

EATON'S JULY SALE NEWS

Natty Neckwear

"The Byron" Collar is the latest arrival in the Neckwear Department. A broad, flat creation it is, opening low at the throat, and contributing in general effect a suggestion of the aesthetic that is doubtless responsible for its naming. An attachment in the nature of a narrow cape or semi-chemisette, provides for the easy adjustment of the collar to any shirt waist, while eyelet embroidery and the inserting of lace add a softening touch compatible with feminine daintiness.

Another notable acquisition to the show cases is a triumph in French hand needlework, a neck frill and leg-o-mutton jabot in the finest of mull, inserted and edged with Irish hand-made lace, and exquisitely hand-embroidered in colored thread—the smartest, most exclusive supplement imaginable for a simple blouse or tailored coat. Variations of the idea in real Valenciennes, and in pastel shades of grey and blue mull are also available.

Among other novelties displayed is an English importation termed the "Middy," a narrow neckpiece of the same species as the Dutch collar, though considerably narrower, its value consisting in the extreme delicacy of the material and treatment. This distinction, in fact, may be said to be the leading characteristic of the choicest treasures in the neckwear line, for the nattiest little bows and jabots we have gathered together for the season's showing are mere wisps of webby lace, gossamer lawn and fine hand stitching. They would not be in keeping with the dictates of style were they cruder or more ostentatious.

Also a feature of dainty ornamentation for the Summer coat or bodice is the "Claudine" frill, which exploits a double row of pleating in Van Dyke points, some finished with coquettish little bows at the fastening beneath the chin. That this pleating has not yet suffered a decline in favor, but is rather at the zenith of its popularity, is testified by the numerous forms in which it is found by the yard at the frilling counter, where new expressions of its fresh, crisp prettiness are being added to the stock daily.

French scarfs of the most luxurious and lovely description are well worth the viewing in the department under mention—exquisite chiffon and crepe productions with gold and crystal embroidery and satin bordering, veritable dreams of graceful drapery for evening wear.

The woman who is preparing for flight to some holiday resort, where Summery frills and furbelows are essential to a seemly appearance, should visit the Neckwear Section. She will find an exhibit where the paradox of style and moderate price is happily embodied.

July Sale Hosiery Prices

Tuesday's inducements warrant more than usual attention; the goods are most reasonable, and prices far below what such qualities would ordinarily command.

Boys' extra heavy ribbed cotton hose, stainless dyes, spliced heel and toe, seamless finish, they are manufacturers' "fix-ups," otherwise they'd be double the price. July Sale, per pair 12½¢

Women's colored embroidered Lisle thread hose, in a variety of new shades, with dainty hand-embroidered designs, high-grade German makes and dyes, all sizes in the lot. Save largely on every pair at July Sale price 25¢

Men's fancy cotton and plain black cashmere socks, a collection of odd lines, with all sizes in the lot. July Sale price, pair ... 15¢
—Main Floor, Yonge St.

Women's Kid Gloves 39c Pair

A fine quality kid, in tan, brown and mode; they show good style and careful workmanship in the oversewn seams and Paris or embroidered points, two dome fasteners, sizes 5½ to 7; there are 500 pairs, but early choosing is advisable to be sure of your size. July Sale price, pair 39¢
—Main Floor, Yonge St.

12½c Yard for Fancy Ribbon

This is a July Sale offer that should certainly create some lively selling, for the width is such a useful one for fancy work, sashes and misses' hair bows; it is a pure silk taffeta of heavy texture and rich finish, handsome floral pattern in Dresden effect, in excellent combinations of such harmonious shades as rose, moss, pink, grey, mauve, sky, navy, Alice, cream and white, 5 and 5½ inches wide. Get plenty Tuesday, July Sale price, yard 12½¢

Special 3½-inch Taffeta Ribbon, 12c per yard, useful width for the smaller bows, rosettes, etc., comes in a fine assortment of colors, including sky, navy, cardinal, mauve, pink, cream, black and white. Exceptional value at July Sale price, yard 12c

Baby Ribbons at July Sale Prices, a pure silk quality, comes in pink, sky, mauve, royal, orange, cream, purple, turquoise, Nile, black and white. July Sale prices—¼-inch wide, 7 yards for 10c
¾-inch wide, 5 yards for 10c
—Main Floor, Yonge St.

Overstocks of Fine Mattings

We're just a little heavy in Mattings, we are making a deep cut in prices to bring the stocks down before stock-taking; two items will interest you.

