

 Dainty Things of Dress That Loom Large at the Eastertide



|  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



## Neckwear That's Lovely as Spring Flowers in its Coloring

Model Hats Offered at Greatly Reduces
Prices Cherming Productions

 anit ond canat
 Now Iork. For quick clemar
ANOE ON MONDAT PLACED WIN THREE ROUPS, PRICED

 ACH HAT has the
distinetion that
the name of $i$ it Paris of New York maker would lead you to
bxpect, and practically evect, type of hat known to the mode is repre sented. There are large
picture hats with the sweeping lines of Gainsborough, there are
the very modish mysh the very modish mush
room and drooping poke coum and drooping poke
effects, hight turbans ga
lore; little flower hats lore; little flower hats,
and the smartest of and the smartest
smart tailored hats. Most of them were
used for display pur-
poses used for display pur
poses at thp Prelimi-
nary Showing of Sprin nary showing of Sprin
Mitininery a few weeki
ago, hence the great ago, hence the great re
duction. For Monday's sellin
they will be divided int three groups, reduced
pricee, $\$ 9.50, \$ 14.50$ and

$\$ 23.50$ | prices, |
| :--- |
| $\$ 22.50$ |
| - |



Easter Vell is Proverbial as the Easter Egg THE PATTERN RESTS NOT UPON THE CHIN OR CHEEK, BUT UP AGAINST THE BRIM OF THE HAT, THE VEIL DEPARTMENT OFFERS YOU A LAVISH CHOICE OF FINE AND HEAVY MESHES DECORATED THUS-EXQUISITE PRODUOK
A. Here's a charming example of this
vew vogue in veis-a beautifull
Slack hexagon mesh, with
ke motif embroidered in the centre at the op with silver theread and desoft-colored silks. It's a Paris veil- the very essence
of ood style, and moderately priced at
$\$ 1.50$.
B. No need to deplore the severity of
your new hat with a vell like this to drawo
up over the brim and crown. The mesh is
o large hexagon, and the lace-like tracery
is done in ecrut silk. This, too, is from is done in ecre silk.
Paris, Priced, $\$ 2.00$. GEORGETTE, WHICH IS SOMETMMES WHITE, BUT OFTENTLMES DAFFODIL
YELLOW, FORGET-ME-NOT BLUE, OR ROSE PINK-AC CORDING TO THE DICTATES OF PRESENT MODE.


 - for \$1.00. , Price 2
0
0

French Chantilly Laces. Hali-price, 830 to 31.50



 *. EATON C ilimite


Wix propy find



 de


splendid Ahowing of realle
plendid showing of real and gitt purposes, this on
in beautiful Malteoe, win
 had in rose point, Honit

-     - saturoar
SEVEN LOCAL MEN UISTED AS KILLED Twelve: Toronto Soldiers Are
Named in Latest Ottawa



## NINETY-NINE SOLDIERS












 TO ARRIVE ON SUNDA ing Enlisted in Torento. Ninety-mine returned soldelers









 Mothorir of MoCormack Reorea



 $\underset{\text { Thio Mason } \& \text { RREAT SALE }}{\text { Risch Clean }}$

$\qquad$
$\qquad$ $=$
$\qquad$
Hot Wate for $=\leq=\leq$
Sick Headaches
. +



## COUPON SAVERS

Because of the greatly increased business in our MEN'S FURNISHINGS, and the tremendous and constantly growing popularity of our Coupon and Premium plan we have been compelled to move the Men's Furnishing Dept. and Premium Station from 161 Ycnge Street to larger premises at 219 Yonge Street. In our big new store, right in the heart of the city's shopping district, we will be able to give greatly improved service in the Premium Department, and even bigger values than ever in Men's Furnishings. Every man in Toronto
$\mathrm{i}^{\text {s }}$ invited to visit the new store today where we will hold a $i^{s}$ invited to visit the new, store today where we will hold a

## GRAND OPENING TODAY

WITH BIG BARGAINS AND DOUBLE COUPONS Now Spring Shirits 88c

Reg. S1.25 and S1.50 3 for \$2.50
YOUR NEW SPRING HAT
All shades and sizes. Best quality
"fur 6lt." Reg. $\$ 2.50$ and $\$ 3.00$. EACH


FRENCH PIQUE
SHIRTS $\$$



## 15 Note The New Address 219 Yonge St. (Two Doors Belom (Shuter St.on East Side)

## SATURDAY MORNING


ILK SATubar enacturers rince

## 


King sthee
TORONTO
..nars

THE WEATHER $\frac{2 x=}{2 v a}=$

The Call of the Motherland-Ontario's, too!

