

HAVE TIME—SHOP WITH A TRANSFER CARD. Ask for a Transfer Card when you make your first purchase; each purchase in this column. You may total at Eaton's, whenever.

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 Order and City Purchases.

ON SALE TO-DAY Model Hats At Greatly Reduced Prices

Modish Spring Creations From Louison, Lanvin, Leon and Germaine, of Paris, and From Joseph, Bendel and Rowak of New York, Divided Into Three Groups, Offered Respectively at \$8.50, \$14.50 and \$23.50.

INCLUDED are tailored and dress hats in light and dark colors, and large, small and medium sizes—sailors, turbans, mushroom, tricorne and wide-brimmed picture hats.

Some are in straw—Milan, tagel or lisere—and others are in crepe de Chine, Georgette crepe, and silk ribbon, one of the features of the offering being the large number of wonderfully smart black hats in both youthful and matronly styles. Exquisite materials, fashionable designs and that chic and distinctive which marks the production of the celebrated milliner—these are the characteristics of the collection.

The hats, having served for display purposes, will be marked down to a mere shadow of their usual prices, and offered on Saturday at \$8.50, \$14.50 and \$23.50.—Second Floor, Yonge St.

Victor Records for Month of May

THE few records listed below are selected to show that the new May list is more than usually attractive. Call and hear any of the new selections, or telephone your order for them. Ask to have list of new records mailed to you each month.

18245—10 in., Double, 90c: Those Hawaiian Melodies—The Ghost of the Ukulele—Both by Peerless Quartette.

18256—10 in., Double, 90c: America, Here's My Boy—Peerless Quartette. Let's All Be Americans Now—American Quartette.

18258—10 in., Double, 90c: For Me and My Gal—Dance and Grow Thin—Both by Van and Schenk.

18262—10 in., Double, 90c: Night Time in Little Italy (McCarthy-Fisher)—Oh, Lady (Snyder-Young)—Both by Collins and Harlan.

18247—10 in., Double, 90c: Evensong Waltz—Fox Trot—Get Off My Feet—Both by Joseph C. Smith and his Orchestra.

18252—10 in., Double, 90c: Spooky Spooks One-step (Edward D. Claypole)—They're Working 'em Higher in Hawaii—(Medley One-step)—Both by Victor Mill Band.

18248—10 in., Double, 90c: Unnatural History—Part I—Unnatural History—Part II—Both by Robert J. Wuldback.

18246—10 in., Double, 90c: Poor Butterfly—Fox Trot (Hubbell)—Allah's Holiday—Fox Trot (R. Prinn)—Both by Joe C. Smith and his Orchestra.

18250—10 in., Double, 90c: A Perfect Day (Carrie Jacobs Bond)—Love's Dream After the Ball (Zibulka)—Both by Elizabeth Spencer.

18245—10 in., Double, 90c: Silver Threads Among the Gold (Danks)—Listen to the Mocking Bird (Winner)—Both by Ferdinand Himmlerich.

64654—10 in., \$1.25: Somewhere a Voice is Calling—By Newton Tate.

35422—12 in., Double, \$1.50: Aloha Oe (Farewell to Thee) Pua Sadinia (Gardenia Flower)—Both by E. K. Rose.

35616—12 in., Double, \$1.50: Cap'n Cuttle (Monologue Arranged from Dickens' "Nicholas Nickleby")—Both by Wm. Sterling Battis.

64653—10 in., \$1.25: Poor Butterfly (Golden-Hubbell)—By Frances Alda.

45112—10 in., Double, \$1.25: Sylvia Ballet—Pizzicato (Delibes)—Polish Dance (Wienlawski)—Both by Charles Kellogg.

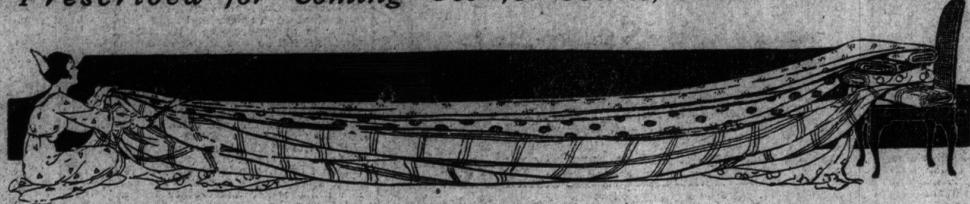
74492—12 in., \$2.00: Andante Tranquillo (Charles de Bériot)—By Mand Powell.

