

EATON'S DAILY STORE NEWS

THE STORE'S CONVENIENCES—The Waiting and Rest Room, Third Floor; the Information Bureau and Postoffice, Main Floor; the Free Parceling and Checking Desk, in the Basement.

For Early Results In the Garden

Plant seeds now indoors in pots, boxes, etc., and transplant when weather permits.

The Seed Department is ready now with all preliminary seeds, a few good lines of which we mention below:

Cabbage and Tomato seeds, 2 packages for 5c.

21 Full Size Packets of Vegetable and Flower Seeds for 39c

All are standard varieties, and in quality and quantity they are the same as our regular packets. We supply these collections only as advertised. Kindly bear in mind that we neither add nor take out any varieties.

Beans, Rustless Golden Wax.
Beet, Early Eclipse.
Cabbage, Early Winningstadt.
Carrot, Danvers Half Long.
Corn, EATON'S First of All.
Citrus, Improved Preserving.
Cucumber, Improved White Spine.
Lettuce, Early Curled Simpson.
Musk Melon, Early Hackensack.
Water Melon, EATON'S Earliest of All.
Onion, Red Wethersfield.
Parsley, Moss Curled.
Parsnip, Hollow Crown.
Peas, EATON'S First and Best.
Radish, Rosy Gem, White Tipped.
Tomato, Improved Earliest of All.
Aster, EATON'S Victoria Mixed.
Mignonette, Sweet.
Nasturtium, EATON'S Special Tall, Mixed.
Pansy, EATON'S Giant, Mixed.
Sweet Peas, EATON'S Peerless, Mixed.
—Fifth Floor.

Now for Raincoats

Dependable Shower Proof Spring Topcoats That Are Neat and Serviceable and Exceptionally Low Priced

Canadian and English Paramatta Raincoats at \$6.50 to \$18.00 and Smart Slip-on Tweed Topcoats at \$13.50

MANY spring days are rainy days and it is therefore important that every man possess a raincoat not only for his comfort but also for the safeguarding of his health.



The illustration on the left shows the style of most of our Paramatta Raincoats. Note the extra length which provides protection for almost all the under-clothing, and the close-fitting collar that keeps water from trickling in on the laundered collar. Every coat, too, is equipped with wind straps on sleeves to keep rain from blowing inside sleeves. Among the great selection of Paramatta Raincoats in Men's Clothing Dept., we particularly praise the low price of one at \$6.50. It is made of double texture paramatta, in single-breasted, button-through style, with slash pockets. Sizes 34 to 46. Price 6.50

Made of double texture English paramatta, in olive and fawn shades, is another line of Men's Raincoats, in single-breasted, button-through and fly-front styles, with slash and square flap pockets, and taped, sewn and cemented seams. Sizes 34 to 46. Price 10.00

Another line is made of wool paramatta, in olive, fawn and tan. It is single-breasted, button through style, with extra tab under collar, slash pockets, and sewn and cemented seams. Sizes 36 to 46. Price 15.00

Made of extra fine double texture wool paramatta, with half-inch double stitched seams, are beautifully-finished olive-shade Raincoats. They are button-through style, with slash pockets, with openings to inner clothing. Sizes 36 to 46. Price, 18.00

The illustration on the right shows a very useful and fashionable Raincoat. It is a double purpose coat, that can be worn rain or shine, having the appearance of the ordinary tweed coat and possessing the advantage of being waterproof.

It is made of serviceable English materials, in various attractive tweed patterns, including dark grey mixtures and medium and dark grey, plain brown or brown stripes and checks, in light, medium and dark shades. Single-breasted, slip-on style, with convertible lapels, with check back linings, sewn and taped seams, cuffs on sleeves, and patch pockets, with flaps. Sizes 34 to 44. Price 13.50



Men's Spring Suits and Topcoats at \$10.00

The suits are in tweeds and worsted finished materials, good reliable materials, in check, stripe and mixed patterns in browns and greys. They are mostly our own make, so we know they are well tailored and trimmed throughout. Coats in three-button sack style; trousers have all seams strongly sewn and have two side, hip and watch pockets. Sizes 36 to 46. Price, each 10.00

