

Mail Orders for these goods should reach us FIRST MAIL Thursday. Mark corner of envelope "CITY AD"

EATON'S DAILY STORE NEWS

Call Main 7810 for Groceries, Meats, Fruits and Flowers

Our Annual Midsummer Special Selling of Men's Neglige Shirts Commences on Thursday

Men! More High Grade Straw Hats at \$1.25

The sailor hats have both wide and narrow brims and high and low crowns. The negligé hats are in different shapes with stiff crowns and flexible brims. The hats are all in fine quality mackinaw, split straw and sennit braids, and trimmed with black silk bands. Midsummer Sale price, any hat 1.25

Boys' Varsity Caps 29c

Boys' Varsity Caps, in plain navy blue felt, with real leather sweatbands and unlined, but finished with taped seams. Good value 29

Same style Caps in all leather or navy felt with maple leaf emblem on front 39

Bull Dog Caps 39c

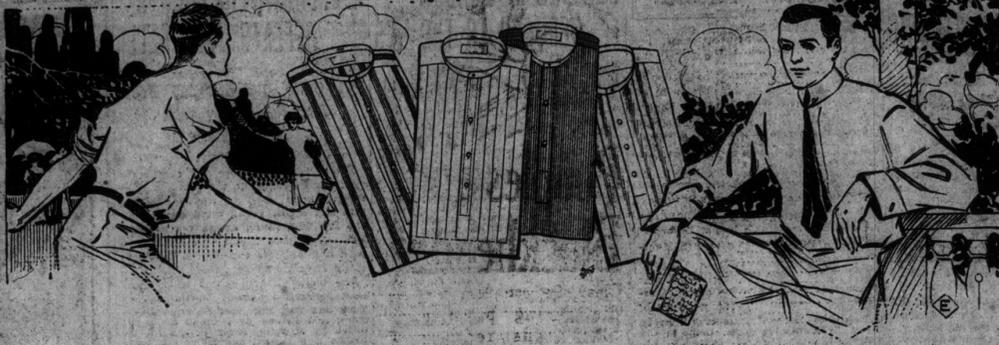
The Bull Dog Cap has always been a favorite with the boys and we have a good range of assorted patterns in tweeds and worsted goods, silk lined, and well made throughout. Special value 39

—Main Floor—Queen St.

Men's Summer Suits, Half Price and Less

Marked for a Midsummer Clearance at \$5.85

Don't delay if you're looking for a good serviceable business suit for little money. These suits picked out for a hurried exit on Thursday bring our odd sizes and balances of lines down to a fine minimum. This is one of the few chances you'll have for a long time and don't miss it, for it's one of the best chances. All three-piece suits, with single-breasted coats, plain single-breasted vests and medium width trousers. The materials are tweeds in light and dark shades of grey in striking patterns, woven stripes and colored thread stripes and brown stripes with golden brown thread stripes. The linings and trimmings are good quality materials and the workmanship is excellent; sizes 36 to 44. Some extra good snaps for big men who take sizes 40 to 44. All half price and less 5.85



2600 shirts to be cleared quickly at 50c, and it should be the greatest event of its kind the department has ever known, for the shirts are better, higher grade—most desirable, and there's a bigger variety than we've offered at any past sale. Everything is in readiness for a rush of business. Thursday—extra space—extra salespeople and special arrangements to overcome delay in handling and getting change. The lot includes the over-makes of several leading Canadian manufacturers secured at a price that is extraordinarily low because we bought such a large quantity, that's why we can afford to mark many of them at one-third what such shirts usually bring. Every shirt in the lot is extra big value at the price. There are plain negligé shirts and shirts with pleated front, made with small attached cuffs and the new negligé shirts with soft turn-back cuffs and soft, high collars. The materials include Scotch zephyr, madras, cambrie, fine mercerized and fancy corded materials all in popular shades and patterns. The sizes are from 14 to 18.

