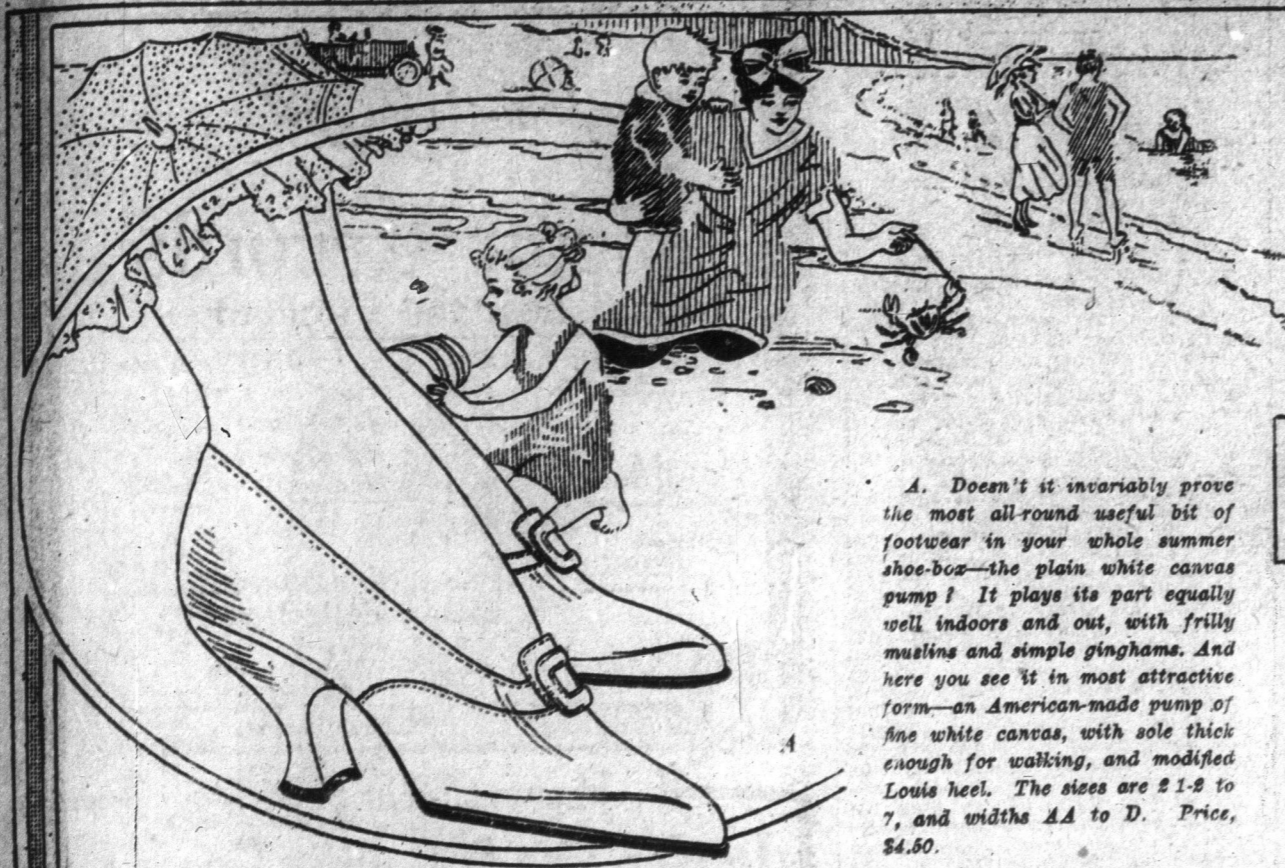


**SAVE TIME—SHOP WITH A TRANSFER CARD.**  
 Ask for a Transfer Card when you make your first purchase; each purchase is then added. You pay total at Pay-in Station, Basement.

