

Get "EATON" prices on awnings. Leave name and address in Drapery Department and a man will call for measurements.

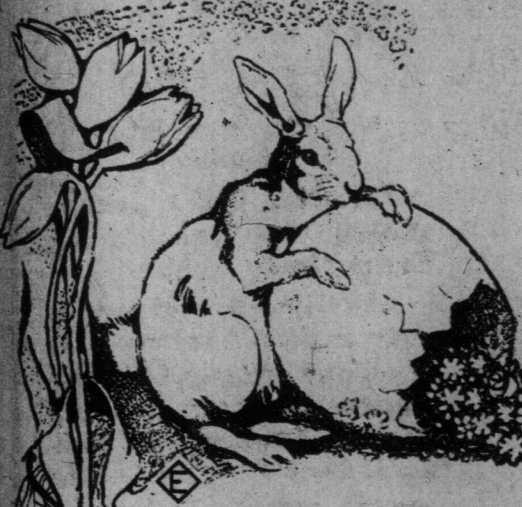
# EATON'S DAILY STORE NEWS

Write the "House-furnishing Shop-pers," if in doubt, for suggestions and prices regarding spring redecorating.

1969

**GOLDEN JUBILEE**  
Store Closes Saturdays at 1 p.m. Other Days 5 p.m.  
"Shorter Hours" "Better Service"

1919



## Today, Good Friday, Store Remains Closed All Day

### MEN! If You Still Have Easter Clothing to Buy Read This Collection of Suggestions and Come Early Saturday



#### Special! Men's and Young Men's Suits, \$21.75; Boys' First Longers, \$19; Men's Rainproofs, \$13.75

Three splendid specials, each offering a heaping measure of good style and cloth quality. The young men's suits are in the two-button, single-breasted, form-fitting sac and split coat, or waisted styles, with soft roll lapels and natural shoulders. The men's suits are in the three-button, single-breasted, conservative style; of all wool and union tweeds; a few are of cotton and wool worsted finished fabrics, in pepper and salt small checked and neat stripe patterns, in medium and dark browns, grey and greenish greys (with Alpaca and Italian body linings). Vests close with five buttons. Trousers have two side, two hip and a watch pocket; plain or with cuffs. Sizes 34 to 44. Special, \$21.75.

**Boys' "EATON Made" First Longers, Special \$19**

Of wool and cotton mixed tweeds in light, medium and dark grey, neat hairline and cluster stripes. All in the two-button, form-fitting, all-around belter styles with deep vent to waist-line, slash pockets, natural shoulders, soft roll peak lapels. Trousers have cuffs. Sizes 33 to 37. Special Saturday, \$19.00.

**Men's and Young Men's Tweed Coats, \$13.75**

They're of cotton worsted finished fabrics in medium and dark grey, small checked patterns; also dark Oxford grey cheviot cotton and wool mixtures. In the single-breasted, button through slip-on and all-around belter trench styles, have double-breasted, cemented, and strapped seams, convertible collars, and turn-back cuffs on sleeves. Sizes 34 to 44. Special, \$13.75. —Main Floor, Queen Street.



#### Eaton-Made Clothes for Boys--the Essence of Smart Design and the Very Acme of Durability at Moderate Prices

One of the spring's newest arrivals is an all-wool navy blue serge in the belted model; single-breasted style with combination buckle and button fastener—slash pockets and fancy pleated back. Bloomers have belt loops, side, watch and hip pockets. Sizes 29 to 34—\$16.50.

The ever-popular navy blue serge is represented in a soft finished all wool suit in the trencher style. It is single-breasted, with flap breast pocket, all-round belt with combination buckle and button fastener and slash pockets. Bloomers have belt loops, side, watch and hip pockets. Sizes 29 to 34—\$20.00.

