

EATON'S DAILY STORE NEWS

Our New York Letter

(From Our Own Correspondent)



New York, June 8.—In these days when Feathers can be made over in any number of ways, one good ostrich plume is as safe an investment as a diamond. It always pays to buy a good feather, and only a good one will give the correct style and grace to a hat. Far better one really handsome feather than half a dozen of the cheaper, scraggly kind, which are so pathetic when out of curl. The beautiful willow feathers, which are so entrancingly graceful and luxurious, seem to cost a good deal, but one of these handsome feathers goes a very long way; no other trimming being necessary on a smartly shaped hat than a single willow feather, or at most two.

There is a fad this season for "draping" these feathers toward the back, but this is an effect that has to be attempted with care or the result will be grotesque. In arranging feathers on a hat, the best way is to fasten an old ribbon around the crown and thrust the ends of the feathers through this until just the right effect has been achieved. The feathers may then be sewed firmly in place and the ribbon cut away so that it will not show. Duchess plumes, the long willow feathers which go all the way around the hat, promise to be very fashionable next Winter; but there is usually one taller plume worn with these encircling feathers, which gives height and smartness to the hat.

Persian willow plumes are the very latest notion, the long flues of the feather being dyed in subdued, rich colorings, which produce a shaded effect that is very beautiful. Two-tone plumes are also shown. But whatever sort of feathers one chooses, feathers one must have. Never were these trimmings so fashionable, and the feather vogue bids fair to last all through next Winter. The black straw hat, with one or two drooping black feathers, is seen with white lingerie costumes, and also with the various black and white frocks that are worn in the afternoon. Such a hat will lift the simplest little black and white dotted lawn dress to distinction, and with the handsome lingerie dresses the big, black, feathered hats are exquisitely lovely.



Our June Sale of Waists Starts Monday

WITH A VAST ASSEMBLAGE OF EXTRAORDINARY VALUES

Each year this great waist sale comes as an event of vital interest to every woman. It presents an opportunity to lay in her season's supply of waists at immense savings. And that opportunity was never so gratifying as this season, for we can open up the sale this year with an enthusiasm of price-lowering that should be hailed with the greatest eagerness by the thousands of Toronto women who will need cool waists from now on, and if big savings are an attraction you've seldom bought to better advantage, for the cold weather of April and May left many manufacturers with tremendous stocks on their hands; the inability to hold them over and the necessity for ready cash forced them to clear them out for less than cost of manufacture.

We took a chance on fine weather and took over from one maker his entire stock; from others we selected thousands of choice garments to make up the lot. Never have assortments been so large. Imagine a wealth of 225 different styles to select from, made up of such materials as lawns, mulls, organdies, linens, Madras, marquisette and fine colored lawns.

In style, what will impress you mostly is the extent of the showing of low collars and short sleeves, they're everywhere and the style feature of the season. But we've waists with high necks and long sleeves, waists that fasten back or front, waists for outing occasions, waists for house or street wear, and waists to complete the traveling suit or for dressy occasions, from the plain tailor-mades to the elaborate and "fussy" lingerie.

For a practical demonstration of these values we're putting on the counters Monday the biggest 33c value ever offered by us, a waist at 'way less than bare cost of materials. A value that should crowd the section from the moment the clock sounds eight.

The lawn is fine and good quality, made with a pretty front of dainty, all-over embroidery, in open and fine patterns, and is finished with a high tucked collar and long sleeves, with trimmed cuff; fits neatly and buttons up back; sizes 32 to 42. Extra special. 33c

We have just space to mention a few of the many other equally good values, and the best choosing is done by those who come first.

Women's White Lawn Waists, with pretty em-

broided fronts, in numerous styles; others embroidered in delicate colorings, with wide and narrow tucking, pointed collar, and cuffs trimmed with insertion and lace; sizes 32 to 42. 69c

Women's White Lawn Waists, with dainty lace insertion, yokes with embroidery and insertion trimming down front; others with tucking and guipure medallion trimmings and fronts of open embroidery; linens, in tailored style, some embroidered; also other styles, with Dutch neck, buttoned back or front, long and short sleeves, sizes 32 to 42. Sale price. 98c

Women's Sheer White Lawn Waists, with embroidered fronts, fancy yoke of baby Irish lace, wide embroidered panels, outlined with Irish crochet in-

sertion, Dutch necks, buttoned back, long or short sleeves, trimmed with insertion and lace, sizes 32 to 42. Sale price. \$1.29

Women's White Lawn Waists, some have elaborate yokes of lace and bebe Irish insertion and medallions, with insertion down front; some with embroidered fronts, Dutch necks and trimmings of embroidery and Valenciennes insertion, long and short sleeves, sizes 32 to 42. Sale price. \$1.79

Women's Waists, of soft, sheer mull, marquisette and lawn, beautifully trimmed with Val. and bebe Irish insertion, heavy guipure medallions, exquisite yokes of Val. insertion and bebe Irish insets, and combinations of embroidery and Val. insertion, buttoned back, long sleeves, sizes 32 to 42. Sale price. \$2.49

As in May, Store Closes Saturday at 1 P.M. During June, July and August
NO NOON DELIVERY ON SATURDAYS

A Superb Assemblage of Gorgeous Summer Millinery

Twice the money wouldn't buy these elegant hats in the usual way, but through a stroke of good fortune here they are. Every one a "dream," a beauty of daintiness ready to complete the most lavish frock, or to serve the bride or her attendants. The shapes were a maker's sample lot that he cleared out to us at but a fraction of the original price.

