

EATON'S JULY SALE NEWS

Goods Announced on This Page Are On Sale To-day

Heretofore our announcements in the morning papers have contained news of goods on sale the day FOLLOWING. Our morning paper advertisements will now tell of GOODS ON SALE TO-DAY.

Women's Wash Suits, \$4.75

Cool clothing spells comfort and washable cloths are demanded by health and good taste. These suits, which we are offering at \$4.75, are a collection of imported and domestic-made wash suits, price reduced to open the three days' special selling ending with stock-taking.

They embody the popular styles in coats and skirts, showing fancy tailored trimmings and perfectly plain good designs in blue and rose linen with crocheted insertion in coat and skirt, some plain Holland linens are included, Rajah and repp in tan, mauve, salmon, royal and electric, coats of lace with strappings of goods, and plain linen skirt, repp in pink, white, linen with long sleeves, collar and cuffs of white with strapping of goods, and plain repp suits in pink, helio, or blue. The whole offers an exceptionally fine opportunity, embracing as it does almost every shade and size required. July Sale specials, at, each \$4.75

Mercurized Mull Dresses, \$2.98, have rows of insertion and lace edging in Princess effect, collar edged with frills of lace, the new puffed sleeve with embroidery, edging and insertion, skirt with deep gathered flounces, two rows of lace insertion and wide tucks. Invisible back fastenings are used; white, sky, pink \$2.98

Another Style is added to this offer in semi-princess, in narrow insertion and Val, 3/4 sleeves, skirt paneled in overdress effect, deep hem with two rows of Val, the price for stock-diminishing... \$3.75

White Imported Repp Skirts, \$1.98

This skirt is a distinguishable stock-taking value, being made of one of Horrocks' finest repps in a 14-gore and centre panel style; side pleats at each gore; a distinctly good tailored style. Each \$1.98

Long Black Silk Coats

Made in full length, gracefully cut, semi-fitting style, superior moire antique silk, have flat collars with soutache and overlay of plain black peau-de-seoie, cuffs of same, four fastenings of large cut jet buttons. In addition there are a few plain black silk Rajahs, in good semi-fitting style with plain tailored collar and sleeves, all marked at stock-taking sensational price. Each \$13.50
—Second Floor, James St.

5 and 6-inch Ribbons, 11c

First great offering of the stock-taking week. Should cause some tremendous buying, because these are plain ribbons that are always wanted. A collection of taffetas and satin ribbons, all pure silk goods, and in a fine range of colors for hat bows, sashes, etc. Elegant rich finish and of a superior quality, 5 and 6 inches wide. You've usually paid nearly double the price for these handsome ribbons. Now they go at a July Sale price, per yard 11c

Clearing the Fancy Ribbon Novelties

Many "made-up" ribbon articles which were bought for show pieces (to demonstrate the use of the various ribbons) go out on Monday at half-price and less. There are kimonos, holders for toilet articles, table decorations, hair ornaments, handkerchief cases, cushion covers, etc. All beautifully made and finished. Here is a chance to secure exceedingly attractive gift ideas, for any one you may choose will be an example of unusually clever work and the choicest ribbons. Clearing at half-price and less, ranging from a trifling sum up to seven dollars.
—Main Floor, Yonge Street.

Women's Tan Oxfords, \$1.50

300 pairs of Stylish Tan Low Shoes, in some of the season's smartest shapes; Blucher fronts, plain toes and some with toe caps, Goodyear welted and turn soles, high Cuban heels, sizes 2 1/2 to 7. They are to go at less than half-price, so plan an early shopping trip. July Sale price, pair \$1.50
—Second Floor, Queen Street.

Women's Kid Gloves, 49c Pair

Pine quality kid in such desirable shades as tan, mode, brown, green, dark grey, plum, beaver and blue. Well made and finished, having oversewn seams, Paris and silk stitched points, and fastening with two neat dome clasps. Now offered at far below former prices to effect a quick clearance before stock-taking. July Sale price, per pair 49c
—Main Floor, Yonge Street.

