

EATON'S JULY SALE NEWS

A Feature of the Aeroplane on the Fifth Floor is the Wonderful Gnome Engine

One Dozen Women's Handkerchiefs for 25c

The quality and nappiness of these Handkerchiefs is certainly not lessened by the fact that the prices have been decidedly lessened. They are surplus stock from regular lines we are clearing before stock-taking. Made of fine quality printed lawn, finished with hem-stitched and printed borders in large variety of colors and patterns, stripes, checks, squares, polka dots and pictures, for women and children. July Sale price, 12 for 25c

Embroidery Clearance 20c Yard

It's a gathering from regular stocks of all odd lines of fine Swiss Cambric and Nainsook Embroidery in just such attractive patterns as will be needed for all sorts of Summer uses. Widths are from 5 to 10 inches, with large range of dainty patterns worked to half the depth of goods. Many in the lot worth double this July Sale price of, per yard 20c

Women's Embroidered Laundered Collars, 10c

In the Summer popular style of stand-up turn-down Collars, with fancy open and blind embroideries. July Sale price, each 10c
—Main Floor, Yonge St.

Underwear July Sale Prices

Women's Vests, of fine spun silk, low neck with silk ribbon draw, no or short sleeves; sizes 32 to 38. Price 50c

Women's Corset Covers, fine quality all-over embroidery, two styles; one has strap of lawn over shoulder, cluster of tucks and lace edge; the other has strap of

33c for Maids' Fine Lawn Aprons

Square bib, with embroidery edge, frill of embroidery over each shoulder, wide ties, skirt with wide hem. July Sale price, 33c
—Second Floor, Centre.

Half-price Women's Hosiery

Some of our choicest qualities in high-class German-made Lisle Thread Hose, beautifully designed lace and silk fronts, fast colors; all sizes in the lot. The July Sale half-price, 3 pairs for \$1.00, or, per pair 35c

Men's and Children's Hosiery 12½c Pair

Men's Black and Fancy Colored Cotton Socks, in new popular shades, choice German makes and stainless dyes, spliced heel and toe. July Sale price, per pair 12½c

Infants' Booties Half-price and Less

A collection of superior French makes in wide range of shapes and in various dainty designs. Beautifully crocheted wool. Most of them are below half-price. July Sale, your choice, per pair 12½c
—Main Floor, Yonge St.

The Season's Jewelry Novelty for Men—The Outing Chain

The one most noticeable improvement in Men's Jewelry this season, universally adopted in the States and making strong headway here, is the **Outing Chain**. This addition to man's all too limited jewelry possibilities is a short chain with a button on one end to go in the coat lapel, and a regulation watch clip on the other end. The watch, attached by the chain to the lapel, is dropped into the breast pocket, easily accessible, and safe from the perspiration which always injures a watch when carried on a fob at the waist. Handsome gun-metal or gilt chains and other curb styles. Each 25c

In sterling silver or rolled gold \$1.00
—Main Floor, Yonge St.

Huck Towels 15c Pair

A splendid hand towel, 18 inches wide by 34 inches long and full bleached, plain or with colored borders. July Sale price, pair 15c

Six More Items Extend July Sale Benefits

Unbleached Table Damask, Irish make, strong weave, well colored patterns, 60 inches wide. July Sale price, yard 19c

Table Napkins, all linen Irish damask, full bleached, close weave, excellent wearing quality, assorted patterns; sizes 18 x 18 inches. July Sale price, per dozen 87c

Linen Crash Roller Toweling, strong, fine weave, good wearing quality, 17 inches wide. July Sale price, yard 6½c

Grey or White Flannelette Blankets, or Summer sheets, superior make, close nap, pink borders; size 64 x 80 inches. July Sale price, per pair \$1.00

Unbleached or Factory Cotton, strong, even weave, close finish, 36 inches wide. July Sale price, yard 8c

English Nainsook, full bleached, fine, even quality, pure needle finish, splendid underwear cloth, 36 inches wide. July Sale price, yard 9c
—Main Floor, Albert St.

