

# EATON'S DAILY STORE NEWS

## SUMMER FOOTWEAR FOR YOUNG FOLKS

Here Are Some Examples of the Summer Preparation.

Too much care cannot be given to the selection of young people's footwear, and especially in the hot weather.

The Store has given a great deal of attention to the perfecting of this section, and the carefully chosen stocks are backed up by expert attendants, who have made a study of young people's requirements.

**Fine Brown Kid Slippers**, with one strap and bow, very cool and comfortable, dressy shade, light, flexible turn soles and spring heels; misses' sizes, 11 to 2, \$1.35; girls' sizes, 8 to 10½, \$1.15; children's sizes, 4 to 7½, 95c.

**Black Dongola Kid Slippers**, two-button strap style, very popular and neat, flexible turn soles and spring heels; misses' sizes, 11 to 2, \$1.25; girls' sizes, 8 to 10½, \$1.15; children's sizes, 4 to 7½, 95c.

**Low Oxford Shoes**, in fine quality chocolate-colored kid, medium weight soles and low heels, large eyelets; particularly neat for Summer wear; misses' sizes, 11 to 2, \$1.30; girls' sizes, 8 to 10½, \$1.15; children's sizes, 4 to 7½, 95c.

**Blucher Boots**, in pretty shade of brown kid, extension soles, neat and serviceable, low heels, large eyelets for lacing, excellent quality and well finished; misses' sizes, 11 to 2, \$1.50; girls' sizes, 8 to 10½, \$1.35.

**Barefoot Sandals**, superior tan calfskin, stitched to solid leather soles by Goodyear process, smooth inside and very serviceable; children's sizes, 4 to 7, 75c; children's sizes, 8 to 10, 80c; boys' or girls' sizes, 11 to 2, \$1.00; large boys' or girls' sizes, 3 to 5, \$1.25.

—Second Floor, Queen St.

## TEST THE "D.A." METHOD

"Customers' Deposit Account" System of Shopping—A Special Convenience to Those Summering Out of Town.

Practically a way of shopping without money. You deposit a sum of money at our "D.A." Office, basement, opening an account with us; you then, phone in your order to the City Order Department (or send it by mail, or shop in person) and advise us to charge that purchase to your "D.A." (the money you have on deposit with us).

Thus there is no necessity of carrying money while shopping, and no paying drivers at door for C. O. D. parcels.

A monthly statement is sent you, showing in detail your purchases, deposits, withdrawals and balance at your credit.

We allow interest on your daily credit balance.

Try the "D.A." system of shopping, and phone in your orders. For further information call at Customers' Deposit Account Department, basement, centre stairway.

## SUMMER WEAR FOR WOMEN

A Hurrying-out of Lingerie Waists at Half Price Monday Morning.

A little of everything makes up this collection of waists, in which you'll find samples, odds and ends, and some slightly soiled, but all are of fine, sheer lawn, with trimmings of all-over embroidery fronts, fancy yokes of Val insertion, guipure medallions, panels of Val embroidery, insertions with tiny tucks, etc., finished with long or short sleeves, buttoned back, sizes 32 to 42. Clearing half-price.... 33c to \$2.50

**Women's White Lawn Waists**, with yokes of lace and guipure insertion, with guipure medallions, rows of insertion down front, some with Val insertion and embroidered insets, still others have square yoke and panel at side of wide guipure insertion edged with lace frill, long or three-quarter sleeves, buttoned back, sizes 32 to 42. Price .....\$1.79

**Women's White Lawn Waists**, Dutch or high necks, pretty embroidered fronts, others with yokes and fronts with Val, duchess and guipure insertion, also tailored styles with laundered collar, long or short sleeves, buttoned back or front, sizes 32 to 42. Price .....98c

**Women's Cool Net Waists**, in pretty styles, with rows of guipure insertion and fine tucks, long sleeves with insertion and lace, lined with Japanese silk, sizes 32 to 42, each only. Price .....\$1.98

**Women's Wash Petticoats**, in fancy stripes, some with flounce of accordion pleating and tucked frill, others with pleating and inlaid frills, white with sky, pink, mauve, navy or tan, lengths 38, 40 and 42. Price .....43c

—Second Floor, Centre.

## WHAT'S COOL IN MEN'S WEAR

Here's the Right Clothing for Hot Weather, and it's Priced Attractively, Too.

**Men's Hot Weather Suits** (coat and trousers only), stone grey tweed, with blue stripe, single-breasted sacque coat, trousers have cuffs and straps for belt. Price .....\$8.50

**Two-piece Suit**, \$12.50; fancy worsted material, nice light grey stripe, single-breasted, three-button coat. Sizes 34 to 44.

