

EATON'S EASTER STORE NEWS

The Great Clothing Day of the Year

NEWS OF GOODS ON SALE TO-DAY

The Last Call for Easter Shopping

Many hundreds of visitors will be in town to-day—a great many have left their buying till they "get to Eaton's"; this short list may be of assistance in the suggestions it offers for correct Easter apparel. Those in the city who've left their shopping till the very last minute will also find interest in this good buying news.

Easter Saturday is a day of rush and hurry, we've all we can do to tend to the afternoon throngs—those who shop in the morning will shop in what comfort there's to be had at this last hour, and also they'll get best choice.

TO VISITORS—Make every use of the Store's many conveniences—rest and writing room, third floor; free check room for parcels, wraps etc. in basement; information bureau, main floor; use a transfer card, and keep to the right in the crowd.

New Spring Walking Suit

Special Easter Value at \$11.50

This is one of the best suit values we have offered, in the most wanted fabric, all-wool diagonal worsted, a material that we know will give satisfaction and keep its colors.

The style is one of Dame Fashion's favorites; coat 32 inches long, seven-eighths fitted, lined throughout, long notch collar, trimmed with Ottoman, moire silk or satin; fashionable pleated skirt; colors navy, wood brown, pearl grey, taupe, apricot, green, wisteria, black; sizes 32 to 42. Price 11.50.

The New Accordeon Silk Dress

A favorite in New York, this dress you will have to see to appreciate. The style is exceptionally good, combination collar of silk and lace with belt, the material is all silk foulard and taffeta, in a splendid range of colorings, if you are thinking of buying a dress, see this. Price 15.00.

Women's Light-Weight Raincoats

Now is the season of showers, don't forget the raincoat, it will save your spring coat or frock from the spring showers. We have a splendid assortment of styles, imported and our own make in moire silk, stripe silk, silk finish mohair, roseberry cloth, cravenette and cravenette panama in the correct shades for spring, prices within the reach of all, 7.00, 9.00, 9.50, 10.00, 11.50, 12.50, up to 25.00.

A Good Fashion for Spring

is the 52-inch semi-fitted separate coat, stylish and serviceable for cool evenings, we have a splendid assortment of the garments for Easter wear.

The materials include rajah and tussore silk, taffeta silk and fancy worsteds, natty tweed mixtures, shepherd's check, hairline stripe, wide wale, French and English coatings, diagonal weave worsteds and serges, covert cloths and broadcloths; very moderately priced, 5.00, 6.50, 7.50, 8.50, 10.00, 11.50, 12.50, 12.75 up to 35.00.

We invite your inspection. Second Floor—James Street North.

Separate Skirts for \$1.95

The wonder is, how they could be made for the price—but see them, and if it's a skirt you're looking for to complete your Easter equipment—either to pack in the "going home" trunk or for wear in the city, you'll quickly choose one of these if you appreciate good value of the best kind. And what a satisfaction to the woman who has left till to-day to do her buying of suit or dress, to walk into this section and see such a wealth of garments, all so pleasingly priced! A good example of which are these skirts.

Made in a stylish gored design, correctly cut and well tailored; the material is all-wool imported cheviot; splendid assortment of sizes; waistband 22 to 29, length 37 to 43; choice of navy or black. Price 1.95. SECOND FLOOR—JAMES ST.

This Store Superbly Ready to Meet the Easter Requirements of Men and Boys, For Nine Hours To-Day

It is the day before Easter Sunday! To-morrow the great throngs of men and boys will wend their way to church garbed in new Spring attire, and the cold, bleak winter will have been forgotten in the joy of Easter and of Spring's return.

The Overcoat must have your first consideration; then the Suit. This store has shown its ability on past occasions to satisfy each requirement; it will to-day manifest an Easter preparedness that we believe will prove beyond your highest expectations.

Fashion-Favored Spring Overcoats

AT \$8.39—A soft black vicuna cloth. 44-inch Chesterfield coats with silk faced lapels and fronts. Sizes 34 to 44.