The rapidity with which the science of flying has progressed is amazing even to the most optimistical—it's perhaps the greatest achievement of this century of wonders, and the invention of the marvelous Gnome engine is a big stride towards perfecting the flying machine. The feature of the Gnome is that the motor revolves around a fixed shaft—it's greatest advantage is that no cooling system is needed. It has the strength of 50 horses and weighs but 165 lbs.

You've Yet Time to See and Examine the Aeroplane—Come Tuesday.

Starting an 8-day Special Selling of Parasols



At \$3.47—High-class Parasols from Austria. A fine collection of designs and colors, in light, medium and dark shades, all extra choice frames and fashionable long handles in natural and fancy wood. An opportunity to secure a very beautiful sunshade at savings that range up to half-price. July Sale, each \$3.47

The opportunity of the season to buy Parasols has arrived—and right at the height of Summer heat. For eight days we shall offer rousing inducements in first-class, stylish goods. We've stacks of beautiful new sunshades ready for the event, and the price benefit will be of the largest kind.

Here Are the First Day's Inducements:

At 95c—Women's Fancy Silk Parasols, in large range of good patterns and colors; choice English frames and handles. Many at half-price; all at substantial savings. July Sale, each 95c

At \$1.69—Pure Silk Parasols, in neat striped effects and stylish colorings; fine quality gilt frames, with handles in dainty natural wood. Save heavily on every one at July Sale price, each \$1.69

Children's Fancy Parasols—In a good range of patterns, single and double frilling, dainty handles. Almost half-price—a few less. July Sale, each 29c
—Main Floor, Yonge St.

English and Scotch Linoleum 39c Yard

The width is two yards; the patterns are clearly printed in strong colors, and include parquetry, block, matting, floral, tile and self-colored matting effects. These Linoleums are handsome as a complete floor covering or surrounding rugs. July Sale price, per square yard 39c
—Third Floor.

Carbon Photos of High Merit at July Sale Prices

July Sale price-lowering is striking the higher grade pictures—Carbon Photos go Tuesday, and perhaps never before have we offered more beautiful pictures at less-than-value prices.

The range of subjects is excellent—in fact, the best we ever had: Biblical illustrations, pastoral and landscape scenes, stormy scenes of ocean waves, winding paths in forest groves, figure subjects, and hundreds of others, all beautifully framed in Circassian walnut, mahogany, dark oak moulding and many with gold lining; hardly two alike in the lot. Prices suggest early choice. July Sale prices \$1.25 to \$7.50
—Third Floor.

Well Dressed at Low Cost



Boys' Two-piece Suits, \$2.98

Summer Suits, of fine tweeds and worsted materials, in pleasing shades of greys, browns and olive, good pattern; coats are double-breasted, with long broad lapels; bloomer knickers and knee pants; sizes 29 to 33. Superior qualities clearing out at far below usual prices. July Sale \$2.98

Men's Blue and Black Serge Suits, \$8.69

Made from pure wool Botany serge, in a fine twill, a material of durability and good appearance. Coats in a fashionable single-breasted cut, and exceedingly well tailored about collar and shoulders. Extra good workmanship throughout, and fine quality linings and trimmings. Sizes 36 to 44.

Some Particularly Good Buying in Suits and Trousers

Men's Two-piece Summer Suits, \$7.95—Odd lines of tropical worsteds and light-weight flannel tweeds, light greys and fancy checks, extra fine qualities. These are our higher grade suits reduced for clearance. July Sale price \$7.95

Youths' Suits, \$3.89—Grey tweed with light stripe, single-breasted sack coat, Italian linings; sizes 32 to 35. July Sale price \$3.89

Men's Tweed Trousers—In good strong all-wool material, dark colors, side and hip pockets; sizes 32 to 42. Pair \$1.00
—Main Floor, Queen St.

Low Prices for Boys' Wash Suits

At 73c—Wash Suits, smartly designed in the Russian style, with or without the deep sailor collar. Materials are galateas, chambrays and prints, in many shades, check and stripe patterns; bloomer knickers; to fit ages 3 to 7 years. July Sale price 73c
—Main Floor, Queen St.

