


\section*{EATON'S

## EATON'S <br> EATON

| An Elabora of Infan | ate Showing ts' Wear |
| :---: | :---: |
| Just how extensively thi ply the first wear needs of personaly appreciate. But th serve to show how thorough range." | is Store has prepared to His Majesty the Baby, he price list we give here have been the preparatio ccommodating is the |
| rrst Shortening Dresses and Skirts | Long Ski |
| monthe |  |
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| ar iertion |  |
| ${ }^{25}$ | to 12.50. |
|  | 1.35. 22 |
| moth mil hace deget 3.50 |  |
| 7.00 S | Barrow |
|  | White Flamenelcte, 60. |
|  | Long Skirts |
| mbider in |  |
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## A Nice Dressy Suit Case

really adds to the comfort when travelling. We have in
stock a Smooth Genuine Leather Case that is reall classy, and is one of the best values we have to offer. It is shaped handle and nicely lined with linen; fitted with brass lock and side clasps, and there are four straps inside It will keep its shape and stand much use, because it is
made on a strong steel frame. It is splendid value at 3.35 .

## The Carnet Specialty List

 The interesting paragraphs the carpet story for Tuesday are
mostly of foreign Carpets and mostly of foreign Carpets and
Rugs, English Tapestry and Velvet Carpets, English Tapes Squares, Japanese Mattings nd American Fibre Rugs. Every one of them makes a
price bid for your liking, as wel price bid for your liking, as well
display of good designs and sturdy materials.
These are special Spring values, so make your visit
promptly. The best patterns and grades sell very rapidly High Quality English Tapestry Carpets, woven ten wires to the inch; guarantee of the excellence of the fabric, the closeneess of weave ensuring long
wear, being a lot made up from patterns that wére replacing in our regular
stocks, and some patterns disuntinued by the makers. We show a strong range of good designs, in floral, chintz, conventional and oriental styles. Per
yard, 73 . goodly savish on every carpets, a mill clearance of "dropped" patterns affords a
conventional and oriental fffects, you a tll find a nice range of floral, self-color, below what you usually pay conventional and oriental effects, at
for this quality. Per yard 1.0 ,
NeD Japanese Mattings, choice goods from a large shipment just placed
in stock, show patterns and quality much superior to the ordinary lines, being
contract goods : selected designs made to out ond contract goods : selected desisns made to our order, which tends towards bet-
terment of qualty to meet the specifications. The designs are inlaid, fancies terment of quaity to meet the specifications. The designs are inlaid, fancies,
damasks, mutli-colors and plain white. Per yard, 25 .
English Tapestry Squares, two special lots that we sell at a low figure will please you imenensely. Early buyerc can secure a choice rug from among
these squares. Sizes $21 / 2 \times 3$ yards, in green, red, brown and fawn, 5.89 . Nen Wool Fibre Rugs, are attractive for Summer home interiors, and
seem to have made a hit. They are very nice for the bedrom or den, in the
town town house, too. The colors are green, blue and tan, blended with the natural
fibre shades. Sizes $6 \times 9$ feet. $5.75: 81 / 4 \times 101 / 2$ feet, $8.00: 71 / 2 \times 101 /$ feet,
7.50 THIRD FLOOR.

## The Cream of the Wall Paper Market

 The lines we have received are in these superior qualipensive, running up to $\$ 75.00$ to $\$ 100.00$ a room; but among the moderate-priced papers you will find your own prefer-
ence readily satisfied. Among the high-grade French Draving-room Papers is this line in chpice
shades of green, grey and cream artistically perfect, well arranged in patterns
which are widely veried
 low, elc., are intended fort the decoration of high-class rooms.
new 1910 pey re all
Plain Brars. Single $i$ Light Greee, 7 Da
Da Green and Buff Colored Cork Velours
Paper, for rooms where a plain color will be satisfactory; comes in rich quiet
 American Crown Bordered Wall Papers, for bedrooms, treated in floral
ioll
and panel designs; shows many light colored grounds and bright, attractive and panel deligns; shows many light colored grounds and bright, attractive
patterms ; wall and ceiling, single roll, 50 ; crowns, 18 inches wide, each, 10 .
THRD FLOOR.

