

# EATON'S JULY SALE NEWS

## News on This Page of Goods ON SALE TO-DAY

### NOTICE TO READERS OF EATON'S DAILY STORE NEWS

## Goods Advertised in The World Are On Sale the Same Day as Advertised

In the past our advertisement in the morning newspapers has told of values offered for the day following the announcement. To-day we are altering this programme. The goods advertised this morning are on sale to-day.

Announcements in the morning newspapers (Globe, Mail and Empire and World) are for "to-day."

Announcements in the evening newspapers (Star, News and Telegram) are for the following business day.

### A Clearance in High-grade Eiderdown Comforters

Comforters, 72x78 inches, filled with luxuriously soft eiderdown, and covered with downproof sateen, are offered at a substantial price concession for sure clearance before stock-taking.

The sateen covering comes in an extensive range of patterns and colorings, and is bordered by a 4-inch strip of plain or goffered satin or sateen, and at an interval of four inches, another strip. The result is a distinctly high-class and rich effect. The goffered satin and sateen is produced by a sort of gathering process, giving a crumpled effect that is strikingly rich, and decidedly uncommon. These Comforters are nice enough for wedding or Christmas gifts; you will save heavily on them Saturday, at July Sale price, each ..... \$6.88

### The Linen Section's Saturday Morning Inducements

English Nainsook, fine make, pure needle finish, splendid underwear cloth, 36 inches wide. July Sale price, yard ..... 9c

Canadian Crochet Bed Quilts, full bleached, various designs, hemmed ready for use; size 72x90 inches. July Sale price, each ..... 73c

English Turkish Bath Towels, linen finish, firm weave, gray ground with fancy red stripe, fringed ends, size 22x50 inches. July Sale price, pair ..... 44c

All Linen Table Napkins, full bleached, even weave, assorted neat floral patterns, large size (22x22 inches), July Sale price, per dozen, \$1.43

Crash Roller Toweling, bordered, strong weave, good wearing quality, 17 inches wide. July Sale price, yard ..... 5c

Embroidered Table Covers, hemstitched, very fine quality, Irish manufacture, beautifully worked, size 36 inches square. July Sale price, each ..... 48c

—Main Floor, Albert Street.

TO-DAY  
**STORE CLOSÉS 1 P.M.**

No Noon Delivery

### Get Your Picnic Needs Early

You'll surely want Paper Napkins, Dobbies, etc. Napkins in a large assortment of floral and fruit designs, fast colors, 4c dozen; White Napkins, 3c dozen; 20c per 100.  
Lunch Sets—1 table cloth, 42x84, 12 dobbies. Clearing ..... 9c  
White Paper, suitable for covering tables, sheets 36x24, 24 sheets ..... 8c

### English Sixpenny Novels, 10c

This popular line of holiday fiction contains only the most select reading by the best authors, so that every title can be relied on as interesting reading. We cannot give a full list of titles, but here are a few of the authors' names: S. R. Crockett, Marchmont, Le Quex, Mathers, Croker, Hornung, Hall Caine, Doyle, Carey, Garvice, Fowler, Allen Raine, Burgin, Cholmondeley, Hope. Each ..... 10c

### View Books for Tourists

Views of Toronto, fine photographic reproductions of the favorite scenes in and around Toronto ..... 10c  
100 Glimpses of Toronto, most popular views around the city; paper binding, 18c; cloth, 45c.  
View books of Niagara Falls, 20c to 90c each.  
Canadian cities ..... 10c  
View Books of Muskoka, 15c. View Book of 1,000 Islands, 10c.

### Great Books Small Priced

Special cloth-bound copyright edition, with beautifully designed wrappers.  
"St. Cuthbert's," by R. E. Knowles.  
"David Baring," Joseph Hocking.  
"Follow the Glean," Joseph Hocking.  
"The Man Who Rose Again," Joseph Hocking.  
"The Trampled Cross," Joseph Hocking.  
"The Land of the Leal," David Lyall.  
"Beside the Bonnie Brier Bush," Ian MacLaren.  
"The Days of Auld Lang Syne," Ian MacLaren.  
"A Window in Thrums," Barrie.  
"The Saint," Fogazzaro.  
"Fuel of Fire," Ellen Thornycroft Fowler.  
"Concerning Isabel Carnaby," Ellen Thornycroft Fowler.  
"Rose of Blenheim," Morace 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.  
"The Scarlet Pimpernel," Baroness Orczy.  
"I Will Repay," Baroness Orczy.  
"The Blusive Pimpernel," Baroness Orczy.  
"A Welsh Singer," Allen Raine.  
"The Lunatic at Large," Clouston.  
Price ..... 25c

