

EATON'S DAILY STORE NEWS

About Parasols

When the sun shines down with uncomfortable warmth, or the clouds pour forth rain, we raise our parasol or umbrella to protect ourselves with no particular sense of appreciation of anyone or anything except our forethought in having brought along the contrivance. Yet only in 1752 General Wolfe, writing from Paris, said:

"The people here use umbrellas in hot weather to defend them from the sun, and some things of the same kind to secure them from snow and rain. I wonder a practice so useful is not introduced into England, where they can be expanded without inconvenience."

The following extract from the laws of Cape Colony about the same date further adds to our realization that the privilege of thus shielding ourselves from shower and glare of the sun has not always been the free benefit it is to-day. "It is ordered," runs the article, "that no one less in rank than a junior merchant or those among the citizens of equal rank, and the wives and daughters of those only who are, or have been, members of any Council shall venture to use umbrellas."

And now the only difficulty connected with the matter, not only with umbrellas, but even more especially with sunshades, is to make a choice from the variety of designs and colors available.

The New Parasol

In the Parasol Section the new creations of Paris and other European centres have been installed within the last few days, and many distinct novelties claim the attention. Foremost among these is the "Aeroplane," oblong in structure and obviously suggestive of the aerial craft; the Japanese parasol, a square, four-rib sunshade, finished with silk fringe; and the "Chantecler," the chief rarity of which lies in the tall handle, topped with the highly-colored head of the redoubtable Chantecler himself.

Among the more conservative productions some charming effects are achieved in hand-embroidered silk, shot silk, hand-stenciled linings, and pretty scalloping of edges. Frills are conspicuous by their absence, fringe and ruchings taking their place. Handles exhibit a wide range of choice, running from the severe wooden stick to that covered with crocheted silk, and including the leather woven whip handles, and the daintiest of polished and enamel crooks and knobs, the long Directoire stick being prominently exploited. Canopy tops are a strong feature, while an odd upturning of the pearl or gilt tips of the ribs has also been accorded a generous patronage.

Sweater Coats for Tourists

The vogue for the smart looking sweater coat has grown to such an extent, especially for outing wear, that no tourist outfit is complete without one, and in purchasing such a garment of the season of vacations, outings, excursions and short journeys, an assortment such as we present is particularly satisfactory, both to those who desire the inexpensive, serviceable sweater coat, or those who seek that dainty, elegant quality that combines comfort, service and very smart style found in our more expensive grades. These few price hints suggest the splendid range that awaits your choosing.

Women's All Wool Sweater Coats, three-quarter length, with colored collar front, cuffs and pocket finished with pearl buttons, colors white with myrtle, white with champagne, champagne with fawn, grey, wistaria, maroon or white. Sizes 34 to 42. Price \$1.75

Women's Fancy Knitted Wool Sweater Coats, in fine soft wool, three-quarter, V shaped collar with plain front and cuffs, large pearl buttons down front, colors navy, red, white, green, grey or myrtle. Sizes 32 to 42. Price \$3.50

Women's Knitted Wool Sweater Coats, extra fine quality wool, three-quarter length, with colored collar front, cuffs and pocket finished with pearl buttons, colors white with myrtle, white with champagne, champagne with fawn, grey, wistaria, maroon or white. Sizes 34 to 42. Price \$5.00

Women's Imported Hand-made Sweater Coats, from Paris, knitted in fancy stitch, made double-breasted, high collar, finished with two rows of pearl buttons down front and pockets, colors brown, grey, white, rose, myrtle, amethyst. Price \$10.00

Ribbons for June Weddings and Graduations



We have prepared lavishly for June. From the Swiss and French looms have come elegant productions in richest tints and an inimitable beauty of weave. From the narrowest baby ribbon to the widest and most elegant satin, we are prepared to meet your every requirement for whitewear and dress trimming, sashes, table and bouquet decorations, hair ornaments, hat drapes, etc.

We especially emphasize our "Duchess" Satin; it has a rich, elegant finish, soft, yet with fullness of life, pure silk and of Swiss manufacture. This ribbon is particularly adapted for use in fine garments, and comes in white and colors.

Width, inches.... ¼ ½ 1 1½ 2 2½ 4 5 6 7
Price, per yard.... 3c 4c 7c 10c 12½c 15c 25c 30c 39c 45c

Gloves Are Important

Never travel with a poor glove—it is false economy; the well-gloved hand bespeaks much for the character of the tourist. Tuck away two or three pairs in the suit case while you can secure such favorable prices on choice French makes.

