

EATON'S DAILY STORE NEWS

Lovely Lingerie

"The flowers have a corselet, and I shall only bring myself to seeing women without corsets when roses and carnations bloom without their calyx," said Mme. Sylviac, who, with other stars of the Paris stage, was recently asked to give her views on the vexed corset question. And if the corset is likened to the calyx of a flower, then may not lingerie, with its petal-like frills and flounces, come into the same aesthetic category?

The Store's present offering would seem to justify the metaphor. All the delicacy that lies in lace, all the allurements that lie in embroidery, all the chic daintiness that lies in French needlecraft, lies embodied in the collection of imported hand-made underwear displayed on the second floor.

In the Exhibit

Eyetele embroidery and scalloped edges developed in sundry forms and patterns on the finest of lawn, mull, nainsook and handkerchief linen are arrayed in a bewilderingment of loveliness, the several garments appearing in sets, and for separate selection bow knots, garlands and laurel wreaths vie with each other in beautiful presentation of the fine needlework, while a skilful intermingling of their delicate tracery with Valenciennes lace constitutes another treatment prominent in the display. On this order a three-piece set in silk mull, the nightgown fashioned in slip-over style with butterfly sleeves, and each exquisitely embroidered, inserted and edged with German Valenciennes, and ribboned in rose color, represents at nineteen dollars and fifty cents an incredible moderation of cost. Another combination of the same embroidery, with hand-wrought medallions, further sustains the general characteristic of exceptionally low prices.

Petticoat Petals

Petticoats are a veritable simulation of petals in their overlapping of ruffles. Effects harmonizing with the various decorative schemes described are shown in a wide range of prices and sizes, while a broad option of choice is found in the supplementary assortment of lingerie from our own factory, the lace and embroidery patterning of which proves a formidable rival to the French importations. The skirts, nightdresses and other pieces—including a wide array of satin princess slips—show an exclusiveness and originality that reflects a halo of credit on home manufacture.

The Summer Bride

June brides are going into ecstasies over the Store's settlement of the lingerie problem, coming, as it does, at a time happily auspicious for the making up of the trousseau. And the provision runs the long scale from the most inexpensive to the eminently luxurious production—be fitting alike the demands of the country mouse and her fastidious metropolitan sister.

Bridal Sets, Slips and Combinations

In the Most Beautiful Array We Ever Prepared for You.

A showing of the utmost interest, not only to the bride-to-be, but to every woman, for here are pieces that show as exquisite hand work as one would imagine possible. Shown also are garments particularly attractive on account of their low price.

Princess Slips, made of finest Swiss muslin, neck finished with fine lace insertions, embroidery medallions, lace beading and ribbon, also edge of fine lace, skirt with one row of fine embroidery beading and ribbon, also flounce of fine lawn, with two rows of fine lace insertion and lace edge, dust ruffle with lace edge. Price \$15.00

Princess Slip, top made of finest Italian silk, with lace edges, flounce of finest quality satin, with five clusters of fine tucks and hem. Price \$21.00

Princess Slip, fine French hand-made and hand-embroidered, made of finest material, neck finished with fine lace insertions, fine hand-finished tucks, hand-embroidered and edges of finest lace, skirt finished with one row of fine embroidery beading and ribbon, rows of fine lace insertions, tucks and edge of fine lace, double dust ruffle, finished with edge of fine lace. Price \$32.50

Chemise, made of finest material, neck finished with fine embroidered Swiss, fine lace insertions, and lace beading and ribbon, also edge of fine lace, skirt finished with one row of fine lace insertion, frill of fine lawn, with edge of fine lace. Price \$4.50

Combinations, Chemise and Drawers, Princess effect, neck finished with rows of finest Cluny lace insertion, fine Swiss beading and ribbon, also one wide row of finest hand-drawn embroidered Swiss, and edge of finest Cluny lace; Drawers finished to match. Price \$32.00

Drawers, made of finest material, finished with one row of fine embroidery insertion, embroidery beading, also frill of finest embroidery, both styles, all sizes. Price \$7.00

Skirt, made of finest material, finished with one row of fine embroidery beading and ribbon, also flounce of fine Swiss muslin, finished with fine lace insertions, fine embroidery insertions, and three edges of fine lace, double dust ruffle, one finished with edge of fine lace, the other a frill of finest embroidery. Price \$19.50

Bridal Set, 4-piece, consisting of Gown, Drawers, Chemise and Corset Cover. Fine French hand-made, and hand-embroidered.

Gown, Empire style, V neck, finished with rows of fine lace insertion, fine hand embroidery, with ribbon draws, also clusters of extra fine hand-made tucks, elbow sleeves, finished with fine lace insertions, embroidery beading and edge of fine lace.

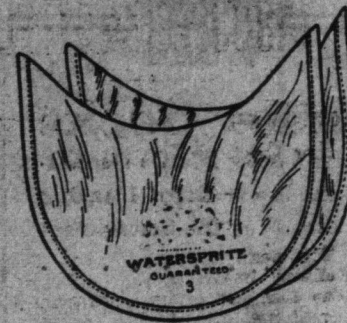
Drawers, finished to match gown, with fine lace insertions, ribbon draws, fine hand embroidery, and edges of fine lace.

