

# EATON'S DAILY STORE NEWS

## Our New York Letter

(From Our Own Correspondent)



New York, June 14.—Automobile gossip has the centre of the sartorial stage these days. Now that everybody, or everybody's friend, owns a car, an automobile coat with correct accessories, in the way of hat and veil, are really a necessity of the wardrobe; and the shops are displaying such fascinating garments as smart and becoming.

Becomingness was the last thing thought of in motor raiment a few years ago; but makers seem to have set their wits to work with good success, and as well as being pleasingly correct and attractively "sporty" in character, the new motor togs are really graceful and pretty.

At Southampton and at Newport white motor coats are the fad, and these white coats are often matched by white hats and veils, though the bisque or creamy yellow veil is really the most fashionable this year for motoring. These creamy veils are immensely becoming, for they give a soft yet transparent effect over the skin and suit either blonds or brunettes equally well.

To return to the white coats, however, these are of various fabrics, from linen to a very soft, thick flannel cloth that makes its wearer look like a great, big, growing-up baby, all wrapped in dainty white.

White mohair and white tuesah coats are desirable for short motor trips and these dainty coats are lined with dotted toulard, the lining appearing on the outside in turned-back cuffs, deep revers, and the like. Sometimes there is also a hood at the back, lined with the gay foulard and weighted by a dangling silk tassel. These beautiful white coats, however, are designed only for what might be called by the true sports-woman, "fancy motoring"; the sort of automobileing that is done from country house to country house, or to the country club, or about the village on calling or shopping excursions—when the motor wrap is slipped over a dainty frock, and one makes no pretence of being fitted out for a long, business-like journey.

For the latter kind of motoring there are pongee and linen suits, stately tailored in style, with stitched seams, horn buttons, and with fronts buttoning snugly about the throat, and tucked away in the tonneau will be a heavy coat in case storms or cool weather are encountered. The rug cloaks are the newest notion; these smart cloaks being built from big steamer or travelling coats, with the fringe left on to form a trimming at the bottom and along the edge of one long overlapping reverse. These rug or "shawl" coats, as they are often called, are cut in the loosest raglan style, with seamless shoulders and wide sleeves gathered into a cuff at the wrist.

The mention of "shawls" brings to mind the vogue of Paisley trimmings. These gay Persian effects now dominate all dress. In Paris the world is verily Persian-mad, and everybody bears the magic touch of Orientalism, from Madame Le Monde's white hat, to the little Mimi Pinson, the milliner's apprentice, who trips down the street with a Paisley cotton sunshade held above her head.

The Persian printed cottons make charming hat scarfs, and these Paisley patterns come also in soft, beautifully colored pongee scarfs, all ready to drape around the outing Panama hat, with a big knot at one side. Even ostrich plumes are to be had in the rich Paisley colorings, one shade seeming to melt into another as the feather blows in the breeze.

Paisley-trimmed neckwear is immensely chic, and frills of white bawls with narrow hems of Paisley neck frill being matched by turned-back sleeve frills, which are placed on the top of cuffs set at the elbow. These neck frills may be matched by pretty little slippers or pumps made of Persian patterned silk, and one may wear also a Persian belt and carry a Persian silk pocketbook.

In the more costly fabrics, like fezzard silk and chiffon, the Paisley—or Persian patterns—are particularly rich and beautiful, as these colorings always are when expressed in richer fabrics. The vogue for these gay stuffs will last all through the Autumn—so the wiseacres tell us—and already the manufacturers are preparing smart blouses of Paisley chiffon, or of plain chiffon laid over Paisley satin for wear with Fall suits. But next Fall is away off as yet, and the Summer girl is contenting herself just now with the touch of Paisley—in hat straps, parasol, belt, neck frill or the like.

## Remnants, Odd Dress Lengths and Odd Pieces

Especially during such unusual selling of wash goods as the sudden hot spell caused do remnants quickly accumulate—we've no room for remnants—haven't time to bother with them—that's why we mark them at a price that will not only carry them away quickly, but surely—in a rush. Thousands of yards of all kinds and colorings for you, Saturday, ranging from one yard to almost full pieces, lovely sheer white lawns, Indian linen lawns, nainsooks, vestings, repps, linen suitings, Scotch zephyrs, ginghams, chambrays, prints, fancy muslins, mulls and mercerized lawns, also some good shades in plain Irish dimity, all away below half usual price, and a lot less than that suitable for waists and dresses, etc. See some of the odd pieces shown in Yonge Street Windows. Early clearing price Saturday morning, yard.....

