


- WEDNESDAY MORNING MARCH 201918

THE TORONTO WORLD
page three

## = EATON'S DAILY STORE NEWS <br>  <br> For further partleulars a, D. A. Oflce, Fourth Floor. <br> The $31^{\text {st }}$ of March is Easter Sunday--9 Shopping Days Till Then



## 600 WOMEN'S SWEATERS, IN NEW SPRING STYLES, TO BE CLEARED, $\$ 6.95$

Woot Pullovers and Coats in Various Designs, Many Less Than Half the Usual Price
Rare, indeed, are the opportunitices owadays of buying wool sweaters at such a price, and so greatly has the cost of wool increased that there is every likelibood of their becoming rarer. So this big. specially, priced offering
marks a red leter day in the Sweater Section! of course there's a reason for such valuel The sweaters are a sample clearance bought at many dollars below their usual price from a manufacturer who had taken all the orders he could fill for the season. And not only are the valuesextraordinarily good, but the styles are smart, the colors are modish, and even the stitches among the most popular of the day. They include the fashionable brushed wool, wool jersey, links lars and cuffs, and the sketches will show you how attractive they are:

The colors include rose with brown, white, Oxford or black collars and trimmings, cherry and white, Copen.



MENIHERE'S A CLEARANCE OF BROKEN LINES OF SUMMER WEIGHT PYJAMAS, 98c For this item we cannot take phone or mail orders,

In this lot are cambrics, nainsooks, cottons, prints, mercerized fabrics and soisettes. They're mostly in plain shades of white, blue, $\tan$ or cream or white with neat colored facings. Have "V"-
shaped necks, some have frog fastenings. Sizes 34 MEN'S COLORED SHIRTS, SPECIAL, EACH, 79c They're firm, strong shirting materials, in neat line and cluster stripes, with laundered neckbands,
stiff laundered or soft cuffs. All made coat style

ALSO NOTE THESE GOOD VALUES IN REGULAR GOODS.
Men's Combinations, spring weight Balbriggan, cream, in a strong elastic rib weave, with French
neck, closed crotch and close-fitting cuffs and ankles. neck, closed crotch and close-fitting cufts and ankles
Carments that fit the body snugly and without bulk at the waist. - Sizes 34 to 46 . Price, suit... 1.25 "The School Boy's" Waist, made by W., G.
and R., of strong shirting, in neat line stripe effects, and R., of strong shirting, in neat line stripe effects,
cluster stripes, and some shaded grounds, also plain cluster stripes, and some shaded grounds, also plain
white; all have attached, double soft collar effect,
soft button cuffs, patent loop waistband and wellsoft button cuffs, patent loop waistband and well-
proportioned bodies. Sizes for ages 6 to 16 years proportioned

Men's Work Shirts,"EATON" made, of blue chambray, will retain color through a great many
washings. Made with large bodies attached washings. Made with large bodies, attached sof
turn-down collar that can be turned in to allow of a turn-down collar that can be turned in to allow of a
linen collar being worn; double sewn throughout.
Sizes 14 to 18. Price, each ............. 1.25

Men's Suspenders, in the popular police and
s-back styles, with wide elastic webbings, in neat cross-back styles, with wide elastic webbings, in neat
stripes; and with dome fastenings, with reinforced
steel loops, leather ends. Special price, a pair, . 29

A HUGE CLEARANCE OF MISSES' SPRING UUITS, COATS, DRESSES AND SKIRTS AT EXCEPTIONALLY LOW PRICES All Marked at Extraordinary Figures.--Suits, \$17.50; Coats, \$19.75; Dresses, \$8.95; Skirts, $\$ 3.95$
Come early is our advice, for each and every item shows
In most cases we purchased at a saving of dollars to you. In,most cases we purchased at
very low figures, and we are passing them along at prices very low figures, and we are passing them along at prices
quite remarkable. Easter is but little more than a week quite remarkable. Easter is but little more than a week
away, so if you wish to obtain smart new clothes and sav considerable money be here early today !

Manufacturer's Sample Coats, in Extremely Smart Designs, $\$ 19.75-$ There's a host of fascinating styles for
misses of 14 to 20 , in splendid weaves of serge, poplin and velours, in shades of clay, olive, taupe, navy, Pekin blue, brown and Burgundy. Some have contrasting collar, others
of self; they are belted and adorned with buckles or buthen of self; they are belted and adorned with buckles or buttons
have smart and convenient pockets, and some are half lined to have smart and convenien
waist. Today, special.