The Spring Top Coats are in the dignified, ever fashionable Chestfield style, and are well tailored in black cheviot or vicuna finished materials. They have fly front, natural width shoulder, close-fitting collars and medium width lapels. Two side and breast pockets. Sizes 35 to 46. Price, each 10.00

Men's Shirts and Neckwear in Distinctly New Patterns for Spring Wear

"Emery" Brand Spring Shirts, light grounds, with a combination of single and cluster stripes of black, blue and mauve. Attached laundered cuffs, coat style. Sizes 14 to 17½. Each 1.50

Men's Shirts, "Quaker City," in fine cambric materials, light grounds, with cluster stripes of blue, helio, grey. Attached soft double cuffs, coat style. Sizes 14 to 16½. Each 2.50

Neckwear, silk, large diagonal stripes of purple and white, helio and orange, black and gold, green and white, with shot background. These are made with wide flowing ends and have thin slip-easy neckbands. Each 1.00

Men's Silk Neckwear, in neat floral or cluster leaf design. Have black grounds with combination colorings of purple, green, red, gold. Each... 1.50

Other Splendid Values in Furnishings for Men

Men's Merino Underwear, single-breasted, and are finished with beige facings. Have closely ribbed ankles and cuffs. Dark natural colors. Sizes 34 to 44. Garment... 43

Men's Underwear, "Watson" brand, fine elastic rib. Clean natural color. Shirts and drawers are finished with sateen facings. Close-fitting ankles and cuffs. Sizes 34 to 44. A garment 1.00

Men's Fancy Colored Shirts, light grounds with single and cluster stripes of blue, black and mauve. Made with attached soft double or laundered cuffs. Sizes 14 to 17. Each, .59

Extra! Men's Medium Weight Underwear, 29c Garment

Men's Balbriggan Underwear, flat knit, in a clean, natural color. Shirts and drawers are finished with sateen facings. Sizes 34 to 46. A garment 29

Men's Smart Recede Boots, for Spring Wear, at \$5.00

It's a popular style with young and middle-aged men who are young in habit. The graceful line of the vamp from toe to heel is extremely attractive, and the shape is thoroughly comfortable if fitted in proper length. Leathers are gunmetal calf, with cloth or dull tops; all vici kid, and patent-leather with dull top. Soles are Goodyear welted and the heels square variety. All sizes and several widths 5.00

An Extra Smart Recede for Boys

It is only now that we can announce the recede shape boot in strictly boys' sizes, 1 to 5½. We are showing a line just-like-father's, to the last detail of design and finish. Balmoral top, square English heel and narrowed toe 4.75

The 1917 Spring Style, \$2.00



THE SOFT Fedora Hat

illustrated is the favored style for spring wear. It has medium high crown and a wide, well-proportioned, but not quite flat, brim, with narrow binding on edge, the quality of the dye and felt being exceptionally good. Colors medium and light grey, brown and navy. A remarkable value at... 2.00

A Smart Style at \$3.00

Men's Soft Hats of American make, with the popular flat set brim, bound on the edge; or the more conservative block with rolling brim, welted on edge. Colors grey and green. Sizes 6¾ to 7¾. Each 3.00

—Men's Hat Dept., Main Floor, James St.

Demonstrating the Exclusive Styles and Fine Materials of the "Excelsior" Brand Suits for Boys

THE UTMOST in careful tailoring, combined with good choice of materials and tasteful selection of patterns, produce suits that are the very acme of almost everything one could wish for in a suit of clothes.

