


# EATON'S DAILY STORE NEWS 

 $=-=2$Ever-popular and All-attraotive Serge Frooks for Women, Variously


Some Interesting Values in Housofurnishings
Bruacelo Ruts, Remath chly Sow Priced F you need a new Brusels Rug for the living-room, lars on the wund prices, come to the Foorth Floor








 White Croehet Bedspreads You Ca Depend on at $\$ 1.69$ Each




 Chamo'sette Gloves at $\$ 1.25 \mathrm{Pal}$ Chamo'sette Gloves at $\$ 1.25$ Pair
and Other Good Values in Gloves and Other Good Values in Gloves
Most iliehy you already have your new hat, suit and




 busidered ins shad
6 to 7. Pair, 2.50

FIXTURE IRIME CO






 Bernard, Callot, Jenny, Premet, Worth, Paquin, Lare-

Smart Suits for Women May Be for Had \$18.50 T MAY NOT SEEM possible that suits of fine serge are to be had at this low price in these stirring times. But the fact remains that they may
be procured in our Women's Suit Department in quite an array of smart and pretty styles. And not only are they swagger, but also well made and well lined, in many cases with satin, in others with twilled serge. One style has colored silk poplin over-collar stitched in white, made with pleat down back and all round belt trimmed with buttons; a broad groups of pleats on either side. A pretty skirt is gathered and belted a back. The coat is nicely lined with grey satin. Another style in a flaring A. couturiers-a collection of original creations from the famous costumers of Paris-

Street Coats, Motor Coats, Wraps for Afternoon and Forma
Occasions, as Well as Smart, Clever Coats for Sports Wear.
This assemblage represents one of the largest importations of exclusive indi-
vidual garnents of the season, the priees are extremely moderate, and they are
offered just at a time of the season when most women will be interested. On sale Tuesday at 10.30 in front of the French Rooms, Women's Cost Depart-
-Third Fioor, James Street

Essence of Good Style Are Misses' Suits of Jorsey

## Cloth at $\$ 20.00$ to $\$ 30.00$

THE supple weave of Jersey cloth has assuredly added a delightfully new touch in the realm of suits. It has been charmingly fashioned into the nicest of suits which prove an immense pleasure, and it would sem that no womans
obe is quite complete minus one. They are practical little suits, too, these of Jersey cloth which have just arrived in our Misses' Section, for they are equally, smart for street or sports wear, a pleasant combination in a suit these days.
 thooldedr and stithened in white the belt, cuffts and two pockets similarly stitched, while the skirt has peacook blue, rose and sand
 fastens into the tom opoketes which appear at either hip and are lined with white to match the collar




In mustard or rose Jerseey may be had aa
particularly mart JJer.
pat vit the onat having sey suit, the coat having
two enormous poneh two enormous pounh
pockets, which are buttoned fast, a large
pointed collar and cunfit Whinehe are stiar anched cuifs
white, and a long tie white, and as long tie.
belt also stitened. The alirt is gathered at back, with Raincoats to Protect
You From April You From April
Showers Shower Misses' Raincoats
splendid quality pop lin whied is waterprof

 laf. Colors fawn, navy
and slate. Sizes,
and

## and siate. 20 years. Priee, $\$ 4.50$



Well-made Shirts
of Serge, 55,00 of Serge, $\$ 5,00$
Trim Skirts for busi neess or house wear are made from splendic quality all-wool serge,
with belt extending with belt extending
from side fronts around beck, fancy pockets on sides extending from belt, and a trimming of selffecovered buttons. In
black and navs Sizee black and nary. Sizes,
22 to 25 waist, 31 to 38 22 to 25 waist, 31 to 38
length. Price, $\$ 5.00$. Cream Chinchillo Cloth Sports Coats, $\$ 7.50$ Smartly-made Coats ehinchills, with all round belt and fanc
pockets trimmed wit
pretty buttons. Size,
14 to 20 years. Price 14 to 20 years. Pric
$\$ 7.50$.

