

# EATON'S DAILY STORE NEWS

## Chantecler and Clothes

Rumors come from Paris concerning the discontent among the fowl in Chantecler's barnyard at the Porte St. Martin Theatre. The women refuse to continue playing their parts, saying they cannot endure the feather costumes now that the warm weather has set in. Not only are they unbearably hot, but it is said that they irritate the skin, despite their silk lining, and extra pay has been demanded by the members of the cast.

Our sympathy goes out to the poor performers in their unique discomfort. It is truly pitiable that, while we are pleasurably adapting ourselves to the change of temperature with the donning of appropriate apparel, this bevy of theatrical folk must face the Summer season and a tour to London in the weird regalia that has made them famous.

## Befitting the Season

The matter of selecting this appropriate apparel is a task that lies before present consideration. The Store is ready for the onslaught with a display of all the wealth of variety that makes up the story of the cotton costume. It only remains for the customer to choose.

Prediction assures a more lavish patronage than ever of the lingerie frock, and in our offering of the same a new note of attraction is discovered in the presence of the tunic effect in round, pointed and flounced form, every conceivable expression of the idea having been utilized in the witching array of filmy mull, Swiss muslin and fine lawn, inserted and edged in all the usual multitude of designs. Though girdles are in evidence, the princess model is still in the ascendant. It distinguishes a typical example in Swiss lawn, with skilful applications of branch embroidery, that bears a price ticket marked twelve dollars and a half.

## The Tub Frock

In linen and repp suits, grey and natural shades claim the distinction of first favor, but the showing generously represents blue, rose and wistaria. The three-piece suit is again to the fore as a smart and useful provision.

Prominent also is the Store's celebrated tub frock, developed in Anderson gingham, French linen, line, print, percale and cotton voile, particularly well illustrated by a little New York model in reversible, fast color foulard print, modishly fashioned with pointed overskirt, and yoke and undersleeves of net, with lace applique. At five dollars and seventy-five cents it is a marvel of ready-to-wear achievement.

Then, besides the showing of washable costumes, is a notably exclusive collection of dresses in rajah silk, silk voile and foulard, the exhibit of gowns in the latter popular fabric being characterized with rare style and dainty attractiveness, and running the long gamut from low to high price.

## The Leghorn Hat Always a Favorite



This popular and serviceable hat is never more at home than when gracing some social function or completing the loveliness of a bridal outfit; in short, its valuable qualities win for it a place. It adapts itself so beautifully to the lingerie effect of Summer, and always retains a soft daintiness so in keeping with the season of flowers, and you can wear it anywhere with perfect taste.

*A fresh lot of these exquisite dress hats will be shown Tuesday, all are handsomely trimmed with lovely fine laces, tulles, chiffons, tiny wreaths of flowers, etc. Most of the shapes have large sweeping brims.*

Price.....\$8.25

—Second Floor, Yonge Street

## Notable Values in Men's Sweaters and Varsity Coats

For baseball players or other athletes a sweater coat is a very necessary wearing article, and when they are offered at this extraordinary price it is a value that should make Tuesday a red-letter day in the sweater coat section. They are some of the finest goods that we carry, but we're crowded, so we take this sure way of getting space.

All have two pockets and some have collars. Colors, plain grey, white, royal blue, brown and green. Some have colored trimmings down front. Tuesday we clear them at \$1.75.

## Many Suggestions in the Art Gallery for Wedding Gifts

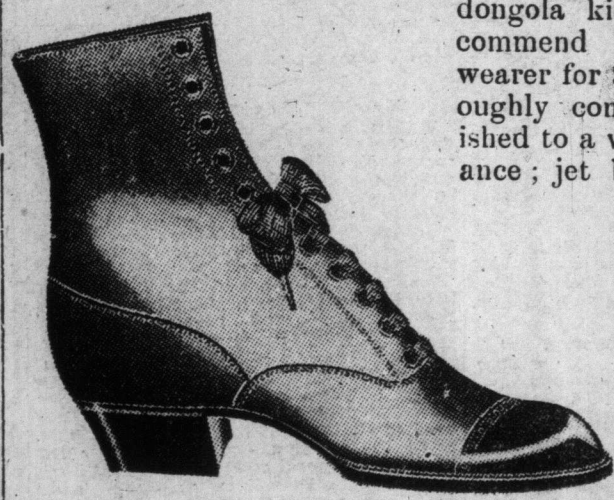
A visit will convince you that our prices are extremely low for high-class paintings in oils or water colors, and that they will have an outstanding beauty in the wedding gift display.