At \$1—Women's Capeskin Gloves, made from selected, flawless skins, one clasp, outside seams, gusset fingers, Bolton thumb, spear pointed backs. In oak and English tan. This makes a grand traveling glove.

At 75c—Genuine French Kid Gloves, with two domes, oversewn seams and Paris points, colors tan, brown, blue, green, beaver.

At \$1.50—Women's Extra Choice French Kid Gloves, made from selected number 1 kid skins, with one and two pearl clasps, pique sewn, gusset fingers and Paris points, colors tan, mode, blue, beaver, brown, green, new red, champagne, black and white.

Pretty Silk Hosiery

With low shoes such a strong and popular fashion this Summer particular attention must be given to the selection of the stockings. Here are two items that afford very gratifying selection at moderate prices—

At \$1—Men's and Women's High-class Spun Silk Hosiery, in black and colors, including nearly all the new shades for this season; extra fine German makes, spliced heel and toe. All sizes.

At \$2—Men's and Women's Pure Silk Hosiery, in a large variety of new shades, and some have deep garter tops and sole of Lisle, extra fine finish, stainless dyes. All sizes.

Commencing a Three Days' Sale of Trimmed Millinery

Monday sees the beginning of the biggest millinery events in our history. 1,800 trimmed ready-to-wear hats and sailors to be hurried out in three days at away less than half-price. Quantities of them have never been shown before, fresh hats right out of the cases; all are smart styles, 600 Going at 25c 600 Going at 39c 300 Going at 48c 300 Going at \$1.98

ready to meet the needs of the girl or woman who wants an extra hat for street, picnic or holiday wear. They are of many styles, including large rolled styles, sailor styles and turbans, etc., smartly trimmed in various ways with drapes, velvet, silk, wings, etc. Divided into four lots.

Cut Glass Mounted With Hall-marked Silver



A shipment of Webb's cut glass, with hall-marked sterling mounts, has arrived "in the nick of time" for wedding gift buying. The assortment is great, ranging from the quiet, plain piece to the deeply cut and heavily mounted chef d'oeuvre of the glass cutter's art.

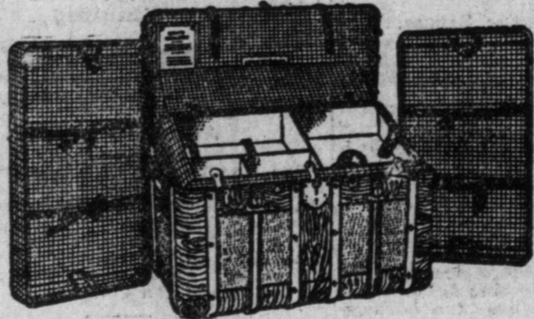
Biscuit Jars, with sterling cover and mount of beautiful cut glass \$10.00
A Claret Jug, in plain cutting \$13.75 and \$18.00
Butter Dish, very dainty \$3.00
Liquor Bottles, in different designs, any one of which would be a pleasing gift, \$3.00, \$5.50, \$7.25
Spirit Jugs \$3.50
Toilet Bottles, many handsome cuts \$2.25 and \$4.75
Decanters, of varied shapes, show different patterns of cutting \$6.75, \$7.50, \$8.75 and \$9.50
A 2-bottle Spirit Jug, in plain glass, is very handsome \$7.75

AS IN MAY - -
Store Closes Saturday 1 p.m.
During June, July and August.
No Noon Delivery Saturday

Good Buying in Parasols

An item that offers quite a considerable saving to women on Monday; English makes; fancy silk and silk-mixed covers, in new colorings and designs; choice Dresden, plain and striped effects; extra good gilt frames, with handles assorted in dainty natural woods. Your choice, each \$1.49

Indestructo Trunks



We are sole selling agents in Toronto for these trunks. Made of 6-ply hardwood, glued under immense pressure into one solid piece, round corners and edges of the most graceful character. Steel corners and mountings all nicely braced. Bound with steel shod runners for easy handling. This trunk is guaranteed for 5 full years against accident, loss, fire, wreck or collision, without any charge to the owner; should it get lost it can be traced at once. It is a trunk that can circle the globe and stand the many hard bumps.

Prices—
Steamer Trunks, 36 inches \$27.00 Women's Square, 40 inches \$40.00
Steamer Trunks, 40 inches \$30.00 Men's, 36 inches \$30.50
Women's Square, 36 inches \$36.00 Men's, 40 inches \$33.50

The Phonograph—A Charm of the Summer Home



Our stock includes a good variety of styles of both Victor and Edison makes, also our special "EATON Leader."