- Thire Moor, Yonse 8


## Interasting Facts About the "Marshall" Ventilated

 Spring Mattress-HE "MARSHALL" is certainly a, departure from the usual form of mattress. It is composed of 1,000 upright springs, enclosed in cotton pockets and each acting independently. These are then covered with
fluffy cotton or sterilized hair and enclosed in stout blue and white stripe tick, These "Marshall" mattresses are most resilient,

But They Are More Than Comfortable
THEY ARE VENTILATED-being practically a collection of air chambers. Each mat compressed, air is forced out. When compression (or weight of body) is removed, it draws
in fresh air. This helps to keep the mattress lively and springy. It cannot sag or get lumpy. Guaranteed for five years.
ice of "Marshall", mattress with cotton top, $\$ 250.00$.
« T. EATON C C imirro
 silk braid on collar, cuffs and at base of the coat, lined with twilled serge. This may be well as well ask. Copen., navy and all black. There are many other
smart styles, semi-belted and smart styles, semi-belted and
belted all tound. Sizes 34 to belted all tound.
42. Price, $\$ 18.50$

Excellent Value and ariety in Suits at $\$ 25.00$ taffeta silk ond Jine gabardiney cloth-these are some of the materials of which they are made. The styles are varied, of course, as might be expected, ranging from the J Jorsey, cloth suit of
tailored design to the silk suit strictly for afternoon wear, with many smart lines in between. There's a riot of color in the collection, including rose, blues of many hres, gold, sand,
and the popular navy and blaek. Sizes 32 to 44 . Price,
t25.00. Suits for stout women, those of larger proportions, from
39 to 51 bust, may be had at $\$ 16.50$ to $\begin{aligned} & \text { s30.00, in navy and } \\ & \text { black, as well as some of the bright coilors. }\end{aligned}$ er of the bright colors.

Some Interestina Values in Housefurnishings
It's Chints Week in the Drapery Department HE department is a veritable blaze of color, Yabre atter of tabie being laden with thousands desiged chintz materials for
yupher drapery and upholstery purposes in the home. Extra
sales force is on hand to help you shop in comfort, and there is such wide variey that it woul fo dill among
cult to imagine a requirement we canno
this entenive display. For Tuesday we draw special this extensive display. For Tue
attention to the following lines


Stockings to Match Your Now Sult
May Be Had at 75c a Pair
To mateh, or in a shade that will give a contrasting
ffleet, you may procure fine silk ankle-length stoekings at

 variety oe colors to choose from, including black, white and
tan . Heels, toes and soles are ootton, and there are all sizes.
Pais Also Women's Cotton Hose, 25c; and Children's Women's Black, Tan or
White Seamlos
 ${ }^{\text {All }}$ All sizes. Pair, ${ }^{\text {Childan }}$

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## $\square$ monday morning

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| Special Tread－Traction Tread |




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## Service Begets Supremacy

Dunlop－＂The Automobile Tire you see the most of


HOPES HUN NAVY LONDON PAPERS
WILD DAMAGE U．S．

ON IS $S$ ACTIO | Major Moraht Writes an | Event So．Great for Whole |
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| Wilson and the States． | ing，Says．One． | 10 and

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． 0 DECLARE WAR South and Central Aȟmerican
Nations io Follow
U．S．Lead．
BRAZIL，IS ON VERGE Guatemala $\overline{\text { IS Known to }} \mathrm{Be}$
Seriously Contemplating Break Also．
(omem
Three Thousand Countrymen
Celebrate Downall of Czar at Thursday，April 12

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等Not VICTIM OF RAIDERQUEENS SOCIETY ELECTS${ }^{\circ}$


＂WILLIAMS＂STOCK LIST NO．I5ELECTRIC MOTORS
LARGE FIRE L— ．ROYED
IN STOCK FOR IMMEDIATE DELIVERY


We also have a stock of Dumore Tool Post Grinders， Electric Drills and a nur

## tric speciale us for

The A，R．Williams Machinery Company，Limited
64－66 ERONT ST．wEST．
 All＇Clubhouses，Stables and Grandstands Burned of Elabor． ate Racing Plant．
$\qquad$







