

SAVE TIME. SHOP WITH A TRANSFER CARD. Ask for a transfer card when you make your first purchase; each purchase is then added. You pay total at Pay-in Station, Basement.

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.

When Easter Proclaims the Need of Spring Raiment

Immensely Smart Hats Featured on Thursday at Special Prices

Exclusive New York Designs in Exquisite Quality Milan Straw, Made Chic With Some Choice Mount, Ornament or Garland, and Marked With Exceptional Moderation From \$17.50 to \$20.00.



PICTURE THE KIND OF STRAW that the Paris milliners use in their models, straw fabulously fine and supple—picture this and you have a good idea of the Milan hats that figure in this collection, featured by the Millinery Department on Thursday. Moreover, they are equally Paris-like as to shape, the designs including mushrooms, high and low crowned sailors, tricorne, and close-fitting turbans, each and all marked by a rare distinction and individuality of line.

Taupe, navy blue, black and the creamy tint called "natural" are the shades available, while wings, dashing French mounts, jet and bead ornaments, satin and crepe facings, and choice garlands and posies of flowers make for the smart finishing touches.

A number of these hats have been displayed in one of the Yonge street windows, where you may get a glimpse beforehand of the exceptionally good values represented by the offering, the prices thereof having been specially marked at \$17.50 to \$20.00.

—Second Floor Yonge Street.

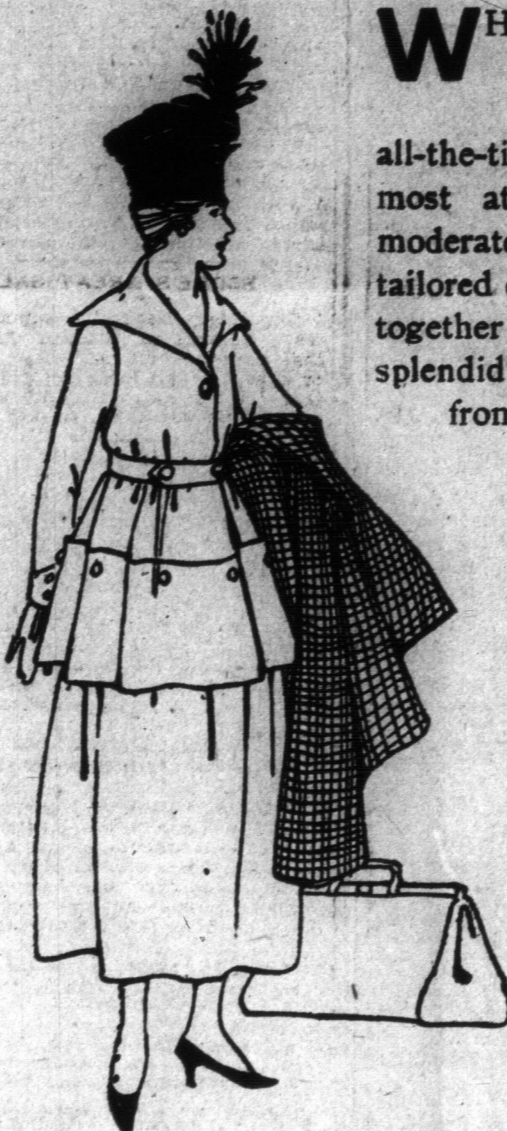
See the Special Easter-time display of flowers on the Main Floor—rose bushes, lilac bushes, lilies and other fragrant and lovely bloom.



Scores of Modish Suits at Moderate Prices

Exploiting the Fashionable Pleats and Gathers, or Priding Themselves in Their Strict Plain-tailoring—New York Productions in Serge, Gabardine, Poplin, and Worsted, in Navy Blue, Black, Gold, Tan, Grey, Green, and Putty.

WHATEVER YOU MAY DISPENSE with in your Spring wardrobe, it cannot be the suit—that costume of everyday, all-the-time usefulness. And behold it here in most attractive form, offering itself at strictly moderate prices. In the huge assemblage of tailored costumes which our buyers have gathered together for the great Eastertide demand, is a splendid array of styles and sizes at prices running from \$32.50 to \$50.00. For example:



In tan serge is a smart suit with jaunty little belted coat, saddle-bag pockets characterizing both it and the skirt. Price, \$40.00.

