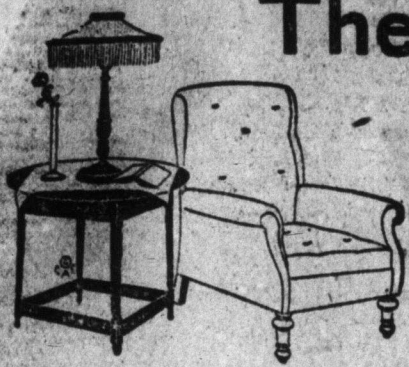


A PARTIAL LIST OF EATON'S FRIDAY BARGAINS



Store Closes Saturday at 1 p.m. and remains closed until Tuesday morning. Order week-end needs early Friday. The bargains will help make it worth while.

The First Friday Bargain Day in The August Sales of Furniture and House Furnishings Reveals Most Remarkable Bargains

Bargains That Have Been Specially Selected to Demonstrate the Results of the Great Efforts Put Forth to Make This the Biggest and Most Satisfactory Series of Sales Ever Offered in The Store. Come Friday and Take Advantage of the Savings

Furniture—Den and Living-room Chairs, With Loose Leather Seats, \$5.90; Dressers, in Fumed Oak, at \$12.50, and Parlor or Living-room Chairs at \$6.90, Are Some of the Extra Good Bargains Arranged to Start the Day's Business Off Early. These Have Been Grouped According to the Floors on Which They Are Displayed.

Den, Living-room and Sun-room Furniture

Main Floor—
Den or Living Room Arm Chairs and Arm Rocking Chairs, as illustrated; fumed oak frames, slat back, large seat fitted with loose cushion seat covered in brown leather. Friday \$5.90
Sample Foot Stools and Foot Rests, an assorted lot, fumed oak frames, upholstered tops, some with drawer. Friday \$3.90
Den or Living Room Tables, of oak in fumed finish, round top, square legs and cross stretchers. Friday \$3.90
Sun Room or Bedroom Chairs, quarter-cut oak; grey finish, quaint design, cane seat and back. Half-price, Friday \$4.00

Dining-room Furniture

Second Floor—
Buffets, sample lot. "William and Mary and Jacobean designs," made in quarter-cut oak, fumed finish, antique trimmings, fitted with cutlery and linen drawer and 2 door cupboards. Friday \$29.00
Buffets, quarter-cut oak, golden and fumed finishes, large and small display shelves; shaped bevel plate mirror, 2 cutlery drawers, 2 door cupboard, long linen drawer, brass pulls. Friday \$19.50
Mission designed Buffets, of oak in fumed finish, pediment back with mirror; copper trimmings, 2 cupboards, 2 centre drawers, long linen drawer. Friday \$16.50
Sample lot of China Cabinets. "Jacobean and mission designs," of quarter-cut solid oak, in fumed finish, 2 glass doors, glass sides and grooved shelves. Friday \$22.00

Third Floor—
Dressers, 2 designs, mahogany and Circassian walnut, square and oval mirror, 6 drawers, wood knobs, brass cup castors. Friday \$29.50
Chiffonier to match. Friday \$26.50
Toilet Table. Friday \$15.00
American Sample Bedroom Suite, made in mahogany, "Queen Anne Motif," well constructed and finished, dresser, chiffonier, 3 mirror toilet and bedstead, antique trimmings, 4 pieces. Friday \$180.00
Dresser, as illustrated, of oak, in fumed finish, mission design, 4 drawers, copper trimmings. Friday \$12.50
Chiffonier to match. Friday \$11.50
Wardrobe. Friday \$5.25
Dressers, large massive design, in oak, in golden finish; carved frame, bevel plate mirror, double shaped top, 4 drawers, fancy brass trimmings. Friday \$15.50