Boys' All-wool Navy Blue Serge Suits in the smart waist-line effect; have two buttons, double-breasted model with seam running around waist instead of belt slash pockets; fancy form-fitting back with raised seam running down centre of back. Full-fitting bloomers with belt loops, side, watch and hip pockets—strongly lined throughout. Sizes 29 to 34—\$22.50. —Main Floor, Queen Street.



#### Men! Note the Easter Specials! Neglige Shirts, \$1.48; Neckwear, 50c; Soft Collars, 25c, for Saturday

The shirts are in many patterns, though in most cases there are only two or three shirts of a pattern; in single, double or cluster effects; in color combinations of blue, black, mauve, green, brown or pink on light grounds. Are of cambric, cotton crepe, or Madras shirtings, in coat style with soft double cuffs and laundered neckbands; sleeve lengths range from 33 to 35. Size range, 14 to 17. Saturday special, \$1.48. —Special Shirt Counter, Main Floor, Centre.

The neckwear is in four-in-hand style and in graduating shape with wide flowing ends, neckbands are firmly sewn and thin, so as to slide easy in collar. The assortment of material includes foulards, silks, crepes, failles or printed cotton in several small Oriental designs, also Bengaline silks in plain shades. Also included are woven materials of silk with cotton or artificial silk in several different designs, striped effects or patterns, scrolls or leaf effects, in blue, green, mauve, grey or tan. Special, each, 50c.

The soft collars are of fine pique, madras, Jap silk or corded silk and cotton mixtures, with interlining and band of cotton; sizes 14 to 17 in the lot (not more than six collars to each customer). Special, each, 25c.

Men's Porous Summer-weight Combinations of cotton, in natural or white shades; have short sleeves, and are in ankle or knee length; sizes 32 to 42. Special, 79c.

Men's Blue Chambray Work Shirts, attached collars, pocket and yoke; full size bodies, and double-sewn seams. Sizes 14 to 17. Each, 69c.

Boys' Shirt Waists, of printed cotton in single or cluster-striped effects of blue, black, mauve or green on white grounds. Have attached double collars, single-band cuffs, breast pocket and buttons at waist. Ages 5 to 15 years. Each, 59c. —Main Floor, Centre.

#### Men's Grey Suede Gloves, Special Saturday, \$1.15 Pair

Just 4 1/2 hours Saturday morning to get your Easter Gloves, and for those who come early, is this saving special in grey suede gloves. Have half pique sewn seams, black embroidered backs, and one dome fastener. Sizes 7 1/2 to 9. Special Saturday, per pair, \$1.15. —Main Floor, Yonge St.



#### Many Attractions for the Eastertime Visitor

The Exhibit of Electrical Appliances in the "Auditorium" in the Furniture Building—an immense and interesting display of the latest labor-saving and comfort-making devices. —Furniture Building.

Moving Pictures—this is one of the big features of the Electrical Exhibit, with three performances daily, commencing at 10.30 a.m. and 3 and 4 p.m. The programme includes a comedy, Parish Fashions, and How Goods Were Made Fifty Years Ago, the last mentioned film presenting our own Jubilee demonstrations for the month of February. On half-day Saturday pictures will be shown at 10.30 a.m. only. —Furniture Building.

The Return From Calvary—The remarkable painting by the English artist, Herbert Schmalz, depicting an incident following the Crucifixion. —Fourth Floor.

The Living-room and the Bungalow, built and furnished as though for actual occupancy—the former in the Drapery Department and the latter in the Rug Department. —Fourth Floor Store.

Demonstration of tables correctly set for every day and special occasions, at which our "Hostess" gives interesting talks on the proper arrangement of china, glass and silverware, and the approved way of serving food, waiting at table, etc. Saturday morning will afford a good chance to see this demonstration—from 10 to 12 a.m. in the Chinaware Department. —On Monday and days following, the hours will be 10 to 12 a.m. and 3 to 4 p.m. in the Chinaware Department and 2 to 3 p.m. in the Linen Department.

## THE T. EATON CO LIMITED