

EATON'S DAILY STORE NEWS

A Message for Mothers of Small Girls

CERTAIN English journals have been quarrelling recently with the pessimist who says that women give less attention to the needs and pleasures of their children than in former days, when they had fewer interests outside the domestic circle.

The Princess of Wales is submitted as a prominent instance of one who, however occupied during the afternoon, makes a point of devoting the tea hour to her family, and illustration is also found in the fact that little tots in London are now the constant companions of their mothers, walking with them in the morning, driving with them after luncheon, and frequently appearing in the drawing-room when guests are present.

Nurseries, it is further stated, were never before as attractive, and children's clothes never more dainty and appropriate.

The Local Situation

One phase of the plea, at least, is obviously true in our own community. The day of the parent's clothes being cut down for the child is happily gone, and the juvenile wardrobe is filled with a view to appearance and suitability, as well as utility.

The Store's Attitude

To this happy result we believe that the efforts of the EATON store have greatly helped.

We have studied children's wear long and earnestly, with a success that has produced smart, picturesque effects, united with simplicity and durability.

From the French hand-made party dress to the sturdy serge school frock the Section has a range of styles and fabrics that meets almost every taste and all requirements.

Even the tiny garment for the infant of six months has an individuality of treatment that removes it from the ordinary. A line in the webbing of linen lawn, with hand-embroidered yoke, and groups of hand-tuck-

ing, deserves the admiration of the most critical judge: the fine workmanship and material are typical of a vast array of larger frocks, for little figures from three to six years.

In these, quaint Empire designs are effected by means of lace, embroidery and tucking, one little New York model being developed in Van Dyke coat style that foretells all the charm of the veritable "picture" child for its ultimate wearer. A garb for the tiny flower-girl in the bridal procession, and a score of others of like originality and fineness, are ideal.

Advancing a few steps in size, one comes upon a wealth of lingerie delight in the net and lawn gowns suitable for confirmation wear, for the school closing, and for general summer donning. The long, one-piece lines characteristic of adult designing are exhibited, also the tunic and overskirt features, portraying a smartness which is yet wholly in keeping with childish artlessness.

The skilful intermingling of lace and fine needlework embodies your best idea of the ingenious freshness of youth. These are exquisite little gowns.

Then, in addition, are trim and stylish dresses, for girls of all ages, in shepherd's plaid, many of them boasting a reefer coat to match. There are also colored linen dresses in an endless variety of designs and uniform niceness of cut and finish.

The "Middy" and Norfolk suits, too, in blue serge and tweed respectively, are a capital provision for the concluding school term when jackets are discarded. For the smaller tots, the Russian blouse and belt is presented in a diversity of materials and ornamentation appropriate for play and outing wear.

With such adequate resources at EATON'S it is not hard to find the reason why Toronto children nowadays are more pleasingly garbed than were the young folks of days gone by.

Good Reading, Low Priced, 25c

A list of English publications offered at 25c each. Well bound in cloth, and printed in good-size type on fine paper. Only such titles included as are sure of a big sale.

The Scarlet Pimpernel, by Baroness Orczy.

The Tangled Skein, Baroness Orczy.

Beau Brocade, Baroness Orczy.

The Emperor's Candlesticks, Baroness Orczy.

The Moon of Bath, Beth Ellis.

David Baring, Joseph Hocking.

Mayfair, Joseph Hocking.

Tommy and Co., Jerome K. Jerome.

A Price of Love, Sir Wm. Magny.

A Maid of Brittany, May Wynne.

White Rose Mystery, Gerald Bliss.

Degradation of Geoffry Aldwith, Morley Roberts.

Captain Desmond, Maud Diver.

The Silver Gate, Forestier Walker.

Mona McLean, Travers.

The Girl of the Gods, Mansfield.

Portalone, C. Ranger Gull.

The Great Amulet, Diver. Each 25c.

MAIN FLOOR—JAMES ST.

Men Need a Spring Overcoat for the Cool Mornings and Evenings



The requirement can be met at this Store to your advantage in price, and in new fabric effects and styles. Especially strong is the assortment of greys.

AT 8.39—Chesterfield coat of a soft black vicuna cloth. Length about 44 inches; lapels and down front silk faced; body lining Italian cloth. Sizes 36 to 44.

15.00—English worsted material in a dark oxford grey herringbone diagonal; also twill worsted in stone drab shade. Fashionably cut in Chesterfield style. Fine Italian cloth linings.

