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## The Formal Showing of New Weaves and Colors in Suitings, Coatings and Silks for Spring


When the Dress Fabrics Department on the Second F.oor Will Be Set Forth in Gala Array, With Fashion's Lavish Offering of Wool and of Silk Materials for the Making of Gowns, Suits and Coats, for Dress, Sports and Tailored Wear, Exemplifying the Pronounced Vogue of Such Well Known Weaves as
Tricotine, Gabardine, Poiret Twill, Serge and Wool Velours Together with Certain Charming Novelties, such as Golf Cloth, Highland Clan, Domino Suede, and Duvet Militaire
The Latter Quartette of Fabrics being Marked by That Deep, Soft Pile in Especial Demand for Outing and Sport Costumes---Coats, Skirts and Suits. The Scene Will Present in Interesting Manner La Mode's New Rainbow of Shades-Shades Which Predominate in Coatings and Suitings Alike, Namely:
Cendrillon (a Grevish-Tan, Suggestive of Ashes), Castor (a Wet Sand Tone), Sea, Gull (Grey), Chinchilla (a Light Taupe), Lapin ( Rabbit Tan), Monaco Blue, Navy and Black. Also the "Sports" Colors-.--Periwinkle Blue, Billiard

Green, Submarine Blue (of a Greenish Cast), Gold, Frambois and Redwood
A Notable Feature of Suitings and Coatings Being the Clear, Loud Call for Plain Materials British and American Mills Have Contributed of Their Choicest Weaves, and, Despite Difficulties in the Transportation, Scarcity of Dyes and Sundry Restrictions wing to War-Time Conditions, There Has Been Gave All the Charm of Color and Elegance of Weave Which Mark the Season's Silks Will Be Revealed in Their Various Phases in the Splendid Showing of Satins, Crepes, Taffetas, Foulards,. Voiles and Suiting Failles Which Will Be Shown on the Special Platforms in All Their Loveliness. In These, Tbo, Will Be Noticed the Prevailing Vogue of the Tan and Grey Effects Mentioned Above, of Navy Blue, of Black, and That Soft, Deep Röse Called Frambois.
Addition ta the Exquisite Qualities of Taffeta, Poulte de Soie, Crepe Meteor, Charmeuse and Faille, There Will Also Be Featured Such Fashionable Novelties As Indestructible Voile (Silk), Gingham Tafretas and Host of Stripes, Checks

## T. EATON CO




| WOMEN TO DISCUSS STATE QUESTIONS |  |
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| Delegations From All Over the Dominion Are Going to Ottawa. |  |
| Toronto RepresentativesNot Yet Officially Selected. |  |
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Touring Car - - \$595 Runabout - - 575 Chassis . . . . 535

F.O.B. Ford, Ont.

These prices became effective February 22nd. Prices of Sedan, Coupe and oneton truck remain unchanged. All prices subject to change without notice

Ford Motor Company of Canada Limited FORD, ONTARIO



RENNIE'S





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RENNNIE COMPNNY


# The Robert Simpson Company, Limited, Announce for Today the Opening Display of New French Millinery 

Also the ChoicestProducts of Famous New YorkMilliners, as wellas DelightfulCopies by OurOwnStaff

The New Dress Goods and Silk Season Will Also
Be Opened Today With a Brilliant Display of the Newest and Most Fascinating Weaves and Colors FromFrance, Switzerland, England, America andthe Orient

| New Spring Styles in Marquisette Curtains$\qquad$$\qquad$$\qquad$$\qquad$ |
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The February Furniture Sale Grows Bigger and Better Every Minute-- You Can't Afford to Miss It--Ends After Four Days of selected woods and finishes. Each piece was selected for its quality and appearance, rather than for a low price without quality. If you have not yet-shared the
sales benefits, do so before closing time today. Values and assortments sales benefits, do so before closing time today. Values and asoortments are as good now as the firte minute of the frist day. Note these:

| Brass Bed Outfit $\frac{5 \text { Pieces }}{\text { Complete }} \$ 23.70 \frac{\text { Regularly }}{\$ 30.85}$ |
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The STMETSSON N Company

## 14,000 Perfect Pieces of Rogers' <br> Table Silver at Attractive Prices

## Opportunity such as is manifested in this sale is certainny rare, indeed. Rogers' first quality silver pieces, of which this sale is composed entirely, are conceded the sandard of value at all times. But today, through a special purchase we






Those Good Boots for Men at $\$ 5.45$ Are Still on Sale They are dresyy bootin in donolathid, summetal, gatent colt, and mahogany caf leathers, in straight lace and Bucher styles. Sizes 5 to 1 I. There
 very good value. The pait $\$ 5.45$.


Proving Our Claim to the Title of TROUSER HEADQUARTERS
Seven Lots of Men's Pants of Superb Style and Quality Ready Today in the Men's Store at Seven Attractive Prices
 loops, side straps and buckle.
At $\$ 2.50$. $\begin{aligned} & \text { loops. Today, } \$ 3.50 \text {. } \\ & \text { Men's Grey and Black }\end{aligned}$ Men's Grey Herringbone $\quad$ Stripe Worsted Grey ${ }^{\text {and }}$ Trousers pweed Trousers, with four
pockets and belt loops. At
$\$ 3.00$. Men's Grey and Black Ben' Greken Stripe Pattern Wlack
Herringbone Tweed
$\qquad$ Men's Grey with Black
Hairline Stripe Worsted Trousers, withpe five pocseets and belt toops. At $\$ 5.00$, Men's $\begin{gathered}\text { Blue } \\ \text { Trousers, with five }\end{gathered}$ Worsted
pockets and belt loops. At $\$ 6.00$.

Bread and Butter Spreaders.
Frutt or Berry
$\$ 1.50$ each.
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