

EATON'S DAILY STORE NEWS

Our New York Letter

(From Our Own Correspondent)

New York, June 4, 1910.—Parasols have blossomed out. Though a few sunshades are always seen before this date, June 30th officially establishes parasol time in New York, and also "straw hat time for the men." Summer has begun, and Summer raiment is in order from now until early September.

And, oh, but the new parasols are charming! All sorts of gay changes are rung on the plain coaching styles which used to be the only sort that were considered good form for street use in town. The Persian parasols are, perhaps, the prettiest—and undoubtedly the gayest—of the lot, and these Persian parasols are to be had in all grades, from expensively-handled silk models, with wonderful color blendings, to cotton parasols with Persian printings in bold colorings. The touch of red is everywhere, and the red parasol this year far outdistances the green favorite of other seasons.

A very smart red parasol has a cover of Pongee silk, in a deep, rich shade of the prevailing cockscomb crimson, and at the edge there is a Persian border, showing reds and blues cleverly combined. This parasol has a very tall stick of natural pimento wood, on which is draped a crimson cord with two tassels. Another red silk parasol has a deep, Vandyke border of black and white striped silk, and the handle is of dark wood, with a knob at the end, in which is set a disc of red coral.

The handles of the smartest parasols are wonderful. The long sticks are so tall that one poses with them, as with a staff, and when one is seated the hand has to reach up quite a distance to grasp the top of the parasol handle. Dark woods are most fashionable, and when the natural pimento is too expensive, ordinary wood is stained to imitate it. Of course the jungle handles are the fad of the moment, and every woman who can afford it will own a red parasol with a carved bird or animal on the top of the handle. There are lions, elephants, tigers, wildcats, and all the other beasts which the beloved Nimrod of the Americans has recently been supposed to shoot in the African wilds, but the prime favorites are the Chantrelle handles, queer rooster heads with little faces hidden under the bill, representing the actor who took the part in the famous play in Paris.

Very dressy parasols for coaching use, and for garden party and regatta use, have trimmings of ruffles and fringes, and sometimes the edge of the cover is allowed to fall over the rim of the open parasol in deep scallops. Little, old-time sunshades made of Chantilly lace, mounted on silk, are seen in the motors and open carriages that drive through the park on pleasant afternoons, and some of these little parasols close up by a manipulation of hidden springs and hinges and become fans.

All Summer frocks are so short that footwear must be faultless. With the dainty white dresses are worn white buckskin or canvas pumps and white silk or fine Lisle stockings. Black footwear is equally fashionable with white frocks, and, indeed, at Palm Beach and Atlantic City earlier in the season the black footwear prevailed even with flimsiest lingerie costumes. There is a daintiness and freshness about the white dress, with white slippers, however, that especially appeals to most women—and to all mankind. Silk stockings are so inexpensive nowadays that every woman should own a few pairs at least for wear with special frocks, and if the stockings are carefully gone over after each wearing, and every minutest dropped stitch securely fastened with fine darning silk, they may be made to last a long time. The worst wear and tear on the silk hose comes, not in the feet, but at the top, where the garters tear ugly "Jacob's ladders" down the side of the stocking. This may be prevented almost entirely if tape loops are sewed to the top of the stockings and the garters hooked through these loops.

Men's Suits: A Series of Great Price Opportunities to Start on Thursday

For the next few days we are going to sell quantities of first-class clothing at prices that will little more than cover cost of making. All are desirable goods of this season's buying, faultless in style and right every way in the making. Both the finer grades and the medium qualities are represented, so that every man's suit requirement will be met.

Consider Thursday's four splendid offerings, every one of them a grand opportunity for substantial saving on clothing worth while:—

First Lot at \$5.95—Serviceable and stylish business suits of domestic tweeds, neat stripes, on black or grey ground. Cut in three-button, single-breasted sack style, and well lined and finished. Sizes 36 to 44.

Second Lot at \$9.95—New Spring patterns in these clean-wearing fancy worsted cloths; strong green, black and brown, with colored thread stripe. Coats cut in smart three-button sack shape, with medium long roll and slight dip fronts. Linings are a fine twill Italian cloth.

