

# EATON'S JULY SALE NEWS

## The True Pattern

The Empress of Germany is said to be proficient in all the housewifely arts. Ever since her marriage she has presented Emperor William on each of his birthdays with some article of wearing apparel made with her own hands. The Dowager-Queen Amelie of Portugal has proven her skill to turn out a frock that compares favorably with the work of the professional modiste. And our own Queen Mary is an expert needlewoman. Home Dressmaking can truly boast the seal of high approval.

THE woman who possesses the knack of putting together her own gowns, or even her own shirt waists and lingerie, may lay claim to one of the most profitable accomplishments in the category of domestic equipment. It makes for individuality, variety and economy in the wardrobe. And every day invention and mercantile enterprise make the task easier. The pattern—the foundation of the whole achievement—has been brought to perfection. The Ladies' Home Journal patterns, those found in our own pattern department, have all well proven their claim to superiority. All other makes are graded; the Journal patterns are drafted. In other words, other makes start from a perfect model and are cut a little smaller, or a little larger, keeping the same proportion. Our patterns are obtained by taking thousands of measurements and getting a composite measure, the aim being to fit the average woman, and not a perfect model.

AMONG the chief features that distinguish The Home Journal Patterns are, firstly, the high, round armhole, which produces an unusual, and most appreciable, width across the bust; secondly, the small, round neck, which, if trimmed out to suit individual need, according to directions on diagram, will fit with assured accuracy; and, thirdly, a medium length under arm, permitting, if necessary, a lengthening or shortening of the same, compatible with perfect fit. Home dressmakers who have struggled with refractory under-arm seams in a vain attempt to make essential alterations find the characteristic last mentioned an inestimable boon.

WITH the designs the work of New York artists closely in touch with the makers of the world's fashions, the styles exploited represent the latest and best approved expression of modist thought, the care ever being shown to avoid sacrifice of the practical on the score of passing novelty. A chart that serves as an able assistant in cutting accompanies each pattern, and the simplicity of the directions is another advantage invariably noted.

## Women's Wash Suits Reduced for Clearance TO-DAY

Suits of Fine Imported Repp, have 30-inch coat, pleated skirt, lapel and shawl collars, contrasting with the white, tan, blue and pink body colors. TO-DAY \$1.50, \$2.50

Suits of Fine Imported Goods, made by New York tailors from French linens, crashes, repps and rajahs, in the severely plain and fancy finished effects. They have collars and cuffs of crochet embroidery and cording, some with rich lace insertions, in many various fashionable shades. They're marked down in many cases beyond two-thirds of original figures. TO-DAY, each ..... \$7.50

—Second Floor, James Street.

Suits of Striped Drills, Repps, Striped Linens, Plain Hollands, and Lace and Linen Alternates. These have coats of fashionable length and correct skirts, mostly in plain-tailored styles. TO-DAY, each ..... \$3.50

75 of our choicest productions in Women's Wash Suits in pure linen, fancy repps, crashes, rajahs, and other weaves; some are single in their styles, showroom pieces, models, special samples, etc., all examples of rarest skill in designing, plain embroidery eyelet, and trimmed with an artist's touch; some were three times the price at which they are to be sold TO-DAY at, each ..... \$12.50

—Second Floor, James Street.

## Ribbon Remnants

Remnants of ribbons from all over the section have been gathered into one great clearing lot, from which you may choose almost any width from 1½ to 6 inches, and almost any sort of pattern or color in fancy, plain velvet and baby ribbons, in lengths of from 1 to 2½ yards, and all under the one interesting price ticket. Per length TO-DAY ..... 10c

—Main Floor, Yonge Street.

## Parasols Leaving



Fancy Parasols, with pure silk tops, some hemstitched borders, in plain silk, others are fancy striped and Dresden effects, a collection of odds and ends of some of our best popular lines. TO-DAY, each ..... \$1.00

High-class Pure Silk Parasols, in a good range of colors, superior frames and handles. Save greatly on all TO-DAY at, each ..... \$2.00

First-grade Fancy Parasols, in silk, all are fine Austrian makes, high-class frames and handles. Heavily reduced for TO-DAY to, each ..... \$3.00

—Main Floor, Yonge Street.

## Women's Gloves, 25c

French kid and lambskin, in tan and brown shades, well made and finished, having oversewn seams and Paris points, two dome fasteners; sizes 5½ to 7. TO-DAY ..... 25c

—Main Floor, Yonge Street.

