

EATON'S JULY SALE NEWS

Summer Comfort in Lawn Waists, 79c

Early enough in the Summer to be welcome and late enough to be had for a fraction of their value, these Women's White Lawn Waists are to be cleared Saturday morning. Some have panel fronts of wide embroidery outlined with Duchess insertion; some have fronts of all-over embroidery and tucking or fancy yokes trimmed with embroidery and Valenciennes insertion; the sleeves are long, sizes 32 to 42 inches. Reduced for Saturday 79c

Children's Wash Dresses, are made of printed lawn in fancy stripes, in jumper style with neck, sleeves and belt trimmed with wide colored bands, and have pleated skirt, colors are white with sky, pink or navy, and sizes for 2, 3, 4, 5, 6, 12, 14 years. Price 50c

A Clearance of Children's Blouses, made of drill, some plain white, others in stripes, have sailor collars, trimmed with straps or sailor collar and turned back cuffs of blue drill, others have white collar and cuffs trimmed with blue straps and braid, white with blue, or navy with white; sizes 4 to 12 years. Each 29c

Women's Guaranteed Taffeta Silk Petticoats, have a deep flounce of accordion pleating and two gathered frills on a percaline underpiece, with a frill, black only; lengths 38 to 42. Price .. \$5.00

Women's Fine White Lawn Waists, some with fancy yokes of Duchess and baby Irish insertion and heavy guipure medallion; some with square yokes and panels at the side; of wide embroidery and lace frill; some cluster tucked in yoke effect, with the front daintily embroidered; have long or short sleeves, and are buttoned either back or front; sizes 32-42. Price \$1.29
—Second Floor, Centre.

Half-day in Ribbon Section

Wide Taffeta Ribbon, pure silk of rich lustrous finish; wears extremely well for sashes, also for bows and rosettes for the hair and hat; color list includes white, cream, sky, navy, cardinal, brown, reseda, emerald, myrtle, pink, grey, width 5 1/4 inches; save well on every yard Saturday at July Sale price 17c

3/4-inch Taffeta for 12 1/2—Colors are sky, Saxe, Alice, navy, pink, rose, Nile, reseda, cardinal, cream, mauve, brown, ivory white and black; a pure silk ribbon of excellent weight and great life in a most useful width (3/4 inches). July Sale price, per yard 12 1/2c

Women's Wash Suits Clearing at \$1.89

They are the balances of several lines, but mostly in linen suiting; coat 34 inches long, with removable embroidered collar and cuffs in contrasting shades; smart semi-fitting design; skirts plain and pleated; colors blue, pink, tan and white. It is one of the early morning surprises for the half-day's business, and rare buying may be anticipated. July Sale price \$1.89

Women's White Summer Coats to Leave

These are of white repp and linene, in full-length style; wallet, pockets, square cuffs, shawl collar, three pearl-centred brass buttons; exceedingly smart and summery. For Saturday morning business this July Sale price, each \$3.98

Embroidered White Lawn Dresses

A new lot for July selling, made with embroidered panel, Princess front, edged with rows of Valenciennes insertions, three-quarter sleeve, flounce of fine and wide tucks. July Sale price \$2.98

A Summer Wash Dress for \$1.98

Various styles in linen and percale, one-piece semi-Princess effects, paneled fronts and banded piping, with button trimming on some; white, blue, pink and green patterning. In this lot will be included a fresh shipment of all white muslin dresses, with Princess panel front of embroidery and eyeletting; fine and wide tucks in flounce of skirt. July Sale price, each \$1.98
—Second Floor, James Street.

Young Women's Wash Dresses

We've planned an early morning inducement in One-piece Summer Dresses, at \$2.69, that should prove an 8 o'clock attraction to scores of young women. They are of fine quality percale, in plain colors of tan, pink, sky and navy; made up in semi-Princess style, with Dutch neck and short sleeves; tastefully trimmed with checked piping; sizes 32, 34 and 36 inches; skirt lengths to 38 inches.

Both the extraordinary low price and the "limited quantity" make early shopping advisable, if not imperative. July Sale price, each, \$2.69

Special Selling of Muslins and Percale Dresses

There are three groups in this lot, at three prices, affording young women a very wide range of choice; excellent styles, fresh and new for Saturday, having just been purchased; low neck or Dutch neck; three-quarter sleeves; pleated skirt, with overdresses; plain strappings; choose from a large color range and gratifying assortment of patterns; all the regular sizes for young women. These July Sale prices (all far below what garments ordinarily cost). Saturday, \$3.48, \$3.59 and \$3.98
—Second Floor, James St. North.



Shop Early Saturday Morning

We could go on repeating this advice by the page full if repetition would emphasize. Seldom have you had such reasons for shopping early. The July Sale, the Basement Sale, the Ostrich Feather Sale and the many other special inducements you'll find on this page go to make a morning of special attractions we've seldom assembled for your consideration.

See the Aeroplane on the Fifth Floor. The Last Days in which You'll Have an Opportunity to View this Wonderful Machine.

