

EATON'S DAILY STORE NEWS

Men's and Boys' Wear Ready to Meet Every Spring Clothing Demand Saturday:

The incentive that should prompt men, and parents of boys, to consider Spring Clothing requirements Saturday is the fact that Easter is **JUST ONE WEEK AWAY**.

And the attraction this store holds out for one and all is the gigantic proportions of its well chosen stocks. Whatever the wanted garment there'll be satisfying selection here.

Men's new Spring suits, single-breasted, in dark brown and olive, with neat narrow stripes, all-wool worsted materials, good quality trimmings; sizes 36 to 44. Price **11.50**

Blue and black suits of the very soft wearing Eaton's serge, guaranteed fast Indigo dyed. Latest single and double-breasted models; sizes 34 to 44. Uncommon value, at **12.50**

Suits in the new stone grey shades, with fine hair-line stripe and neat check, single-breasted. Collar, lapels and button-holes all made by hand. Hair-cloth and best quality canvas interlinings; soft-finished serge lining; sizes 36 to 44. Price **18.50**

Men's black suits, of all-wool vicuna cloths. Single-breasted coats, serge lined; sizes 36 to 44. Prices \$15.00, \$18.00 **20.00**

Men's light Spring overcoats, single-breasted Chesterfield, of black vicuna cloth, with silk-faced lapels and serge linings. Price **8.39**

Light-weight overcoats, in medium dark and light shades of pure wool, materials in herringbone weave; sizes 34 to 44. Price **11.00**

Men's fine overcoats, in dark grey and black pure wool vicuna cloths, Chesterfield style, with haircloth sleeve lining and black silk body lining. Handsomely tailored with plain lapels. Price **15.00**

American overcoats, latest New York styles, with long lapels. Very light weight, materials in grey shades, silk lined through. Prices \$20.00 and **22.50**

Boys' Bloomer suits, of all-wool navy blue worsted, smartly tailored in the double-breasted style, coats have belt with stitched cuffs on sleeve, loose fitting strap and buckle bloomers, best quality trimmings; sizes 24 to 28. Price **6.00**

Double-breasted bloomer suits, in a splendid assortment of Spring patterns and shades, such as dark and medium grey, browns and olive. Strap and buckle bloomers, Italian body lining; sizes 28 to 33. Prices \$5.00, \$5.50, \$6.50, \$7.50 and **10.00**

Boys' three-piece suits, superbly tailored from the new importations of Spring worsteds, small neat patterns with the narrow striped effect in two and three-button double-breasted coats, some with cuffs, pleasing shades of dark, medium and light greys and browns. Superior quality cloth linings; sizes 28 to 34, knee pants. Prices \$6.00, \$7.50, \$8.50 and **10.00**

Boys' sailor suits, of imported worsted materials in a pretty shade of grey, loose fitting blouse effect with deep sailor collar, adjustable self-front and black silk tie. Bloomer knickers; sizes 23 to 27. Price **5.50**

Spring-weight reefers of that fawn covert cloth that gives such serviceable wear. Double-breasted with stitched cuffs and emblem on sleeves. Good quality trimmings; sizes 23 to 28. Price **4.50**

MAIN FLOOR—QUEEN STREET



Men's High-Grade Neckwear, Saturday, 25c

Made from choice American silks in dozens of new Spring pattern color effects, the favorite stripes well represented. Cut in correct folded-end four-in-hand style. Samples are shown in the window display. Buy for Easter and Spring—save a good half on all. The price **.25**

Profitable Buying Continues in These Furnishing Goods Items

300 pairs suspenders in a fine elastic web of neat designs, cross back, cast-off white kid ends, slide buckles. This price only possible while the 300 last. Pair **.25**

Natural wool merino, a fine imported undergarment for Spring wear. Natural shade; unshrinkable, through the addition of a little cotton. Beige facings and pearl buttons. Men's sizes 34 to 46, per garment, shirt or drawers **.75**

Boys' buttoned sweater coats, with two pockets, plain grey or grey with assorted colored trimmings. A safeguard against colds now that the boy is throwing off his winter overcoat. So lowly priced as **.50**

Linen collars for men's and boys' Spring wear. Choose from thirty-three correct and distinct styles, all heights and sizes, at \$1.50 the dozen, or each **.12**

Spring underwear, fine double thread balbriggan, in natural cream shade, the cuffs and ankles closely ribbed; men's sizes 34 to 44, per garment, shirt or drawers **.35**

A Spring Derby of Style and Quality

Saturday will be a good time to choose the new Spring Hat. Easter stocks are complete, and the service will certainly be less taxed than on Saturday week.

This Derby Hat is of a very fine quality fur felt, superbly finished and of fast black dye. The style is sharply defined, yet moderate; brim medium flat set, crown rounded. Pure silk trimmings and the comfortable cushion sweatband of Russia leather **2.50**

Sturdy qualities in the newest Derby styles are shown in accommodating variety at \$1.00, \$1.50 and \$2.00, while at \$4.00 to \$6.00 is a selection of the finer qualities.

Men's Auto Caps for Spring Wear

A broad range of fashionable light and dark fancy tweeds. Large peak and full crown; silk and leather sweatbands, at \$1.00 to **2.50**

The "Gear" Cap with leather peak **1.00**

Children's Headwear; Spring Styles

Plain and novel designs for Spring wear now offer a very wide selection in Children's hats, caps and tams. Tam-o-shanters of American makes in fine beaver cloth, satin finish, full crowns, with fancy bows at side, colors navy and brown. Price **1.25**

Navy and red turbans **.29**
Boys' new Bulldog Golf Cap, 50c and **.75**

MAIN FLOOR—QUEEN STREET



Men's Neglige Shirts.

