

# EATON'S DAILY STORE NEWS

## The Vogue of the Trotteur

Letter From Our Paris Office.



103 Rue Reaumer, Paris, May 16, 1910.—The short dress has taken Paris by storm. One year ago it would have been thought impossible that the great couturiers of the Rue de la Paix would have sanctioned such an innovation. While for some years past the wearing of this most comfortable style of dress was accepted for morning only, to-day its reign is absolute for all afternoon functions as well, for, in fact, everything, except dinners and soirees. Instead of being plain tailored suits, these eccentric costumes are made of the daintiest and most exquisite fabrics, and put together with a harmony of colors only known to the facile French taste, the outcome of generations of fashion-makers.

We are indebted to our English cousins primarily for the trotteur. The French, having accepted it, have gone them not only one better, but a thousand better, so far as weirdness is concerned. And yet, notwithstanding all the deserved criticism of the painfully narrow skirts, that scarcely permit a natural walk, there is something unexplainably chic and pert in the much-discussed costumes. The low-cut neck lends itself more particularly to French women, who have short throats, but the high collar is equally fashionable.

In a very fetching Rue de la Paix creation 'twould be hard to describe the beauty of coloring that makes a harmonious whole. The body of the dress is a soft pertwinkle blue voile Ninon, gathered with a shaped black satin band. The waist is of the usual kimono effect, draped fully over the arms. The particularly chic touch is found in the silver-embroidered flesh-colored band that squarely surrounds the rounded guimpe of silver net. The bow on front of the corsage is of black tulle, held in the centre by a tiny strasse ornament.

Glimpses of silver embroidery appear on the sleeves. An impertinent black satin belt is connected with the band on the bottom by a narrow scarf of black satin, terminating at either end by black satin chrysanthemums.

We were privileged to see the hat that went with this costume, which was really a marvel of picturesque simplicity. It was made of flesh-colored crim, lined with black satin, its only trimming being a huge bow of black net.

**Our Dressmaking Parlors will furnish complete information regarding these dresses, giving prices and showing illustrations of styles. A beautiful range of suitable materials may be seen in the Dress Goods Section, Main Floor.**

## Winning Ways

That refers to our Candy Section, which has won its way into unbounded popularity with buyers of pure candy. This delightful collection for Monday will sustain the popular interest already created.

English Fruit Pastelles, assorted flavors, a prime favorite with many, lb. .... 20c

Fine Peanut Bars, the sugared treatment adds greatly to the relish of the peanut, lb. .... 20c

Chocolate Dipped Peanuts, in clusters, delicious after-dinner serving, lb. .... 30c

Fry's Milk Chocolate, with a sprinkling of nuts to give that nutty flavor, a pure, high-grade article, lb. .... 40c

—Main Floor, Centre.

## The Eatonia Boot Ready in New Summer Lasts

We feel safe in saying that no matter for what occasion a shoe is required you will find the proper style and leather in our Summer showing of "EATONIAS." And you will find each style right up to the minute in design. All one price, \$3.00.



The "EATONIA" Boot fits well and comfortably. The Goodyear welt system does away with tacks in the soles, and with hard waxed ends of thread. The insole of the "EATONIA" boot is perfectly smooth, for when the soles are too light to be Goodyear welted they are hand turned.

The "EATONIA" Boot is made from select leathers, thoroughly tanned and seasoned, while throughout the making of the boot the workmanship is of a distinctly high order.

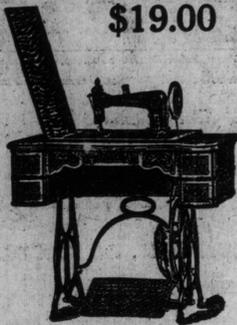
In Women's Oxfords, and other "low cuts," such as pumps, the new ties, etc., we are now showing the most advanced designs in patent coltskin, tan calf, vici kid, brown kid and gun metals. The pair ..... \$3.00

In Women's Boots, both button and laced, is a very large selection of favorite shapes and leathers. The pair ..... \$3.00

For Men are Boots and Oxfords in special lasts and leathers, for business-wear—for fine street wear, for evening dress wear, and for the workman at his daily toil. The variety is most extensive. The one price, per pair ..... \$3.00

—Second Floor, Queen Street.

## "Eatonia" Drop Head Sewing Machine, Low Priced at \$19.00



It doesn't pay one to do much sewing by hand when a good machine can be had for that money.

This "Eatonia" has been one of our strongest values for well nigh a score of years. It is a machine that would be hard to duplicate for the money. Has high arm sewing head, hardened steel working parts, self-threading shuttle, automatic bobbin winder, five drawers, a set of foot attachments; cabinet work is of rich golden oak.

If after 30 days' trial it should not prove satisfactory, we will take it back and refund money. We also give a written ten years' guarantee with each machine. The price ..... \$19.00

—Fourth Floor.