Our Good Petticoat Values

Women's Wash Petticoats, in print, gingham and feathersilk, in fancy stripes, polka dots and plain ground, deep flounce of accordion pleating, strapping and gathering, some with inlaid frills, others have deep flounce of tucking, and embroidered frill, underpiece, colors pink, sky, green, tan, lengths 38, 40 and 42. Price... \$1.00

Women's Wash Feathersilk Petticoats, in fancy stripes and floral designs, deep two-piece flounce finished with strapping, gathered frill and underpiece. In Persian colors; lengths 38, 40 and 42. Price \$1.25

Women's Feathersilk Wash Petticoats, in fancy stripes, with nine striped and plain inlaid frills, finished with underpiece; colors green and white, navy and white, black and white, navy and red or black and red; lengths 38, 40 and 42. Price \$1.50

Women's Black Mercurized Sateen Petticoats, deep two-piece flounce, trimmed with tucking, strapping, accordion pleating and gathered frill; lengths 38, 40 and 42. Price 39c

Women's Wash Petticoats, in fancy stripes and checks, two-piece flounce, trimmed with tucking and gathered frill; colors white with pink, sky, green or mauve; lengths 38, 40 and 42. Price 49c
—Second Floor, Centre.

Good Quality and Low Price in Carpets

The combination is here to give you the ideal value for your outlay, be it large or small. Our effort is to make the cost as small as possible for every given quality. These items prove how successful we've been.

English Brussels and Tapestry Carpets, in short lengths, enough in some patterns to do one or more rooms—include some of our best quality Brussels and 10-wire tapestry. There's a good range of colorings and designs. These carpets must be cleared out before the inventory is taken, hence this very low price is made for clearing to-day. Bring the size of your room with you. July Sale price, per yard 59c

Fine Axminster and Wilton Carpets.—Monday will perhaps be your last opportunity to buy these lovely carpets at this price before stock-taking. They include only this season's patterns and colors in self green and blue, fawn, Orientals, rose, chintz, conventional, floral and dainty bedroom patterns in excellent variety of designs. They display the best features for which these particular carpets are famous. The price is much reduced. July Sale \$1.29

Austrian Fibre Rugs, rugs that make an excellent floor covering for bedroom and Summer homes, are made from a very closely woven fibre. They are reversible and give excellent wear. This is the first season we have handled this make of rug, but the designs and colorings are so good and the rugs so well made that it has been very popular, one of the best selling lines.

27x54 in., \$1.75 4-6x6-6, \$4.75 6x9 \$10.00
36x72 in., \$3.00 5-9x8-3, \$8.00 8-3x11-6, \$15.00

Twist Weave Rugs are handsome, desirable and artistic rugs, made from all-wool yarn and pure rope stock. Two-toned effects in many



beautiful patterns and colors are features in these excellent floor coverings, for use all the year round. Look and wear better than many a rug costing more.

2 1/2 x 4 1/2, \$1.75 6x9, \$9.00 8 1/2 x 10 1/2, \$13.00
3x5 1/2, \$2.25 7 1/2 x 10 1/2, \$11.00 9x12, \$16.00

English and Scotch Linoleum at 39c, a heavy printed linoleum in good range of patterns, all well seasoned goods, this linoleum shows wood, block, parquetry and tile designs in many colorings. These goods have been marked very low for immediate selling Monday. Much reduced, per square yard 39c

Heavy China and Japanese Matting, made from good clean live straw of this season's crop, for a bedroom or Summer floor covering, now is the time to replenish your home. This is a shipment of late arrivals that we have marked very low for quick selling Monday. July Sale price 17c
—Third Floor.

1,000 Feet Good Quality Picture Moulding, 4c Foot

Values like this come seldom—stock-taking comes this week and we've marked a price certain to clear out 4 lines of high-grade moulding, each in a distinct form, from which selection can be made for any style of picture.

2-inch gilt moulding in plain finish, 2-inch hardwood moulding in dark brown and black finish; several times this price is usually asked for this. Per foot 4c

Circassian Walnut Frames 25c

The daintiest of dainty frames for photos and small colored pictures—different sizes in the lot, but only a limited number. Glass and back complete with each frame. July Sale special 25c

Very Low Pricing in Framed Pictures, 95c

Pretty pictures, good enough for any drawing or sitting room, in variety that suggests selection of set for the new home. Carbon photos, pastel paintings, oil paintings, facsimiles, photo colors, pearl paintings in dozens of subjects. Various styles and widths of gilt mouldings, in plain and ornamental designs, adorn the pictures. All one price 95c
—Third Floor.