## Hosiery Opportunities

Men's Fancy Lisle and Cotton Sox, all this season's colors and patterns; first-class German makes and dyes; a collection of odd lines with all sizes in the lot. Clearing at less than half-price. TO-DAY, per pair ..... 12½c

Women's Fancy Lisle, Cotton and Cashmere Hose, this season's new designs, superior makes and dyes; all sizes in the lot; a clearing up of odd lines at a fraction of usual prices. TO-DAY, at, per pair ..... 19c

Boys' and Girls' Plain Lace and Ribbed Black or Tan Cotton Hose, extra fine German and Canadian makes, all stainless dyes, extra spliced sole, heel and toe, seamless and fashioned finish; all sizes in the lot; clearing out TO-DAY, at per pair ..... 12½c

—Main Floor, Yonge Street.

## Women's House Wear

Muslin Dressing Gowns, in fancy figured and floral designs, have shirred-in yoke effects; fronts, sleeves and belts faced with plain colored bands; the colors are sky and white, pink and white, and navy and white; in sizes 34 to 42 inches. TO-DAY ..... 98c

Printed Percale Wrappers, in fancy striped and figured designs, have square, braid-trimmed yokes, and are finished with frills, buttoned cuffs, turndown collars and deep flounces on the skirts; colors are black and white, navy and white; in sizes 34 to 42 inches. TO-DAY ..... \$1.00

—Second Floor, Centre.

## Women's Underwear

29c for Combinations—Fine quality balbrigan, porous knit, no sleeves, umbrella style, lace trimmed, color white; sizes 32 to 40 inches; very much reduced for TO-DAY'S selling to ..... 29c

55c for Gowns—Fine quality cotton, Mother Hubbard style, yoke of lace insertion, neck and sleeves edged with lace, lengths 56, 58 and 60 inches. TO-DAY ..... 55c

—Second Floor.

## Corset and Corset Covers TO-DAY at Half-price

The Corsets are of fine quality white coutil and batiste, medium bust and medium and long hip, embroidery or lace trimmed, hose supporters, sizes 18 to 30 inches, not all sizes in any one style, but all sizes in the lot. TO-DAY at these half-prices ..... \$1.75 to \$3.00

The Corset Covers are of fine cotton, full fronts, with lace or embroidery insertions and frills of lace or embroidery, slightly soiled, sizes 32 to 42, all sizes in the lot, but not in any one line. TO-DAY, half-prices ..... 13c to 25c

—Second Floor, Centre.

## Folding Go-cart

Originally these baby vehicles sold at much higher price, but are now clearing before stock-taking—light, strong and durable, they are large in size, but fold up very compactly. Buy baby a cart, TO-DAY, at ..... \$8.75

—Fifth Floor.

## Wall Placques, 20c

These are of fine French China, and you choose from a very large assortment of decorations, all handsomely done in natural colorings, and finished with shading; an attractive ornament for wall or plate rail. July Sale price, each ..... 20c

—Basement.

## Dresses at \$1.59

For Young Women—Two hundred Dresses, in assorted styles and materials, balances of odd lines, are greatly reduced for sure disposal Wednesday—many to go less than half-price; there are so few of a kind that we shall not attempt to describe them; choose early and you are sure of a satisfactory selection. TO-DAY ..... \$1.59

—Second Floor, James Street North.

## Ironing Without Heat

### ALL OVER THE ROOM

If you use a "Superior" Electric Iron. The comfort and advantage of ironing with one is difficult to estimate. The physical discomforts of a gas or coal fire are eliminated by its use. Complete with stand and all accessories ..... \$4.75

—Basement.

During July and August  
Store Closes Saturday  
at 1 p.m.,  
as in May and June.

NO NOON DELIVERY SATURDAY

## Millinery Values

Leghorn Hats, very smart shapes, are trimmed for end of season wear, with tulle, chiffon, flowers, ribbon, and velvet flanges. TO-DAY, at ..... \$3.95

Street Hats, smart shapes, trimmed with ribbon, silk, velvet, wings, quills and fancy feathers. Get a new one to finish the Summer with. TO-DAY, at ..... \$1.85

—Second Floor, Yonge Street.