MARIE DOROSeat Sale Today

## The SteringBank

or Canada

## SAVE，Because－

It is what we save rather than what we future．

## Strand <br> Carme Blackwen and ethel clayton Fills Brothiers wif

Tuisill：
 Wrothe \＆Watson STAR ${ }^{\text {Bubrisoun }}$ BIG REVIEW OF 1917

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 LARRY'S LEAAS OFF Virginial Leagien Tate Kind ly to Offerings of Toronto
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## SOMME <br> "Some Collar

 "Somme" is the name of the new W.G. \&R. Collar-and it is a radical change in Note the smart lines of this collar. The points, if desired, may be slightly
turned up in front, which adds to its


COLLARS

## v. C. \& R. oularts freve shirt, pyiamas, anc



## Card of Thanks


R. Score and Son, Limited

WASHINGTON BEAT JOHNNY MTAGGART LEAGUE CHAMPIONS RIDES FOUR WINNERS
R. Score and Son, Limited

YaIE SCORE DOUBLE O. F. A ADMITS NEW WIN OVER PEMISY. PROVINCLAL LEAGUE



## 14 <br>  <br>  <br> \section*{}

 Rew

rover Cleveland Alexander including Two Victories

## The World's Selections




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## sixyen

 collar designing. stylish appearance. smart touch.

DR. SOPER
DR. WHITE




| MIIK PRICE STAYS, |
| :--- |
| PRODUCERS DECIDE | No Reduction During Sum

mer Months for People of HICH COST OF FRed New Condition. They Clim Make the Present Fig xomen min

## AUTO THIEVES

 CANT STEAL CANT DRIVE CANT TOW
## YOUR CAR AWAY--IF IT IS

 "PERRY" LOCKEDWhy take out other kinds of insurance-accident and fire-and park pour valuable car where it can be easily stolen?
The "Perry" Auto Lock can be attached to any make of car in 15 minutesoes not interfere winh nor change any of the standard parts o the Steering Gear-your car is absolutely safe to drive at all
times. It's impossible to drive or tow away a "Perry". locked
car, because when locked the Stering Wheel has no con-
nection with the Steering Post-the front wheels, of the
car are wild. car are wild.

The "Rerry" is right at your finger tips on the
Steering Wheel-no bending and stoopingnothing to get out of order-no charge for in stallation-lasts a lifetime-can be changed
to any car you may buy in the future. Theote are atasht tumbiera shich.

HALL MOTORS LIMITED




Phone Coll. 3108 ONTO


Tomorrow YOUR Ford may be stolen




## Bargain Day at Simpson＇s for Visitors From Out of Town

We Pay Transportation Charges to Any Destination in Ontario on Purchases of $\$ 10.00$ or More（Except on Groceries）

Half PriceSale of Women＇s Sample Whitewear Today

， 000 pieces of manufacturers＇samples of whitewear，including ations．All mndividual styles，made of lovely fine cotton and nainsook，trimmed with exquisite laces and Swiss embroideries



Other Interesting Values in Whitewear







Important Sale of Novelty LowShoes for Visitors

## From Out of Town

The fine Spring weather has brought on a will offer thousands of pairs of the daintiest styles of plain Paris pumps，strap pumps， colonials and lace Oxfords，in patent colt， vici kid，gunmetal，grey，brown and combin－ ation colored kid leathers；Goodyear welt
and turn soles；low，Cuban and Spanish eather and wood－covered heels．Sizes $21 / 2$ to 7．No phone or mail orders．Regular $\$ 4.50, \$ 5.00, \$ 5.50$ and $\$ 6.00$ values． 3.35
Monday ．．．．．．．．．．．．．．．．．． Special，Men＇s Gunmetal Boots 400 pairs Men＇s Gunmetal Calf Boots，dull
calf tops，button and blucher style，medium round toes，Goodyear welt soles，milil－ $\mathbf{4 . 0 0}$
tary heels．Sizes 6 to 10 ．Monday special