Living-room and Parlor Furniture

Fourth Floor—
Large Arm Chairs, and Arm Rocking Chairs, in English design, with stuff over frames, upholstered and covered in new patterned tapestry. Friday \$25.50
Parlor and Living Room Arm Chairs, and Arm Rocking Chairs, mahogany finished frames, panel back, shaped seat, spring seat, covered in tapestry. Friday \$6.90
Verandah Tables and Fern Boxes, green and cream finish, less than half-price. Friday \$1.00

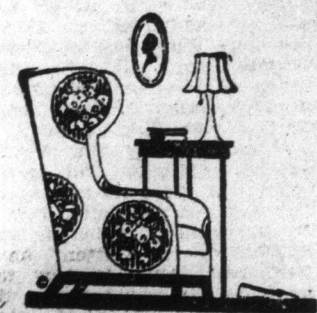
Electric Fixtures

Mahogany and fumed oak floor lamps in colonial or Jacobean designs, fitted with two chain pull lamp sockets and parchment cord. Reg. \$15.75. Friday, \$10.50.
2-light square design Wau Brackets in brass or nickel finish, fitted with amber art glass lanterns. Reg. \$4.75. Friday, \$3.00.
One-light round design Wall Brackets in nickel finish, fitted with a.s.r. bell shade and tungsten lamp. Reg. \$1.15. Friday, 75c.
—Basement.

We prepay shipping charges on all orders of \$10.00 or over to your nearest station in Ontario and Eastern Provinces, on either Mail Orders or City Orders.

Shadow Cloths, Taffetas, Chintz, etc., Reg. \$1.75 to \$2.50, An Unparalleled Drapery Bargain, Yard, 75c

Shadow cloths and taffetas, hand blocked linens and chintzes, in a variety of the most sought-for colors and designs, for drawing-rooms, living-rooms, or bedroom draperies, and slip covers. Heavy qualities suitable for upholstery purposes, all this season's goods. Most have cream grounds and some have grey or black grounds; floral, conventional or nursery designs of the most elaborate, and but a limited quantity in some patterns. We cannot promise to fill phone or mail orders, and not more than 20 yards to a customer. 50 inches wide. Reg. \$1.75, \$2.00 and \$2.50, Friday, yard, 75c.



Tapestry curtains, 50 inches wide, 2 3/4 yards long, made of heavy material of floral or conventional design. Finished with gimp or plain edges; Nile green, red or myrtle green. Friday, pair, \$4.75.
7 only, "Standard" hand-power vacuum cleaners. These cleaners have an extra powerful suction caused by two special cylinders. Finished in dark green; nickel plated fittings. Friday, each, \$2.95.
Dunnage bags, size 14 x 24 inches, made of 10-oz. army duck and have a draw cord. Reg. \$1.25, Friday, each, 85c.

Nottingham lace and fish net curtains, 50 to 60 inches wide, 3 and 3 1/4 yards long, in white, ivory or ecru. Odd lines and small lots from 1 to 10 pairs of a kind, including plain centres with fancy borders, all-over designs or medallion centres with borders to match. Reg. \$2.95 to \$4.00, Friday, pair, \$1.98.

Good Pictures, Reg. \$4.50 to \$10.00, Friday, Each \$2.50

Reproductions in sepia, colored prints, pastels, etching prints, and water color pictures; framed in gilt, mission oak, mahogany finished, Circassian walnut or antique gilt moulding. Picture sizes from 10 x 12 to 24 x 30 inches. Reg. \$4.50 to \$10.00, Friday, each, \$2.50.

Frames complete with glass and back; hardly any two alike, and sizes from post card size to 14 x 18 inches. Wide variety in Circassian walnut, antique gilt, mission oak, mahogany finish, walnut or white enamel. Reg. 65c to \$3.00, Friday, each, 35c.

