

# EATON'S DAILY STORE NEWS

## Our Paris Letter

(From Our Own Correspondent)

Paris, May 30, 1910.—To the foreign visitor who strolls through the street of "La Ville Lumiere," one fact looms insistently before her, viz., the incredible number of ladies' hairdressing establishments.

The care of the hair is almost a sacred function, beginning when the child is very young. Rarely are French parents guilty of permitting the little one's hair to be artificially curled; consequently, when she becomes a woman her hair is a glory—both glossy and abundant.

For the present style of coiffure an abundance of hair is very convenient, otherwise one's portemonnaie is severely taxed for the many little curls and long switches that are absolutely necessary if one is to be in the fashion.

One of the prettiest features of the present style is the ornament worn invariably at the side of the head. The latest of these novelties is about two inches in diameter, and it is made of different colored metals to represent tiny flowers. In the heart of each one is a Parisian diamond, mounted on a large tortoise shell screen; it is screwed into the gilt ribbon gauze on the band of hair that almost always encircles the bouffant curls. The designs of these coquetish ornaments are many, and of prices to suit all purses.

Another style in the band of hair is a collection of four large tortoise shell nairpins, circular at the end and strapped over the rounded surface with closely-set Parisian diamonds.

Finally, the sun has set on the day of the Marcel Pompadour wave. Gone is the hideous rat, the hard, sausage-looking puffs. The hair is dropped low over the ears, parted often a little on one side, the soft, large wave worn quite flat to the head. It is all very picturesque, and steadily going back—well, farther than the time of Madame Recamier, so says one of the best authorities.

The true Parisian elegance is of absorbing interest to her sisters of all nationalities, principally on account of her attention to the most minute detail of her costume being harmonious with the whole. Her eye for color and effect is faultless, and when she plans her season's toilettes, from the top of her charming head to her feet there is not a discordant note. This seems to be almost instinctive, as her choice is rapid and sure, with none of the hesitancy so often remarked among prominent women of other nations.

This Summer one is doubly impressed with the daintiness of several accessories. Once upon a time a handsome portemonnaie, or bag—costly enough—did duty for a season's gowns. The ultra-fashionable Parisienne has now decreed otherwise, and the daintiest confections possible to imagine have appeared on the Rue de la Paix during the last month.

For shopping or morning wear the Morocco bag, always of a color to match the trottet dress, dangling from a heavy cord and tasseled, with enameled monogram set in a medallion, is de rigueur. For afternoon and reception wear fancy has run riot.

Among the most exquisite was one of pale grey suede, very fine and supple, covered with shaded grey silk embroidery, the design being Louis XVI. The mounting is of platinum, studded with amethysts, the cord and tassels being of unusual quality. This bag is also made with a less expensive mounting. On all the embroidered bags the monograms would also be embroidered.

A pretty innovation is the white linen bag, with heavily embroidered empire wreath, the mounting being the same as in leather. These charming trifles are designed exclusively for this Summer dresses.

The little, old-fashioned, silk-knitted purse of our grandmothers is also a reigning fad. Made of materials varying in costliness, its quaint slides push the gold coin in the ends, while the middle is wound securely around the finger.

## Women's White-wear and Vests

A Late Shipment to be Cleared at Less Than Usual Cost—This remarkable White-wear and Vest offering is because these goods should have arrived long ago, now we've no room for them, so Wednesday, these garments that are now absolutely necessary in every woman's wardrobe are to go for less than WE could buy them for usually. Take home a half dozen, it's economy.

Many have lovely crocheted yokes of pretty design, all are of fine ribbed cotton, almost lisle-like, no sleeves, color white, sizes 32 to 38. Half usual price 12 1/2

Women's Corset Covers, of cotton, with attractive yoke of row of wide Swiss embroidery insertion, two rows of lace insertion, beading and ribbon, also neck, down front and arms finished with edge of lace, sizes 32 to 42. Price ..... 39c

Women's Gowns, of soft cotton, free from dressing, in trimmed, slipover style, with fancy embroidery medallions or embroidery insertions, lace beading and ribbon, with edge of lace on neck and sleeves, lengths 56, 58 and 60. Almost half-price. . . 75c

Infants' and Children's Underwear, consisting of Infants' Long Dresses and Skirts, and Children's Gowns and Skirts, are of nainsook and cotton, with lace or embroidery insertions and frills of lace or embroidery, slightly soiled, all sizes in the lot, but not in any one line. Half-price, 23c to ..... \$6.00

—Second Floor, Centre.

## Sunny June Days Are Here and Parasols Trooping Out



In the Parasol Section there is an atmosphere of brightest Summer days, so radiant is the whole section in the warm glow of charming color arrangements set forth in the extensive showing of the new Sunshades from "across the sea."

