



Women's Suits That Expound the Cult of Simplicity Beautifully Tailored, With the Modish Straight Lines, Such as Do Not Boast the Eon or the Pony Coats, Showing a Mannishly Plain Cut--a Very Soft and
Feminine Interpretation Thereof--Often With Smart Waistcoat as Well
" $\mathrm{N}^{\text {AVY AND SAND, sand and navy,", is the burden of Fashion's song this Sping, a }}$ s The material mest be anythis set the melody of these smart new suits.
varied, for, though skirts must follow the narrow line a ata range all the way for were never Eton to the longer-than-kneelensth Russian blouee Yoats one of those sober sand shades that include cendrillon, chinchilla castor, kangaroo, and, by way
of varat of variation, seagull grey.




An excellent type of the plainer suit is one of sand tricotine, its small collar cut in one with revers, which extend to the bottom of the coat, which, by the way, is of uneven length. A crossover vest of black satin, embroidered in coral and green, is held in place by a belt. The skirt shows a very novel the back over a wide box pleat. Price, $\$ 90.00$.

With a simplicity that is almost clasic is a grey Jersey suit, the coat in the slip-over-the-head style, with the neck-line and cuffs of $a$ man's shirt, held by green enamel links and outlined with a single row of soutache braid. The skirt part of this coat at the back is crossed
by rows of grex soutache. The by rows of grey sioutache. The
slim, straight skirt has a narrow yoke, with tie ends brought through holes at the front, and fin$\$ 145.00$.

A delightful sample of the Eton coat is developed in navy blue serge, its loose back cut in big scallops, outlined with rows of braid. The Tuxedo collar rolls back over a long vest of maize satin that buttons to the chin, with a roll-over collar. The skirt that accompanies it has a tunic edged with braid. Price, $\$ 60.00$.

## «T. EATON CO

## "The Year's at the Spring!"

So Madame Will Naturally Bethink Her of Her New Spring Hat ; and That Spring Hats Are More Than Usually Attractive, and More Than Usually Variat
VARIETY INDEED is their principal theme, for never within the memory of milliners has one
season brought forth so many types of hats.
They
They range all the way from swathed Turk ish turban to the picture hat of immense proportions, taking in en route a delightful edition of the poke, the drooping mushroom,
the Louis XVI. plaque, the helmet-like toque, the little high-crowned hat, the hat that turns up at the back, and the hat that flares back in front with a Napoleonic flavor.
And the trimmings are just as varied as the shapes-for while one hat is all gay with
owers, another will have the chic that is given by wings applied at odd angles; a third will show merely a bow of ribbon tied with the most perfect of millinerial skill; colored wood beads or.pretty ornaments adorn some; quills, glycerined ostrich, ribbon and tulle -quantities beauty of their natural colorings are among the smartest trimmings of the season

But no matter what the style, engaging simplicity. For example:
A gay-looking mushroom hat faced with sand-colored Milan, its trimmed with flat straw flowersgreen, blue and sand applied at in tervals round the crown, a band o black baby ribbon giving it char cter. Price, $\$ 20.00$.
, By way of contrast is a smart helmet toque of black tagel, the greater part of its crown massec
with beautifully shaded rose with beautifully shaded rose-
colored flowers, under a chic little colered of finest Mechlin. Price
veil $\$ 35.00$.
Showing the mode for applique flowers and tulle is a picturesque hat of black Milan, and tulle-veiled flowers in rose, yellow and blue
posed flat on its brim. A band o blue ribbon round the crown, shim mering through a foam of black tulle, emphasizes the color note. tulle, emphas
Price, $\$ 18.50$.
Smart simplicity distinguishes a hat of navy hemp straw, its brim drooping slightly from a high crown, from which a navy blu wing flares off at a becoming angle ribbon provide an interesting con ribbon provide an interesting con
trast in color. Price, $\$ 11.50$.
-Second Floor, Queen St.




