

EATON'S DAILY STORE NEWS

Ribbons for Empire Day

In consideration of Empire Day and the Children's Concert, we are making special preparations for a "White Ribbon Day" on Monday. White ribbons for sashes, hair and hat bows, etc., and we tie them to your order free of charge. We'll make an extensive showing of pure silk taffeta, liberty and duchess satin, moire and brocades.

White Taffeta Ribbon, the kind that stands out, looks rich, and wears well. 4 inches wide, 150; 5 inches wide, 200; 6 inches wide, 250. **Duchess Satin**, rich, lustrous sheen, pure silk, an exquisite ribbon. 4 inches wide, 250; 5 inches wide, 300; 6 inches wide, 390. **White Moire**, delightful, stylish in weave. 6 inches wide, 300; and an extra heavy one, 7 inches wide, at 650. **White Brocade**, with leaf pattern embossed in moire, a novelty, elegant but very dainty. 5 1/4 inches wide, 500; 7 1/2 inches wide, 750. **Special! Pure Silk White Taffeta**, heavy and with lots of life, Swiss make and warranted to wear well, in a 6-inch width; low priced for special business, to per yard, 190. **Ready-to-wear Sashes and Hair Bows**, especially made for children's and misses' wear. White Duchess Satin, Moire and Plain Taffeta, Empire and Imperial Sashes, 95c and \$1.50; Hair Bows, 30c and 45c. **Our Famous "Cedric" Taffeta**—We would call particular attention to this beautiful quality. It stands for the really excellent among taffeta ribbons. Some of the colors are navy, Alice, Copenhagen, sky, cardinal, rose, pink, emerald, moss, reseda, Nile, brown, tan, champagne, tuscany, cream, ivory, grey and white. Prices per yard: 4 inches, 150; 5 inches, 200; 6 inches, 250. **King's Blue and Cockscomb Red Velvet Ribbons**—So much in demand are these effective millinery ribbons that New York is practically sold out of them. We would advise immediate buying. Rich silk pile, satin back, 2 1/4 inches wide. Per yard, 250. **MAIN FLOOR—YONGE ST.**

Whitewear Priced For Holiday Visitors

We've made these attractive inducements that holiday visitors may have an opportunity to take advantage of **EATON** values. In some cases it's two garments for the usual price of one. For instance: **Women's Gowns**, some slightly soiled, but perfect in every other way, the balance are taken from regular stock. There are pretty slip-over and button-front styles, made of lovely fine soft cottons with trimmings of good lace and embroidery and insertions to match, all well finished; lengths 56, 58 and 60 inches. Clearing, 78c. **Women's Corset Covers**, of good cotton, free from starch or dressing, and trimmed yoke style with three rows of lace insertion, beading and ribbon and lace frill on neck and arms. Plenty of fullness in fronts. Sizes 32 to 42. Going at 19c. **Women's Skirts**—This fine, lacy skirt is our early season special. It's big value from whatever point you view it. The style is good—the cotton is of soft, firm quality—the flounce is of lawn, with five rows of wide lace insertion, giving a very fluffy, lacy effect, making it a very desirable skirt to wear with sheer lingerie dresses; a dust ruffle and edge of lace gives the proper finish to this dainty skirt. Lengths 38, 40 and 42. \$1.00. **SECOND FLOOR—CENTRE.**

Take Home a Neat Serviceable Bag

There are such quantities of little things that just seem to fit into one of these spacious Hand Bags, and at \$1.25 they are wonderfully good value, being of sheepskin, seal grain, in 11-inch size. The frames are neatly covered and rivetted and finished with double strap handles securely fastened. The inside is neatly lined and fitted with a small change purse. The leather, style and size make it a good practical bag for general use; also other styles at same price with metal and plain frames. \$1.25. **MAIN FLOOR—YONGE ST.**

