

EATON'S DAILY STORE NEWS

Straw Hats to Satisfy all Men

We have now a splendid stock of the new styles in various shapes and braids, ready for the next few weeks' rush. Men's straw hats will be the chief demand in men's headwear. There are many shapes in boater style, medium and high crowns, with wide, medium and narrower brims. Neglige shapes, with round and square-cornered crowns, with turn-down brims.

Our large shipments enable us to combine good quality with minimum prices. Hats of canton and rustic braids at \$1.00, \$1.25, \$1.50 and \$2.00. Sport braids at \$1.50, \$2.00, \$2.50, \$3.00, \$3.50 and \$4.50.

Children's Straw Hats

New shipments in negligee, Jack Tar, turban and sailor shapes, in rustic, canton, panama, pedal milan and tuscan braids; fancy and plain silk bands and cords, many with bound brims; crowns and brims range in height and width; the variety means satisfaction in choice and our prices satisfaction in buying. 65c, 85c, \$1.00, \$1.50, \$2.00, \$2.40, \$3.00.

MAIN FLOOR—QUEEN ST.

The New College and Middy Waists, Summer Favorites

Of a sudden women and girls have grasped the possibilities of these jaunty college and middy waists, and just as quickly are they carrying them off to complete the hot weather wardrobe or holiday trunk.

Their sailor collars and sailor-like trimmings suggest the ideal waist for boating or beach wear—there's nothing "fussy" about them to require careful laundering. The soft waist drill from which they're made is noted for its wearing qualities, and being made on straight lines they'll fit almost any figure and still retain the essential neatness so necessary.

The college waist comes in white, with facings of red or navy, tan with sky, red or white, sky with tan and white; middies are trimmed with navy blue on collar, cuffs and pocket. Sizes 32 to 42. .85c

You'll Want These at the Island and Beach

Women's Knitted Golf Coats, in fancy stitch, single-breasted, with plain knitted border around neck, front and cuffs finished with fancy pearl buttons, colors white, navy, or cardinal; sizes 32 to 42. Clearing at this special price. .98

Neat Wash Petticoats, 49c

Women's Printed Percale Wash Petticoats, in fancy stripe, made with deep bias flounce, finished with gathered frill, colors pink and white, sky and white, mauve and white, black and white and green and white; lengths 38, 40 and 42. Price .49

This Shantung Waist Extra Value at \$2.00

Women's Shantung Silk Waists, extra heavy quality, natural color only; beautifully made, with front of wide and narrow tucks, fastening down centre and trimmed with silk-covered buttons; long sleeve, with shirt cuff; tucked collar; sizes 32 to 42. Price .98



Middy Waist, 85c

Women's Two-piece House Dresses, of white linenette; Gibson pleat back and front, with tucking and box pleat down front; laundered collar; full gored skirt; sizes 32 to 38. Price .98

Women's Shantung Silk Waists, extra heavy quality, natural color only; beautifully made, with front of wide and narrow tucks, fastening down centre and trimmed with silk-covered buttons; long sleeve, with shirt cuff; tucked collar; sizes 32 to 42. Price .98



College Waist, 85c

SECOND FLOOR—CENTRE.

Cooking With Gas In Summer

Does Away With the Hot Kitchen

The Acme Gas Stove



5.75

For those desiring a moderate priced stove, this one will fill every requirement. It is a good baker, and sits high on nickel-plated legs, 2 burners on top and good sized oven, \$5.75. Same style with 3 burners, \$8.00.

Gas Plates

Used where space is limited, very economical. 2 burner, \$1.45 and 2.50.

3 burner2.25 and 3.00.

GAS OVENS for plates, asbestos lined, 95c., \$1.35 and \$2.35.

COVERED GAS TUBING in 2, 4, 6, 8 and 10 feet lengths, 7c per foot.

METALLIC GAS TUBING10c. per foot.

For Camp or Summer Cottage

A BLUE FLAME OIL STOVE has no equal. The oil generates into gas, producing intense cooking heat. Very simple in construction and exceedingly easy to operate.

2-burner size \$6.00

3-burner size \$8.00.