Men's fine colored Scotch zephyr negligé shirts, well made and full size, small cuffs attached, all this season's patterns in a large assortment of the latest colors, manufacturer's over-makes that we got at the right price; sizes 14 to 17½. At **.59**

A choice line of men's fine colored spring shirts, negligé or pleated fronts, small American style cuffs attached; in this line you'll find the latest shirting fabrics; the patterns include some of the latest novelties for Spring; sizes 14 to 18. At **1.00**

MAIN FLOOR—QUEEN STREET

Sudden Slump in Prices of Oilcloths and Matting

It's a privilege to be able to give such values. Clearing a surplus, remaining from our week's selling, we find ourselves in a position to meet the demand for summer floor coverings at prices in many cases less than half the regular rates. Make your call as early as possible for the sake of better selection.

JAPANESE AND CHINA STRAW MATTING, 36 inches wide, includes many remnants of the better qualities of fancy checked and plain matting, running up to 8 yards in length, suitable for halls and small rooms. A whirlwind clearing at, per yard **.9**

STAIR OILCLOTH, with duck and linen backs, strong and durable for strips in halls, etc., comes in medium and dark colorings, widths are 15 and 18 inches. Greatly reduced for clearing, at, per yard **.9**

THIRD FLOOR

Easter Cards in Great Variety

Big choice of pretty designs in Cards, Postals and Novelties. Post Cards, 3 for 5c; 5 for 5c, 5c each. Novelties from 2c to 35c.

MAIN FLOOR—JAMES STREET

Philosophy in Its Relation to the Millinery of Spring: Inspired by a Peep at the Easter Hats at

EATON'S

Thomas Carlyle ascribed a soulfulness to clothes which lesser philosophers among us are unable to refute.

Certainly, if there is anything in the doctrine of affinity, it may be applied to hats. For who can study the expression of a bonnet that stands waiting its fate in a showcase and deny that one face in particular has rightful claim on its special turn of crown and droop of feather, and that other eyes and nose and tilt of chin are as distinctly the inspired supplement for the hat that stands nearby?

How an observer shudders when a stolid personage with grim mouth and high brow lingers conclusively over the dreamy tulle and lace confection, whose romantic roll of brim and garlanding of buds calls oh, so loudly, for a pair of soft grey eyes and smiling lips! Why will she not pass on? we mentally cry. For there is a bit of headgear further along whose millinery pulse is beating for her alone—a wide flat toque, full of dignity and handsome austerity.

How forcibly, too, have we been constrained to obtrude upon the cogitations of the little brunette with the piquant air and coquettish droop of the eyelids, and beg her to consider the fore-ordained suitability of the cerise turban with the long grey quill! A limp little creature with fair hair is handling it speculatively, and in our fancy we see the turban's cold acceptance of the homage.

When hat and head are drawn together by the bond of true affinity, how happy, indeed, the alliance!

This season hats seem more redolent of soulfulness than ever. A preliminary peep into the handboxes that stand ready to disgorge their alluring contents for the exposition on Monday revealed a wealth of character underlying the prevailing chic.

A French model in ivory brim, owing its notable charm to the rolling upturn of the brim, caught with a broad silver buckle, and the encircling arrangement of osprey, suggested at first glance a well-groomed, well-tailored wearer.

A huge leghorn design smartly finished with a mass of ribbon bows in an old blue shade, with an artless garland of blossoms of the same tone, the whole completely veiled with black Chantilly lace, is destined for a more spiritual type.

Two models bearing illustrious names on the head—lings bear witness to the vogue of the large mushroom shape. Both are brilliant examples of Parisian skill in the intermingling of contrasting colors; one presenting a combination of garnet sweet peas and purple velvet on navy blue straw; and the other a truly French exploitation on peacock blue straw of every blossom that a garden grows—eminently harmonious in result.

The popularity of leghorn is further instanced in a large flat model with a simple quilling and rosette of mustard color velvet cockaded with an ingenious little nosegay of wild flowers.

The same flat shepherdess design is also developed charmingly in navy blue, with crown of pink silk and low wreath of pink roses.

Blue, it will be seen, is the dominant note. It appears in touch, if not in substance, throughout the whole millinery story, from the strong King's blue to the faded "Bleriot."

Striking paradoxes are shown. A delicate white chip picture hat, crowned with eyelet embroidery and tender pink buds, is heavily underfaced with black velvet; and a durable-looking black straw shape, substantially banded and lined with crimson velvet, is surmounted with a filmy white lace rosette.

The universal tendency towards a whimsical blending of decorative ideas is well exemplified in a very lovely Gainsborough hat, the white straw faced with pale blue chiffon, draped about the crown with Brussels lace, heavily decked with knots and sashes of rose ribbon, the whole peaked with a bouquet of prairie wheat and flowers—blue, pink, red, yellow, green and purple—representing in all a carriage or garden party chapeau of the most stunning order.

For immediate wear with tailored suits, some delightful little military and Oriental turbans are exhibited, as well as many larger designs severely trimmed with a single feather aigrette or chou of shot ribbon.

In addition to the foreign importations, the store's own creations include some delightful specimens. One in particular, a large grey chipped straw, veiled in blue chiffon and radiating a rainbow effect of grey, blue and rose, is, for graceful droop and curve, unrivalled by any French production, while a broad, flat-brimmed model of white mohair veiled in black lace and bearing clusters of tiny pink buds and blue forget-me-nots, is as interesting and picturesque as though from Romney's own palette and brush.

The array, too, of schoolgirl millinery is a very attractive feature of the great collection. Modishness, suitability and moderation of price have been most skillfully amalgamated.

But only a poet should carry the license to review, when colors are so rich, flowers so delicate and real, and the fashioning so suggestive of an artist's manipulation.

THE T. EATON CO. LIMITED