Misses' Sample Suits, $\$ 17.50$-Fancy a well-made suit of splendid material at this price, in these days of rising prices
They are quite worth the early trip it will require to obtain one, for they are marked at less than the present cost of the material. They are mostly of serge, though some are of
 poplin or gabardine, made in various smart styles, the coats cut on the season' popular straight lines, belted for the most part, though some flare from hips, trim-
med with contrasting materials on collar, buttons and stitchings. Colors, sand,
navy, brown, grey and black. Sizes 14 to 20. Today......... .17 .50

Misses' Serge Dresses, \$8.95Smart as possible for present wear under the spring coat, and for later coatless days, are these dresses of serge.
There's a diversity of style, including There's a diversity of style, including
bolero and surplice bodices, straight lines, skirts pleated, gathered, tunicked or draped, trimmings given by touches of embroidery and contrasting collars. Colors, green, brown, Pekin blue, navy. Sizes 14 to 20 . Today ....... 8.95

Misses' Serge, Silk-faced Poplin Taf feta and Tweed Skirts, Today, $\$ 3.95-$ Another big special purchase, including manufacturer's samples, and all being
very smart skirts-just the sort very smart skirts-just the sort of
thing every girl requires to wear with hing every girl requires to wear with
dainty blouses, or for sports occasions. dainty blouses, or for sports occasions. There s a great array of styles, and
colors include grey, navy, brown, sand
and black. $\begin{aligned} & \text { Sizes } 22 \text { to } 26 \text { waist, sid to } \\ & 37 \text { length. } \\ & \text { Special } \ldots . . . . . .3 .95\end{aligned}$

DAINTY FROCKSFORCONFIRMATION, PRICED MODER-
ATELY IN THE WOMEN'S ATELY IN THE WOMEN'S
SECTION AT $\$ 10.00, \$ 13.50$,

## AND $\$ 17.50$,

Just the sort of frock required for the serious occasion of confirmation-simply designed yet pret-
ty as possible-and in sufficient diversity to suit varity as possible-and in sufficient diversity to suit vari-
ous tastes. Their trimmings are given by soft ruffles or touches of fine lace.

At $\$ 10.00$ are drèsses of fine cotton voile; square vestee is formed by narrow tucking, the collar extends to waist, and is edged with filet lace; sleeves
are similarly adorned; the skirt, which has pannier are similarly adorned; the skirt, which has pannier
edged with filet lace, is topped by silk girdle. edged with fi

At $\$ 13.50$ are frocks of fine white organdy, the bodice having a frilly fichu and square neck given by satin sash. Assorted sizes. Price ...... 13.50

At $\$ 17.50$ arserted sinty dresses of fine white net with tailored girdle of white satin adorned with tiny buttons, a fichu of self with ruffles of net, and skirt made on a foundation of net and is very soft and
pretty. Assorted sizes. Price ....... 17.50 pretty. Assorted sizes. Price........ 17.50 GOOD RANGE OF CHILDREN'S ES AND SLIP
FOR SPRING
Footwear That is Good Looking, Comfortable, and
Will Wear Well, May be Had in the Infants' Wear Dept. Soft Sole Shoes, black only, patent vamp and
Sizes 2, 3 and 4 . kid to
Price Soft Sole Kid Slipper has one strap and is attractively finished with rosette and ribbon bow; colors, black, white, pink and blue. Sizes 2 and Price Soft Sole Slipper, of white, pink or blue linen has two straps and is finished with rosette and bow
Sizes 2, 3 and 4 . Price ............. . 85

NEW YORK AND PARIS SUITS--THE USUAL CLEAR ANCE OF MODELS USED AT OPENING DISPLAY
The exauisite and exclusive costumes shown in Spring modes at the recent exhibits
offered at greatly repring modes now offered at greatly Jenny, Premet, Beer and well
known New York couturiers. ON SALE TODAY AT 10.30 A.M.

According to the custom of other years, many of the suits displayed by the mannequins at the Season's Big Formal Showing two weeks ago will be placed on sale for quick clearance at prices that are only a shadow of the usual amounts-from $\$ 25.00$ to $\$ 175.00$; some of them actually half-price.

These suits and many others of equal charm and attractiveness of price will be placed on sale today a 10.30 a.m.-one of the most important events of the season in the Women's Suit Department.
T. EATON CO

COTTONCLUNYCORSETCOVERYOKES LESS THAN HALF PRICE, EACH 190 GALONS AND VAL. LACES SOME LESS

THAN HALF PRICE, YARD, 15 c

 ately as ormaments. Al Alare greaty
reduced in price, some haltprice and less, yard
New Arrivals in Camisole Flouncing, Yard, $\$ 1.25$; Embroidered Bretonne Net, Yard, 38c Charming and dainty is this camisole houncing, which has re
cently been received in the department.
It is of
 tation filet lace or shadow lace in filet effect, and Van Dyke points fin ish the top. The lace top is fisisted with beading edge for ribbon and bottom at, per yard $\begin{aligned} & \text { Embroidered Bretonne net, in } 27 \text { and } 40 \text {-inch width, in black } 1.25\end{aligned}$ only, finished with scalloped, also plain edge for hemming; a splendid quality for waists and dresses. Special, yard.




