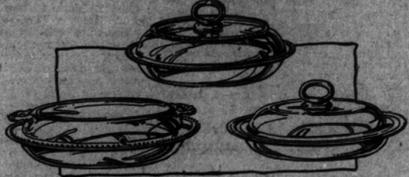


EATON'S DAILY STORE NEWS

At Yonge, Queen and James Street Doors are boxes where orders or instructions may be placed. These boxes are emptied every hour until 1 p.m., and twice in the afternoon.

HAVE YOU A "D. A."? A deposit account is one of the greatest conveniences in ordering goods by telephone. Apply for particulars at the "D. A." Office on the Fourth Floor.

Entree Dishes in New Designs Plain, Dignified Productions in Heavy Silver Plate---Suggested Particularly as a Present For the Bride.



NOT SURPRISING, is it, that many a woman treasures her entree dishes above all her tableware? For endlessly useful they are, standing ready for the serving of vegetables, jellies, creams, pastries, sandwiches—and always an acquisition wherever they appear.

Of especial interest, then, at June wedding time, this splendid showing of new designs in heavy silver-plated ware, now on view on the Main Floor. As for prices:

Entree dish of oval shape, in silver plate, with plain beading at the edges, and the handles at the ends of the cover, which may be used as a second dish. Price, \$10.00.

Another dish of similar shape in plain, unornamented silver plate, the handles at either end of the cover. Price, \$11.00.

Smaller oblong design, the cover with detachable handle, permitting use as other dish. Price, \$10.00.

Entree dish, divided into two sections, with convertible cover, \$15.00.

In dull Butler finish is an entree dish, flat and plain, of oval shape, with detachable handle—price, \$9.00; a larger one of the same design being \$10.00.

A dish, the cover of which is engraved in a scroll design, is \$9.00.

—Main Floor, Yonge St.

Verandah Rugs in Rustic Weaves Rattania and the Sturdier Mourzouk Varieties---in Sizes and Colors to Suit Large, Small and Medium Porches, Featuring Particularly American Grass



WHAT AN INVITING PLACE to greet you on a summer day—the verandah living-room to which doubtless you've been looking forward for many a month. The question is—have you settled the first important matter of floor covering; the foundation of comfort in every outdoor sitting-room? On the cool, crisp, summery-looking rug the whole comfort and attraction of the spot depends. Hence, for your ease in choosing we mention below three groups of most popular weaves. Thus:

American Grass Rugs, woven finely and firmly of prairie grass, chiefly in border effects of artistically stenciled designs. Shades of forest green, with sometimes a touch of red and brown, are good, clean colors, while Deft blue with light blue and rose, browns with green and shades of grey are seen in charming combinations. Some have plain or ornamental block and diamond centres with band borders. Floral sprays of a conventional nature and Greek key borders are also obtainable. Many sizes from the door mat to the larger room sizes are shown, a few of which are mentioned:

- 4 ft. 6 in. x 7 ft. 6 in., \$5.25.
- 6 ft. x 9 ft., \$8.00.
- 8 ft. x 10 ft., \$11.50.
- 9 ft. x 12 ft., \$14.50.

Rattania Fibre Rugs are something different in the way of summer rugs. They are light in weight, but firmly woven and durable. They are waterproof and will be found very cool, clean and sanitary, and particularly suitable for furnishing bedrooms, sun parlors, sitting-rooms, and so forth. With motled grounds in the various colors they show to the best advantage the many attractive borders in hand, floral wreath and spray designs, in such pretty combinations as fawn, green and brown; grey, light blue and rose; green and brown, and others.

- 3 ft. x 6 ft., \$3.50.
- 4 ft. 6 in. x 7 ft. 6 in., \$6.75.
- 6 ft. x 9 ft., \$10.75.
- 6 ft. x 12 ft., \$14.00.
- 7 ft. 6 in. x 10 ft. 6 in., \$15.50.

The ever reliable, ever popular Mourzouk Rugs are noted for their sturdy appearance and extreme durability, being ready to withstand all kinds of rough weather and hard wear. Constructed from twisted cocoon fibre. The designs are bold stenciled effects of green and brown; dark blue and a touch of red with natural color. There are many useful sizes.

- 3 ft. x 5 ft. 3 in., \$3.25.
- 4 ft. 6 in. x 7 ft. 6 in., \$7.00.
- 6 ft. x 7 ft. 6 in., \$9.25.
- 4 ft. x 6 ft., \$5.00.
- 4 ft. 6 in. x 9 ft., \$8.50.
- 6 ft. x 9 ft., \$11.25.
- 8 ft. x 10 ft., \$16.50.

—Fourth Floor, James St.

A Victrola for the Bride

Or for Yourself or Your Family, for That Matter, if Your Home Still Lacks This Never-Failing Source of Pleasure, This Instrument Which Brings Within Your Own Doors the World's Greatest Music.



VICTROLA XI

WHEN GALLI-CURCI sang her last encore the other night you hated to let her go. You wanted more, more of her marvellous singing. But when you turned home was regret tempered by the prospect of hearing her again—hearing her entrancing voice in the quiet of your own living-room? Are you one of the happy multitude who makes great music your lasting joy in the owning of a Victor Victrola? If not, you'll surely be hoping to count yourself such at some nearby day.

So we draw your attention to the particular and compelling attractions of Victrola XI, illustrated here—one of the most popular of all machines for household use—of a size and volume well adapted to the living-room or drawing-room of average proportions. Moreover, it is a machine which, mechanically speaking, is identical with the higher-priced Victrolas, and meets the strictest demands for tonal perfection. It represents that beauty and efficiency in the reproduction of sound which has made the "Victor" famous the wide world round.

