

# EATON'S DAILY STORE NEWS

## TORONTO SOUVENIRS

The souvenir-spoon fad that a few years ago seized upon the tourist to a degree that bordered on foolish excess has passed away, like all fads. But the spirit of the idea remains—re-embodied in the sane and proper desire to obtain some tangible remembrance of the places visited in one's ramblings abroad. And the notion has sensibly broadened out. It is restricted to no one medium of expression. Practicality has entered the matter, and not only spoons, but a multitude of things useful and ornamental have come into the field of choice. The list embraces almost every phase of fancy.

**THE Store's array of Mementoes runs all the way from cuff links to sofa cushions.** In the Jewelry Section there are a host of dainty conceits in enamel and sterling silver, in designs symbolic of the Queen City, the Province and the Dominion—pretty belt buckles fashioned in shield shape, bearing the Canadian coat of arms or that of Toronto, or of Ontario, or consisting of a garland of maple leaves, tinted in soft, natural shades.

**BLOUSE Sets in Cases,** including belt buckle and three smaller pins of the safety-pin order, are carried out with a similarity of decorative motive, while cuff links, scarf pins and all manner of brooches are obtainable in patterns suggestive of Toronto and Canada. Match boxes, ash and pin trays widen the scope of selection still further, and for those who still cling to the collecting of spoons there is a wide assortment of the same for salt, coffee, tea and various fancy purposes.

**THE China Section of** the souvenir-hunter the famous English Carlton ware, found in all parts of the world, appropriately decorated, and serving a like use. And, besides these small ornamental pieces is an array of fine china mugs, cups and saucers, cream jugs and plates, artistically emblazoned with the Union Jack, views of Toronto, or the city crest.

**THEN in the Fancy Goods Section** the visitor may find the handiwork of the primeval inhabitant of the country—Indian baskets, ranging in price from twenty-five cents to two dollars, toy canoes, moccasins, leather and bead work, in pipe-racks, whisk-holders, photograph frames, etc. There is also a large assortment of cushions and other "den" accessories in burnt leather, the souvenir theme being worked out in the depiction of Indian heads and other typical subjects.

**NOT only is the tourist** wont to seek a memento of his stay in our midst, but how often the resident is desirous of presenting some little remembrance to the stranger who has been his guest! The above items are enumerated by way of suggestion to both traveler and host.

## To-day---Third Day of the August Furniture Sale

**Green Tickets** in all directions, and every one making a history in low-pricing. Where there is a reduction from our regular prices you will find the original price also attached. The reductions are in some cases almost half-price.

We lay greatest stress on the articles you **must** have, such as dining-room and bedroom pieces of moderate price. But there is no class limit. It's a pleasure to look over the stocks, even should you have no immediate need.

*Thursday our Special is BRASS BEDSTEADS. We have a splendid showing of new designs in polished and satin finish, the prices lower than ever before, of which an inspection will convince you.*



**All-Brass Bedsteads,** of attractive design, bright and satin finish, 2-inch posts, new caps, and 6-centre fillings, all well finished, and mounted on easy-running casters, 3 feet, 3 feet 6 inches, 4 feet, 4 feet 6 inches. August Sale price ..... **\$12.90**

**Brass Bed,** after a new design, is satin-finished, all the posts are square, with 9 square spindles in each end, the head end 56 inches high, with a 38-inch foot end; the castings are heavy, and all the surfaces are well finished with English lacquer, 4 feet 6 inches wide. Sale price ..... **\$40.00**

**Davenport or Bed Lounge,** with ends of quarter-cut oak, in golden or Early English finish, has fifty oil-tempered springs, sanitary felt mattress, tufted top and front, and a valance at each end; the covering is a good quality of green denim. Sale price, each ..... **\$10.00**

**Davenport Sofa Bed,** with a steel frame and ninety coil springs, opens up for double bed; upholstered with sanitary felt and covered in green denim; they're strong, comfortable and easily operated. Sale price ..... **\$18.90**

**Davenport Sofa Bed,** with a quarter-cut oak frame in golden or Early English finish, 90 coil springs, deep tufted seat and back, front and both ends having valance; are covered with a good quality of green denim; it opens up to form a double bed; all well finished. Sale price .. **\$22.50**

**Buffet,** of new design, in golden oak and Early English, has a large display shelf, full size bevel plate mirror, two cutlery drawers, a long linen drawer, and two cupboards; it is embellished with fancy carving, leaded glass and brass trappings. Sale price ..... **\$28.75**

**Dresser,** of polished mahogany, attractively designed, has a large and well proportioned shaped standard and mirror frame, large oval-shaped bevel plate mirror, double shaped top, serpentine front, two small and two large deep drawers. August Sale price ..... **\$26.50**