Back Combs Half-price

Such a display of beautiful Combs at half-price makes this one of the season's most interesting offerings; combs from odd lines, sample combs, slightly damaged combs, grouped for a quick, thorough clean-up to-day. They must go before stock-taking, so prices are lowered to half and less. Included are back and side combs of shell and amber, in many designs, with brilliant settings, cut steel, some inlaid with gold and silver finish, and others metal trimmed, also genuine black French jet back and side combs in many sizes, all marked at half and less.

Pretty Cluster Curls 25c

Only a limited number from former special and regular stocks, greatly reduced for quick clearance. These clusters in brown shade only, all woven into fine net, easily fastened on head. July Sale price 25c
—Main Floor, Centre.

Clean Sweep of a Snow White Sheer Lawn at 6 1/2c

This line must go to-day, so we have cut the price in less than half for quick early clearance; it's a very serviceable fabric with a woven-in small check effect, beautiful for dresses and shirt waists, and we guarantee its laundering qualities. Don't miss getting a dress length, 38 inches wide. July Sale, yard 6 1/2c

Another Monster Clearance of Fancy Muslins, 5 1/2c

To-day is the day which we rush out all odd lines and odd pieces at a price that ensures a speedy clearance, beautiful fabrics going for half and less than the regular price. You'll probably not get as good a chance as this again this season. For waists, dresses and dressing jackets. See Yonge St. window display. July Sale price 5 1/2c

25c—Special Dress Goods Selling Monday—25c

4,000 yards Smart Suitings and popular Dress Goods to be cleared out to-day. These oddments we do not wish to take into stock, and we have made the price low enough to ensure quick selling. The weaves include plain and fancy serges, Henriettas, delaines, fancy worsteds, sanglier suitings, Panamas, plaids, etc., in a splendid range of colors, including black. Widths up to 46 inches. Just the thing for children's dresses, boys' or women's wear. Monday, per yard 25c
—Main Floor, Yonge Street.

Panama Hats at \$5.95

Genuine South American weave, thoroughly bleached, made in the new neglige shape, with medium high crown and roll brim, worn with dip front; a style that is particularly becoming to most men. July Sale price \$5.95

Wash Tams for Children

Ideal for everyday Summer wear; when the top becomes soiled it may be removed and laundered, which makes it look as fresh as when new; made of sky blue drill and white duck and drill; fancy band and streamers. July Sale price 36c
—Main Floor, Queen St.

Parasols: The Special 8 Days' Selling Continues

The past week has witnessed parasol opportunities that have hardly ever been bettered. Continuing the special selling into the second week, these are to-day's attractions—

Children's Fancy Parasols, in a good assortment of colors. Strong bamboo handles. July Sale price, each 29c

Women's Fancy Silk Parasols, in a large range of the season's choicest designs and colors, plain and striped and fancy effects; and very choice handles. Save greatly on all at July Sale price, each \$3.89

10 (only) of our highest class Parasols, very choicest designs in pure silk. Our finest frames and choicest handles. Parasols that were three and four times this price. July Sale price, each \$5.00

Women's Fancy Silk Parasols, good assortment of patterns and colors, best gilt frames, handles are all new and up-to-date styles, less than half-price \$7c
—Main Floor, Yonge Street.



Shirt Waist Hats, \$3.98

Smartly tailored Shirt Waist Hats are among the smart millinery worn in Toronto by the tourists. They are to millinery what the shirt waist is to the Summer dress, and they correspond well with simple Summer toilets. Here is a shirt waist hat for Monday. A number have been specially prepared, chips, mohairs and Leghorns, in black, white and natural colors. They are arranged with silk, chiffon, wide ribbon, wings and fancy feathers, both hats and trimmings used are now greatly reduced in price, therefore this big value at \$3.98
—Second Floor, Yonge Street.

Young Women's Wash Dresses, Monday, \$1.25

Dresses that were three and four times the price. A half dozen different styles and a wide range of colorings. Being the balance of several of our best selling lines, there is no complete size range, and some of the dresses are slightly soiled. Can't promise to fill 'phone orders. There are just 110 dresses in the lot, so prepare for early shopping. July Sale price, each \$1.25
—Second Floor, James Street North.

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No "name and address" to supply after each purchase.
Pay for all purchases at once.

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