1-inch Florentine gilt picture moulding. Reg. 15c. Friday, foot, 10c.
1 1/4-inch plain gilt picture moulding. Reg. 15c. Friday, foot, 10c.
1 1/2-inch plain gilt picture moulding. Reg. 22c. Friday, foot, 11c.
2-inch plain gilt picture moulding. Reg. 25c. Friday, foot, 13c.
2 1/2-inch plain gilt picture moulding. Reg. 30c. Friday, foot, 15c.
1 1/2-inch seal brown moulding. Reg. 15c. Friday, foot, 10c.
1 1/2-inch seal brown moulding. Reg. 20c. Friday, foot, 10c.
1-inch mission oak moulding. Reg. 7c. Friday, foot, 4c.
1 1/2-inch mission oak moulding. Reg. 9c. Friday, foot, 5c.
2-inch mission oak moulding. Reg. 11c. Friday, foot, 6c.

—Fourth Floor.

Inlaid Linoleum, Reg. \$1.00 to \$1.45, Friday, Square Yard, 89c

Odd lengths and part rolls of extra heavy inlaid linoleum with the designs through to the back. Wide variety of block, tile or conventional patterns. 2 yards wide. Reg. \$1.00, \$1.25 and \$1.45, Friday, square yard, 89c.

Remnant lengths of cocoa matting, containing from 1 to 3 1/2 square yards in a piece. Reg. 52c and 65c, Friday, square yard, 25c.

Mourzouk porch rugs with plain or Indian designed centres and band or key borders in brown or green.

Size 4 ft. 6 in. x 10 ft. 6 in. Reg. \$ 7.00, Friday, each. \$4.95
Size 4 ft. 6 in. x 12 ft. Reg. \$ 8.50, Friday, each. \$4.95
Size 8 ft. x 10 ft. Reg. \$12.25, Friday, each. \$8.95
Size 8 ft. 3 in. x 11 ft. 6 in. Reg. \$14.00, Friday, each. \$8.95

English seamless velvet rugs including fawn or brown ground chintz medallion patterns with a green border; also a brown ground with a conventional pattern. Size 9 x 12 feet. Reg. \$29.50, Friday, each, \$23.75.

12,000 Quarts "Eatonia" Guaranteed Paint, Friday, Quart, 49c

A dependable paint and one we recommend for its lasting properties and economy in use. Choice of cream, buff, light brown, olive, light green, French green, sky blue, pearl gray, steel gray, lavender, bright red, maroon, silver gray, chrome yellow, floor maroon, golden ochre, black, or inside and outside white. Friday, quart, 49c.

Eaton's kalsomine in light gray or pink. A reliable tinting for walls or ceilings. Reg. 25c. Friday, 5-lb. pkgs., 8c.

Painters' Special "S-O" oval paint brush with long black bristles. Reg. \$1.25. Friday, each 65c.

Black bristle oval paint brushes. Reg. 45c, Friday, each 29c.

Balances of Canadian, American and French wall papers from 7 to 18 rolls of a pattern, in floral, stripe, shadow, printed oatmeal, conventional, set figure or fabric effects. Reg. 25c, 35c, 40c, 50c, 60c, 75c and \$1.00. Friday, single roll, 10c.

—Fourth Floor.

T. EATON & CO. LIMITED

COCHRANE IS SCENE OF GREAT DISTRESS

Refugees, Dazed by Misfortunes, Are Huddled Together in Groups.

MIRACULOUS ESCAPES

Death Toll in Town is Light Despite Fire's Ravages.

Special to The Toronto World.
COCHRANE, Ont., Aug. 1.—(Delayed.)—Terrible tales of destruction and loss of life are reaching this stricken town from outlying parts. While some of the current rumors are no doubt much exaggerated, there can be little doubt that the loss of life is heavy. The World is informed by the chief fire ranger that between Cochrane and Graymire it is estimated that the loss of life will reach nearly five hundred. Between Cochrane and Matheson no less than 102 have been accounted for and it will be some time before news is brought in from the distant places.
It is impossible to estimate the total loss of life, but it cannot be less than 600, according to reports received to date. Many bodies have been brought into this town and placed in the separate school, waiting burial, and one woman who went for a drive into the country came across three bodies lying close together, badly burned. Great anxiety is felt for many of the settlers who live far in the bush, as no word

has been heard from them by the relatives for some days.
Relief trains have arrived from Halleybury with much needed supplies and a large amount of foodstuffs have also come from Winnipeg. Mayor Rothchild states that there will not be any shortage of food, as trains will be arriving regularly every day.