**Blue Serge Blazers**, \$2; plain serge, unlined sacque coat, also blue serge trimmed with light blue cord.

**At \$3.50**, better quality blue serge, unlined coat, well made, with patch pocket. Sizes 35 to 42.

**Lustre and Russel Cord Coats**, in black, grey and blue and black stripes, large assortment, sizes 34 to 44. At .....\$1.50 to \$3.00

—Main Floor, Queen St.

## SIXTY-NINE CENTS FOR BOYS' WASH SUITS, MONDAY

Attractive in Style—Satisfactory in Workmanship—Enticingly Priced.

Neatly made in the Russian style, with deep sailor collar and adjustable white linen shield, of plain blue chambray material, white cord piping, bloomer knickers. For ages 2 to 7 years.



Some Examples of the Finer Qualities

**Boys' Wash Suits**, in the natural linen, white duck-colored prints and chambrays, of many patterns and colors, both the sailor and Russian styles, bloomer and knee pants, for ages 3 to 8 years. At .....\$1.00 and \$1.25

**Russian and Sailor Wash Suits**, of pretty striped and checked galateas, chambrays and prints, braid and cord trimmings, bloomer knickers and knee pants, for ages 3 to 7 years. At .....\$1.50 and \$1.75

**Boys' Man-o-War Suits**, of plain white duck and linen, loose blouse effect and deep sailor collar, of navy and pale blue, with white braid cuffs to match, long wide pants, for ages 5 to 9 years. At .....\$1.50 and \$2.00

**Russian Wash Suits**, in exclusive designs and patterns, the plain shades of fawn, blue, white and natural linen, and dainty striped effects, in repp, percale, chambrays and galateas, deep sailor collars with braid and lace insertions, bloomer knickers, for ages 3 to 7 years. At .....\$2.00, \$2.50 and \$3.00

**High-grade Wash Suits**, in beautiful materials, patterns and shades of striped and checked designs, which come in such materials as percale, repp, chambrays and galateas, Russian style, with deep sailor collar or with military collar, bloomer knickers, for ages 3 to 7 years. At .....\$3.50 and \$4.00

—Main Floor, Queen St.

## THE COOLEST HOSIERY

Cotton Hose With Balbriggan Sole. Ideal for Hot Weather.

Those who know the Summer comfort of balbriggan underwear will appreciate the same material for stocking soles, black cotton legs, superior Hermsdorf dyes, spliced soles, heel and toe, may be worn with low shoes, all sizes. Pair, 18c, or 3 for .....50c

**Women's Llama Cashmere Hose**, a splendid soft Summer stocking that gives excellent wear and is very comfortable, plain black, made from high-grade English cashmere yarn, seamless and fashioned finish. Pair, 38c, or 3 for .....\$1.10

**Fancy Lisle and Cotton Socks**, in a large variety of new designs and colors, all this season's high-grade German makes and dyes, sizes 10 to 11. Pair .....25c

**Ribbed Black Cotton Hose**, suitable for boys and girls, stainless dyes, spliced heel and toe, seamless finish, sizes 6 to 10. Pair, 20c, or 3 for .....50c

—Main Floor, Yonge St.

## CAN YOU SWIM?

The Beautiful Queen Amelia of Portugal is an Expert Swimmer.

An interesting article on "Europe's Diver Queens," in a recent issue of "M. A. P.," tells of her winning a medal for saving the lives of two children in the River Tagus.

The entry of women of the present generation into the realm of athletics has resulted in the production of many who excel in this particular form of aquatic prowess. Swimming clubs have sprung up in our own midst during the Winter, and it is a notable fact that "bathing" at the Canadian Summer resorts is to be interpreted as diving and swimming and floating rather than the mere basking on the beach or playing in the surf, by which the term is understood at the American or English watering place. If the Canadian girl cannot swim she is at least possessed of the ambition to learn.

## EQUIPMENT

In the practical manner of garb, comfort and suitability are paramount, but the claims of appearance are also to be considered. Lustre, as a material, meets all demands. Its adoption is universal. The bathing dresses the Store specializes exploit no other fabric. It is ideal in lightness of weight, in the quality of buoyancy, and that of immediately shedding the water the moment it emerges from the same.

## BATHING STYLES

The designs we have selected for the fashioning of these suits reflect the modes current in land apparel. There is the bathing dress cut in Russian blouse style; there is the Princess bathing suit; another very trim little production in bright blue lustre is piped with plaid silk, with a smart sailor knot of the same; while a line at \$2 in navy and black represents a wide variety of treatment, sailor collar, Dutch necks, and sundry forms of plain and fancy braiding, making up a very attractive offering.

The knack of swimming is very considerably assisted by the wearing of a light, comfortable-fitting suit. The heavy serge creation of former years was a veritable anchor.

## WALL PAPERS AT LOW PRICES

Many of Our Best Selling Lines Clearing to Make Room for New Stocks.