## More Food Production

## Even a normal harvest, much less a big increase, cannot now be sown,

 thousands of business men, retired farmers, Y.M.C.A. menibers, high school boys, etc., volunteer, quickly, for this noble work. Come to the Mass Meeting-this vital question must be grappled with. The possibility of a crop shortage in 1917 is as grave a menace as any in our history. .
## MASS MEETING MASSEY HALL

TUESDAY, APRIL 3rd, 8 P.M.



## 665 Spadina Avenue




$\qquad$



His Honor Sir John Hendrie, Lieutenant-Governor, in the Chair
YOU are invited.

## STREET CAR DELAYS <br> R.N.C.V.R.



Band 109th Regiment. Royal Naval Recruiting Meeting LOEW'S THEATRE Sunday Evening. Doors Open at $80^{\circ} \mathrm{Cl}$ lock CHIEF SPEAKERS
McGregor Young, K.C. A. E. Donovan, M.P.P. SOLOIST - HAROLD JARVIS No Children Admitted MR, JUSTICE LENNOX, Chairman

| Sunday Services |
| :---: |
| COOKE'S CHURCH REV, WM, PATTERSOK, D.D. The Triumphant Entry What Are We Fighting For? HARRLD JARVII of Detrolt will sing both eitiorviceorstally welcomed. |
|  |  |
|  |  |
|  |  |



518

 Co. Pianos and Player-Pianos. We want you to come in and see them; or, if out of town, write for fuil lists. and particulars. Every one has been carefully overhauled by our own
Prices and terms are low enogh ind amo sion
Hid indum in

Non



Autotone Player Special



##  EASTER BARGAINS IN PIANOS AND PLAYER-PIANOS <br> Wonderfully Low Prices =_ Wonderfully Easy Terms

We have recently secured many fine Pianos and Player-Pianos in exchange for new Heintaman \&




Mail This Coupon

## 

Mail This Coupon


## .

 MEXT WEES ABORN LEAST WEES MEXT WEES OB ORA COMPANY

WED. NIGHT-THE JEWELS OF THE MADONNA















STOP! LOOK! LITEN!


## .







Amusements.
Amusement
11 of Tournaments


5ixician ix $\$ 5: 00$ then $\$ 5.50 \%$ $=25=2$
John guinane

Thistles Bowling Club Secures New Members

The $\$ 50,000^{\circ 00}$ Estate Sale is Growing in Interest Woolens that are the finest products of the most famous. British mills- assortments
without limit-splendid in variety - as exclusive in patterr, color, shade and effect without limit-splendid in variety-as exclusive in pattern, color, shade and effect
as they are high-clase tailored into "SCORE'S CLOTHES"-made-t--your-meas.
ure with all the secrupulous care for quality in the workmanship that "The House ure with all the cerrupulous care for quality in the workmanship that "The House
That Quality Built" is fameus.

Prices Are Irresistible


GOLF, LAWN TENNIS AND BOWIS AS USUAI


Four New Amendments
Received By O.A.L.A.
MURRAY-K - Y, Lumreo

17-31 King St. East. Phone-Adel. 51



Men's Aquascutum Overcoats In Spring Weight, $\$ 30.00$ Each High Time to Choose the New Spring Suit and


 tion Makes Announcement That There Will Be No
Postponements the Com-
ing Season.


## $\substack{\text { artroc } \\ \text { and } \\ \text { ond } \\ \text { The }}$ The



 tat remad tores sor men The fanione mpatue sochurd in it ind Khax" and Mocis: worns entmizer oif soft hats, and that's the
reason for special men-
New solde of freen
 treatrmentise -xta
FAIRWEATHERS LIMITED 84-86 Yonge St., Toronto . Winnipes

|  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



W "Knox" and "Borsalino" Solt Hats

## 

Hot Springs Results







 UTM , ind
 ,ivit ncemin






## 




|  | rs, PICTUR |
| :---: | :---: |
| Ono week of op |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| -chin chive ${ }^{\text {ato or }}$ |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| stopi booki Litenir |  |
|  |  |
|  |  |
|  |  |
|  |  |
| Losws yonoe st. Thentee |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

Society-man idimind pinive



\section*{in this sternest year of the war. <br> But-our farms are badly under-

manned- 25,000 men are needed on the land. <br> With insufficient help, the Man on the Land fights an uphill fight to
meet the pressing need for Food. <br> CITY and TOWN can help. <br> Municipal Councils, Churches and Schools, and other organizations, Noth of men and women, can render available labour to the Land. <br> Farmers themselves can exchange labour. School boys can assist. <br> Were you raised on a farm? Can you

drive a team? Can you handle fork or hoe? If you can't fight, you can produce. Spend the <br> Let every man, woman and child in the Dominion who has access to make it produce Food in 1917. <br> | For information on any subject relating the Farm and Garden write:INFORMATION BUREAU DEPARTMENT OF AGRICULTUR |
| :---: |
|  |  |

DOMINION DEPARTMENT OF AGRICULTURE

OTTAWA, CANADA.


