

While in the store make use of the Information Bureau, Main Floor, Centre.

EATON'S DAILY STORE NEWS

Leave the children in "Frolie Park" on the roof. An attendant will look after them while you are shopping. Entrance From Toy Dept., Fifth Floor.

The Annual

Big Clothing Event for Boys
is Staged for Tuesday

The Feature of Which is

A Clearance of 1,500 School Suits--Mostly All Being of EATON Make--at \$4.95

IT'S STAGED IN THE BASEMENT SECTION. At a time when mothers and guardians with the near approach of school opening in mind are thinking of what and where to buy in order to get the best value.

Judging by last year, one will have to be at the door bright and early, ready for the gong at 8.30, in order to share in this event. For the quantity is really small when one considers the price—\$4.95—so consequently we cannot take phone or mail orders, and the right is reserved to limit two suits to a customer. There'll be extra salespeople and cashiers to look after you—extra space, and the suits grouped in sections, according to age or size, in order to make choosing easy and comfortable.

Make Sure of the Boy's Size and Come Early.

The suits are of cotton and wool rough and smooth finished tweeds and cotton worsted materials, of a sturdy build, and in appealing dark grey and brown shades.

The tweeds are in herringbone and diagonal patterns, while those of worsted effect are in mixed thread stripes. Both have been made up in the good-looking belted style, with slash or patch pockets with fancy flaps.

The tailoring, with the exception of about 150 suits, is EATON—a guarantee in itself of good fit and reliable workmanship.

Linings are of durable material, and the bloomers are full fashioned. Sizes 24 to 33 (fit ages 6 to 15 years), and the price is \$4.95. —Basement Section.



Note the Illustrations From "B to E"—They're Specials, Too, of the Worth-While Sort, on the Main Floor

For instance, "B," an EATON-made suit of wool and cotton tweed, in dark and medium shades of grey and brown; in single-breasted all-around belted style with patch pockets, shapely lapels, well-formed shoulders, durable body linings, and full-fitting bloomers with strap and buckle at knee. Are priced at \$4.95, and offer unusual value indeed. Sizes 31 to 36.

C. Illustrates an EATON-made suit with two pairs of bloomers, a suit that gives double service, for as most everyone knows, a coat usually outwears the bloomers. The materials consist of wool and cotton dark brown tweeds in checked and striped patterns and in hard and soft finishes. It's in the single-breasted belted model, with full-fitting bloomers. Sizes 29 to 34, with two pairs of bloomers, \$17.50.

D. Illustrates another EATON-made suit of dark and medium grey shaded wool and cotton tweed, in pick-and-pick and diagonal weaves. It's in the single-breasted style with all-around belt, slash pockets, durable body linings, smart lapels, and full-fitted bloomers. Sizes 29 to 34. Price, \$13.75.

E. Illustrates a suit of wool and cotton tweed, in stripes and diagonal weaves. The style is the popular belted one with slash pockets, well-formed shoulders and full-fitting bloomers, having strap and buckle at knee. Sizes 29 to 34. Price, \$8.75.

F. Illustrates a boy's suit of EATON make, with 2 pairs of bloomers. It's of union tweed in fancy blue mixtures, showing striped patterns, with 2 pairs of bloomers. Sizes 25 to 28. Price, \$13.50.

G. Illustrates an EATON-made grey mixed tweed suit of wool and cotton mixture, with knife pleats running down back from yoke to stitched-on belt at waist; has plain front, slash pockets and full-fitting bloomers. Sizes 25 to 28. Price, \$12.50.

H. Illustrates a boy's EATON-made suit of wool and cotton tweed, in dark grey, showing a small checked pattern. Sizes 29 to 34. Price, \$15.00.

J. Illustrates a boy's EATON-made all-wool navy blue serge suit, showing fine twill; in single-breasted style, with all-around belt and patch pockets; durable body linings and full-fitted bloomers. Sizes 29 to 34. Price, \$22.50. —Main Floor, Queen St.

And Listed Below Are Other Things That He Perhaps May Need to Complete His Outfit
Boys' Caps of Appealingly Shaded Chamoisette Are Priced at \$1.75
Fine Cambric Shirt Waists in the "W., G. & R." Brands Are Priced at \$1.00



Caps for men and boys in charming chamoisette of the one-piece style, well finished with satin lining, are ideal for the cool fall when easy headwear is wanted. The shades are fawn, grey, brown and green. Sizes 6 1/2 to 7 1/2. Price, \$1.75.

