

EATON'S DAILY STORE NEWS

Women's Corset Covers, 39c

Some below half-price, while all offer exceptional savings; several styles, with lace insertion and edge and fine embroidery; all are of fine quality nainsook. Sizes 34 to 42 inches. Worth your while to consider future needs. Your choice **TO-DAY** 39c

Three More Buying Inducements for Women

Corsets, made of jean, two strips boning, two side steels, medium waist, French clasp, two suspenders, color white, lace trimmed. Sizes 18 to 26 inches. Pair 43c

Women's Vests, fine ribbed cotton, round neck lace trimmed, finished with ribbon; all sizes. **TO-DAY**, at 2 for 25c

Women's Gowns, made of fine cotton, four rows of embroidery insertion, large tucks, frill of embroidery around neck and down front, pearl buttons; lengths 56 to 58 and 60 inches. Each 63c
—Second Floor, Centre.

Filled Pearl Necklaces—the Better Grade

The refined beauty of a high-class Pearl Necklace has given them a constant place in the liking of well-dressed women. They're just as strongly in vogue now as they were in the days of our mothers.

Filled pearls could scarcely be told from the Oriental gems if it were not for the fact that real pearls of the same size would cost a fabulous amount. Hence they are in no sense cheap imitations, but have an aesthetic standing of their own. They are carefully sorted and strung in graded lengths, with clasps, all ready to wear. Prices range from 50c to \$10.00

Safety Pins for Men's Soft Shirt Collars, 25c—Are made of fine gold-filled stock, on good, well-designed patterns, many of them being set with small stones of various colors, such as amethysts. Each, 25c
—Main Floor, Yonge Street.

Full-bleached Ready-made Pillow Cases 33c

Of good quality Canadian cotton; even weave; nicely finished, with two-inch hem; sizes 42 x 33 and 46 x 33 inches. **TO-DAY**, per pair 33c

Factory Cotton, firm weave, free from specks; good general purpose cloth; 36 inches wide. **TO-DAY**, yard 10c

White Flannelette blankets or Winter sheets; first quality, soft and well napped; pink or blue borders. **TO-DAY**, pair \$1.29

Unbleached or Factory Sheeting, strong weave; easily bleached; 72 inches wide. **TO-DAY**, yard 21c
—Main Floor, Albert St.

Very Smart Felt Sailor for Fall Wear

This is an exceedingly smart two-piece sailor of excellent quality felt, with slightly drooping brim; trimmed with band of velvet ribbon to match the shade of felt, and finished with neat tailored effect, with loops. They come in shades of mauve, green, brown, old rose, stone, navy, red and black. Price, **TO-DAY** \$1.59
—Second Floor, Yonge St.

Stylish Imported Street Hats for Early Fall Wear

A large shape, of excellent quality wool felt; has a sailor effect, with low crown and stylish rolling brim; trimmed with taffeta silk ribbon of the same shade as the felt; there's a pretty ribbon bow on the right side and folds across the front, running from crown to brim, finished with a large bow effect on the left side, fastened with a velvet knot; in shades of rose, elephant, heather, brown, green, navy. Another is a smartly blocked shape of good quality felt, with a medium crown and slightly rolling brim; it is rolled a little higher on the left side and trimmed with soft corded silk in folds around the crown, finished with a pheasant mount and a knot of silk velvet ribbon; it has a very smart tailored effect. These come in black and Royal. **TO-DAY** \$3.59
—Second Floor, Yonge Street.

Demonstrations at the Notion Circle

WEST ELECTRIC HAIR CURLERS.

Wave or curl the hair in a few minutes without heat; made of nicked electric steel—that is unbreakable. Set of 5 for 25c

COMBINATION BANDEAUX AND BARRETTE.

New York's favorite hair ornament, particularly suitable for young ladies. These barrettes are in various styles. Each 25c

KORA DRESS SHIELDS.

A lightweight shield rubber, and absolutely odorless. Prices 20c, 23c, 25c and 35c

THE SANITARY HAIR PUFFER.

Waver and curler for making the popular new puff curls, etc., easy to use. Set 25c
—Main Floor, Centre.

More Baseball Supplies at Half-price

The reduction of these supplies to half-price has had a wonderful effect on the reduction of our stock. There are a few more exceptional good values left.

