

EATON'S DAILY STORE NEWS

Our New York Letter

From Our Special Correspondent.

Verily, we have all gone frill mad! Only a twelve-month ago Dame Fashion was sternly denying us any semblance of a frilly effect, even on our most intimate, invisible garments; and now, behold, frills on our hats, on our neckwear, our sleeves, our parasols—even our four-lard summer frocks frolicking out with frilled skirts.

Two infrangible rules, however, there are about the new frills. They must be pleated and not gathered; and they must lie flat. The quaint little neck frills—Chantecler frills, as they are now called by the dressmakers—have taken New York by storm. Almost every frock—with the exception of formal evening costumes—in the Gould trousseau, which, of course, set the fashions for half a year to come, had one of these gay little pleated frills around the top of the bodice; and it is said that the manufacturers of lace and net pleatings are tearing their hair with regret that they did not foresee the frill fever and provide millions of yards more of plisse neck trimmings.

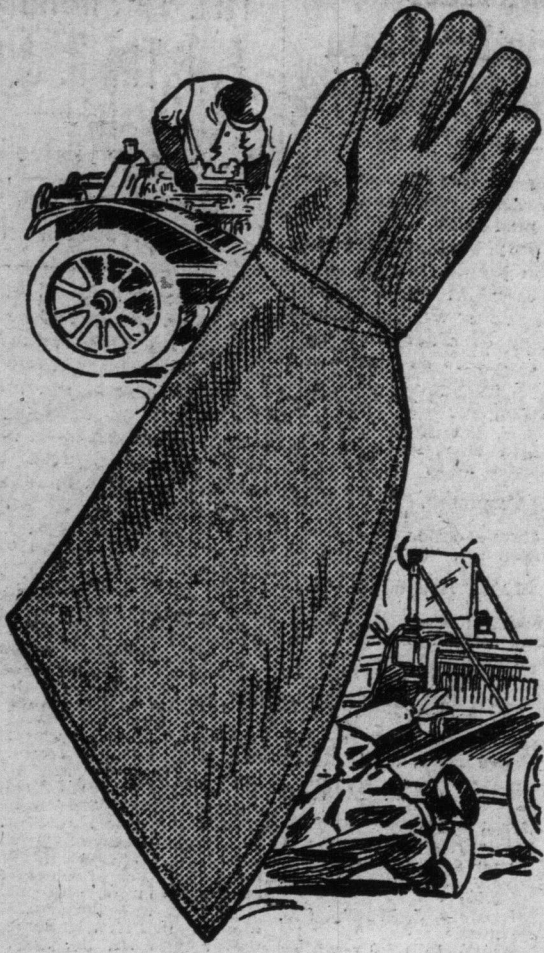
Not every woman, of course, can wear the pleated neck frill; but these little ruffles around the base of the throat are so quaint and so youthful—in style—that most women will wear them whether or no, and often by a clever knack of arrangement a trying style may be made becoming.

The trouble is that the average woman decides about neckwear from a front view in the mirror only. At this point one seems always to look one's best. It is those side glimpses with the aid of a hand mirror that seem to reveal disheartening truths about sharp chins, hollow throat, wrinkles back of the ears and wrong coiffure lines. But before any radical change in neckdressing is attempted, the new style should be searchingly tested in a strong light and from back, side and three-quarter views.

The neck frill, worn in a circle all around the throat, is particularly becoming to very young girls with faultless lines from ear to shoulder. Older women should drop the frill the least thought in front, so that a slightly V'd effect is produced, and a dashing little bow of velvet ribbon or dark silk, set just in front, will add to the becomingness of the frill. Owing to the King's death, black is quite correct. A long, fluffy jabot of lace or net matching the frill also helps toward becomingness, for the line of frilling down the front blends with that encircling the neck, and gives a longer and more graceful line. The lace jabots also are finely plisse, and four yards of wide lace, closely pleated and attached to either side of a half-yard strip of lace *entre deux*, makes a very graceful jabot. Sometimes the pleated lace is attached to only one side of the narrow *entre deux*, the opposite being finished with a narrow pleated lace frill.