# EATON'S DAILY STORE NEWS

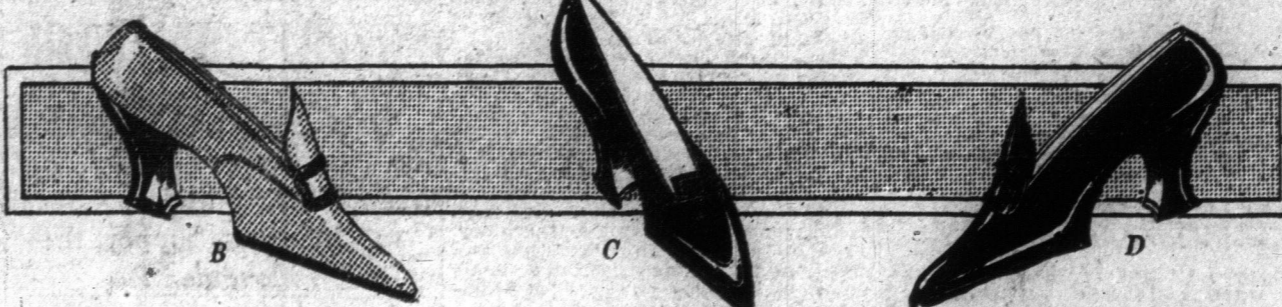
At Yonge, Queen and James Street doors are order boxes where orders or instructions may be placed. These boxes are emptied at 8.20, 9, 10 a.m., and 1, 4 and 4.40 p.m.

## When Fashion Puts Her Best Foot Forward She is Shod in Some Such Shoe as One of These



**Louis-heeled Pumps—Low-heeled Oxfords—Rubber-soled "Ties" High-topped Boots—All Are Here For Your Choosing, in the Smart Designs Which Well-known Makers of Women's Fashionable Footwear Present for Dress, Sports and Knockabout Use.**

A. Doesn't it invariably prove the most all-round useful bit of footwear in your whole summer shoe-box—the plain white canvas pump? It plays its part equally well indoors and out, with frilly muslins and simple gingham. And here you see it in most attractive form—an American-made pump of fine white canvas, with sole thick enough for walking, and modified Louis heel. The sizes are 2-8 to 7, and widths A to D. Price, \$4.50.



B. That great favorite of her of conservative taste—the Colonial pump, made of French kid, with large dull black buckle. It is an Armstrong heel, with turn sole and Louis heel—widths A to D, and price, \$8.00.

C. A marvel of smart line and general good style, this hand-made "Fifth Avenue" shoe. It suggests the Colonial idea in its small square buckle, raised high against the tongue, and shows a turned sole and Louis heel. Sizes are 2-8 to 7, and widths AAA to E—price, \$11.00.

D. Another Colonial pump for general all-year usefulness. It may be had in black patent or French kid—an Armstrong model, with high, pointed tongue, large square buckle, Louis heel and turned sole. Sizes are 2-8 to 7, widths AAA to D, and price \$8.00.

### Any Shoes On This Page

will be selected for you by the Shopping Service, if for any reason you are not able to come to the Store to purchase them personally. Telephone Main 3501, or, if you live out of town, address your order to the "Shopping Service."



E. Its Cuban heel is one distinctive feature of this smart-looking pump, and its extension sole is another. It is an "Armstrong" model, procurable in violet or patent kid, in sizes 2-8 to 7, and widths AAA to D—price, \$7.00.

F. One of the smartest shoes Fancy could picture for the lingerie costume—this white kid hand-made pump. It is one of the celebrated "Fifth Avenue" models, charming in line and detail. The sole is "turn-soled" and the heel of the graceful Louis type. Widths are A to D, sizes 2-8 to 5, and the price, \$10.00.

G. Soft champagne color kid composes this delightful pump for dress wear—an ideal choice for any gown of the fashionable putty, sand or linen shades. It has a turn sole, Louis heel, and is procurable in widths A to C, and sizes 2-8 to 7—price, \$11.00.

H. For the many costumes, indoor and out, with which grey footwear looks so well—a fine grey kid pump with turn sole and Louis heel. The sizes run from 2-8 to 7, and the widths from A to C—price, \$10.00.