D. and M. Basemen's Gloves.—Well sewn and padded, and carefully designed and shaped. **TO-DAY**, half-price 63c

Reach's Masks.—With good, light, strong wire and fully padded; extra good value; half regular price \$1.00
—Fifth Floor.

High-grade Imported Wall Papers, 19c Roll

Such prices as we've listed for Wednesday makes it well worth your while to buy now. You're saving much in house decorating expense.

German and French Papers.—An exceptionally good value in a variety of floral and conventional designs for wall only, which can be used with figured or moire ceiling; suitable for parlors, halls, dens and dining-rooms. **TO-DAY**, per single roll 19c
—Third Floor.

Some of the New Styles in Dress Skirts



Many of the early Fall designs are here, giving a very fair idea of the new styles. The very narrow skirts are most favored, as you will observe when you see the showing **TO-DAY**. Some of the extra values are:—

At \$5.00—Skirts of fine black serge, with overskirt effect of panel, alternatively plain, with cluster pleats in triplicate design. Another at same price is of fine all-wool Panama, in black, navy, taupe, brown; nine gores, with narrow panels and cluster pleats.

At \$6.50—Skirt of black, brown, navy, taupe, fine all-wool Panama, with double pleat clusters, sided over hip with parallel tucks. At same price, skirt of black and navy Panama, with cluster of stitched pleats over hips, with heading of buttoned point.

The Skirt Illustrated is of fine all-wool Panama, and comes in black, navy and taupe, the pleated underskirt is hung on yoke, the overskirt is free, and same back as front. Price \$7.50.

At \$8.00—Beautiful skirt of black voile, below knee are two groups of triple bands of taffeta silk, diverging and crossing transversely in centre of front panel, a deep flying fold of same four inches from the foot completes a very rich and striking model.

At \$10.00—Skirt of fine all-wool voile, with three gore panels all round bottom between alternate grouped pleats, stitched across with satin ribbon bands and fancy braided buttons.

Special Skirt to Clear at \$4.75

Serges, Panamas, etc., being odd lines, broken sizes, incomplete size ranges, etc. All marked down to one price to effectively clear. **TO-DAY** \$4.75
—Second Floor, James Street.

Whatever You Need in Rugs Look for it in the August Rug Sale

This sale is absolutely unique in the quantity and variety of rugs that have been collected for it, and the rapidity with which they are being scattered. The compelling values are the result of energetic endeavor on our part during the last six months, ever since the February try-out proved the success of such a rug-selling event.

Take the Seamless Axminsters as an instance—While they come from various sources, they received their greatest enrichment from the overstock of a European manufacturer, who is getting ready to issue his new designs, and so cleared out his 1910 surplus at a low figure, the benefit of which you will see in the following prices. The rugs are perfect goods, rich and lustrous, in Oriental, chintz and self-colored patterns.

Size	1st quality	2nd quality	3rd quality
5 feet x 7.5	9.25		
4.5 x 6.6		5.25	4.25
5.9 x 8.3	12.00		
5.7 x 7.8		7.50	6.00
6.6 x 9.8	16.00	11.00	9.00
7.6 x 10.0	19.75	14.50	11.00
8.3 x 11.6	24.00	17.25	13.75
9.10 x 13.1	32.50	23.50	18.50

China Damask Rugs at nearly half-price are a pretty broad matting effect that gives good, hard wear for a long time. This is not distinctively a Summer rug, but is used largely during the Winter in bedrooms and upstairs rooms generally. Sizes and prices are as follows:—

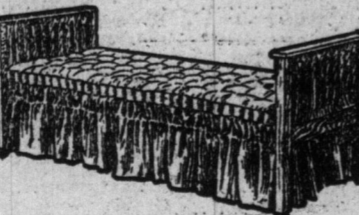
6 x 9 feet	\$1.95
7.6 x 9	\$2.50
9 x 12	\$4.50

Look over the Oriental Section of the Rug display; there are some great opportunities that will appeal to you for hall and parlor use. Some elegant library and den rugs, too. They're all much under usual price, as we are clearing the stock preparatory to the arrival of new lots from the East.

Considerable Savings in Stair Oilcloths: Another manufacturer's reserve stock makes an opportunity in Stair Oilcloths, of which we wish you to have the advantage. A heavy canvas back and brightly colored; this is a special worth buying. 24 width, per yard, 9c; 5-8 width, per yard, 13c
—Third Floor, James St.

