

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.

# 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.

## Store Closes Today at 1 P.M. - No Noon Delivery

### Men's Outing Suits for the Hot Weather at \$13.50

Men, be prepared for the scorching hot days. You can scoff at all the hot, sultry days of summer if you wear one of these suits. There is no need to wear clothes that are uncomfortable, and that stick to your body with an irritating sensation, when for a very moderate price you can procure a suit that is very light and airy—that is porous enough to permit a free circulation to pass over your body. Coupled with all this comfort, they are suits that possess the youthful style that the young man of today prefers. They are in natural shade, Palm Beach cloth with stripe, Eureka Kool cloth, in light grey with darker grey thread stripe and homespun in mid-grey. They are single-breasted with soft-rolling lapels; are unlined or quarter-lined, and trousers are in outing style. Sizes 34 to 44, \$13.50.

### 90 Only, Men's 3-Piece Suits, Tweeds and Serges, Today, Special, \$12.50

Here are notable values in suits specially priced for early selling today. They are made from soft-finished, closely-woven tweeds, dark grey with fancy thread stripe; also navy blue and black worsted serges, in medium width wale. All are in single-breasted, three-button sack style, and have durable linings. Not all sizes in any line. Sizes 36 to 44. Today, special, \$12.50.

Palm Beach Suits, in regular or stout men's models, in natural or grey shades, grey with thread stripe, rich green in self shade, also light fawn mixture in Eureka cloth. Priced at \$15.00.

Cravenette "Proofed Cloth" Suits. These are rain-repellent and are similar in finish to a tropical worsted. They are in grey with lighter grey stripe, also one with a black ground with grey and blue hairline stripes. They

are single-breasted and have wide, deep facings; trousers have cuff bottoms and belt loops at waist. Price, \$16.50.

At \$18.00 are soft light-weight flannel effects, in light and dark greys; cheviot in greys with colored thread stripe and light grey homespun effects.

White Outing Trousers, in three qualities of drill, in sizes 27 to 44 waist. Prices, \$1.50, \$1.75 and \$2.00.

Khaki or Olive Drill Outing Trousers, in youths', young men's and men's sizes, at \$1.75, \$2.00, \$2.25 and \$2.50.

Flannel Effect Tweed Outing Trousers, in a splendid assortment of colors and patterns. Priced at \$4.00, \$4.50 and \$5.00.

—Main Floor, Queen St.



### Another Big Offering of Men's Sennit Straw Boater Hats at \$1.25

When the sun beats down with full strength, a man appreciates the light, cool, comfortable qualities of a straw boater hat. For many men the straw boater hat will always be the most popular summer hat. If you are one of these it will pay you to see this line. They have 3 1/2-inch crown and medium width brims, also a very neat black band. These are good, serviceable hats. Sizes 6 5-8 to 7 3-8. Each, \$1.25.

#### Japanese Toyo Hats

Another type of hat is this light-weight, cool and comfortable Toyo. It is in crease crown with pencil roll, welt or flaring brims; also negligé with welted or flaring brims only. Sizes 6 5-8 to 7 1/2. \$2.50 and \$2.75.

#### Also an Attractive Panama at \$3.75

This is an example of the splendid values to be found in our stock of Panamas. This lot are in crease crown or negligé, with either rope, welted or flaring brims. Sizes 6 5-8 to 7 1/2. Each, \$3.75.

Caps for men and boys, in a variety of patterns and shades, made from tweed or silk fibre materials. They have either 4 or 8-piece tops, in sizes 6 1/2 to 7 1/2. Each, 55c.

—Main Floor, James St.

### Registration Card Cases, Each 35c, 50c and \$1.00

After June 22nd, National Registration Day, it will be necessary to carry your Registration Card constantly. The only way to do this which will be convenient and at the same time preserve the card, is to have a card case. In the Leather Department just such a case is being offered. It has a space, covered with a transparent surface, to hold the Registration Card, and in addition has pockets to hold cards, tickets, stamps, etc. These attractive cases are made in three qualities:

- Keratol, a strong, serviceable imitation leather, each, .35c
- Sheepskin leather, in seal grain, each .50c
- Morocco leather, each \$1.00

—Main Floor, Yonge St.

### REGISTER!

For the accommodation of the public, Registration Booths have been established in the Store on all floors, Main to Fifth inclusive, near the centre. You will find it convenient to use these booths during store hours in complying with the order of the Canadian Government that every person residing in Canada, male or female, British or alien, of sixteen years or over, must register on or before June 22nd, 1918, according to the procedure issued by the Canada Registration Board.