25c Pair for Men's and Women's Hosiery

Lisle, silk, cashmere and cotton hose, plain and in lace, embroidered and fancy patterned effects, wide range of colors; the balances of a number of our better lines; some two and three times better than the price suggests; with all sizes in the lot; first-class finish and dyes; great selection; can't promise to fill phone orders; take your early choice for July Sale, price, per pair ... 25c
—Main Floor, Yonge Street.

Curtains at 49c Per Pair

The last touch in your bedroom or family sitting-room may be a pair of lace curtains or a couch cover. Here are a few items you should investigate:

At 49c—Nottingham Lace Curtains, 45 inches wide, 3 yards long, in white, with plain, floral and medallion centres, are made of good, strong thread, evenly woven and finished with Colbert edges. Per pair 49c

The Favorite Holiday Reading

In the English sixpenny line you'll find a large varied collection of popular and up-to-date fiction, and so low priced that the cost can be neglected in your holiday expenses; over 300 titles by well known fiction writers: Philpotts, Oppenheim, Marchant, Crockett, Albanesi, Le Quex, Pemberton, Hornung, Mason, "Rita," Haggard, Jacobs, Merriman, Garvice, Ward, Doyle, Hewlett, Burgen, Murray, Hocking, Lyall, Gerard, Oxenham, Tracy, Allen Raine and many others. Price, each ... 10c

Many Famous Books at 25c

"St. Cuthbert's," Robt. Knowles.
"David Baring," Joseph Hocking.
"Follow the Gleam," Joseph Hocking.
"The Man Who Rose Again," Joseph Hocking.
"The Trampled Cross," Joseph Hocking.
"The Land o' the Leal," Joseph Hocking.
"Beside the Bonnie Briar Bush," Ian MacLaren.
"The Days of Auld Lang Syne," Ian MacLaren.
"A Window in Thrums," J. M. Barrie.
"The Saint," Antonio Fogazzaro.
"Fuel of Fire," Ellen Thornycroft Fowler.
"Concerning Isabel Carnaby," Ellen Thornycroft Fowler.
"Rose of Blenheim," Morice Gerard.
"Barbe of Grand Bayou," John Oxenham.
"Hearts in Exile," John Oxenham.
"Beatrice of Venice," Max Pemberton.
"Doctor Xavier," Max Pemberton.
"A Mask of Gold," Annie S. Swan.
"I Will Repay," Baroness Orczy.
"The Scarlet Pimpernel," Baroness Orczy.
"The Elusive Pimpernel," Baroness Orczy.
"The Great Amulet," Maud Diver.
"When Charles the First Was King,"
"John Chilcote, M.P.," (The Masquerader), Katherine Cecil Thurston.
"A Welsh Singer," Allen Raine. Each, 25c

50c Novels

Several of these are the regular copyright clothbound edition, reduced to the half-price mark.
"The Doctor," Ralph Connor.
"The Prospector," Ralph Connor.
"Glenarry School Days," Ralph Connor.
"Black Rock," Ralph Connor.
"The Sky Pilot," Ralph Connor.
"The Crossing," Winston Churchill.
"Fair Margaret," Marion Crawford.
"A Little Brother of the Rich," Joseph Medill Patterson.
"Arizona Nights," Stewart Edward White. Price, each, 50c

Telling of More Good Values in the Midsummer Basement Sale

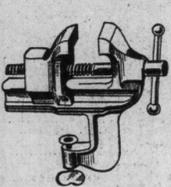
40-piece Tea Set, \$1.65



A "rock bottom" price. We had the set designed and made specially for the July Sale, in quality that assured a rare value, which was made still more attractive in our own pricing.

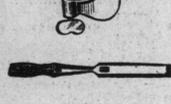
The set, which consists of forty pieces, is of first quality English semi-porcelain, exceptionally strong and of hard, smooth finish; decoration consists of a floral border design, in a rich peacock blue, and cannot wear off, because put on before the glaze. July Sale price, \$1.65

Have You a Vise?



These little vises are very strongly made and suitable for small work, such as jewelers', etc. Fitted with 1 1/2-inch steel jaws and small anvil. Can be fastened to work bench or board. Japanned finish and steel parts polished. Good value 35c

Who Needs a Chisel?

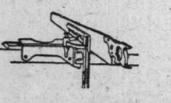


This socket firmer chisel is strongly made. Best tool steel used, has bevel edges and leather tipped handle. P. S. and W. make, guaranteed. Will soon earn its cost in any wood worker's kit. Size 1-inch 40c

The Particular Carpenter



who desires to do neat work, make close joints and smooth surfaces, needs an Iron Smoothing Plane. These Planes are the well known Stanley make, 8-inch long, corrugated bottoms and well shaped handles. Knives are 1 1/2 inches wide, and have brass adjustable screws, which will set them to a hair's width. Price \$1.95



Iron Mitre Boxes. Will adjust to any angle and cut any height, nicely finished in Japan, with nickel circle marked in degrees. Very complete and useful box \$1.50



BABY PLATES 25c.