### Large Savings in Floor Coverings

For several reasons we have done some deep price-cutting on these items. Saturday selling ends at 1 o'clock, stock-taking is coming close, and these are surplus stocks:—

China Japanese Matting, 36 inches wide, is made from this season's crop, ensuring good, clean, live straw; a clear Summer floor covering, where an inexpensive material is desirable. It is marked specially low for Saturday morning selling, 11c per yard, \$4.00 per bale of 40 yards.  
Remnants of Inlaid Linoleum, with pattern that goes through to the back, comprises pieces large enough to cover vestibule and bathroom floors. There's good assortment of designs and colors in these ends, that must be cleared out before stock-taking. Prices one-half to one-third the regular, Saturday, square yard ..... 43c  
Cotton Bath Rugs, 36 x 63 inches, are excellent for bath or bedroom; they're made from fine cotton, in white and green or blue and white, and are washable; they are mothproof and strictly sanitary; we secured the entire stock of the manufacturer at a good price, and offer you the advantage in this selling price. July Sale ..... \$2.25  
Round Verandah Seats, 18 inches in diameter, are made from China straw, plaited, making an excellent seat for use on verandah steps and beach sands. Special July Sale price, 2 for ..... 25c  
—Third Floor.

### Women's Tan Low Shoes Half-price

A comfortable Walking Shoe of smart appearance and pleasing shade. A new, likeable style, with Blucher fronts, extension sewn sole, very neat Cuban heel, tasteful perforating around sides, and large eyelets suitable for wide ribbon lace. A shoe that you would select for its good looks, and a shoe that will give highly satisfactory wear; sizes 2½ to 7.

We offer 260 pairs as an 8 o'clock business starter for the "half day" at just half-price, per pair ..... \$1.50

### Men, Too, Pay Little for High-grade Boots

240 pairs, in sizes 6 to 9 only, are priced for early morning business at far below the usual figures; Blucher patent Oxfords, and fine "Gongola" kid Blucher boots; all excellent styles, and of thoroughly satisfactory workmanship; substantial saving on any pair you choose. Saturday, at July Sale price ..... \$2.00

—Second Floor, Queen Street.

### Midsummer Millinery

Our milliners have the knack of combining a multitude of dainty materials into fresh and airy Summer hats, stylish and fetching in design and finish. The reduced prices of the materials show in the very low prices given below for the Saturday morning selling:—

50 Women's and Misses' Lingerie Hats, very stylishly made of dainty Swiss embroidery and lace, are trimmed with wide ribbon and small flowers. Saturday, each ..... \$2.98

35 Little Girls' Lingerie Hats, also of dainty Swiss embroidery, trimmed with ribbon and small flowers, are quaint and appropriate ..... \$1.69

About 300 Stylish Street Hats, all clean and fresh stock, imported from one of the leading European millinery houses, including straw shapes trimmed with soft silk, draped and bowed, in Tuscan and white only, at a greatly reduced price ..... \$1.25

—Second Floor, Yonge Street.

### Lace Curtains, Half-price

\$5.00 to \$20.00 per pair Saturday; these extra quality Curtains are intended for drawing-rooms, dining-rooms or bedrooms; the lot contains Duchess, Marie Antoinette, Arabian and Brussels Curtains, all of choice designs; high grades of net and hand-made laces are used in the making. Per pair ..... \$5.00 to \$20.00

Art Drapery Silks, 30 inches wide, show good assortment of new designs, including pretty floral and Oriental patterns. The material is very fine, and adapted for use in light draperies and curtains. Reduced greatly for Saturday ..... 49c

—Third Floor.

### French Hand Bags

Just arrived from France, beautiful silver Hand Bags, in the new fine chain mode—so neat and fine a mesh hardly discernable from sterling silver. An outstanding feature is the beauty of their frames, which are of sterling silver, in plain, engraved and engine turned design. To this is attached a long neat chain holder. The bottoms of bags are trimmed with silver beads.

