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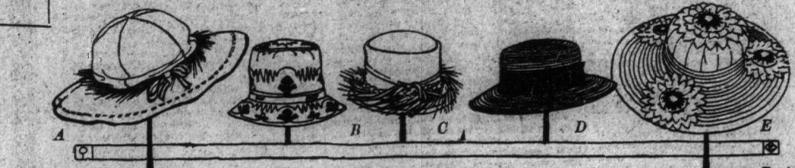
EATON'S DAILY STORE NEWS

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.

When the Charm of Her Summer Wardrobe is Its Smart Simplicity

Do You Take Advantage of The Shopping Service?

IF, FOR INSTANCE, you wish to procure something described on this page, yet cannot, for some reason, manage to come to the Store yourself to buy it, you can get into immediate touch with an experienced shopper who will do your purchasing for you, whether it is in one, two or many departments. Telephone M. 3501, or if you live out of town, send your request by letter, addressing it, "Shopping Service."



A. Model from Zureman of New York—in flesh pink Georgette, hem-stitched with Delft blue silk, the soft dome crown crested with burnt ostrich in the same China blue—an exquisite medley of color.

B. One of the clever Rawak models in Dutch mauve silk braided in cord, the brim faced with pale mauve straw—a sports hat of the idealized, widely useful type.

C. One of the high-crowned sailors of which fashion is so fond this season. It is fashioned in natural creamy Milan, with the brim becomingly enveloped in imitation white ostrich of the straight variety.

D. One of the smart black sailors so much in demand for wear with the plain tailored suit. The brim is willing to droop, as shown above, or to roll softly upward. The straw has a gleaming luster finish.

E. Another New York model of the picture type, showing leghorn straw combined with white silk and adorned with conventional daisies—a charming hat for the Summer tea party.



It will doubtless win a host of admirers here as it's pictured for you in paper and ink, but could the charm of its color be added, it would surely be hailed as one of the most entrancing Jersey cloth suits that the tailors have turned out this year at the popular price of \$25.00. For it may be had in a rich, deep cameo pink, in dark leaf green, in putty color, and in the ultra-modish apple green. In every case the collar and cuffs are of white flannel, with picot edge, and the buttons, mother of pearl. The sleeves desirable are \$2 to \$4, and it will be found in the Women's Suit Department.

For the more sedate occasions when a suit will be worn, this extremely smart costume of navy blue taffeta offers you its silvery services. The collar and cuffs are of stone grey taffeta, with the coat lining of satin of the same tone, and the buttons of grey smoked pearl. When the coat is removed the shirt reveals many hidden charms, such as shirred pockets and a pretty belt. And this is only one of several most attractive models in black and navy taffeta at the moderate price of \$27.50. Sizes range from 28 to 48. —Women's Suit Department, Third Floor.

Summer Headwear in All Its Beguiling Daintiness

Will Be Featured on Thursday in the Millinery Department in an Interesting Display of

Panama, Leghorn and Milan Hats

Consisting of New York Models and the Clever Creations and Reproductions of Our Own Milliners, and Presenting the Authentic Mode for Sports, Garden Party and General Summertime Wearing.

THE showing emphasizes the vogue of the smart, straight sailor, both broad and narrow, the chic little sailor with the upturned brim, the picturesque shepherdess hat, and the drooping mushroom, with white, and light shades as the prevailing color note, and an effective simplicity the dominant style.

Delightful Summer Hats, Thursday, Specially Priced at \$8.50

An Offering Extraordinary of Panama, Leghorn and Milan Hats in the Latest Mode of New York.

SAILORS, MUSHROOMS AND PICTURE HATS are included in this gala array of smart summertime headwear, featured as a special price attraction for Thursday. They are fashioned of Leghorn, Milan and Panama straws, trimmed in suitable manner for outing, dress and general wear. Some are charmingly edged with ruchings of ribbon or burnt ostrich; others show folds of Georgette crepe, or soutache braiding on crepe de Chine. Others again are more elaborately decked with posies or garlands of flowers, or inset with shirred brims of tulle or Georgette. The majority are all white, but some are characterized by touches of rose, blue or yellow. They will be placed on sale on Thursday morning at 8.30 o'clock, specially priced at \$8.50. —Second Floor, Yonge St.

Like the deliciously delicate pink of apple blossoms is the pink of the crepe de Chine in this frock directly above. There is little to tell of it, further, for it is simple enough for the promenade on the beach any summer afternoon. A deep hem of white crepe de Chine borders the collar, forms the cuffs, composes one of the folds in the giraffe and faces the pair of pockets on the skirt. It may be had in sizes 28 to 38. Price, \$27.50.

Another dress of the same delightful type—so becomingly silly, so essentially smart, and yet without so eminently practical! For the excellent quality crepe de Chine of which it is fashioned will, of course, launder perfectly, the buttoning of the dress from neck to hem contributing to the easiness of its ironing. It is every white in color, the skirt being laid in pleats, the lower edge hem-stitched like the collar. Sizes 28 to 38. Price, \$27.50. —Women's Dress Department, Third Floor.



Here she is—the maid or matron who knows how to walk the flowery way of summer in fit attire. And just now, on this pretty hillside, she is wearing one of Fashion's own pet frocks—a delightful one-piece model in ivory crepe de Chine, lavishly hemstitched, the sleeves and collar being of Georgette crepe. A wonderfully smart and dainty frock it is, and may be had in the Women's Dress Department in sizes 28 to 40—priced at \$27.50.



Behold the new blouse with the stock collar—fashion's latest contribution to milady's supply of smart waists! The model worn by the left-hand figure in the poppy-field above is fashioned of ivory crepe de Chine, with swaggar Ascot tie of emerald green crepe. But if you should prefer the tie to be of rose or Alice blue, you may have it in either of these shades instead. The price is \$7.50, and the range of sizes from 32 to 40 bust measure.

Should you be partial, however, to a softer type of blouse, you need not forego the pleasure of exploiting one of these new stock collar designs, for they are also developed in the filmy Georgette crepe with floating jabots. As, for example, this model at the right of the sketch. It is in ivory Georgette, the jabot edged with Valenciennes lace and finished off with a tiny little pump bow of black satin. Sizes are 32 to 40 bust measure—price, \$7.50. —Third Floor, Centre.



"A perfect gear of a dressing gown," you would surely say, could you see this negligee in all the allurements of its pale blue coloring. The material out of which it is so pleasingly contrived is a beautiful quality of crepe de Chine, with Georgette crepe playing the part of collar and frill around the sleeves. And the same model may be had in pink—price, \$12.00. —Third Floor, Yonge St.

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

Saturday at 1 p.m.

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8.—Up to noon today 15,547 Canadian casual- since the opening ofimy Ridge. Today's list- cludes 124 killed in action, six missing. Most of the n Winnipeg and western

BADLY BURNED.

ge with matches; Jar- e Moyer, aged three, of ark avenue, set her She was badly burned rts and abdomen, and the Hospital for Sick re attending doctors dition serious.

nd Watters Will

ar Work Conference

ter.

y 8.—The government d Senator G. D. Robert- labor senator, and J. C. dent of the trades and to represent the Do- British-American war ce which has begun at Senator Robertson is on- sible to attend the an- on of the International Union of which he is but he has been wired Washington, Mr. Wat- at once for the Amer-

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