J. For tailored or frilly costume—another grey pump of immense smartness. It is fashioned of fine kid, the vamp and edge perforated. It has a turn sole of good weight, and a Louis heel. Sizes are 2-8 to 5, in widths B to D; while in 4 to 7 it may be had in AAA; in 2-8 to 7 in AA, and in 2-8 to 8 in A. Price, \$9.00.

K. The perfection of good style for wear with the light summer gown is this plain white canvas pump. As a "Fifth Avenue" model it is hand-made, thus warranting exceptional durability and comfort. It has extension sole and Louis heel, and is featured in sizes 2-8 to 7, and widths AA to D. Price, \$7.00.

L. And last, but not least of these fashionable, unadorned pumps, an "Armstrong" model in tan calf skin, made with extension sole and modified Louis heel. Sizes run from 2-8 to 7, widths from A to D, and the price is \$7.00.

### Smart Dress Hats, \$6.95

ON SALE AT 10 A.M.

LEGHORNS there are, with transparent crepe edges, also black velvet crowns and flanges, with trimmings of flowers or wings—effective shapes in white tulle or Milan, charmingly trimmed. There are as well smart Panamas variously ornamented with ribbons or band trimmings. On sale at 10 a.m. Saturday. Special, each, \$6.95.

—Second Floor, Yonge St.

### Jaunty Sports Frocks of Shantung Silk

Saturday at \$5.00

THIS is a smart coat and skirt dress, the coat of natural Shantung silk, having collar, cuffs on the three-quarter sleeves, and tabs on the patch pockets trimmed with striped silk. The skirt, which is plainly made, except for two patch pockets, is of Shantung silk in natural shade, widely striped with green, rose and cadet. Sizes 32 to 40. Price, \$5.00.

### Afternoon Dresses "Special," \$22.75

Charming afternoon frocks of Georgette crepe, taffeta, crepe de Chine and some silks combined with Georgette crepe. It is a notable collection of modish dresses, and in many instances there is but one of a kind. The colors include brass, gold, grey, rose, Holland, sand and navy. Smart collars and belts with pretty embroidered touches and beadings adorn them, and they are cut on many and different lines, straight line, coat dresses, skirts with deep tunics and bodices having the round necks. Each one is imported, has just arrived, and is marked at a price dollars less than their usual figure. Saturday, \$22.75.

—Third Floor, James Street.



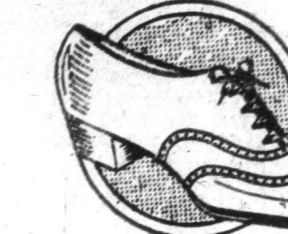
M. Style and good sense are happily mated in this chocolate brown walking shoe. It is fashioned of fine soft calf skin, the toe-cap, vamp and fusing smartly perforated. An extension sole and low heel are, of course, characteristic. Sizes are 2-8 to 7, and widths AA to D. Price, \$8.00.

N. Smart as a walking shoe well can be is the model "N" above. It is an "Armstrong" model, in tan calf skin, perforations suggesting a wing tip and marking the edge of the vamp. As you would expect, the heel is low and the sole, extension. Sizes are 2-8 to 7, widths AA to D, and the price \$11.00.

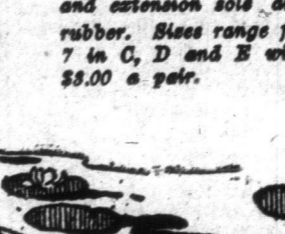


P. Sports footwear—who can do justice to the comfort and the good looks of it! This white canvas boot above is one of its happiest forms, ideal for the rooky grounds of Muskoka or Georgian Bay—a boon for her who deplores a weak ankle. The heel and extension sole are of white rubber. Sizes range from 2-8 to 7 in C, D and E widths. Price, \$8.00 a pair.

