

EATON'S DAILY STORE NEWS

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.

We prepay shipping charges on all orders of \$10.00 or over to your nearest station in Ontario and Eastern Provinces, on both Mail Orders and City Purchases.

Suits for Stout Women, Reduced to \$10.75

The price by no means covers their cost of production, but is made so low to cause a huge clearance Wednesday. It will be necessary to be here early, for even though there is a large number, still at this price they will not last long. They are smartly designed to add the appearance of height to the stout figure. They are all man-tailored of splendidly wearing quality black and navy serge, well lined with serge silk. The skirt has groups of pleats down sides, belted all around; coat has rows of buttons down either side, is belted, and has deep convertible collar with inset of black silk poplin. Sizes 41 to 49 bust. Greatly reduced for a huge clearance Wednesday morning, \$10.75.

Another Remarkable Event Wednesday Will be Stout Women's Suits at \$13.75—They, too, are a great bargain, for they are made from splendid quality navy and black poplin, serge and gabardine, have little belt across front, and rows of buttons down sides, front and back; the convertible collar is large, and has overcollar of black satin. Skirt is nicely tailored, with belt all around and gathered across back. Sizes 41 to 49 bust. Greatly reduced Wednesday, at \$13.75. —Third Floor, James St.

Serge and Taffeta Skirts for Misses, Wednesday, \$3.95

Samples of some of the smartest skirts they are, and in most instances there is but one, or at least very few, of a kind. Firm taffetas and splendid serges are the materials, all smartly made, with attractive effects in pockets and belts and button trimmings. Sizes 22 to 35 waist. A splendid chance to procure a new skirt at a price which is about its cost of production. Wednesday, \$3.95. —Third Floor, Yonge St.

21 Full Size Packages, 39c

Nasturtium, EATON'S Special Tall, Mixed.
Pansy, EATON'S Giant, Mixed.
Sweet Peas, EATON'S Peerless, Mixed.
Elocia Grass Seed, lb., 25c.
Tobacco Leaf, each, 15c and 25c.
Plant Food, each, 20c and 30c.
Summer Home Grass Seed, lb., 18c.
Our Special Park Lawn Grass Seed, lb., 25c; ½ lb., 13c.
Mushroom Spawn, a brick, 25c.
Japanese Fire Balls, each, 50c.

SHRUBS.
Lilac Trees, each, 30c.
Bridal Wreaths, each, 30c.
Dorsetia, each, 20c.
HARDY ROOTS.
Rhubarb, 10c.
Caladium or Elephant Ears Bulbs, each, 14c.
Lily of Valley, 10c.
Golden Glow, 10c.
Asparagus, 10c.
Shasta Daisy, 10c.
Iris, 10c.
Pansies in baskets, 50c.
Gladolus Bulbs, mixed, dozen, 13c.
—Fifth Floor.

Khaki-Kool Neckwear, \$1

A most remarkable bargain this, for every collar is smart and new, endorsed by Fashion, and they are all price reduced, many half-price and less. Dainty Khaki-Kool, in oyster white shade, made in square back, epaulette, round and fancy shapes, some exquisitely beaded, some embroidered, some lace trimmed, and with fillet inserts, some have swaggar stencilled patterns in bright colors, a few in the Chinese patterns so popular this year. The shades with which they are adorned include all the bright shades being worn, gold, brass, rose, Holland, chartreuse, and in many combinations. Wednesday, all priced at \$1.00. —Third Floor, Queen St.

A New Colonial Pump at \$5.00

It is made up in patent leather, one of those clinging lasts that do not slip off unless you want them to. The tongue is pointed and the buckle oval. Light Louis heels and turned soles. Sizes 1 to 8, widths A to E. Price, \$5.00. —Second Floor, Queen St.

Exquisite Lingerie Blouses Just Arrived From Paris

Of Course They Are Beautiful Bits of Needlework—Hand-sewn and Hand-embroidered—And Full of Style as Well, Including Coat and Russian Blouse Effects. White, Flesh, Rose, Pale Blue, Delft Blue and Maize Are Some of the Colors Procurable, While Prices Range From \$7.50 to \$12.00.



FILMY MATERIALS, exquisite stitchery, and that indefinable charm which marks the French blouse—such is the allurements of these delightful bodices, just received from our Paris office. To begin with, they are cut with true French chic, and to end with they are beautifully embroidered by hand, while every contributing detail makes for their great attractiveness. Batiste, handkerchief lawn, cotton voile, fine white net—these are some of the materials employed, and prices run moderately from \$7.50 to \$12.00. Here, for example, are a few of the models:

Fascinating coat blouse, in simple, loosely-belted style, in rose or Delft blue handkerchief linen, tucked and hemstitched by hand. Price, \$12.00.

In white voile, with coin dots of Wedgwood blue—smart blouse, with white muslin collar and black velvet tie. Price, \$7.50.

In fine batiste—white, flesh or pale blue—wonderfully dainty model, tucked and hand-embroidered, with its collar and cuffs edged with Valenciennes lace. Price, \$9.00.

A delightful little blouse for afternoon or informal evening wear—in white net, cut with Greek neck, and charmingly embroidered. Price, \$7.50.

Flesh pink voile composes another distinctive model, characterized by a very deep collar at the back and a peplum below the waistline. Price, \$12.00.

