

EATON'S DAILY STORE NEWS

Last Call for the June Bride's Preparations

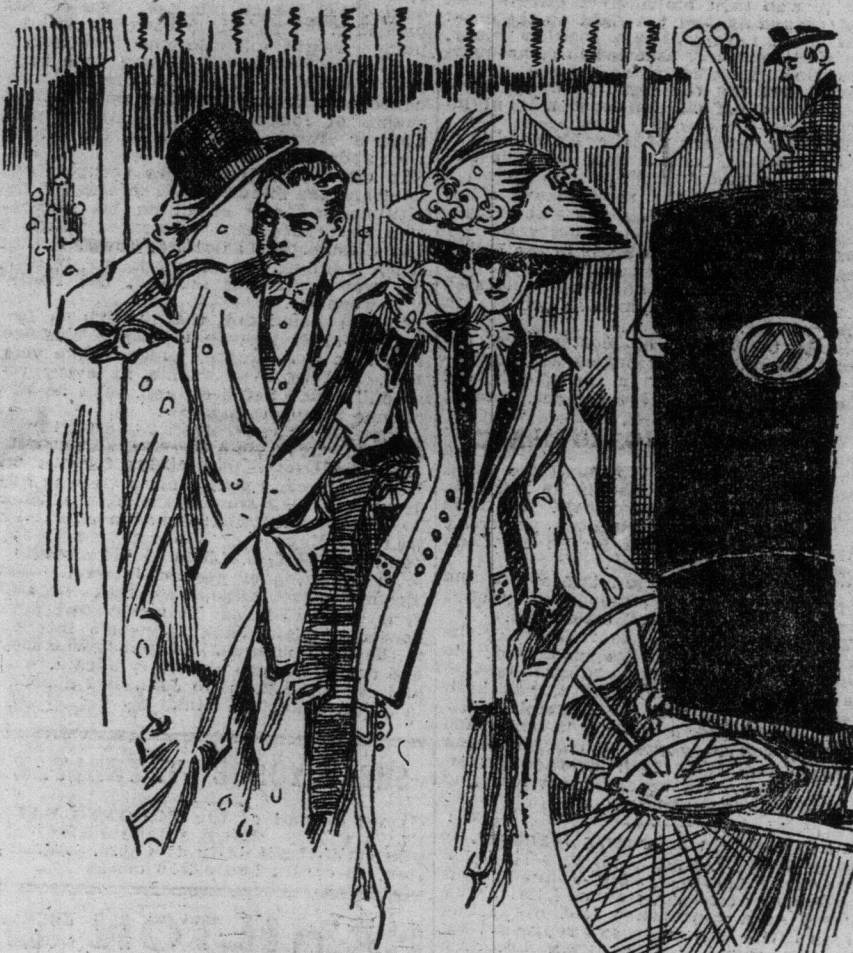
"They who marry in the month of June, Will enjoy one long sweet Honey-moon."



The wedding month is fast drawing to a close, but the month-end wedding is as important as any other. There'll be trousseau, gifts, home furnishings, etc., to buy, and for such, the beautiful assemblage of merchandise the Store offers becomes of particular interest.

Store Closed Friday and Saturday, July 1st and 2nd
Start now to make your preparations for the double holiday.

Tempting Values in Gloves, Ribbons and Parasols



Various Wide Fancy Ribbons Reduced to 19c Yard
—There is a wealth of beautiful colors and designs, handsome combinations of Nile, moss, rose, pink, cream, violet, sky, navy, in Dresden and verdure effects. For hat bows, sashes and hair bows, to be worn with Summer dresses, these dainty ribbons find a place in every girl's wardrobe. They are 5 and 6 inches wide, and for quick selling on Saturday they go at, per yard, . . . 19c

Wide Taffeta Ribbons, in plain colors, ever useful for all sorts of millinery trimming, sashes, hair bows, etc. A pure silk weave, in rich, lustrous finish, and the wearing qualities are wonderful. Such wanted colors as Nile, reseda, moss, pink, red, sky, Alice, navy, brown, mauve, grey, cream and white.

Width, 4 inches, 5 inches, 6 inches.
Price, 15c yard, 20c yard, 25c yard.

Fancy Ribbon Sets (sash and hair bow), for girls' and misses' wear, made of dainty Dresden taffeta ribbon, 5 and 6 inches wide, in pretty color combinations, to suit any Summer dress. Special display Saturday morning and exceptionally low priced at, per set 38c

Work Bags, of fancy ribbons, daintily made, of rich taffetas, in elegant patterns and color combinations, knotted ribbon streamers attached, and the bags beautifully finished throughout. Just the thing for vacation trip. Considering quantity of materials used and the amount of work on them they would be good value at twice the price. Clearing at 79c
—Main Floor, Yonge Street.