Having purchased direct from manufacturers, we are offering them at exceptionally low prices, which vary according to size. Prices \$6.00, \$8.50, \$9.50, \$10.00.

—Main Floor, Yonge Street.

### Women's Summer Dresses to Leave at \$1.98

A collection of One-piece Wash Dresses that offers a choice of fine styles in a wide range of materials and colors; such a selection that whatever your requirement in an inexpensive wash dress it is almost sure to be met in this lot.

These are dresses of printed lawns, of percales, and of chambrays; plain stripe and dotted patterns, in black and white, blue and white, pink, tan, sky, green and Oxford; some have the Dutch neck, others high collar; all sizes in the lot; savings well worth your while coming down early for. July Sale price ..... \$1.98

### Lace Coats, White Skirts, Mourning Dresses, Women's Full Length Linen Coats

Women's White Coats, of Bat-tenberg lace, in 30 and 37-inch lengths; just forty, and some slightly soiled. July Sale price, each ..... \$3.98

Women's Mourning Dresses, \$4.75—made from a Swiss muslin, all black, or black with white; semi-princess style with lace collar and belt; tucked yoke and sleeves, with lace insertion; skirt tucked around hips and two tucks along the bottom. July Sale price, \$4.75 clearing ..... \$1.98

—Second Floor, James Street.

### To-day's Basement Offerings

#### Put On That Lock

Good strong Mortise Locks, escutcheon plates and knobs neatly finished in brass or antique copper. Clearing price ..... 27c

#### A Good Cutter

Our special tempered silver Steel Hand Saw—suited for house, shop or job work. Any number of teeth to the inch. Lengths 18, 20, 22, 24 inches. 88c

#### Breast Drills

Goodell Pratt make, has three-jawed chuck for round shank drills. Double geared, 2 speeds, and well made, strong, durable drill. Speedy and easy to work. Price ..... 3.75

#### Protection for Your Flower Beds

Never exempt from playful dogs and careless children. Use Flower Bed Fencing, 18 inches high, made of heavy galvanized wire, painted white or green, nice design, suitable for walks or flower beds, per foot ..... 10c

#### Garden Work

Is not over yet; the Spade is still needed; good D handle, steel blade, useful tool, for edging or digging ..... 59c

#### Garden Rakes, 10c

That's a price that should sell Rakes rapidly Saturday morning, good malleable iron, 14 teeth, strong and well made, long hardwood handle, at clearing price, 10c

#### Good Rules

Made of boxwood, four fold, riveted joints, brass tipped ends, marked in 1-16 inches and 1-8 inches ..... 15c

#### Do You Ever Cut Glass?

The Carbon Steel Glass Cutter is the most useful and inexpensive tool for this work. Has breaking rack on side. Nice wood handle. Pocket size, each ..... 15c

#### Interesting to Plumbers

A number of Plumbers' Furnaces; heavy galvanized or low down tank, air pump, coil burner, fully guaranteed. Clearing at, each ..... 3.75

#### Soldering Coppers

Made of solid bar copper, will retain heat, well shaped, without handles, 1 lb., 20c; 1½ lb., 30c; 2 lb. .... 40c

#### For Woodworkers

Double Boiler Glue Pots, heavy cast iron, nicely japanned; handy for house or shop; 3 sizes, to clear at, each ..... 37c

#### A Corner Hole

Can be bored with our Ratchet Brace with perfect ease; has alligator jaws, nickel finish, ball bearing ring ratchet; the complete tool for house or shop. Clearing ..... 88c

—Basement.

### \$19.95—The July Sale Opportunity in Sewing Machines

One of the strongest attractions of the July Sale is this new Sewing Machine at the very low  
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, quilter and a set of hemmers of different widths.  
Altogether this machine is one of the most highly satisfactory we have yet had to offer, and we furnish with each a certificate guaranteeing it for ten years. At this July Sale price you reap a great benefit, a rare "saving" opportunity. Each ..... \$19.95

—Fourth Floor.

### Sterling Silver Thimbles

A little surplus, hence this low price for Sterling Silver Thimbles, in a large variety of designs and sizes; some are quite plain, while others are fancy stamped patterns, all being extra heavy weight. July Sale price ..... 25c

—Main Floor, Yonge Street.

T. EATON CO. LIMITED