

EATON'S DAILY STORE NEWS

Our New York Letter

From Our Own Correspondent

New York, May 28.—The New York fashion has such big meshes that the foundation mesh of fine Brussels net or maline is often necessary to prevent the features from looking through. Octagon meshes are the most fashionable sort in New York just now, and these are thread-like, making a cobwebby effect on the face rather than showing up in spots or definite patterns. With the shirt waist hat the white veil is creeping out again, and all women will seize upon this style with avidity, for the white veil is particularly dainty and fresh in appearance, and particularly flattering to the complexion also. These veils are often adjusted inside down on the hat, so that the pattern bordering the veil may show to good advantage against the dark hat brim, while the unbordered—or top part—of the veil is drawn beneath the chin and pinned back firmly to the hair at the back. Neatness, rather than flowing grace, is the desideratum in veil arrangement now, and most smartly dressed women draw the veil snugly beneath the chin, fastening it at the back with a long pin, and catching any evasive folds with invisible hat pins to the hair.

Traveling veils differ from motor veils in that the latter are longer, with floating ends that whip back in the breeze behind the tonneau in a most fetching suggestion of speed and luxury. Pale corn color is the fad color of the moment for auto veils, and next to this shade a delicate pea green is in high favor. Red veils also are seen, in accordance with the Chantecler fad, but the yellow leads by the dozens.

The Petticoat Question is always an important one with the Summer gown. Petticoats are very short now, because of the shortness of the frocks, and flounces at the bottom are kept simple and soft, as the narrow, straight skirts demand. The tops of the petticoat must fit the hips like a glove also, and altogether this article of the wardrobe requires a deal more of attention than used to be the case. When a ready-made petticoat is bought, it is well to pick out a model a size or two too long, and then cut the skirt in two above the knees, refitting the upper portion carefully to the hips and then sewing on the lower or flounced portion. If this lower section proves now too wide—as will most likely be the case if the top has been accurately fitted—run in a double line of shirring, and the excess of fullness will only add to the good style and smart "hang" of the skirt.

Embroidered flounces are the smartest and most practical for wear with street frocks, but the house and evening petticoats may run riot in lace frills if one desires. It always pays to buy a good grade of either lace or embroidery, for the bottom of the petticoat receives rather hard wear and must be rubbed briskly by the laundress. Dotted Swiss flounces, with val. insertions, are very dainty and pretty on house petticoats, and sometimes dotted Swiss is combined with plain batiste by entre deux of lace.

Good News From Our Children's Shoe Section



Our splendid variety of styles for children was never more complete than at present, we have given this Section special attention, adding improvements, perfecting assortments, etc., until now we offer you one of the finest Sections in the country.

After picking the choicest styles from the popular makers of both Canada and the States, we are in a position to fit the young feet properly. If there is careful attention given to fitting the children's feet properly it is sure to avoid a great deal of trouble later on and prevent corns, tender and unshapely feet.

Among our large assortment of Boots, Oxfords and Slippers, plain and fancy designs in almost any leather you could wish for, we would like to emphasize our Special Nature Last, which we carry in a large variety of leathers, sizes and prices.

Infants' Fine Kid Soft Sole Boots, laced and buttoned, variety of colors, on new Nature last. From 25c, 50c to 75c

Children's Fine Kid Laced and Buttoned Boots, beautiful, neat, dressy styles, comfort fitting, black or brown, flexible turn soles, sizes 2 to 5, \$1.00; 4 to 7½, \$1.25; 8 to 10½ \$1.50

Misses' size, in styles to suit all, boots, Oxfords and slippers, from the special knock-about styles for school wear to the finest dress styles, all leathers. Prices from \$1.35 to \$3.00

Come for these Women's Boots at 8 o'clock and save from \$1.00 to \$1.50 pair.

400 pairs Beautiful Quality Black Kid Blucher Boots, extension sewn soles, excellent styles for stylish street wear, patent toes, every pair perfect, sizes 2½ to 7. To clear \$1.50

—Second Floor, Queen St.