Third Lot at \$12.95—Fine quality worsteds, in handsome slate and grey shades, with colored stripe. Tailored in three-button sack models, perfectly finished, lined with twill or fancy stripe serge.

Fourth Lot at \$14.95—Distinctly high-class suits, including many of our best suits that are mostly hand-tailored, with canvas and hair cloth ex- ing to bottom of coat, and with hand-felled collars. The materials are extra choice British worsteds. New designs

in brown, olive and green. Coats are superbly tailored in three-button single-breasted sack shape, with medium long lapels, shapely, well built shoulders and fine all-wool twill body linings.

If we haven't made it plain to you that the investments are worth your while it's through no fault in the goods nor of the values. Both are, in our opinion, extraordinarily inviting. If you need a suit you certainly owe it to yourself to see the goods and then consider the values.

This Summer Furniture Means Summer Comfort

The complete furnishing of your verandah or Summer home is not a matter of great expense, while the screening and refrigerator will both amply repay the initial outlay in comfort. In all of these we are making **EATON'S** the place to buy, with a list of extremely low charges, such as the following:—

Challenge Refrigerators, golden finish, 30 inches wide, 54 inches high, cleanable ice compartments, large provision compartment, 3 removable shelves, galvanized iron linings, straight drip pipe and bronze locks \$13.25

Regal Refrigerators, in golden finish case, are 26 inches wide, 39 inches high, have large ice compartment and single door, lining of galvanized iron and removable shelves. Complete in every way... \$5.65

Window Screens, in large variety of sizes, with hardwood frames, large extension and best quality green wire cloth. Range from 14 to 45c

Screen Doors, of surface oak, golden finish, have hardwood dowels and best quality green wire cloth, securely keyed into place; size 2-6 x 6-6, 2-8 x 6-8, 2-10 x 6-10, 3 x 7. 75c, 82c, \$1.15, \$1.35 and \$1.70

Verandah Arm Chairs, of selected wood, in natural finish, with slat backs, wide arms and double woven cane seat; are strong and serviceable. Each \$1.90

Arm Rocking Chair to match \$2.00

Arm Rocking Chairs, red, green and natural finish, with high slat back, heavy posts, wide arms and double woven cane seat; are well-built, comfortable and easy rocking. Each \$2.50

—Fourth Floor.

.. AS IN MAY ..

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

Splendid Hosiery Values for Women and Children Thursday

Women's plain black or colored Lisle Thread Hose, embroidered and plain effects, fine German makes, stainless dyes, spliced ankles, all sizes. Pair 35c, or 3 for \$1.00

Women's extra fine German made plain Black or Tan Cotton Hose, stainless dyes, spliced sole and heel, also a line of black, with the durable balbriggan sole, sizes 9½ to 10. Pair, 18c, or 3 for 50c

Boys' and Girls' Ribbed Black Cashmere Hose, pure wool yarn, double heel and toe, seamless finish, 6-ply knees, sizes 6 to 8½. Pair 25c

—Main Floor, Yonge St.

Suit Cases Thursday, \$3.75

A dressy Suit Case, splendid for men's use. It is a strong, well-made article that will stand all kinds of banging, as it is made of smooth leather and has a steel framework inside; linen lined, inside pocket and inside straps and two 1-inch straps outside; it is made to look well and travel long. Only 25 for Thursday, and at a close price, 24-inch and 26-inch \$3.75

—Basement.

Cricket! Cricket! Cricket!

A good cricket bat is half the game. We have just received a large shipment of Jacques' Cricket Bats, made of best selected willow, well seasoned and well shaped. These bats are splendid drivers and will give unbounded satisfaction.

New Record Driver, each...\$5.50 Jacques Cricket Balls, \$1.50, \$1.75
Reliance Driver, each...\$3.75 and \$2.00
Hatton Driver, each...\$2.75 —Sporting Goods Section, Fifth Floor.

Our Paris Letter

(From Our Own Correspondent.)