**Brass Bedsteads,** in polished finish, 2-inch posts, capped by large knobs, extra high head end, fancy spindles, and centre fillings, has a front end bowed into an extension, 4 feet 6 inches wide. Sale price ..... **\$23.50**

**All-Brass Bedstead,** of an attractive new design, in satin finish or polished, 2-inch post, new style caps, heavy construction and large fillings in each end, English lacquer finish, 4 feet 6 inches wide. Sale price ..... **\$24.50**

## Wash Suits, \$2.50

About 200 Women's Suits, being late delivery goods, we accepted them at a lower price and pass them on to you at a corresponding reduction; made of a fine suiting repp, with quarter-inch interval fine stripes on white grounds; stripe colors: Blue, black, purple, green; coat is plainly tailored; 32 inches long; medium revers; skirts in fancy side group pleats. A very smart suit, and to go at, **TO-DAY,** each ..... **\$2.50**

### Silk and Cloth Suits

100 Women's Suits, of high-grade manufacture, including hairline serges, cream and white; Rajah silks in tan, black and navy, and amethyst. **Silk and Silk-lined Coats,** plainly tailored and with fancy trimming touches on collars and cuffs; skirts mostly in neat pleated effects; all price-marked away down; two lots. **TO-DAY** ..... **\$22.50 and \$27.50**  
—Second Floor, James Street.

## Whitewear Values

**Women's Drawers—**Fine cotton, frill of material, with hemstitched tucks and hemstitched hem, both styles; sizes 25 and 27 inches. Price ..... **25c**

**Women's Corset Covers—**Fine quality all-over embroidery, straps over shoulders, embroidery insertion; sizes 32 to 42. Price ..... **39c**  
—Second Floor, Centre.

## The Bathing Suit



*A great many will be going for their vacation during the month of August, and one of the requisites for an enjoyable outing is the proper bathing suit.*

Not only material and good workmanship are to be considered—correct style is of considerable importance, especially to those who propose going to the more frequented Summer resorts. We mention here two of the most popular bathing suit styles; they're made of splendid quality lustre, the most satisfactory material for the purpose, and you'll be pleased with the very attractive trimming effects. Being made in our own workrooms we can sell them for prices that are unusually low for such qualities.

**Women's Lustre Bathing Suits,** navy only, low neck and front, trimmed with rows of white braid, braided belt, separate skirt trimmed with rows of white braid, sizes 32 to 42. Price ..... **\$2.00**

**Women's Lustre Bathing Suits,** navy only, trimmed in pointed collar effect with white braid, sizes 32 to 42. Price ..... **\$3.50**  
—Second Floor, Centre.

## 5c Yard for Prints

This announcement is for morning paper readers only, and the lot goes on sale to-day at 8 o'clock, so lose no time in making your purchase. Quantity is very limited, but there should be sufficient to last for an hour's brisk selling. It's a collection of the last of several special lines, and there's extra good price-buying for those who are early enough to get their share. All this season's goods, many shades and all good designs. **TO-DAY,** per yard ..... **5c**  
—Main Floor, Yonge Street.

## Buy Now and Save on Ostrich Feathers

The third week of the Ostrich Feather Sale opens with a record of enormous business behind it and thousands of the long, lustrous Duchess plumes keeping the supply at flood tide in spite of the big selling.

We bought the whole lot early in the year, when labor was plentiful and the cost merely enough to pay for the making.

**Black Duchess Ostrich Plumes,** with long quills and fluffy, full tips, beautifully curled, sell at the following prices during this Ostrich Feather Sale:

17 inches.	Sale price	.....	<b>\$2.50</b>
19 inches.	Sale price	.....	<b>\$3.65</b>
20 1/4 inches.	Sale price	.....	<b>\$4.95</b>
21 1/2 inches.	Sale price	.....	<b>\$6.00</b>

—Second Floor, Yonge Street.

## Women's Eatonias

STYLISH FOOTWEAR FOR EARLY FALL WEAR



Already the Fall styles are coming to the front, and most prominent among the new ones for Fall in the higher grade lines are **EATONIAS.** **EATONIAS** come forth this season in more attractive designs than ever—new little touches that go to make them as elegant in appearance and as comfortable in fit as boots and shoes for which considerable more money is asked.

*Two lines particularly are worthy of special notice—EATONIA kid boots and EATONIA patent Oxfords*

In either Goodyear welted or turn soles, Blucher fronts, very neat shapes, perfect fitting, in a variety of toes, some broad, some dainty narrow effects. See the new styles. If you're accustomed to wearing Eatonias you'll buy your Fall footwear now that the new ones are here. If you've not yet enjoyed the comfort and satisfaction of Eatonia footwear, try a pair. If they're not all we claim we'll quickly refund your money; all sizes; all one price. Per pair ..... **\$3.00**  
—Second Floor, Queen Street.