## Four Excellent Styles in Women's Low Shoes, TO-DAY at \$1.50

About 470 pairs, all high-grade makes and strictly correct in style; clearing because of broken range of sizes; save half price on many; nearly half price on the rest;

Style 1 is a fine chocolate Oxford, four-eyelet Blucher shape, wide silk ribbon ties, plain toes, creased vamp, laced, turned flexible soles and high Cuban heels, very dressy. TO-DAY at ..... \$1.50

Style 2 is a fine chocolate kid pump with ankle strap, beautiful fitting shoe and one of the very popular styles, silk bow with pearl buckle, flexible soles, Cuban heels, for dressy wear. TO-DAY at ..... \$1.50

Style 3 is a two-button Oxford, made from select quality chocolate colored kid, very dainty short vamps, plain toes. TO-DAY at ..... \$1.50

Style 4 is a tan calfskin pump with ankle strap, fits perfectly around top and doesn't slip at heel, neat little leather bow on the vamp, flexible soles, Cuban heels. TO-DAY at ..... \$1.50

—Second Floor, Queen Street.

## Children's Dresses

Wash Dresses, in striped gingham and plain percale, having fronts trimmed with full length bias panels, piped with white, finished with wide tucks; pleated skirt; 5 to 14 years sizes; others have Dutch neck, cuffs, and belt of embroidery insertion, tucked in yoke effect; skirts finished with tucks, in navy and white, tan and white, pink and white, sky, tan or pink; sizes 2, 3, 4 and 5 years. TO-DAY at half-price, each ..... 67c

Cream Cashmere Coats, with deep collars, trimmed with rows of silk braid, and deep silk embroidered frill, finished with silk tie, have turn-back cuffs, and are braid-trimmed and lined; lengths 22 and 26 inches. TO-DAY at far under half-price, each ..... 76c

—Second Floor, Centre.

## Curtains, \$1.85 Pair

Varied group of Nottinghams. They're 50 to 54 inches wide and 3½ yards long; white or ivory tinted, and show a good range of patterns, floral, medallion or plain centres, with richer borders. The quality of cotton used and binding finish make them as durable as they are pretty. These are broken lines, to be cleared at this extraordinary price. TO-DAY, per pair ..... \$1.85

## And These Upholsterings

Figured Art Silks, 30 and 32 inches wide, show designs, including florals, Orientals and Japanese figured effects, in a good assortment of colors, for cushion covers, scarf draperies, kimono and dressing sacques. The price TO-DAY is, per yard ..... 49c

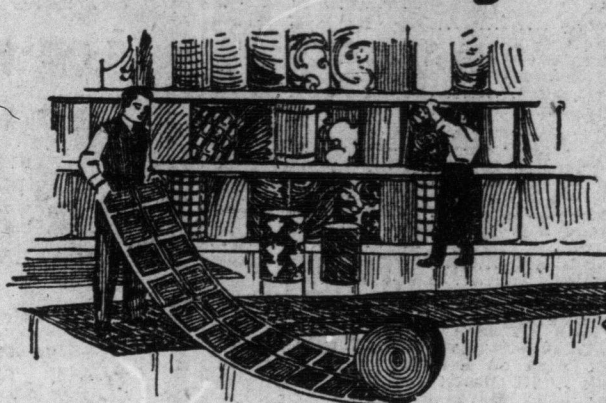
Final Clearing of Remnants of Upholstery Materials before taking stock, in lengths of from 2½ to 5 yards, comprising upholstering tapes, silks, cretonnes, damasks, etc.; will be sold TO-DAY at exactly half-price.

—Third Floor.

A Free Souvenir of Toyland will be given to every child-visitor TO-DAY.

—Fifth Floor.

## Floor Coverings



English Tapestry Carpet, 27 inches wide, is a good sturdy carpet that will give good satisfaction, brightly printed patterns in colorings to suit any room, show floral chintz in self colors and conventional and Oriental in richer shades. TO-DAY at ..... 45c

2,000 Yards Fine Axminster and Wilton Carpets, 27 inches wide; we are offering a very special lot of these high-grade carpets; they are all taken from this season's patterns, in self-colors, floral scrolls, Orientals, conventionals, rose chintzes and bedroom effects, with borders to match. TO-DAY at, per yard ..... \$1.18

Cotton Bath Rugs, 18x36 inches, an excellent rug for bedroom or bath, is made from best quality cotton, and is washable and mothproof, and the colors are white and blue, and green and white, in small, well-planned designs. We bought all the manufacturer had at a splendid price, hence the saving to you. TO-DAY, each ..... 95c

Fine China and Japanese Matting, 36 inches wide, makes a good floor covering for bedrooms and Summer homes. It is cool and summery, clean and sanitary, and is not affected by sand or dampness. This lot is made from good live straw, all of this season's crop, and the colorings are blues, greens, and natural, in fancy stripes, elaborate Japanese designs, inlaid and small disc effect. TO-DAY, each ..... 14c

—Third Floor.