More Than Average Value in These Moire Petticoats



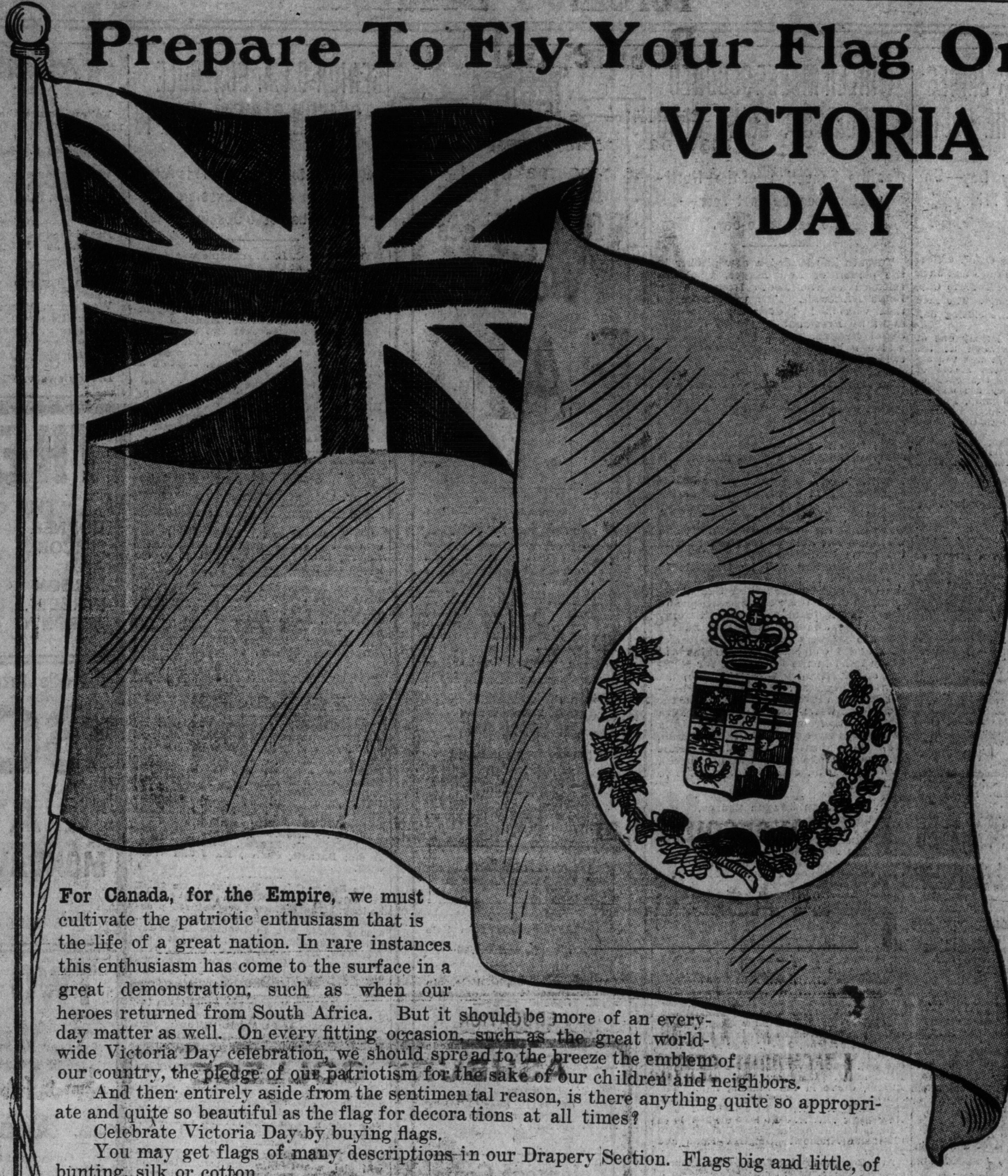
Not a petticoat fabric that renders the same service that moire does. It's the extra fine quality of moire in these petticoats that makes them above the average at this low price. They're made with a deep flounce of box pleating and tucks. Sizes 28 to 42. Black only. Specially priced for the holiday business. \$2.49.

