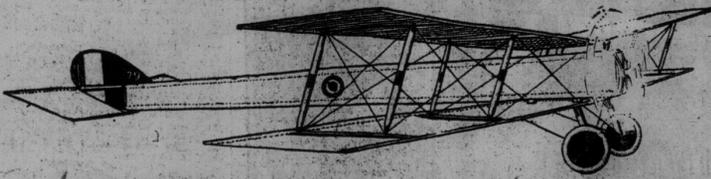


EATON'S DAILY STORE NEWS

"LOOK AT THE AEROPLANE!"

SOME ONE CRIES



AS YOU strain your neck and eyes, you see away up in the sky what looks for all the world like a De Havilland Battleplane used by the Allies for heavy fighting and bombing. But there isn't any hum of a motor, and the aeroplane seems stationary. As you watch it with some wonder, a small boy vouchsafes the information that it is Billy Jones' new aeroplane kite, a birthday gift from dad.

In your day no doubt a kite was a chunk of paper on a wooden frame with a bunch of rags for a tail. Since then science has entered the field of kites, and from them gained knowledge that made possible the aeroplanes of today.

This kite has a four foot spread from wing tip to wing tip. The fuselage is three feet long, the chassis is on two wheels and supports the body for landing purposes. The price is \$25.00.

A similar kite, only with single fuselage, is priced at \$15.00. At 5c is a "make your own kite" outfit, which includes paper, wooden strips.

Between the prices of \$1.75 and \$7.50 are cross kites, keel kites, tailless kites, box kites, improved box kites, and triangular kites, made by the famous kite maker—Roach, of Brighton, England.

If you've got a boy, and you want to give him something that will afford a wealth of pleasure and incidentally keep him out in the air and sunshine, then buy him a kite.

Fifth Floor—Main Store.

STORE OPENS AT 8.30 A.M. CLOSING AT 5 P. M. DAILY

EXCEPT SATURDAY

Store Closed All Day Saturday During July and August.

EATON CO.

Look Fellows!

Soccer Footballs, \$2.45
They're the regulation size, No. 5, proper shape, and made of long wearing, sturdy leather that should stand lots of kicking about. The bladders with which they are equipped are of splendid quality rubber, and should not puncture easily.
—Fifth Floor, Centre, Main Store.

A Boy's Entertainment Is Perhaps More Important To Him Than Clothes.



But to dad or mother the following will no doubt be of interest.
At \$1.85 are boys' new-style coat style shirts of fine printed cambric, in assorted cluster striped patterns of blue, mauve or green of white grounds. Have double French cuffs, laundered neckbands, and are reinforced across shoulders with double yoke. Sizes 12 to 14. Each, \$1.85.
BOYS' SOFT COLLARS
"W. G. & B." and "Tucker" brands, with cutaway fronts, long points, in many of the season's most popular styles. With outer surface of silk, pique or madras, and interlining and band of bleached cotton. Sizes 12 to 14 in the lot, but not all sizes in each style. Prices range from 35c to 50c each.
BOYS' UNDERWEAR
In two-piece style of durable medium weight cotton and merino, in natural shade, shirts have French neck, mated finish and close fitting cuffs, drawers have outside facing, suspender tapes and closely fitting ankles. Sizes 12 to 14. Garment, 25c.

The Famous "Multiplex Brand" of Hosiery.

For Boys

Gives exceptionally long wear, and is as comfortable as is possible to make hosiery.

Boys' Hosiery made in England of selected strong all-wool worsted yarns, in four and six rib, seamless and neatly finished. Prices according to size, \$1.00 to \$1.10 pair. 6" 70c; 7" \$1.00; 7 1/2" \$1.05; 8" \$1.10; 8 1/2" \$1.15; 9" \$1.20; 9 1/2" \$1.25; 10" \$1.30; 10 1/2" \$1.35; 11" \$1.40; 11 1/2" \$1.45; 12" \$1.50; 12 1/2" \$1.55; 13" \$1.60; 13 1/2" \$1.65; 14" \$1.70; 14 1/2" \$1.75; 15" \$1.80; 15 1/2" \$1.85; 16" \$1.90; 16 1/2" \$1.95; 17" \$2.00; 17 1/2" \$2.05; 18" \$2.10; 18 1/2" \$2.15; 19" \$2.20; 19 1/2" \$2.25; 20" \$2.30; 20 1/2" \$2.35; 21" \$2.40; 21 1/2" \$2.45; 22" \$2.50; 22 1/2" \$2.55; 23" \$2.60; 23 1/2" \$2.65; 24" \$2.70; 24 1/2" \$2.75; 25" \$2.80; 25 1/2" \$2.85; 26" \$2.90; 26 1/2" \$2.95; 27" \$3.00; 27 1/2" \$3.05; 28" \$3.10; 28 1/2" \$3.15; 29" \$3.20; 29 1/2" \$3.25; 30" \$3.30; 30 1/2" \$3.35; 31" \$3.40; 31 1/2" \$3.45; 32" \$3.50; 32 1/2" \$3.55; 33" \$3.60; 33 1/2" \$3.65; 34" \$3.70; 34 1/2" \$3.75; 35" \$3.80; 35 1/2" \$3.85; 36" \$3.90; 36 1/2" \$3.95; 37" \$4.00; 37 1/2" \$4.05; 38" \$4.10; 38 1/2" \$4.15; 39" \$4.20; 39 1/2" \$4.25; 40" \$4.30; 40 1/2" \$4.35; 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