Another point to be remembered about the neck frill is flatness. The net or lace pleating should be securely caught down to the bodice by invisible stitches, a quarter-inch or so from the top, so that the frill may not bulge up in ruff fashion and destroy the pretty sloping line from throat to shoulder.

Automobile Repair Gloves



Made from heavy oil-dressed drill; made with in-seams and continuous thumb; tans only.

The cuff is so long as to come past the elbow, protecting sleeves when you crawl under the machine to make repairs, or when you are working with your arms down in amongst the cylinders in front. The cuff is wide and rendered fairly stiff with a stout canvas lining.

They are certainly inexpensive at the low price of per pair65

MAIN FLOOR—YONGE ST.

You Should Buy This Brass Bed

Because it is in the best taste. The lustrous satin finish harmonizes with every kind of surroundings. The dull surface takes away every hard, glittering line, and the effect, while rich, is quiet. The design is entirely new.

It is Sanitary to use the cleanable metal instead of absorbent porous wood. The free circulation of air is demanded by every scientific theory of good health. This the design provides for.

It is splendidly built. Two-inch continuous posts give a substantial frame, with a head 66 inches high and a full swell foot end 36 inches high, heavy centre fillings, ornamental hucks and unusually well-made castings; the best quality of English lacquer is used, with perfect results; the width is 4 feet 6 inches; it is very moderately priced. Each .25.00

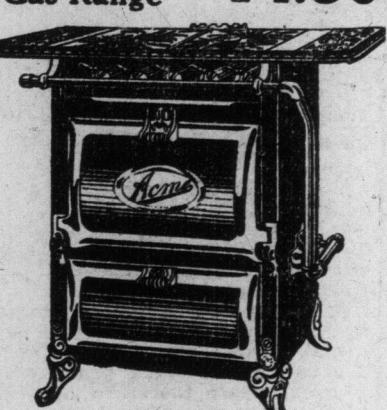
Springs and Mattresses of Same High Grade

Royal Box Spring, upholstered over oil-tempered coil springs, with cotton feet; this style of spring is unsurpassed for comfort and durability, is perfectly dust-proof, covered in fancy art ticking, spring edge, 6-inch border, rounded corners, 4 feet 6 inches wide12.50

Ostermoor Patent Elastic Felt Mattresses, made from fine quality white cotton, perfectly sanitary, non-absorbent, laid in layers, soft, springy and exceedingly comfortable, will not mat or get lumpy, covered in fine quality art ticking in fawn or blue, stitched edges, evenly tufted, 3 feet wide, 11.00; 3 feet 6, 12.50; 4 feet, 14.00; 4 feet 6 inches wide15.00

FOURTH FLOOR.

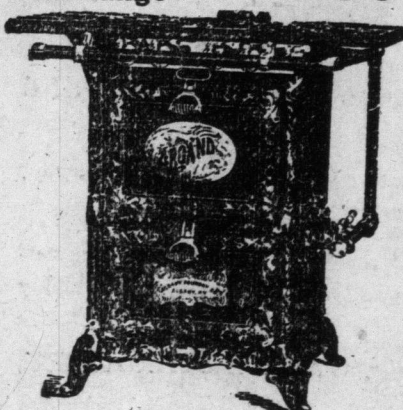
The "Acme" Gas Range 14.50



On 30 Days' Trial

The Gas Range made from our own plans and designs; a stove we recommend in the highest degree. It has beautiful nickel-plated trimmings or mountings; stands on four feet; the door of both the baking and broiling oven are nicely blinged; there are four top burners and a simmering burner, and the ovens have two long burners. All burners are fitted with lever handle stopcocks and are easily adjusted with simple working air mixer, with needle points regulators. So confident are we that this stove will suit you, if after 30 days' trial you are not satisfied with it we will send for the stove and refund your money. Price, with 16-inch oven14.50 Also 18-inch oven at15.50