The deputy-registrars and assistant deputy-registrars in charge of the booths in the Store have been authorized by the Registration Board and are qualified to deal with all inquiries relating to the questions which must be answered.

As there will most likely be a considerable rush to register it is advisable that you come as early as possible.

### Have You Got Your Supply of This Remarkable Paint Offering, Quart 79c

33 popular colors in Ready-Mixed Paint, and at such a saving price there should be a painting up of houses, verandahs, steps and interiors that would make the home a delight. Thousands of quarts of this ready-mixed paint, every can of which bears the EATON label. It's guaranteed absolutely satisfactory, or your money refunded, or new paint supplied. You can buy it with every confidence, for we'll back it up absolutely. There's a color supply that should satisfy anyone, and to get it at such a price is a rare opportunity. Although the quantity first announced was tremendous, the rate it's going will soon clear out this supply. There's lots for today's selling. Come, if possible, but if you can't come order by phone or mail—we'll fill all orders while the supply lasts. 79c.

—Fourth Floor.

### Outing Shirts, 85c; Balbriggan Underwear, 43c--Two Specially Good Values

That Top a List of Summer Needs for Men and Boys



The outing shirts are "EATON"-made, assuring comfortable fit and good service; have double yoke, breast pocket, with full-sized body and long sleeves, imitation double cuff, low roll collars, buttons close to neck. The material is a fine white corded shirting, in sizes 14 to 17. Each, 85c.

#### MEN'S BALBRIGGAN UNDERWEAR.

Two-piece Underwear, in natural shade, shirts have long sleeves, drawers are in ankle length, with ribbed cuffs. Sizes 34 to 42. Garment, 43c.

#### MEN'S FANCY COLORED SHIRTS, EACH, 79c.

Pin stripes, cluster or group effects, in colors of tan, helio, black or blue on plain grounds. All in coat style; some have laundered cuffs, others soft double cuffs. Sizes 14 to 17 1/2. Special, each, 79c.

Boys' Shirtwaists, of gingham and printed shirting materials, in striped patterns of blue, black, green or mauve; have attached collar with inserted button loops, breast pocket, single-band cuff; button or loop at waistband. Sizes 5 to 15 years. Each, 75c.

Boys' One-piece Bathing Suits, of light-weight cotton, in plain navy only; 2-button shoulder and no sleeves. Sizes 22 to 32. Per suit, 39c.

#### STILL AT THE OLD PRICE, 2 FOR 25c.

Men's and Boys' Laundered Collars in 3 or 4-ply weight, come in a variety of styles, including close-fitting or cut-away fronts, with rounded corners, wing or lay-down shapes, in various depths from 1 1/2 to 2 1/2 inches in the lot, but not in each style. 12 to 18, each, 12 1/2c; or 2 for 25c.

—Main Floor, Centre.

### Examples of the Good Values in EATON Selection of Boys' Clothing

#### Here Are Smart Tweed Suits for Boys at \$8.50

Realizing how hard it is for a boy to be careful of his clothes, especially at school, these suits merit particular attention.

Boys' Tweed Suits, medium or dark shades of grey, showing pick-and-pick or stripe effects. Extra well tailored, being our own manufacture. Smart trench models, showing slash pocket and loose belt at waist, which can either be worn with button or buckle. Another style having yoke and wide box pleat at centre of back only, three-piece belt and patch pockets and good strong body linings. Bloomer pants. Sizes 29 to 34. Price, \$8.50.

#### Blue Serge Suits for Boys 8 to 10 Years

Knife-pleated Norfolk style, showing yoke and three knife pleats each side of front and back, sewn belt at waist and patch pockets, dark navy blue serge of medium fine twill. Bloomers are well lined and have watch pocket and expanding knee bands. Sizes 26 to 28. Price, \$10.00.

—Main Floor, Queen St.

#### Boys' Suspender Rompers, Special Today, Pair, 39c

They are in many assorted stripe patterns, white grounds with plain or cluster stripe effects of dark or light blue and tan shades, pocket and bib, straps over shoulder, knee length. Trimmings of red, blue or white. Sizes 2 to 6 years. Special today, pair, 39c.

#### 600 Pairs of Boys' Overalls, to Clear Today at 69c Pair

What youngsters don't delight to roll around in the grass, make mud pies, and play in the sand? But there's no need for mother to worry about clothes if the boys wear a pair of these overalls. This is a special purchase lot and priced away below usual. They are made of strong wearing materials, in blue and white stripes, with plain dark blue trimmings. They have strongly sewn seams, bib and straps over shoulder with adjustable wire fastener. Sizes to fit 2 to 7 years. Extra special today, pair, 69c.

