

EATON'S DAILY STORE NEWS

Seasonable Dress Goods

An Early Morning's Clearance of Odds and Ends From Stock.

Several thousand yards of broken lines of seasonable materials which must be cleared quickly to make room for new goods crowding in. In the assortment are Henriettas, Albatross, fancy worsteds, Panamas, moreen skirting, etc. All good shades and perfect goods. Saturday, 8 o'clock, per yard19c
—Main Floor, Yonge Street.

Crash Roller Toweling, 5 yards 24c

The best quality for the kitchen roller at economical price. Neat Bordered Crash Roller Toweling, of strong, even weave, 17 inches wide. Saturday morning, special, 5 yards24c

Other Staple Goods at Saving Prices

Hemstitched Embroidered Shams—Worked in pretty designs; size 32 x 32. Each25c

Hemmed Huck Towels—With plain or fancy borders, making a splendid bedroom towel; size 18 x 36 inches.3 for 50c

Fully Bleached Hemstitched Pillow Cases—Fine cotton, finished with 2-inch spoke stitched hem. 42 x 33 and 45 x 33 inches. Each 30c

Factory Cotton—Of firm weave, a very pure cloth, easily bleached; 34 inches wide. Saturday7c
—Main Floor, Albert Street.

Mail Orders for Advertised Goods

Are to be marked CITY AD. on the envelope (top left hand corner), so as to go direct to the City Dept. Otherwise, your order may go to the M. O. stock, which contains only consigned lines, and finally reach the City stock after goods are sold out. Help us to avoid disappointing you by marking your envelope CITY AD., and mailing your order to arrive here by to-morrow's first mail.

Women's Suits, Dresses and Skirts Priced for a Brisk Half-day's Business

To meet the many demands consequent on week-end trips, Saturday holidaying events and Exhibition needs, we have arranged a series of special values in just such goods as will be most in demand for outing occasions just now.

Imported Wash Suits, New York pure linen Wash Suits, in various weaves, blouses, crashees and hollandas, coats and skirts in latest designs for such goods, while with the perfectly plain tailor suits are also shown many smart trimming ideas on collars, cuffs, etc.; white, cream and popular linen shades. Each\$4.95

Mercerized Mull Dresses, giving a fine silk appearance, even after washing, a delightfully cool and very pretty dress to finish out the season. Made of a fine highly-mercerized imported mull, centre of waist in fine horizontal ticks, with yoke and side lines of Valenciennes insertion; deep bouonce, with three folds and deep hem, with heading of Valenciennes; three-quarter sleeves; colors blue, heliotrope, pink and white. Each\$2.95

Cloth and Wash Skirts

100 White Skirts in a good close line, skirting, plainly tailored style, in 13 gores, well stitched and perfect fitting, deep hem, thoroughly shrunken before made up; also a few pleated repps; the price to clear, each\$1.50

A Very Dressy Skirt, of fine all-wool voile, in black only, being one of our early Fall productions, in accord with fashion's trend; has centre panel, from sides of which extend a taffeta silk-lined, scalloped overskirt effect, with side pleats all around, extending to foot of skirt. The price is\$6.95
—Second Floor, James St.

Kid Gloves, to Clear, at 25c

Women's Fine Kid Gloves, with 2 dome fasteners, oversewn seams and Paris points; colors tan, brown, mode, blue and green; sizes 5 1/2 to 7. Saturday25c

Cannot promise to fill 'phone or mail orders.

Women's Milanese Lisle and Taffeta Silk Gloves, with 2 dome fasteners and silk-stitched points; colors tan, mode, beaver and black, grey and white; all sizes in lot, but not in each color. Saturday, special25c

Special Offer of Hosiery at 25c

Men's and Women's High-class Hosiery, consisting of silk, Lisle and cashmere, in plain embroidered and fancy colors; this season's designs; fast colors; all sizes; made up of a special purchase and odds and ends from regular stock. Saturday25c

Can't promise to fill 'phone or mail orders.

