

EATON'S DAILY STORE NEWS

In a New Role--That Picturesque, Comfortable Garment, The Smock

FASHION has appointed it Blouse-in-Chief for gardening and holiday outing—the interesting, baggy smock that artists affect in their studios, that porters wear in French railway stations, that yokels wear in sequestered villages in England, and that women who've turned farmer's help have adopted for their labors on the land. And very charmingly has it been contrived for this new fashionable purpose—developed artistically in linen, chambray, marquisette and other summertime fabrics. As befits its style, the quaint old-time smocking is its happiest form of ornamentation. The models our artist has pictured below are from the splendid showing of smocks now in array in the Middy Department.



New York Dresses, \$19.75

An Extraordinary Offering of Fashionable Gowns, Some at Half and Less Than Half Their Usual Prices.

ON SALE MONDAY AT 10.30 A.M.

INCLUDED are morning and afternoon models of the most delightfully smart and wearable type, in such modish materials as Jersey cloth, crepe de Chine, taffeta, navy blue serge, with a fascinating group of sports dresses in Jersey cloth, and in khaki-kool, combined with knitted Shetland wool.

Grey, tan, rose, white, violet, black, brass, gold, Copenhagen blue, pink and cerise, are some of the colors represented, while the variety of the selection meets the needs of both youthful and matronly wearers.

The dresses consist of models that remain from earlier shipments of gowns, together with samples procured as a special feature of the selling. They will be placed on sale at 10.30 a.m. Monday, at the extra special price of \$19.75.

—Third Floor, James St.

A. Well deserving to be first and foremost, this smock on the Gardening Girl. For 'tis quite one of the most attractive in the group—made of clear pink linen, delightfully smocked in black, with collar and cuffs of heavier white butchers' linen. And the price is but \$3.95.

B. More of a sports smock is this one marked "B." It is fashioned of white galton, with smocking and buttonholing in rose and blue silk. The price is \$5.00.

C. Like its fellow smocks in the drawing, this model hails from New York, and is notable for the smartness of its cut and finish. The material is butchers' linen white tone, with the smocking at the neck and the odd stitching on the pockets quaintly done in green, yellow, blue and black. Large rose and green coin spots pattern the collar and cuffs. The price is \$4.50.

D. The delightful coolness it promises on a hot day is one of the outstanding charms of this smock above. For it is fashioned of white marquisette of open mesh, the smocking at the neck-back as well as front—and on the pockets being done in green and amethyst silk, a touch of featherstitching in the same tones appearing on the linen, collar and cuffs. The price is \$4.50.

E. This smock appears in the May number of one of the most popular fashion magazines. And well it deserves its fame, being quite a masterpiece in clever design. It is composed of deep rose pink linen, with collar, pockets and cuffs of white in a formal pattern of rose, blue and green. The smocking at the waistline is done in the same tints. The price is \$5.50.

From a Woman's Standpoint

IT IS a matter serious enough, this fighting a famine. And it requires firm will and hard muscle to dig up your backyard and raise a crop of vegetables. But how gaily everybody is going at it.

Not that the point of view is always the same. My Pretty Maid has encouraging visions of herself in a smart smock and a picturesque basket on her arm sallying down the path to gather a few greens and do a little gentle hoeing. She entertains no thought of bugs and Paris green.

Madame Housewife reveals mentally in salads "fresh from the garden"—crisp curly head lettuce; round, red radishes, and smooth, delicious tomatoes!

Paterfamilias thinks of the money it will save—all summer's and winter's vegetables for the price of a few packages of seed and possibly half-an-hour's exercise each evening with spade and fork. Stinging under the thought of potatoes at \$5.00 a bag, and onions, etc., at fabulous prices per peck, he started in to dig with a great show of patriotic fervor last Saturday afternoon.

The aesthetic lady is planning all kinds of charming effects in her vegetable beds—alternate rows of feathery carrot tops and handsome beet leaves, bordered with sturdy cabbages and backed with festoons of tomato vines.

As for the little lads, what lovely times they know they're going to have with watering-cans and spades, and all the nice messy planting. And some of them go to schools where there will be prizes next September for the biggest cucumbers and the finest squashes. So you mustn't think they are not going to work just as hard as everybody else. Mistress Mary, quite contrary, won't be in it with her cockle shells and silver bells and columbines all in a row.

Of course, these chilly evenings, as the family toasts itself at the fireplace, discussion is apt to become somewhat heated also, as to who shall be Head Gardener, Under Gardener and Gardener's Help, what shall be planted where, and whether what is left over shall be sold for the Red Cross or given away to the poor, or pickled and preserved for future consumption.

But the cause is worth all the confab, all the gay enthusiasm and the hard work. Backyard gardening is in reality intensive agriculture. It is capable of producing not only one or two or three crops in a season, its nearness to the house making it easy for the gardener to do frequent weeding and hoeing. And those who know declare that thorough cultivation of the soil is the chief secret of success in the raising of sound, full-sized vegetables.

So hurrah for the backyard gardener!

The Scribe

The Popular Prairie Grass Furniture

So Well-liked for Sun-rooms and Sheltered Verandahs—Comfortable, Durable, and Widely Varied in Design.