Beautiful Whitewear to be Rushed Out at Fractional Prices

We've not offered more remarkable values this season. It's a general collection taken from our best stocks of Domestic and French Whitewear. Some are garments that we've used for display purposes; others are slightly soiled or crushed and crumpled looking, and to hurry them out quickly we've made the prices but a fraction of the original, there being but one or two of a kind. We can't give description.

The Gowns are made of fine nainsooks and muslins, in slip-over and button front style, exquisitely trimmed with lace and embroidery insertions and edges of lace and embroidery. Prices \$1.00 to \$9.50

The Skirts are made of beautiful nainsooks and muslin, trimmed with lace and embroidery insertions and frills of lace and embroidery dust ruffles, lengths 38, 40 and 42. Prices \$1.00 to \$19.50

Corset Covers of nainsooks and muslins, full fronts, elaborately trimmed with fine lace and embroidery insertions and frills of same, some handsomely embroidered, all sizes. Prices 50c to \$1.75

Drawers, of nainsooks and cottons, lace and embroidery, insertions and tucks and frills of lace and embroidery, all sizes. Prices, 75c to \$8.50

Combinations and Princess Slips, of satin, silk, nainsook and muslins, lovely lace and embroidery insertions and frills of lace and embroidery, all sizes. Prices 88c to \$7.50

—Second Floor, Centre.

Summer Sewing

Have your cool Summer clothes to make for the little folks—for the wee girls?

Securing the patterns is rendered a very satisfying and easy matter by the arrival of the June consignment of the Ladies' Home Journal patterns. The patented guide chart that accompanies each is a great boon to mothers who find trouble in properly fitting together the many parts of the garment.

Patterns for Children's Summer Dresses, Skirts, etc., in a variety of dainty styles, at, each, 10c and 75c

—Dress Goods Section, Main Floor, Albert Street.

Cases for Vacation Travelers

There's style as well as comfort in a well equipped Traveling Case. You will be well satisfied with your investment when you have bought one of these ebony fitted sets. Made of the finest leathers, real seal, seal grain, buffed alligator, etc. The ebony brushes and nickle boxes are finely finished, all contain mirrors, whether for women's or men's use; some have razors, tooth brushes, etc. Splendid values and large assortment, \$5.00 to \$10.00

Others more costly, up to \$15.00

Also these traveling requisites:—Drinking Cups at 50c, 75c, \$1.25; Skirt Pockets, Jewel Pockets, 50c to \$1.25; Military Brushes, in leather cases, at \$1.00 to \$1.50; the new thin model Hat or Clothes Brush, in leather case, will fit nicely into pocket or in suit case, at \$1.00; Caloris Bottles, pint size, aluminum, at \$1.00; Metal Tie Racks, can be easily packed in grip. A new novelty in pigskin case, contains a motor coat done up in a bag, also handkerchief, both enclosed in a small silk bag, which again fits into a pigskin case. Case is 7 inches x 5, a very useful article to motorists or travelers, at \$10.00

—Main Floor, Yonge St.

Maxims and Curls

The Englishman says of one who is particularly fortunate: "He was born with a silver spoon in his mouth," revealing in the remark the national delight in eating. The proverbs of other countries betray in like manner the characteristics of the people who use them. Thus the Chinese, with their horrible addiction to the opium pipe, speak of the successful man as one who was "born in a poppy field," opium being, as is well known, obtained from the poppy. The cleanly Japanese say: "He was born in a bath," when they wish to infer that a man's lot is an especially pleasant one; while the Germans indicate their idea of happiness by referring to their famous men as having been "born in a brewery." Then comes the Frenchman—that Master in the art of toilette making—who declares of those fortunately situated that they were "ne coiffe," in other words, born with their hair curled, dressed and scented.

The Smart Coiffure

Nothing can intimate much more forcibly the importance this same sartorial expert attaches to the matter of hairdressing. It may well be said, in the case of the feminine contingent, at least, to be the first consideration in the task of achieving a smart appearance. To be well hatted is of no avail unless the coiffure beneath the straw and plumes be in harmony with the general scheme of style and effect. A hat of to-day and a hair mode of yesterday prove not only a discord to the eye of the fastidious observer, but a combination that makes for discomfort and ill-adjustment in the wearing. And dowdiness in evening hairdressing makes null all efforts at success in the way of gowning.