GAS TOASTERS 15c. and 20c.

COVERED IRON HEATERS, hold three irons25c.

A Happy Kitchen—A Happy Home



\$16.50

Gas for cooking in the summer time is productive of good nature and happiness. The ARGAND GAS RANGE is a complete and effective stove. It has 4 top burners and a simmering burner, oven and broiler. The doors are nickel trimmed and the general appearance of the stove is very pleasing and attractive. A splendid baker and economical on gas. 16-in. oven \$16.50.

The Acme Gas Range



14.50

Made specially for us from our own designs and is the embodiment of all the good features of gas ranges. It has blinged oven and broiler doors, nicely nickel trimmed. Four top burners and simmering burner; oven has 2 long burners. A splendid range throughout and a guaranteed baker. 16-in. oven \$14.50.

Utility Gas Range

It has all the good features of our other ranges and has the HIGH UP OVEN, which dispenses with stooping to look at the baking. 4 top burners, broiler and baker \$25.00.

The Wedding and Reception Invitation

With our facilities we have reached the height of perfection in issuing invitations. You have our assurance that orders will be completed and delivered within three days.

We use Crane's pure white kid finish paper, the popular and the standard quality for weddings or reception invitations.

We guarantee satisfaction in printing or engraving, using script or Old English type. Our special prices are itemized:

Printing

Invitations or announcements, including inside and outside envelopes, script or Old English type. 25 sets, \$1.75; 50 sets, \$2.50; 75 sets, \$3.75; 100 sets, \$4.75; 200 sets \$8.00

Engraving

Invitations or announcements, script type, plate only. 8-line plate, \$4.50; 11-line plate, \$6.25; 14-line plate, \$7.75; additional lines, each60c

Plain Old English type, plate only, 8-line plate, \$10.00; 11-line plate, \$13.75; 14-line plate, \$17.50; additional lines, each \$1.25

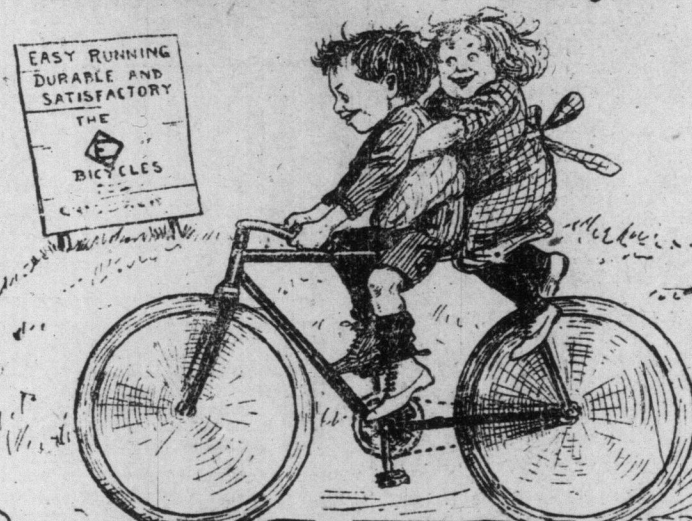
Printing invitations or announcements from either of above plates, including inside and outside envelopes. 25 sets, \$2.50; 50 sets, \$3.50; 75 sets, \$4.50; 100 sets, \$5.50; 200 sets \$8.75

MAIN FLOOR—JAMES ST.

A Guide for Lacrosse Players

The 1910 edition of the Canadian Lacrosse Association's annual booklet, containing rules and regulations for lacrosse playing, and the C. L. A. Constitution, may be had at the magazine counter (Main Floor) and in the Sporting Goods Section (Fifth Floor), for the sum of 10c

Our Diamond Bicycle



Has given excellent satisfaction. The quality has not been sacrificed simply because the price is low. It has oval forks, made from best seamless steel tubing. Nickel plated crown, one-piece crank, drop forged, half diamond, two point bearings, crank hanger; cones hardened and ground; up-turned handle bars 18 inches wide; men's pedals, rat trap patterns; women's rubber; wheels fitted with single piece Dunlop rims; Dunlop guaranteed tires 28 inches x 1 1/2 inches. Black enamel finish and all bright parts nickel plated. A remarkable wheel value at the usual price of \$25.00

FIFTH FLOOR.



