

# DPS RANS Cotererem ive ive Nome mint oce <br> MEN! WHY NOT SAVE ON YOUR EASTER APPAREL? 

Especially When the Quality, Style, Shades and Patterns Are So Appealing and Extensive As In

## TODAY'S LIST

For Instance, Note

Men's and Young Men's Spring Suits, Reg. \$27.50, \$30.00 and \$32.50, Today, \$23.75
They're of all-wool tweeds, cheviots and fine-finished union worsteds. In hunters' green, medium and dark greys or browns, in small check, broken checks and neat striped pattern. Are in two-button single-breasted form-fitting and allare neat-fitting (plain or with cuffs). Sizes 34 to 44. Reg. $\$ 27.50, \$ 30.00$ and $\$ 32.50$. Today, $\$ 23.75$.

Men's and Young Men's Tweed Raincoats, of cotton and wool worsted and union tweeds, in brown and grey mall checked patterns and novelty tweeds; cut in the full-fitting single-breasted button-through, slip on and all-round belter tyle; have convertible collars, double-stitched seams (some are lined with mercerized cotton) and patch pockets with flaps. Sizes 34 to 44 . Reg. $\$ 20.00$, $\$ 22.50$ and $\$ 23.50$. Today, $\$ 15.00$.

Men's Worsted Trousers of cotton and wool mixtures in medium and dark greys, and neat striped patterns; have two side, two hip and a watch pocket. Sizes 32 to 44 . Reg. $\$ 4.00$ and $\$ 4.50$. Today, $\$ 3.25$.

## And Here Are 1200 Ties in Clearance at 55c

Men's Neckwear-1,200 ties comprise the assortment, everyone different. So you see what a tremendous range of patterns there are. Are in four-in-hand style, and the graduating shape, with me-dium-wide ends; have specially sewn neckbands and durable inner linings that add greatly to the wear of a tie. They are of silk, or silk with fibre silk or cotton mixtures. A special counter has been allotted to facilitate in quick service, and special salespeople will be in attendance. No more than six ties to a cu

Preferred" brand
Turnbull's and "Penman's Preferred" brand shirts and drawers. Some double front and back, others double-breasted only; of natural colored woo and cotton or cotton and wool. Shirts 34 to 50 Drawers liee Reg $\$ 1.29, \$ 1.75$ and $\$ 2.25$. Taday, in each line. g .

Mens Beits, in black, grey or tan, with gilt or gunmetal buckle. Some have smooth, others plain finish; single or double keepers. Sizes in the lot to 44. Each, 39c.

Boys' Neglige Shirts of printed cotton materials. large assortment of patterns in blue, black, mauve, brown or green on hight grounds. Some have launAll are in coat style. Sizes 12 to 14. Reg. $\$ 1.00$ and $\$ 1.25$. Today, 69 c

Boys' Natural Balbriggan or plain white porous nit underwear in two-piece style. Shirts have French neck and short sleeves; drawers have sus32. Today, garment 33c. For the folloging garment item we.
quantity being timited Collar, yoke double ork Shirts with Attachec Collar, yoke, double sewn seams, and full-sizec
bodies. Sizes 14 to $161 / 2$. Reg. 89 c . Today, each 59 c

## Just a Few of the Newest Ties and Shirts

- From a Grand Array in the Annex and Counters, Main Floor, Centre, at the Usual Eaton Prices At $\$ 1.50$ are ties in printed designs; to back of tie, which prevents the lin- $\left\lvert\, \begin{aligned} & \text { or helio, in quarter inch spacings. Have } \\ & \text { soft double cuffs and different length }\end{aligned}\right.$ in shadow effects of Copenhagen blue, life of the tie. golden brown, Nile green, royal purple, grounds. Have slip-easy bands and grounds. Have
wide flowing ent. At $\$ 2.00$ are men's cravats, fancy floral designs, woven on satin
finished grounds of purple, royal blue cardinal, green or navy blue. Have
slide-easy bands. The lining is sewn

At $\$ 1.00$ are men's four-in-hand ties in graduating shape, with medium wide ends. In exclusive pattern, in all-- "De Luxe" brand shirts, in the new lat-
tice striped effect Stripes over effect, which is of brack worked in
on two-tone effect; on grounds of green,
of green, helio or blue on light colored helio, blue; artificial silk and cotton At. $\$ 2.00$ are men's shirts of cam-
bric, in striped 'patterns of blue, black

## Note the Extensive List of Footwear Savings

For the following items we cannot take phone or mail orders, the quantities' being limited. Men's Boots, mahogany calf Blucher, vici kid Blucher and lace, wide and medium toes. All Goodyear soles. Reg. $\$ 8.50$ to $\$ 9.00$. Today, $\$ 5.45$.