AT \$10.00—Fly front and buttoned through chest. New greys, in light and oxford shades. Cheviot cloth in herringbone and diagonal weaves.

AT \$12.39—Black vicuna cloth, lined with black twilled silk. 44-inch Chesterfield style, with plain lapels.

AT \$12.50—Variety of shades in fancy cheviot, in new diagonal herringbone weaves, also plain grey twilled worsted. Some have velvet collars to match.

AT \$13.50—Worsted-finished fabrics in blue-grey clay twills and in plain grey diagonal worsted cloth. Some smart effects for young men.

AT \$15.00—Several new cloths in fawns, greys and oxfords in diagonal and herringbone weaves. Coats about 44-inches long, buttoning through or under a fly.

SILK-LINED SPRING OVERCOATS—English black vicuna cloth. Plain 44-inch Chesterfield model, with plain lapels. 15.00.

AT \$20.00 and \$22.50 Latest New York Coats, with long lapels; very light weight; materials in grey shades; silk lined.

The Splendid Suit Selection

AT \$10.50—An English worsted in broken checks and stripes on brown and grey grounds. Three-buttoned sack coat with dressy broad lapels.

AT \$11.50—Imported colored "Resist" worsteds, pretty shades of brown and olive, with colored pin stripes. Three-buttoned single-breasted sack.

AT \$12.50—Fine Navy Blue Suits, in the soft-twilled Eatonia worsted cloth; pure wool Botany yarns; fast Indigo dye.



AT \$13.50—Very large assortment of fine imported colored worsteds; olives, greys, and smokes and browns, in neat striped patterns. Three-button single-breasted coat.

AT \$15.00—Three-buttoned sack suit of English worsted in newest browns, olives, greys, and smokes. Fairly broad lapels, close fitting collars.

BLACK SUITS—Of all-wool vicuna cloths; single-breasted coats, serge lined; beautifully tailored; sizes 36 to 44. Prices 15.00, 18.00 and 20.00.

We Strongly Recommend Clothing Service

The materials are all wool and specially selected from foremost British mills, assuring a choice of designs and colors unsurpassed. The style and fit of the garments is distinctly superior, through the special tailoring features. Collars are hand padded, and lapel and collar hand felted; buttonholes are hand worked, the fronts of coats are "hairclothed" from top to bottom to preserve their shapeliness, in addition to an interlining of French canvas. Brief descriptions of a few suits:—

AT \$16.50—A smoke shade worsted with colored pin stripe. Three-button single-breasted sack style, with medium length broad lapels. Best of linings.

AT \$18.00—An imported English worsted cloth in dark olive and smoke shades with Celtic and colored pin stripes. Three-button sack coat with best linings.

AT \$20.00—An olive tinted fawn English worsted with faint colored pin stripes; single-breasted coat with dressy broad lapels. Best of linings and interlinings.

Boys' High-Grade Clothing



We are showing very large assortments of Boys' Clothing of the better class this season and parents will find the choice more than gratifying. A few price-hints:

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.

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.

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. Other Spring Reefers at 3.50, 4.00, 5.00, 6.00.

The New Spring Headwear



There is such bewildering variety here in the hats for Easter and Spring that it puzzles one to know where to begin to even hint at the assortment.

THE DERBY HAT, of course, has first place, and our \$5.00 Flexible Derby probably offers the fullest measure of quality and endurance it is possible to acquire. The hat seems almost indestructible. It is of latest style and superbly finished. Price 5.00.

AT 4.00 we show several other famous makes of Stiff Hats.

AT 2.50—Extra Fine Quality Fur Felt Derbies, from a number of the world's leading hat makers, and are thus thoroughly dependable in both quality and style; the finish, too, is noticeably fine; small, medium and large shapes; full and rounded crowns; medium and narrow brims, flat-set or with roll. Certainly no trouble in being precisely fitted.

AT 2.00 AND 1.50 are other excellent qualities in the Derby Hat. A new slate-colored English Derby is shown at 2.00.

IN THE FEDORA, our new \$3.00 hat is especially commendable; of extra quality fur felt in a soft, almost silky finish, and of a rich slate color; a moderate shape that any man could wear. Price 3.00.