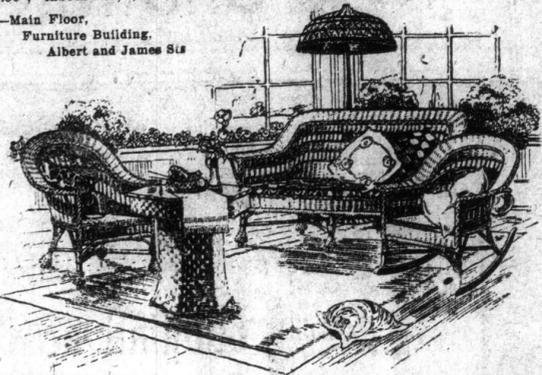
YOU MAY HAVE IT GREEN OR BROWN, this Summer furniture, which is woven so deftly of prairie grass. If you are furnishing your verandah, you should have a look at it. And if you already possess a chair or two of it and wish to acquire more, you will delight in the many new designs which are now available. The sketch below shows a few of the most popular pieces, the prices of which are as follows:

Rocker, \$16.00; settee, \$27.00; arm chair, \$15.25; tea table, \$16.75, and lamp, \$22.00. They may be had in either brown or green.

Brown Rattan Chairs and Tables

This finely woven furniture in a soft, clear tone of brown is in high favor for summer furnishing. Simple in line, and strong in construction, it serves for both indoor and outdoor use. Prices are as follows: Arm chair, \$8.75; rocker, \$10.75; settee, \$15.00; club chair, \$7.50; round tea table, \$9.50; tabourette, \$3.25, and child's chair, \$3.50.

—Main Floor, Furniture Building, Albert and James Sts



Prairie Grass Rugs for Verandah Floors

Charming in Appearance, Easily Kept Clean, Easily Rolled Up and Carried Indoors, and Sure to Give Excellent Service.

THROW ONE OF THESE GOOD-LOOKING PRAIRIE GRASS RUGS on the floor and half the work is done of transforming your verandah into a comfortable, outdoor living-room. They rank among the very nicest and most satisfactory of Summer floor-coverings, being suitable for both indoor and outdoor use. Finely woven of strong, firm grass, they are sanitary, easily kept clean, and light in weight for moving from one place to another. The backgrounds are cilled all over or bordered with plain band or Greek key design in deeper tone or contrasting color.

Sizes and prices are:

3' x 6'.....\$2.15
4' 6" x 7' 6"..... 3.75
6' x 9'..... 5.75
8' x 10'..... 8.50

Mourjouk Rugs—These are great favorites with artistic folk, showing most effective color combinations of brown, green and red stencilled on natural tan ground.

Woven of a heavy cocoa fibre, they will stand both hard wear and exposure. Sizes and prices are:

3' x 5' 3".....\$2.75
4' 6" x 7' 6"..... 5.75
6' x 9'..... 6.75
7' x 10'..... 11.50

Deserving of emphatic notice, too, are the Colonial Rag Rugs for summer bedrooms and sitting-rooms—the regular old-fashioned "hit-and-miss" effects in delightful art colorings. Sizes and prices are:

27" x 54".....\$1.95
4' x 7'..... 4.75
8' x 10'..... 12.00
36" x 72".....\$3.25
6' x 9'..... 8.50

—Fourth Floor, James St.

Women's Imported Suits, Reduced to \$32.50

THINK of what this means, a price that is moderate and a suit that is the height of modishness with good style and good quality also. The variety, too, is particularly good, materials including gabardine, poplina, serges, velours and checks, in grey, fawn, sand, greens, navy and black. The coats are all lined with high-grade silk and satins, and cut in Redingote, Russian blouse and tailored models, with fancy collars of many materials and cuts, and pretty pockets. The skirts are well tailored models in simple style. Sizes 32 to 42. Special, \$32.50.

An interesting collection of Women's Suits, Specially Priced at \$19.75—An excellent assortment in this collection of suits, in serge and gabardine and poplin. The colors are navy, green, tan, sand, checks and black. Well tailored suits in various styles, which have been specially priced at \$19.75.

—Third Floor, James St.

Early Closing Beginning on Saturday, May 5th, and Continuing through May, June, July, August, and September, Store Closes at 1 p.m. on Saturdays. No Noon Delivery on Saturdays.

THE T. EATON CO. LIMITED

Women's Fancy Silk Hose, Monday, \$1.49

Manufacturers' Over-makes, Samples, Etc., Low-priced for Quick Clearance.

INCLUDED in the lot are stripes, plaids, checks and fancy stitch effects. Color range is so varied that there are colors to blend with almost any costume. Some have lisle garter wells, others silk to the top. All have lisle spliced sole and high spliced ankles, full fashioned. Good size range. Special, per pair, \$1.49.

Women's Colored Thread Silk Ankle Hose, made with cotton top and deep garter hem. Heels, toes and soles are double ply cotton spliced, with high spliced silk ankles. Obtainable in black, white, tan, pink, rose, sky, Belgium, China blue, pearl, emerald, purple and amethyst. Sizes 8 1/2 to 10. Price, per pair, 75c.

—Main Floor, Yonge St.

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