Boys' Boots, solid tan grain leather, extra heavy viscolized soles, sewed and nailed. Sizes to 5. Today, \$2.95

Women's Brown Lace Boots, high-cut tops, mahogany calf, recede toe, Neolin sole, rubber heel. Also brown calf with leather sole and plain toe. All Goodyear welted. $\$ .5$ izes To-
to 7 . Widths $\mathrm{C}, \mathrm{D}$, E. Reg. $\$ 6.50$. day, $\$ 4.45$.

Women's Boots, button style, black gunmetal calf, plain toe, shaped heel, flexible sole. Sizes $21 / 2$ to 7 . Reg, $\$ 4.50$. Today, $\$ 2.45$. height, fine quality broadcloth. In fawn, white,
chamois, dark tan and grey. Sizes 2 to 7. Reg. \$3.00. Today, $\$ 2.25$.

Misses' Boots, brown kid, high lace, plain oo, sport last. Also gunmetal, high lace, Neolin sole and rubber heel, wide toe. Sizes 11 to 2 . Reg. $\$ 3.65$ and $\$ 4.00$. Today, $\$ 2.95$.
Infants ${ }^{\circ}$ Soft Sole Boots, patent button, Infants
white top, flexible soft sole. Today, 50c.

In the Hat Section, James and Albert, There's an Extensive Showing These Three Demonstrate the Moderately Priced
Showing. AT $\$ 3.00$ IS A HAT IN THE PRESENT PREVAILING MEDIUM TYPE OF BLOCK.
True "style" in a hat is nothing more than becoming style. One may look better in a medium crown than a. wide ofne. Whatever your liking, you
today's list. oday's list.
Medium or wide crowns, with brims, in a variety of styles,
, including the flat, slightly rilled or flaring type. Some have
theund edges and some are plain. grey, medium and dark grey or medium and dark green. Sizes Ho's Soft Hats a C

Men's Soft Hats, a Canadian make, of fur felt, in the new
shapes, so becoming to young men. The brims neat shapes, so becoming to young men. The brims are not
too wide and are either flaring, flat or rolled. The shades are
then light and dark green, and light and dark, grey, with a few inter-
mediate shades. Sazes 658 to $71 / 2$. Each, $\$ 3.50$. Men's Soft Hats, an American hat of fur felt, medium
width crown, not too high a shape, and brims either flat, flaring width crown, not too higo a ed eses. The shades are grey, light
or rofled, mostly with bound edg $71 /$.





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HERCHE BREEZES IN; NINE LEAFS HERE






 TV opens wit sesincuit ciout.



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Saginaw Looking


DR. SOPER DR. WHITE


 WHEN THE GIRLSTY
PAM


## ED. MACK

CLOTHIERS TO ALL MANKIND

## Style in Clothes

 $--1 s$ an all emIn harmonizing effects and style features, com bined with reliable tailoring, satisfaction logically follows.
Strict adherence to the use of the best materials in linings and trimmings always assures the customer of the best possible service.

## Suits and Topcoats $\$ 20$ to $\$ 45$


ED. MACK 167 Yonge St. (Opposite Simpsoon's)
ED. MACK
167 Yonge St. (Opposite Simpson's)


Velvet the


Largest selection in material and styles to choose from. $\$ 19.00$ ordor

Stores All Over Canada Special Attention Paid to Returned Soldiers

REGENT TAILORS
Toronto Store, 159 Yonge Street OPĖN EVENINGS
 Regent Tailors


Sunlight

## Wash Days-

A Sunlight Wash Day is free from the toil and labour usually associated with washing,
because Sunlight Soap washes clothes beautifully clean and white without rubbing or rubbing.
Sunlight Soap
being the surest, gentlest, purest of all cleansers is kind to the clothesthey last ever so much longer-kind to the hands, too. Do not accept substi use and insist on getting it. All you do is soap the wet clothes wh Sunlight-roll each garment ightly and leave to soak. Later you rinse thoroughly. No wrenching or relentless rubbing. The irt just really drops out. You work-while Sunlight ork-while Sunligh is actually cleaning is actually cleaning Its true.