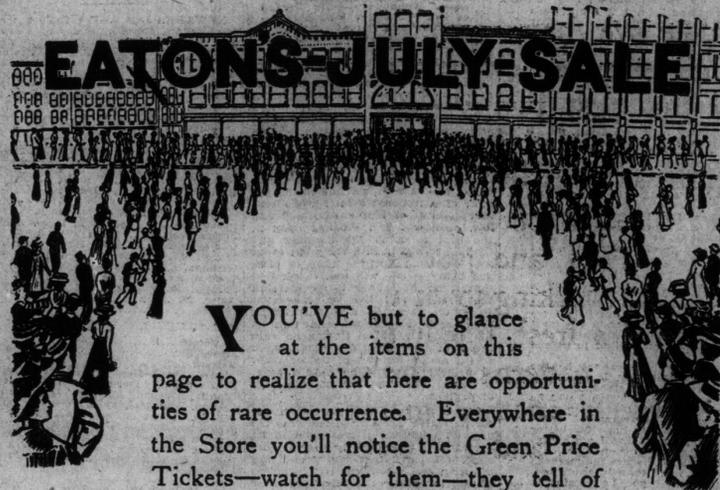
Heavy China Straw Matting, 36 inches wide, comes in neat fancy checks of red, green, blue and natural shades, this has a strong fibre warp and is a good weight for verandahs, and is cool and healthy for the Summer house interior as well. Per yard 15¢

Fine Japanese and China Straw Matting, is 36 inches wide, the Japanese has heavy cotton warp, the China has a strong fibre warp, small figures and neat fancy stripes, checks and fancy inlaid patterns, are done in natural shades; these have proved to be ideal goods for warm weather. Per yard 17c
—Third Floor.

Groceries

Imported French sardines, in oil, ½-lb. tins 25c
Fine rolled wheat, stone.. 44c
Maconochie's kipper herring of herring in sauce, 2 tins 25c
Ground West India arrowroot, per pound 12c
Canned apples, gallon size, tin 22c
National Biscuit Co.'s wee back biscuits, package 12c
Stuffed olives, 6-ounce bottles, 2 bottles 25c
Flageolet's French green beans, dried, per lb. 10c
Prepared icings, assorted colors, 3 packages 23c
3,000 pounds our own make creamery butter, per lb. 24c
—Fifth Floor.

SECOND DAY of the Big July Sale



YOU'VE but to glance at the items on this page to realize that here are opportunities of rare occurrence. Everywhere in the Store you'll notice the Green Price Tickets—watch for them—they tell of values that will make of this sale the greatest event of its kind in the history of our Store.

In the Staple Section Tuesday, These July Sale Inducements

Linens and Cottons always take prominent part in the July Sale programme, and daily merit the consideration of those who would profit by a "saving" occasion when it presents itself.

We print the second day's contribution to the Sale here. The quantities at these very low prices are of such a nature as make the values possible only for the one day—Tuesday.

- Unbleached or Factory Sheeting, English make, plain or twilled weaves, good heavy quality, 68 inches wide. July Sale price, per yard 14c
- English Circular Pillow Cotton, firm weave, no filling or dressing, 40 inches wide. July Sale price, per yard 14c
- Full-bleached English Cambric, firm, even weave, pure needle finish, 42 inches wide. July Sale price, per yard 10c
- English Colored Alhambra Quilts, close weave, choice floral designs, sky and pink colorings, fringed all round, size 78 x 94 inches. July Sale price, each \$1.48
- Table Linen, three-quarter or semi-bleached Scotch damask, extra heavy quality, splendid wearing linen, 70 inches wide. July Sale price, per yard 37c
- Table Napkins, full-bleached Irish linen, firm weave, well assorted designs, extra size, 24 x 24 inch. July Sale price, per dozen \$1.19
- Roller Toweling, pure linen crash, strong, even weave, excellent drying quality, 17 inches wide. July Sale price, per yard 9c
- Huck Towels, plain or colored borders, fringed ends, size 20 x 40 inches. July Sale price, pair. 21c
—Main Floor, Albert St.

Clearing Women's Silk Dresses

Amongst them are one-piece sun-pleated polka dot foulards, yoke, back and front of net and gold; violet and green grounds, with white dot. There are also taffetas in pink and blues, taupe and cream, braided and tucked collar and yoke. July Sale price \$10.00

Cool, Stylish, Lightweight Suits and Skirts for Women

Almost before style in Skirts and Suits for Summer comes the question "Is it light weight?" For hereon depends the comfort of such garments for Summer wear.

"Lightweight" Suits and Skirts are a feature in this Summer's stock, and you'll note also the very low prices such garments are marked.

A Lightweight Summer Skirt

The demand for lighter weights in Summer garments has resulted in this specially-made Skirt of fine linene skirting, made in 13 gores, with inverted pleat, deep foot hem and all tailored seams, made with exactness and care, and well finished; sizes waist 22 to 29 inches; lengths 38 to 43. Each \$1.50

Summer Auto Touring Coats

A special purchase in these useful Coats for women—over 100 of them, made from linen and cotton Rajah, semi-fitting, gracefully cut, shawl collars, with covering of Paisley and polka dot; also plain, self collars, some can be buttoned up close to neck. July Sale, each \$3.80

Lightweight Wash Suit Special

Women's well-tailored Summer Suits, in the much asked for lightweight materials, being Holland linen in natural only, and linen in blue, white, pink, rose; coats 40 to 46 inches long. Some have collars of tan and black, others removable fancy collars, with trimmed cuffs; side pleated skirts of graceful designs; sizes well represented. July Sale price \$3.00
—Second Floor, James St.