Summer Gloves for Women

This is the weather when the thin fabric Glove is quite sufficient hand covering. These are examples of excellent qualities at moderate prices:—

At 35c, fine finished Milanese Lisle Thread Gloves, with two-dome fasteners, silk and silk stitched points, black or white.

At 75c, Heavy Milanese Silk Gloves (23-inch long mousquetaire), with two pearl buttons, stitched Paris points, and double tipped fingers, black only.

Handsome Parasols at \$1.98

They were bought in England and Austria, and present a very enticing aggregation of the season's new creations in patterns and color effects. The fine silk and silk mixed covers include plain white and self shades, of paddy green, purple, pink, tan, as well as the large range of fancy designs. Gilt frames.

It's time every woman had a parasol, if she intends purchasing one at all this Summer. And what better an opportunity than this? Save well on all. Each \$1.98
—Main Floor, Yonge Street.

Fans! Fans! Fans! Get One and Keep Cool

Every person looking for something that will give a breath of fresh cool air.

Fans, we have them in many shades and styles, both plain and fancy. Here's a list of low prices.

Palm Leaf—the good old-fashioned style, 2 for 5c; also, each, 3c and 5c

Fancy Paper Folding Fans—elaborately decorated in Japanese designs, 5c, 10c 15c

American folding fans, linen, in black and white colors. Well made and durable, 15c, 20c, 25c 40c

Japanese Hand Screen Fans, prettily woven in figure subjects, 10c; 3 for 25c

Feather and Gauze Fans, trimmed with sequin lace, specially reduced below half-price for Saturday morning extra. Two lots, 25c and 48c
—Main Floor, Centre.

Picture-taking Easy With the "Lloyd"

That you do not understand photography is a good reason for using the "Lloyd Camera" on your Summer vacation. With the "Lloyd" you'll bring back for the photo album good clear pictures, depicting every point of interest and many jolly incidents of the holidays.

It is pocket size, taking pictures 3 1/4 x 4 1/4 inches. Fitted with a double symmetrical lens, giving clear pictures. Has special fixture to assure beginners of correct focus, and is further fitted with the latest contrivance for loading and unloading films, which can be done in daylight. Price \$14.50
Main Floor, James Street.

Clearing Out Elegant Tapestry Table Covers at \$2.98



These comprise two of our finer qualities of Imported Tapestries, and now offer price saving of dollars on each.

One style is of a closely corded texture, in self shades of crimson, green, blue and brown, the only form of decoration being a narrow conventional border and a large wreath design in each corner.

The other style is a highly mercerized woven cloth, with elaborate all-over designs, done in a way that gives the effect of it being silk embroidered. It is exceedingly rich, and comes in a crimson shade. Fringed all around.

Both Cloths are of a heavy quality, that would seem to promise endless wear. Both are 2 yards square. The one heavily reduced price, each \$2.98

17c Pair for Pillow Cases

Ready-made and full-bleached. No dressing. Sizes 42 x 33 and 45 x 33. A price that warrants "quantity" buying.

7 1/2c Yard, Full Bleached Canadian Cotton

Full yard wide. Firm even thread and pure finish.
—Main Floor, Albert St.

Preparing the Vacation Trunk—A Special Price Concession on Dainty Princess Slips.



There are times when makers find it possible to materially reduce cost of production, giving us the full benefits, and especially so where an order for a single line of garments run into the hundreds of dozens, as ours have for these dainty 95c Princess slips. They're of good firm cotton, nicely shaped and fitted about the waist and hips, trimmed around the top with row of lace insertion, beading, ribbon and edge of dainty lace, the skirt is finished with tucks and lawn frill with tucks and edge of lace. All sizes 95c

Women's Princess Slips, soft quality cotton, trimmed about top with lace insertion, beading, ribbon and edge of lace, skirt with cluster of tucks and frill of lawn with tucks, edge of lace, all sizes. Price \$1.35

Women's Gowns, cotton, Mother Hubbard style, yoke of four clusters of tucks, rows of embroidery insertion, neck and front with frill of lawn, with hemstitched hem, lengths 56, 58 and 60. Price 50c

Women's Corset Covers, all-over embroidery, ribbon draw, with shoulder straps, frill of embroidery, both styles, sizes 25 and 27. Price 39c

Women's Drawers, ribbed cotton, umbrella style, lace trimmed, both styles, sizes 32 to 38. Price 25c

Women's Vests, of ribbed cotton, no and short sleeves, color white, sizes 32 to 38. Price 10c, 12 1/2c and 15c
—Second Floor, Centre.

To Shoppers

Have you ever been driven to the verge of distraction by losing your purse, your memory and your temper at one and the same time? If so, may it not have been an occasion on which a man stood at the door waiting to be paid for a C.O.D. parcel?

Have you ever been sitting cozily with a friend and had your chat rudely broken in upon by the necessity of rushing up stairs to gather together the required amount to settle for some order you have given by telephone, and which, it so happens, arrives at this particularly inopportune moment?