## Barrie Won the Game By 5to 4, and De La Salle the Round By 10 to 8

DE LA SALLE ONLY ONE DOWN AT BARRIE AND THUS WON JUNIOR O.H.A. TITLE
Return Game Played on Soft Ice, But Both Sides Showed Clever Hockey, With Home Team Dangerous Right

Up to Last Bell.

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## PENNY ANTE

BY GENE KNOTT


ED. MACK, 'Clothiers To All Mankind'


ED. MACK, Limited 167 YONGE STREET- OPp. SIMPSONS

Win
Martin Drov


| ED. MACK, ${ }^{\text {murreo }}$ |
| :---: |
| 'Clothiers To All Mankind' <br> SPRING SUITS AND TOP COATS $\qquad$ tailors and skilled weavers of wools have made possible, are here for men of every fancy, of every age, Fine Worsteds-Fine Cheviotsand Homespuns. <br> Style, Dignity and Fit $\$ 18$ AND UP <br> ED. MACK, Limited $\qquad$ |
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## Men Who Take the Clothing Problem Seriously Will Appreciate These Two Spring Overcoat Values In one lot there are conservative but genteel spring meddium grey cheviot. Sizes 35 to 44 . Today, $\mathbf{\$ 2 0 . 0 0}$. These two-purpose Spring Overcoats are exceptionally tailored from imported English material, in neat heather and green mixture. They are thoroughly rubber ized, and lined with fancy Manufacturers' Price for Men's Cotton Underwear <br> 65c <br> Men's $\$ 2.50$ Fedoras, $\$ 1.85$  Tams for Children Navy and Black Tams. in man-o'-war shape, with plain sik and gold lettered bands. Today $\$ 1.00$ and $\$ 1.50$. Men's Hat Department.

New Styles and Finishes in Baby Carriages and Go-Carts Reed Pullman ₹Baby Carriages,

The Long Looked-for Shipment Arrives



Three Big Kitchenware Specials




An Easter Doll


Today at Simpson's---Specially Attractive Furniture Prices

This Handsome Oak Dining-Room Suite,Special at \$68.75

 Dining-room Chairs of solid quarter-cut oak, having shaped legs,
panel backs, and strongly braced slip seats, which are upholstered in
genuine leather; fumed and golden finish. Special, $\$ 26.85$.

The Home-Lovers' Club Invites Additional Members to Share in the Pre-Easter Sale Values in Furniture, Rugs, Draperies and Lighting Fixtures.
We cannot emphasize too strongly the wisdom and good policy of our customers availing themselves of the values we offer during these days in House Furnishings and Fabrics. The supplies are certainly getting more scarce, but prices are advanced in many different qualities tossuch an abnormal degree that we have considered it advisable to discontinue them entirely

## Special Purchase of Lovely Lace Curtains

For Today---Double Lace Curtains Priced Low at $\$ 2.50$ Pair


Newly Imported Bungalow Nets 59c Yard. $4 \frac{1}{2}$ yards of this beautiful net will mate fine curtains for
he bedroom or sitting-room; excellent quality, fine, medium and heavy weaves, showing, attractive floral and conventional
patterns, in white, ivory and ecru; 42 to 45 inches wide. Yard, Wplendidly made of Shades at 79c crean or white; each mounted on a a strong, reliable spren,
foller and trimmed with durable
lace insertion roller and trimmed with durable lace insertion; includes
brackets, nails and ring pull. Size $37 \times 70$ inches. Price, 79 . Extra Long Extension Rods 40c. Highly polished Brass Rods, extending from 40 to 72
inches, to fit extra wide windows. Each complete with a pair

## Two Sound Reasons Why You Should Buy Floorcoverings Here Now!





 China Breakfast Sets


 Cereal Dishes.
Egg Cuns
Meat Hatier.
Coverea

Drugs and Toilet Goods

 Mn SIMIPSON DROGGmin

spring gearss, and rubb
cial, today, $\$ 12.95$.
Safety, Straps, 50 c Each-Just the
thing for baby, soft leather thing for baby, soft leather straps
that fit around the body with strong. ly construund loed loops that fasten to
side of the carriage or high chai