12.50—A variety of new color effects and smart weaves, consisting of diagonal herringbones, fancy chevrons and worsteds in oxford greys, mid-grey, and light grey shades. 44 to 46 inch lengths; fly front and buttoned-through effect, good linings and trimmings.

12.39—A Silk Lined Coat of rich black vicuna cloth, an English diagonal; 44 inch Chesterfield style. The drab shade. Fashionably cut in Chesterfield style. Fine Italian cloth linings.

15.00—Silk Lined Coat in 44 inch Chesterfield design. Made from a fine quality black vicuna cloth of soft rich finish. The silk lining has a twill finish.

18.00—New Cambridge grey, soft unfinished worsted materials. Plain Chesterfield style, linings of heavy quality mohair; sizes 36 to 44.

MAIN FLOOR—QUEEN ST.

Boys' Suits: Four Excellent Values in New Spring Fashions

AT 3.00—Two-Piece Suit, smartly tailored, double-breasted coat, with belt, neat striped worsted material that would give serviceable school wear; knee pants; durable cloth linings; sizes 24 to 28.

AT 4.00—Bloomer Suit, in a superior fancy medium grey tweed of pleasing stripe pattern. Three-button single-breasted coats; full fitting strap-and-buckle bloomers, with belt loops and side and hip pockets, Italian body linings; sizes 24 to 28.

AT 6.00—Three-Piece Suits, in fancy patterned imported tweeds, stylishly tailored, double-breasted coat with cuffs. Dressy shade of brown, knee pants, Italian cloth lining; sizes 28 to 33.

AT 5.00—Single-breasted Bloomer Suit, with stitched cuffs on sleeves. Light-weight tweed in a pretty pattern of light grey. Strap-and-buckle bloomers; sizes 29 to 33.

MAIN FLOOR—QUEEN ST.

Variety in Headwear for Men



You will not be restricted in your choice of a hat as Fashion's views have been very liberal this season.

One of the most popular shapes is an English fur felt black derby just arrived. Full, medium high crown, narrow roll brim, calf leather cushion sweatband. One of the very latest blocks. Price 1.50

A Nifty Moss Blue Soft Hat, full crown, raw edge, roll brim, band of darker shade blue. Calf leather sweatband. The brim and crown can be adjusted to style wished. Price 1.50

New Styles in Varsity Caps

It pleases the boys to know that their caps conform with the fashion. These are made of dark blue cloth, unlined, with taped seams and leather sweatbands. The peaks fit closely to the head. Prices .25, 35, 39, 45, 65.

MAIN FLOOR—QUEEN ST.

A Rare Buying Chance, Men's and Boys' Silk Bows, 6 for 25c

If it is your custom to wear made up ties, come and reap a harvest. Made of silk and washing materials, in many colors, including fancy and plain shades. Strong cardboard and wire shield, fitting close to collar. Each 5c, 6 for 25c

Mild Weather Hosiery

Whether you take to thin stockings or go on with light-weight cashmere, we have much to offer you with large savings on every pair. Even our low prices give extraordinary value as these items show:

Boys' Heavy Ribbed Black Cotton Hose, dyed with the best stainless dyes, made with double heel and toe and seamless finish, in sizes 5 to 9½. Special, Thursday, per pair .11.

Women's All-Wool Cashmere Hose, plain or ribbed, have a seamless finish and double heel and toe; sizes 8½ to 10. At .35 per pair, or 3 pairs for 1.00.

Women's Plain or Fancy Lisle Thread Hose of good German makes, have double spliced heel, sole and toe; all sizes, at .35 per pair, or 3 pairs for 1.00.

MAIN FLOOR—YONGE ST.

A Corset to Buy on Our Recommendation

We recommend "La Adria" corsets thoroughly because we've proven by the complete satisfaction they've given—hundreds and hundreds of our customers that they're worthy of such recommendation. Made on a perfect model they not only fit perfectly, but improve on your figure by keeping their own good style.

When you're buying corsets get the best you can possibly afford—we're better pleased to sell you the finer makes because we know you'll be more satisfied. We've corsets at from .50 up and if 3.50 is your price you can't do better than the "La Adria." Made of fine Coutil, medium high bust, extra long hip and skirt, six hose supporters, embroidery trimmed, color white, sizes 18 to 26. Price 3.50



A Few Prices Showing What An Assortment We Offer

Nemo—3.50 to 10.00.
Smart Set—6.00 to 10.00.
Le Corpee—6.00 to 10.00.
La Reve—6.00.
La Camille—2.25 to 6.00.
W. B.—1.25 to 6.00.