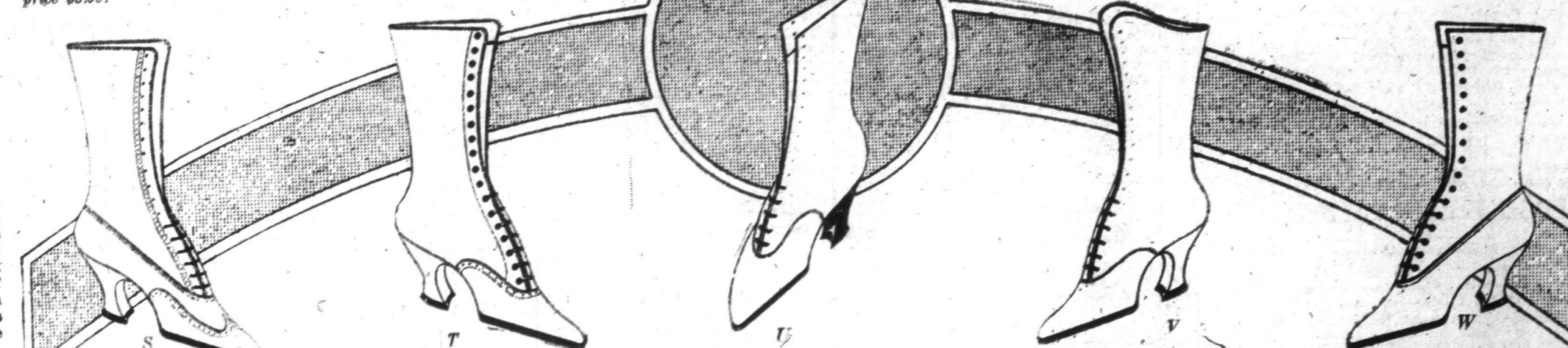
Q. A smart shoe indeed is this sports model, marked "Q." It is fashioned of white canvas, with strappings of white kid, and heel and extension sole of white leather. Sizes are 2-8 to 7, widths C, D and E—price, \$8.50.



O. Of course there must be a white walking shoe for wear with cream serge or white cotton tailor-made. And here it is, tremendously smart, in creamy white buckskin, with wing tip, perforated edges, extension sole and low heel—partly rubber. Sizes are 2-8 to 7, widths AA to D, and the price \$8.00.



R. This is a popular shoe, not only for sports, but for general outing wear. It is of white canvas, blucher out, with low heel and extension sole of white rubber. Sizes 2-8 to 7—widths C, D and E. Price, \$8.75.



S. It lives up well to its name, this "Fifth Avenue" boot of fine white canvas, with wing tip and facing of white kid. For 'tis one of the most modish boots a well-dressed woman could wear with a white tailored costume. It has a turned sole and Louis heel, and is procurable in AAA to C widths, in sizes 2-8 to 7—price, \$11.

T. This smart high-topper of white suede—a graceful, beautifully made boot for dress wear. It has an extension sole and Louis heel, the sizes ranging from 2-8 to 7, and the widths from AA to C. Price, \$14.00.

U. If your desire is a Summer boot in the black kid, the smart model should please you well. It is of "Armstrong" make, with turn sole and Louis heel, the laced top out high. Sizes procurable are 2-8 to 8, in widths AAA to E—price, \$9.00.

V. A charming boot for the Summer tailor-made, this high laced "Armstrong" above. It is made of fine white kid with Louis heel and extension sole—price, \$14.00. The sizes run from 2-8 to 7, and the widths from AAA to D.

W. And, finally, this attractive white canvas boot at the moderate price of \$4.00. It is a strictly plain, high laced model, with turned sole and modified Louis heel. It may be had in widths A to E, in sizes 2-8 to 7.

—Second Floor, Queen St.