In our workrooms we had these hats trimmed, each in a style of its own, after Fashion's most fascinating styles.

The majority are of the large type, with wide brims; some are fairly banked with flowers of every description, and many of them are laden with beautiful rich ostrich feathers in white and black.

One, strikingly beautiful, is made entirely of Chantecler chiffon, trimmed with tulle and poppies and same.

A huge hat of fancy straw lace has a rolled brim and two elegant sweeping incurled ostrich plumes flowing back from the side.

Another white hat has crown and brim completely covered with an exquisite combination of delicate blooms, giving them the appearance of just being strewn over the top.

A large number are of fine black Milan, trimmed with black tulle and plumes.

A lovely white mohair bicorn shape is draped in pale blue velvet, and finished at side with two pale blue plumes.

A large Leghorn is draped with rich lace and finished with a fancy mount, making a very stunning hat.

These are but a few; don't miss them, for without exception they're some of the best-designed and lowest-priced hats that have ever left our room. Price. \$10.00

—Second Floor, Yonge St.

Some High-grade Summer Clothing for Boys

We cannot too strongly emphasize the values in the quartette of items printed below. For qualities so distinctly above the ordinary prices like these are exceptional.

Two-piece Suits at \$6—High-class imported worsteds of this season's design, in the favorite grey or olive shades. Stylishly tailored throughout. Coats double-breasted, with or without belts, bloomer knickers and knee pants, extra quality trimmings. Sizes 24 to 28

Dressy Bloomer Suits at \$7—Very smartly tailored, from a fine quality English worsted, handsome stripe pattern, of a medium brown. Coats double-breasted, belted style. Loose fitting bloomer pants, with belt loops and strap and buckle fasteners. Sizes 24 to 28.

Three-piece Summer Suits at \$8—Imported English worsteds, in a slate color grey, with small colored stripe. Double-breasted two-button coat, showing long lapel. Knee pants. Durable body linings. Sizes 28 to 33.

Lingerie Dresses

There are the daintiest of EATON made dresses, smart little American frocks, each with its own individual style, simple and elaborate dresses of home manufacture, each portraying those Summer charms found only in the lingerie dress; the variety is so large that descriptions are impossible, but in Monday's display will be found styles, sizes and colorings to suit you. Prices range from. \$2.75 to \$35.00

Rubber Soled Canvas Shoes

For the season of outdoor sports we announce prices out of the ordinary for first quality white duck, shown with No. 1 rubber soles and heels and leather in-soles:—

Men's High Cut Boots, \$1.25; boys' and women's. \$1.15

Men's Oxfords, \$1.10; boys' and women's. 95c

Special Tennis Oxfords, of white duck and black rubber soles and heels. Men's, 50c; boys', 45c; youths', 40c; women's 45c; misses', 40c; children's. 30c

—Second Floor, Queen St.

House Mantels

The prices named include tile facings, coal or gas grate, or an open fireplace, and the work of setting the mantel complete in any part of the city.

Lot 1—6 only solid oak mantels, with best British plate mirrors over the shelf. This parlor mantel, set up. \$29.50

Lot 2 comprises a quantity of mantels for dining-rooms, dens or living rooms, with cabinets, finished in weathered, golden or fumed oak. Set up complete. \$33.50

Lot 3 is an assortment of odd mantels, one or two of each pattern, in designs suitable for any room. Complete, set up. \$42.50

—Third Floor.

Economy Prices on Furniture

Where every cent must show in the furnishing of the home you will find our stocks an inestimable boon. Witness the following extraordinary values, both as to style and price.

20 Dressers, in 1/4-cut surface oak, with a rich golden finish, are 68 inches high and 35 inches wide, have shaped standards, 13 x 22-inch bevel plate mirror, double tops, heavy corner posts, 3 long deep drawers and brass trimmings, castored, complete, each. \$6.35

18 Dressers, surface golden oak finish, 70 inches high, 35 inches wide, are neatly carved and have shaped standards, 20 x 24-inch bevel plate mirror, double top, extra heavy corner posts and 3 full size drawers, the top drawer fitted with lock and key, castored, complete, each. \$7.65

Parlor Armchairs, with birch mahogany frame, well polished, show assorted designs, with spring seats, upholstered in new patterns of silk tapestry. Each. \$5.50

Parlor Suite, armchair, arm rocking chair and settee, have mahogany finished frame, highly polished, all handsomely designed, with upholstered spring seats, covered in fancy velours and silk tapestries, 3 pieces. \$18.50

Couches, in a large variety of sizes and designs, are all over upholstered and show the wooden frames, some have plain tops, others have tufted tops.