We have traveled abroad personally to make these selections, that the assortments might be representative of the season's best fashions, and of the foremost makers' most desirable products. Here are briefest price-hints:

At \$2.50—Fancy Silk Parasols, in a strong range of new designs and colors, English makes, choice gilt frames, natural wood handles.

At \$3.50—Pure Silk Parasols, in a large variety of medium and light shades and many of this season's daintiest patterns, superior English makes.

Of the Finer Goods there is a wealth of elegant color effects and new decorations, and gotten up on distinctive lines, the handles, framework and cover all matching. And some are luxuriously silk lined, covering the frame entirely; the handles are long, too, and many have loop and rosette. These range at from \$5.00 to ..... \$25.00

—Main Floor, Yonge Street.

## Young Women's Wear an EATON Specialty

While we've assortments to suit the most fastidious taste, we've made popular and medium priced garments a Specialty. They're EATON made and EATON priced; as you'll find demonstrated in these Wednesday items.

Wash Skirts, of fine white English repp, in plain gored style, cut with a smart stylish flare and trimmed with a row of wide open embroidery insertion and 2 rows of strapping, well fitted and a skirt that hangs perfectly about the bottom. Pretty with a soft lingerie waist for any occasion, 33 to 38-inch length, each ..... \$2.25

If you've a Cloth Skirt need don't overlook our Panama Special at \$2.98. The Panama is of excellent quality, being all wool and a good fast black, the pleats are laid in deep enough to ensure your skirt keeping its shape, the front pleats are caught in at the knees with a tiny strap and button, giving a smart finish to a skirt that will give you good service, whether for house, street or traveling purpose, lengths 35 to 38. Special ..... \$2.98

Then Comes the Wash Dress Problem, for which we've prepared a variety of outing dresses, both charming and attractive in appearance.

One line at \$3.50 has jaunty sailor collars, square necks, Dutch necks and trimmings of plaid pipings and buttons, all combine to give stylishness and grace to these dresses, that will soon be flocking to the lakes, beaches, etc., plain and fancy cambrics assure you at once of their washing qualities, sizes 32, 34 and 36 bust, and 35 to 38 skirt length ..... \$3.50

—Second Floor—James Street North

## Plumes! Plumes!

The inclination of the ostrich to hide its head is not transferred to the mortals who adopt its plumage. The propensity is quite reversed by the change. When my lady assumes the grace and beauty of the feathers she lifts her head high, happily unafraid in becoming the cynosure of all eyes. And this season it would seem as though she were not properly qualified to hold her head at the angle of confident assurance if her hat be not characterized by this particular form of ornamentation. Ostrich plumes at the present moment are the hall mark, without which no toilette answers the strict requirements of style. New York's fashion elect have set the seal of approval on the vogue, and every species of millinery from the most diminutive turban to the hugest Gainsborough exploits this especial medium of decoration.

### In Toronto

The weddings of last week bore witness to the local acceptance of the mode, feathers being noticeably the dominant feature of the head-dresses of smartly costumed guests—an acceptance further accentuated by the prominence of ostrich plumes in our own millinery section.

Never was the supply more beautiful or more varied. The advent of the willow plume introducing the artistic two-tone effects, any number of lovely color combinations are displayed, a clever Paisley production ranking, perhaps, foremost in modishness. In the solid shades, black, white and emerald green may be said to claim the bulk of patronage, all three being obtainable in the eighteen-inch feather that the Store specializes as very particularly good value at four dollars.

With the revival of the typical wide-brimmed picture hat for coming Summer and Autumn wear the furore for ostrich plumes is not likely to abate. Present purchase will satisfy more than a momentary fad. Feathers, like diamonds, are never out of fashion.

## If You'd Have the Artistic Grecian Coiffure



You must have cluster curls as well as the turban braid. No more artistic or becoming form of coiffure has ever been introduced than the present styles, which are softened in the most effective manner by clusters of these bewitching fluffy curls, which are a favorite with both young and old.

Coiffure makers have just introduced the latest cluster, known as the Gainsborough, from which the style of olden days. Then there's also the Grecian cluster, very like the Chantecleir in style, the smart, new coiffures show a braid or band of hair drawn completely around the head, which surrounds the curls and gives the beautiful and artistic Grecian effect, to produce these coiffures curls and braids are absolutely necessary.

We're prepared to fill orders for either, in our Hair Goods section, 6th floor—only first-class hair used.

## A Bright Toronto Boy

"Willie, spell Tecco and give its meaning." — T.E.C.O.—Tecco — it means a specially high quality of pure chocolates, put up in a great variety of flavors, whose centres are made from best rich cream, combined with pure fruit juices—dipped cherries, nuts and caramels are also contained in the collection. Laid in layers in beauty gold top boxes, tied with pretty ribbons, and sold only at EATON'S. Price, 1/2-lb. boxes, 25c; 1-lb. boxes ..... 50c

## French Kid Gloves

A "saving" opportunity well worth while for three hundred women, Wednesday morning. Oversewn seams and Paris points are two noteworthy features. All fasten with two dome clasps. Pair ..... 55c

—Main Floor, Yonge Street.

