

STORE OPENS at 8.30 a.m.
and CLOSES at 5 p.m.

EATON'S DAILY STORE NEWS

Take Escalators at Yonge Street Entrance to Second and Third Floors.

By Her Correctness of Costume The Smart Woman is Recognized

Charming Copies of Imported Models Displayed in Palm Beach and Shantung Suits For Misses

The young girl who is giving thought to her Summer wardrobe will, of course, find an outing suit a most important item on her list. No feminine wardrobe is really complete without the practical tub suit. Here are smart little models which show all the lines of the more expensive imported suits, and yet are offered at a price exceedingly moderate. Extremely attractive is a tailored Norfolk style with pleats back and front and attached belt. It has a square collar and small cuffs and the coat has patch pockets. The suit is made in flared style with a loose belt caught with loops. The "New York" is another delightful little model also in Norfolk effect with the new collar and revers. Both the coat and the full flare skirt have patch pockets. The material in both suits is natural Palm Beach cloth. Sizes 14 to 20 years. Special value, \$10.00.

A similar style in Palm Beach cloth can also be had at \$7.50. Colors, natural and white. Sizes 14 to 20 years.

A modish suit of "Shantung silk" in the natural shade, has coat showing a square collar of self, two soft pleats are caught in at the back with the belt and give a smart flare to the coat. Large, round buttons form the fastening at the front and the very full skirt has a belt and two patch pockets. Sizes 14 to 20 years. Price, \$15.75.

—Third Floor, Yonge St.

Umbrellas, \$2.35

Exceptional value is displayed in these umbrellas in style for men or women. They are all cased, and have silk and wool mixture tops. A big variety of handsomely designed handles. Old lines from stock to clear at, each, \$2.35.

—Main Floor, Yonge St.

Who Can Resist the Silk Sweater?

Since the Days Long Ago, When Lady Adapted to Her Own Use This Most Prosaic Garment of the Sportsman, Its Value Has Become More and More Understood, and Ever Femininity Makes Greater Demands That in Beauty it Must Rise to Her Standard.

THE ACME OF PERFECTION SEEMS AT LAST TO HAVE BEEN REACHED in the sweater shown to the left. Of daintiest rose fibre silk, in hue it should prove a favorite with both blonde and brunette. The indefinite stripe is a fancy combination of white and rose; the trimmings are of close knit white, and the sash is finished with long silken tassels; large crocheted buttons add a distinctive touch. The price for this alluring garment is \$8.50.



AN INCH CHECK combining white with Alice, rose, or yellow, is used in a sweater made in similar style, but in a fancy knit stitch to emphasize the check. These have white trimmings; sizes 36 to 42. Price, \$10.00.

A more expensive sweater is shown in colors of deep rose, pink, Copenhagen or Alice blue; this is made with V-neck; has two pockets, sash, large buttons, all knit in close stock; ing stitch; sizes 36 to 42. Price, \$12.50.

A VERY MODERATE PRICED SWEATER BEING FEATURED JUST NOW is of fine fibre silk with cotton back; the surface has the shimmer and sheen of the all-silk garment; in style it has the V-neck, sash, and white facings of the more expensive models; colors are rose, melon, Copenhagen, emerald, or champagne. Sizes 36 to 42. Price, \$3.95.

ROSE, COPEL, AND GOLD are the tints of another silk plated sweater with cotton back; this has collar and sash of white; sizes 36 to 44. Price, \$5.50.

A FIBRE SILK SWEATER, either all silk, or with fine wool underneath, is made with V-neck; sash and facings are of white or self hue; colors gold, pink, Alice, Royal and maize; sizes 36 to 44. Price \$7.50.

The Trig, Tailored Panama Comes Into Its Own

With June comes the time when all womankind turns to the Panama Hat, and the feeling prevails that from it smartness emanates like light from the Summer sun. The week-end outing, the ever popular picnic, any of the many and varied out-of-door activities which Summer months bring in their train—all demand a simple hat of good quality and chic style. Nor is the pre-eminent Panama confined in its usefulness to outing occasions, but the delightful fineness of its weave makes possible more elaborate trimming for formal wear.

The Illustrations Convey an Idea of the Charm of Two of Our Plainer Models



To the right is shown one in regulation outing style for women or misses. The chic, mannish, up-turned brim is characteristic of this hat; the crowns may be plain, as in the cut, or may show an unusual pressed, four cornered effect, with band trimming, usually of black, although offered also in more girlish tones of red, emerald or sand. The point of greatest interest is the fact that these are of genuine South American Panama, and the price is only \$6.50. Others somewhat similar are priced at \$5.00.