Creosote, the great wood preserver, is the basis of these shingle stains. They penetrate the wood thoroughly and insure great durability. The subdued tones of the stains are handsome and with them you may obtain most artistic effects. Standard shades are:

Golden Brown
Indian Red
Forest Green
Weatherstain Tint

Per Gallon
72c

Ivy Green
Silver Grey
Black
Moss Green

WE MAKE UP ANY DESIRED COLOR AT SHORT NOTICE

Two Satisfactory Refrigerators

Many grades of refrigerators are displayed on our fourth floor, suitable for every use, in the summer cottage, or the elaborate kitchens of big city homes, restaurants, etc.

"The Labrador" Costs \$7.10—The golden oak finished case is 29 inches wide and 42 inches high, with a large single door; the ice rack is removable and the provision compartment roomy; galvanized steel linings make it easy to clean every nook and corner. . \$7.10

"The Brantford" Costs \$22.50—The case is made of selected ash, with a rich golden finish; the width is 35 inches, height 58 inches; it has eight walls and is lined with white enamel. Complete, with adjustable wire shelves, large single door and casters \$22.50

Verandah Arm Chairs, made from choice stock, finished in green or natural finish, have large seats of double woven cane and wide arms, strong and comfortable. Each \$1.90

Arm Rocking Chairs, in green and natural finish, have high backs of double woven cane, wide arms and double woven cane seat, ornamental, easy-rocking and durable. Each \$2.75

FOURTH FLOOR.

Some Lighting Fixtures

Under the Gas Jet

You should hang one of these grotesque JAPANESE MATCH SAFES, made of papier mache. An interesting ornament as well as a useful match holder. The price 50c. each.

Inverted Brass Burners

for gas. Strong and reliable and extra good value at 20c. each.

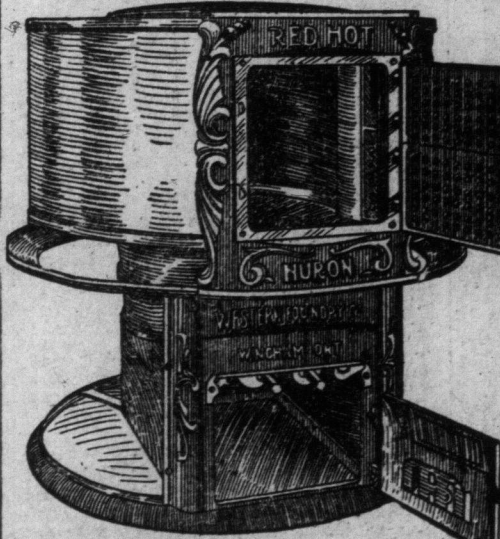
Gas Fixtures

A room's appearance may be greatly improved with effective lighting fixtures. Thursday you may buy a beautiful 2-light GAS FIXTURE in a pleasing design, nicely finished in rich gilt and satin gold; a fixture suitable for the modern home, for \$2.00

Same design, 3 lights \$2.50

Above fixtures delivered and connected in Toronto free of charge.

Contractors and House Owners



from 18,000 to 25,000 cubic feet.

Quotations furnished on application.

In the Van of Fine Footwear: The "Excelsior" Boot for Men

The "Excelsior" is designed for "better" wear—for occasions that demand a dressy boot. The "Excelsior" service consists of advance styles and out-of-the-ordinary lasts that are strictly in accord with good taste. It presents fine leathers, highly-finished workmanship, and an elegance of design that is rarely acquired in a \$3.50 boot. Here are three new lasts:

Tan Calf Boot, in the new knob last, has Goodyear welted soles; very dressy. Pair . . . \$3.50

In Velours Calfskin, is a neat, dressy last, suitable for any wear; it is a serviceable leather that takes a beautiful polish. Pair \$3.50

A Patent Calfskin Boot, has Blucher tops of dull kid; it is made on the new

—SECOND FLOOR—QUEEN ST.