## Art in Carpets

An educated taste is satisfied with the high grade in design reached by these moderate-priced Carpets.

Axminsters and Wiltons at \$1.35 a yard are among the leaders in their field, handsome chintz, floral, conventional and Oriental patterns, in a host of rich fawns, browns, greens and blues, many in varying shades of one color, are all executed in these elegant materials, some have 3/4 and 3/8 borders to match. Per yard ..... \$1.35

Fine Brussels Carpets, are a late shipment just placed in stock. There is a splendid range of effective colorings, in floral, scroll, conventional and Oriental patterns, suitable for any style of room or hall, with borders to match. Per yard ..... 90c

English Tapestry Carpet, 27 inches wide, gives an excellent range of choice designs from new importations, sturdy wearing quality is found in these brightly printed floral, scroll and conventional patterned Carpets, some have border to match. There are unusually neat hall patterns in the lot. Per yard ..... 60c

Plain Olex Carpets, of strong grass fibre, woven with a heavy strong warp, are all the year round carpets for living rooms, dens, etc., as well as for Summer House, they are 36 inches wide, in green, red and blue. Yard ..... 43c

Fine Quality Inlaid Linoleum, 2 yards wide, with patterns that go through to the canvas, show handsome tile and block designs, in medium and light shades, it is easily kept clean. Special, per yard ..... 67c

—Third Floor.

## New White Vesting

White Vesting has come back this season as a fashion leader, in fact, the demand for this serviceable, pretty material has become so great that we have been compelled to give over one counter to vestings alone. Now you can see the different designs and weaves apart from the other white washing materials, which is a treat not to be overlooked. See Monday's big display and get a nice design for your Summer white wash dress, 27 inches wide. Price, per yard, 15c, 20c and ..... 25c

## Dress Making Offer During Summer Months

You can choose any Suiting material up to \$1.35 per yard from the large range of smart effects shown in our Dress Goods section, and have it made up with silk or satin linings, complete, in new style, for ..... \$30.00

## The Lingerie Waist for All Round Satisfaction

When warm weather time arrives they seem most suitable anywhere, and when holiday time comes a half dozen of them can be squeezed into a corner of the trunk, and you're fixed up with clean, fresh, dainty waists, that will go anywhere, so soft and fine that they can be readily laundered at home with entire satisfaction.

We've never had a more satisfactory stock than now. We believe we've styles at prices to suit one and all. Here are a few examples.

Women's Lingerie Waists, in quantities of soft, dainty styles, all so cool and suggestive of Summer comfort, some display a combination trimming of guipure and val insertion, and are made with high necks and long sleeves, then there's the pretty outing Waist, with its Dutch neck and trimmings of imitation bebe Irish insertion and fine Swiss medallions; for the plain shirt waist girl there are stylishly made tailor-made relieved by a centre panel of Swiss embroidery, with high collar and tucks, cuffs, etc., sizes, 32 to 42. Price ..... \$2.75

Women's Fancy Checked and Dotted Percale Waists, fastened in front, Peter Pan collar, finished with tucks, three-quarter sleeves, with turn-back cuffs, sizes 32 to 42. Price ..... 50c

Women's White Lawn Waists, some with lace yokes and fronts of many rows of embroidery insertion; others have front of all-over embroidery, Valenciennes insertion and tucks, high lace collar, long sleeves with cuffs, buttoned back, sizes 32 to 42. Price ..... \$1.00

Women's Fine White Lawn Waists, with a panel front effect of guipure insertion, finished with fine cluster tuckings, high collar, long sleeves, buttoned back, size 32 to 42. Price \$1.25

Women's Waists, of extra fine mull, trimmed in a soft fluffy style, with val insertion and lace embroidery insertion and fine tucks, high lace collar, long or short sleeves, buttoned back, sizes 32 to 42. Price ..... \$1.59

—Second Floor, Centre.

## New Parasols at \$2.50

We have gathered quite an extensive assortment at this price. The covers are of silk and linen, and comprise some of the season's most dainty designs, in stripes and Dresden effects, large selection of colorings, extra good gilt frames, handles assorted in natural woods. Women of widely varied tastes will find gratifying choice in this collection.

—Main Floor, Yonge Street.

## Etiquette of Social Stationery



Paper talks. The most rigid requirement for polite society is the knowledge of formal and informal stationery etiquette. Fashion varies the style from season to season, more particularly the textures of informal letter paper. By it, to some extent, a woman's culture is judged, and those who care will be interested in a book by Jean Wildg C. Clark, one of America's authorities. This book is neatly bound and contains 86 pages of invaluable information pertaining to The Letter on the Desk, Formal Invitations, Weddings, Monograms, Special Letters, Card Etiquette, Styles and Textures of Papers, and enclosed in pocket at back of book is a complete wedding invitation, with a diagram of sizes of writing paper and envelopes. Special price ..... 45c

—Main Floor, James St.