In our parlors on the sixth floor hair goods representing the latest thought in coiffural circles in Paris are available, either by selection from stock, or by order. Made of the finest quality of natural wavy hair imported from Switzerland and Germany, and fashioned by skilled workmanship, the highest satisfaction possible is assured in the various productions.

"The Chantecler"

Among these the Chantecler curls occupy the centre of interest. This arrangement of puffs and ringlets which has succeeded the turban frame as accessory to the coronet braid may be worn with equal correctness in Grecian fashion without the surrounding coil. The basket braid, a round necklike contrivance of strands, which is offered for alternate adoption, is also, by size and nature, essentially a provision of the hairdresser, few persons being endowed by nature with tresses sufficient to achieve the effect.

Signal success has attended also the Store's turn-out of transformations, that complete head covering so indispensable for motoring or ocean voyaging, and so admirable a device for those whose hair has become thin beyond remedy. And besides this feature the adjustable pompadour, the wavy bang for elderly women and the little pin curls for anyone whose hair is creeping away from the temples are features of attraction for those whose needs lie in their several directions.

Trim the Summer Hat With Ribbon



For the simple Hat that accompanies the jaunty shirt waist, a smart, neat trimming is acquired by the use of velvet ribbons.

Late additions to our extensive stock will make Wednesday's display of Velvet Ribbons very extensive indeed. Black, colors and the new slot velvets are all shown in the millinery widths. The colors are sky, navy, pink, old rose, cerise, king's blue, Alice, brown, tan, red, emerald, moss, myrtle, grey, amethyst. Prices, 1½-inch, 20c yard; 2¼-inch, 25c; 3-inch 30c

Black Velvet Ribbon, satin back, 1½ in. 20c, 2¼ in. 25c, 3 in. 30c, 3½ in. 35c, 4 in. 40c, 4½ in. 45c, 5 in. 50c

Black Velvet Ribbon, silk back, 1½ in. 25c, 2¼ in. 35c, 3 in. 45c, 4 in. 55c, 4½ in. 65c

—Main Floor, Yonge Street.

Cushion Frills Price Lowered

Pleated Ribbon Frill, 4 inches wide, to fit 20 and 22-inch forms, made of two satin ribbons, in combinations of harmonious colors, such as pink and brown, mauve and yellow, yellow and blue, green and blue, sky and yellow, black and yellow, red and green, yellow and green, violet and mauve and others. All perfect goods and reduced to, per frill 49c

—Main Floor, Yonge St.

Weddings and Teco Chocolates



The mere mention of June suggests weddings and the efforts of friends to give joy and happiness on such occasions. Wedding confectionery must not be overlooked—not alone as part of the menu, but Teco Chocolates will be most acceptable gifts for bride or guest. Rich cream centres, combined with pure fruit juices, they're carefully clothed in little brown jackets of pure chocolate, all daintily packed in ribbon-tied beauty boxes, will add flavor and due justice to the most elaborate occasions. ½-lb. boxes, 25c; 1-lb. boxes 50c

—Main Floor, Centre.

Straws for Children

New Summer shapes, Jack Tar, with navy band and binding; Turbans, with fancy white trimmings, and large Sailors, with round crowns, sky blue and white bands, and many other styles, all good quality straw braids. Price \$1.00

The Regulation Scout Hat for Boys

This Hat is specially made for Boy Scouts, has stiff brim, with leather band and chin strap and made of durable felt. Price, 50c

—Main Floor, Queen Street.

Parisian Pendant Jewelry

Silver Pendants, on quaint, square linked silver chains, are set with number of brilliant and rhine stones, in a great variety of designs. For wear with Summer frocks these sparkling creations are very attractive. Some are exquisite enamel chains and pendants and quite unusual, without being in any way extreme or conspicuous. Prices \$1.00, \$1.25, \$1.50, \$3.00 and \$3.50

—Main Floor, Yonge Street.

Lacrosse! Lacrosse! Lacrosse!

More popular than ever. Good players are using good sticks. "Lally's" Special is the stick for good players \$2.50

Lawn, Bowls, Taylor's first quality, pair, \$4.25. Extra quality \$5.25

D. and M. Official League Baseball 95c

Official C.L.A. Lacrosse Ball, pure white rubber all through 50c

Wright and Ditson's Noted Tennis Rackets, from \$1.35 up.

