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## E:E-IEATON'S DAILY STORE NEWS

## The First Saturday of Spring Blossoms With New Clothes For Men and Boys

 Introducing the New"Fashion Park"Suits for Men, \$25 to \$357 he New Models tor Spring Wear are the Very Essence of Smartness Both in Design and Pattern---See the Initial Display Saturday in Men's Clothing Dept.--Main Floor Descriptions of Some of the Smartest Models

THESE American-made "Fashion Park" suits emappeal to the well dressed man. The coats are cleverly designed with the proper proportion and possess all the inte detal
dhen hat smas drest
The materials are all exceptionally fine qualities and in patterns and shades that are quite new and distinctively attractive
See the New All Round Slip-Through Belt Models
A distinctly new style features a medium length coat with high waist and loose all-round slip-through belt that can be worn outside or inside front of coat. Belt is loose at back, being stitched only at the sides. This model is skeleton lined and has large inverted pleat down centre, both below and above belt, and fancy yoke at back of shoulder. Crescent shaped pockets without flaps and narrow lapels. Vest has five buttons and patch pockets. Trousers are form-fitting at hips, have self belt with tunnel loops and are bound on top. This model is shown in light grey tweeds, with dark grey and quiet green stripes; also in a
brown and grey mixture, with a red thread stripe. Sizes 35 to 42 . Price.

Another ......... .............. 25.00 and 27.50 Another very stylish model has double-breasted, form-fitting on, belt tightens and gathers in the back in a neat pinch-back effect, with small pleats. Has patch pockets and neat, narrow feet, with smarl pleas.
lapels. Vest is unusually smart, with long peaked points and patch pockets. Price. ........................... 30.00

Another model in the popular pinch-back style, with sewnon belt at back of waist and five short knife pleats above belt. Front of coat has patch pockets and narrow lapels. Materials

## include cassimere-finished tweefs grey. Sizes 35 to 44 . Prices <br> An Interesting Collection of Good Values in Boys' Spring Clothing

It's Only Necessary to Look at the New Pinch-Backs, the New Belt Ettects, the Splenaid Patterns, in Good Serviceable Materials, and the Frice Tickets on Each Garment, to Realize 7 hat the Eaton Selection of Boys' Suits is Up to the Criterion of Fashion and the Standard of Eaton Values
Big Choice of Patterns in Newest Styles in Suits for Big
 Boys, \$5.50 to $\$ 15.00$

## At 55.50

Big Boys' Suits, made fine, smooth-finished tweeds, in rich, dark brown stripe effects. They are single-breasted style, with yoke and knife pleats running to bottom on each side of front and back. All have loose belt at waist, strong body linings and 550 blomer pants. Sizes 29 to 34 . Price .... At $\$ 10.50$

Big Boys' Suits, made of worsted.ffinshed giey tweeds, in cliecks, rough.ffinssed cloths, with stripe effects. Designed in smart pinchback styles, with yoke at back and threeppice sem.on lent, with fancy pleats at back. All fined throughout. Bloomer pants. Sizes Spring Suits in Lively Styles for Small Boys, $\$ 4.50$ to $\$ 8.75$
Smiant Sprim-weight and Sery icealle Twed Sulis for the ititle

Inclued are grey, fawn and One line of suit for thes smaller






 ck effects that boys prefer. All ave roomy bloomer pants. Sizes | 24 tor |
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| 54.50 |
| to |

At $\$ 6.95$ Big Boys Suits, made of mixed grey or brown tweeds.
Pinchhback and Nortolk styles included, with pleats and sewn. on belt at waist. Have patch pockets, neat lapels and fine wwill linings. Bloomers are full fiting and have belt toops, watch
pocket and strap and buckle at knee. Sizes 29 to 34 . An extra pocket and strap and buckle at knee. Sizes 29 to 34 . An extra
good value at and
and

## At \$8.50 to \$15.00

Big Boys' Suits, in great assor tment of navy blue serge materials,
in worsted or cheviot finishes. $\quad$ Many of these materials are woven in worsted ool yarns, and are dependable qualities that we guarantee against fading or shininin. They are fashionably tailored in pinch.
back and other fancy pleated styles and all are lined throughout. back and other fancy pleated styles and all are lined throughout.
Bloomers are neatly made and have belt, watch pocket and expand
 Swagger and Neat-Fitting Spring Topcoats for Boys, $\$ 6.00$ to $\$ 10.00$

 Big, Boys' Spring Overcoats, made of rough-finished tweeds, in pretty
shades of brown showing stripe patterns. The are silg ilebreasted models.


 with, cuffs and patch pockets. Sizee
price, $\$ 8.50$, sizes 34 and 35 , price
Smart Spring Reefers for Small Bops, $\$ 5.50$ and $\$ 7.50$ Small Boys' Nary Blue Cheriot




## Hockey ${ }_{\text {For }}^{4 \text { to } 5 \text { - Sanaterter Cup }} \cdot \dot{\varphi} \cdot$.Handball <br> Fat Game. 6 Base ball ${ }^{\text {mataturs }}$ Organize

THRD STANLEY CUP


## GAME AT THE COAST



friday mónning

## Tolephope $\begin{gathered}\text { Mah } \\ 4020\end{gathered}$

A. E. AMES \& CO.

Twesthent Bankerra. Zstobliened 1899.

