

EATON'S DAILY STORE NEWS

39c for Panamas, Cheviots, Serges: TO-DAY'S Special Offer in the Big Campaign of Extra Value-giving in Dress Fabrics

A lowered price in handsome, new, stylish dress goods is at any time of particular interest, for when our already low price is reduced it means exceptional values indeed; but when those price-reductions come at the very time such goods are most wanted, it becomes of UNUSUAL interest to every woman with new suits or dresses to buy, and the fact that there's plenty—almost abundance—of choice, but adds to the buying satisfaction this excellent offer promises.

Fancy Worsteds in many new designs, very smart and effective. Fancy Cheviots, Plain Panamas, Serges, etc. All pure wool, splendid wearing qualities, 42 to 46 inches wide. Suitable for women's, misses' or boys' wear. Many shades in the assortment, black included. TO-DAY, per yard..... 39c

See These Very Pretty Muslins, at 9½c A special price on a lot of exquisite Muslins. Many colors in every imaginable design are in the collection. You will probably want another pretty muslin dress before the Summer goes. Now is your time to secure one at half-price. Some extra fine weaves for party dresses. **TO-DAY, per yard..... 9½c**

Ginghams at a Big Saving Price, 9½c Odd pieces at almost less than half-price, and a special purchase that is certainly a big value. Anyone wanting a nice shirt waist or pretty wash dress will, no doubt, find what they require in this lot. Various stripes, checks and plaids. **TO-DAY, per yard..... 9½c**
—Main Floor, Yonge St.

Our Showing of Fall and Winter Coats



Offers the early choosers many advantages the styles carrying with them a distinctive air of comfort and dressiness. The styles in Separate Coats show ¾ and full lengths, made plainly tailored, affording by the shortened revers and close collars more protection to chest and throat than is given by the cut of the former season's coats.

Coats of Our Own Make

At \$8.50—Coat of soft, all-wool serge, semi-fitting, with shawl collar and cuffs of mustard tan cloth with fancy brass buttons. This is the coat illustrated.

At \$10—Coat of fine all-wool broadcloth, in black and navy, lined to the waist, has a fitted back and plain collar and revers.

At \$10—Coat of black and navy melton, with semi-back, loose front, flat velvet collar, fancy braiding in silk soutache, flat braided shoulders and waist lines.

At \$12.50—Long Semi-fitting Coats of broadcloth and covert cloths, strictly tailored, with medium revers, slated seams, splendidly fitted.

At \$12.75—Outing Coat, made of Chanteceler coating, diagonal and chevron tweeds in black and grey, has a military velvet banded collar, side fastening with large Polar buttons. A coat for solid comfort and long wear.

Women's Imported Model Coats

These are the originals that afforded us the best pointers in the production of our own manufacture, also a large variety bought for regular selling; in broadcloths, tweeds, heavy mixtures, and plain colors; distinctive touches in the treatment of collar, cuffs and pockets, and other smart effects at the belt lines and on the skirts. Ranging in price from \$12.00 to \$42.50
—Second Floor, James Street.

The Rug Sale

SEAMED AXMINSTERS: Lovely patterns and beautiful colors, added to a fine heavy pile and luxurious depth, make these low-priced Rugs an extra value in every way. They have seams lengthwise, which are in no way a disadvantage, and yet make the cost of manufacture considerably lower. The lot is a full clearance of reserve stock, and, therefore, contains many different designs and colors, making a selection particularly easy.

Rug 3 x 3 yards.....	\$13.50
3 x 3½ yards.....	\$16.75
3 x 4 yards.....	\$18.00
3½ x 4 yards.....	\$22.50

Oriental Rugs in profusion. Wiltons, Axminsters and Brussels, also offer values that will interest you.
—Third Floor, James Street.