## The White Lawn Waist



The White Waist is in a
class of its own for Summer class of its own for Summe favored. And so, on this firs shopping day of the beauti ful outdoor month of May,
this news of new this news of new White
Lawn Waists will interest many.
The style illustrated is 2.00. The dainty front is of
all-over embroidery with all - over embroidery with
lace insertion and tucking; high lace collar, long short sleeves with Valenjng; buttoned back witl tucking and Val. insertion sizes 32 to 42 .


AT 1.25 -All-over embroidery f
rows of lace insertion down frot; others
broidery insertion with tucking tid
broidery insertion with ducking and thers with yoke of Valenciennes and em-
front, high collar, new cuff slace insertion dow
front, high coilar, new cuff
with tucks; sizes 32 to 42 .
AT 1.69 - Front and back panel effect of all-over embroidery with
cluster tucking, high lace collar, new cuff steves, buttoned back; sizes 32 to 42 .
A New Linen Waist at \$4

Women's Percale Waists at 50c Stripes and fancy pattens; tailor-made style with box pleat down centre
breast pocket; Gaiboon pleat over shoulder. tuccked collar; link cufs, ise
sECOND FLOOR-CENTRE.

| May, June, JulyJund August <br> STORE CLOSES |
| :--- |

## SATURDAY at 1 P.M.

NO NOON DELIVERY SATURDAYS

## For Your Separate White Waists This Vesting is amterial that poseseses a smar tap

 y mererizad, all in in exceediningly neat designs. We find virewing demand tor this poppular clotht for mhite dreseses Is wel as waits, and it gives no emall eridene of beom
Plain Colors in Kimono Crepes
 and

Pure Irish Linen Wash Suiting



## Study Your Staple Needs

 The things you laek in toenliling and other staple when shopping, or you are waiting for a favorable priceand good quality. Here's your chance and good quality. Here's your chance:



 1.28

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\text { Rilice } \\
\text { hemeded }
\end{gathered}
$$


Plain English Apron Ginghams, firmly woven, are splendid for big litchen
They have fancy borders and are 38 inches wide. Tuesday, per
MAIN FLOOR

## T. EATON C

Hosiery---Women's and Boys' Specially Tempting Values

 Men's and Women's Fine Silk-Mixed Umbrellas, $\$ 1.79$
Close-rolling paragon frames, that produce a neat
mbrella and give enduring service. The choice selection of handles includes horn, pearl, gunmetal and natural woods with sterling silver and rolled gold mounts. Low Second Day of Special Pricing in Gloves Tuesday's inducement backs up our previous assur-
nnee that the three days' $\mathbf{y}$ values would be special attention. Each of the items offers such price sav ing as only an event of this kind could command.
Men's Cape Skin Gloves, with one clasp, outuide seams, gisset fingers,
Bolton thumb and spear-pointed backs, tan only.. They'd be noteworthy
value at twice the price. Now to go at, per pail, 50 . Balue at twice the pricear-pointed oacks, to to only. They de per pair, .50 .
Women's $F$ ine $K$. olors tan, mode, green and grey. Save larges oversewn on every pairs at at .55 .
Women's Fine Lisle Thread Gloves, two pearl domes Women's Fine Lisle Thread Gloves, two pearl domes and silk-stitch
ointy; white, tan and grey; sizes 6 to $71 / 2$ Clearing at, per pair 19 .

Young Women's Mull Dresses, $\$ 4.25$
finished mull in dainty colors of pink, helio and in silk white, one-piece style, with high collar, long sleeves, skirt sertion and clusters of fine tucks. This dainty reproduction of an imported model at less than half the cost. Bust 32,34 and 36 ; skirt lengths, 35 to 38 , inches Extra special value, each, 4.25 .

Young Women's Suits Reduced
If you have not already bought your spring suit, see the many odd line
and sample suits we have pricereduced. There are extra good savingo


