

HAVE YOU A "D. A."?
A deposit account is one of the greatest conveniences in ordering goods by telephone. Apply for particulars at the "D. A." Office on the Fourth Floor.

EATON'S DAILY STORE NEWS

At Yonge, Queen and James Street Doors are boxes where orders or instructions may be placed. These boxes are emptied every hour until 1 p.m., and twice in the afternoon.

Imported Dresses, Reduced to \$35.00

ON SALE TODAY AT 10.30 A.M.

These are New York dresses from earlier spring shipments, now reduced for quick clearance to a sum which in some cases is half the usual amount. They are afternoon gowns, chiefly, in Georgette crepe, charmeuse, crepe meteor, crepe de chine, with a few in serge and gingham taffeta. Brown, navy, sand, grey, Copenhagen and green make up the color choice.

They will be placed on sale in the Women's Dress Department today at 10.30 a.m. at the greatly reduced price of \$35.00 each.

—Third Floor, James St.

SAVE TIME

When Ordering From

More Than One

Department

in the Store
Write or Telephone to the

City Order

Department

Ring Adelaide 3474
(or Adelaide 5000 and ask for City Order Department) and Give Complete Order.

Featuring Today a Splendid Showing of That Fashionable and Very Practical Accessory

The Colored Silk Umbrella That Serves Alike for Sun and Rain



WITH SHOWERS AND SUN-shine chasing each other as they have been the past week, the charm of these colored silk umbrellas will be readily appreciated. When the rain pours down they afford sure protection. When Old Sol comes out, they may be rolled close and present all the appearance of a smart parasol.

In the big array of new designs to be featured on Monday are umbrellas of purple, navy, taupe, green and brown silk, also some immensely smart plaids in brown and green, and natty black silks with hairline stripe of white, or wider satin stripe of green or blue. The handles are chiefly natural and polished woods, equipped almost invariably with loop of silk cord, leather strap, or celluloid ring, by means of which the parasol may be carried conveniently on the arm. Some boast silver or fancy colored tops, but the majority are strictly plain. A narrow Jacquard border edging the silk is a new and interesting feature of the latest models. Prices run from \$6.00 to \$17.00.

Parasols, Too, in Special Display

These are simple in shape, the covers of some showing a combination of plain and plaid or plain and flowered silks. Others are composed of stripes or of shepherd's checks.

Rose, Paddy green, purple, red, navy, Copenhagen, black and white—the choice of color is practically limitless. Prices run from \$3.00 up.

—Main Floor, Yonge Street.

White Jean Smock Dresses for Girls, at \$2.95

Smart Smock Dresses of white jean, made with full pleated skirt attached to a cotton underwaist. The smock middie has collar, cuffs and belt of fine white pique, and the pockets are shirred with a one-inch beading. Smocking adds much to the attractiveness of the middie, which buttons down the front. Sizes 6 to 14 years. Greatly reduced today, \$2.95.

—Third Floor, Yonge St.

Silk and Crepe Blouses, Some Half Price

A collection of odd blouses in Georgette crepe, crepe de chine and silk, variously trimmed with tucks, embroidery, beading and hemstitching. Some have low collars; also plain styles, with roll or convertible collars. The colors include rose, mauve, grey, flesh, navy, ivory and black. All sizes in the lot. Some half price. Today, \$5.95.

—Third Floor, Centre.

Women's Fashionable Coats at \$18.75

All are made in materials such as poplin, men's wear serge, gabardine, Poret twills, Burella cloths and velours. They are in a host of styles, featuring trimmings of silk braids, plain and fancy silk overcollars, buttons, pleats and tucks, belts, etc. Many are full-lined, while some have a plain or fancy lining to waists. The colors include navy, grey, wet and dry sand, clay, chamois, Copenhagen, blue and a few blacks. Sizes in the lot from 22 to 44, but are broken in sizes and colors. Saving of many dollars on every coat. Today at \$18.75.

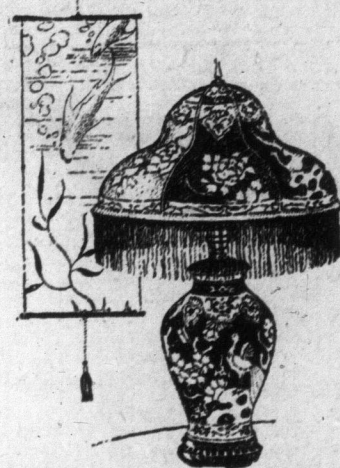
—Third Floor, James St.