Chemise, finished to match, with fine lace insertions, ribbon draws and fine hand embroidery, also edges of fine lace.

Corset Cover, finished to match, with fine lace insertions, extra fine tucks, fine hand embroidery, ribbon draws and edges of fine lace, all sizes.

Price \$40.00

"Watersprite" Shields



Scarcely a woman is there who isn't interested in shields, and there are so many good and important points to be considered in the "Watersprite" make that they can scarcely afford to be overlooked, particularly now that the Summer season is so close at hand, bringing with it the increasing demand for these articles that are of great comfort to the wearer; they're antiseptic, light and absolutely free from rubber, which means odorless; they're waterproof, and can be washed and ironed with perfect ease; made in three sizes; don't forget the name, "Watersprite"..... 20c, 23c, 25c
—Main Floor, Centre.

Week-end Reading

Only a few of our most popular lines in Summer reading are listed here, but they serve to illustrate our big variety and small prices.

Reprint Editions, 22c Each, 5 for \$1.00

Red Year, Louis Tracy.
Roughing It, Mark Twain.

A Spirit in Prison, Robt. Hickens.
The Silent Places, Stewart Edward White.

A Tramp Abroad, Mark Twain.
Whispering Smith, Frank Spearman.

Young Lord Stranleigh, Robert Barr.
A Speckled Bird, Augusta Evans Wilson.

This is My Son, Rene Bazin.
Nor All Your Tears, Maud H. Yardley.

—Main Floor, James St.

Life's Great Occasion Should Be Properly Announced.

From the Wedding Invitation the social world gets its first impression of your acquirements in a social sense. **We are equipped to give you excellent service in every detail of the wedding stationery. Flawless paper, in the correct shade of white and the prescribed size, text that conforms to good usage in every respect, engraving and printing of very high class—all these we guarantee to your complete satisfaction.** Begin the ceremonies properly by ordering your stationery from us. Samples shown and prices quoted on request.

—Main Floor, James Street.

An Ideal Suit for Boys' Wear Navy Blue—All Wool—Bloomer Styles

Many parents claim that "nothing looks so dressy as navy blue." We claim that in this choice all-wool worsted the navy blue looks its best.

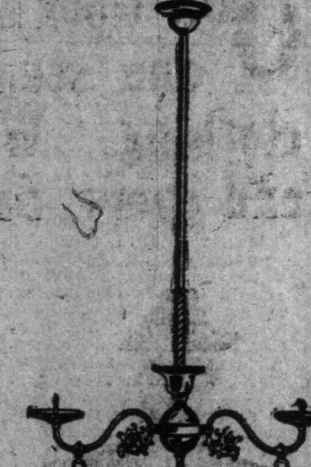
It is a beautiful bit of goods, specially imported. And tailored to perfection in fashionable double-breasted model, showing long lapels and new style side vents. Full bloomers with strap and buckle fasteners.

Superior quality trimmings. For goods of such high character, these prices are exceedingly moderate. Sizes 24 to 28, \$6.00; sizes 29 to 36, \$7.50

Boys' Three-piece Suit at \$5, of imported tweeds, in handsome designs and fashionable shades of brown and grey, nicely tailored in the double-breasted style, with fancy cuffs, stitched on sleeves, Italian body linings, knee pants, sizes 29 to 33.
—Main Floor, Queen Street.



Unusual Value in Gas Fixtures



Seldom do we have so special a value in Gas Fixtures as this we offer Saturday. English make, two-light and three-light fixtures of rich gilt and dull gold finish, rope casing and sliding canopy to cover hole in plaster. Other solid brass ornamental castings make a most artistic showing, and certainly very attractive and pleasing fixtures. Fitted with rings, pillars and tips, all complete. Unusual value. Two-light, \$2.00; three-light, \$3.00. These fixtures delivered and connected free of charge in Toronto. —Basement.

Hardware A Non-leakable Roof



is a roof that is laid with our Olmax Ready Roofing. It is not affected by heat or cold and is easy to put on. It is a composition of which asphaltum is the base, and will wear long and give good satisfaction. 108 square feet in a roll and each roll has nails and cement enough to lay it. Price, roll \$1.95

Building Paper

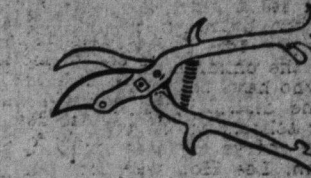
Plain Fibre, a durable and strong paper. Roll 40c
Tarred Fibre Paper, can be used for outside purposes. Roll, 45c

The Handy Hand-saw



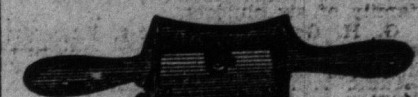
There is always use for the hand-saw around any house. We have a splendid saw with a 26" tempered steel blade, 8 teeth to the inch; a really serviceable tool, at 59c

Done Your Pruning Yet?