## Furniture With Style

Monday you will be able to secure any of the following splendid pieces of Genuine Period Furniture at prices that emphasize EATON values. The details are as carefully worked out as are the broad lines of the designs. The wood and veneers used are of fine quality, and the construction sound as well as artistic.

Colonial Design Dresser, in mahogany, is 44 inches wide and 72 inches high, fitted with a 22 x 36-inch British-bevel-plate-mirror; over a low base of 2 small drawers and 1 long deep drawer, it has wood knobs, the whole dresser being polished and well finished in every way. .... \$32.50

Handsome 4-piece Bedroom Suite, of genuine mahogany, dull finish, is unsurpassed for beauty of design and superiority of construction throughout. Toilet Table, with mirror, \$52.50; 4-post Bedstead, \$50.00; Cheffonier, with mirror, \$72.00; Dresser, with mirror ..... \$90.00

4-piece Bedroom Suite, Louis XV. design, is very attractive and showy, being made of genuine mahogany, polished, the large mirror frames contain a heavy British-bevel plate mirror, beautiful brass trimmings, complete, a rarely good reproduction of the period. Cheffonier, \$57.50; Toilet Table, \$34.00; Dresser, \$64.00; Pier Glass ..... \$130.00

A three-piece Bedroom Suite is done in the Sheraton manner, with the delicate inlay penciling that belongs to the style, on a surface of fine, polished mahogany, the pieces are moderate in size, well constructed inside and out, with mirrors and wooden knobs. Toilet Table, \$37.00; Cheffonier, \$54.00; Dresser ..... \$59.50

4-piece Bedroom Suite, of choice Circassian walnut, has a Louis XVI. design, unusually well planned and built in every detail, the cases are fitted with dust-proof drawers, wooden knobs and bevel plate mirrors. Bedstead, \$55.00; Cheffonier, \$67.50; Dresser, \$74.00; Toilet Table ..... \$44.00

—Fourth Floor.

## An Irresistible Charm Clings to the Leghorn Hat



There's something so pleasing and attractive about these dainty Leghorn Hats that they appeal at once to the woman of taste for she finds in them a note of distinction and a "summery" charm that forms a fitting completion to the lingerie frock.

We've had made for Monday's selling these beautiful, dainty Leghorn Hats, trimmed with quantities of flowers, daintily strewn over the brim and crowns, and caught up here and there with chiffon and tulle, in flat and high bow style; others draped in fascinating styles, with filmy laces—brims are partly faced with wide black velvet folds; some crowns are trimmed with flowers.

Others are trimmed with white wings and ribbons, in many pretty styles. Select early, for every hat is marked at extra big savings. Special ..... \$7.50

—Second Floor, Yonge Street.

## A List of Whitewear to Suit "You"

There's much satisfaction buying Whitewear at EATON'S, almost endless assortments from which to choose, and prices are always so reasonable.

Women's Skirts, a skirt of the practical, serviceable type, the kind you could wear with wash dresses, or when picnicking, boating or rolling about the sand. The cotton is good, the seams well sewn and the rows of lace insertion that trim the lawn flounce are of Torchron lace, a lace that rivals the strongest cotton for its wearing qualities, lengths 38, 40 and 42. .... \$2.00

Women's Gowns, of white cotton, Mother Hubbard style, with a yoke of tucks and rows of lace insertion, neck with embroidery, sleeves with frill of material. Price ..... 50c

Women's Corset Covers, of pretty all-over embroidery, with straps over shoulders, of fine lawn, with cluster of tucks and edge of lace, sizes 32 to 42. Price ..... 39c

Women's Corsets, Batiste, medium bust and long hip, hose supporters, lace trimmed, corset white, sizes 18 to 26 inches. Price ..... \$1.25

## They're Savers of Laundry and Worry

Children's Rompers, of drill, in plain shades or striped, in colors blue, fawn or tan, some finished with red trimmings, sizes fit ages 2 to 7. They're always neat and for children's Summer wear have no equal. Price ..... 75c

—Second Floor, Centre.

## Boys' Cool Wash Suits Ready for June Days

We're splendidly ready this season for the hot days of the Summer. We've gathered largely of boys' wash suits in a wealth of new designs and right now the showing is at full height of preparedness. Some of the really choice productions of high-class English and American makers are included, and the patterns are quite exclusive. Such materials as chambrays, linens, repps, percales, and galateas. Sailor and Russian styles, some with extra collar and cuffs, various trimmings of braid, pipings, etc. Knee pants and bloomer knickers. For boys 3 to 10 years. We're merely announcing our readiness to-day—to detail all that's new would require columns of space. Prices range from 50c to ..... \$4.00

—Main Floor, Queen Street.

# THE T. EATON CO. LIMITED