New and Fanciful Tissues.

Paris, France, May 31.—The best tailors, the fashionable couturiers, use for their latest creations, as walking suits or even smart afternoon frocks for street wear, a fine black or marine blue serge having the faintest hairline stripe in white, a most excellent and supple, though wiry, material. It seems to be all the rage at present.

A pretty frock seen and thus gotten up can be worn for dressy purposes through its particular and becoming arrangement. When the jacket is off, the gown is one-piece, with the skirt, but has the bodice of blue charmeuse, the shoulder and sleeve of Japanese cut, and has across the bust a rich drapery of handsome Oriental embroidery, forming the waistcoat for the outway smoking, when this is on. This gives the dressy touch to the whole otherwise plain gown, yet of great chic.

In leading houses checks and stripes are still employed in original weaves, and the two favorite materials (but not quite as fashionable as the above) at present are diagonal serge and "natte."

They adapt themselves to pretty combinations, as seen in a fascinating tailor-made of blue and black diagonal, also striped with a white hairline. The blue satin gown was hemmed with a high band of this woolen fabric, the bodice showing a white cloth embroidered vest, and the short diagonal jacket worn over it reached this band. A green and black natte suit, finished at the bottom of skirt and coat with plain green cloth, had also much style.

Khaki, striped with black, is also one of the favored colors of the season.

For silk costumes, moire seems at the present hour to take the lead over satin and changeable or glace taffetas, these being more suitable for dresses of style than tailor suits.

A great choice of goods is displayed. For afternoon gowns all the red tints are revived; strawberry, cerise, scarlet even. In fancy weaves are noticeable black and white checked tulle, changeable silk crepon, a recent innovation, dotted foulard of all colors, often veiled with chiffon. This last combination is one of the prettiest of the season, for vivid hues, cashmere silks especially, are greatly improved by transparencies. On the opening day of a Painting Exhibition were remarked an orange-tinted Indian foulard gown, veiled with smoke-grey chiffon, another of pink Liberty, covered with dark blue mousseline de soie, hemmed with a band of same colored moire. Cashmere, however, begins to be somewhat discarded, and sheaths of dresses are made of satin embroidered in bright hues or trimmed with Genoa veil, this new fancy being seen everywhere, even in inserted medallions on lingerie frocks.

Evening gowns (prepared for the Trouville and Deauville functions, composed of layers of filmy and transparent fabrics) become more complicated and are exceedingly pretty. A very fascinating pose seen on the stage was composed of a pale blue Liberty satin sheath circled with bands of black chiffon and veiled firstly with flesh tinted, then with white, mousseline de soie. Very supple brocade, Tulle or Nile green, enhanced with gold or silver lace, makes also very charming gowns, and a few painted dresses, embroidered "au passe," have made their appearance and were much admired.

A new Tussore in natural and other tints has a somewhat coarser fibre than seen heretofore, and makes up charming simple tailor-mades for warm weather.

Men's Tan Boots, \$3.35

Are made from a select quality of calfskin in a very pretty shade. An attractive Blucher style for Summer wear; Goodyear welted sewn soles, assuring a perfectly smooth inner sole. The boot is an exceedingly strong value at the price quoted.



Women's Shoes at \$1.85

Are in a dressy, walking Oxford style, of medium weight and with extension edge sole and military heels. Made up on special Oxford lasts, they fit perfectly around the tops. Being of calfskin stock, they are a serviceable boot, and they come in a popular tan shade, easy to keep clean, and which darkens down to a very rich color. The shoes are in Blucher style. Sizes 2½ to 7. —Second Floor, Queen St.

Pearls Are Wedding Gems

Our remarkably low prices exist only because we import our own pearls direct from Europe in large quantities and have them mounted in our own workrooms.

From the engagement ring to the bride's gift from the groom, pearls are in the best of taste for every use connected with the wedding.

Prices of some single stone, \$3.50, \$4.50, \$7.50, \$10.00, and higher prices.

