

EATON'S DAILY STORE NEWS

Silk and Cotton Wash Fabrics Clearing Monday at 19c

Here's a combination that makes the best value-giving that can possibly occur—goods in the very height of fashion at the very time they're wanted most, and what makes this an event of the rarest kind is that you're offered these beautiful materials at mostly half and much less.

Silk and cotton mixtures belong to this season—some of the most beautiful effects ever produced in wash fabrics are seen in this weave, and in Monday's lot the choicest designs are well represented. A few pretty shades in novelty pongee, in self colored cotton spots and fine woollen stripes; also some very pretty plain effects.

Beautiful sheer voiles, with three hairlines in a bar or stripe effect, very pretty for dresses, nice Paisley and pout de frie effects in a satin-finished material, used exclusively for waists, dressing jackets and dresses; also a few odd lengths of a fine silk and cotton fabric called "tussore"; really beautiful goods that make dresses suitable for any function, and some very pretty floral designs in silk organdies. Quantities are limited—it's a case of hurry. See Yonge Street windows. Can't promise mail or phone orders. Per yard 19c

Opportunity for an Inexpensive Muslin Dress, 9½c

Certainly no need for any woman to be without as many pretty muslin dresses as she desires, for we've never sold prettier or more desirable designs than this year's. Here's a most interesting lot for Monday—'twill add enthusiasm to the big early business effort on foot. Fabrics worth many times the price, sheer organdies or pretty batiste for dresses for the canoe, the beach or at the picnic, in fact anywhere you wish. Per yard 9½c

Lightweight Black Silks, 49c

For warm weather wear, soft, rich finish, lustrous blacks, qualities that will give every wearing satisfaction, paillette de soie, paillette de Chine, chiffon, taffetas, satins de Chine and peau de cygne, excellent fabric for dresses, waists and linings; cool and durable; come early for these. Monday, per yard 49c

Here's Fashion's Favorite, Chiffon, Yard, 50c

Everywhere the most fashionable dressers show partiality to the gauzy, filmy chiffon; it's used for millinery trimming, overwaists, even cape effects; especially effective when worn over brightly-colored patterns or Paisley designs; useful also for sleeves, yokes, etc.; Monday we offer a special price on this much-wanted goods; fine, soft-finished quality, 41 inches wide, with imitation tucks; white, ivory, sky blue, amethyst, rose and grey shades, but a limited amount of each, special, yard 50c

After 50 Years



At the time the *Queen's Own Rifles* was struggling through its infancy Canada was pondering upon the important step that was to form our coast-to-coast "Dominion." *Confederacy* was just emerging from the experimental form when the *Store* planted its roots firmly into Canadian life.

After two score years and more we draw aside the curtains and witness three healthy, vigorous forces in the Empire's life. "The Twentieth Century belongs to Canada." The *Store* is the largest of its kind in the British Empire—the dominant power for a better class of living wherever its broad arm reaches—gathering the merchandise of the world and placing it at your door. And the big *Regiment* has won fame from coast to coast.

ADVANCE "Q.O.R."

Is the greeting sent out from Canada's Greatest Store on this your 50th birthday.

The Queen-Mother's Message to the Nation

It has been learned that the Queen-Mother wrote the message expressive of her sorrow without the knowledge of her secretaries or of any members of the Royal household. Later on she commanded the firm of Raphael Turk to publish facsimiles of this autographed letter.

We have been fortunate enough to secure a number of these facsimiles, and the manner in which they have been executed will make them eagerly sought after and appreciated; the facsimile bears a symbolic border designed by Sir Edward Blynter, President of the Royal Academy, expressive of the Empire's grief, and is worthy of the artist's great reputation; the plates are printed in engraving sepia. Prices, 25c each (popular issue), \$5.00 each, \$10.00, \$15.00. —Main Floor, James St.

Ready With Hot Weather Wear for the Boys

No woman who studies the health and comfort of her children would gainsay the advantage of the thin, cool wash suit for the warm Summer months.

For the same reason that grown-ups take to lawn blouses and muslin dresses, the small boy requires suits that are light and thin and loose.

The few items that follow give some idea of the extensive preparations the Store has made to clothe the young folks properly for Summer.

Boys' Wash Suits, nicely made, in the sailor and Russian styles, from exclusive stripe and check designs of galateas, prints, duck and natural linen, in a great variety of colors; bloomer knickers and knee pants; for ages 3 to 7 years. Price \$1.00

Boys' Man-o'-War Suits, of plain white duck, loose-fitting blouse effect, deep sailor collar and cuffs of navy blue, regulation long pants and wide bloomers; for ages 8 to 10 years. Prices \$1.50, \$2.00 and \$3.00

Boys' Sailor Wash Suits, with loose-fitting blouse, deep sailor collar and adjustable front, in many pretty striped patterns of blue, white, pink and natural linen shades, bloomer pants, for ages 3 to 10 years. Price \$1.25

At \$1.50 and \$1.75—Loose suits, in the Russian and sailor styles, in such materials as chambrays, galateas, prints and white ducks; also the natural and grass linen shades; smartly designed, numerous styles; colors are pink and white, blue and white, linen and white, grey and white, and plain linen, with blue and red piping and braid; bloomer and knee pants; for ages 3 to 10 years.

At \$2.00—Sailor and Russian wash suits, in handsome patterns of repps, chambrays and galateas, in plain navy, pale blue, linen and fawn shades, with and without the deep sailor collars, and finished with piping, braid and insertions; for ages 3 to 10. —Main Floor, Queen St.