The Eleven may be had in oak or mahogany case, and is equipped with latest improved tone arm and self-stopper. It stands 43 inches high and measures 20 inches wide and 23 1/2 inches deep. The price is \$174.00.

—Fifth Floor, Queen St.

The Escalators at Yonge Street

are rarely crowded, and will take you quickly and comfortably from the Main to the Third Floor. Along the East wall of the Store, they are convenient to both Yonge St. entrances

"Winged Warfare," by Major W. A. Bishop, V.C., D.S.O., M.C.

In which our famous aviator tells the story of his exploits in the air, now on sale in the Book Department. Price, \$1.50.

—Main Floor.

EARLY CLOSING

As in May, so in June, July, August and SEPTEMBER, Store Closes at 1 P.M. on Saturdays. No Noon Delivery on Saturdays.

SATURDAY 1 P.M. OTHER DAYS AT 5 P.M.

Use the New Elevators

—the nearest elevators to South Yonge Street entrance. The East of the group is an "Express," running direct from Main to Fifth Floors—immensely convenient for you when going to the departments for Groceries, Meats, Fish, Seeds, Flowers, Sporting Goods, Toys and Music, also to Grill Room and Cafeteria.

Goggles for Flying Men The Famous "Resistal" Made of Unshatterable Glass

AVIATORS AND CADETS in training will be interested in these Resistal Goggles. Equipped with the non-splinterable lenses for which this name is celebrated, they are goggles of the most valuable type—the only type endorsed by aviation authorities, for, needless to emphasize, the least breakage of ordinary glass in event of accident may cause loss of sight.

Resistal are the only goggles with non-shatterable glass obtainable on the market at the present time. The Optical Department is featuring them at the exceptionally moderate price of \$10.75.

—Third Floor, James and Albert Sts.

Consult Miss Newport About Your Corset

THIS experienced corsetiere, well known to patrons of the "Nemo," is here on her semi-annual visit to the Corset Department. If you are purchasing a new corset, let Miss Newport fit you. She will give you valuable advice in the matter of adjusting and lacing the model you may select. Appointments for fittings may be made by telephone.

—Third Floor, Queen St.

Helping Deaf Ears

DO YOU KNOW the merits of the Acousticon? It is an inconspicuous electrical instrument, light in weight, with a new, improved ear-piece, helps the hard-of-hearing to converse easily with family and friends, and to do business without embarrassment, or fear of errors arising through misunderstanding.

Returned soldiers, deafened in service, find it efficient and helpful.

Demonstrator in the Optical Department will adjust the Acousticon to your especial need. Send for descriptive leaflet.

The important thing is to HEAR.

—Third Floor.

Fashion is Very Keen About Such Dresses as These Airy, Summery Models in Organdy, Voile, Chambray and Checked Muslin---the Kind of Dresses Without Which No Wardrobe is Complete This Season



A. The white of summer's fleecy clouds, with touches of the deep blue of the sky, is the dainty dress of voiles, with its softly pleated skirt and vest and its charming fringed sash. The collar, cuffs and pockets are embroidered with heavy blue and rose silk, \$21.50.

B. This demure little striped chambray adds to its youthful appearance by flaunting two little ends from its belt in the back. The pretty embroidered collar is deep and round, and the closely-fitted sleeves fasten at the wrist with pearl buttons. Tan and white, and blue and white striped chambray is also fashioned.

C. Fascinatingly youthful and delightfully tucked and ruffled is this organdy frock, which is pink as a sweet wild rose. The girle is satin ribbon of the same shade. The same model is also obtainable in blue, bisque or white. Price, \$20.00.

D. This smart-looking young lady with the drooping head is wearing a refreshingly cool-looking frock of pale green cotton crepe, with crisp white organdy collar, buttoned in, and quaint little organdy undersleeves. The patent leather belt adds a distinctive touch of character. This is also obtainable in lavender. Price, \$29.50.

E. Delightfully cool is this little frock of green and white barred voile. The spiky collar of Russian green silk gives it that charmingly careless appearance a woman will take such pains to attain. The smartly pointed tunic is also bound with green silk. This is also developed in blue barred voile. Price, \$15.00.

T. EATON CO LIMITED

Light, Artistic Draperies Brighten the Summer Home

THAT is why these offerings in dainty and attractive curtain materials and draperies are of such interest at this time, when windows are opened wide to permit the cooling breezes to blow through.

Voiles and Marisettes Yard 33c

Fancy Voiles and Marisettes are shown in an assortment of stripes and squares, some with fancy and tape edges in white, ivory, and ecru. These goods, so hard to obtain at present, make up into such pleasing and attractive curtains. Widths 35 to 38 inches. Today, per yard, 33c.

Nottingham Lace Curtains Pair \$2.75

In white, ivory and ecru, these are fine Nottingham lace curtains, 48 to 50 inches wide by 2 1/2 and 2 3/4 yards long, showing many handsome insertion border effects, with neat medallion and scroll centres, having the rich appearance of Brussels lace. They're made of strong quality cotton yarn, finished scalloped overlock stitch edges. Per pair, \$2.95.

Imported Tapestries, Yard \$2.00

Suitable for valances, overdrapes and heavy portieres as well as for upholstering purposes. A collection of conventional, trellis and foliage designs are shown in combinations of green and mulberry, green and rose, blue and tan, etc. Per yard, \$2.00.

Harmony Art Chintz, Yard 60c

A gay touch of color can be added to almost any room by the use of some Harmony Art Chintz, with its bright and glowing hues. There is a fine range of patterns, including stripes, checks, lattice, foliage, tapestry and conventional designs, in shadow and over-print effects in a splendid variety of color combinations. Suitable for over curtains, cushions, slip covers or light upholstering. Per yard, 60c.

—Fourth Floor, Yonge St.