Women's Skirts, Half Price, \$5.00 to \$20.00

This is one of the greatest specials of the season in skirts, for this lot includes beautiful, exclusive and imported styles, showing drapes, pleatings, girdles, fancy belts and novelty pockets. There are baronette satins, in plain gold, rose and white, gold and white, and green and white; pussy willows in black and white; Swiss all-silk moires (beautiful quality), in taupe, black and Copenhagen; also taffetas, brocades, crepe de Chine and khaki-kools. Also included are about 40 all-black silk-faced poplin skirts, in a variety of smart styles. Styles so varied that detailed description is impossible here. If you want to save just half on a smart skirt, come today. Sizes 23 to 30 waistbands in the lot. All half-priced at \$5.00 to \$20.00.

—Third Floor, Centre.

Charming Lamps of Chinese Pottery



In Black, White and Grey, Patterned in Lovely Blues, Yellows, Pinks and Greens.

HERE, VERILY, IS HAPPINESS for the woman who is keen to find an interesting, artistic lamp for her living-room, drawing-room or bedroom. In the last shipment from the Orient is this collection of delightful Chinese vases arranged in lamp form, with sockets, wiring, etc., and equipped with painted silk shades that echo the loveliness of the pottery beneath.

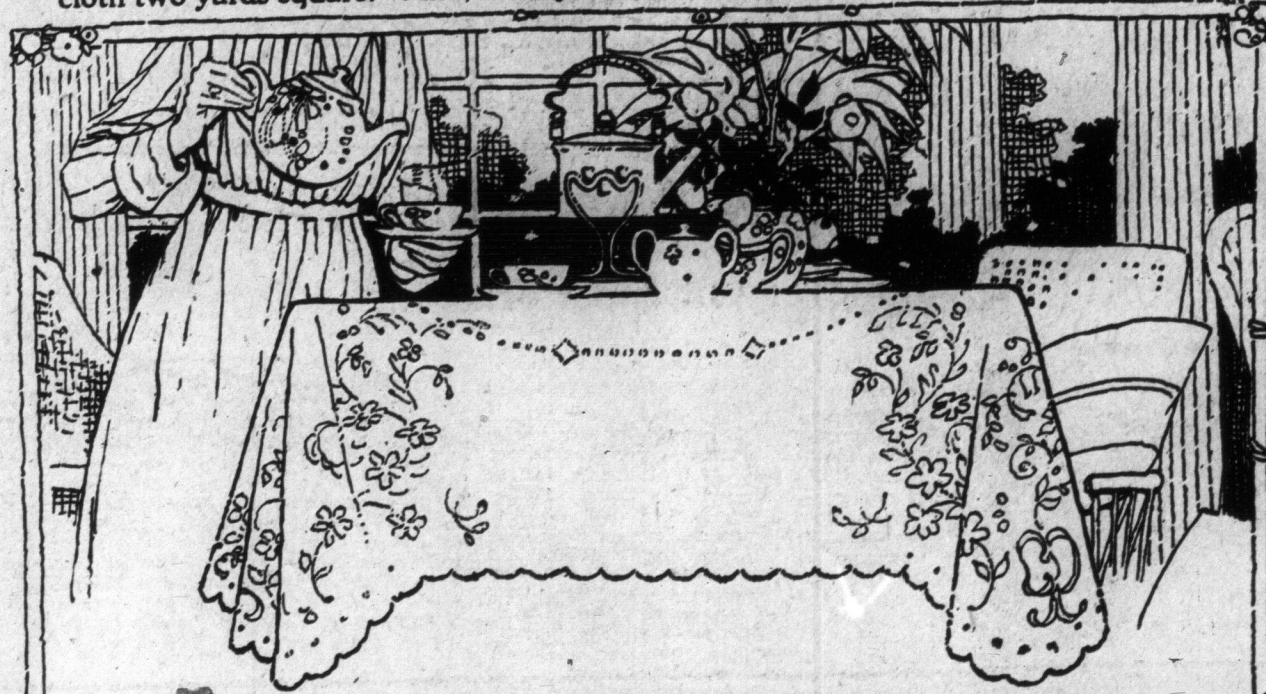
Some show a black background patterned with pink and yellow flowers, blue-tailed birds and touches of purple. Others are white, with typical Eastern designs in red, blue and green. All have painted silk shades, finished with gold galleon and silk fringe.

—Basement.