In brass color wool poplin, is another New York model, the coat, pleated and belted, having its lapels faced with rajah silk. Price, \$50.00.

Deep Belgian blue gabardine is the fabric in a model with narrow belt and white silk collar. Priced \$37.50.

A charming example of strictly plain tailoring is found in a model in creamy grey worsted with a flannel finish, the mannish coat having a narrow belt. Price, \$37.50.

The always-popular navy blue gabardine is developed in a smart model with belted coat showing deep vents at either side, many black bone buttons, and a white taffeta collar. This is \$37.50.

With a coat of the Russian blouse order, falling into pleats below the belt, is a model in navy blue serge. Priced \$40.00.

And among the models meeting the desire for a black suit is one in serge with pleats in the coat, and heavy twist stitching on its belt and broad collar. This is \$35.00.

—Third Floor, James St.

The Store Remains Closed All Day, Good Friday

Thursday will be Bargain Day, and a most interesting collection of bargains is provided. On account of the holiday, please order week-end supplies early on Thursday, if possible.

THE T. EATON CO. LIMITED

You Were Inquiring

"T. C. Green."—Then why not wear rose-colored spectacles? They are not hard to acquire in the good old Springtime. As for the play for young girls, you might like the "Beresford Benevolent Society," arranged for seven girls and one boy—Included in "Comedies for Young Folk," at 25 cents. "Aunt Deborah's Fuss Lunch-oon," for seven girls, is the same price. And "How the Story Grew," a comedy sketch for eight girls, is 15 cents.

Cardboard for the matting of pictures is obtainable in sheets 18 by 24 inches, priced 30 cents a sheet in colors, and 60 cents in gilt. Your sample of blue print is, alas, not matchable.

In the matter of becoming an essayist—well, one would advise you to read and inwardly digest the achievements of R. L. Stevenson and Charles Lamb along these lines. Even should the study prove discouraging rather than the reverse, you will have found great pleasure, at least. And when you have read these write to me again, and I shall have something else to suggest.

"Mrs. C. J. W."—The furniture with the coppery brown coverings should supply the keynote for your color scheme. One would think that a plain paper in a sort of bisque shade would be a happy device for the walls—considering that the northern outlook demands a background with a warm tinge. Then an Oriental rug for the floor, or two small ones, patterned with plenty of glowing amber and blue and brown. Make some blue cushions, too, for your sofa, and use amber yellow silk for the shades on the reading lamp and the electric lights.

For the adjoining dining-room don't you think it would be rather nice to use the same creamy tan paper, and cover the seats of the chairs in willow blue repp?

When it comes to the upstairs den with the green woodwork and red brick fireplace, one would be inclined to try plain putty color walls and one of those deep pile Indian rugs that you can get in a combination of red, green and blue. The right kind of curtains to use could only be ascertained by experimenting with lengths of red and green, respectively, and with chintz in some clear-cut decorative pattern.

"Mrs. P."—Must it be Shantung, and no other? If so, then the color, one fears, must be "natural," not blue. For as yet this is the only line that Shantung takes. But you would like it in a certain one-piece frock which has a pleated skirt, cross-over girde and large collar. The fronts are smartly embroidered with gold, black and ecru twist, a string tie of sapphire blue velvet adding a jaunty finishing touch. The price is \$32.50. And in real Chinese coolie style is another model in the same silk, the slip-over bodice embroidered on the hem, collar and cuffs in dull shaded silks. This is \$33.50. Smart holiday garb is to be very much along these straight, baggy lines, you know.

The Scribe.

Swagger Top Coats That Are Indispensable to Spring Comfort

Smart Imported Models of the Modish, Loose-belted Sort, Developed in Such Fashionable Fabrics as Velours, Poplin, Gabardine, Serge and Poiret Twill.

READY TO PLAY ANY PART demanded of a Springtime wrap are these splendid coats our buyers have gathered together from clever American couturiers. For motoring, driving, traveling and general, all-the-time wear they are equally well qualified. They represent one's best ideas of the well-tailored coat of all-round usefulness.