LAST DAY FOR NEW WAR LOAN SUBSCRIPTIONS

SUBSCRIBE<br>TO-DAY<br>BY TELEERAPH

AT OUR EXPENSE
AND SHARE IN THE
REMA. KABLE SUCCESS OF
CANADA'S GREATEST LOAN

## Nous <br> TORONTO <br> - NEW YORE

| StockMarket |  | $1 \mathrm{Hmated}$ |
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|  <br> representative sales. |  | afternoon. $\qquad$ GETS LOEW CONTRACT. |
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|  | Fancy Stock. $\$ 4.50$ to $\$ 5$ Per Case. <br> H. PETERS Wholesale Fruits and Vegetables |  |
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## WAR LOAN

## DOMINION OF CANADA

## Issue of $\$ 150,000,000 \mathbf{5 \%}$ Bonds Maturing 1st March, 1937

Payable at par at Ottawa, Halifax, St John, Charlottetown, Montreal, Toronto,
Winnipes, Regina, Calgary, Victoria, and at the Agency of e Bank of Montreal, New York City
anterest payable half-yearly, 1st march, 1st September. PRINCIPAL AND INTEREST PAYABLE IN GOLD.

ISSUE PRICE 96.
A FULL HALF-YEAR'S INTEREST WILL BE PAID ON 1st SEPTEMBER, 1917. the procekds of the loan will be used for war purposes only

The Minisise or Finanves offers herevith, on behalf tion at 96, payable as follows:-

10 per cent on application;
30 . 16 th Aprit, 1917 ;
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The total allotment of bonds of this issue, will be limited The total allotment of bonas or this issue, wil exe imime of
oone hundred and fity million dollart, exclusive of
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as the equivalent of cash under the terms of the War as the equivalent of 2 ansh under the
Loain prospectus of 2 nd
The ingtalments may be paid in full on the 16 th day of discount at the rate of four per cent per annum. All payments are to be made to $\&$ chartered bank for the credit of the Minister of Finance. Failure to pay any instalment when due will render previous payments liable oforfeiture and the allotment to cancellation. Subseriptions, accompanied by a deposit of ten per
enit of the amount subscribed, must be forwarded through the medium of a chartered bank. Any branch in Canada of ziy ehartere bonk will royisional
aryif Todh, id authorized under Act of the Parliament
of Canada, and both principal and interest will be a of Chanada, andincoth principal and interest
Forms of application miay be obtained from any branch Assistant Receelver General in Canada.
Subscriptions must be for even hundreds of dollars.
In case of-partial allotmenta the surplus deposit will be applied towards payment of the amount due on the April instalment.
Sorip certificates, non-negotiable or payable to bearer
in accordance with the choice of the applicant for in accordance with-the choice of the applicant for
registered or bearer bonds, will be issued, after allotment, in exchange for the provisional receipts.
When the scrip certificates have been paid in full and money, they may be exchanged for bonds, when prepared,
 as to prineipal, or for fully registered bonds, when
prepared, without coupons, in ascordance with the
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SUBSCRIPTION LISTS WLL CLOSE ON OR BEFORE THE 23rd OF MARCH, 1917.


WHOLESALE ERUTS

## AND VECETABLES

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## SIMPSON'S FRIDAY BARGAINS

Bargains for the Housewife Silverware









## Linens and Staples

 Sheets \$1.69 Pair Other Staples










## Drapery Department




 and



Picture Framing

## Thime int






IN THE MEN'S STORE TODAY Boots at \$2.79! Boots at \$2.95!

## Two Wonderful Bargains for Today

The Boots for Men
The Boots for
Lace Blucher Boots with heavy, nailed and sewn solid In patent colt, gunmetal and dongola kid leathers, butLace Blucher Boots with heavy, nailed and sewn sold. In patentestyles, plain vamps and patent toecaps, Cuban
leather soles, full fitting round toes and broad flat heels. ton or lace
These are strong serviceable boots of such extraordinary and high heels. A full range of sizes from $21 / 2$ to 7 .
 them today. Sizes 6 to-10. A pair

Children's Lace Boots.
Boys' Black and Tan Box Kip Leather Boots, with solid In patent leather with kid and cloth tops, neat full.
 neat, full fiting last. Sizes 1 to 5. Today ... 2.95
Boys' Tweed Norfolk Suits $\$ 2.95$
100 suits in the lot, yoke Norfolk models of medium weight grey and brown tweeds. Coats single-breasted with pleats down each side of
back and front to stitched belt at waist; forms back and front to sutched bett at waist; form-
fitting shoulders and patch pockets, durable
warm body linings. The foult-