## The Neglige Straw Hat for Men

The fine pliable braids of our New Neglige Straw Hats put them in the rank with the Panamas for comfort and style.

This one has a flat, medium crown roll brim and dip front. Neat black silk band and Russian leather sweats. Price ..... \$3.50



## The "Boater" Always Popular

Many men prefer this style for its straight and neat appearance for dressy wear. One of extra good quality American split braid has medium high crown, with a brim in new wide style. The band is of black silk, medium width, with black cord attached, calf leather sweats. Price ..... \$3.00

## Taffeta Ribbon

It has a fresh, crisp appearance and rich silky finish that places it high in favor for hat bows, sashes, hair bows and neat neckwear. It is inexpensive, too.

Our "Cedric" and "Queen" Qualities are the best taffetas we have been able to secure, and they have our strongest recommendation. Elegant finish and of unusual weight. Choose from a fresh, bright stock and while colors are all here—sky, navy, Copenhagen, saxe, pink, rose, old rose, Nile, reseda, myrtle, cream, champagne, tan, brown, lilac, mauve, amethyst, violet. 4-inch, 15c; 5-inch, 20c; 6-inch ..... 25c

Narrower widths are—3/4-inch, 8c; 1-inch, 5c; 1 1/2-inch, 7c; 2-inch, 8c; 2 1/2-inch, 10c; 3-inch ..... 12 1/2c

—Main Floor, Yonge Street.

## Men Have an Opportunity to Save on Fine Suits Wednesday

This is a splendid lot of Extra Quality Worsteds Suits that we have secured for a day of special selling. In patterns and colorings you may choose from these very popular stripes in neat small designs or in the more striking effects, and the fashionable grey and slate colorings.

Tailored in the height of good style, the coats in three-button single-breasted sacque cut. Depend on savings well worth while on every suit. The one clearing price, each, \$12.95.

## Men's Outing Suits of a High Character

In point of choice fabrics and excellence of tailoring these offer very desirable buying indeed. The color range includes many of the season's most favored shades, and patterns are particularly handsome. The materials are those soft, cool Summer-weight flannel finished tweeds and the clean wearing tropical worsteds, a dozen different distinct fabrics to choose from, coats are in three-button sack style, with medium length lapels, close fitting collars and half-lined body. Trousers have belt loops and cuffs on bottom, sizes 35 to 44. Price ..... \$16.50

## Try EATON Service, Men, for Faultless Clothing

In this service we have endeavored to create a standard of clothing that would measure up to highest ideals. The suits at \$22.50 are of British worsted, very firm, closely woven goods, in narrow mid grey and black stripe, also in a lighter shade, with black stripes one inch apart. Single-breasted sack coats, mostly hand tailored, with well built shoulders, hand padded lapels, canvas extending to bottom of coat fronts. Trousers easy fitting, inclined to peg tops. Vest, 5 buttons ..... \$22.50

—Main Floor, Yonge Street.



## Children's Dresses

Children's White Lawn Dresses, dainty Dutch neck, with wide embroidered insertion and lace frill, wide tucks at shoulders, full skirt, with deep hem, sizes 6 to 14 years ..... \$1.25

Children's Cashmere Dresses, Mother Hubbard style, with embroidered and shirred yokes; others lace trimmed, skirt tucked, pink, sky or white, sizes 6 months, 1, 2 and 3 years. Many less than half-price ..... 39c

Children's Wash Dresses, of mercerized-linen, Buster style, box pleated, with patent leather belt, colors navy, tan or white, sizes 2 to 5 years. Clearing ..... 69c

Children's Wash Dresses, in chambray, gingham and cambric, in figured, plain and plaid designs, in co-ed and French styles, with trimmings of piping and pearl buttons, colored strap and box pleats, colors sky, pink, navy, tan and white, with black, sizes 12 to 14 years. Greatly reduced 95c

Children's White Middle Blouses, blue serge, sailor collar and cuffs, collar trimmed with white braid and silk embroidered stars, sizes 8, 10 and 14 years ..... \$1.25

Children's Pongee Silk Coats, made with box pleats back and front, round turndown collar and turnback cuffs, tied at neck with wide silk ribbon, natural only, sizes 2, 3 and 4 years. Price \$2.50

—Second Floor, Centre.

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ONTO, THURSDAY, 7th FRI, SAT, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st.

USEMENTS.

ETTY DAILY MAIL LADIES 109

UE & VAUDEVILLE

ENS OF THE DE PARIS

ST. THEATRE (SENA'S) 10c

THREE SHOWS DAILY

EDWARD VII

CHAMPIONSHIP

MONTREAL vs. TORONTO

SCARBORO BRIDGE

CHAMPIONSHIP

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TER v. TORONTO

LAN'S POINT

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ARMSTRONG CO., Ltd.