Three whole circles have been devoted entirely to these goods and the shirts will be assorted as to sizes and each size kept separate to make selection easy. Thursday, the opening day of the big event, offers the best buying. Come early Thursday morning when the selection is best and take any shirt in the lot for 50

Direct Telephone Connections with **T. EATON DRUG CO.** Call Main 1196

- FOR
- Drugs, Drug Sundries
- Dispensing, Patent Medicines
- Combs, Brushes, Mirrors
- Toilet Paper, Sponges, Chamois
- Soaps, Cleaning Powders
- Candies, Perfumes
- Toilet Sundries
- Cameras and Photo Supplies

Customers' Deposit Account Office Now on the Fourth Floor.

Misses' Embroidery Frocks Extraordinarily Low Priced at \$3.50

Dainty Stylish Dresses, in fine all-over embroidery and tucked lawn; they are dresses in which she will look her very trimmest and daintiest—Young Miss Canada, whose fresh, unaffected prettiness is so notable a feature of the popular summer resort; they are fashioned in simple kimono style, in fine close-patterned Swiss embroidery, the upper portion and flounce at the foot of the skirt being of tucked lawn, and the round French neck and elbow sleeves being edged with Valenciennes lace; sizes are 32, 34 and 36 bust, and 33 to 38 skirt length. Priced for Midsummer Sale at 3.50

New York Dresses in White Voile at \$8.75
In the ultra-fashionable white cotton voile is a collection of Misses' Frocks, just received from New York; charmingly effective in their simplicity of line and trimming, a yoke, cuffs and foot band of mauve, pink, blue or champagne color, with fine embroidery, being the sole ornamentation; sizes are 32, 34 and 36. Very special good value at 8.75

Second Floor—James Street North

EARLY CLOSING

As in May and June, the Store closes at 1 p.m. on Saturday during July and August, with no Noon Delivery on Saturday.

Hair-dressing and Chiropody—2nd Floor—Yonge Street Annex.

Boys' Wash Suits at a Big Price Saving, \$1.39

A clearance of Suits for Boys from 3 to 7 years. The enormous reduction made in the price of these Boys' Wash Suits makes early shopping imperative, for there should be a rush to secure them. The suits are for boys from 3 to 6 years of age, made of a serviceable blue and white striped material. The jacket is the Russian style unbuttoned at the waist, has a sailor collar, large knot tie, belt of self and breast pocket. The bloomer pants are gathered at the knees with elastic. Reduced for the Midsummer Sale to 1.39

Low Priced Summer Gloves

Soiled or outworn gloves detract greatly from one's appearance, and there is no excuse for such carelessness in handgear even on the hottest and stickiest days while summer gloves are selling for such little prices as these:

Women's Lisle Gloves in white only—with 2 domes, silk stitched backs; sizes 6 to 7. Midsummer Sale price. Thursday 13

Silk Net Gloves—the coolest ever—with 2 domes, embroidered back and cuff, some with lisle thread palm—in white, grey and champagne. Midsummer Sale price. Thursday 30

—Main Floor—Yonge Street

A Business Man's Watch

The watch a business man carries must keep accurate time, otherwise it is quite useless. A watch that is either too fast or too slow means a loss of time which, to most business men, means a financial loss.

The EATON Watch

(Guaranteed Accurate) is a thoroughly reliable timepiece. It is low priced because it is manufactured in Switzerland where the cost of production is lowest. It is up-to-date in every detail of construction because it is modelled after the highest grade American watches.

An ideal watch for a business man; a watch that is remarkably big value for the money, and that combines service and beauty is a 17-jewelled EATON Watch, mounted in an EATON or Fortune gold-filled open-face case, with either Arabic or Roman dial. 12, 16 or 18 size 12.50

Mounted in nickel, silver or gunmetal cases, the price is lower. Cases replaced if not satisfactory.

Ask to see the EATON watch at the watch section—Main Floor—Yonge Street.