The "EATON Leader" is a disc graphophone, producing good quality tone and perfect in all modern appointments. Price \$19.00

Victor Disc Gramophones, \$31.00, \$42.00, \$50.00, \$63.00, \$75.00, \$125.00 \$150.00
Victor Disc Records, single side, 75c; double side \$1.00

Edison Cylinder Phonograph, \$19.80, \$28.00, \$39.00 \$52.00

Standard Edison Records, lasting two minutes, 40c
Amber Records, lasting four minutes \$65c

EATON Films for Cameras

When touring special care should be given to the selection of the camera films, because you may never have the opportunity of the same scenes again. We have had a film made expressly for us, embodying the most satisfying features of the best films we have yet handled. It is of a distinctly high grade and will fit all well known cameras.

2¼ x 2¼... 15c
2¼ x 3¼... 20c
2½ x 4¼... 25c
3¼ x 4¼... 35c
3¼ x 5½... 40c
4 x 5... 30c
4 x 5... 45c
2½ x 4¼... 50c
3¼ x 4¼... 70c
3¼ x 5½... 10 exposures.

The above films are guaranteed for use until December, 1911. Cameras and photographic supplies in a very extensive assortment, in Drug Section, Main Floor, James St.

Dinner Set

One we can recommend highly for the price. Seldom are we able to offer its equal. It was bought direct from the makers by special arrangement, which enables us to sell at the low price quoted. The ware is high-grade, first quality in every respect, beautifully decorated with clusters of delicate pink blossoms and pale green leaves, artistically blended and arranged. Beautiful stippled, burnished gold edges and a glaze found only on much higher priced wares. Special price \$15.50

Writing Home



"Dear Mother—This has been a most delightful tour and the one thing we have especially enjoyed was our supply of TECO CHOCOLATES."

TECO CHOCOLATES are put up in gold top boxes, tied with dainty ribbons; they are made from the purest chocolate and rich cream centres, in different flavors. Their two main features are purity and low price. Ask for TECO'S, the chocolate in the gold top box. ½ lb., 25c; 1 lb., 50c.

A Bridal Furniture "Shower"

The items below give you some idea of how well we've done our part in selecting the stock and setting the prices, which are plainly marked in every piece, showing reductions when any have occurred. Take an inventory before you invest.

3-piece Parlor Suite, of an entirely new pattern, includes arm chair, arm rocking chair and settee, in mahogany finish, polished. The pieces have large spring seats and deep tufted backs covered in new patterns of silk tapestry, 3 pieces \$38.50
Globe Wernicke Bookcases, in golden, Early English or fumed oak and mahogany, attractive designs and convenience in handling supplement the practical advantage of always being added to. 3 units, top and base, complete \$14.95
Parlor Table, in mahogany finish, has a round top, deep rim and shaped legs, well braced by a lower shelf and all well finished. Each \$4.75
Parlor Table, with centre pedestal large round top, mahogany finish, highly polished, thoroughly well built and finished in every way \$9.50
New Design Writing Desk, of genuine mahogany, with a polished fancy in laid top, has a well arranged interior, large writing bed, full length drawer and wooden knobs \$20.50
Women's Secretary, choice ¼-cut golden oak or mahogany, in an attractive design, well finished, outside and inside, has full length drawer and wooden knobs \$13.25

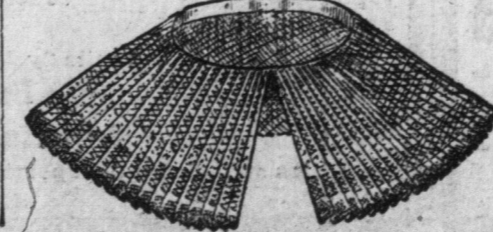
The Chantecler Collar Everywhere With Fashion Folk



These prism pleated collars have become an absolute craze in all the leading fashion centres abroad, and particularly noted is the fact that they are shown with the very best garments, and worn by the very best classes, both for street and social functions.

Makers of the most fashionable and elaborate wear have caught up the Chantecler idea, with the result that the novel and bewitching little flat, "frilly" affairs adorn the necks of the loveliest gowns and waists. Just now the tendency is to wear them very low in the front, although they can be adjusted to suit the neck.

Prominent features concerning these collars are their adaptability to suit any waist—instead of being gathered they are pleated in prism style—and fastened at the back or front.



Mulls, lawns, nets and laces are used in the making up of this charming neckwear, with trimmings of insertion and lace; the favorite trimmings are heavy laces and insertions and Paisley edgings. Big display Monday, varying in price from \$25c to 50c

THE T. EATON CO. LIMITED

—Main Floor, Yonge St.

—Main Floor, Centre.