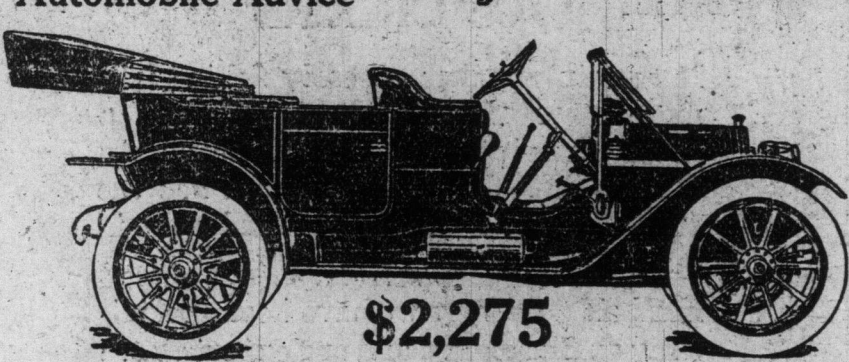
Some New Baskets

Through a manufacturer shipping an order of baskets ahead of time, we have stock on hand greatly taxing our floor space. We want to reduce the stock. Collection consists of some of the very finest German goods, in a magnificent variety of designs and colors, made for every conceivable use, almost, that baskets may be used for.

Waste Paper Baskets, really handsome designs, 15c, 20c, 25c, 35c, 50c, 65c, 75c and.....	\$1.00
Tea Baskets, \$2.00, \$2.50, \$4.00.....	\$5.00
Baby Baskets, 25c, 35c, 50c.....	75c
Baby Hampers.....	\$3.75
Flower Baskets, 15c, 25c, 35c, 50c, 65c.....	75c
Lunch Baskets, covered, 75c, \$1.00.....	\$1.25
Work Baskets, open, 25c, 35c.....	50c
Work Baskets, on stands, \$1.75, \$2.00, \$3.00, \$4.50.....	\$6.00
Work Baskets, covered and lined, 50c, 75c, \$1.00, \$2.00.....	\$2.50
Clothes Hampers, for soiled clothes, \$1.25, \$1.75, \$2.00, \$3.00.....	\$3.50
Willow Clothes Baskets.....	70c

—Basement.

The Wisest Automobile Advice Buy a Chalmers 1911



\$2,275

vital feature the 1911 Chalmers is identical with the car that set the world's record for efficiency, endurance and speed, winning the Indiana and Massachusetts trophies, and blazing the way from Denver to Mexico City. The 1910 Glidden tour is an evidence of its wonderful powers, the Chalmers receiving the highest award.

The Chalmers is a splendid, easy-running car, built by men who understand the construction of motors as well as the most comfortable of bodies and most durable of running gear.

Special attention is called to the Chalmers "30," with pony tonneau, at \$2,375, and to the "30" Touring Car, at..... \$2,275.00
—On sale at the Garage, Albert St.

There is still time for you to get your order in to secure a car by the August delivery.

We wish to call your attention to the fact that in every

New Fall Shirts, 75c

Many new and pretty colored and stripe patterns are included in our early Fall shipments of Men's Neglige Shirts that have just arrived; zephyrs and English cambric, in blue, green, tan, heliotrope, black and white, blue and white stripe, and figures, with separate cuffs and cuffs attached; sizes 14 to 17½. Price 75c

High-grade Imported Shirts

Men looking for the best in shirt materials and styles should see this new arrival of Fall shirts, in a variety of shades and patterns that we've seldom excelled; these shirts are tailor cut in coat style, with small American cuffs attached; sizes to 14. Price..... \$1.25
—Main Floor, Queen Street.

Parasols at \$1.00

These warm, sunny days, when sunshades are most in evidence, add greatly to the importance of this special low price; we've selected a large variety from our high-priced Parasols to make this an unusual offer; pure silk parasols of English make; black and white stripes, pretty Dresden designs on plain backgrounds; also plain shades mounted on gilt frames of English and Japanese patterns, with natural wood handles; many being colored to match cover shades; all are marked at less than usual prices. **TO-DAY, at..... \$1.00**
—Main Floor, Yonge Street.