Cornflower blue voile is the artistic fabric in another model which fastens at the back, and rejoices in many fine hand-made tucks. It is \$9.00.

And in maize color mull is another smart blouse, with hand hemstitching as its chief ornamentation. This is \$10.00. —Third Floor, Centre.

Paris Model Gowns, \$33.50 and \$49.50

A Grand Clearance on Wednesday of Afternoon and Evening Gowns From Drecoll, Bullos, Premet, Doeillet, Havel and Maurer.

ON SALE AT 10.30 A.M.



HERE IS ALL THAT CHIC AND DISTINCTION that belongs to the gown from the great French dressmaker, offered to you at incredibly small prices. The show-cases in the little Rose and Grey Model rooms must be cleared for summer muslins. Hence this extraordinary selling on Wednesday of a collection of frocks that remain from earlier shipments—Paris model gowns from such distinguished makers as Premet, Doeillet, Drecoll and Bullos, together with a number of New York creations.

At \$33.50 are morning and afternoon gowns in crepe de Chine, khaki-kool, Georgette crepe and satin, every model fashioned with true French skill, and priced at a mere fraction of the usual amount.

At \$49.50—Afternoon and evening gowns in net, Georgette crepe, charmeuse, crepe de Chine, and khaki-kool, with a color choice of black, nigger brown, Wedgwood blue, grey, and other fashionable tints.

The two groups of dresses will be placed on sale at 10.30 o'clock Wednesday morning, at \$33.50 and \$49.50, respectively. —Third Floor, James St.

Charming Negligees of Crepe de Chine

Simple in Design, Delightful in Colorings, and Dainty as Can Be in Every Detail of Make-up—Ideal Dressing-gowns for Summer Use.

THE BRIDE-ELECT—any woman who is gathering together a few smart summer clothes—will delight in these crepe de Chine negligees. They are so simple and promise such good service. Yet withal how enchantingly dainty they are!

The dressing-gown in the sketch is one of them—a model procurable in pale blue, pale pink or Copenhagen blue, with deep collar of chiffon of the same shade. Price, \$15.00.

Also in crepe de Chine is a graceful dressing-gown with large collar, edged with creamy silk lace, and pockets at either side of the front. It is slightly gathered at the waist-line back and front. Price, \$15.00.

Very charming, too, is a crepe de Chine model in pale blue, flesh pink, mauve or sunset pink, with shawl collar and cuffs of white embroidered mull. It is shirred at the waist-line. Price, \$9.50.

And likewise in crepe de Chine—rose, pale blue, Copenhagen or lavender, is an attractive model with a ruffle of creamy silk lace applied at the edge of a deep Empire yoke. Price, \$11.00. —Third Floor, Centre.



The Soiree.

Gloves for Aviators, Pair, \$4.50

THESE Boulevard Horseshoe Aviation Gloves are heavy fleeced with half pique seams, Bolton thumb, and have two dome extension strap fasteners at wrist, which may be tightened or loosened as desired; the cuff is exceptionally large, having a gusset from the wrist to the top, which allows the coat sleeves to enter freely. The skins from which these gloves are cut are strong horsehide, being very pliable, giving much freedom to the fingers, which means a great deal to the Aviator. Sizes are 7½ to 10. Per pair, \$4.50. —Main Floor.

For Wednesday—Women's Fashionable Suits Reduced to \$22.75

A Remarkable Offering of Smartly-tailored Costumes, Marked Down to a Mere Fraction of Their Usual Prices—Including Many Models in Navy Blue and Black.

ON SALE AT 10.30 A.M.

A GOLDEN OPPORTUNITY to procure a smart, well-tailored suit at a price that is only a shadow of the usual amount—such is the sum and substance of this Wednesday offer from the Women's Suit Department.

The collection—which includes many American models—consists of fashionable coat and skirt costumes in gabardine, serge, wool poplin and whipcord, in grey, tan, Copenhagen, navy blue and black, the last two mentioned colors being well represented.

Pleated and belted styles prevail, the wide collar of silk being a prominent feature. Many of the suits are effectively embroidered, and others are stitched in modish fashion, with silk twist. The sizes range from 32 to 42 bust measure.

The suits will be placed on sale on Wednesday morning at 10.30 o'clock at the greatly reduced price of \$22.75. —Third Floor, James St.



Half-price Clearance of Women's Vests, Bloomers, and Combinations in Italian Silk

For this item we cannot take phone or mail orders, the quantity being limited

A COLLECTION of undergarments in finely woven glove silk, including low cut vests, combinations and bloomers. Some are prettily embroidered, others are plain, and they are available in pink, blue, and white. Some are slightly counter soiled. Not all sizes in any one style, but sizes 34 to 42 in the lot. Half-price, Wednesday, \$1.75 to \$3.75.

Also Bungalow Aprons, Caps, Brassieres, etc. All Good Value—Bungalow Aprons of durable chambray, with round neck, short kimono sleeves, pocket, and small belt across the back bound with white cotton. Colors blue, pink, and khaki. Each, 39c. —Main Floor, Centre.

Early Closing

During MAY, June, July, August and SEPTEMBER, Store Closes at 1 p.m. Saturdays. No Noon Delivery on Saturdays.

Saturday at 1 p.m.

THE T. EATON CO. LIMITED