Children's straws, in many makes and shapes, and of English and American manufacture, in Shonsi and Canton braided straw, in the Jack Tar, sailor, babette and novelty styles, with rolling flexible brims, plain or gilt lettered woven name bands and side bows. Sizes 6 to 6 1/2. Each, 98c. —Main Floor, James Street.

They're in neat single or cluster stripes of blue, black, mauve or brown on white ground. Have attached soft collars, single band cuffs, breast pocket, drawstring at waist. Sizes 6 to 16 years, \$1.00.

Shirt waists, boys', of the well-known "Kanyee" brand of imported cambric cloth, are made with soft collar attached, button cuffs, breast pocket and patent loop at waist. Sizes 8 to 16, \$1.25.

Boys' negligee shirts of printed cotton, in neat single pin stripes of blue, black and helio on white ground, have soft French cuffs, laundered neckbands and are cut in coat style. Sizes 12 1/2 to 13 1/2, 79c.

Of fine quality blue chambray are boys' negligee shirts in "W., G. & R." brand, coat style, large and roomy, with soft French cuffs, and laundered neckbands. Sizes 13, 13 1/2 and 14, \$1.25.

All-worsted boys' pullover jerseys, in fine elastic weave, come in plain black with orange trimmings and in grey with royal or cardinal trimmings on collar, cuffs and skirt. All have double collar, double close-fitting cuffs and full body. Dome fasteners are used on the shoulders for sizes 24 to 28, while sizes 30 to 32 have pullover neck. Sizes 22 and 24, \$2.25. Sizes 26 and 28, \$2.50. Sizes 30 and 32, \$2.75. —Main Floor, Centre.



1869 "SHORTER HOURS" GOLDEN JUBILEE "BETTER SERVICE" 1919

Store Opens at 8.30 a.m. Closing at 5 p. m.

Closed All Day Saturday During July and August. No Delivery Saturday.

Boys' Multiplex Brand Hosiery is the Economical Hose for School Wear

Economical Because of the Stubborn Resistance to Wear Assured by Double Splicing of Heels and Toes

Heading the list is boys' heavy weight ribbed cotton hose in black, made with double-ply knees, extra elastic fitting. Sizes 6 to 10. Pair, 59c.
Boys' all-wool worsted hose, an excellent hose for school wear, seamless, elastic fitting. Size 6, pair, 50c; 6 1/2, pair, 60c; 7, pair, 70c; 7 1/2, pair, 80c; 8, pair, 90c; 8 1/2, 9, 9 1/2 and 10, pair, \$1.00; 10 and 11, pair, \$1.15.
Boys' black or tan all-wool three-quarter length knicker hose, made in 3-1 rib with fancy patterned turn-over top, knitted from fine soft all-wool yarns. Sizes in the lot, 5 1/2, 6, 6 1/2, 7, 7 1/2. Pair, \$1.25.
Youths' heavy-weight, broad-ribbed all-wool knicker hose, obtainable in black, white, olive, grey or seal. All have heavy turnover top and reinforced heels, toes and soles. Sizes 7 1/2 to 10. Pair, \$1.50.
Boys' black all-wool 2-1 ribbed cashmere hose, of English make, made from selected soft all-wool yarns and reinforced at heels, toes and soles with extra ply. Also have invisible double knee. Priced, according to size: 6, \$1.00; 6 1/2, \$1.05; 7, \$1.10; 8, \$1.20; 8 1/2, \$1.25 pair. —Main Floor, Yonge St.

Boys' Handkerchiefs--the Practical Khaki Colored Sort, 3 for 25c

Mothers who are collecting the boys' school wear things will find the khaki handkerchief not only the sensible thing because of its serviceability, but also very popular with "the boys." These are made of mercerized cotton, 19 inches square, finished with half and one-inch hemstitched hems, and specially priced at 3 for 25c.

For those who prefer white we have strong cotton handkerchiefs, also 19 inches square, finished with half-inch hemstitched hems, at 2 for 25c.

With colored borders we have the popular "Excelda" brand handkerchiefs of mercerized cotton, delightfully soft, yet durable, 17 inches square. Procurable in combinations of brown, blue and green, with half-inch hemstitched hems. At 18c each, 3 for 50c. —Main Floor, Centre.

THE T. EATON CO LIMITED