Today's Sale of Spring-weight and Medium-weight Overcoats at $\$ 9.95$

Regular Values $\$ 15.00, \$ 16.00, \$ 16.50$ and $\$ 18.00$ In this group of Men's Coats there are:A number of young men's slip-on style coats for Spring
wear in light weight Donegal tweed, light grey and brown mixed.
${ }^{2}$ n number of single-breasted fly front Chesterfield styles, made from an English cravenette cloth, in a greenish fawn ohate.
A number of slip-on styles that are made from heavier Englishr coatings in greys and browns.
Every garment is nicely tailored In the lot are all sizes
$\$ 9.95$
Exceptionally Good Value Suits, Today $\$ 9.85$
Men pifif find in thinese suits asvins
both resular and stout ments sizes



Men's Furnishing Bargains

Boys' Pinch-Back Suite \$5.95? Smartly tailored from medium
weight grey and brown chieck weight grey and brown check
tweed suitings, in smart pinch-
back models with fashionabie back, modes
lapels, formining shassilders, side and breast
patch pockets, arid three-piece all-around belt
sewn ald patch, pockets, and three-piece, all-around belt
sewn across back, only, and durable warm body
linings; bloomers are full fitting with strong linings, bloomers are, full fitting with strong

linings, belt loops at waist and strap and but| linings bert loops wat wast and stap and |
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| tons at knee. For boys 7 to 18 years. |
| A very attractive suit for today at..... | Clover Leaf Dinner. ware Cups and Saucers for.,.... 15

Bread and Butter Plates for 818
Tea Plates for Tea Plates for.${ }^{\text {Dinner Plates for }}$
Friut Saucers for Fruit Saucers for
Oatmeal Dishes for Meat Platters at, each, $29 \mathrm{c}, 39 \mathrm{c}$,
\$18.50 Dinner Set Today \$13.95 A dainty French border design in a beautiful quality clear white ware. $\begin{aligned} & \text { Gold line on en edges and handles; choice of ovide or } \\ & \text { Kermis } \\ & \text { shape } \\ & \text { and }\end{aligned}$ pieces. Today. bargain 13.95


Look at 1 hese Great Carpet Values!

## Second in Scotch Tapestry Rugs- Seamles Scotch Tapestry Rugs, two-tone blue with ros

 border, and grey and rose shades; one-pieceand of splendid wearing quality, small imper fections in coloring. Two sizes only, 9
today, $\mathbf{\$ 1 4 . 7 5 ; ~} \mathbf{7 . 6} \times 9$, today, $\mathbf{\$ 1 0 . 7 5}$. Odd Brusse's and Wilton Rugs Reduced Heavy Brusels Rug, size $11.3 \times 13.6$, conven
tional pattern, in shades of cream, fawn an 36.75 Heavy Brussels Rug, size $11.3 \times 13.6$ Orienta Heavy Brusels Rug, size
design, rich shades of blue, brown and 36.75
fawn colorings. Reg. $\$ 49.50$. Today Heavy Brusels Rug, size $11.3 \times 15$ feet, hand-
ome Oriental design, blue and brown coloring suitable for dining-room or large liv- 39.75 Wilton Rug, good useful quality, size $11.3 \times 12$ witt, handsome Oriental design, in brown, old
fote hand green. Regular $\$ 67.50 .1$ To
rose English Brusels Rugs, small conventional dosign, size $6.9 \times 10.6$, in fawn, rose and 9.50
blue colorings. Regular $\$ 13.50$. Today 9.50 . Heavy Axminster Rugs, rich Oriental design
size $6.9 \times 9$ f feet, colorings of green, broun to choose from. Regular $\$ 23.75 .21 .00$
Special Offer of Mottled Axminster Rugs at
$\$ 8.95-J$ ast received a bale of very useful Ax $\$ 8.95-$ Just received a bale of very useful Ax-
minster Rugs, woven in rich, mottled colorings of brown, tan, blue, green and old rose mix-
ture, with plain band across each end only. A ure, with plain band across each end only. A
serviceable rug for den, living room or bed...... .... 8.95 mall Axminster Rugs, $\$ 2.75$ - 5 pecial offer of 300 strongly-woven American Rugs, in rich
Oriental copies, and shades of brown, green and old rose. A serviceable
$27 \times 54$ inches.
Regular $\$ 3.35$. To- 275

## Japanese Rugs

Friday FurnitureBargains
 Sid笑

 and

## Today's Menu




## Big Bargains

## In the Whitewear Department

 8.30 a.m. Shopping Will Get You Best Results


 Women's 75 U Umberela Drawers of white nainsook; both stylyes

 Trown SIMMPSON Lompuny


Savings on Wall Papers
Regsuar 50c to 51.00 Wall Papers for 23 c
 war. Scc to 81.00. Friday, a ingle roll ............20
 buff shates, extra a qualty dut
Today only, per 5 -.arat orl
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 Tho $S T I N T P S(1) \mathbb{N}$ Company