The illustration to the left suggests the style of a simple girlish model with brim covered on the top with white satin and one of the new braid bands for trimming. These bands are quite the "last word in decoration" with their quaint embroideries in a novel looped stitch. Widely diversified are the shapes and trimmings of the other hats. One has white flowers placed flat against the crown, with a bright contrast note in apple green ribbon for binding of the brim and for a dainty latticed effect at one side of the crown. A small hat with deep violet band—a shade so ultra-fashionable this year—has highly naturalistic purple pansies nestling against the crown; a shape with wide drooping brim shows pink Georgette and narrow ostrich edging for trimming. One exceptionally modish hat has a neat band of white and Copenhagen ribbon with a high white ostrich mount of rather an unusual circular shape. In fact so varied are the styles from the narrow high-crowned type to the broad, soft-brimmed picture hat that words can give only a meagre description. Then the trimming of soft elusive ostrich and Georgette; of severe Puritanic wings, quills and bows; or of fascinating Oriental scarfs, cannot help being distinctive and very effective.

—Second Floor, Yonge St.

The Separate Blouse

An Essential Not to be Lightly Regarded When Chosen for Wear With the Suit.

An ever larger share in the wardrobe is being taken by the blouse, whether it be of silk, crepe, dainty Georgette combinations, or an equally delightful lingerie creation of voile with loveliest of laces.

Crepe de Chine in neat stripes of coral, green, Copenhagen, or black, on a white ground is made with convertible collar and open front fastened with pearl buttons; this would be excellent for wear with the suit, because the blouse might be so chosen that the color of the stripe would repeat the hue of the suit; it is worthy of note that this is a very moderate cost for a blouse of fancy Crepe de Chine. All sizes. Price, \$4.50.

Tucking, embroidery, or rows of hemstitching in yoke, vest or bolero effect form the decoration of other crepe de Chine blouses made with long sleeves and convertible collar; colors flesh, maize, ivory, navy or black; all sizes. Price, \$3.95.

Lingerie Blouses—in some cases imported models—are offered in a variety of smart styles, showing the new ideas for Summer wear. Some have embroidered fronts, others the modish cape collar, with ruffled face edging; again are a number with dainty stripes of color or combining white and colored voiles or muslins; sizes 34 to 44. Price, \$13.50.

—Third Floor, Centre.

The Silk Suit for Summer Wear

Always the Favorite of Fashion and Ever Reigning Paramount in the Heart of Woman, the Silk Suit has Developed so Many and Such Diversified Usages That Very Few Can Afford to be Without One. Now That the First Spring Rush is Over is the Opportune Occasion to Obtain Even an Imported Model at a Very Moderate Price.

The illustration shows a costume of heavy Gros de Londres silk in black with a combination colored stripe; the shirred yoke of the skirt, the sleeves, peplum, and French crush collar are of the same material in plain black. This is quite one of the most stunning suits of the season. Reduced to \$47.50.

Brown taffeta made with very bouffant hips is the material in another suit imported directly from an exclusive couturier. A gay color note to relieve the darkness of the brown occurs in the military red buttons and also in the lining of gay silk in Bakst design. The coat is made with a full peplum and a long strap gives an unusual touch to the high, ruffled collar. Price, \$85.00.

Silver grey poplin heavily embroidered in the same hue on collar, cuffs, belt and insets on the shoulder is one of the most attractive suits; the sleeve has the fashionable high cuff and full puff. The price is reduced to \$47.50.

A sand colored faille is made in plain style with loose coat confined by a wide belt; smoked pearl buttons form a useful decoration; the skirt is shirred in very full style. Price, \$55.00.

Navy Gros Grain is the handsome and serviceable material in a suit made with an unusual three-quarter length coat, with a tie in front and a folded over cuff, fastened by a strap, the skirt is shirred and belted. This suit is one to accentuate the height and slenderness of the wearer. Price, \$65.00.



1916

Nigger Brown Gros de Londres is made with a shirred skirt; the body of the coat and the peplum are both gathered very full into a fitted belt which has an ornament on front and back; a very high shirred collar completes a handsome suit. Price, \$42.50.

Black Suits Are Even More Numerous and Charming Than Their Colored Prototypes.

A heavy poplin has a full gathered skirt and the coat shows long, double collar of unusual design—this style of collar is one of the season's newest fancies. A belt across the back and rows of buttons complete a handsome suit. Price, \$55.00.

Taffeta made in Norfolk style with gunmetal buttons permitting of close buttoning right to the neck is good value at \$45.00.

Other taffetas and poplins with many delightful and distinctive touches in braid trimming, embroidery, or ornaments of twisted silk are priced at \$37.50 and \$35.00.

—Third Floor, James St.