Visitors From Out of Town Will Do Well to Take Advantage of This Special Otter in the Men＇s Store


## Over 100 Pieces of High－grade Furniture Will Be Sacriticed Today at Much Below Cost

Floor samples that are slightly shopworn or damaged，odd pieces from sets that have been broken，and fancy pieces for which the demand is too small to warrant us in carrying the samples any longer－about 100 individual pieces
and sets altogether－and the prices we ask for them will average away less than half of our original prices．The finest cabinet work of Canadian and American factories period style furniture
 period

## A Partial List of the Wonderful Bargains：

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| :---: | :---: | :---: |
| logany finish；seats uphoistered in |  | （ini．75．Monday |
| \％one arm．Regular price $\$ 32.50 .16 .75$ | \＄55．00，Monday ．．．．．．．．．．．．． 26.00 | Dinner Wagon，${ }^{\text {in }}$ in genuine ma－ 19.50 <br> hogany．Reg．price 547.00. Monday |
|  | 1 Four－piece Bedroom Suite，consisting of dresser，chiffonier，dressing table and night | Dinner Wagon，genuine manhogany， 18.50 |
|  | stand，Regular prices $\$ 315.00$ ． 155.00 |  |
|  |  |  |
| ．．．．．．．．． | 1 only，Walnut Table，glass top． 20.00 |  |
| Dining－room | w |  |
| holstered seat and backe Regu－ 112.50 |  |  |
| Chiffonier，Prima－vera etinish， | $\underset{\text { Wainut Table，glase top．Regular }}{\text { price } \$ 36.00 .} 12.75$ |  |
| ular \＄114 | Mahogany Table，drop leaves | 1 Odd somnoe，malnut．Regular 15.00 |
|  |  |  |
|  | Uphosstered Arm | ing twin beds，dresser，eniffonier，somnoe and dressing table． Regular a |
| H＇s W |  | \＄881．00．Monday ．．．．．．．．．． 395.00 |
| decorated front．Regular \＄92．50． 32.50 | Wardrobe genuin mahogany，in－ 45.00 | Haif Dressing Chair，white enamel． $\mathbf{8 . 0 0}$ |
| Chiffonier，genuin |  |  |
|  |  | ${ }^{595} 9.00$ ．Monday |
|  |  | er，maihogany，inlaid． 95.00 |
|  | Bedroom Rocker，mahogany．Regu |  |
| Costumer to matoh． |  | Regular price $\$ 350.00$ ．Monday 125.00 |
| 25．00．Monday． |  | 1 Odd Wood Bed，ivory enamel． 40.00 |
| Somnoe to match．Regular price 20.00 | Mahogany Arm Chair，inlald．Reg－ | Regular price |
|  |  | 1 Cellarette，oak，fumed finish．Reg－ 8.00 ular price $\$ 15.50$ ． Monday |
| rice \＄41．50．Monday |  |  |
| eval， |  | price \＄43．25．Monday ．．．．．．．．． 10.00 |
| Regular price \＄75．00．Monday． |  | 1 Inlaid Mahogany Table，with tray． 25.00 |
| room Chairs，solid oak |  |  |
| ign and finish．Regular price 45.00 | Walnut Table，glass top．Regular 1950 |  |
|  |  |  |
| day 29.5 | 00．Monday ．．8． 23 |  |

Visitors
to the City for the Holiday Are cordially invited
 may enhance ther
and pleasure．
 Dine in the Palm Room
 Annual Sale of Diamonds Easter visitorsican save 25 pe
cent．or more by purchase diamonds during our Andam
April Diamond Sale，and April Diamond Sale，and
nvite comparison of values al
quality．
 Nomen

sar 84.000
special
(No phon
Diamond
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Wedgwood \＆Co．＇s Teapots and Jugs


Odd and Sample Jewelry






Telephone Main 7841
The Monday Basement Sale Enables You to Practice Thrift Main 7841