Starting Four Days' Great Special Selling of Linens and Towelings

And before we say another word about it note the first day's possibilities, that you may realize the opportunity:—

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| Linen Crash Roller Toweling, yard 6c | Full Bleached Huck Towels, pair 19c | All Linen Table Cloths, size 2 x 2½, each 98c | Irish Damask Table Napkins 98c |
| Checked Glass Toweling, yard 6c | All Linen Huck Towels, pair 48c | Scotch Hemstitched Damask Table Cloths, 2 x 2½, \$1.78 | And ¾ Bleached Table Damask, 60 in. wide, at, yard, 19c |

We'd have to go right back to the January Sale to tell the story of these wonderful values, because the goods were planned for that big event. But the mill failed in delivery, and we duplicated the order with other makers. Now, months after we have any special call for the goods, the original order is piling in on us.

Qualities are really fine, even above the ordinary, and the mill is one of our chief supply sources; besides, we had bought as favorably as ever such staples were laid down in Toronto for. So, instead of exercising our right to return the whole big consignment, we shall make a determined effort to sell it all in four days at

Practically What We Paid For It

Linen Crash Roller Toweling, 6c Yard

A strong, even quality, that bespeaks an excellent wearer; 17 inches wide, and red-bordered. Thousands of yards of it—plenty for everybody—and large savings on every yard.

We print Monday's budget below. Every-day requirements, flawless, at prices hardly to be expected again this year. There is reason for greater selling than this section ever experienced before. The opportunity is a rare one.

Fine Checked Glass Toweling, 6c Yard

A good, drying quality, and 24 inches wide. Red or blue checks. Consider your requirements for months ahead and buy plenty, for the saving's a rare one. —Main Floor, Albert St.

Starting a Three Days' Campaign of Special Value-giving in Whitewear and Underwear



The warm weather came upon us with a rush and caught people unawares—women are hurrying for cool whitewear and underwear, and to make it to your interest to shop here for the next three days, we intend making things hum in this section. To do it we've priced just such goods as you want at prices worth while hurrying down at eight for. All clean, fresh stock, with plenty of assortments; get your share Monday.

Women's Gowns, of cotton, in round slipover style, lace edging and embroidered medallions and lace beading and ribbon. Monday 76c

Women's Gowns, nice soft cotton, with square neck of embroidery insertion and frill of embroidery, full skirt, lengths 56, 58 and 60. Price 83c

Women's Gowns, of cotton, Mother Hubbard style, with yoke of embroidery insertion, V-shaped neck, sleeves, with frill of embroidery, lengths 56, 58 and 60. Price \$1.00

Women's Gowns, in two styles, one slipover style, elbow sleeves, neck and sleeves with embroidery, with ribbon draw, the other Mother Hubbard style yoke, hemstitched tucks and rows of embroidery insertion, neck, front and sleeves with frill of embroidery, lengths 56, 58 and 60. Price \$1.19

Women's Skirts, good quality cotton, flounce trimmed with clusters of tucks and two rows of embroidery insertion and frill of embroidery, dust ruffles, lengths 38, 40 and 42. Price \$1.23

Women's Skirts of exceptional value in this lot of five different styles, with trimmings of lace or embroidery insertions and frills of lace or embroidery, hemstitched tucks, dust ruffles, lengths 38, 40 and 42. Price \$1.33

Women's Drawers, of cotton, with frill of lawn, tucked edge of lace, both styles, sizes 25 and 27, 21c

Women's Drawers, of firm cotton, frill of lawn, with cluster of hemstitched tucks and edge of lace, both styles, sizes 25 and 27. Price, 29c —Second Floor, Centre.

T. EATON CO LIMITED

Fancy Ribbons to Hold Forth in a Three Days' Tremendous Selling

Monday will open what we believe will prove the most significant ribbon event of the season. Though lasting but three days, it will involve a quantity of goods that might well have called for a full week of special selling but for the wondrous nature of the values.

The big consignment has just arrived from world-renowned Swiss and French looms, where we gathered it in at practically our own price, relieving the mills of their overplus from the season's output.

The goods are of the most desirable character, new and perfect, the color schemes and designs all high in Fashion's favor. The savings are one-third, one-half, and sometimes more. Whatever fancy ribbons are needed between now and Christmas, this is your great buying opportunity. No stronger incentive to start right in on the first day's allotment could be given than the brief descriptions and prices that follow:—

At 15c a yard—An assortment of dainty Dresden patterns, on a pure silk quality ribbon. Admirably suitable for misses' wear, and is most serviceable; excellent combinations of such colors as pink, green, turquoise, Alice, wine, cream, champagne, navy, sky, black and white; full 5 inches wide. Three-day clearance price, yard, 15c

At 19c a yard—A 5¼-inch pure silk ribbon, with a Dresden design of wild flowers; handsome for Summer sashes and hat trimmings; a good list of colors, including combinations of mauve, pink, Nile, Tuscan, moss, sky, navy, myrtle, black and white. Three-day clearance price, yard 19c

At 25c a yard—This popular price has been fixed to a range of designs which are among the finest shown this season at any price; a highly-finished taffeta ribbon, full

of life and good wearing qualities; the patterns show an artistic design of floral and leaf arrangement, beautiful rose patterns, etc.; colors include navy, Alice, sky, brown, wine, rose, pink, mauve, purple, reseda, myrtle, moss; 6 inches wide. Three-day clearance price, yard 25c

At 33c a yard—We could not become more enthusiastic about a fancy ribbon than when we offer this lot at 33c a yard; some of the most exquisite color tones are found in rich combinations, shades of cream, champagne, pink, rose, old rose, red, wine, sky, turquoise, navy, reseda, moss, Nile and mauve are blinding harmoniously in elegant vine, foliage and floral shadow patterns; a vibrant taffeta ribbon, heavy and firm, full 6 inches wide. Three-day clearance price, yard 33c —Main Floor, Yonge St.