P. N.—1.25 to 6.00.
F. P.—1.25 to 6.00.
Ivy—1.25 to 4.00.
B. & C.—1.00 to 1.25.
Acme—50 to 1.25.

SECOND FLOOR—CENTRE.

Men's and Women's Footwear Prices To Set You Thinking and Buying

If you know this section at all you're accustomed to pleasant price surprises—this is another of them. In making our rounds when buying, often we run across small quantities left on the maker's hands, and for some reason or another, he's glad to get them away, therefore makes price low enough to interest us—we're glad to get them—for such extra good values cause early business, get you better acquainted with our good footwear assortments, and add more and more to the reputation this section is gaining as the place to come for all your footwear needs.

300 Pairs for Women

A Neat Dressy Oxford Shoe, stylish looking for street wear, fine dog-eared kid, patent toe caps, dull kid-blucher tops, with four large eyelets, extension walking soles and military heels; sizes 2½ to 7. 1.25.

600 Pairs for Men

An Excellent Walking Style Boot, gives thorough satisfaction, made from box calf skin, blucher tops, medium round toes and well made; sizes 6 to 11. 1.50.

SECOND FLOOR—QUEEN ST.

Patent Leather the Belt Favorite

New York fashions have decided that patent leather shall be much worn this season. As an early sample we have received a shipment of combination belts, made of black elastic and patent leather, with a pretty buckle in front.

This belt is absolutely new and correct. It's seldom that a belt with the approval of the reigning mode can be had so reasonably .25

MAIN FLOOR—YONGE STREET.

Value in Women's Waists for Spring

Women's Knitted Worsted Golf Waist, made in fancy stitch, has full-length sleeves, with turn back cuffs, fastened in front with buttons and loops; in plain colors, navy, cardinal, grey and white; sizes 34 to 42. Price 1.50

Women's Net Waists, open front, with pleat, trimmed with silk soutache braid, finished with pleated net ruching and fine tucks, high collar, long sleeves, with tucks and cuffs edged with pleated net frill, back with tucks; sizes 32 to 42. Colors black, navy, grey, brown, ecru and white. Price 2.95.

Women's Print Waist, tailor made style, with box pleat down centre, also wide tuck on either side, with Gibson pleat over shoulder, laundered collar, link cuffs, colors white and black, and white and navy; sizes 32 to 42. Price .75.

Women's Fine White Lawn Waists, dainty front, with fine tucking, heavy guipure insertion, new scalloped side effect, of valenciennes insertion edged with lace, high collar, new cuff sleeves, trimmed with rows of lace insertion and cluster tucking, buttoned back, with cluster tucking; sizes 32 to 42. Price 1.50.

A Most Attractive Lawn Dress for Children for 49c

You'll probably recognize these as a very special value we told of a short while ago—they were too—so apparent a good buying chance that they went like the proverbial "hot cakes" enough of them left to supply the very early comers so that if you want one you can plan your coming accordingly. Made of fine white lawn, square yoke, with dainty lace insertion, deep frill on skirt, with tucks and lace insertion, and lace on sleeves, neck and shoulder piece. 6 months, 1, 2, and 3 years. Reduced to each .49

SECOND FLOOR—CENTRE.

For Buying Carpets There's No Time Like The Present

By a careful use of our resources we have gathered a huge group of carpets of the best grades and have priced them so low that every yard should be closed out within the time limit. The saving on each yard multiplied by the number of yards you need will come to a very substantial amount, the sum that you may save by buying at the proper season—NOW.

Fine Axminster Carpet, 27 inches wide, with a border, is not a slow moving line. Hundreds of rolls passing through our hands in the season attest its popularity. We want a price on pile carpet that will make a record. So we choose this splendid line for the sacrifice. There's a wide selection among the very high-class designs and rich colorings that makes this carpet a favorite. Thursday, per yard 1.18

A low buying price on English Velvet Carpets, makes a low selling price of \$1.00 per yard. As these goods are produced by the same methods as tapestry carpet, the makers are liable to have a surplus of stock occasionally. A lot came to our attention recently and as a result you save 1-5 of the usual price. The range includes floral, chintz, conventional and oriental patterns, also self color hall carpets in red, and green. You'll do well to buy velvets, they wear so well and are priced so reasonably. Per yard 1.00

Another lot of 9 wire English Tapestry Carpets. They are just placed in stock, 5000 yards of them from a mill clearance. They have arrived in the nick of time for this big carpet sale. They are smart and bright in colorings, with a choice of designs certainly astonishingly good. We look for a record day among the tapestries. Special, at per yard 63

THE T. EATON CO. LIMITED