

STORE OPENS AT
3.30 A.M. AND
CLOSES AT 5 P.M.

EATON'S DAILY STORE NEWS

Four "C.D.V." (half cabinet) photos, size 2 1/4 x 4 1/4 inches, for 25c. New Photo Gallery, Camera Section, Main Floor.

The "Pinch Backs" Are Ideal Summer Suits For Men and Young Men

In an immense variety of distinctive summer materials, and in new styles.

Prices: \$10.00, \$11.50, \$12.50, \$13.50, \$15.00, \$17.00, \$18.50, \$20.00 and \$22.50.



CLEAN-CUT, athletic fellows, and even many middle-aged men prefer "pinch-back" because they give a more youthful appearance than most other styles and are of light, cool materials that are most comfortable to wear during the hot days of summer.

The seams or pleats running from shoulder blade down to tail of coat or sometimes only to the belt, are curved to conform with the natural shape of the figure, as the illustrations show. The half belt sewn on at the back, above the waist, gives the coat the very acme of neatness and stylishness. The front of the coat possesses good style, too, for it has long, narrow, peaked or notched lapels and is in two or three-button styles with patch pockets and smartly cut at bottom.

What We Show in Smart Two-Piece "Pinch Backs"

At \$10.00

At this low price we show some very attractive models made of light grey with thread stripes, mid grey mixtures, light grey mottled patterns and small checks. Sizes 34 to 44.

At \$12.50

There's a big variety at this price. They are made of soft homespun tweeds in light grey thread stripes, medium shades of grey with fancy mixtures, and darker greys in pin checks. They have straight or slanting patch pockets and are half lined.

At \$15.00

Black and white shepherd's check, a light brown with a darker brown; green with a reddish brown in small check. Coats are three button style, vests are plain with five buttons, and trousers are with or without cuffs.

At \$11.50

The illustration on the extreme right shows a very fashionable model. It is made of a flannel finished tweed in a cream shade with blue, green and grey thread stripes.

At \$18.50 and \$20.00

These are made of cheviot and homespun tweeds in a great variety of weaves in shades of grey, fawn and light brown. An \$18.50 model is shown in the illustration on the left.



"Pinch Backs" Are Also Obtainable in Three-Piece Suits

At \$17.00

Another three piece suit is made of soft twill navy blue serge. Has two button coat with patch pockets and five pleats at back above belt. Sizes 34 to 44.

—Main Floor, Queen St.

To-Day's 25c Special Dinner

Soup—Puree Tomato.
Choice of Meat or Fish.
Meat—Boiled Corned Beef with Cabbage.
Fish—Baked Fillet Whitefish la Royal.
Vegetables—Mashed Potatoes, Green Peas.
Dessert—Tapioca-Custard Puddings, Peach Sauce.
Bread or Rolls with Butter.
Tea, Coffee, or Milk, 25c.
—Fifth Floor.

Men's Straw Hats in Great Rush Clearance Friday, at 89c

THERE'S no reason for any man being without a straw hat now—the weather is here—the hats are ready and here is the best offering of the season ready Friday for 180 men only— They are in a stylish boater style with 3 1-2 inch crown and 2 1-4 inch brim with notched edge. They are English made hats, of good clean sennit straw, having narrow black silk bands with bow at side. The inside is lined with a cream silk and has a soft, comfortable sweat band. It's a wonderfully light hat, too, and you'll be surprised at the remarkable value if you come at store opening Friday. 180 only, Friday, each, 89c.

Extra Good Values Also Are Straw Boaters at \$1.50

FOR THOSE WHO CANNOT TAKE advantage of the splendid offering mentioned above, we call attention to the exceptional value in our American-made Boater Straw at 1.50
It's a stylish light-weight Boater, made of fine quality clear bleach sennit straw, with 3 1-2 inch crown and medium width brim, with either plain or sawed edges. Has leather sweat band and black silk trimming. Come in Friday any time during the day and ask to try it on. It's known as the "Barford" hat and is priced at 1.50
—Main Floor, James Street.

Early Closing

As in May, during June, July, August and SEPTEMBER, Store Closes at 1 p.m. on Saturdays.

SATURDAY AT ONE P.M.

No Noon Delivery on Saturdays.

Note These Special Values in Men's Furnishings Friday

A GROUP of timely specials in warm-weather furnishings just when men are in need of them the most.

OFFERED AT ABOUT COST of production are balbriggan combinations in plain and fancy weaves. Shades are natural cream and white. They have short and long sleeves with ankle and knee-length leg, closed crotch and close-fitting cuffs and ankles. Also included are a few porous knit suits in plain white with short sleeves and ankle-length legs. Sizes 34 to 46. Friday, a suit 59

Another splendid value is offered in two piece Balbriggan Underwear, in style like illustration. They are in natural cream shade, and have long sleeves and ankle-length drawers, finished with satenee facings. Sizes 34 to 46. Special Friday, a garment 29

Men's Work Shirts—A factory's overmakes secured at a very low figure. Included are flannelettes in plain tan, tan with white stripes, grey or mauve bodies with white stripes. All have attached soft turn down collars and soft cuffs. Sizes 14 to 17. Special Friday, each 39

Men's Leather Belts in straight band and tubular styles. Black and tan colors with one tongue buckle to match and one and two keepers. Sizes 28 to 46. Each 25

Men's One Piece Bathing Suits, made of plain weave cotton. They button at shoulder and are sleeveless with loose knee leg and low cut neck. Plain navy only. Sizes 34 to 44. Friday, a suit 39
—Main Floor, Centre.