—Main Floor, Yonge St.

Women's Lawn Handkerchiefs, 12 for 25c

Certainly a very low price for goods of such a good wearing quality, made from Irish linen, cut in the required size and finished with assorted hemstitched hems. Saturday12 for 25c

Men's Linen Handkerchiefs, 2 for 25c

An exceptional opportunity for those who appreciate real fine handkerchiefs. We guarantee them to be of a fine quality of pure Irish linen. Assorted hemstitched hems, soft finish, all ready to use. Saturday2 for 25c
—Main Floor, Yonge Street.

A Popular Camera, \$3.00

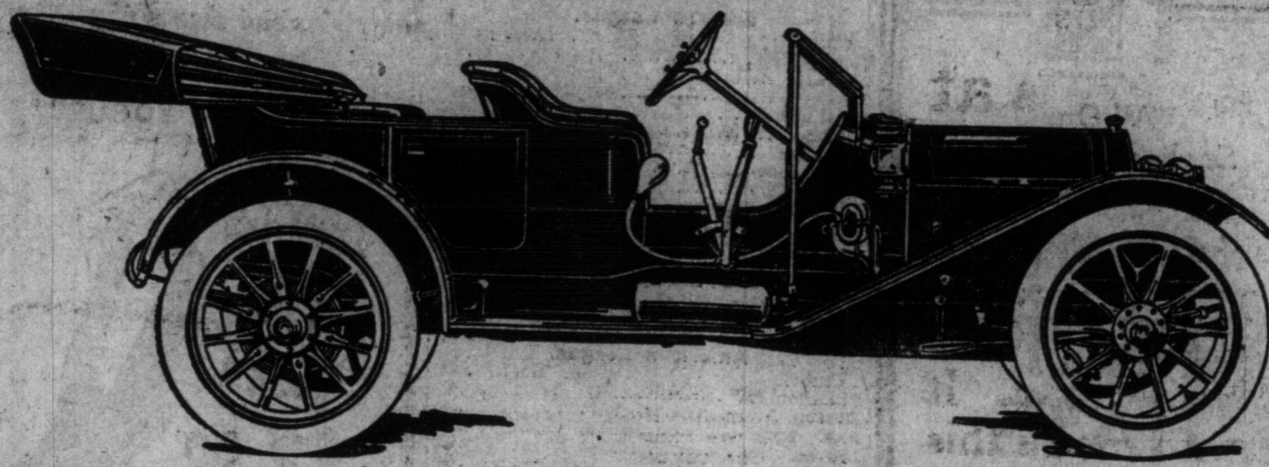
An admirable camera with many good points of the more expensive styles and one with many special features. Its simplicity, strength and compactness and good results have already made it a great favorite—a child can readily use it.

Take pictures 2 1/2 inches by 4 1/4 inches, has two view finders, good strong lens, universal focus arrangement. The upright position is ideal for full length portraits, and the length way being suitable for groups, landscapes, etc. Each\$3.00
Films are 25c per roll of 6.
—Main Floor, James Street.

Bicycles, \$23.50

For quick selling Saturday morning we have 25 wheels—a late shipment of English goods. Up-to-date bicycles, complete with mud guards, coaster brake, etc. Each\$23.50
—Fifth Floor.

Chalmers "30," Winner of the Glidden Tour for 1910



A Demonstration of Interest to Owners and Prospective Owners of Motor Cars

Not only was the Chalmers "30" the only moderate-priced car to receive the Glidden award, but from 137 classic road races in which it contested, the Chalmers was awarded 89 firsts, 18 seconds and 12 thirds, establishing a splendid record for reliability, speed and all-round road fitness.

In ordinary service the Chalmers "30," with Pony Tonneau, as illustrated, will give perfect service, being comfortable on rough roads, a good hill-climber, speedy and handsome in all its lines.

The motor has been developed along independent lines, and embodies many advanced features of construction. See the Chalmers 1911 Models at the Exhibition or at our garage, Albert Street.