Three of the Best Values in Boys' Summer Suits

\$3.39 for High-grade Two-piece Suits of imported worsted materials, small pin stripe designs of dark grey color, coats double-breasted with belt, loose fitting bloomer pants with strap and buckle fasteners, size 29 to 33; the character of the materials and workmanship are such as could scarcely be bettered in a suit at twice the price. Reduced to... **\$3.93**

Boys' Three-piece Serge Suits, \$2.50

Thoroughly tailored in the single-breasted style, of a good wearing, soft finished navy blue serge; knee pants, Italian body linings. Sizes 28 to 33.

Small Boys' Russian Suits, \$2.59. Lightweight worsteds in neat stripe pattern, dark grey, deep sailor collar with four rows black soutache braid, adjustable self front, bloomer knickers; sizes to fit children 3 to 7 years. They certainly could not ordinarily be made for this money. The clearing price **\$2.59**

Men's Trousers, \$1.19 Pair

Imported English material in a worsted-finished effect, making a smooth, clean fabric, dark grey stripe, side and hip pockets, good strong trimmings. July Sale price **\$1.19**
—Main Floor, Queen St.

Women's Waists and Children's Dresses

Women's Striped English Print Peter Pan Waists, turndown collar, turnback cuffs, finished with tucks and pearl buttons down front; colors white and Oxford, white and mauve, and white and sky, others of white lawn with pretty embroidered fronts, trimmed with tucking and insertion. Sizes 32 to 42..... 75c

Children's Dresses, just the dress for warm weather; jumper style, made of fancy check and striped percale, plaited skirt, finished with narrow piping and braid; colors sky, pink, red and blue. Sizes 2, 3, 4 and 5 years. Half-price 50c

Women's White Lawn Waists, front and sleeves daintily trimmed with fine embroidered panels, outlined with Valenciennes insertion, high collar and long sleeves, trimmed with insertion and lace, buttoned back. Sizes 32 to 42 **\$1.29**
—Second Floor, Centre.

Footwear Inducement for 100 Early Morning Shoppers

We offer 100 pairs of Women's Tan Oxfords, at half-price, as the second day's footwear contribution to the July Sale. They are of tan calfskin, and are cut Blucher style, with plain toes, light flexible soles and Cuban heels, very neat; sizes 2½ to 7. Come your earliest for these. July Sale price, pair **\$1.75**

Girls' Chocolate Kid Boots Down to 80c Pair

A comfortable and very neat shoe, cut Blucher style, with flexible soles; sizes 8 to 10½. July Sale price, pair 80c
—Second Floor, Queen St.

An Explosion in Wall Paper Prices

Opening Celebration of our Great July Sale of Wall Papers Takes Place Tuesday.

Carloads of high-class Wall Papers are arriving for this special event, which, together with every odd stock and surplus group from our best selling lines, will be marked at quick sale prices. Prices that make it more than doubly worth your while to buy now, there's a saving of dollars for you in papering the home.

Papers for every room in pleasing colors and patterns that ensure satisfaction.

Here's Tuesday's list:—

- Fancy Embossed Crown Bedroom Paper, colorings are pink and yellow on white background, that will make very handsome room decoration. July Sale, wall, single roll, 50; crowns, each, 2c.
- Dark Green Background Wall Paper, with pretty floral color designs to blend, can be used on halls, dining-rooms; 18-inch shaded frieze to match. July Sale, wall and ceiling, single roll, 60; 18-inch shaded frieze, yard, 2½c.
- German Varnished Dining-room Paper, in fancy foliage designs, very serviceable wall hanging. July Sale, single roll 15c
- Heavy Embossed White Ceiling Paper, with faint cream pattern, suitable for rooms or halls. July Sale, single roll 6c
- White Ground Wall Paper, with overprint in grey floral patterns, side wall only. July Sale, single roll 4c
- Plain green, blue, white and pink, white and blue Bedroom Paper, in stripe or fancy patterns. July Sale, single roll 6c
- Heavy Embossed Wall Paper, in amber shade, stripe designs, broken with conventional and floral design, for dining-rooms, sitting-rooms; 18-inch shaded frieze that will match, plain or fancy ceiling paper. July Sale, single roll, 10c; 18-inch shaded frieze, yard 5c
- Neat Flower Pattern, on a soft colored green background, pretty for bedrooms, 9-inch border and fancy ceiling paper to match. July Sale, single roll, 3c; 9-inch border, yard 1c
- Heavy Crimson Ground, with varnished gold design paper, has 18-inch shaded frieze and ceiling paper to match this paper, will make very stylish decoration for halls or dining-room; less than manufacturer's cost. July Sale, wall and ceiling, single roll, 7c; 18-inch shaded frieze, yard 3c
- Dyed Tapestry Burlap, for halls or rooms, 37 inches wide, extra fine quality, in red, green and brown shades. July Sale, yard... 22c
—Third Floor.

THE T. EATON CO. LIMITED