The display affords a good choice of the season's most popular shades and fabrics. Thus:

Immensely smart coat in wool velours, showing a skirt full-gathered into a slightly raised waistline, with tucks running round above this line—to be had in gold and in green. Price \$27.50.

In "Country Club" coating—a pebbled chevot—is a distinctive model especially well adapted to stout figures, being fashioned with a plain flaring back, and a dart over the hip, the wide collar and cuffs finished off with heavy twist stitching. It is procurable in ivy green, gold and tobacco brown. It has a half-lining of silk. Price \$27.50.

An attractive black model is developed in men's wear serge—flat over the hips and under the arms, corded silk facing the collar and cuffs. Price \$27.50.

In Poiret twill, navy blue or black, is a smart, full-flaring coat, with short belts at either side, black corded silk collar, and heavy twist stitching by way of finish. Price \$27.50.

A charming model in green or in gold velours shows box pleats at the back, and a girde that ends in the strings in front. Price \$27.50.

In leather tan velours is a tremendously smart coat, loosely belted in a tie girde style, with detachable collar of white broadcloth. Price \$32.50.

Gold color velours composes a clever, loose-flaring model with Charlie Chaplin pockets, and large muffler collar. Price \$32.50.

And in green velours, with over-check of a darker tone, is a swagger, full-flaring model, beautifully lined throughout with pink and white striped satin. The same model may be had in tan velours, checked with brown. Price \$35.00.

—Third Floor, James Street.



Delightful Dresses for Easter and the Springtime That Follows

Gowns of Jersey Cloth, Crepe de Chine, Foulard and Georgette Crepe That Come From New York, and Are Full of Style From Collars to Hems.

SURELY NOT FOR MANY A SEASON have the dresses been so winsome—so simple and so eminently sane! To set forth to choose one in the little Rose and Grey Showrooms here is to find yourself in veritable clover. From New York has been imported a whole multitude of smart frocks to be featured at that popular price range of \$35.00 to \$40.00—charming models that promise no end of usefulness for morning and afterward wear at the present time and later on through the Spring and Summer.

Just note the variety and attractiveness of the few examples following:



In Alice blue Jersey cloth is a delightful coat and skirt dress with collar and pockets embroidered with coin dots in grey wool. This is \$35.00.

A dainty afternoon model in navy blue crepe de Chine showing a bodice of sand color Georgette, braided in blue, may be had, too, in all Copenhagen blue—price \$35.00.

Crepe meteor in the modish gold color composes a graceful gown with a Russian tunic embroidered in gold silk. This is \$38.75.

In putty color crepe de Chine is smart model in popular coat - and - skirt with collar, cuffs and pocket tops of white satin, and effective facings of navy silk cord. Price \$40.00.

And in Jersey cloth, in a beautiful sunset rose tone, is a delightful gown of the one-piece order, braided on collar, cuffs and pockets with taupe wool. Price \$40.00.

—Third Floor, James St.

We prepay shipping charges on all orders of \$10.00 or over to your nearest station in Ontario and Eastern Provinces, on both Mail Orders and City Purchases.

full sized and be simply sell-lars' you usually sale

use carn-out to ns. Al-and you re it is

es that r forty-

Men's incoats—Ladies' ren's Felt unts.

Company nited perance

ED AT GALT.

into World. While in other soo vance seed grain if plentiful in the tor- nile radius of Galt i spring seed fair of Agricultural Society hibit was the largest hile oats sold for \$1 .25 to \$1.75, and po-

Toronto World you on all the news.

TEAM PRODUCERS' TING

meeting of the To- am Producers' Assoc- a prices for the sum- cher business, will be held, 22 College st., ay, April 7th, at 1 p.m. become members say



TOWNSHIP

by given that a Bylaw used by the Municip- tionation of the Town- the 19th day of March the issue of debentures \$50,000, for the purpose Board of Public Schoo- pol Section Number 7 of York, to purchase the present school site roomed addition to the said section; and that registered in the Regis- East and West Riding York on the 29th day of

quash or set aside the thereof, must be made after the 21st day of date of the first pub- ce, and cannot be made day of March, 1917. W. A. CLARKE, of York Township.

RY WASHED G RAGS ESSE CLOTH. ULLAN St. Ad. 760