In these six items, we have set the pace in the matter of low prices: 1,000 yards red, green and brown burlap, of extra fine quality, 37 inches wide, suitable for halls, rooms, etc. Special, yard .....25c

**400 rolls Varnished Wall Paper**, for kitchens, halls, rooms, etc., a variety of patterns to choose from; clearing this out to make room for new stocks. Single roll .....10c

**Dark Brown Wall Paper**, suitable in pattern for stores, halls, dining-rooms; has 18-inch border to match, and fancy ceiling. Wall and ceiling, single roll, 10c; 18-inch shaded frieze, yard .....4c

**Heavy Embossed Fancy White Ceiling Paper**, in patterns to harmonize with any paper in rooms or halls. Single roll .....7c

**1,000 Rolls Canadian Wall Paper**, for halls or rooms, complete combination of wall, ceiling and 9-inch border; all good, serviceable colors. Wall and ceiling, single roll, 4c; 9-inch border .....1½c

**Imported Wall Paper**, for rooms, clearing the balances of good-selling lines, large range of pretty colorings and designs, enough of each pattern for any good-sized room or hall. Clearing, single roll .....8c

—Third Floor.

## IN THE UPHOLSTERY SECTION

The Better Grades of Interior Fittings.

The Store is known for the splendid range of lace curtains at low prices. In the more costly grades we have a surprising assortment of new and standard patterns at prices that in every case are unusually low.

**At \$10.00**—Arabian, Battenberg and Marie Antoinette curtains; we show the usual sizes in a fine line of drawing-room and dining-room curtains; the best quality of French net and all lace work carefully done by hand, combine to make these curtains wear long and satisfactorily. Per pair .....\$10.00

**Big Showing of fabrics for hangings**, etc., in angors, worsted, damask, lattice and stripe effects are offered; self tones, 50 inches wide; the colors in stock are crimson, blue, rose, brown, green and olive; the curtaining for your living room or library. Per pair .....\$2.25

**3 and 4 Panel Folding Draught Screens**, golden oak, Early English finish, or mahogany finished frames, are fitted with double-action brass hinges, and covered with leather or burlap, in assorted colors. Each .....\$5.50 to \$7.00

—Third Floor.

## DOUBLE HOLIDAY NEXT WEEK

Store Remains Closed Friday and Saturday, July 1st and 2nd.

Many people will take advantage of the special excursion rates to make short journeys. Hundreds and hundreds will celebrate Dominion Day by spending the holiday in the country—enjoying an outing in the fresh air. Many outings will have to be prepared; there's sure to be a week-end rush; best time to buy is as early in the week as possible.

## JET-STUDD BELTS AT 15C

A Discontinued Line Priced for Sharp, Quick Business Monday.

The leather is soft and studded with jet in a pretty pattern, making a neat, serviceable belt for shirt waist wear, all finished with nice buckles.

Also a new fresh line of Beaded Elastic Belts, with jet buckles to match. Hurrying out .....15c

Be as up to date as the French woman in your belt selection. It's quite possible with our splendid stock of Parisian belting. We buy beltings and buckles direct from the makers and make them up in our own work-rooms. They're marked at special prices such as you'll find in Monday's lot. The noticeable feature about them is the gold and silver combinations in many pretty patterns, also pretty colors effectively blended with the gold and silver.

Wide and narrow widths, finished with buckles to match. Special .....50c

—Main Floor, Yonge St.

## NOTEWORTHY RIBBON NEWS

Specially Low-priced for Early Monday Morning Business.

The call of Midsummer fashions for a greater use of Ribbons makes this a rather timely and noteworthy offering. A Pure Silk Taffeta, in Dresden patterns, very effective in its handsome combinations of such colors as pink, moss, sky, Alice, reseda, Nile, wine, mauve, navy, brown, cream, width 5 inches. Specially low-priced, at, per yard .....15c

**Ribbon Remnants** from the past week's heavy selling, large assortment of qualities, colors and widths, good, useful lengths, all to leave at Half-price.

—Main Floor, Yonge St.

## CARPETS FIT TO SURROUND A THRONE

Monday's Offerings Are All Extraordinary in Value, and Varied in Qualities for Different Uses.

The home is the background from which women rule the world. Its carpets form no small part of this setting, in which you must live your life, receive your friends, and gain whatever position socially you may aspire to. See that this important detail is right.