Had the Germans bombarded the Town of Cochrane with heavy artillery for the space of one week without cessation, it could not have borne a more desolate and ruined appearance than it does today. What were once fine hotels and lofty bank buildings are now nothing but scarred and smoldering walls, and all that remains of a once thriving little northern Ontario town are some residences which escaped the onrush of the flames which in a few hours yesterday swept across the town, laying in ashes all that stood in their path.

For many days the bush for hundreds of miles around has been burning, and a number of the settlers have lost their buildings and grain, but not until Saturday morning did matters become really serious. Shortly after 8 o'clock the wind became more violent and the Town of Cochrane was in danger of suffering the same fate that wiped it off the map five years ago. The whole town turned out when the engines in the yards commenced to sound their whistles and the fire bell changed its warning to the citizens. By 10 o'clock the flames had almost reached the outskirts of the town, and yet the people believed it would be possible to keep the fire from the buildings. The wind became like a hurricane and very soon Knight Bros' lumber yards were a mass of seething flames.

Terrific Heat.
It was then that the people of Cochrane realized that little could save the town. The heat was terrific. The thermometer registered over 90 in the shade and this made it harder to fight the flames. The smoke was suffocating

and many of the citizens hardly had time to realize their danger before the flames reached their homes. By noon the whole of the business section of the town was one mass of fire and smoke, and so rapidly did the flames spread that the householders had practically no time to save anything but their lives.
It is impossible to describe the scenes that met the eye. People were rushing for their lives to seek shelter from the terrible heat and smoke. One woman rushed from her burning home with her baby in her arms, and when she thought she had reached safety she laid down her child and ran back in an endeavor to save some of her most treasured possessions. When she returned she found her child dead and only a few charred bones told the tale.

Everyone worked with a will with the little time they had to save what they could. At the postoffice the officials were fortunately able to rescue the mails, but it was impossible to save anything from the banks or hotels. About the only things that were saved from the stores were a large quantity of tobacco, which was eagerly bought the next day. Everything else is a total loss, and the majority of the storekeepers have lost everything except the clothes they stand in.

Miraculously Saved.
That the loss of life was not far greater than it was is something that one cannot explain. At present only three citizens are unaccounted for, though a census is taken it is feared that a few more may have lost their lives. It is a marvelous thing that the loss of life did not run into the hundreds, as many people were in their homes unaware of the danger when they were suddenly surrounded by the flames and smoke. Some had remarkable escapes. One lady, the wife of an officer now on active service,

jumped from the verandah of her house just in time with only very scanty clothing. Two young ladies were having a bath when they heard the roar of the flames and just managed to escape in time. The flames spread so rapidly that the householders had practically no time to save anything but their lives.
The residence of the Bishop of Moosonee was untouched, while houses all round were burned to the ground. The churches were untouched and the hospital was also saved.
So rapidly did the fire spread that the flames and sparks jumped the lake and destroyed a great many houses at the other end of the town. These buildings were occupied mostly by the poorer sections of the townspeople, and they will feel the loss very keenly. They have lost everything they possessed.