## A Fresh Arrival of Young Women's Wash Dresses

These Dresses have a freshness and individuality that has already established them as favorites for Summer. The dress is cut Peter Thompson or sailor style. 'T would be hard to find a more pleasing adaptation for tennis, boating or beach wear. They're of the one-piece style, with cuffs and collar of contrasting colors, such as white with blue, or all in plain white, select now, the coolness of these stylish dresses will help make you comfortable during the hot weather. They're just fresh in from the maker. Sizes 32, 34 and 36, and 35 to 38 skirt lengths..... \$5.00

White Repp Skirts, made from best quality English repp, in ligo style, neatly pleated with four narrow strappings, easily laundered and a perfect fitting skirt, lengths 33 to 35. Special value, each..... \$1.98



## Women's Golf Coats

Women's Golf Coats, knitted, of fancy wool, in fancy stitch, the fronts and sleeves are faced with border, finished with pearl buttons and pockets, colors white, grey or cardinal, sizes 34 to 42. Price.....\$1.75

Women's Golf Coats, very closely knitted, of nice soft wool, in fancy stitch, made with rolled turndown collar, pearl buttons down front, colors navy, red, grey and white, sizes 32 to 42; these are a new style just in, and are exceptionally good value at.....\$3.50

Women's Closely Knitted Golf Coats, of nice, fine, soft wool, in fancy stitch, collar, front, cuffs and pocket with colored borders, pearl buttons, colors grey, tan, old rose, white, garnet, white with green, white with champagne, sizes 34 to 42. Price.....\$5.00

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

## Reading for the Camp or Holiday

Here are a few of our most attractive lines for Summer reading. The titles are all of the best and prices are the lowest.

At 10c each, about 300 titles in English sixpenny series, all by the most popular authors, among them: Katherine Tynan, Hitchens, Hall Caine, W. E. Jacobs, Allen Raine, Charles Garvice, Jerome K. Jerome, M. E. Braddon, Morley Roberts, Wm. LeQuex, Tom Gallon, Robert Barr, Lucas Malet, A. E. Mason, Helen Mathers, S. R. Crockett, Phillips Oppenheim, J. M. Barrie, Max Pemberton, John Oxenham, E. R. Horning, H. A. Vachell, H. Seton, Merriman, etc.

At 25c we have these splendid novels in a good cloth binding, with paper wrapper in colored design. This is a special edition and offered for the first time at this price.

- St. Cuthbert's, R. E. Knowles.
- David Baring, Joseph Hocking.
- Follow the Gleam, Joseph Hocking.
- The Man Who Rose Again, Jos. Hocking.
- The Trampled Cross, Joseph Hocking.
- The Land o' the Leal, David Lyall.
- Beside the Bonnie Brier Bush, Ian Maclaren.
- The Days of Auld Lang Syne, Ian Maclaren.
- A Window in Thrums, J. M. Barrie.
- The Saint, Antonio Fogazzaro.
- Full of Fire, Ellen Thornycroft Fowler.
- Concerning Isabel Carnaby, Ellen Thornycroft Fowler.
- Rose of Blenheim, Maurice Gerard.
- Barbe of Grand Bayou, John Oxenham.
- Hearts in Exile, John Oxenham.
- Beatrice of Venice, Max Pemberton.
- Dr. Xavier, Max Pemberton.
- A Mask in Gold, Annie S. Swan.
- The Scarlet Pimpernel, Baroness Orczy.
- The Great Amulet, Maud Diver.
- Captain Desmond, Maud Diver.
- A Welsh Singer, by Allen Raine.
- John Chilcote, M.P. (The Mesququader), by Katherine Cecil Johnston.

## There's Just One Good Way to "Shop Without Money"

AND THAT IS TO OPEN A "CUSTOMERS' DEPOSIT ACCOUNT."

The Method is:—You deposit a sum of money at our "D. A." office, in Basement, thus 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." account (the money you have on deposit with us).