Try Sunlight for
self and see.
LEVER BROTHERS
LEVER BROTHER
LIMITED, Toronto


THURSDAY MORNING APRIL 104949
THURSD CLASS ADVER
 बIRLS FOR WR






All of its soodness sealed in Protected, preserved.
The flavour lasts!
VETERANS

NO REPRESENTATIVE
FROM G. W. V.A.

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## Painful Piles



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RREE SAMiRUL COUPOH:
FRAMD DRUG COMPANT,

$\square$





## BRANCH FOR SWANSEA

 re more than a hundred veterans inhis district, and enthusiasm is strons

## EUCLID HALL CONCERT.


 MORE CHARTER MEMBERS.

 Balsam avenue Comrade Tattersall
asas olected oresident pro tom and $J$
Shaw secretary.

WHY EXPERIMENT?
Food scientists clam that the leavener is largely someness of your home baking That wholeother one ingredient does so much dhat on no important, therefore, to use a baking it is that you know possesses the necessary leavening

## MAGIC BAKING POWDER

and is tho only strictly high class baking powde in Canada selling at a moderate price. Its repu tation is built on purity and highest quality
The only well known medium priced baking powder made in Canada that does not contain alum and that has all its ingredients plainly stated on the label

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Telephone Main 7841 1898--TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR--1919 Market Adelaide groo

## SIMPSON'S---Misses' Suits in Distinctive Variety for Easter



At $\$ 45.00$-Chic suit in navy or black serge, the popular
waistcoat bordered with pin tucks, Tuxedo collar and pearl buttons.

At $\$ 49.75$-Very new Russian blouse model in navy, brown
black tricothi.. Waistcoat of buff corded silk, tie sash and military braid trimmings.

Special Value in Misses' Coats, Cape-Coats, Dolmans \$35

Just In! Tailored Hats for Easter


$=$ 

Smart Ready-to-Wears $\$ 3.50$ to $\$ 5,00$

Trimmed Hats for Matrons $\$ 5.00$ to $\$ 6.00$



Women's Suits $\$ 29.75$

## Grouped From Regular Higher-Priced Stock...

 Manufactứre' Overmakes and Samples


Women's Coats Attractively Priced at $\$ 27.50$


WANTED--Experienced Saleswomen for Fridays and Saturdays


Real Shantung Silk Middies $\$ 1.95$


Women's English Wool Spencers $\$ 1.95$

Hand-Embroidered Kimonos Only $\$ 1.95$



Wedding Rings of Quality




|  |
| :---: |
| Get Your Boy an Easter <br> Suit <br> Boys' Trencher Suits at $\$ \mathbf{1 0 . 0 0}$. Cleverly tailored grey and brown mixed tweed. All-around loose belt with novelty patch pockets. Full Sizes 7 to 12 years, $\$ 10.00$. <br> Boys' Waistline Suits, $\$ 15.50$. Dark grey tweed, with white and blue broken stripe patterns. Full fashioned bloomers. Sizes 13 to 16 years, $\$ 15.50$. <br> Reefers and Raincoats for Little Fellows Sturdy black and grey broken check Velvet collar, Sizes 3 to 8 years, $\$ 5.50$. All-Wool Blue Serge Reefers, $\mathbf{\$ 1 0 . 5 0}$. Double-breasted with deep sailor collar, shawl style, having three rows of white tons. Half belt at back. Sizes $51 / 2$ to 10 years. $\$ 10.50$. <br> Little Boys' Raincoats, \$6.75. Fawn paramatta material-trench style. seams stitched, cemented and taped. sizes 25,26 and $27, \$ 6.75$. impson's-Main Floor. |