Have you ever sent a post-card from your cottage at the Island or Balm Beach, or Long Branch, ordering groceries or towels, or some other commodity, and, uncertain of when your missive will reach the store, and of the delivery on which the goods will arrive, fear to step off your verandah in case you may not be on hand with your pocket-book when they do appear?

Have you ever given an important order by telephone, then, straightway, gone out forgetting to leave instructions for its payment, and on your return found that the things had been delivered at the door, and taken back again?

Have you ever come into the store with a maximum amount of purchasing to do and a minimum of time in which to do it, and begrudged even the necessary seconds of waiting for your transfer card to be totaled and settled?

Have you ever lost money, and thereafter been afraid to carry about with you any but trilling sums?

Have you ever worried at the end of the month, wondering what you have bought with your money?

"Charge My D. A."

If you have—if you have done any or all of these things—there is a way to prevent the predicament occurring again. The Customer's Deposit Account is a plan introduced to cover just such contingencies. It is an arrangement to facilitate shopping by making it easier and more convenient for you. This is what you must do, and the benefits that accrue:

First, make a deposit at the Deposit Account Department (foot of centre stairway in the basement), where you will be furnished with a D. A. number.

Then telephone or mail your order in the usual way, only say "Charge My D. A.," supplying your number. This means that your purchase will be charged to your account, and will be delivered the same as a paid parcel. In shopping personally in the store you may charge your purchases to your D. A., using a transfer card, if desired, and charging the total in this way.

A detailed statement of purchases is furnished monthly showing balance at your credit. You may make further deposits when you desire, or withdraw cash at your credit. Interest at 5 per cent. per annum is allowed on credit balances up to \$500; on amounts over \$500, interest at 3 per cent.

Further information regarding the matter may be obtained from the D.A. office.

A Saturday Morning Clearance of Elegant Lace Coats, \$5.00

Decidedly dressy for the most brilliant functions. These coats are always fashionable among women of taste.

They're equally stylish over the pretty-colored dress as over a white one. Composed of fancy silk braids, braids and nets, all-over lace, fancy nets, etc., in semi-fitting styles, also a few in shoulder arm effects. Saturday morning these lovely garments hurry away at \$5.00

White and Printed Wash Dresses

A collection containing four distinct styles, cross-bar gingham, in Princess style, with piped bands over shoulders and down front and back, forming panel to heading of deep pleated flounce.

The second is a two-piece dress of white muslin, trimmed with Swiss embroidery insertion and tucks at foot of skirt.

The third is of gingham, rajah, in semi-princess style, with tucked yoke. Trimmings of Val. insertion.

The fourth is of muslin, in semi-princess jumper, trimmed with Torchon insertion. Each \$1.98

Wash Suit Special, Saturday Morning, \$2.98

Made of close suiting linen, with 30-inch coat, with smart collar and lapel, 3 pearl buttons, plain gored skirt, with wide panels and double stitched seams, in white, tan, blue and linen shades. While they last \$2.98
—Second Floor, James St.

Flowers and Bouquets for the Wedding

For decorations, for bouquets for brides, bridesmaids and flower girls, keep in mind our Cut Flower Department, Fifth Floor. Special Bridal bouquets, \$3.50, \$5.00 and \$6.50. Any style bouquet made to order.

Unusual Beauty Developed in Sheer Wash Waists

The exquisite daintiness of these Waists alone would suggest buying one, cool, dressy and summery, they're bound to appeal to those who desire elegance in Summer waists.

Women's Waists, of exquisite silk-like white mull, with fronts elaborately trimmed with Val. insertion and Irish crochet, medallions and panels of pintucking, outlined with insertion, long sleeves, trimmed, sizes 32 to 42. Price \$9.00

Women's Waists, made of fine sheer lawn, with dainty hand embroidered yokes and trimmings of Maltese insertion and pin tucks, bishop sleeves, sizes 32 to 42. Price \$6.00

Women's Fine Marquisette Waists, fancy yoke of Val. and guipure insertion, finished down front with hand embroidery, Val. insertion and lace, long sleeves, sizes 32 to 42. Price \$11.00

Cool, Dainty Peter Pan Waists of Shantung

Women's Shantung Silk Waists, some with fronts of wide and narrow tucks, some tucked in yoke effect, with silk-covered buttons, also Peter Pans, with pocket and short turnback cuffs, trimmed with fancy checked silk, colors natural with mauve, green, navy or brown, sizes 32 to 42. Natural color only. Price \$2.00

Women's Muslin Waists, white with black polka dot and neatly tucked front, with embroidered laundered collar, short sleeve with tucked cuff, buttoned front, sizes 32 to 42. Price 50c

Wash Petticoats, 49c

Women's Wash Petticoats, in fancy stripes, made with deep tucked flounce, with gathered frill, colors white with black, green, sky or pink, lengths 38 to 42. Price 49c
—Second Floor, Centre.

THE T. EATON CO. LIMITED