Royal Devon Ware, decorated with pictures of wide variety, and some with nursery rhymes; edges gold traced; glazed finish; heavy and deep rim 25c

Cups and Saucers, 6c Each

That very strong, serviceable, English Porcelain Ware, with smooth, clear glaze; the gold band and sprig pattern; large size; per cup and saucer, each, 6c

Household Mitre Box.

Adjustable to suit any saw. Handy for household or shop use. Special price 35c

Every Handy Man

needs a Stilson Wrench. Handiest tool imaginable. Will wrench taps and nuts as well as water and gas pipe. 14-inch will take 1/2-inch to 1 1/4-inch pipe. Price \$1.10

Don't Shove the Furniture

unless fitted with Invisible Castors. Will not mark or tear floors, rugs, carpets, linoleums, etc. Set of 4 10c

Fire Escape Ladders.

A strong adjustable ladder, easily attached to roof or window sill. Sold in any length. Special price, foot 10c

Plasterers, Attention.

We have a thoroughly good crucible steel trowel, nicely balanced, with nice shaped beechwood handle. Price 50c

Clothes Line Reel Heads.

Made of cast iron, for putting on post. Sockets for four arms. Very useful where yard space is limited. Price 57c

You'll Need a Brace.

Every house should have one. Polished steel. Solid steel jaws and sleeve. Price 40c

Door Stops.

Made of oak. Rubber tips and good solid screw. Dozen 25c
—Basement.

Making the Matting Fly

The extra low price that is named for the special July selling is sure to make a buying disturbance in the carpet section. There are many short pieces from 6 to 15 yards long, in both Japanese and China matting. These we will sell at a figure so low as to make this a clean sweep; some mattings worth three times the price asked; all new goods. To clear 12 1/2c

Mottled Smyrna Rugs, 30x60 inches, are made from the waste yarns left over from making carpets. We bought a number of these from the manufacturer at our own price; a rug you can use for bedroom or Summer home; with its good mixed coloring they can be used anywhere; an exceptionally good wearing rug at the price, too. We have only a limited number of them, so you had better be here promptly. July Sale price, \$1.38

Cotton Bath Rugs, made from good quality cotton, are hygienic, mothproof and washable being excellent rugs for bath or bedroom; they come in color combinations of blue and green, with white, in pretty, neat designs; we made the manufacturer an offer to clear out their entire stock and are giving you the benefit of the saving. If our July Sale prices; 18x36, 95c; 27x54, \$1.65; 36x63 \$2.25
—Third Floor.

Safety Razors, 50c

An Easy Shave for a Slight Outlay.—The blades of other more expensive grades will fit the "Cleancut" Safety Razor. This feature alone makes the holder worth the price. Its own blades are keen, and will give excellent service. Razor and one blade, Saturday 50c
—Main Floor, Yonge Street.

70-inch Irish Damask, 25c

Close weave and full bleached; choice all-over floral patterns. July Sale price, per yard .. 25c

Many Other Inducements From The Linen Section Saturday

Torchon Lace Centrepieces, deep lace and insertion, plain centre; a very handsome piece; 18 inches wide, at far below usual price. July Sale, each 25c

English Grey-striped Turkish Bath Towels, linen finish; strong, durable towels; size 25 x 54 inches. July Sale price, per pair 44c

Ready-made Sheets, full bleached; plain even weave; free from dressing; full size (80x90 inches). July Sale price, pair \$1.11

Hemstitched Cotton Pillow Cases, English make, good strong cotton, free from dressing; sizes 42x37 and 45x33. July Sale price, pair, 25c

Full Bleached Crochet Quilts, hemmed ready for use, size 72x90 inches; various designs. July Sale price, each 89c
—Main Floor, Albert Street.

The July Sale Opportunity in Sewing Machines, \$19.95



This is an exceptional value in a new machine of emphatically modern design.

It has the automatic drop head, with full high arm, leaving ample space beneath same to accommodate a large range of work.

The case, of quarter-cut golden oak, has five drawers, and is very attractively finished.

The principal working parts are of first grade hardened steel, finely finished and adjusted, and work on ball bearings.

The shuttle is large and self-threading; the bobbin winder is automatic, winding thread on bobbin, same as spool is wound.

The belt is self adjusted; it never "comes off."

All attachments are of first quality; they consist of ruffler, tucker, braider, binder, quilting and a set of hemmers of different widths.

In its entirety it is a highly satisfactory machine, and our confidence in it is shown by the certificate we furnish with each, guaranteeing this sewing machine for ten years, while a very considerable saving is to be effected at this July Sale price \$19.95
—Fourth Floor, Centre.

Genuine Leather Suit Case, \$3.75

For the early shoppers Saturday morning we have thirty Suit Cases of special value; well made on steel frames, strongly hinged and clasped; two brass locks; nicely shaped wren handles and two strong leather straps all around. The inside lined, and has pockets and straps; outside genuine smooth leather. This is a special value, 24 and 26 inches \$3.75

THE T. EATON CO. LIMITED