Prices, With Various Bodies, Are As Follows:

CHALMERS "30."		CHALMERS "40."	
Touring Car	\$2,275	Roadster	\$2,250
Pony Tonneau	\$2,375	Limousine	\$3,800
Coupe	\$2,900	Touring Car	\$3,750
		Torpedo Body	\$4,000
		Roadster	\$3,675

—Garage—Albert St.

A Superior Wood Dye

For any style of woodwork, Johnson's dyes, with their lasting qualities and beauty of finish, have gained a good reputation.

Not merely being a stain, but a deep rooted dye, that penetrates the pores of soft or hardwood, bringing out the beauty of its grain, dries quickly, will not smudge or rub off, and is easy to apply.



After staining floor a coat of Johnson's Floor Wax will bring surface to a fine gloss. Woods dyes come in shades of light oak, dark oak, mission oak, manilla oak, bog oak, light brown weathered oak, green weathered oak, moss green, forest green, Flemish oak, brown Flemish oak. This wood dye may be lightened if desired by adding alcohol. 1 pint jars, 40c; quart jars70c

Hardwood Floor Preserver

Johnson's Klean Floor—Is prepared especially for keeping finished hardwood floors in perfect condition; whether finished in varnish, shellac, oil or wax. It immediately removes all stains or discolorations, and puts the floor in perfect condition. No waiting for floor to dry, everything satisfactorily finished in one hour. One quart of Klean Floor will keep a room 12 by 15 feet in condition one year. Pint, 40c; quart75c



Brasso Polish

A high-grade English metal polish that makes brass, copper, tin, steel dish covers, motors, cycles and all metal finished articles look bright and new. Put up in screw top tins all ready for use. Per tin, each25c

Zebra Stove Paste Enamel

Zebra English Stove Polish, put up in paste form all ready to be applied with damp cloth or brush. Per tin, each10c
—Third Floor.

Imported Rugs at Big Price Reduction

Seamless Axminster, 6 ft. 6 in. x 9 ft. 8 in., are up for quick clearance Saturday morning. The quality is our highest, and the designs leave little to be desired in the way of careful designing and good color blending. Beautiful blues, gold, crimson, grey and mauve illumine the patterns, which are largely art nouveau in style. Saturday morning price is one-half the regular\$11.75
—Third Floor.

Very Special Values in Furniture

The quality of the pieces offered for Saturday's short day's selling is particularly good. The designs are high-grade, and the workmanship employed could hardly be bettered. Everything combines to make the closing days of the August Furniture Sale a fitting climax to one of the greatest month's sellings of our history. It's worth a visit merely to get acquainted with beautiful new stocks coming in daily and displayed.



Dresser of Solid Oak, choice quarter-cut, golden finish and highly polished, has wood knobs, two full size drawers, complete, castored, for\$15.75

Armchairs and Rocking Chairs, have mahogany-finished frames and spring seats, upholstered and covered in velours and tapestry. Saturday morning special\$5.75



Chair of Hardwood, golden finish, has turned spindle and solid wood seat, all well braced and finished. Each90c

and key, well finished, castored, complete and trimmed with brass\$10.75

Table of Surface Golden Oak, has fancy top and rim, shaped legs and large lower shelf, strong and well braced\$12.50
—Fourth Floor.

Stylish Derby, \$1.50

The Derby hat is now finding favor with the correct dresser. We have a new shape in that will be right for most men, and it's up to the very minute in style. This Derby is of fine black fur felt. Brim has slight roll, with clean cut edge. The crown fairly high and full, silk band and trimmings, and finished with calf leather sweatband. Price\$1.50

The Motor and Golfer Cap, \$1.00

Men's New Fall Caps, for motoring and golf—made from fancy striped tweeds, patterns in the crown being evenly matched, giving it a neat, attractive style. It is well lined with satin and is light in weight. It's a splendid stock to which we invite your inspection. \$1.00

Men's White Felt Hats—29c—15 dozen only, the last of our Summer stock of high-grade bowling and tourist hats, many are fashioned in shape for street wear. Our usual moderate price lost sight of in desire for quick clearance. Neglige Shape, with raw and stitched brims, white silk bands and calf leather sweatbands.29c

Land and Water Hats—19c—The popular camping and outing hat for youths. A little late, but the less than half-price makes up doubly for this in buying for next season. 35 dozen, in mottled colors, with cord and bow, in small and medium size. Saturday morning special19c
—Main Floor, Queen Street.