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 TORONTO  
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 15 TORONTO AVE.  
 OPP. TEMPERANCE  
 W OR OLD  
 RAGS  
 GET MY PRICES  
 MILLAN TORONTO  
 AS CLUB GIVES  
 HUNDRED AEROPLANES  
 Associated Press Cable.  
 May 24. — Colonial Soldiers' Club presented the director of military aeronautics, with a hundred pounds contributed by the club.  
 "The empire was going to be the self-reliant, peace-loving world," he said. The ship service to overseas had gone.  
 Northcliffe, who presided, deplored the duties of the Club would be to assist the government in the question of land and soldiers, the allocation of resources, provision of capital for the re-establishment of business, and who had lost months of opportunity in their career. They were a lot more interested in their own careers than we were, and they set an excellent example of adjustment to vacant public employment to returned soldiers.  
 WEEK-ENDS  
 is no more pleasurable than in Canada than now one of the Hamilton in the country. The glimmer is a special feature of the privilege of one of the golf links in Canada.

*Go to the Scribe*

"Molly."—Because you suspected that the engaging little person who wrote the "Letters From a Grey Flush Squirrel" was a particular favorite of mine? But perhaps you are not even aware that there is a Molly named "Make Believe"? Though it looks as though she and no other had inspired you to seek for a soft, woody green cast such as you describe. It is available, too, in wool poplin of beautiful quality in a quiet reefer tone, fashioned with a tie girde across the front, and four tucks running horizontally above the waist in the back. The wide collar spreads well over the shoulders, and is finished with heavy stitching. The price of it is \$25.00. It is the only model at present in this particular tone, but you would go into raptures over it, I'm sure.

In silk sweaters emerald is the color of the season. One of these is this plain white sweater of white, with collar, cuffs and girde of white—price, \$7.00. Another in plain emerald silk has a white collar and cash. This is \$9.00. A third in Italian silk—like a silk glove, don't you know—is \$20.00.

"Frickle."—With an armful of marguerites, a few pink garden roses and a basket with a tall handle you could make your table quite beguiling for the bride's party. Gold or silver the basket, and a vase or bowl to fit it, and cover the top of the latter with a mass of fine wire. This will make it possible for the flowers to be arranged loosely, without soaping. A rose at each place and an especially fetching message for the guest of honor will be other details. The place cards can be had in various designs of a romantic flavor—inscribed with "Miss. heart, wedding bill, etc. A cunning little slipper design decorated with lilies of the valley is \$2c a dozen, and pretty things in pink and white are 5c each and upward. Little pink and white flower-like baskets for seated almonds, olives, hot-bones, etc., are 15c each. With a few suggestions, Miss Frickle, we hope you will consider us to be of the "insensitive and attractive nature" which you desire.

"Merrill."—When in doubt choose navy blue. It's a good rule. Merrill, even when your name is green. And about the navy skirt available at the sum you mention is a model in blue gabardine with a gathered back, belt and pockets as its distinguishing features. The price is \$4.00. Of course you are not restricted to blue. For the navy skirt you may have a well-tailored skirt in black and white, black and white with square pockets, a stitched belt and large pearl buttons.

"Northland."—One has in mind a certain northern bedroom which has overcome that dreary aspect you deplore. It has a warm, creamy tan paper on the walls, a deep raspberry pink rug (Scotch wool square) on the floor, with curtains, valances, cushions, etc., of pink and cream chintz with a formal decorative pattern. The result is a delightfully cheerful glow pervading the scene. The woodwork, by the way, is ivory white.

"M.M.E."—Have you seen the "Canadian Soldiers' Club" for French and German? The size of it is 5 1/2 by 2 1/2 inches, and the price is \$2.00. There, too, there is "French Girl's Laugh," size 5 1/2 by 2 1/2 inches, in cloth binding at 25c, and leather at 50c.

*The Scribe*

**Soldiers' Boxes**  
 SEE the samples of costumes and establish suitable for Overseas Packages on view in the Shopping Service. If you live out of town write for a list.

**EARLY CLOSING** During MAY, June, July, August and SEPTEMBER, Store Closes at 1 p.m. on Saturdays. No Noon Delivery on Saturdays. **SATURDAY AT 1 P. M.**

THE T. EATON CO. LIMITED