Children's Wash Dresses, of chambray and fancy striped and checked percales, some made French style with high necks with colored strappings, pipings, tucks and buttons, others square neck with fancy folds, others with yoke and strappings and pipings; colors sky, tan, white and navy stripes and dots, black and white, navy and white; sizes 2 to 14 years. Price, \$1.25.

Here's Your Boating and Beach Sweater

Women's Coat Sweaters, in fancy stitch, knit in semi-fitted single-breasted style, with wide plain knitted border around neck and down front and lower edge, three-quarter length, made in plain colors, white, grey, navy, cardinal and green; sizes 32 to 44. Price, \$3.50. **SECOND FLOOR—CENTRE.**

Prepare To Fly Your Flag On VICTORIA DAY



For Canada, for the Empire, we must cultivate the patriotic enthusiasm that is the life of a great nation. In rare instances this enthusiasm has come to the surface in a great demonstration, such as when our heroes returned from South Africa. But it should be more of an everyday matter as well. On every fitting occasion, such as the great world-wide Victoria Day celebration, we should spread to the breeze the emblem of our country, the pledge of our patriotism for the sake of our children and neighbors. And then entirely aside from the sentimental reason, is there anything quite so appropriate and quite so beautiful as the flag for decorations at all times? Celebrate Victoria Day by buying flags.

You may get flags of many descriptions in our Drapery Section. Flags big and little, of bunting, silk or cotton. In best quality wool bunting, the prices are as follows:

Size	Flag Illustrated	British Ensign	Union Jack
3 feet x 1 foot 6 inches	\$1.25	\$.75	\$.75
4 feet 6 inches x 2 feet 3 inches	2.50	1.25	1.25
6 feet 3 inches x 3 feet	3.00	2.00	2.00
7 feet 6 inches x 3 feet 9 inches	4.00	2.75	3.00
9 feet x 4 feet 6 inches	5.00	3.50	4.00
10 feet 6 inches x 5 feet 3 inches	6.00	4.25	5.50

Small flags printed on cotton and mounted on sticks, make fine decorative material.

Size	Per Dozen	Each
3 x 2 inches	\$.06	.1/2
6 x 4 inches	.12	.01
8 x 6 inches	.20	.02
12 x 8 inches	.35	.03
20 x 15 inches	.75	.07
24 x 18 inches	1.00	.10
28 x 20 inches	1.65	.15
36 x 21 inches	2.00	.20

Square Silk Flags

Size	18x18	20x20	22x22	24x24
Canadian	.50	.65	.75	.90
American	.50	.65	.75	.90
Royal Standard	.55	.70	.85	.95
Union Jack	.55	.70	.85	.95
Irish and Scotch	.55	.70	.85	.95
Canadian Coat of Arms	.55	.70	.85	.95

THIRD FLOOR—YONGE ST.

Young Women's Wash Dresses

In almost every instance you can come in and fit on the dress of your choice and take it home without a solitary alteration, so well do they fit. The secret lies with expert makers, whether they are **EATON** or outsiders. Our Young Women's Garments are built on entirely different lines from the women's, all the youthful lines and curves being carefully considered. Pains are taken to see that the skirts hang perfectly even, and that every detail shall receive exactly the same attention that you'd give them yourself. A neat stylish dress of plain percale in various colors may be had at \$4.50.

It's made in princess style; straight down the centre of the waist is an embroidered panel, and fitted to the shoulders by bias tucks; the skirt is pleated in a pretty style; finished with a high collar and long sleeves; good assortment of colors. Sizes 32, 34 and 36 bust; skirt lengths 35 to 38. \$4.50. Other good values at \$2.25, \$2.75, \$3.50, \$4.00, \$5.00 and \$5.50. **Second Floor—James Street North.**

The Candy Counter

If you have any doubt of the popularity of our Candy Counter, watch the crowds some day who take advantage of the splendid values we offer in pure candy. For Monday we offer the following excellent selections specially: Licorice, all sorts. Per pound, 15c. Special package of Fry's Opera Chocolate Creams—Fry's goods are always high grade in every respect. Special, to clear, per package, 50c. Chocolate Cream Sticks, that tasty, delicious kind. Special for Monday, 3 for 50c. **MAIN FLOOR—CENTRE.**

