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# EATON'S EASTER STORE NEWS



Men's Easter Wear: The Spring Overcoat

There is a decided dressiness in the Spring overcoat. And there's a comfort in it, too-it is so much lighter for this mild weather than the heavy winter garment. Here you will find a very great diversity of materials and designs, and prices most appealing.

AT \$12.50-Light or medium | shade diagonal woven worsted: just below the knee. Fine 12.50 | lined body and plain lapel; 15.00 | will linings to match | 12.50 | sizes 34 to 44

AT \$15.00—Single - breasted Chesterfield, 44-inch length, with single breasted, fly front, with long | back vent. Made from fine black lapels and back vent; cut to come and dark grey vicuna cloth. Silk

Newest Weaves, diagonal effects with stripe, in medium and light grey shades. Broad shoulders, long lapels. correct lengths. At \$15.00 and

Other qualities at \$8.50, \$11.00, \$12.39, \$13.50, \$18.00, \$20.00.

### The Boy's Easter Suit---Choose it Wednesday

Could we line up the great spring stocks of Boys' Wear in your very home, the wonderful Easter preparedness would certainly astonish you.

Gathered from foremost Canadian and American makers, and from our own workrooms, the assortments show the most comprehensive gathering of new spring materials and fashions that could well be assembled together.

Such readiness for Easter should convince parents that this store is in peerless position to supply the clothing needs of every boy.

Fancy Russian suits of very fine quality English worsteds in the new patterns and shades. Coats have deep sailor collars, adjustable fronts, with knotted black silk ties, and leather belts; sizes 21 to 25. At \$4.50. \$5.50. \$6.00 and \$7.50.

Sailor suits, nicely made from a fancy tweed of a pretty shade of olive. Loose blouse effect, with a

deep sailor collar, adjustable self-front and black silk tie. 3.50

Bloomer suits, smartly tailored from imported worsted materials, of a pleasing shade of grey in a small check pattern, coats double-breasted.

with stitched cuffs on sleeves. Full fitting strap and 

Double-breasted bloomer suits of an all-wool navy blue clay twill worsted. Coats have belts and stitched cuffs on sleeves. Good quality trimmings. Strap and buckle bloomers; sizes 24 to 28. Price 6.00

Three-piece suits, stylishly tailored from the very finest imported fancy worsteds, in the new Spring patterns and shades. Coats two and three-buttoned, knee pants. Best Italian cloth lining; sizes 28 to 34. At \$7.50, \$8.00, \$8.50 and \$10.00.
MAIN FLOOR—QUEEN STREET

#### **Excellent Choosing** in Neckwear at 35c

Our three-for-a-dollar neckties are really of a distinctly high quality, being our own make and cut ficm choice imported silks. They are of the popular width, folded-end fourin-hand shape, and come in an excellent range of fashionable patterns and stripes. 3 for \$1.00. or each ... ... 35

#### Men's Linen Collars 9c

An English made collar in turn point style. Three heights, 13/4. 2 and 21/4 inches, with medium points; sizes 14 to 171/2. Send phone orders early, please. Price 3 for 250 or each ... ...... MAIN FLOOR-QUEEN ST.

#### Tend to the Easter Footwear Wednesday a Most Elab-

Footwear is one of the chief items to be considered in preparing the new Easter apparel and the proper selection requires deliberation and care. Certainly styles in footwear go best with certain colors or effects in clothing-for instance how suitable for the handsome grey suit are tan boots, or for the dark cloth a pair of fine black kid boots-The same in women's footwear.

To make your selection as easy as possible we've arranged as comprehensive a display as ever welcomed you in this section -- along the entire front are arranged cases showing samples of hundreds of styles of boots and shoes, and on top of these cases are as many more displayed on stands, etc.

Footwear for men, women and children, showing the many new styles, great choice such a vast stock as ours affords, and showing particularly the exceptionally good value every price proclaims. Walk along at your leisure and as you realize what a wealth of different lines there are, and all the very best, too, remember that there are but three buying days more before Easter.

#### A BRIEF DESCRIPTION OF A FEW OF THE VERY POPULAR STYLES

Women's select styles in America's finest makes, the swellest patterns and most select leathers, ever shown on this side of the line; the variety of styles to choose from is large. Boots in patents, plain kid, dull kid, or fancy cloth tops, Blucher and buttoned styles, hand-turned or Goodyear welted soles. Boots in vici kid, tan calf, royal kid, box calf, cravenette and others.

We have a range of select styles in prices ranging from \$1.50 to \$3.00. Among these lowpriced lines are styles and good qualities which will surprise you, in both boots and Oxford shoes. For men, our stock of boots and Oxfords consists of patents, vici kid, tan calf, brown kid, velours calf and box calf, plain and fancy designs; you will be sure to get your favorite style in the size you want at the price you want to pay. SECOND FLOOR-QUEEN ST.

