

THE STORE'S CONVENIENCES
The Waiting and Rest Room—Third Floor
The Information Bureau and Postoffice—
Main Floor
The Free Parceling and Checking Desk
—in the Basement.

SAVE TIME
WITH A TRANSFER CARD
Ask for a Transfer Card when you make
your first purchase; each purchase is
added. You pay total at Pay-in
Station, Basement.

EATON'S DAILY STORE NEWS



Here's a Real Boy

AND EATON'S SUPPLY THE CLOTHES HE LIKES AT PRICES HIS MOTHER WILL APPRECIATE

HERE'S a whole page full of suggestions of clothing and accessories that most boys need in summer—light weight underwear, cool shirts and shirt waists, duck trousers, camping hats, comfortable running shoes, Palm Beach suits, etc. All have been selected with a keen taste for style and general design, and with due consideration to price, comfort and, last but far from least, quality—a predominating feature in our clothes for boys.

TO START WITH---

Boys' Furnishings Full of Summer Atmosphere and Comfort

"Sports" Shirt Waists—those cool, swagger garments boys are so keen about wearing—made from fine shirting fabrics that wear well and come through the washing splendidly. They're patterned in single and cluster stripe effects of blue, black, pink, mauve or red on light grounds and are also obtainable in plain white. Have roll open-neck collar, half sleeves and breast pocket. Of course, if he'd rather wear a close-to-neck waist, there are such with soft double collars, long sleeves and soft cuffs. Sizes to fit ages 6 to 16 years. Each .75

Boys' Neglige Shirts, made of fine prints, in stripes of blue, black or mauve; have attached laundered or soft cuffs and most are coat style. Sizes 12 to 14. Each .50

Boys' Combination Underwear, made of cream Balbriggan; short sleeves, knee length legs, closed crotch. Sizes 22 to 32. A suit .59

Boys' "K. & E." Brand Shirt Waists of soisettes and fine repps. Patterns are mostly neat cluster stripes of blue, helio, black on light grounds. Have attached double collar, soft double cuffs,

patent loop at waist. Sizes for ages 6 to 16 years. Each 1.50

Boys' Pull-over Jerseys of fine elastic ribbed worsted. Have buttoned shoulder, stand-up collar and closely ribbed cuffs. Colors are navy with cardinal or white trimmings, brown with green, grey with maroon. Sizes 22 to 32. Each 1.50

Boys' Suspenders, cross-back style, with medium weight elastic webbings, kid cast-off ends, gilt trimmings and adjustable buckles. A pair .25

Boys' Suspenders, in "Brown-It," "Police" and "Cross-back" style, with kid cast-off ends; also

"Pulley" style, with cord ends. These have medium-weight lisle webbing, gilt trimmings and adjustable buckles. A pair .25

Boys' Belts, in straight band and tubular styles; some with ring sides. Black or tan, made with one-tongue buckle to match and one keeper. Sizes 24 to 30. Each .25

Boys' Jerseys, in pull-over style of plain cotton; have long sleeves and low-cut neck, turn up around bottoms, in plain navy only. Sizes 22 to 32. Each .29

Boys' Outing Shirts of fine shirting materials, in stripes of blue, black or helio on light

grounds. "Sport" style collar, half sleeves, breast pocket, coat style. Sizes 12 to 14. Each .75

Boys' Bathing Suits in one-piece style, of plain blue cotton. Have short sleeves with low-cut neck, loose knee length. Sizes 22 to 32. A suit .29

If he is going on the farm for the summer the boy should appreciate the sturdy quality of these Shirts of khaki drill. Made with attached collar and breast pocket. Sizes 12 to 14. Each .75

And of blue chambray there are Shirts of stout quality, with attached collar and breast pocket. Sizes 12 to 14. Each .59

—Main Floor, Centre.

Early Closing

As in MAY, during June, July, August and SEPTEMBER, Store Closes 2 1/2 hours at 1.00 p.m. No Noon Delivery on Saturdays.

Saturday at 1 p.m.

Running Shoes

The Comfortable, Light Kind That Most Boys Demand.

You'll readily notice that these prices are exceedingly moderate, considering present conditions. These are mere suggestions of the immense stock carried on the second floor.

White Canvas Tackling Shoes, with white rubber soles and leather insoles. Sizes 11 to 13. Boots \$1.00, Oxfords \$1.10. Boys' "Reiters" White Canvas Boots, with reinforced double thickness corrugated soles and heels. Sizes 11 to 13. Boots, \$1.35; sizes 1 to 6, boots, \$1.45.