The above are merely reminders of our splendid stock of Sporting goods—5th floor.

THE T. EATON CO LIMITED

Our Paris Letter

(From Our Own Correspondent)

Marriage Customs in France

Paris, France, May 23, 1910.—On either side of the Atlantic, the month of June is the favored one for weddings, the ideal time for bridal tours. In France there is a marked tendency to simplify the antique customs formerly reserved for the nuptial day—the signing of the marriage contract, a notarial act defining the fortune of both parties, which usually took place a few days before the wedding, is now the chosen date for the great social event. A dinner or lunch, followed by a reception, assembles on this occasion all the friends of both families.

The French marriage customs differ much from the Anglo-Saxon ones, and though some brides have tried to introduce the graceful but less formal practices of the latter in France, the old aristocratic families are not willing to discard tradition, in adopting the same. The celebration always takes place at twelve, this hour being the official one, but it is a privilege of the queen of the day to often appear later.

A vision of loveliness in her snowy robe, she steps out of her carriage or motor coupe, where she had taken place with her father, meeting at the church door the "cortège" primitively assembled at her home and formed, according to rank and precedence, under the supervision of the bridegroom's best man. She enters first, leaning on her father's arm, followed by the bridegroom, leading his mother, and then, following, only after the witnesses and immediate family, appear the five or six graceful bridesmaids, clad in light-colored gowns, often of the same tint. They do not walk alone, as in America, but are led by the ushers, and wear flowered purses, destined to take up a collection for the poor during the ceremony. Those maidens are chosen in equal number among the friends of both parties, the maid of honor belonging to the bride's party.

After the church blessing the cortège enters the vestry, receiving the congratulations of all the assistants, shaking hands, the bride embracing her friends, amidst a shower of compliments and good wishes. When at last all the guests have proven their attendance and regained their respective places, the cortège, at the sound of a wedding march, leaves the church, the newly-wedded pair coming out together. A luncheon and reception then takes place at the home of the bride's mother.

Much could be said about the magnificent gowns worn on such occasions, richness and elegance being combined. Here antique laces, family heirlooms, take their place, enhancing the nuptial robe, at sometimes covering it entirely, or like Mademoiselle d'Yarville, who when recently wedded to the Count de Marquelle, wore a most marvelous veil of old English point.

In the personal trousseaus of the bride an increasing sumptuousness in of late displayed. Still, the number of pieces have been much reduced from what used to be, fashion decreasing changes in lingerie, as well, and as often, as in other garments. In one of these trousseaus composed recently Valenciennes lace was often discarded for Irish, Cluny, or Venice point. Out of six dozen of chemises, four of them were exclusively of Empire shape, as also the night robes, these having the large yoke, lavishly trimmed with tiny tucks and laces, without any other opening than the décolleté.

Among the very short and narrow drawers, with high pleated flounces, were noticed several of a new style and shape called "culottes marquis," made of fine linen lawn, enhanced on the sides with Irish lace, tightened above the knee with a garter of similar trimming, most becoming and practical for wear under the fashionable narrow skirt. Very close-fitting corset covers were entirely fashioned of English embroidery, of Venetian point even, and the beautiful lingerie petticoats were either of embroidered muslin, or else of Valenciennes insertions, joined together by Cluny applications.

Two very alluring "deshabilles" accompanied this superb trousseau, one of white silk, draped in Greek style, and ornamented with wide bands of old rose silk cashmere, embroidered in gold; the other of pale rose chiffon, covered with a silver tulle-mantlet with large iris flowers, wrought of some metal, thus forming the ideal frock for the charming days of the honeymoon.

NOTE.—See our announcement of special values in French and American lingerie on this page.

SILS
EASY RUNNING
MOWERS
\$3.50 to \$7.25
Absolute Satisfaction

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police court yesterday operating a comb where cards were in Elizabeth-street. Attraction on the Canadian National is a family of whom weights have been received. Inspector to the rendered by Joseph Rogency. They are: Inspector, George active force; Da1 Scott, Toronto M. Passmore of Telegram.

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