It's Values Like These That Make the August Furniture Sale Remarkable

Davenport Sofa Bed, \$10.



Wood ends; golden or Early English finish; coil spring seat; upholstered and covered in fine quality green denim. August Sale price, **TO-DAY** \$10.00

Parlor Suites, \$18.

Birch mahogany frame; all well finished; spring seats, covered in fancy velours; settee, arm chair and arm rocking chair. Price, three pieces, **TO-DAY** \$18.00

Parlor Suites, \$22.50.

Assorted designs, birch mahogany frame, extra well finished, with panel backs; neatly carved shaped arms; spring seats; upholstered and covered in new patterns silk tapestry. **TO-DAY**, 3 pieces \$22.50

Parlor Suites, \$38.50.

Choice patterns, selected birch mahogany; frame polished; high tufted backs; deep spring seats; upholstered and covered in newest patterns silk tapestry; settee, arm chair and arm rocking chair. Price, **TO-DAY** \$38.50

Couches at \$4.90.

Hardwood frame, roll head, spring seat, plain top; well upholstered and covered in fancy velours; casters complete. **TO-DAY** \$4.90

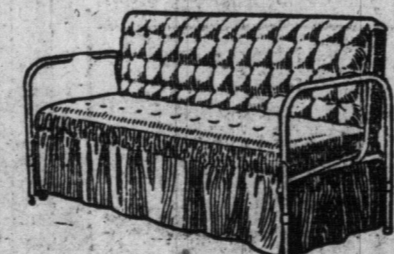
Couches at \$13.75.

Show wood frame; fancy scroll effect; deep spring edges and rolling head; well upholstered; tufted top; covered in new patterns; easy-running casters. Price, **TO-DAY** \$13.75

Couches at \$15.75.

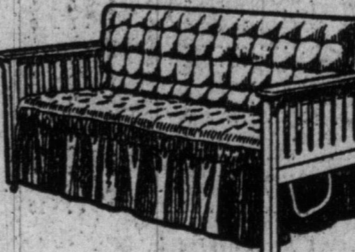
Solid oak show wood frame; new design; high rolling head, roll edge, spring seat, plain top; covered in new patterns velours; heavy claw feet, and casters. Price, **TO-DAY** \$15.75

Davenport Sofa Bed, \$18.90.



Davenport by day, double bed at night; steel frame; 90 coil springs; upholstered with felt and covered in fine quality green denim; easily operated; strong and durable. August Sale price, **TO-DAY** \$18.90

Davenport Sofa Bed, \$22.50.



Solid oak frame; golden or Early English finish; opens up for double bed; luxuriously upholstered; 90 coil springs; covered in green denim, with valance along front and both ends. August Sale price, **TO-DAY** \$22.50

Parlor Arm Rocking Chairs, \$5.50—Birch mahogany finish;

high shaped back; wide arms; deep spring seat, covered with fancy silk tapestry. Price, **TO-DAY** \$5.50

Parlor Arm Chairs and Rocking Chairs, \$10.90.

Genuine mahogany, polished; assorted patterns; seat upholstered and covered in fancy silk tapestry. Price, **TO-DAY** \$10.90

Parlor Chairs, \$5.00.

Sample arm chairs and rocking chairs; mahogany finish; spring seats; upholstered and covered in silk tapestry. Price, **TO-DAY** \$5.00
—Fourth Floor.

This Beautiful French Hand-made Waist, \$5.00

Combining the distinctiveness and beauty of hand-made goods with that charm and smart style that characterizes French designing, these waists answer the requirements of those who wish a garment suitable for very dressy street or afternoon wear or a pretty waist for informal evening affairs. They've lace yokes, eyelet embroidered fronts, with rows of lace insertion set in, long sleeves and high collar, finished with pin tucking and lace insertion. Sizes 32 to 42. Price \$5.00



Irish Lace Waists

Yoke back and front, trimmed with heavy lace medallions; full-length sleeves with lace medallions over shoulders and down centre; colors ecru and white. Sizes 32 to 42. Price \$7.00

Women's New Paisley Waists

With chiffon overlace yokes; back and front finished with chiffon and silk braid, forming points over shoulders and down front; new puff sleeves with cuffs of lace and chiffon. Sizes 32 to 42. Price \$9.00
—Second Floor, Centre.