The "Argand" Gas Range 16.50



Is a well-made stove in every particular. It has broiler and oven fitted with two long burners, which is much in advance of the one-burner type. There are four burners on top. These are the ranges that make labor light. Price, with 16-inch oven16.50 Also 18-inch oven at18.50

Floor Coverings

Our Best Quality English Tapestry Carpets, full 10 wires to the inch, are a guarantee of the excellence of this fabric, the closeness of weaver offering a solid wearing surface; these carpets show a strong range of good designs, in floral, chintz, conventional and Oriental styles. You're sure to find a parlor or dining-room carpet to please you among them. Per yard73.

A mill clearance of velvet rugs, a discontinued line of 4.6 x 6.0 rugs sold to use at a low price; we herewith pass them out to you at almost cost; they are pretty green, ecru, blue and red floral, chintz, medallion, conventional and Oriental. Special price, each2.67

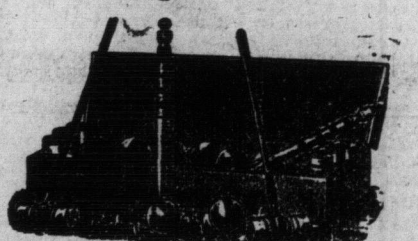
Austrian Fibre Rugs of a hard-wearing summer fabric, are strongly made in blue, green and Oriental tints. They're strictly summer floor coverings:

2.3 x 4.6	\$1.75
3.0 x 6.0	3.00
4.6 x 6.0	4.75
5.9 x 8.3	8.00
6.0 x 9.0	10.00
8.3 x 11.6	15.00

English and Scotch Printed Linoleum, 2 yards wide, are special make and the quality is very good; there are tile, block, floral, parquet patterns, in medium and lighter shades. Per square yard30

THIRD FLOOR.

Croquet Sets



A Well-made and Durable Set for Eight Players, 5-inch mallets1.45

Our Special Set for 6 Players, has 8-inch mallets of strong wood, highly polished2.00

High Quality English-made Sets, four balls each, at 4.50, 6.00, 7.50, 9.00 14.00, 17.00, 21.00.

Telescopic Hammock Stand and Awning, can be adjusted to accommodate any size hammock; has a strong wood frame, with attractive red awning and side shade. Price, without hammock11.25

Gliding Settee, with Canopy—Built on solid rockers that will bear any weight; will comfortably seat four, and has a removable table, meeting all requirements for a game or tea served in the balmy outdoor air; the large overhanging awning gives complete protection from the sun. Price, 17.50

FIFTH FLOOR.

A Brilliant Comet of Wall Paper Values

Opens the fourth day of the selling with a burst of savings. Choice is easy, for our system makes it possible for you to go straight to what you want, although there's great chance you'll stop to admire, perhaps to buy, some specially good offer not mentioned here. See everything. Your choice will then be founded broadly on knowledge.

German Wall Papers, for many styles of room decorations, include most popular colors, the lots being left over from the big week's selling, the quantities running up to 30 rolls of a kind, side wall only. To clear, single roll15

American Wall Paper, bright, rich-colored papers, for lower rooms, halls or sitting-rooms, offer a variety of designs, agreeably colored, for side walls only. Thursday, single roll21

Hall, Dining-room and Sitting-room Papers, show designs outlined in gold, others in two-tone colors, with 18-inch borders and a ceiling to match. Reduced to, single roll, 11: 18-inch shaded frieze, per yard4