Oil paintings of characteristic studies, life in European cities and towns, animal life in the mountains and fields, European peasants in their various occupations, and for the lover of interior views are many scenes of life in English and French homes; paintings are all framed in gilt sweep gold burnished mouldings. Prices range from.....\$5.50 to \$125.00

Water Colors are the choice of many for smaller rooms, and we framed in gilt sweep gold burnished mouldings. Prices range from.....\$3.25 to \$40.00

—Third Floor.

## A Price Attraction in Women's Boots



We offer a boot of genuine dongola kid that we can recommend as an excellent wearer for \$1.25. It is thoroughly constructed and finished to a very neat appearance; jet black, glossy surface, with patent toe-cap; with leather is soft and easy on the foot, and makes a good boot for indoor as well as street wear, extension soles, sizes 2½ to 7. Price .. \$1.25

## A Smart New Oxford, \$2.25

This is a special Summer shoe for women, of more than ordinary appearance and quality at the price; it is of a beautifully fine black vic kid, made in a very pretty design, involving such features as the new wing tip and fancy tops, extension sewn soles and Cuban heels; the illustration depicts the style; sizes range from 2½ to 7. Price.....\$2.25

—Second Floor, Yonge Street

## A Gorgeousness About These New Belt Buckles

Right from the wonderful home of art we secured these buckles, which embrace almost every conceivable style and coloring imaginable. New things that characterize this season's styles are the beautiful combination effects.

One very striking buckle is of oval shape, in gilt finish, with a lattice centre, studded with tiny rhinestones, and surrounded by rows of enamel, cut steel and gilt; whole flower centres are shown in pretty gunmetal buckles; bronze buckles of ancient design are set with combination stone centres, and studded here and there with same; making a very rich and elegant ornament. Another pretty one displays a conventional design of brilliants, traced on a gunmetal foundation.

Brilliants are in strong favor, on fancy metals, gunmetals, enamels and gilt; queer scrolls and lattice effects are very fashionable among the high-class buckles; Chantecler designs of solid brilliants are another noticeable feature. Prices range from.....50c to \$5.00

—Main Floor, Yonge Street

## The Best Way to Build Carpet Business

Our Wilton and Axminster Carpets are an illustration of the business-building methods—or, should we say, principles—underlying this store.

The carpet qualities are selected with the greatest care by men who have the whole history of carpet making at their finger tips. The patterns are studied and the prices set with a view to giving up-to-date carpets at a price that will win your approval.

There are self blues and rose, French patterns with illuminated borders in self, rose and green, rich Orientals, champagne grounds with soft rose and greens combined, all with borders to match. Per yard.....\$2.25

Super Brussels Carpet, our best quality 5-frame goods, is the ever popular carpet for hard wearing. New and beautiful designs, exclusively ours, cheerful and effective in coloring, for the parlor; there are also small, neat patterns for the bedrooms and library; 2-4 and 5-8 borders to match. Per yard.....\$1.40

Wilton Rugs show a choice line of English and domestic makes, they are all woven without cross seams and have neatly interwoven borders, handsome medallion centres and floral or conventional patterns, in handsome colorings. Sizes 9x10½, \$23.50; 9x12.....\$27.00

—Third floor.

As a token of respect for our late King, His Majesty Edward VII., the store will remain CLOSED all day Friday.

## Another Day of Severe Pricing on Gloves



It's the time of the year to buy gloves—if values are any incentive.

We are whittling down the figures to what the goods often couldn't be made for, and they are goods of the most desirable kind—right every way. Tuesday's list is an indication of the way prices are being hammered down for a heavy week's selling.

Men's Mocha Gloves, made from extra choice skins, with one clasp, pique and outside seams, Bolton thumb, Imperial and spear pointed, some are silk-lined, assorted tan and grey; all way down below half-price, some at less than a third former figure, 180 pairs only. At, pair.....60c

Women's Fine Kid Gloves, two dome fasteners, oversewn seams and Paris points, colors tan, mode, brown and myrtle. Save heavily on each pair at the clearing price.....43c

Children's Real French Kid Gloves, with two dome fasteners, oversewn seams and stitched points, tan and brown, sizes to fit children two to ten years; a good round saving on every pair. Tuesday at.....49c

Women's Lisle Thread Gloves, with two dome fasteners and silk-stitched points, colors tan, mode, grey, black and white. Extra value at.....25c

—Main Floor, Yonge Street.