Children's Wash Dresses at Reduced Prices

Pretty Checked Gingham Dresses, in fresh, bright color contrasts; have a yoke in front, trimmed with a row of crochet lace insertion and finishing braid. The neck and short sleeves are trimmed with braid and a frill of lace. Colors are navy and white, pink and white and sky and white. Sizes are 1 to 4 years. **TO-DAY**, each 89c

Children's White Lawn Dresses, have a yoke in front and a row of insertion and embroidery over the shoulders and across the front, finished with tucks and strapping. The skirt is trimmed with rows of cluster tucking and insertion, finished with a deep embroidery flounce, the neck and sleeves being edged with lace insertion. Sizes 6 months to 8 years. **TO-DAY**, each 69c

Children's Gingham and Striped Percalé Dresses, are finished with an embroidered yoke and an embroidered panel of insertion down the front. There is a Gibson pleat over the shoulder. Others have Dutch neck and elbow sleeves trimmed with contrasting shades of linen around the neck, cuffs and belt. There is a box pleat down the front. Sizes 2 to 14 years. Colors green, navy, red and white, with a blue stripe. **TO-DAY** 79c
—Second Floor, Centre.

New Fall Suits Ready for Young Women, \$12.50

One of the first arrivals of the new season presents a 34-inch coat, with long, rolling lapels, and is a suit that commands the admiration of the careful dresser; it is of a medium weight, all-wool cheviot that is much favored as a strong fashion, and in these excellent colors: Light grey, dark grey, bronze, navy, green and black; fancy turn cuffs and patch pockets are noted on coats, while skirts are of the pleated-all-around design; bust measure 34 to 36; skirt lengths 35 to 38. We emphasize the striking value **TO-DAY** at \$12.50
—Second Floor, James St. North.

Young Women's Lawn Dresses, \$3.50

A style in considerable demand, and very easy to launder. The front shows a panel of fine embroidery and two rows insertion; sleeves of same; skirt hangs nice and full, and has narrow folds around the bottom; bust measures 32, 34 and 36; skirt lengths 35 to 38 inches. The very moderate price is \$3.50
—Second Floor, James St. North.

New Taffeta Ribbons

A very special quality taffeta of pure silk, with handsome rich finish, specially purchased when the manufacturer had few orders; a ribbon that will give wonderful wear, for sashes, hair bands and bows; also for millinery purposes where a new trimming is required to freshen the Summer hats for the balance of the season; an excellent color range, including white, sky, alicia, royal, navy, turquoise, pink, rose, old rose, beaufort, red wine, cerise, cream, champagne, tan, brown, Nile, reseda, moss, emerald, myrtle, grey, mauve, orange, purple and black, as well as many new Fall shades; 5 1/2 inches wide. At special clearing price, **TO-DAY**, per yard 17c

The Popular Baby Ribbon

A new arrival of our "Vedda" baby ribbon. This dainty double-faced satin ribbon is particularly useful for tying, heading and making small rosettes. Colors are cream, moss, red, pink, rose, sky, turquoise, Nile, mauve, black and white.

Per yard	1/2-inch	1/4-inch	3/8-inch
	1 1/2 cents	2 cents	3 cents

—Main Floor, Yonge Street.

Good Glove Buying for Women

Women with an eye for economy will be glad of this good news. Gloves of an exceptionally good quality and of correct shape, made of fine kid, with two dome fasteners, oversewn seams and Paris points, in grey, fawn, green and assorted tan shades; all sizes in the lot, but not in every shade. **TO-DAY** 45c
—Main Floor, Yonge Street.

High-grade Parasols, \$1.98

The covers are of pure silk, in a variety of rich colored effects, floral designs and striped patterns on backgrounds of plain shades; black and gilt frames, with natural wood handles in various shades; many colored in keeping with cover. **TO-DAY**, each \$1.98

Men's and Women's Silk-mixed Umbrellas

Close rolling paragon frames; handles are in this season's new shapes; included in the lot are a number of sample handles from a special high-grade stock. **TO-DAY** \$1.40
—Main Floor, Yonge Street.

THE T. EATON CO. LIMITED