If not, you will need a pair of Pruning Shears. These shears are powerful little clippers with good hand holds and detachable steel blades and fitted with coil spring in the handle. Sharpened, all ready for use 35c

Cabinet Scrapers



Every worker of fine woodwork knows the need and value of a good scraper. This one is an exceptionally good tool. The Ham's Horn Handles are easy to operate and the knife has adjusting screws, and blade can be readily set fine or coarse. An excellent tool and splendid value at 85c

Stanley Smoothing Plane



Every up-to-date carpenter or woodworker should have an up-to-date iron smooth plane. The Stanley Iron Plane is recognized as being an excellent tool in every respect. It is true in the face and has a splendid handle and fine adjusting screw. The plane is 8" long and the knife is 13 1/4" wide. A tool whose equal is only found in higher priced goods. Price \$1.78

SATURDAY STORE CLOSURES AT 1 P. M. NO NOON DELIVERY SATURDAY

The Economy of the Refrigerator



The usefulness of your refrigerator depends entirely on its ability to separate the cold air inside from the surrounding heat. Its walls must be as nearly non-conductive of heat as possible. This insulation is a matter of careful planning and scientific building.

Some grades are less heat-proof than others and therefore the ice melts more rapidly in them, and food cannot be kept so long at so low an expense as in the better built varieties. Our refrigerators have every advantage that the money will buy. Everything is done to make them sanitary and economical.

They are selling more rapidly every day, so it would be well to make your selection before the more popular stocks are too much lowered. Only a half-day Saturday.

The Regal Refrigerator, has a golden finish case, single door, large provision compartment and removable shelf, and is lined with galvanized iron; it is 40 inches high, 25 inches wide, castered complete \$5.65

Challenge Refrigerator, in a golden-oak finished case, is 54 inches high, 30 inches wide; it is fitted with a removable ice-rack, adjustable shelves, swaying base and a large single door, complete in every way \$13.25

Telephone City Refrigerator, of solid oak (as illustrated), has a large provision compartment, with 2 doors, porcelain lining, adjustable wire shelves, and is well finished in every way, castered complete \$28.75

Some Verandah Accessories

Verandah Chairs, in red, green and natural finish 95c
Verandah Chairs, Arm Chairs and Arm Rockers \$1.90 to \$2.75
Verandah Chairs, of prairie grass, green finish \$5.00 to \$14.00
Willow and Rattan Chairs \$3.25 to \$9.00
Arm Chairs, with double woven cane seat and back \$4.75

Diamond Floor and Porch Paints

Just a few of their qualities will suffice to recommend them to your attention. They're prepared from pure pigments in refined linseed oil. They are, consequently, the acme of durability, and cover a maximum surface with a minimum of effort, as they work smoothly under the brush. They are made in a large range of beautiful shades.

These paints dry quickly with an extra hard surface that will stand much wear and keep a fine gloss.

Price of regulars:
Half pint tins 12c
One pint tins 23c
One quart tins 40c
Half gallon tins 75c
Gallon tins \$1.45
Nos. 430, 431 and 437 (high colors).
Half pint tins 15c
One pint tins 28c
One quart tins 50c
Half gallon tins 95c
One gallon tins \$1.85
—Third Floor.

Boy Scout Regulation Hats

Extra low priced because they're of a quality far superior to what is usually given at this price—in fact, it's claimed "they're the best Scout hat on the market"; Stetson make, for members of Scouts only; extra low price, each, only 50c (If you can't come, phone or write.)

Being part of the uniform, these hats are for Boy Scouts only, and requests should be accompanied by order from Scout master.
—Main Floor, Queen Street.

Just a Half Day Saturday to Satisfy Your Footwear Requirements

New Summer fashions

are fast developing in the footwear section. The most recent arrivals will be shown Saturday, and every man and woman with footwear requirements will find much that is interesting in choice assortments—for styles vary as widely as do individual tastes. Here are a few terse examples:—

Pretty Pumps, for women, the popular ankle strap style, in tan calfskin, patent colt or gummetal. Price \$2.00

At \$2.50—An all patent leather Oxford for women, is a decidedly dressy, neat style; it has high heels and short vamp. Pair \$2.50

The "Eatonia" Oxfords show many new styles in "Canada's greatest \$3.00 shoe." Pair \$3.00

In the Higher Grade Shoes for women's Summer wear we are showing some very choice examples made in Canada and the United States; scores of styles in low Oxfords, pumps, sailor ties and buttoned styles; most any leather you could wish for. Prices from \$3.50 to \$5.00

"Eatonias" For Men, come in many new styles, in both boots and Oxfords, fine quality patents, tan calf, velours calf and vicci kid, all have Goodyear welted sewn soles. Pair \$3.00

"Excelsior" For Men, smart, jaunty styles for young men and more comfortable shapes for the elder men; an extensive range of styles, in patents, velours calf and vicci kid, and others, all Goodyear welted. Pair \$3.50

Our Special High-grade EATON Shoe for Men, made in high and low cuts, the most select styles and leathers, absolutely high-grade materials used all through; choose from a large variety of leathers and colors. Pair \$4.50 and \$5.00
—Second Floor, Queen Street.

T. EATON CO LIMITED