Hosiery Inducements

With new lines, new values, greatly curtailed prices—our second day of Summer Hosiery selling should be a hummer—these exceptionally low prices, without the slightest sacrifice in quality, are largely made possible by adding a manufacturer's overstock, a sample lot. You'll save much **TO-DAY** in buying hosiery for every member of the family.

Women's Black Lisle Thread Hose, best stainless dyes, high-class German makes, double sole, heel and toe; fashioned finished; all sizes in the lot. **TO-DAY, per pair..... 19c**

Women's Fancy, Plain or Embroidered Lisle Thread Hose, German makes and stainless dyes. A line from our own stock of high-grade hosiery, with odds and ends at half-price and less; all sizes in this lot. **TO-DAY, per pair..... 25c**

Men's Fancy Lisle and Cotton Socks, manufacturers' samples and odds and ends from his high-class Summer stock. To clear away at less than half usual price. **TO-DAY, per pair..... 15c**
—Main Floor, Yonge Street.

Store Closes Saturday at 1 P.M.

During August (as in May, June and July)

With No Noon Delivery

August Furniture Sale Opportunities



Couch, all-over upholstery, has spring seat and edges, a high head with a roll, all well upholstered and covered in fancy velours. August Sale..... \$7.25

Parlor Suites, three pieces, in birch-mahogany, have neatly carved frames and well-finished, high shaped backs; the spring seats are covered in silk tapestry. August Sale..... \$22.50

Dresser, of choice quarter-cut oak, in golden finish, is of a very popular design, thoroughly constructed, with a large mirror, double top, swell front, two small and two large drawers. August Sale..... \$19.90

Princess Dresser, with large bevel plate mirror, low base, double top, rounded corners, and shaped corner posts, contains two drawers. August Sale..... \$16.80

Dresser and Washstand, of mahogany, polished, are elegantly designed and thoroughly constructed; the dresser has a large bevel plate mirror, with a curved top; swell front; four drawers; and is matched by the washstand, both being brass trimmed. August Sale, two pieces, \$29.75

Davenport Couch, with wooden ends, golden or Early English finish, is upholstered with coil springs and felt, having a green denim valance in front and at both ends. August Sale..... \$10.00

Davenport Sofa Bed, opening up as a double bed, has wooden ends, golden and Early English finish, 90 coil springs, upholstered and covered in velours. August Sale..... \$25.00
—Fourth Floor.

All Brass Bedstead, polished or satin finished, has 2-inch posts, large caps, and heavy castings, all well finished; widths: 3 feet, 3 feet 6 inches, 4 feet, and 4 feet 6 inches. August Sale..... \$12.90

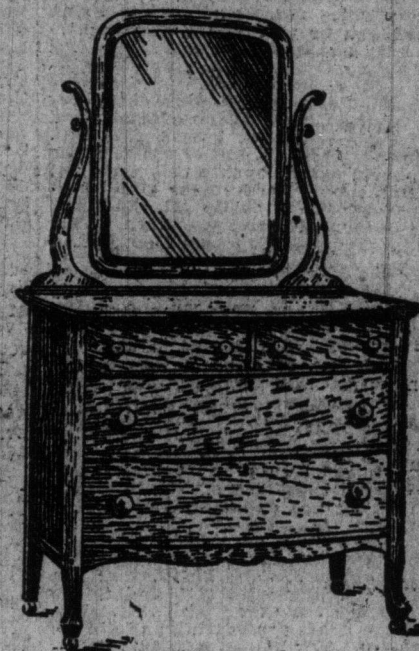
Parlor Arm Chair, birch, mahogany finish, has a high fancy back, wide arms, and a large upholstered spring seat, covered in fancy silk and velours. August Sale..... \$5.75

Cheffonier, of quarter-cut oak, in dull finish, is of mission design, fitted with a bevel plate mirror, and has heavy posts, and six drawers with lock and key. The knobs are wooden, and the castors run easily. August Sale..... \$17.00