Three-stone, \$4.85, \$5.50, \$7.50, \$10.00 \$13.50

Five-stone, \$7.50, \$12.00, \$17.50 \$22.00

We also offer a line of diamond and pearl combination rings at \$15.00, \$18.00, \$28.75, \$48.00, \$60.00, etc.

—Main Floor, Yonge St.

Every Bride Prizes the Exclusiveness of French Lingerie

For ages Mademoiselle has led in the art of designing her exquisite needlework, beautifully stitched and tiny embroidered designs, so skillfully executed by the deft fingers of the Frenchwoman; seams faultlessly finished and designs dainty and pretty to the extreme, and the textures of her materials are always of the finest.



Little wonder that it appeals to every bride. To our already generous stock we've just added a fresh shipment—garments of exquisite daintiness at prices to meet the modest or lavish purse.

French Bridal Sets, of fine materials, some with hand embroidery, others with hand embroidery and lace insertions and edges, all sizes, three or four-piece, either gown, drawers and corset cover, or gown, drawers, corset cover and chemise; ranging according to work and trimmings, all hand-made. Prices \$7.50 to \$42.00

Women's French Gowns, of fine material, hand-made and finished with hand embroidery, insertions and edges of fine lace, some with solid embroidery yoke, and all with short angel and bell sleeves, trimmed according to price. All sizes \$1.75 to \$15.00

Women's Fine French Skirts, of fine materials, some hand-made and finished with hand embroidery, also fine lace insertions and edges of fine lace, all sizes. Prices \$1.85 to \$25.00

Women's French Drawers, from the plain to the most elaborate styles, fine materials, finished with hand embroidery and lace insertions and frills of lace, both styles, sizes 25 to 27. Prices 85c to \$2.50

Women's Chemises, of fine materials, hand-made, and finished with fine hand embroidery, others with lace edges, all sizes. Prices 65c to \$9.00

The Old Paisley Shawl

The Paisley Shawl that in point of time ranks with the antimacassar and the hair brooch, and has long lain neglected as antiquated and obsolete, has suddenly been recalled to fashionable life and re-established as a pattern—an ideal—for all sorts and conditions of material to follow. The quiet little town in Scotland distinguished as the birthplace of the shawl has once more awakened to find its name on the lips of the whole world of style.

Paris has become obsessed by the Paisley idea, and that the mania has reached Toronto and is rapidly developing in every modist's quarter is patent to all eyes. A touch somewhere of the quaint old design is the signal of up-to-dateness in the smart costume.

Paisley Blouses

It is interesting to note the workings of the vogue throughout the various sections of the Store. In the blouse section it exploits itself in the form of the most delightful French waists that pen can describe—charming creations of the veiled, one-piece order that represents the acme of approved fashioning at the present moment. They are characterized by the newest features in bloused—three-quarter kimono sleeves, fronts and backs guileless of tucks or fulness of any kind, the cuffs and collarless neck finished with Chantrelle frill, and the fabric employed consisting of Paisley silk veiled with a self-color net or lace, or a self-colored silk veiled with Paisley chiffon. Shades of delft blue, wistaria, reseda, crimson and fawn are all available. Then, besides this, there are Shantung blouses piped with Paisley, and net with touches of the bright silk here and there by way of trimming.

In the adjacent millinery department is shown silk in the popular design, for the draping of turbans and for make-up of scarfs for Panama and other outing hats, the characteristic shading being also a new feature in ostrich plumes. On the main floor the ribbon section pays tribute to the trend in a collection of trimming and sash ribbons, while the counters devoted to belts and beltings display Paisley designs in many widths and colors.

Paisley Silk

On the silk shelves, double-fold Paisley marquisette, Paisley foulard, Paisley silk with satin stripe, and jersey silk in a wide range of Paisley patterns, constitute themselves a provision for the large demand for the same in coat facings, blouses and dress parlors. In the frilling department, the narrow edge of bright color is apparent in the edging of Chantrelle frills, and in the narrow neck frillings.

It is a craze that has taken a strong hold. We are well equipped to cope with it.

THE T. EATON CO. LIMITED