## Serve Save Produce

VERY ONE CAN do something for his country
Some can bear arms
Some can produce food Some can make munitions Some can give money It is the privilege of all to help.

YOU CAN SERVE by Fighting - Working -Saving-Giving This is Nattonal servicr Are YOU doing your part?

ALL EYES turn now to the Canadian Farmer, for he can render the Empire Special Service



## Wo have readera hatweuno trom A. S. CRIGHToN Canadian Cre Association, Limited





 AUCTION SALE
 FRIDAY APVICHI 6, 1917

## Lumber Co.



## ל́nctiss+2



Special Values for Home Furnishing

Rug and Drapery Section
Heavy Axminater Rugs. A large sock of handsome and serviceable Ax-
minser Russ just arrived, in designs and colors suit.


Scotch Tapestry Rugs at $\$ 8.75$
 in floral, conventional or Oriental designs, plenty of
excellent designs to select from, size $6.9 \times 9$ fee in two special qualities. Today, eack, 8.75 and 9.75 Heavy Printed Linoleum at 55c Per Square Yard Well seasoned and of a good heavy quality is this
new shipment of Printed Linoleum. A good assort-
 fects, suitable for kitchen, dining-room or bedroom
use, two yards wide.
Tyard today, per square
yan

Oi-Finithed Window Shades at 60 c 200 only for today's selling in dark green, cream or
white, made of good guality oilfinished cloth that can be easily cleaned with a sponge when soiled
Each is mounted on zuaranteed $H$ Hartshorn


| Saturday Sale of Garden Tools and Screen Doors |  |
| :---: | :---: |
|  |  |
|  |  |
| shouet moma of |  |
|  |  |



1000 Hand Bags Each $\$ 1.48$

Tin SMMPSON:

## Watches Reduced for Today Women's 

## The Best Spring Hats for Men

 Hats in which style, comfort and wearing quality are equal All the new fat set and slighitly curled brim shapes, in tan, tan
steel, pearl, slate, moss, myrte, brawn and black... 4.50 C. B. Borsa inos

 .. 2.50, 3.00, 3.50 and 4.00
The New "Arrow Brand" Shirts Let Your Easter Shirt be an Arrow Shirt At $\$ 1.00-$ "Monarch"; At $\$ 2.00$ - Arrow Stirts, body Coo, makers of the ATrow brand, plaidi and fancy
hairtine and cluster stripes of bairche and clusters stripes of
blece, blue and netio; paun-
dered or dack, or double French
dered or dins; sizes $131 / 2$ to 18 .
cufle cufis; sizes $13 / 2$ to 18 .
At $\$ 1.25$ - Arrow Shirts.
soisette and soisette and cambric cloths,
in twin and cluster stripes on light backgrounds; some match; sizes $131 / 2$ to 18 . At $\$ 1.50$-Arrow Shirts, imcarted English and Ameri-
cloths, in black, hello
and tan stripes; double French cuff stripes;
styles; sizes fancy corded, rep, zephyr two-tone effects, in greens gold, helio and pinks; sizes
$13 \mathrm{z} / 2$ to 18 . At $\$ 2.50$-Arrow Shirts, im port stripes and colorings, Woven materia's, in plain
and figured cloths, plain and and figured cloths, plain and
fancy stripes; sizes $131 / 2$ to
18 .

$$
\begin{aligned}
& \text { 18. } \$ 6.00 \text { Arrow Shirts, } \\
& \text { At } \\
& \text { pure etub sik shirts, plain } \\
& \text { and fancy stripes, in single }
\end{aligned}
$$

$$
\begin{aligned}
& \text { and fancy stripes, in single } \\
& \text { and two-tlone combinations; } \\
& \text { blue, black, pink, greene }
\end{aligned}
$$

$$
\begin{aligned}
& \text { blue, black, pink, green } \\
& \text { stripes; sizes } 131 / 2 \text { to } 16^{1 / 2} \text {. }
\end{aligned}
$$