They're suits that fit particularly well, and their graceful well-proportioned lines add to the attractiveness of their snappy new spring styles. And perhaps the most popular models are these priced at 12.50

These are of grey homespun and in rough-finished tweeds, in faint grey, check effects. The coats are cut in a very smart pinch-back style, with belt sewn at back only. They also possess the Excelsior features, which are the hand-felled collars, perspiration pads and inner specially shaped canvas. Coats are also finished with fancy patch pockets, lustre linings and medium wide, neat-fitting lapels. The bloomers are in a smart, full-fitting style, have fine linings and are finished with watch pockets, tunnel belt loops, self belt and expandable knee bands. When you think of the all-round satisfaction you'll receive from these suits you must surely agree that they are well worth the slightly higher price. Sizes 29 to 34, price \$12.50; sizes 35 and 36, price 13.50

Another Excelsior Suit of soft finished tweed is shown in a dark plain pattern, with a faint red chalk stripe. It is a pinch-back model and boasts the many other special Excelsior features. Sizes 29 to 34, price \$13.00; sizes 35 and 36, price 14.00

At \$14.00 is a collection of Excelsior Suits, in many pinch-back styles of pleat arrangements at back. Beautiful cloths, in fancy imported worsted or cashmere finished tweeds, also in rough-finished mottled tweeds. Patterns are in pin checks, over-plaid checks and rough pick-and-pick patterns. Plain front coats have two side and one breast patch pocket, in fancy flap effects. Peak shaped lapels and form-fitting shoulders. Along with the other Excelsior features, lustre linings and bloomer pants. Sizes 29 to 34, price \$14.00; sizes 35 and 36, price 15.00

—Main Floor, Queen St.

Great Assortment of Boys' Spring Reefers

One of the most popular lines we carry is that at \$5.00. These reefers are in fancy grey or fawn mixed tweeds or plain blue worsted serges. They are double-breasted models in pinch-back style, showing three-piece belts or belt at back only. They have velvet collar, emblem on sleeve, fancy cuffed sleeves and fine body linings. Sizes to fit 3 to 9 years. Price, each 5.00

And at \$5.50 are swaggar Reefers of grey or fawn rough-finished tweeds in mixed stripe effects. These are single-breasted, have velvet collar, full box back, set-in sleeve, fancy cuffs, and patch pockets. Others of navy blue cheviot serges are double-breasted, have loose back with side vents, trimmed with brass buttons, emblem on sleeve and black velvet collar. Sizes 3 to 10 years. Price 5.50

TODAY'S MENU in the GRILL ROOM

Roast Prime Ribs of Beef with Yorkshire Pudding,
Or Roast Stuffed Pork Tenderloin with Apple Sauce
Mashed Potatoes and Buttered Cabbage
Apple Pie with Ice Cream or Jelly Roll with Sweet Sauce
Club Rolls and Butter Pot of Tea or Coffee
60c
—Fifth Floor.

An Ideal Military Glove For Spring Wear

A GLOVE that has become very popular among military men in England and France, and here in Canada, too, is a semi-Gauntlet, pull-over style model, made of selected, soft, pliable caeskin. Its serviceability, appearance and easiness in pulling on and off are qualities that every soldier appreciates. It has hand-sewn seams, gusset fingers and Bolton thumb. Per pair 3.00

Men's heavy tan caeskin Gloves that are washable. Have pris seams, gusset fingers, Bolton thumb, one dome fastener, and imperial points. Price, a pair 1.75

—Main Floor, Yonge Street.



Soldiers' Socks, Reliable for Wear and Foot Comfort

ONE of the most popular Socks for overseas is made of dark grey wool. Has five-ply spliced into heels and toes, and close-fitting 1-1 ribbed cuff. Per pair75

Another line is knitted plain, of medium grey wool yarns, and is hand-finished. Have extra ply at heel and toe. Per pair75

Grey Wool Socks, of extra firm quality. Have white heel and toe. Per pair, 35c; or 3 pairs for ... 1.00

Dark or Light Grey Army Socks, made with good-length leg and white heel and toe. Per pair35

—Main Floor, Yonge St.



Columbia Medallion Portraits, Copied From Your Own Pictures, 50c

We will make these Medallions to your order, copied from any size, photograph, postal picture, kodak picture, tintype, or daguerreotype, and return same absolutely uninjured.

Columbia Medallions are imperishable, being mounted on enameled metal, and can be washed just like an ivory miniature.

No doubt you have in your home the picture of some relative, a child, sister, brother or soldier friend, or perhaps you would desire a likeness of yourself. We will make an absolute reproduction from any good picture. Bring in your photographs to the Camera Section, Main Floor. Price 50

THE T. EATON CO LIMITED