#### Women's Easter. Neckwear

"Dame Fashion" has this season created an almost unprecedented demand for fancy neckwear of all kinds-the separate waists call for pretty collars—the tailored waists demand plenty of pretty jabets and ruffles-collarless dresses must have a dainty finish-and with this comes the new spring suit with its long open lapels, which at once suggest pretty ruffles, cascades and fancy collars of all So that fancy neckwear is absolutely essential for

Easter wear. Acide from the vast assortments already on hand we've a fresh new line just in and which will be shown Wednesday for the first time, smart with fashion's newest touches. Noticed among them are collars, jabots, cascades, frills, etc., with triminings of silks, cords, satin folds, braids, ornaments, etc. Priced from MAIN FLOOR-CENTRE.

#### Handkerchiefs

Women's fine Swiss embroidered handkerchiefs add a dainty effect to the costume, finished in dainty hemstitched and scalloped and lace edges, neatly embroidered in floral and scroll de-

Men's pure Irish linen handkerchiefs, 17 inches square, finished with assorted hemstitched hems, these are very fine handkerchiefs and an extra value at 

## \$17.50 Will Buy Your Easter Costume

And a neater or more stylish costume you wouldn't want to put on. Price gives very little idea of what the quality or finish is-that's because we made them ourselves and as you must know-making a suit, selling it directly to you with little added to the cost gives you a chance to save that is rare.

A remarkable instance of the good value that may be produced by manufacturing the suits we sell is shown in this item. Come Wednesday and see them-and you'll not hesitate long in getting your Easter suit. New spring walking suits, six styles, coats from 30 to 34 inches long, with fashionable pleated skirts. The materials include all-wool French suiting diagonal weave worsteds, hairline stripes, wool serges, diagonal and chevren weaves, novelty worsteds, splendid assortment of chades, tan, wood brown, British mustard, reseda green, mystic blue, navy, wisteria, black. Splendid range of sizes. 17.50

#### Tub Dresses, Exceptional Value, \$2.50

Very smart one piece design, trimmed with heavy lace, the material is linen, a splendid wearing material, and fast colors. You will probably wonder 

#### Splendid Voile Walking Skirts for \$6.35

All-wool imported crisp voile, in a stylish pleated design trimmed in tunic effect, with silk from waistband to bottom, also circular lows 6.35 of silk, good range of sizes. Price

### Secure One of These White Skirts

Numerous small balances of various lines comprise this assortment of women's white skirts that we've priced at greatly reduced prices, some being practically half. Some are of fine cotton, while others are of soft nainsook, all have flounces variously! trimmed with rows of lace insertions, tucks, frills of fine lace and embroidery



### Specially Interesting Values in Women's Easter Wear The Ribbon Schedule Simplified for Rapid Buying

Now that the unavoidable Easter rush has come, a simple, easy statement of ribbon qualities, widths and prices will be of help to you.

The material for choice is made up of case upon case of ribbons, carefully grouped, each group complete in color and width ranges,

Plain ribbons include wide and medium widths, which are classed separately. In addition there's a big and varied stock of fancy and

Every one of the above classes is of importance in the Easter costume for millinery, sashes, girdles, neck ribbons, dress trimmings, lingerie, beading, and hair bows. Every ribbon should be fresh and crisp on Easter morning. One line in each class is as follows:

Class 1-Wide ribbons, "The Cedric" and "The Queen," firm pure silk taffeta of the best quality and all the wanted colors:

4-inch Class 2-Medium ribbons, "Cedric" taffeta, extra good quality, and all colors:

3/4 in. 11/8 in. 11/2 in. 2 in. 21/2 in. 31/4 in. 3c. 5c. 7c. 8c. 10c. 121/2c.

Class 4-London colored velvet, has a pure silk pile and satin back; all colors:



Class 3-Black ribbons of the finest French taffeta, "Lyons" dye," are of an excellent wearing quality: 3/8 3/4 7/8 1 11/2 17/8 21/4 31/2 41/4 4c. 6c. 7c. 8c. 10c. 121/2c. 15c. 20c. 25c.

Baby ribbons, in satin face and taffeta, tied in punches for quick selling; includes these colors, white, cream, sky, pink, mauve, Nile and red, in widths of 3/8 3/8 1 11/2 21/4 1/8, 1/4, 3/8, 5, 7 and 10 ye ds in each bunch. Page 

Fancy Ribbons comprise many new shades and tones. Each pattern shows new features of either moire or shot effect, so pronounced in this season's fancy ribbons, whether dresdens, dresdens with stripes, combination checks, plain and moire stripes; widths are from 5 to 9 inches, and various grades, priced at 22c, 25c, 29c, 35c, 39c, 65c, \$1.00 and \$1.25,