74502—12 in., \$2.00: Oh, Song Divine (Arthur St. Louis-Gordon Temple)—By Emilio de Gogorza.

64564—10 in., \$1.25: I've Givna Back to Dixie (C. A. White)—By Alma Gluck.

Novelty Wash Fabrics for Smart Summer Toggery

A Gala Display of Cotton, and Silk and Cotton Weaves in the Striped, Checked and Figured Effects Which Fashion Has Prescribed for Coming Use for Gowns, Suits and Skirts.



CHEERFUL AND CHIC are the suitings and skirtings La Mode has provided for your Summer wearing. Dress fabrics, too, show the same happy hues and gay, distinctive patterns. The circles on the Second Floor devoted to wash materials present a wide panorama of dainty pastel and vivid sports colorings, of stripes, checks, coin dots, and formal, clear-cut motifs. The showing includes:

- NOVELTY TUSSAH
- COTTON PONGEE
- LINENETTE
- BEACH CLOTH
- PIQUE
- COTTON REPP
- PLAIN VOILE
- PRINTED VOILE
- COTTON GABARDINE

These in their wide variety of weave cover every need of the warm-weather wardrobe. Thus: Novelty Tussah—a silk and cotton weave, charming for dresses and soft, full skirts. It is featured in white, natural tan, Copen blue, rose, heliotrope, pink, green and gold, striped or patterned in so-called "sports" fashion with some contrasting color. The width is 36 inches, and prices range from 40 cents to \$1.25 a yard.



Telephone, Main 3501. For the shopping service Remember that you may get into touch with the shopping service by direct telephone. Call Main 3501 if you are not able to come to the store to purchase something you want which is advertised on this page, or anything else you may require in the way of filling the wardrobe and renovating the house. One of the experienced shoppers will do your selecting and purchasing for you.

Beach cloth (resembles a fine panama) for outing skirts and the banding of outing suits—in white or natural ground with sports patterns in pink, blue, and gold. This, too, is 36 inches wide and priced from 40 cents to \$1.25 a yard. Plain Beach cloth in lighter weight for dresses, in Copen, white, linen shade, lawn green, black, grey and navy blue, is the same width—price 40 cents a yard.

Linenette skirtings are in plain shades of yellow, and Delft blue, are 36 inches wide, and 40 cents a yard. White skirtings galore—cotton gabardine, cotton repp, pique and basket weave—30 different weaves, at prices ranging from 39 cents to \$1.25 a yard.

Fancy cotton gabardine skirtings—oyster white with a ratine stripe of rose or blue and faint over-check of grey—36 inches wide and \$1.50 a yard.

A fine white gabardine skirting with broken stripe of black and pale colors will appeal immensely to those of conservative taste. It is 75 cents a yard, and 36 inches wide.

Cotton Shantung in natural tan shade and other colors, for Summer suits and dresses, is 85 cents a yard—40 inches wide.

Promenade Suiting—a basket weave in green, Delft blue, grey or rose, is 45 cents a yard—40 inches wide.

And last, but not least, cotton voiles for light Summer frocks—a whole circle devoted to them: plain voiles in 60 different shades, 40 inches wide and 40 cents a yard; also woven stripes and printed patterns—floral, checked, striped and figured effects—in light, dark and sports colorings. These are 40 inches wide, and range from 50 cents to \$1.25 a yard.



Such Smart Dresses of Jersey Cloth

New Spring Models That Offer All-the-year-round Usefulness—Charming in Color and Style, Affording a Choice of One-piece and Coat-and-skirt Effects.

ASK HER WHO ALREADY POSSESSES a frock of this delightful wool Jersey as to whether she likes it or no. She will surely declare it to be one of the most comfortable, useful dresses in her whole wardrobe, with a certain distinctive simplicity that fits it for all occasions.