Boys' Outing or Play Shoes, of white canvas, have smooth finished rubber soles and heels. Sizes 11 to 13. Boots \$1.45, Oxfords \$1.25; sizes 2 1/2 to 6, Boots \$1.75, Oxfords \$1.50. Tan Catskin "Educator" Play Boots, leather or thick rubber soles. Sizes 2 1/2 to 6, \$4.00; 1 1/2 to 2, \$3.50.

—Second Floor, Queen St.

Straw Hats and Light Tweed Caps

An unusually smart hat for a boy is made of finely woven straw in crease crown fedora shape. It has a flexible turn-down brim and black puggaree band. Sizes 6 to 7. Each 2.50

At \$1.00 are round Straw Hats of Canton braid; have blue band and flexible brim. Sizes 6 to 7. Each 1.00

Smart Varsity Caps, of blue felt material, with design in front of maple leaf or allies' flags. Sizes 6 to 7. Each .50

Silk mixture golf style Caps, in grey stripes and figured patterns. Sizes 6 to 7. Prices 75c, \$1.00 and \$1.25.

Golf Style Caps of navy blue serge. Sizes 6 to 7. Each 1.00

"Land-or-Water" Hats, of felt material in tinted effects of green, red or blue on white; also in plain white, plain grey and plain blue. Each .50

Exceptionally cool and comfortable are Khaki Neglige Hats of silk mixture, with stitched brim and extra light crown with supporting wires. Sizes 6 to 7. Each .65

—Main Floor, James St.

The Boys' Clothing Department Offers Great Scope in the Choosing of a Suit

Good Wearing Qualities as Well as Moderate Pricing Are Features Worthy of Unusual Emphasis

Correct for Summer Wear--Palm Beach and Kool Cloth Suits at \$6.00, \$6.50 and \$7.00

THESE are the very embodiment of coolness and comfort, for they are made of two of the most favored of summer fabrics, Palm Beach and Kool Cloth. Men and women have found that these possess the qualities that a good summer material should, and boys in steadily increasing numbers are realizing the same fact. The styles and patterns are of unusual dignity and smartness, for the suits are cut in pinch-back or knife-pleated styles, with three-piece belt and patch pockets. Plain linen shade, fancy mottled greys or fawns, plain grey, blue with white thread stripe or fawn with hairline stripes—such are the patterns from which you may choose. They are carefully tailored garments in every detail. Bloomer pants, sizes 8 to 16, Prices \$6.00, \$6.50 and \$7.00.

Of tweed there are Suits in grey or fawn pin checks or stripe effects. The material is closely woven and should give excellent service. They are pinch-back models and have three-piece belt and patch pockets. Bloomer pants and strong body linings. Sizes 29 to 34. Prices, \$7.50, \$8.00 and \$8.50.

Navy Blue Suits, made from an imported wool serge of smooth soft finish, in fine diagonal weave. Coats are designed in three-button style, pinch-back, with three-piece belt sewn at back only. Have fancy patch pockets and well tailored lapels. Fine twill body linings and full fashioned bloomers. Sizes 29 to 34, price, \$12.50; sizes 35 and 36, price 13.50

Boys' Tweed Suits in medium grey pin check. Single-breasted, pinch-back model, with sewn belt at waist. Patch pockets and twill body linings, bloomer pants. Sizes 29 to 34. Price 6.00

At \$7.50 are Pinch-back Tweed Suits in neat grey pattern of pick-and-pick or small broken check effects.

Three-button, single-breasted, peak-shaped lapels and breast patch pocket, bloomer pants. Sizes 29 to 34. Price 7.50

Navy Blue Cheviot Serge Suits, woven from an English wool serge of rough finish. Single-breasted, have yoke knife pleats front and back, belt sewn around at waist and patch pockets. Fine lustre linings and bloomer pants. Sizes 29 to 34. Price 10.50

Boys' Splendid Wearing Suits of grey or brown fancy mixed tweeds. Choice of many new pinch-back effects; also in knife pleated styles, well tailored throughout, with full-fitting bloomer pants. Sizes 24 to 28. Prices, \$6.00, \$6.50, \$7.50 and \$8.50.

For Farming or Camping Overalls and Ducks, Bloomers or Longs

Overalls of plain blue or black denim, have bib and shoulder straps. Sizes 4 to 16 years. Price, pair .75
Boys' Khaki Bloomers, in dark shades, finished with belt loops and expandable knee bands. Sizes 27 to 34. Price, 1.00
Boys' Long Khaki Trousers, made from khaki drill. Strong-

ly sewn seams, finished with loops for belt, watch pocket and cuffs. Sizes 24 to 34. Price 1.50
Boys' Neat-fitting White Ducks, well finished around waist-band and have loops for belt and cuff bottoms. Sizes 24 to 34. Price 1.25

—Main Floor, Queen St.



THE T. EATON CO LIMITED