The Advantages are, Briefly—No necessity to carry money while shopping, no paying drivers at door for phone orders and C.O.D. parcels.

A monthly statement sent you, showing in detail your purchases, deposits, withdrawals and balance at your credit. We allow interest at the rate of 5 per cent., compounded half-yearly, on your daily credit balances up to \$500.00. On amounts over \$500.00 the interest is the regular bank rate of 3 per cent. We do not desire deposits over \$500.00, however, unless purchases are large enough to warrant same, the purpose of the "D. A." method is only to facilitate shopping.

Try the "D. A." system of shopping and phone in your orders. For further information call at Customers' Deposit Account Dept., Basement, Centre Stairway.



## Men's Straw Hats, Dozens of Styles

The change to a straw from the felt hat is a great relief and comfort in this warm weather. Here you'll find a happy choice in the large assortment and reasonable prices.

Boaters, in Canton, rustic, sennit and split braids, in many shapes, low, medium and high crowns. Prices 65c, \$1.00, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50 and.....\$4.50

Neglige, in Canton, split and pedal braids, extra good shapes, in this season's styles. An outstanding feature is the fairly low crown with round corners. Prices \$1.25, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$5.00

Panamas, genuine South American braids, in several styles. Prices \$3.75, \$6.75, \$7.50, \$9.00, \$10.00.....\$13.00

## Children's Straws at \$1.50

Our \$1.50 Hat is "unbeatable." Panamas, Canton and pedal braids, with bound or unbound edges, in sailor, neglige and babette shapes. Price.....\$1.50

## Window, Door and Porch Curtains

Nottingham Lace Curtains, 52 inches wide, 3 1/2 yards long, in white only, show plain floral and medallion centres, with borders to match, good styles, very suitable for bedrooms. They are made from strong thread, evenly woven and finished with the best Colbert edges. Pair.....75c

Tapstry Curtains, 50 inches wide, 3 yards long, with fringed top and bottom, are made from heavy reversible tapstry, in neat conventional or floral designs, colored plain dark red, dark green, Empire, red with green, two-toned red, light or dark greens, and there are three patterns to select from. Extra good value. Pair \$3.75

## With Amazing Rapidity These Charming Chantecler Ruffles



Have leapt into the most prominent place in Fashion's neckwear rank. In Paris and New York they're worn on absolutely every style dress, from the simplest lingerie to the elegant lace gown and silk, particularly with the foulards and raw silk dresses, which are finished with those flat, coquettish ruffles about the low cut neck and the turn-back cuffs of the short sleeves.

The coolness and comfort of these ruffles is another appealing feature, some are of the old-fashioned Vandyke patterns, others have wee tuks and rows of pretty insertion, while others are bordered with edges of Persian and Paisley silk or plain colors to match the gowns, the butter or ecru shade tends to be especially popular, different widths to suit taste, ranging in prices from, per yard, 20c to \$1.50

## Wedding Special, Saturday, Tea Set, \$8.00

It's well within the limit of price that one usually sets for a present.

Better still, it is far beyond the usual value for the money.

These sets are quite plain, aside from a slight fluting and a beaded edge.

There are both burnished and satin finished sets in the lot, each comprising four pieces.

Hard white metal is the base, and the silver plating has the weight characteristic of the English exported ware. Any bride would receive this silverware with pleasure. 4 pieces.....\$8.00

## Necklets or Pendants, Less Than Half Price

As an early shopper's special for the Saturday half-day we offer a group of these unusual imported Necklets. They are made up of a gold-filled chain, from which hang a row of pearl drops, each fastened to the chain by a brilliant amethyst bead. The effect is most pleasing. At, each.....50c

Another line of Jet Drops, in gunmetal chain, is included in this clearing, at.....50c

## An Exquisite Back Comb for Summer Wear, 50c



With its pretty and attractive display of sparkling brilliants, in a style, as shown in illustration, 'twill make an ideal comb for Summer wear. The brilliants are of superior quality and well fitted in comb.