**Fine English and Domestic Brussels Carpet**, combined with some heavy English velvet carpet, is a clearing of a mixed group, small quantities of each, enough in some patterns to cover one or more rooms; also we show some pretty stair carpets in the velvets, all are reduced to clear. Monday, per yard .....89c



**English Tapestry Carpet**, 27 inches wide, comprises a lot of discontinued patterns, selected from stock and marked at a clearing price, showing floral, scroll and conventional designs, in good, brightly printed colorings. Per yard .....59c

**China Straw Matting**, 36 inches wide, with strong fibre warp, shows neat fancy check patterns, in green, red and natural shades, clean, live straw, is a most economical floor covering for Summer houses. Per yard .....10c

**Japanese Straw Mats**, made from selected grade of straw matting, with strong cotton warp, brightly printed, shows designs and inlaid patterns, cool and healthy for Summer cottages, 2½ x 5 feet, for 30c each; 3 x 6 feet, 35c

**Printed Linoleum**, 2 yards wide only, gives a good selection of Scotch and domestic makes and choice of over 15 designs, in block, tile, floral and parquette effects, well-made goods, thoroughly seasoned. Square yard .....33c

—Third Floor.

## LEATHER COVERED PICTURE FRAMES

Nice for Little Gifts and Always Appropriate.

They come in three different sizes, and in several shapes, and are covered with good quality Saffian and Walrus grain leather, well finished .....25c

Also other styles, in seal grain, fancy calf, crushed morocco, in round, oval and oblong shapes .....35c to \$1.00

—Main Floor, Yonge St.

## MUSLINS, MONDAY, AT 12½C

Now for an Early Clearance of a Special Line.

Cleared up an overstock of a manufacturer at a greatly reduced price. He needed the room for other goods. Assorted weaves, in the lot in a wonderful range of colors and designs, this special purchase comes at a most opportune time for your warm weather dress. Monday's good offer means big saving. See special Yonge Street window display. Per yard .....12½c

**White India Linen Lawn and Nainsook**, 18c

A superior quality in both those lines, the lawn is a particular favorite just now for waists and dresses, as it makes up very nicely, and is cool for warm weather wear. The nainsook is what most women are looking for at the present time. At this price it means big savings to those who are here early enough to get supplied; the quantity is limited, so to secure a length of this useful, superior fabric be one of the early buyers; 36 inches wide. Per yard .....18c

—Main Floor, Yonge St.

## LINENS AND COTTONS

Excellent Buying Opportunities for Early Shoppers Monday.

**12 Yards of 40-inch Nainsook** for \$1.49, superior English make, fine even quality, pure finish (no dressing), a splendid cloth to make up into women's and children's Summer wear. And you would usually pay twice this price for it.

**Full Bleached Pillow Cases**, ready for use, good heavy quality (no dressing); sizes 42 x 38 and 45 x 38. Pair .....25c

**Fine Crochet Quilts**, superior quality, assorted designs, soft, pure finish, hemmed ready for use; size 80 x 90 inches. Each .....\$1.49

**English Twilled Sheetings**, full bleached, firm even weave, 72 inches wide. An excellent sheeting at heavily reduced price. Per yard; 25c

**Scotch Table Damask**, three-quarter or semi-bleached, strong weave, well assorted patterns, easily bleached, 57 inches wide. Yard .....33c

**Table Napkins**, pure Irish linen, firm quality, small, neat designs, hemmed ready for use; size 20 x 20 inches. Dozen .....\$1.58

**Shams or Table Covers**, hemstitched and embroidered, beautifully worked, hand drawn; size 32 x 32 inches. Clearing at, each .....25c

**8c Yard for Glass or Tea Toweling**

A superior English weave and a splendid wearing and drying quality, checked pattern, widths 24 and 36 inches. We offer it to you Monday at less than it would be shipped in here from the mills by the carload.

—Main Floor, Albert St.

## SUMMER FURNITURE

Now is the Time to Secure the Best at Prices Which Have Been Made Very Low.

**Willow Arm Chairs and Tables**, in buff and natural finish .....\$2.35 to \$6.00

**Rattan Arm Chairs, Arm Rocking Chairs and Tables and Couches**, green and natural finish .....\$2.75 to \$13.00

**Prairie Grass Arm Chairs, Reception Chairs, Arm Rocking Chairs, Tables and Couches** .....\$5.00 to \$40.00

**Verandah Arm Chairs, Rocking Chairs, Reception Chairs, Settees**, in red, green and natural finish, large variety of designs and sizes. ....\$1.20 to \$12.75

**Refrigerators**, standard makes only, continued tests have proved their excellence, a large variety of sizes, lined with galvanized iron, white enamel, porcelain and opal, range in prices from .....\$5.65 to \$48.75

**Window Screens**, adjustable screens, with best quality green wire cloth, securely keyed to frame, have large extension .....14c to 45c

**Screen Doors**, of quarter-cut golden surface oak, have hardwood dowels and green wire cloth; sizes 2-6 x 6, 2-8 x 6-8, 2-10 x 6-10, 3 x 7, ranging in prices from .....75c to \$1.75