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POINTMENTS.

th officer has ap- of New York is staff. Dr. F. is a member of the and Dr. Adams of \$1400 per an- being sanctioned by

GREAT IS THE KINEMACOLOR

Moving Pictures in Natural Tints Coming to the Princess. Commencing Monday matinee, July 31, exhibitions will be given at the Princess theatre of the work of Kinemacolor, a process for the presentation of moving pictures in the original colors of nature. Animated pictures are familiar to the eye of most of the public, but animated pictures in natural colors are something new to science. Many have seen colored moving pictures before, but these were colored by artificial means either by hand or by machinery and only simple pictures could be so treated. The artist who works for Kinemacolor is the same great power that paints the beautiful colors of the flowers of the garden, and that puts the green into the country, namely the beautiful sun. The sun enters the lenses of the Kinemacolor camera and reflects the various scenes in their actual colors and in every movement. The bulk of the pictures to be exhibited are scenes of the recent coronation festivities, only just received in Canada. Also these form only a portion of the entire set taken by the Kinemacolor operators, which will require two or three weeks to present, they form a much fuller and more comprehensive view of the two processions and of the events around the Abbey and in the city of London than anything that has hitherto been shown while the reproduction of the natural colors in varying degrees of vividness—the scarlet and crimson and purple and gold of the ceremonial costumes being especially strong—naturally places these pictures in a class by themselves as concerns their effect of reality. Views of London under its mantle of timber and scantling and gay hunting also assist materially in conveying what may be termed the "atmosphere" of the coronation.

TUG SAVED CANOEIST WHEN CAYUGA FAILED

Norman Harris Was Rescued by the Elsie After Missing Steamer's Life Line. After a miss on the part of the steamer Cayuga in an attempt to save the life of Norman Harris, a young man of 35 West King street, yesterday afternoon, the tug Elsie, which carries boys over to the sand-bath beach, managed to do it, rescuing the man in an exhausted condition. Harris went out on the choppy bay in a canoe. About one hundred yards off Yonge street wharf the turbulent waters upset the craft. Being unable to swim, he clung to the upturned shaft until the steamer Cayuga, the one boat within reaching distance, passed and threw him a line. Harris missed the line, which sank. The steamer, carried by its momentum, passed him and it seemed that he would be drowned. Just then the tug Elsie, which was swinging out of the Yonge street wharf, went to his rescue. When close by, Mr. Rothwell who is in charge of the bathers on the boat, threw him a buoy. Harris secured it and held on weakly. Then the tug came up beside him and Mr. Rothwell leaped over the side and dragged him aboard. After working awhile they revived him. Then they rescued the canoe and put it and Harris ashore at the Queen's wharf.

WILL SPEND \$6,000,000 FOR ENTRANCE TO CHICAGO

Soo Line Will No Longer Use Illinois Central Passenger Station on Lake Front. MINNEAPOLIS, July 25.—The Soo line and Baltimore and Ohio roads will come into close relationship in the Chicago traffic field in a plan by which the Soo will spend \$6,000,000 for a direct entrance into an terminals in Chicago. The Soo line or Wisconsin Central passenger trains will no longer use the Illinois Central passenger station on the lake front in Chicago where the party is completed, but will enter instead the Grand Central passenger station owned by the Baltimore and Ohio. Freight terminals of the Soo will be added to the Baltimore and Ohio freight terminals. Announcement to-day of Chicago terminal plans in the United States "Herald" court, imposed fines of from \$1000 to \$1700 and costs in each case, on the Illinois Central, president of the American Steel & Wire Co., Herbert L. Satterlee, son-in-law of J. P. Morgan, Frank J. Gould, and Charles F. Brooker, Republican national committeemen from Connecticut, and among the forty or other alleged members of the party.