Store Closes Saturdays at 1 o'clock During August (as in May, June and July), with no noon delivery.

Varsity Sweater Coats, \$2.95

Every college youth needs and wants a Sweater Coat, and here's the very style that's most popular and serviceable for outdoor use; heavy enough for Fall and Winter; coats are made of fine pure wool, in navy blue, grey and white shades, with assorted trimmings to match; sizes 36 to 42. Saturday special, each\$2.95

Men's Fine Silk Knitted Neckwear, four-in-hand style, in plain shades and a large assortment of stripes, in the latest color combination; manufacturer's overmakes bought at half-price usual cost. Saturday, each25c

Men's Neglige Shirts

Shirts made from fine percale and fancy colored shirting material; small cuffs attached; all are this season's best patterns, in sizes 14 to 17 1/2; it's a remarkably low price for such good quality, and we are prepared for five hours' busy selling. Each50c

Men's Elastic Suspenders—Heavy elastic web suspenders, in police and fireman style, with cast-off leather end, leather stayed back. A very strong, serviceable brace at18c

Clearing Men's Underwear

Men's Fine Summer Underwear, clearing at reduced prices; fine Irish linen mesh, silkette and light-weight material wool; balance of regular stock in broken sizes; all sizes, however, in the lot. Each90c
—Main Floor, Queen St.

Fine Hair Switches, 89c

We bought luckily, but could only secure 150; an exceptionally good chance for early buyers; each Switch is of perfect quality hair, in variety of brown shades; 20 inches long, and weighing 1 1/2 ounces. Saturday morning, special89c

Real Hair Clusters

Another lot of Real Hair Cluster Curis, specially purchased and specially priced; just when the vogue is most pronounced; good assortment of brown shades; in a fine quality of hair that will not fade, curls being very attractively arranged; it's an early-comers' choice. Each90c
—Main Floor, Centre.

Gilt Framed Pictures, 12 1/2c

Here's good buying for those seeking Pictures to decorate the den, sitting-room or bedroom. Just what's wanted to fill up the small spaces, and a large range of subjects to choose from; colored pictures, depicting woodland scenes, boating scenes, groups of animals, figures, subjects in characteristic studies, and dozens of others; framed in 1-inch moulding, with glass and back. Saturday morning, special, each12 1/2c
—Third Floor.

"Auris" The Practical Hearing Device

Just as they would use glasses to assist their sight, those who are hard of hearing should avail themselves of the "Auris." This little instrument is scarcely more noticeable than are glasses.

A small ear piece about the size of the back case of a watch carried in the palm of the hand or held against the ear by a flexible head band. In the pocket of your vest or in a small pocket or bag the tiny electric battery is entirely concealed, while the receiver may be attached to a hook on a woman's gown or carried in a man's breast pocket, entirely inconspicuous.



The "Auris" has been so perfectly developed that with it persons who have not heard clearly for years are able to enjoy ordinary conversation or listen to plays, sermons or music without the least inconvenience.

The head is perfectly free when the "Auris" is in use, as merely a thin electric wire connects the receiver and the ear piece, avoiding all the awkwardness that usually makes the use of ordinary devices noticeable and troublesome.

THE COST OF THE "AURIS" is only\$17.50

The batteries will last several weeks in full strength, and can be replaced at any time for, each30c
—Second Floor, Albert Street.

THE T. EATON CO. LIMITED