Couch, with plain top, covered in velour. \$5.00

Couch, with spring seat and tufted top, covered in velour. \$8.25

Couch, showing wooden frame, covered in fancy velour. \$13.75

Couch, showing wooden frame, with plain top, covered in pantalone leather. \$17.50

Couch, showing wooden frame, covered in genuine leather \$27.00

You May Be Original in Upholsteries

Some Noteworthy Values—a little above the ordinary—are given below:—

Arabian, Cluny, Brussels Net and Fine Swiss Curtains, 50 inches wide, 3 1/2 yards long, in white, ivory and linen color, for drawing-room, dining-room or library, the materials used are of the best quality and all lace work in the design is carefully hand finished by skillful operators. Monday, per pair. \$10.00

Decorative Materials, for wall coverings, furniture, curtains etc., include wool tapestries, florentines, French armures, moire silks, silk brocades, velours and velvets, our stock for this season is larger and more varied than ever, and we are specialists in decorating and furnishing. Prices, per yard, \$1.00 to. \$10.00

Mercerized Tapestry Portieres, 60 inches wide and 2 3/4 yards long, are made of full mercerized silk, reversible cloth, in neat conventional designs and colors, showing plain effects of forest green, Nile, Empire or dark red, they will make a pleasing hanging for the dining-room, parlor, hall, etc. Special purchase enables us to sell them at the low price of, pair. \$6.50

THE T. EATON CO LIMITED

Our Paris Letter

(From Our Own Correspondent)

HATS

Paris, June 8.—Fashion in hats has varied this year with a rapidity baffling all provisions. After the blooming of marvelous large flowers, the birds of Chantecler came to the front; stately white cocks with faring combs, hen pheasants, Guinea fowls, without discarding, however, ostrich feathers, aigrettes and even tiny island birds. And then came, in their turn, ribbons and lace, almost every woman possessing also at present a black or blue straw displaying an immense white taffeta bow-knot.



Photo by Felix, Paris.

The bright sunny days have revived the taste for flowers, for large Leghorn capelines, and now we are expecting the advent of most alluring Charlottes, intended to accompany the fascinating lingerie frocks. For morning wear, instead of the high, straight toques, we notice odd-looking small "cloche" shapes, with the front tipped into a point, the sides drooping very low; they are either trimmed with feather tips dyed of two tints, or flowers set on the side in "piquets," such as two stems of hollyhocks, forming aigrette. Flowers are beautiful this Summer, delicate and filmy, being made of tulle, crepe or changeable taffetas; besides large poppies and roses are noticed forget-me-nots, pansies, geraniums, heliotrope, and especially field flowers, white and blue "bleuet," wild poppies, daisies, mixed with corn-cobs of all shades.

Leghorns, very fine in straw texture, trimmed with these, look exceedingly well; they are always veiled with Chantilly or similar coarse netted tulle; in some instances the crown of similar lace is encircled with a wide, bright or "ancien" ribbon; in others a flowered piquet trims the front or side, or a multitude of flowers covers the crown.

Charlottes have high tops and small frills drooping over the hair. One in muslin and Cluny, adorned with a large gold poppy, showing a lace heart, was particularly attractive; others, in tulle, display filmy transparent effects.



Photo by Felix, Paris.

At the races, a large "capeline" seen had as sole "ornament" a couple of vivid Paul Neron roses, arranged "en piquet" on very high stems. The shape was becomingly nipped here and there, and under the left brim two of the roses were nestled artfully, into the wearer's dark curls.

The new Rebour hat is a moderate-sized becoming cloche of tulle, with a high crown and covered with a multitude of white or black aigrettes, or some of both colors.

The large picture hat is yet the thing for very dressy wear; either all black, or else black with gorgeous white plumes; the "Reynolds," "Gainsborough" or "Lamballe." Even the Mousquetaire or d'Arzac, which is a large flexible shape, brusquely cocked up on one side, with aigrette or plume trimming, is much liked, and so very becoming with lingerie gowns.

The photos herewith are:—First, the large one a pretty hat by Marie Louise, and seen on the beautiful actress Lantelm, of white tulle straw, of a flaring becoming shape. The crown is encircled by a handsome black and white embroidered band, veiled with white and black tulle. The "ornament" is a large white plume, bordering the inside of the brim, a narrow bias of black velvet gives a pretty touch to the white straw.

The second hat is high cloche by Lewis, bordered with velvet. Of a faint shade of coffee-colored straw, has its crown covered and draped with white satin, soft Liberty, the same forming aigrette in front by a prettily looped bow fastening up. Around the white satin runs artfully a "guirlande" of white and faintly tinged pink roccoco roses, made of satin, with pale green foliage of satin.

For evening wear at the Casino, in watering places, or at the seashore, hats with feathers in dual colors, or lace on edge with straw and enhanced with splendid white, black or tinted aigrettes, will be considered the most elegant and sumptuous ornaments.