ACCEPTED SENTENCE

Heads of "Wire Trust" Withdraw Pleas of "Not Guilty." NEW YORK, July 25.—The federal government to-day secured heavily in its effort to break up the alleged "wire trust," when thirty-seven of the eighty-three men indicted for the conspiracy were sentenced without trial on pleas of "nolo contendere." Upon this passive admission of guilt, Judge Archbald in the United States district court, imposed fines of from \$1000 to \$1700 and costs in each case, on the American Steel & Wire Co., Herbert L. Satterlee, son-in-law of J. P. Morgan, Frank J. Gould, and Charles F. Brooker, Republican national committeemen from Connecticut, and among the forty or other alleged members of the party.

YOUNGEST BISHOP

ST. JOHN'S, Nfld., July 25.—The youngest bishop in the British empire was formally inducted into office to-day, when Archbishop Smeal, papa of the St. John's Cathedral Father Michael Power, the parish priest of Harbor Breton, was named as bishop of St. George's West Newfoundland. Bishop Power is a native of this city, and is only 31 years old.

Brighten Up

There is little need to look shabby when for a trifling sum you can have your clothing cleaned, pressed, dyed and looked after regularly. Our methods have satisfied for over twenty years. Phone Main 5800. MY VALET, 30 Adelaide West.

SCIENTIFIC METHODS NEEDED

Field Crops of Canada Could Be Doubled in Twenty Years. That the field crops of the Dominion could be doubled in twenty years by the adoption of more scientific methods, is one of the striking assertions made in a volume just issued on lands, fisheries, game and minerals, by the Dominion Commission of Conservation. The book is replete with agricultural information scientifically obtained, and there is a section on fisheries and game, including laws and regulations. The book shows that Canada pays out annually over \$350,000 for oysters imported from the United States. The Canadian output has decreased from 6,446 bbls. in 1882 to 35,533 bbls. in 1909, in spite of the fact that prices have risen 240 per cent. in the past twenty years. The decline in the industry is attributed largely to the long standing dispute over jurisdiction between the Dominion and Provincial authorities.

There is HEALTH and STRENGTH in every cup of EPPS'S COCOA

Children thrive on "EPPS'S." Its fine invigorating qualities suit people of all ages. Rich in cocoa butter, and FREE FROM CHEMICALS. GRATEFUL AND COMFORTING. PEASE FURNACE Another Exclusive Feature is that you do not have to stoop to shake the PEASE Furnace, with the new vertical shaker. PEASE FOUNDRY COMPANY, TORONTO, WINNIPEG. STAR'S REOPENING BILL. Dan Pierce, manager of the Star Theatre, will start the season Saturday, July 29, beginning with a matinee, with the "Gay World," the attraction billed, and they are heralded to present "A Million for a Nowe," a comedy conception with a consistent plot, treating of dermatology, and the omnipresent "beauty doctor." It is asserted that the entire company will line up favorably with any



Diarrhoea, Dysentery, Summer Complaint, Colic, Pains or Cramps in the Stomach, Cholera Morbus, Cholera Infantum and all Looseness of the Bowels

May be Rapidly and Effectually Cured by the Use of that Old and Sterling Remedy

DR. FOWLER'S EXTRACT OF WILD STRAWBERRY

It has a reputation of over 65 years' standing and never fails to relieve or cure.

Do not be imposed on by any unscrupulous dealer who wishes to substitute the so-called Strawberry Compounds for "Dr. Fowler's," as these no-name, no-reputation substitutes may be dangerous to your health.

Was So Bad With Summer Complaint He Passed Blood.

Mrs. Stanley Brant, Deseronto, Ont., writes:—"My little boy, Stanley, 14 years old took the Summer Complaint and got so bad as to pass blood. I tried everything I was told would be good for it but to no avail until, at last, I tried Dr. Fowler's Extract of Wild Strawberry, and I am glad to say I only gave him a few doses of it before he was cured."

The original is manufactured only by THE T. HILBURN CO., Limited, TORONTO, ONT.

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