Lovely Imported Silk Frocks at \$25.00, \$27.50 and \$30.00

Exemplifying in Every Line the Mode of the Moment. Of Exceptional Interest Are These as the Time Approaches When the Coat May be Discarded and the Dress Used for Street as Well as for House Wear.

THE COAT DRESS—PARTICULARLY MODISH JUST NOW—should be of unusual interest in this connection. One shown is of moonlight grey taffeta shirred at the waist and with deep folds accentuating the flare of the skirt. A frock of lovely deep rose taffeta has a smart touch in smoked pearl buttons inlaid with rose; the soft tie-over girdle terminates in long sash ends at the back. A navy taffeta combines with it Georgette and also plaid silk. Another taffeta shows a pretty design of bead embroidery on the yoke of the waist, and also on the skirt. All of these frocks are very moderately priced at \$25.00.

ROSE TAFFETA COMBINES WITH GEORGETTE in a coat dress with wide collar; the sleeve is tucked to form the cuff; a pointed overskirt with cord to emphasize the flare is attractive. A champagne model has a deep yoke; velvet bands and embroidery form the trimming; the bodice is mainly of Georgette, through which dainty lace is visible. These, and many others of equal charm, are priced at \$27.50.

BLACK GEORGETTE IN SOFTEST, filmiest loveliness, has its skirts adorned with deep tucks; the bodice has handsome embroidered motifs showing the new loop stitch effect. Taffeta combines with net to form a tempting model which is offered in emerald, sand, and rose. The dainty transparency of the corsage shows the handsome gold lace of the interlining. These costumes are priced at \$30.00.

—Third Floor, James St.

THE T. EATON CO. LIMITED

New Cream Suits in Lovely Array

Serges, Gabardines, Whipcoats and Novelty Weaves are offered in amazing assortment of varied weaves in the department on Second Floor. Some all cream, others having threads of black, interwoven to form a stripe or check.

All the world knows that for the woollen suit for Summer wear these are par excellence the best choice. This year war conditions have brought about a great scarcity of all fabrics, yet, in spite of that, here is on display an exceptionally large stock all at the usual prices and including new weaves just introduced.

HERRING BONE SUITING, an all-cream material with a smooth surface and stripes noticeable only by reason of the different direction of the weaving. It is 54 inches wide and, per yard, \$2.50.

BASKET CLOTH shows a loose interlacing of warp and woof as its name suggests; cream, 54 inches wide. Yard, \$2.50.

BOTANY SERGE, in fine French finish, is an unusually soft attractive suiting; two widths, 52 inches, price \$1.75; 47 inches, price \$1.50.

FANCY SERGES, which have just arrived this week, have striking black plaids or stripes, sometimes single, sometimes grouped. One thinks at once how handsome would be a suit combining one of these with plain cream serge, 54 inches wide. Price, per yard, \$2.50.

Other fancy serges having a tiny hairline stripe are 52 inches wide and, per yard, \$2.00.

Cream Gabardine in a delightful soft weave is 54 inches wide. Per yard, \$2.50.

The ever popular whipcoats form another notable feature with cords of varying widths in different pieces; in price they range from, per yard, \$1.00 to \$2.50.

—Second Floor, Albert St.

With Summer Weather Must Come Summer Underwear

Daintiness Itself Describes Some of the Models—the Styles Are the Latest, and the Fabrics and Trimmings Up to the Standard of the Most Fastidious Taste.

A COMBINATION DEVOUTLY TO BE DESIRED AND ONE OF FASHION'S LATEST NOVELTIES IS PICTURED HERE. The top of flesh pink Italian silk, finished with a dainty French hem and ribbon bow, is sufficient to charm its owner. The body is of fine ribbed lisle, with tight knee, and shaped at the waist to fit the figure snugly; sizes, 34 to 40; price, \$2.00.

A Yoke of Real Hand Crochet, in different designs, is the distinguishing feature of a Swiss ribbed lisle vest. It is made with low neck and no sleeves, in sizes 34 to 44, the "extra size" in which this comes is worthy of note; price, 75c.

An especially attractive design of crochet in flower motif, also of Swiss ribbed lisle, in sizes 34 to 44, is priced at \$1.35.

A SILK VEST IN SWISS RIBBED KNIT, has low neck finished by beading and a silk ribbon; short or no sleeves, and is offered in sizes 34 to 38; price, \$1.25.

All the allurements of Real Italian Silk is found in other higher priced underwear.

Vests finished with a narrow crocheted top and having no sleeves are \$1.50; with the French hem top the price is \$1.85.

Bloomers in knicker style with elastic knee and waist are priced at \$1.95 and \$2.50.

Combinations, with low neck and no sleeves, are priced according to quality and finish at \$2.75 and \$3.25.

All the above garments are in sizes 34 to 40, and in both white and flesh.

—Third Floor, Queen St.