## Good Buying in Footwear at \$2


an unusual character.
Genuine Darsola Kid Bems
Cernuine Dongola Kid Boots for Men, a quality that we recommend for sewn soles, smooth leather insoles; sizes 6 to 10 . Pair, 2.00,
Box Calsskin Boot for Men, a wonderfully good, servicce
Boo Calsskin Boot tor Men, a wonderfully good, serviceable boot for
the money. A most deserable last for comfort and style. Blucher tops, exter
sion soles, nice smooth leather insoles; sizes 6 to to Women's Coth leather insoles; sizes 6 to 10. Pair, 2.00 .
Women's Genuine Dongola Kid Boots, in Blucher, laced or buttoned
a serviceable make designed for neat wear, extension edge or medium lightweigh
soles; sizes $21 / 2$ to 7 . Pair,
Women's 0 Oxfords
Wair, 2.00.
facing omen's Oxfords, a new desige in fine quality of dongola kid, dull kid
show dainty arch; sizes $21 / 2$ to 7 . Petyy extension sewy soles, high Cuban hels,
ahow dainty arch; sizes $21 / 2$ to 7 . Pair, 2.00.
Women's Chocolate Kid Oxfords, in a
Women's Chocolate Kid Oxfords, in a. Blucher style, extension soless
neat Cuban hell, decidedly popular for light wear: sizes $21 / 2$ to 7 . Pair, 2.00 , Ankle Strap Pump, for women, patent, tan calf or gun-metal. very
stylish and popular shape, fit perfectly and won't slip at heel; sizes $21 / 2$ to 7 .
Pair, 2.00 .

Japanese Antimony Lanterns

clever the Japanese are i the production of oddities
that are so rich in effective ness. We have just importmony Lanterns that will certainly sustain their splendi verandahs, porches or den verandahs, porches or dens suited. They are such pretty, yet odd, shapes. Japaness
architecture has been followed all through. Some are square, others ootagon, in
das, with the light showing through the windows and doors. They are finished in rustic brown color, and come in two sizes. They will accommodate either electric light, oil lamp or candle. Prices
$.85,1.00,1.25$ and 1.50 .


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## The "Calf's Path"

## The Morning Paper is the Real Home Paper

A famous writer once wrote an interesting story entitled "The Call's Path,"

The story tells how hundreds of years ago a calf went home thru the primeval forest and left a zig-zag and winding trail behind him.

The next day a dog followed the same trail and later still a bellwether sheep with the flock behtnd him; afterwards, men followed the winding path until it grew to the dignity of a lane.

Everybody grumbled and swore at its devious turns but nobody tried to remedy tt .

Later it became a village street, then a busy city thorofare, and so on from generation to a veneratione street, everybody followed the irregular, roundabout "call-path.

As the poet says
"For this, such reverence is lent
To well established preiedent."
The moral of this quaint story is particularly adapted to the case of those advertisers who stick to the old ruts.

The object of these heart-to-heart tallks is to discuss as intelligently as our ability permits different phases of the advertising problem, and to remove, if possible, some of the mossgrown beliefs that have long since beed abandoned by the most progressive advertisers.

As previously stated, there is an amazing credulity shown by certain classes of business men in the absurd theory that a daily paper, to be a home paper or read by women, must of necessity be an evening paper. This antiquated belief has almost become a tradition, due, no doubt, to the fact that once an idea becomes thoroly entrenched in the mind it is difficult to dislodge. Old theories like old habits cling tenaciously, not infrequently exerting an influence against our best interests.

An incident in this connection which goes a long way to strengthen if not really to prove the statement, is the experience of pne well kowil business man, related to the wfiter some time ago. I give the particulars herej ust as he told them.

Said he, "I made a discovery of the home side of The World several years ago that has kept me a constant advertiser in its columns ever since. It happened in this way:-One morning I had occasion to catch an early train out of the city. On going down to the dining room in my slippered feet, I surprised the matid by finding her eagely reading the Morning
"The thought occurred to me that if our own maid was reading The World every morning the same thing was probably going on in thoussands of other homes in this big city. I decided, however, to make another test and a few mornings later I arose earlier than usual and slipped quitety down; yes, there she was as on the previous morning quietly. reading the Morning World.

It 'Now Mary', said I, is it your habit to read The World ever morning'? With some hesitation she answered in the affirmative, ex plaining that the interval before the family assembled for brealfast was usually occupied in this wa)
"Further enquiry clicted the fact that she seldom saw an evening paper, three or four nights each week being taken up with her housshold dutties. Her own evenings off were spent in various pleasures the ctty afforded and she had no indilination on these occasions to read an everning paper.
"It came to me like a flash," satd he, "that for yeares I hed been spending my money to reach exactly this class of women through the evening papers and yet to was extremely doubbful if one to ten ever had the opportunity of seecing an evening paper. To me the field looked promis'opportunity or seceng an tevend began a series of 'ads,' to The World thate brought us splendid results from the very first."