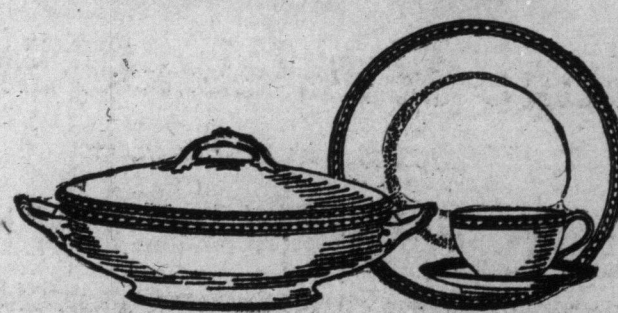
At 9c—Heavy Embossed Wall Paper, for your bedrooms, parlors or sitting-rooms, comes in brown, red and green, side wall only. Single roll9

At 7c—Heavy Embossed Fancy White Ceiling Paper, that will match nicely with any paper. Reduced to, single roll7

At 10c—Balances of English Wall Papers, in light and colored grounds, make very high-class hangings, pale greens, browns, yellow, blue, cream and pink are the prevailing colors. Clearing, single roll10

THIRD FLOOR.

The Hostess Takes Pride in a Well Laid Table



An essential consideration in connection with a well-laid table is the "China." A visit to our China-ware section in the basement will readily solve the question. Here is found a delightful choice in table ware from the best potteries of the world. Europe has the education of centuries in producing china-ware, the influences of the mythical, and folklore traditions to produce effects in art that are abundantly manifested in our imported china-ware.

We illustrate a few pieces from a high-grade Limoges China Dinner Set that will do honor to the dinner table on any occasion; there are 107 useful pieces, with a delightful decoration of a modest character, consisting of a plain maroon band, overlaid with a delicate pattern in rich gold; in addition, the edges are all traced with a burnished line of gold, and the handles are covered with rich burnished gold; the quality of the ware is above the standard, and the surface is hard and smoothly glazed; the modelling, as shown in the illustration, shows the work of superior craftsmanship; a very attractive set and a special value at34.00

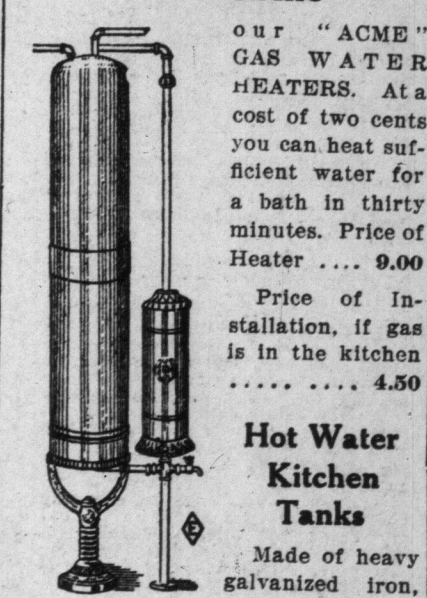
BASEMENT.

DURING
May, June, July and August
STORE CLOSING
SATURDAY AT 1 P.M.
NO NOON DELIVERY SATURDAYS

Successful Summer Cooking

It is important, in the matter of successful cooking, that the labors of the housewife be lightened as much as possible, and where modern improvements are introduced this will be accomplished. Few household improvements or appliances yield more satisfactory results than the Gas Range. And in this line our stock is very large and well assorted.

When the Summer Days Have Come



Our "ACME" GAS WATER HEATERS. At a cost of two cents you can heat sufficient water for a bath in thirty minutes. Price of Heater9.00

Price of Installation, if gas is in the kitchen4.50

Hot Water Kitchen Tanks

Made of heavy galvanized iron, with well riveted seams, guaranteed not to leak. They are tested to stand 200 pounds pressure. Price of tank4.25

Price of stand50

We will take out your old boiler and replace it with a new one, charging you for the labor.7.75

The Wide Range

The forms of the furniture in these several developments are various, meeting every need of verandah comfort. Not only chairs, settees, sofas and tables are obtainable, but tea-tables, magazine stands, flower stands, waste-paper baskets, tabourettes, and a host of other mediums of convenience.

Both appearance and economy protest against the employment of indoor chateaus for al fresco furnishing. The suitability and attractiveness of the designs indicated above urge investment.

THE T. EATON CO. LIMITED