Madeira Linens for Old and New Housekeepers

A Superb Showing Featured With Special Thought of the June Bride—Table Cloths, Doilies, Centrepieces and Scarfs, Exquisitely Hand-embroidered and Marked at Prices Surprisingly Moderate.

FIRSTLY, they are fine, dainty and delightful as Madeira hand needlework well can be. Secondly, their variety is infinite, ranging all the way from the six-inch doily to the luncheon cloth two yards square. And, thirdly, they are marked, actually, at before-the-war figures.



For, despite the immense advance in the prices of linens, this collection of Madeira, being huge in quantity and procured at the first sign of rising cost, is now offered at practically the same amounts which prevailed three and four years ago.

All pieces show the characteristic eyelet embroidery and fine scalloped edges on fine, pure white linen, some being edged and inset with filet lace. Included are doilies and centrepieces, cloths for trays, tea tables and lunch tables; scarfs for sideboards, dressing tables and dinner wagons, and lunch and tea napkins. Thus:

Madeira doilies—hundreds of them in simple and elaborate designs: 6-inch size, 17c to 25c each; 8-inch, 25c to 75c each; 10-inch, 40c to 75c each.

Madeira centrepieces in conventional and floral designs: 18 inches, today, 90c to \$1.75 each; 24 inches, today, \$1.75 to \$3.00 each; 36 inches, today, \$6.50 each.

Madeira lunch napkins, some with mere scalloped edges, others with embroidered corners—in sizes 12, 13 and 14 inches square, at \$7.00 to \$11.50 per dozen.

Madeira tray cloths, size 17 by 27 inches, \$1.60 and \$1.75 each.

Madeira cloths for luncheon and tea tables. Sizes 45 inches, \$6.00 each; 54 inches, \$7.25 each; 72 inches, \$23.00, \$30.00, \$41.50, \$67.00 each.

Madeira scarfs and runners for sideboards, dinner wagons, dressing tables, etc. Size 18 by 36 inches, \$2.25 to \$6.00; 20 by 45 inches, \$2.50 to \$3.25; 18 by 54 inches, \$2.75 to \$8.00.

Exquisite Madeira Linen Combined With Filet Lace

Table sets of Madeira linen, exquisitely embroidered and edged, and inset with fine hand-made filet lace—consisting of 12 doilies 6 inches, 15 doilies 12 inches, and centrepiece 28 inches in diameter. Prices, \$50.00 and \$95.00 the set. Scarfs and runners in Madeira embroidery, edged and inset with filet lace. Size 20 by 36—\$35.00 each; 20 by 54 inches—\$50.00 each.

Yonge Street Escalators

Are rarely crowded, and will take you quickly and comfortably from the Main to the Third Floor. Along the east wall of the Store, they are convenient to both Yonge Street entrances.

EARLY CLOSING

During MAY, June, July, August and SEPTEMBER, Store

Closes at 1 p.m. on Saturdays

NO NOON DELIVERY SATURDAYS

SATURDAY 1 P.M.

Use the New Elevators

This new battery of elevators is in the centre of the Store—the nearest elevators to the South Yonge Street entrance. The East of the group is an "Express," running direct from Main to Fifth Floors.

Silk Suits for Women, Many Half Price, at \$19.75

The biggest offering in Silk Suits of the season, so, as quantity is limited, we advise early selection. Half price means something in the purchase of a silk suit, and many of them are half price. They are beautifully made suits, in the smartest styles of the season, and are in gros-grain, taffeta and faille silks and some in charmeuse satin. Styles include Russian blouse, Eton, Norfolk, and other belted and pleated effects. Most of the coats are silk and satin lined. Trimmings consist of vest effects, overcollars in various designs, metallic and cable thread stitchings, rows of buttons, novelty pockets and cuffs. Colors navy, Copenhagen, black, green, sand and brown in the lot. Sizes 32 to 42. 50 suits only. Many less than half price, today, at \$19.75.

—Third Floor, James St.

"Resistal" Goggles for Aviators

Made of "Unshatterable" Glass, the Only Type Endorsed by Aviation Authorities



"RESISTAL" is a name which requires no explanation as far as goggles for flying men are concerned. They have the unsplinterable lenses, which are the only reliable protection against wind, the breakage of ordinary glass in the event of a "crash" threatening a loss of sight.

"Resistal" are the only goggles with non-shatterable glass obtainable on the market at the present time. The Optical Department is featuring them at the exceptionally moderate price of \$10.75.

—Third Floor, Albert and James Sts.

T. EATON CO. LIMITED