The above experience which converted an evening paper advertiser into an enthusiastic believer in the Morning World is only one instance amongst scores of others that will be shown in this series of articles.

The writer believes that business men generally will appreciate their significance. Can any intelligent business man doubt that similar incidents are occurring in thoussands of homes in this city where the Morning World goes regularly each morning? Here is a class of women readers whose trade is sought for thru the evening papers.

Gentemen, you are traveling along the "Calf's Path." Sit right down and think it over, or better stll, telephone The World business office and we shall send one of our bright yoing men to tallis it over with yous.

The above is the first of a series of talles on advertising that will appear regularly in these columns. This only touches the fringe of an interesting subject. The next talks will call the "bluff" put up by solicitors of the evening press. Watch for it.

The morning paper is the real home paper. 'To reach the homes, advertise in the morning paper.



Not Sleep．


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| Onday morninc |  |  |
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| LEADERS | SMITH＇S FALLS LABORER | PASSENGER TRAFFIC．PASSENGER TRAFFIC． |
| OEWY BRIBEEY CHRRGES CHOKES WIFE TO OEI |  |  |
| That Man Who Tells Tried to Get＂Hush＂Money． |  | the Tragic News． |  |
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|  | Number | PACIFIC COAST |
|  | 为 | GREAT LAKES SERVICE |
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|  |  | Canadian Pacific Palatial Steamships SAILING FROM OWEN SOUND s．s．ATHABASCA ，．．．．．．．．．．．．Every Monday |
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| mare ben the dibisuluerof the lort |  |  |
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|  |  | Winnipeg，All Canadian Northwest Points， Pacific Coast，Japan，China，Australia，Etc． |
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|  |  | fult information from any canadian pacific acent TORONTO TICKET OFFICE |
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## CANADIAN PACIFIC RAILWAY

## Next Homeseekers＇ Excursion MAY 3rd

## Special Round Trip Rates

 SPECIAL TRAIN LEAVES
TORONTO， 2.00 P． M ，MAY 3
MUSKOKA LAKES
 BEAUTIFUL POINT AU BARIL


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| NEW TICKET OFFICE 46 YONGE STREET Corner of Wellington Street |  |
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| PASSENGER TRAFFIC． |  |  |
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| GRAND TRINK ${ }^{\text {RAILWWA }}$ SYSEM |  |  |
| Double | $\begin{aligned} & \text { FOUR } \\ & \text { TRAINS } \\ & \text { DAILY } \end{aligned}$ | Fast |
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| ABTICLES FOR SALE， | P wanted． |
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|  | Young man for position as |
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| ARC： 1 TECTS． |  |
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| emple Bullaing，Toronto，Main 4508. PRINTING． | Wanternay |
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## EMPRESGES

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## 1.WILSON\&CO.

Troik brokzrs ING ST. E., TOROMTO : Mil Inuvithil strais

## PORCUPINE


OSLER \& CO:
8 кIMG street west.
alt Stocks

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ACE \& EASTWOOD
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KING $\mathbf{S T}$. WEST


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## (DeNoid Apartments

## Investigate this Yourself



Our Advice is-Buy!


A. J. Barr \& Co.. Brokers




## THE CANADIAN BANK

 OF COMIMERCEDRAFTS ON FOREIGN COUNTRIES

 No delay in issunve. FULL parmiculars on apphiointor WARREN, GZOWSKI \& CO. STOCKS AND BONDS oxeouted on all the loadling Exphanges,
Direot privato wire to

|  |  |
| :---: | :---: |
| Now |  |
| 250 BARS CLOSED TO-DAY Looal Option and Liconsee Reduetion Into Effeet. This is a blue Monday for about 250 liquor dealers in the Province of On- <br>  |  |
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## Silk and Lisle Gloves

M$\mathrm{I}^{\text {AY day should set one thinking }}$ , of summer fabric gloves. So you know, the much abused old Fatherland sends us the best women's gloves? It's really wonderful how they can make such nice gloves as we are showing this season and lay them down in this store so cheaply: Of course we take a great many, that accounts for it in a measure. But other countries don't seem to be able to do it as well as Germany.

This 35 c glove is a marvel.