THE WOMAN WHO CHANGED


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SOLDIERS
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Kitchener 4, Ypres 1-Allan Cup Stays in East

## KITCHENER HOLD THE CUP



DEFEAT YPRES HANDILY
DEFEAT YPRES HANDILY Fixtures. $\approx=2$ $=2=2$ yuma

 BELCH THE SURPRISE in golf at bellair




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'Clothiers To All Mankind'


ED. MACK, Limited
67 YONGE STREET Opp. SIMPSON Evenings 7 to 9 -Saturdays till 10 p.m.
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ED. MACK,





DR STEVENS MOSS PARK CAPTURE
PLAYGROUND TITLE

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 CARDED LEAGUE


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That Son-in-Law of Pa's
PA EXPRESSES HIS THOUGHTS IN ACTION.
:-:- BY G. H. Wellington




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## Florida Celery. Eastern Apples <br> Florida and Navel Oranges <br> H. PETERS ${ }^{88}$ Fronts. E.,. Toronto

Main
Car Florida Cabbage
Car Extra Fancy Romé Beauty Apples
Celery. Canadian Onions

LONGO FRUIT CO., LIMITED


NEW ISSUE

## frems

## \$6,900,000

Five Year $6 \%$ Refunding Gold Bonds CITY OF MONTREAL

## DATED 1st DECEMBER, 1917 DUE 1st DECEMBER, 192

 nuerer payable hair-yeariy-1st June and December.Principal and Interest payable in Gold at the City Treasurer's, Office,
Montreal, or at the $A$ Agency of the Bank of Montreal, New York Bonds issued in Coupon form in denominations of $\$ 100, \$ 500$

## With privilege of registration as to primcipal oni

ISSUE PRICE-PAR
A full half year's interest will be paid 1st June, 1918. The bonds therefore give a net yield to the investor of about $6 \frac{1}{2} \%$

THE BANK OF MONTREAL, Fiscal Agent of the City of Mont-
real, is authorized to offer the ebove--named bonds for public sale
on behalf of the City, at par, without acerued interest, payment to



The issue is made to refund a like amount of Montreal Three-
Year $5 \%$ Notes, the original iissue having been made for public orks, in anticipation of a permanent loan.
Beginning 25th February, 1918, applications for the bonds will
ereceived by the BANK OF MONTREAL, MONTREAL or its branches, from whom application forms and copies of the prospectus
request. The offering is saubject to withdrawal on or before the 18th on
March, 1918.

## Applications should be addressed to the

BANK OF MONTREAL, MONTREAL and should contain full instructions as to place of delivery and
payment suitable to the applicant, and the denominations of bonds
required.

The issue is made with the approval of the Miniter of Finance,

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##  ED STOCK SALE  <br>  <br> 



Datornal Trust Compaty DIIIDEND NOTICE

## ending March 31 st, at the rate of

has been declared upon the Capital Stock of the Company
and that same will be payable on and after April 1 st. The Transfer Books will be closed from the 21 st to the 31
March, both days inclusive. March, both days inclusive
By order of the Board.



Masc ainliof


THE CANADIAN BANK
OF COMMERCE

## 

 CAPTTAL PAID UP, $\$ 15,000,000$. RESERVE FUND, . $\$ 13,500,000$ SAVE YOUR MONEY and thus help Canada to do her share in the Great War.interest allowed at 3\% PER ANNUM ON INTEREST ALLOWED AT 3\% PER ANNUM ON
SAVINGS DEPOSITS OF \$1 AND UPWARDS AT ANY

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Standard Bank Buildi

| WANTED--STOCK SALESMEN <br> BOX 45, wORLD. |  |
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## At Simpson＇s Today－－Sale of Sterling Silver Deposit Ware

## Clearing Men＇s Soft Hats Today at $\$ 1.95$



Today at $\$ 5.95$
Regular $\$ 8,00$ and $\$ 8.50$ ．
Boys＇Tweed sutst，In frawn and blac
check，brown and black check with
green

 Special \＄5．95

## A Great Friday Shoe Sale

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 Girls＇Boots at a Special Price Today $\$ 3.00$

Mrs． Mrs．King＇s Patent Leather Boots are on sale to．
for $\$ 1.0$ I．less than their usual price．These boots are noted for their perfect fitting pasts．closth or kots
tops，medium round to and low heel，broke
Don＇t Miss These Pre－War Values in Women＇s Boots