## No Use Trying to Evade the White Skirt Situation

We've set Tuesday aside, as it were, as a special White Skirt day; there are such varieties and values in them that we want you to become personally acquainted with every line; once you do we feel assured that you'll find it a pleasure selecting whitewear (no matter in what line it may be) from EATON stocks. These are the days for restocking the wardrobe, and whether a plain skirt for the wash-dress or a skirt for the elaborate lingerie, it's here.



Women's Skirts, of cotton, flounce of tucked lawn, with lace edge, lengths 38, 40 and 42. Price.....69c

Women's Skirts, of cotton, flounce of lawn and frill of fine embroidery, lengths 38, 40 and 42. Price.....75c

Women's Skirts, of cotton, with deep flounce of tucks, lawn, tucked in clusters, with deep hem, lengths 38, 40 and 42. Price.....85c

Women's Skirts, good cotton, deep flounce of lawn, with clusters of tucks and wide frill of embroidery, dust ruffle, lengths 38, 40 and 42. Price.....88c

Women's Skirts, of nice firm cotton, very fluffy and lacy, with a deep flounce of lawn, with four rows of lace insertion and edge of lace, dust ruffle, lengths 38, 40 and 42. Price.....\$1.00

Women's Skirts, of nice fine cotton, deep flounce of lawn, trimmed with three rows of fine insertion and tucks, also edge of lace, dust ruffle, lengths 38, 40 and 42. Price.....\$1.10

Women's Skirts, of cotton, made with a flounce, with clusters of fine hemstitched tucks and frill of very pretty embroidery, dust ruffle, lengths 38, 40 and 42. Price.....\$1.25

Women's Skirts, of soft, fine material, with a flounce of lawn, with lace or embroidery insertions and frill of lace or embroidery, dust ruffles, lengths 38, 40 and 42. Price.....\$1.50

Women's Skirts, two styles, one with wide embroidery beading and the other has ribbon and frill of embroidery, also dust ruffle, the other has two clusters of tucks and wide frill of lace, double dust ruffle, one with edge of lace, lengths 38, 40 and 42. Price.....\$1.75

Women's Skirts, of good quality cotton, deep flounce of lawn, with five rows of good lace insertion, tucks and frill of lace; another style is of nainsook, wide frill of embroidery, dust ruffles, lengths 38, 40 and 42. Price.....\$2.00

Women's Skirts, of soft cotton, a very dainty skirt, trimmed with clusters of tucks, embroidery insertions and frill of embroidery, dust ruffle, lengths 38, 40 and 42. Price.....\$2.25

—Main Floor, Centre.

## Young Women's Mull Dresses \$4.25

Young women's silk-finished white mull dresses for graduation or confirmation purposes, made with high neck and long sleeves, elaborately trimmed, with fine lace insertion and clusters of fine tuckings, perfectly-fitting garments; sizes, bust 32, 34 and 36, skirt lengths 35 to 38 inches. Special value, each.....\$4.25

## Bracelets Are Correct

Even the shirt waists have short sleeves this year, and there's a distinct demand for the touch of gold at the wrist that usually follows the short sleeve trend.

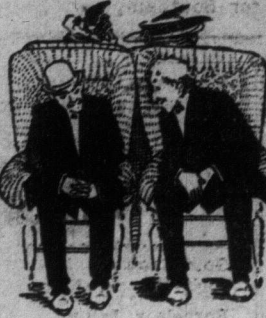
Our bracelets include many varieties, from quaint extension bracelets costing \$1.50 for a plain one to \$5.00 for a locket-topped, gem-set circlet; there are heavy chased bands that cost \$3.00 to \$6.50, and the popular amethysts at.....\$4.00 and \$5.00 At 69c is a line of fine bracelets for small children, and some that are stone set. Each.....89c

—Main Floor, Yonge Street.

## Fresh, Delicious Candies

### LISTENERS

I heard one of them say something about TECO. What is TECO? Oh, that's TECO CHOCOLATES. A specially high-grade quality to be had at EATON'S. They have delicious creamy centres, flavored with pure fruit juices. They also contain dipped cherries, nuts, caramels, etc., making a great variety of flavors, and are tastily packed in layers in pretty boxes, then tied with some delicately-colored ribbons. They are in every respect (except the price) a high-grade chocolate. ½-lb. boxes, 25; 1-lb. boxes.....50c



One box of our candy settles the candy question by making you our friends permanently. Begin Tuesday by getting some of these toothsome specials.

1,000 lbs. fine imported Italian cream, plain and coconut. Per pound.....20c

Assorted fruit crisps, per lb.....40c

Crystallized pineapple rounds. Per pound.....40c

Special jars of imported satinettes and fruit drops. Special value.....15c

—Main Floor, Centre.

THE T. EATON CO LIMITED