## Furniture List

Dressers of choice designs, in quarter-cut golden oak, are selected stock of superior workmanship, and well finished, fitted with shaped British bevel plate mirror, double top, 4 drawers, and plain brass trimmings ..... \$18.75

Chiffonier, extra large sizes, made of choice ¼-cut golden oak, polished, has a shaped top and front, four full size drawers and large double cupboard. Clearing at ..... \$25.00

Mahogany Dresser, of a new design, has large shaped mirror, dull finish, wooden knobs, four drawers, with lock and key, and easy running casters, complete in every way ..... \$22.00

Mahogany Dresser, handsomely designed, has an extra large British bevel plate mirror, plain standards, shaped top, full swell front and four drawers, with wood knobs ..... \$28.50

Chiffonier, same design ..... \$23.00

3-piece Bedroom Suite, Louis XV. design, is very attractive and unusually well finished. It is large and well proportioned throughout, of the very best construction, fitted with every convenience, and executed in strict period.

Dresser, \$64.00; Chiffonier, \$57.50; Cheval Mirror, \$30.00.

—Fourth Floor.

## Kano Suit Cases

Made up from fine woven fibre, fitted with brass lock and side clasps, lined with inside ties, leather capped corners, an excellent case for women, light and very dressy, lengths 24 and 26 inches. TO-DAY at ..... \$2.50

—Basement.

## Household Needs

American Quilts, snowy white, soft finish, various designs, hemmed ready for use, size 80x90 inches. Save much at this price—TO-DAY, each ..... \$1.00

Horrocks' Fine Cambrics, first quality, beautifully fine underwear cloths, 36 inches wide. TO-DAY, per pair ..... 10c

Flannelette Blankets, gray or white sheets, good heavy well-napped blanket with pink or blue borders; size 64x80. TO-DAY, per pair, 98c

Table Cloths, fine Irish satin damask, every thread pure linen, good heavy quality, excellent designs, bordered all round; size 2x2½ yards. TO-DAY, each ..... \$1.98

Ready-made Sheets, full-bleached, strong sheeting, plain-weave finish, 2-inch and ½-inch hem, size 2½ x 2½ yards. TO-DAY at, per pair ..... \$1.28

Full Bleached Huck Towels, plain or fancy borders, hemmed ends, good bedroom towel, size 19 x 37 inches. TO-DAY at, per pair ..... 24c

English Striped Shirting Flannelette, soft, pure finish, strong weave, well assorted, neat striped patterns, in good colorings, 32 inches wide, heavily reduced to TO-DAY'S price, per yard 8c

Crash Roller Toweling, fine weave, red bordered, good drying toweling, 17 inches wide, grand value TO-DAY at, per yard ..... 5c

—Main Floor, Albert Street.

## Groceries and Meats

### These are to-day's prices:

2,000 pounds dairy butter, lb. .... 23c  
Palawan blend India and Ceylon tea, black and mixed, lb. .... 23c  
Pure Santos coffee, fresh roasted, lb. .... 18c  
E. D. Smith's pure strawberry, raspberry or gooseberry jam, 12-ounce jars ..... 2 jars for 25c  
Ground arrowroot for infants' foods, lb. .... 12c  
Filly's French sauce for salad, bottle ..... 26c  
Maconochie's herrings in sauce or preserved bladders ..... 2 tins 25c

### Meats

Sirloin roast of tender beef, lb. .... 26c  
Shoulder roast of beef, lb. .... 12½c  
Thick roast of beef, lb. .... 12c  
Front quarter of Spring lamb, lb. .... 15c  
Loin of Spring lamb, lb. .... 20c  
Leg of Spring lamb, lb. .... 22c

—Fifth Floor.

THE T. EATON CO. LIMITED