## We Have a Range of $\$ 21$ Suits to Clear at $\$ 9.75$ <br> W

 HEN you have a free, fair choice of several suits at the same price you are apt to make your decision on ven slight grounds. They are likely to be so nearly equal you mus need hunt for little flaws in finish or little differences of trim ming. And when you do choose finally you confess that it was merely a matte of fancy on your part, and that really each one was quite as good as the othersiAs it is with you as an individual so it is with the public as a whole. decides in favor of one line when there is, after all, little to choose amongst the
all. Take these $\$ 21$ suits for instance. They started out fair in the beginning all. Take these $\$ 21$ suits for instance. They started out fair in the beginning,
the seasor. But they had to bear comparison with others the public fancie the season. But they had to bear comparison with others the public fancien
more. Chances are if you saw them alone you would admire them at once. Bu you know how it is-with a lot of others to consider you hesitate in choosing and decide finally on very small differences.

We are going to overcome this little handicap to-morrow in regard to thes $\$ 21$ suits which have not kept abreast with the other suits at a similar price. W are going to simply reduce them into popularity overwhelming

About 100 in the lot $-\$ 21.00$ Suits-Reduced to $\$ 9.75$ !
 No phone or mail

## taken.

## New Waists in a New Department

HOULD anybody ask to see an instance of Canadas place in the progress and Company. It is situated at the Queen street section of the old building, and on the third floor. It extends over the greater part of what was but a short time ago practically the entire club room. And it contains numberless examples of the blouse maker's designing such as are tound in the shops of London and Paris, as well as many a variation on the shirt-- Department of ours is going to fill a bigger place in the scheme of things from now on. Good taste at reasonable scheme of things from now on
prices is the policy we work on.

Attention of Brides-to-Be THE third shipment of our Spring purchases of embroideries have arrived from Switzerland. Trousseaux girls please take due notice We describe briefly a few of the novelties, but you must not rest content until you have seen them and their companions here in all the glory of numbers and reality
Brides who use Simpson's laces and embroideries are the little women who prefer daintiness to show.
$\qquad$



tetent piatn material to matab;
NAINsOOK EMBROIDERIES.
Natingok Eadings, prices


 tron toit Teadins, prices per yar mon 56 to 150 .















## neat black and white stripe, Gibson pleats over

 shoulder, front opening, with side effect, andfine pleated rufle, fine pleated ruffle, new sleeves and collars, finished with turned back pleating, $\$ 5.00$. silk, box pleated back, front ond heavy. Jopaneses, new
tucked shoulder effect, entire waist is piped

A very. fashionable waist of fine Rajah silk,
made whth tailored tucking, front neatly braid
ed with silk soutache made with tailored tuckinge, ffornt neatly braid,
ed with silk soutache, and small buttons, high
collar and shaped sleeves smat collar and shoutache, and small buttons, high
waist; all the sleeves, trimmed to mating
wath aist, all the leading shades, natural, Congo,
se, tan, green and black, \$4.5.
A dressy Net Waist, mounted on silk, finely tucked yoke and collar, front and
sleeves beautifully embroidered, trimmed with
dainty silk braid dainty silk braid and silk Dresden buttons,
white or ecru, sizze An imported Lingerie W2, Wist, of
mull, a prettily designed
broidery broidery and baby Irish yoke of Swiss em-
dressy sleeve and collar, trimmed mits; a very
Val

## 1,000 Girls' Dresses Tuesday Half <br> Price and Less

1 sent the cost of material in in do not repre Some sizes are missing in each style, and new summer goods must have room, hence these ridiculous
prices. Phone orders filled prices. Phone orders filled.
1,000 Dresses, fine prints, galateas, ginghams, chambray,
serges. A host of styles, neat color effects, effective styles,
dainty trimmings sind

Our Trimming Department Keeps in Close Touch With Paris

## $\mathrm{F}^{O R}$ real beauty of dress, real style

$F$ and really nice taste commend to the Parisian
We have imported such a luxurious variety of garnitures this spring -Toronto has seen nothing
like this display. Dazzling is the only

 metal. You should see the 60 inch flouncings of
gold, black and gold and oxydized silver ! By-the-way, we have something pa exclusive on Tuesday, for a limited number of for
tunate people. Paris tunate people. Paris model lace coats and man
tillas, entirely out of the ordinal






## StandardToiletPreparations at Simpson Prices

$\mathrm{A}^{\mathrm{LL} \text { the toiete table accessorics such }}$ as can be conscientiously recomGoods Department at what you will distinguish as Simpson prices. Let us give you a fow instances from a stock brimming over with such






 Hisin




Ice Cream Powder