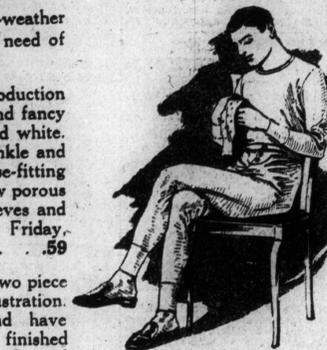
Colored Fibre Silk and Silk Half Hose For Men

Particularly attractive and novel are those with heavy colored cross bar stripes on lighter grounds. Some of the combinations are blue on Palm Beach, blue on taupe and light green on black. They are made of fibre silk with double lisle heels and toes.

Included in this line, too, are plain half hose, in navy, mauve, tan and black—all are multiplex brand. Sizes 9 1/2 to 11 1/2. Per pair, 35c or 3 pair for 1.00

Silk Thread Hosiery with mercerized lisle tops, heels and toes in triple ply weave, are seamless throughout and in plain, tan, grey, navy and black. Price, per pair 50

Fashionable, indeed are those half hose with self embroidered clox patterns in gray, mahogany, Palm Beach, purple, white, black and light navy. They are the multi-



Look at These Bargains in Groceries and Meats

on Sale Friday

MEATS

Direct Telephone Call, Adel. 4861.
10,000 lbs. of Young Baby Beef offered Friday as follows:
Rump Rib Roast of baby beef, per lb. 18
Shoulder Roast of baby beef, per lb. 15
Round Roast of baby beef, per lb. 22
Best Rib Roast of baby beef, per lb. 23
1,000 lbs. Mild Cured Smoked Hams or Whole Ham, per lb. 25
3,000 lbs. Sweet Peameal Breakfast Bacon, boneless, per lb. 26
—Fifth Floor.

GROCERIES

Direct Telephone Call, Adel. 4860.
Pure Unsweetened Cocoa, Friday lb. 23
Finest Rolled Oats, Friday, 14 lbs. for 48
Japan Rice, Friday, 3 1/2 lbs. for 30 California Lima Beans, Friday, 3 lbs. for 25
Nortolk Strawberry Jam, 5-lb. pail, Friday, pail 35
Dried Green Peas, in pkgs. Friday, 8 pkgs. 24
—Fifth Floor.

TORIC

There's a lot of difference between Toric Lenses and Flat Lenses besides their slight extra cost. They give you extra vision and extra comfort. They are better-looking, too. Come and see us about Toric Lenses.

LENSES

Specially Made Gloves for Railroaders



LINEMEN, ENGINEERS, firemen, shell-makers or anyone who works at a job where it is necessary to protect the hands from fire, water, dirt and grease, etc., will find the following lines particularly suitable for such occupations:

The Glove shown in the illustration has great popularity among the railroaders, for it gives great service and hand comfort. It is made of pearl sheepskin and sewn with wax thread with "gun-cut" seams, which means that the seams are at the back of glove instead of in front, thus giving smoothness and comfort when moving fingers.

It is asbestos tanned and has tough out seams, reinforced stiff cuff, and leather tab at under side of wrist to protect seams. Price, per pair 50

Our Special "999" Glove is also notable for its serviceability and comfort. It is a gauntlet glove made of sheepskin in a mock buck finish. Has insewn seams and tan russet cuff. Price, per pair 39

Our celebrated "4411" Railroaders' is a one-finger gauntlet mitt, is made of sheepskin with a mock buck finish. Price, per pair 35
—Main Floor, Yonge St.

Men's Dress Gloves For Summer Wear

Perhaps the Most Favored for summer dress wear among men is the lisle thread glove. It is decidedly light and is washable in soap and water several times without losing its shape and color. It has one dome fastener, pique sewn seams, bolton thumb and imperial points. In grey and natural and sizes 7 to 8 at, per pair 75

Light Weight Washable Chamousette Gloves for men. They have silk cord seams, gusset fingers and Paris points. Sizes 7 to 9 1/2. Price 1.50

Men's Grey Suede Gloves, have one dome fastener, pique sewn seams, gusset fingers and thumb, Paris points. Price 1.75

Men's Tan Lambskin Gloves, "French make," have one dome fastener, pique sewn

Friday Bargains in Boys' Clothing

Boys' Suits, in medium and dark mixed tweeds of summer weight. They are cut in Nortolk style, with knife pleats back and front, sewn on belt and patch pockets. Bloomer pants. Sizes 29 to 34. Friday 2.95

Small Boys' Fancy Nortolk Suits, in medium shade of grey, or in dark mixed tweed with knife pleats, sewn on belt and patch pockets, bloomer pants. Sizes 24 to 28. Friday 2.45

Boys' Wash Suits, in the Billy Boy

or Vestee styles, in combinations of blue and white or tan and white stripes, or plain linden shade; also in plain white with blue trimmings. All are in good washing fabrics and have knee pants. Sizes 3 to 8 years. Friday 70
—Main Floor, Queen Street.

THE T. EATON CO LIMITED