And well qualified to live up to their popularity are the Jersey cloth models now on view in the little Rose and Grey Rooms of the Dress Department—wonderfully smart models recently arrived from New York. Here are some of them:

In Madonna blue Jersey cloth, charming one-piece dress with chic barrel drapery on the skirt, the collar and sash faced with putty color Jersey cloth. Price, \$50.00.

A Jersey cloth model by Jeanne Lanvin shows a skirt of navy blue, and slip-over bodice of white, embroidered with blue and gold. It has a round neck and black patent leather belt. Price, \$69.50.

In chamois color Jersey cloth, with collar and facings of dull blue, is a coat and skirt model at \$45.00.

Paddy green Jersey cloth, embroidered in self-tone wool, composes a coat and skirt dress priced at \$35.00.

And in sunset pink Jersey cloth, with long silk collar in Chartreuse shade, is a model with long-waisted bodice and pleated skirt. Price, \$60.00.

—Third Floor, James St.



Swagger Top Coats for Misses

A Collection of Fashionable Models for Present Wearing—Every Coat Many Dollars Less Than Its Usual Price. "Special" at \$25.00.



THEY REPRESENT A SPECIAL PURCHASE—hence the exceptionally moderate price. For they are coats beautifully tailored of excellent materials in modish Spring styles—belted and full flaring models in wool poplin, gabardine, wool velours, serge and tricotine. Some have wide-spreading collars of khaki-kool or silk poplin, and large pockets are a distinctive feature.

As for colors, navy blue and black are in strong evidence, also the bright blues, greens, rose and brass of fashionable fancy. Sizes are 14 to 20. Monday, special price, \$25.00 each.

Modish Taffeta Frocks for Juniors at \$15.00—These may be had in rose, grey, Holland green, navy and black. They have high waistline, the skirt shirred at the top and adorned with patch pockets. The large collar is of Shantung silk, stitched in color. Sizes 13 to 20. Price, \$15.00.

Excellent style and tailoring characterize suits at \$22.50—In juniors' and misses' sizes there is a whole array of smart suits at this moderate price. One of fine quality wool gabardine has a coat with yoke and box pleats, kept in place by a bolt, its large convertible collar being adorned with saddle stitching. The skirt is plain and belted. Another model of fine gabardine has a belted coat pleated over hips, large self collar with overcollar of white silk poplin, with tie of same; the skirt is also pleated across hips. In navy and black. Sizes 13 to 20. Price, \$22.50.

—Third Floor, Yonge St.

English Rose Bushes, 20c to 35c

- "MERRYWEATHER'S" English grown rose trees are strong and hardy. Each 20c to 35c.
- White British Queen, each, 30c.
- Crimson Madame A. Chatney, each, 35c.
- Yellow Melody, each, 35c.
- Pale Pink Pharisstar, each, 25c.
- Crimson Ramblers, each, 20c.
- Dorothy Perkins, each, 20c.
- Pink Ramblers, each, 20c.
- White Ramblers, each, 20c.
- Honey-suckle Vines, each, 25c.
- Purple-White Clematis Vines, each, 35c.
- Lilac Trees, each, 35c.
- Spiraea Bushes, each, 30c.
- Hardy Roots
- Iris, Shasta Daisy, Rhubarb, each, 10c.

—Fifth Floor.

You were Inquiring?

"June Bride."—Furnishing a five-room flat—almost as proverbial as confetti and wedding presents, isn't it? Well, the lists we have made for you are merely suggestive. But doubtless they will serve as a basis for your interesting calculations. Thus:

- Living-room
- \$21.00—Walnut Table, William and Mary design, cup and ball legs, 2 drawers, pretty shape, cane panels beneath.
- \$28.00—Writing Desks, walnut, William and Mary, drop leaf.
- \$7.50—Chair, walnut (cane seat), for writing table.
- \$50.00—Chesterfield, green denim.
- \$35.00—Willow Arm Chair.
- \$4.75—Smaller Willow Chair.
- \$30.00—Upholstered Chair, very comfortable.
- \$18.50—Magazine Stand.
- \$10.00—Lamp, high William and Mary design.
- \$8.50—Silt Shade.
- \$54.00—Band border Axminster Rug, 9 feet by 12 feet.
- \$4.00—10 yards Chintz for cushions, over-curtains, etc. at 40c a yard.
- \$3.00—10 yards Scrim at 30c a yard—for curtains.
- \$254.50—Total.