Accordeons of World-wide Reputation

When you consider the powerful organ-like tone of an accordion, and the fact that its reasonable price brings it within the reach of all, the instrument of harmony is not excelled by any other portable instrument, and it requires very little knowledge of music to be played properly. The Hohner Accordion, which we import direct from the factory in Germany, thereby securing it at the lowest possible figure, has a world-wide reputation for its genuine, clearly defined tones. Our stock includes several lines, which vary in price, according to size of keyboard and bellows. An exceptionally good one for \$2.00, others at \$2.50, \$3.00, \$4.00, \$5.00, \$6.25, \$6.85, \$8.50, \$10.00, \$12.50, \$13.50.
—Music Hall, Fifth Floor.



Cooking School Cook Book

This is a volume that should be in all homes, telling the characteristics of all the different kinds of foods, with a specially interesting chapter, entitled, "A Little Chemistry for the Cook." Then there are miscellaneous recipes which the ordinary book does not give, making up a book of 340 pages, well bound in a washable oilcloth cover. July Sale price 25c

Sample Stationery

A traveler's complete line of samples, including fancy boxed stationery, with the paper and envelopes of highest quality only. Boxes contain from 2 quires to 5 quires each. Prices range from 50c to \$5.25.
—Main Floor, James St.

The King's Death Affects Prices on Millinery Flowers and Foliage

The London dealers found these goods unsaleable because of the King's death. We were able to secure a large consignment of beautiful foliage and flowers for our own price. The goods have just arrived from England all perfectly fresh.

Brighten Up Your Hat for the Later Summer Season.

In the lot may be seen some large roses of excellent quality, with foliage and rubber stems; a large bouquet of tiny roses also with foliage; the new foliage looks very rich. The lot consists of:

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| 50 dozen to sell quick, at, per dozen 59c | 29½ dozen to sell quick, at, per dozen 25c |
| 62½ dozen to sell quick, at, per dozen 39c | 50 dozen to sell quick, at, per dozen 12½c |

—Second Floor, Yonge St.

\$5.50 Papers One Room Complete

40 patterns to choose from, in colors and designs for parlors, dining-rooms, sitting-rooms, libraries, dens or bedrooms; many have 18-inch borders, others 9-inch. Moire and fancy ceiling papers to match.

You bring measurement, and we will supply all paper for wall, ceiling and border, put paper on wall, and leave room completely decorated, and give you our guarantee of perfect satisfaction. This offer applies within city limits to any room up to 12 x 14 x 9 feet. July Sale price \$5.50
—Third Floor.

\$2.50 Men's and Boys' Straw Hats, Each, 29c

A quick clearance of small odd lots, Canton, sennit and rustic braids, in the season's popular boater (the stiff hat) styles. Take your early choice and save greatly at July Sale price, each 29c
—Main Floor, Queen St.

Hoffman Water Heater

This heater has many distinctive features, the prominent one is its automatic use of fuel. The gas is turned on only by opening the water tap, and stops heating the water the moment the tap is closed. Heater may be placed in cellar or other convenient place. Needs no attention and no waiting for hot water. No expense when not producing hot water. Heater \$65.00
Installation \$12.50

Have You a White Porcelain-lined Sink?

White Porcelain-lined Sinks are fast replacing the old kind. Can be placed in same position as old sinks without the aid of a plumber. Size and connection correspond to old black iron type. 18 x 30 \$3.25

Grey Canvas Boots for Boys

Ideal Summer footwear for the Summer holidays, for the camp and for outings. Cool and light, neat and serviceable. Tan leather facings, back strap, toe cap and strap over vamp. Solid leather soles and heels; well lined; sizes 1 to 5. July Sale price \$1.20

Footwear Opportunities for Men

Dongola Kid Boots for \$1.75—Neat, comfortable shape for Summer wear; Blucher-fronts, good quality soles and heels; sizes 6 to 9. July Sale price, pair \$1.75
—Second Floor, Queen St.

THE T. EATON CO. LIMITED