Did You See These Boots in the Window Yesterday? 7 hey Are on Sale Today

## $\$ 6.00$ to $\$ 12.00$ Values for Both Men and Women for $\$ 4.95$ Today

## Samples and Broken Lines of "Victor" and "Hartes" Boots for

 Men, $\$ 6.00$ to $\$ 10.00$ Values, $\$ 4.95$500 pairs of Men's Boots, in patent colt, gunmetal calf, mahogany calf, tan calf, black kid, chocolate kid and kangaroo kid leathers. All of superior quality and workmanship. The leading spring styles; several weight soles in rubber and leather, leather and
best twill linings. Sizes 6 to 10 . Widths C, D and E. Regular $\$ 6.00, \$ 7.00, \$ 8.00$ best twill linings. Sizes 6 to "Victor"" "Hartt" and a leading Brantford Shoe 4, 95
and $\$ 10.00$ boots. These are ".
Co.s

## "Queen Quality" and "Strootman" Sample Boots for Women. Values $\$ 6$ to $\$ 12$, at $\$ 4.95$

700 pairs newest high cut, novelty sample footwear. Sizes $31 / 2,4$ and $44 / 2$, in brown, grey,
white and black kig, browncherfand patent colt leathers; button and lace styes; fancy em-
broidered cloth colored buck and black calf and kid tops; Goodyear welf, turn and flexibie Mc roidered cloth colored buck and black calf and kid tops; Goodyear welf, surn and flexy, em
Kay sewn soles; long plain vamp; patent and fancy toecaps; Cuban and Spanish leather heels. These are somples, every boot repperesentigg the best workmanship and material that can be 4.95
put in a boot. Values $\$ 6.00$ to $\$ 12.00$. Today ....................... 4.9 . Conservative Styles of Boots for Women, $\$ 3.24$
1,500 pairs Women's Boots in more conservative styles, Made of patent colt, gunnmetal and


Furnishing Specials Men's fine quality soisette Pyjamas; pink, blue, tan,
helio and grew shades; milihelio and grey shades; mili--
tary and French collar; silk
frogst sizes 34 to $\begin{array}{llll}\text { frogst } & \text { sizes } & 34 & \text { to } \\ \text { Values } \\ \$ 2.50 & 44 \\ \text { Vand } \\ \$ 3.00 & \text { Today } & \ldots . .1 .98\end{array}$

## Men's pure wool Cashmere Underwear, spring weight, "Zimmearknit" spring beight, brand; sizes

 34 to 44 ; shirts and drawers.Special for today, a
garment

## Baibriggan Underwear

Penman's Bałbriggan Under-
wear, natural shade, guaran-
wear, natural Shace, guaran-
teed two thread Esyptian
yarns; sizes 34 to 42 t yarns; sizes 34 to 42 shirts
and drawers, special
for today, a garment. . 59 Night Robes
Men's White Cotton Night
Robes, V neck style, buttomed cuff; large, roomy
bodies, sizes 14 to 20.98
Special for today

Strongly tailored from navy blue wool serge materials, in full
bloomer style. Lined throughout Strap and buckle bloomer style. Lined throughout. Strap and buck
knees. Sizes 24 to $30, \$ 2.15 ;$ sizes 31 to $34, \$ 2.25$.

New Wall Paper at Reduced Prices comiortably and convenienty today and





 English Varnichod Tile Paper
conventional rose design
For the Boys Today Tweed Norfolk Suits $\$ 7.95$
High-grade Suits, beautifully tailored throughout from im.
ported lrish tweed, in fashlonable Donegal patterns. Coats
are single-breasted, 3 -button models, wiith are single-breasted, 3 -button models, with smart lapels,
pleated back, side and breast, Patch pockets and three.
piece all-around belt. For boys 7 to 16 yeare To piece all-aroun
day, special.
100 Boys' Fancy Yoke Norfolk Suits. Regular $\$ 7.50, \$ 8.00$ and $\$ 9.00$ values. Toke Norfoik Tuits. Regular $\$ 7.50$, $\$ 4.95$. Medium weight tweeds,
in a neat grey, showing smart check and stripe patterns. The coats are simple-breasted with small preats dap pockets. 4.95
back and frot; stithed belt at waist and flap
Sizes for boys 7 to 16 years. Today ........... Pinch-Back Suit
A Smart Pinch-back Suit is tailored from an imported navy
blue serge suiting. The coat is a single-breasted thee-buitlo model, with side and breast patch pockets. The three-piece
all-around belt is sewn across back only. Durable twill serge lings, and full-fitting bloomers. For boys 7 to 17 years.
Sizes 25 to $29, \$ 9.00$; sizes 30 to $33, \$ 10.50$; sizes 34 and
$55, \$ 12.00$ 5, \$12.00. Boys' Raincoats Special, \$6.45 100 Boys' Tweed Raincoats that look equally well whether looking tweed coatings with reliable waterproof linings, Sizes
for boys 8 to 17 years of age. Single-breasted, with con
 Bhoys' Blue Serge Bloomers