Wonderful Values
$\$ 2.65$
at one－－halif and one share third off frirst sulare，here is another good opportunity to buy serviceable，dressy business wear boots
take advantange of thifty women will be here when the doors open this morning to


Very Important Friday Program in the Basement Household Hardware

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Just 80 Suits for $\$ 12.45$
Men＇s Suits today at $\$ 12.45$ ．They show new spring goods，in assorted
shades and cloths．They are tailored carefully in two and three－button styles， showing semi and form－fitting coats，lined wilh twilled mohair．Regular prices at

Men＇s Spring Overcoats，Today，at $\$ 10.95$ 50 coats in the lot，assorted patterns and models；light grey mixed tweeds，
in Donegal effects，in form－fitting and belted styles；also black and grey；popu－
lar three－quarter len

 $\$ 12.50, \$ 13.50, \$ 14.00$ ．Special，$\$ 9.75$ ．
Men＇s English Tweed and Worsted．Trousers．Regularly $\$ 3.50, \$ 4.50, \$ 5.00$ ．
For Boys，Fresh New Shirts 53c

 | $\begin{array}{c}\text { Men＇s Merino Underwear，natural } \\ \text { shade；made from fine wool and }\end{array}$ | $\begin{array}{c}\text { Beys＇Sweater Coats in fire car－} \\ \text { digan stitch；plain grey only；high }\end{array}$ |
| :---: | :---: | shade；made from fine wool and

cotton mixture；shirts and drawers． Sizes 34 to 44 ．
 lar attached style；pink，blue，grey
 accordeon knits，made from finects，
fibre silk．Regulari2 25 c and 35 c ．To．


2000 Pieces Less Than Half－Price
It＇s always desirable－but you rarely see anything but odds and ends at a bargain price．Here＇s a
entire high－class stock two thousand pieces．that whill go on sale today at 8.30 a．m．m．and there are likely to
be two thousand people after it，so make your plans accordingly．Here are a few of the marvel



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Somewhere in Ireland

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Drugs and Toilet Goods


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## Nitro Electric Bulbs <br> 

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## Extra！

8.30 a．m．Sale of Bedroom Chairs and Rockers Extreme Reductions
Because They Are Samples and Slightly Soil－ d Pieces． $\$ 17.00$ to $\$ 34.00$ Values $\$ 10.00$
$\$ 8.75$ to $\$ 13.75$ Values $\$ 5.00$
$\$ 24.00$ to $\$ 34.00$ Dresser and Chiffoniers Clearing at $\$ 16.75$

## Detailed List for Today

 Hairdressing Chaird a group of Bedroom Chairs，Rockers pieces，in mahogany，walnut and senamel pieces，in mahogany，walnut and enamel．Some have caneseats and backs，others upholstered seats． slightly soiled，having been used as samples These chairs are price $\$ 17.00$ to $\$ 34.00$ ．Today， 8.30 ，one price，$\$ 10.00$ ．

Another group，comprising Chairs and Rockers，in wal－ nut，mahogany and golden oak，have been used as samples on $\$ 13.75$ ．Today， 8.30 ，one price，$\$ 5.00$ ．price，$\$ 8.75$ to

Several 81 ，
Dressers and Chifores of Odd Bedroom Furniture，including various designs，some period．Regular $\$ 25.00$ to $\$ 34.00$ ．

## Axminster Rugs <br> Value Up to $\$ 52.00$ ．On Sale Today at $\$ 39.75$

By a lucky stroke we have been able to procure a manu Ber＇s sample lot of heavy Axminster Rugs，comprising ies，handsome Oriental or Persian designs，in medallion or all－over patterns and in qualities that will give excellent wear effect purpose，rich shades of tan，brown，green and old rose one of up－to－date designs，and in the majority of cases only one of a pattern．Size $9.0 \times 12.0$ ．Today；all
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Glassware Friday Bargains．
Colonlal Sherbet Glases，each， 100
Nueut Sugar and Cream Sets， 49 C



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for 12 F ．Trday bargain，cup and suicer
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