Getting Back to Civies? Here Are New Easter Suits, Over
coats and Furnishings for Men coats and Furnishings for Men THE SIMPSON STORE FOR MEN varietiesand values in newest and best clothes and furnishings. Its popularity is evidenced by the patronàge of a large number of re-
turned men who come here daily for new turned
outfits.
Suits $\$ 24.00$ to $\$ 38.00$

sac developed in smart grey and
black black herringbone tweed, singlebreasted, three-button soft roll,
semi-fitted. Regular pockets with flaps. Sizes 36 to 44، $\$ 24.00$. At $\$ 30.00$-Waist seam suits, reasted, two-button, long soft roll lapels, snug waist, vertical pockets,
panelled back. Sizes 34 to 40 . panelled
$\$ 30.00$.

Easter Overcoats, Too
Trencher Overcoats, $\$ 20.00$.
Grey and black Grey and black "Done-
gal "twed, all-around belt.
Vertical pockets. Half fined. Vertical pockets. Half line
Sizes 34 to 42 . $\$ 20.00$.

Slip-on Overcoat, $\$ 25.00$ Dark grey and black
tweed mixture, natural shoultweed mixture, natural shoul-
der, full back, larga pockets der, full back, large pockets
with flap; quarter silk lined. Sizes 35 to $42-\$ 25.00$.

$\$ 30.00$.
Dark grey cheviot, fly front. Close-fitting collar,
slightly fitted back. Regular slightly fitted back. Regular
pockets with flaps. Sizes 36 to 46 .' $\$ 30.00$.

## Men's Stylis

Men's Stylish Easter Shirts


Pyjamas, Nightshirts and Underwear Pink and blue striped patterns on white ground. Pink and blue striped patterns on white ground.
French neck- frog fasteners and pockets.' All sizes. Men's FLANNELET
NGHTSHRTS.





## Children's Easter Wear

 $===-=5$
 ed. Datint ruched revers, edged with
white satin ribbon frill. Sizese 12 to 16 .
Resularly si.00. Today, 690 Infants' $\$ 2.00$ Long Robes $\$ 1.39$
 CHLLDREN'S DRAWERS,
White balbrigen
 $=2=2$

Women'sHand-Embroidered Jap Silk Nightgowns 6.75


Also of fine Jap. silk with designs
of hand embroidery to match the nightgowns described above. Pink
only. Today, $\$ 5.95$.
Women's White Cotton Drawers
Women's White Cotton Drawers.
With deep frill of Swiss embroid
ery. Both styles. Today, 89 c.
$\$ 1.75$ Camisoles, $\$ 1.29$.
Brand new garments in Jap. lovely with lace yokes and inser-
tions. Ribbon shoulder straps. Colors
pink, pink, maize or white. Today, spe-
cial, $\$ 1.29$,
"Goddess" Front-Laced Corseta.
Models for the medium fure Models for the medium figure,
made of real good quality white
coutil. Deep unboned skirt with
wide band of elastic at back. Six strong hose supporters. Sizes. 20 to
30 . Splendid value at $\$ 4.00$. Women's Combinations. New string garments made of fine
lisle thread. Tight knee or wide

## Splendid Values in New Wash Fabrics

It is a charming fabric with a satin surfacile; 36 inches
wide. Plum, Alice, taupe, Russian green, brown, navy,
rose, black and white.
And here are exquisite Irish the Fore.
And here are exquisite Irish Linens in the noncrush
quality, 36 inches wide. Rose, Alice, pink and white. Scarce
goods, moderately priced at \$1.35, yard
Tropical Suitings at $\$ 1.25$ Yard.
Lovely qualities for women's, men's and boys' high-
class beach suits. Natural shade; 27 inches wide. Yard,

Strong, serviceable qualities in fast colors of staple
stripes. Fawn with white or pale red, delft blue and white,
stripes. Fawn with white or pale red, delft burue and white,
etc.; 28 inches wide. Regularly 50c. Today, 29c.
Fancy White Voiles, 49c Yard.
Striped and checked designns; 36 inches wide. Quali-
bies that have sold as high as 7 cc . Today, yard, 49 c .
White Krinkle Crepes, Half Price
Slightly damaged seconds of 50 c quality. Needs no
ironing. Today, yard, 25 c .

The : Cobert


[^0]:    Made in Canada