- Dining-room
- \$141.00—Walnut Furniture, Queen Anne style, very good design, cabriole legs, arched tops, leather-seated chairs, plain and graceful.
- \$12.00—10 yards Casement Cloth at \$1.25 a yard, for curtains.
- \$75.00—Wilton Rug, in Oriental design, 9 x 12 feet.
- \$223.00—Total.

- First Bedroom
- Walnut furniture, showing Adam motif, Prince of Wales feathers at top, ring drop handles, plain simple lines: Dressing Table, \$28.00; Chair-roc (very pretty), \$22.50; Bed (plain panels, head and foot board), \$20.00; Chair, \$9.75; Bench for dressing-table, \$8.00.
- \$12.00—Upholstered Chair.
- \$7.50—15 yards Chintz for curtains, cushions, etc.
- \$3.00—10 yards Scrim or Frilled Muslin, at 30c a yard.
- \$2.00—Marshall Mattress.
- \$3.00—Springs for bed.
- \$3.00—2 Pillows for bed.
- \$17.00—Scotch Art Square, 9 feet by 12 feet.
- Total—\$179.25.

- Second Bedroom
- Ivory Enamel Furniture, plain and pretty, antique brass ring drop handles: Dressing Table, \$22.00; Bench, \$6.00; Dresser, \$25.00; Chair-roc, \$24.50; Bed, \$22.00; small Chair, \$4.99; Rocking Chair, \$4.50.
- \$12.00—Scotch Art Square, 9 feet by 12 feet.
- \$3.00—Mattress, Springs and Pillows.
- \$1.00—China Scrims, etc.
- Total—\$172.50.

- Kitchen
- \$15.00—Gas Range, 4 burners and steamers.
- \$21.00—Cabinet.
- \$14.00—2 Chairs at 70c each.
- \$3.25—Table, wood top.
- \$6.50—Oilcloth, 8 feet by 10 feet.
- Utensils—Aluminum ware, as list: 1 Tea Kettle, \$4.95; 1 Saucepan, \$1.20; 1 Saucepan, \$1.40; 1 Saucepan, \$5c; 1 Steam-er, \$1.00; 1 Pan, \$2.45; 1 Double Boiler, \$1.25; 1 Frying Pan, 75c; 1 Frying Pan, \$1.20; 1 Frying Pan, 50c; Pie Plates, each, 25c; Jelly Cake Pan, each, 35c; 1 Covered Roast Pan, \$4.25.
- Total—\$68.55.

The grand total, I think you will find, is \$902.30, leaving you an odd hundred for the traditional "touches" that make a house a home.

"Perplexed."—Do you know those three patriotic plays for children—"The Key to Jack Canoe's Treasure House," "War on the Western Front" and "The Making of Canada's Flag"? They would be admirable for your purposes—price, 25 cents each. A collection for 8 girls—"Grandmother's Rose Jar"—is 15 cents.

"Kentucky."—Are you going to stop at hotels en route, and will there be visiting when you arrive at your destination? The extent and make-up of your luggage depend largely upon this, "Kentucky." Write and tell me more about your trip. One thing certain: you must have a light-weight motor coat. Would you prefer linen or shantung? A good linen ulster for motoring is in natural shade, with patch pockets and collar that fastens close to the throat. The price is \$10.00. A similar model in shantung, with a black silk collar, is \$18.00. To whom shall we send the samples for middles?

The Scribe.

Women's Silk Hosiery, Mill Runs, in Clearance, Monday, 95c a Pair

These are all full-fashioned silk stockings, with lisle spliced heels, toes, soles and deep garter welts, and are in black or white. They are termed "mill runs" because the tiny markings of the full-fashioning process are not exactly even; or they are not properly pressed, or in some cases are slightly soiled. These are slight defects in hosiery, and do not in any way affect the wearing qualities or appearance. It's an unusual offering, and, while there are about 100 dozen pairs in the lot, we advise early selection. Sizes 8 1/2 to 10. Special, Monday, per pair, 95c.

—Main Floor, Yonge St.