

July Reminders.



and furnishings of every description.

Call the roll of summer things and see where we stand. Here are:

Boating jackets and blazers for girlish women and womanly girls—outing shirts for boyish men and manly boys.

Parasols in such styles as were never seen before—new, nobby, nice, all newly designed this season.

Silk dusters and travelling wraps, plain and fancy, for women of every size.

Light literature for summer reading—three good books for 25 cents.

Washable dress goods, from silks to prints, including flannels and all the light-weights.

In fact, what isn't here? The quickest way to find out is to send for a detailed price list and shop by mail.

Shop by mail and save money. Nothing very original in the suggestion, but it smacks of sound common-sense, and more of you are finding that out every day.

A certain fashion writer deplores the opening of new dress novelties so much in advance of a season, thinks goods lose much of their charm by being too long exposed to the public gaze, and considers it a trying matter to decide thus early what one'll enjoy wearing in July and August.

WE swing into the heated term with every requisite to personal and home comfort in stock, ready to be drawn upon at sight. We're prepared for every need of stay-at-home or tourist, and those owning country residences are welcome to a material saving on mattings

We aim to be ready whenever you are; perhaps that's all you need care about.

To thousands of people in every section of this vast Dominion, T. EATON & Co's mail order department is a regular moneysend. It's business continues to double itself with surprising rapidity, as a just recognition of faithful work and extraordinary value-giving.

The whole thing simplifies itself into just this: You send for samples and prices of anything you want (providing it can be sampled). We answer the letter the same day, and fill the order as promptly when received. Perhaps you don't know just what you do want—many people don't. That's where our knowledge of goods and combinations comes in to your advantage. In short, we shop for you as we would for ourselves, and such service costs you nothing extra. It's our way of reaching the out-of-town constituency and helping them to the advantages of a live metropolitan store.

Why do you suppose thrifty women keep close watch of our underwear stock, unless they find that home work isn't economy in the face of such prices as we afford continually? Call the roll of new goods:

Silk,
Balbriggan,
Cotton ribbed,
White cotton,

Silk and wool,
Lisle thread,
Natural wool,
White cashmere,

and all the light-weights, representing every conceivable style and pattern, to suit both the conservative and ultra-fashionable taste.

A model mail order system, model clerks to do your shopping for you, model departments filled to overflowing with the newest and best of everything—what more can you ask? Shopping by mail with us is abundantly satisfactory.

190, 192, 194, 196, 198, 200 Yonge St.
10 and 12 Queen Street, - TORONTO. } All under One Roof

T. EATON & CO.