Favorable Opportunities to Buy Gloves

Men's Capekin Gloves are to leave Monday at just about half price; made from selected skins and with one clasp, outside seams, gusset fingers, Bolton thumb and arrow backs; tan only. Per pair, 45c. **400 Pairs Women's Gloves** are low-priced for special business; made from a fine kid, and with two dome fasteners, oversewn seams and embroidered backs; assorted tans; sizes 5 1/4 to 6 1/4. Substantial savings on each pair Monday, at 49c. **Women's Fine Lisle Thread Gloves**, with two dome fasteners and silk roped points; colors tan, grey, mode, chamoulette, black and white. Extra value at pair, 25c. **MAIN FLOOR—YONGE ST.**

What Are Your Footwear Requirements for "the 24th"?

We give here some idea of the extensive preparations we have made in High-grade Boots and Oxfords for comfortable stylish holiday wear.

In the **Women's Section**, large new shipments from D. Armstrong of Rochester will be shown Monday, and no woman need go further for dainty footwear. Some of the new productions are really elegant. Here are a few instances:

Dainty Patent Oxfords, with cravenette tops, buttoned, all sizes. Pair, \$5.00. **Beautiful Tans**, in the favorite shades, low cuts from leading American lasts; all sizes. Per pair, \$4.00 and \$4.50. **All Patent Oxfords**, three-eyelot ties, fastening with wide silk ribbons; variety of heels, from the very high Cuban to the low military. Per pair \$4.50 and \$5.00. **Cravenette Buttoned Boots**, one of the newest in the footwear realm; colors grey, black and navy. Per pair, \$5.00. **SECOND FLOOR—QUEEN ST.**

"Eaton Brand" Boots and Oxfords For Men

In these the highest grade materials are used, and the most desirable lasts; every pair reveals a very high degree of skill in shoemaking. Patent Coltakin, Vici Kid, Gum-metal, Box Calf, Tan Russian Calf and Velours Calf Boots and Oxfords. Per pair, \$4.50 and \$5.00. **SECOND FLOOR—QUEEN ST.**

250 Brand New Hats Ready For the 24th

For the benefit of our many out-of-town customers who reserve their summer hat selection until coming to town, we've had 250 choice new hats made up, embracing suitable styles for street or dress wear.

The dress hats number from 150, and include leg-horns, hand-made shapes and blocked shapes, with large and rolled brims, beautifully trimmed with flowers, foliage, fruit, huge white bows, silks, etc., and are



neatly lined with soft silk. Very special \$4.50. **100 Street Hats**, all stylish imported shapes of new block, smartly trimmed with wings, feathers, ribbon ornaments, quills, etc. Monday \$3.00. Both illustrations are exact copies of what you may expect to find. **SECOND FLOOR—YONGE ST.**

Light and Dressy Straw Boater 2.00

Be prepared for the holiday, men, it's the opening rush day for straws. Here's a line of nifty ones at a popular price; made of fine split braid, well bleached, with medium high crown and wide black silk band. The brim is also medium in width, with rather fine edge. This hat has special cushioned sweat-band. Price, \$2.00.



Other lines of American split braid, in a variety of shapes at \$2.50, \$3.00, \$3.50 and \$4.50. Canton, Rustic and Sennit braids at \$1.00, \$1.25, \$1.50 and \$2.00. **MAIN FLOOR—QUEEN STREET.**

The Children's New Straws

In the late novel shapes of Fine Evenly-Bleached Braids—turbans with dome or oval crowns, smaller styles with pyramid crowns, the popular Jack Tar and a good variety of sailors with round and square crowns, bound and unbound edges, with white or navy silk bands. Price, \$2.00. Other lines at 50c, 65c, 85c, \$1.00, \$1.50, \$2.50, \$3.00. **MAIN FLOOR—QUEEN STREET.**

THE T. EATON CO. LIMITED