## For Men and Boys

### Summer Jerseys and Knickers



*These lines are admirably suited for Summer sports—swimming, lacrosse, etc., or gymnasium work.*

Fine, rich quality Black Cashmere Sleeveless Jerseys and Knickers to match, each. **75c**

New style heavy cotton Sleeveless Gymnasium Jerseys, new patented idea for keeping their shape, all sizes, in navy, black, maroon and pearl grey, each **75c**

Heavy Cotton Gymnasium Knickers, in same quality and color to match, pair ..... **25c**

Black Sateen Gymnasium Knickers, elastic top, pair ..... **50c**  
—Sporting Goods Section, Fifth Floor.

## Clearing Hammocks

Hammock values that afford a splendid opportunity for those who have been late in buying. To reduce our hammock stock we have put special prices on a number of odd lines; they are all nice designs and rich coloring; heavy weaves, pillows, spreaders, deep fringes, strong and roomy. The prices are all reduced, and the number is limited.—

250 in No. 1 lot, at, **TO-DAY,** each **\$1.19**  
200 in No. 2 lot, at, **TO-DAY,** each **\$2.00**  
150 in No. 3 lot, at, **TO-DAY,** each **\$2.75**  
—Fifth Floor.

## Groceries: Meats

### TO-DAY'S PRICES

Fine Large Head Carolina Rice, lb.	.....	<b>11c</b>
Thistle Brand Canned Hattie, tin	.....	<b>12c</b>
French Mushrooms, in glass jars	.....	<b>40c</b>
Franco-American Tomato Soup, 2 tins	.....	<b>25c</b>
Prepared Icings, white, maple, pink, or chocolate	.....	<b>3 pkgs. 25c</b>
Featherstrip Coconut, lb	.....	<b>14c</b>
Dalton's Concentrated Lemonade, 1 bottle makes 12 glasses	.....	<b>10c</b>
Olives, stuffed with Pimientos or Celery, 2 bottles	.....	<b>25c</b>
Choice Lima Beans	.....	<b>3 1/2 lbs. for 25c</b>

### TO-DAY'S MEAT PRICES

Loin of Spring Lamb, per lb	.....	<b>20c</b>
Front of Spring Lamb, per lb	.....	<b>15c</b>
Shoulder Roast of Beef, per lb	.....	<b>12 1/2c</b>
Flank Boil of Beef, per lb	.....	<b>9c</b>
Peamealed Back Bacon, per lb	.....	<b>24c</b>
Ham Bologna, per lb	.....	<b>12c</b>

—Fifth Floor.

## Waist Sale Offers Are Worth An Early Call

The Waist Sale has its special triumph—here is one for Thursday, the third day, and it's of the kind that almost invariably brings an 8 o'clock rush.

**WOMEN'S WHITE LAWN WAISTS, 39c—**Some with yokes of embroidery, Valenciennes lace insertion and tucking; some with wide panels of embroidery, or with solid embroidered fronts. All have long sleeves and are buttoned at the back. Sizes 32 to 42 inches. Thursday, each ..... **39c**

### Other Good Waist Sale Values

At 69c—White Lawn Waists, in four distinct patterns, pointed yoke of lace insertion, with rows of insertion across front, Dutch necks, with embroidery insertion and lace, fancy yoke and panels, with embroidered fronts, with long or three-quarter sleeves; sizes 32 to 42. Sale price ..... **69c**

At 89c—Fine White Lawn Waists, embroidered panels, outlined with Val insertion; a number have deep pointed yoke of lace insertion and embroidery; others have dainty embroidered fronts, and several in the lot with embroidered tucks, long sleeves, buttoned back or front; sizes 32 to 42. Sale price ..... **89c**

At \$1.12—Waists of Fine White Lawn, 3 styles, fronts embroidered in dainty colors, many trimmed with embroidery in yoke effects, others are prettily embroidered

with insertions, long or three-quarter sleeves, buttoned back; sizes 32 to 34. Sale price ..... **\$1.19**

At \$1.39—Fine White Lawn Waists, fancy yokes of embroidery, lace insertion and fine tucking, with embroidered front, some have fancy yokes, with guipure medallions and embroidered front, long or three-quarter sleeves, with neat insertion and lace, buttoned back; sizes 32 to 42. Sale price ..... **\$1.39**

At \$1.98—Waists of Fine White Lawn, with elaborately embroidered fronts, some with low necks, and pointed lace yokes, lined; tailored styles, with embroidery and tucking down front, and laundered collars and cuffs, buttoned back or front, long or three-quarter sleeve; sizes 32 to 42. Sale price ..... **\$1.98**  
—Second Floor, Centre.



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THE **T. EATON CO.** LIMITED

GENUINE SILVER MESH BAGS, TO-DAY AT ..... **\$2.69**  
—Main Floor, Yonge St.