Only 150 in the lot. Marked for Saturday morning, special, each.....50c

## The Heat of Summer, Men, Demands Suitable Clothing

Comfort depends very largely on dress. The change of season calls for a change of attire. Now Midsummer has broken in upon us, and if you study comfort you'll appreciate that the proper clothes-wear is the Two-piece Suit. From very extensive stocks we give two instances of the good buying awaiting you:—

At \$13.50—Two-piece Suit (coat and trousers only), of fine tropical worsted, in a handsome shade of light brown pin check pattern, with faint blue and green stripes. Fashionable three-button sack model, broad shoulder effect and medium long lapels. Trousers inclined to peg tops, and have cuffs and belt loops.

At \$12.50—Outing Suit (coat and trousers only), made from a light weight flannel finished tweed, in a pretty shade of light grey, with dainty colored thread stripe. Three-button, half-lined coat, with fairly long lapels. Trousers have belt loops and cuffs. Sizes 36 to 44.

## Men's Navy Blue and Black Suits, \$8.69

Made from a fine diagonal worsted, pure Botany yarn, of rich, smooth finish, a serviceable, clean wearing cloth. Fashionable three-button sack coat, with medium long lapels, good quality body linings. Sizes 36 to 44. They are tailored in first-class style and are exceptional value for the money.

# T. EATON CO LIMITED

## Penelope's Web.

The old story of Penelope, with her diligent devotion to her task of weaving, warding off the numerous suitors who sought her hand during her husband's interminable absence at the Trojan wars, is more than occasionally brought to mind in these holiday months by the industrious application of fair hands to some bit of embroidery or fine needlework. It might easily be surmised that the matron or maid ensconced on the verandah of the Summer resort, stitching away with linen and silk, was indulging in a similar ruse to fill in the time until the return of her own particular Ulysses. The famous heroine could scarcely have clung more faithfully to her handiwork than many a woman in the leisure Summer moments clings to the centrepiece or pin-cushion that is to form a nucleus of her Christmas gifts.

It behoves one, therefore, to point the finger of suggestion to some few dainty and novel conceits shown in the Store in the fancy needlework line that the modern Penelope may tuck away in the corner of her trunk in preparing for the seaside, or wherever her plans may lead.

## What to Work

Prominent on the list are the little "nightingales"—quaint little one-piece kimonos of the tiniest, baby dimensions, in fine mercerized poplin, stamped with a delicate tracery of bow knots and forget-me-nots, ready for embroidering in pink, blue, or white, as fancy dictates. They are twenty-five cents.

Guest towels, in the best "Old Bleach" huckaback, in scalloped or hemstitched edges, stamped for a touch of embroidery across one end, constitute another item, while the most bewitching of little round lawn work aprons, and the webbiest of dainty corset covers, can be got ready stamped, and enclosed in Royal Society packages, that include the floss for working their respective embroidery designs.

A distinct novelty, and one that will be readily appreciated by the lover of artistic dress accessories, is a linen bag, mounted with gilt frame and chain, and stamped picturesquely for working in Persian and Dresden colorings. This, like many of the handsomest centrepieces, is shown in the natural shades of linen, serving, as it so well does, as an admirable background for the rich Oriental-toned silks employed in developing the floral and conventional designs so strongly in vogue.

## White Embroidery

For the fine, all-white needlework, coronation braid may be said to stand as a formidable rival to the better known Madeira and eyelet embroidery. In centrepieces it proves an especially happy choice, while it is to be found also in the five o'clock tea cozies, the pin-cushion tops and the doilies for which the other two forms mentioned are so eminently appropriate. In which connection attention may be drawn to the fact that the linen employed in these various pieces is of the best Belfast manufacture, specially fitted in fineness, firmness and evenness for the purpose to which it is devoted.

In cushion tops, choice may range from the cover blazing forth the redoubtable Chantecler to another novelty in red-checked serim, with pattern ready to be outlined in coronation braid, and including the square of burlaps stencilled in arts and crafts designs for treatment with the effective Glosselli rope floss.

To conclude with a mention of the silk floss and thread necessary for these sundry forms of needlecraft is to speak of Peri Lusta, size E of which is the standard provision for firm eyelet and similar forms of embroidery; of Corticelli filo for Kensington stitch, and Royal Society India and rope floss for all kinds of heavier work.

Exclusive patterning and moderation of price are the keynotes of the section.