Relief Measures.
As soon as the wind died down and the fire gradually subsided measures for relief were at once taken by Mayor Rothchild and some of the lending citizens. Many of those who had escaped the flames opened their homes to their less fortunate fellow-townsmen. This, however, only alleviated the conditions a little, as there was not sufficient room to house them. A great number sought refuge in the station as soon as the fire reached their dwellings. There was no food to be obtained, as all the provision stores had been totally destroyed. The wires were set working, but the service was discontinued as most of the wires were down owing to the hurricane and bush fires throughout the district. Gangs were despatched with all haste, and it was possible in the evening to communicate with Hearst and Winnipeg. Relief trains were despatched with all possible speed and everything possible was done to alleviate the sufferings of the

homeless ones. It was a pitiable sight to see the little children terrified at the sight of the flames and panic-stricken by the suffocating smoke, clinging to their parents, and in some cases running about trying to find their loved ones. In such cases the women and children are always the worst sufferers. One brave woman fought single-handed the flames for over an hour, and when she saw that there was no hope of saving her home, she ran to safety with one little baby in her arms and two tiny tots clinging to her skirts.

Looks Like Belgium.
It is only five years since Cochrane was totally destroyed by just such a disaster as has now befallen the town. Then the citizens faced the future bravely and set to work to build a new town, even more beautiful than the old one. Although somewhat by the way, business was good and every one was beginning to know a little the meaning of prosperity. Then, like a thunder clap, the cruel flames came again, and as before, the town was destroyed all the hard work and industry of the past five years.

"It looks like Belgium." This was a remark one heard often as one wandered down the desolate streets and viewed the ruins. Truly, the shattered and shell-torn streets of Belgium could look no more desolate and miserable than Cochrane looks today. The citizens who flock around the station waiting for supplies to be doled out to them by a willing band of workers, give one the appearance of refugees who have fled in terror before the advancing Teuton hordes. Dressed in the only clothes they were wearing at the time of the fire, or in some odd garments they were able to hastily pick up, men, women and children sit, huddled together.

LONG FIGHTING WITH FIRE.

News was received from Frederickhouse yesterday in a letter from Mr.

and Mrs. Christopher Holden, whose homestead is eight miles west of the National Transcontinental. They have been fighting fires here since July 5. The station at Frederickhouse crossing the postoffice, the lumber mill and other places are burned in the locality, but no lives lost.

PATRIOTIC WORKERS ENJOY ISLAND OUTING

Twelve happy workers from the Toronto Women's Patriotic League have just returned to the city after ten days spent at Centre Island. This little holiday was arranged thru the kindness of Lieut.-Col. Price of the 24th Battalion, who loaned his house at 562 Lake shore, for the staff of Mrs. H. D. Warren's entire workroom to have a change of air.
Money for provisions was collected among ladies of the Patriotic League, by Miss Cassels, and Mrs. Connable kindly lent her car to convey the workers to the wharf. Ten to twelve workers enjoyed the holiday, and the workroom was closed until July 5. Coming as it did during the hottest week of last month this little break was greatly appreciated by the workers.

GALT SOLDIER KILLED.

GALT, Ont., Aug. 2.—Pte. Bert Lock of Galt, missing since June 2, is now officially reported killed in action. He was 25 years of age, single, and a native of Northampton, England. He enlisted here with the 24th Battalion, and previous to coming here had lived in Galt 2 1/2 years, coming here from Bramford.

MISS FOSTER RESIGNS.

BRANTFORD, Ont., Aug. 2.—Miss E. Foster, assistant secretary of the Brantford General Hospital, has tendered her resignation.

CASEMENT MUST PAY THE PENALTY

His Guilt Greater Than That of Rebels Taken With Arms.

HIS ENMITY INTENSE

Lord Robert Cecil Makes Statement — Execution to Be Private.

(Continued from Page One.)

against these people. There is no doubt that Caseement did everything possible to assist this rebellion in co-operation with the Germans. There can be no doubt that he was moved by enmity for this country.

"The contention that he landed in Ireland for the purpose of preventing the rebellion is demonstrably false. No such assertion was made by counsel at the trial.
"Caseement was much more malignant and hostile to this country than were the leaders of the rising who were caught with arms in their hands. He visited military prisons in Germany with the intention of persuading Irish soldiers to throw off their allegiance. All sorts of promises were made for the improvement of the condition of these men to induce them to join the Irish Legion. An enormous majority thus approached refused and were afterward subjected to increased hardships by the Germans."