Other qualities in the Fedora, 1.50, 2.00 and 2.50.

A SOFT HAT, in a light sage green, \$2.00; a strongly-favored American style; brim finished with raw edge and worn with dip front; crown may be worn in various shapes. Price 2.00.

At the same price a similar hat comes in a myrtle green, and another in a sort of light navy blue.

Prettiest of Allover Embroidery Waists, \$1

At a glance you'd think it was made of alternate rows of wide embroidery insertion and fine lawn; instead, it's an all-over embroidery designed and cut to give the effect of such. It's made with a dainty round yoke and collar of solid Val. insertion, and finished down front with tiny tucks; the sleeves are made in the new Bishop style, making a waist of extraordinary value at 1.00. Sizes 32 to 42.

Also a Smart Tailored Waist, of linette with laundered collar, at 1.00.

WOMEN'S PONGEE SILK WAISTS,

front trimmed with wide and narrow tucking, three points at side trimmed with large silk-covered buttons, long sleeves and collar trimmed to match, buttoned back; colors grey, black, navy, brown, green, Saxe, amethyst, rose and natural. 3.95.

WOMEN'S JAPANESE SILK AND NET WAISTS,

some have dainty lace yoke with guipure medallions, some have pointed yoke and panel of wide embroidered net, some have yoke trimmed with Valenciennes insertion, with front embroidered in floral design, others have front of solid tucking, new Bishop sleeves, white, ecru and black; sizes 32 to 42. Price 2.95.

\$3.59 Buys a Handsome Silk Petticoat for the Spring Suit

Women's Black Taffeta Silk Petticoats, extra deep flounce of bias tucking, strapping, and three inlaid frills, deep percaline underpiece with gathered frill, lengths 37 to 43. Price 3.59.

A New Arrival of Girls' Sailor Blouses

Girls' Sailor Blouses, of fine quality white drill, made with sailor collar, cuffs and pockets; has extra Dutch and navy blue collar and cuffs trimmed with narrow braid; sizes 6, 8, 10, 12 and 14 years. Price .89.

SECOND FLOOR—CENTRE.

Some Easter Novelties in Toyland, Half Price

What would Easter be without the little chicks or rabbits in their various forms and arrangements? Toyland offers hundreds of most interesting ideas to please the children and older folks; and to ease strain of afternoon rush as much as possible, we are offering an odd lot of novelties at half price. Can't give detailed description—all sorts of things—each having some place for holding candies, etc. Saturday, half price, from .25 to .50.

—FIFTH FLOOR.

Inexpensive Traveling Goods

Holiday visitors have the opportunity of buying trunks, suit cases and other baggage to decided price-advantage while in Toronto. Here are a few values in the less expensive goods:

"Square" Canvas-Covered Trunk, half-inch hardwood slats, brass bound, strong lock and side bolts, tray and covered hat box, two outside leather straps, sheet iron bottom; sizes 32, 34 and 36 inches. Your choice, each 2.95.

AT \$4.50—"Square" Canvas-Covered Trunk, half-inch hardwood slats, fibre bound all around, brass dome corners and valance clamps, brass lock and side clamps, deep covered tray and hat box, extra dress tray, two outside leather straps, riveted to sheet iron bottom; sizes 34 and 36 inches. 4.50.

Suit Case 98c—Dark Brown Canvas Covered Case, steel frame, rivetted edges, brass lock and side clamps, lined with inside straps; sizes 22, 24 and 26 inches. Your choice, each .98.

50 Suit Cases in a walrus grain leatherette, strong steel frame, rivetted edges, brass lock and side clamps, lined with inside straps; lengths 24 and 26 inches. Extraordinarily good value, at each 1.75.

Feather-weight Suit Case, made up in Japanese matting, waterproof and very strong, fitted with brass lock and side clamps, and inside pocket and straps, leather bound all around; 22, 24 and 26 inches. Three sizes, at 2.75, 3.00 and 3.25.

BASEMENT.

THE T. EATON CO LIMITED

MAIN FLOOR—QUEEN ST.