Dresser, to match the above. August Sale..... \$13.75

Parlor Suite, three pieces, with heavy carved frames of birch, mahogany finish, has shaped back and arms, and a spring seat, covered in silk tapestry; three pieces. August Sale, \$28.25

Parlor Suite, of three pieces, a large, handsome design, highly polished, has upholstered spring seats, covered in new pattern silk tapestry. August Sale, three pieces..... \$50.00



Fobs Galore

Plentiful supplies of Handsome Fobs offered **TO-DAY** at prices that would scarcely seem to cover the cost of production. In filled gold there are a number of fancy charms, some stone-set, others engraved in quaint or conventional shapes; mounted on black silk ribbons or on metal ribbons. Filled Gold Drop on black silk..... \$1.00

Exceptional value in Fobs for Men or Women, \$1.25, \$2.00 and \$2.50.
—Main Floor, Yonge Street.

Teco Chocolates

The taste, flavor and ensemble have all the resemblance of luxury; the price, however, is within the bounds of economy; rich centres, in which pure cream and pure fruit juice are component parts, are covered with the highest grade chocolate; a few centres of nuts, caramels, fruits, etc., complete a very elaborate collection; placed into beautiful gold top, ribbon-tied boxes.

½-lb. boxes.....	25c
1-lb. boxes.....	50c

—Main Floor, Centre.

Welcome Ribbon News for Early Fall

Fall millinery favors ribbon—both for women and children. Even now our Ribbon Department is practically complete in its display of new stocks of beautiful imported goods from the best European manufacturers. Beautiful Paisley, Cashmere and Dresden Ribbons are seen in new patterns. Ribbon from the narrowest baby width to the large millinery widths in many varieties.

To-day's special prices in four of the most wanted kinds and colors should create a stir at the Ribbon Counters.

Our "London" Satin Ribbon has a very rich finish, with the required amount of weight, to make it tie well into millinery bows and rosettes; also for sashes and bands; the width is 5 inches, in an unusual range of colors, including navy, Royal, Alice, sky, wine, red, cardinal, rose, old rose, pink, tan, brown, champagne, cream, moss and white. **TO-DAY, 19c**

Fancy Ribbons, new color effects, elegant designs, in Paisley, cashmere and Dresden patterns, on pure silk taffeta; it is a beautiful display, heavy rich quality, 6½ inches wide. **TO-DAY, per yard..... 39c**

Dresdens, in pretty patterns of excellent color combination; narrow satin stripe on extreme edge, very desirable for millinery, fancy work, etc.; 5½ inches wide. **TO-DAY, per yard..... 35c**

Dresden and Striped Combination, with satin edge; a very attractive pattern that's entirely new; 5½ inches wide. **TO-DAY, per yard..... 29c**
—Main Floor, Yonge Street.



MENTS.

ANDRA
REALLY COOL
Sardou's Brilliant Comedy
DIVORCÉS
Matinee—Lower Floor
Prices 25c—Wednesday
ARIAN NIGHTS.

ew Theatre
DAILY, 25c; EVENING, 35c.
WEEK OF AUG. 16, 17, 18
The Macabre Drama;
Winfield Douglas
The Takazawa Japs;
The White; The King-
Wade & Co.

BURLESQUE
SMOKE IF YOU LIKE
DAILY MATINEES
OKLINGS
COUNTRY TRUST
Review. Our Own Show.

hampionship

hamrocks

Torontos
DAY, AUG. 20,
O-BEACH
go. Plan at Spalding's.

TO ISLAND PARK
Wednesday,
Aug. 17, 18
Games, band
concert, dancing,
and juveniles
will meet at
Queen's Avenue
and College Street, 10
a.m., for party.
Ado. Ask for
special A. O. F.
ticket office. Every-

CHINS, Chairman.
Secy-Treas.

PLANS CHANGED
Aug. 15.—(Special)—
announced to-day that a
would prevent him
west.
ready to leave Monday
night and go to

PARATION
KET THAT
AS MANY
ORSEMENTS
L PRATER

T. EATON CO. LIMITED