



EATON'S DAILY STORE NEWS

MANY SPECIAL ATTRACTIONS ARRANGED FOR FARMERS' DAY AT EATON'S

Don't forget the date—Wednesday, July 21st. We have planned to make it the most enjoyable day for our out-of-town friends to visit this year's Winnipeg Exhibition. In addition to the various attractions at the Exhibition Grounds, Eaton's is putting its best value foot foremost, so that much more than ordinary interest will attend a visit to this big store. Profit and pleasure can be combined in an exceptional degree. Practically all departments are offering values far better than even Eaton's provide in the usual way. The store conveniences, too, are not to be despised. The Information Bureau, the Parcel Check Office, the Rest Room, the Long Distance Telephone are features of Eaton's Store Service that will be appreciated by all. And not the least interesting experience will be an inspection trip throughout the store. At the Superintendent's office we will cheerfully supply a guide.

Noteworthy Sale Offers in the Women's Underwear Store

Here we present ample evidence that woman's claims to consideration have not been overlooked in our Special Farmers' Day preparations.

The July Sale has brought a veritable flood of "specials" in the section devoted to women's underwear—and some of the best values are being specially reserved. These comprise skirts, gowns, combinations, vests and drawers—all bearing such phenomenally low prices that quantities—large as they are—will probably be exhausted early in the day. In addition, many other great value attractions will be featured though it is impossible to give detailed mention to them here.

Women's Summer Vests—Of extra fine lisle thread. With fancy crocheted tops and shoulder straps. Low necks, no sleeves. Good sizes. Sale Special, 25c.

Women's Combinations—Of fine cotton and lisle mixtures; low neck, no sleeves; neatly trimmed; umbrella knee with lace edge; good fitting; full size. Sale Special, 50c and 75c.

Women's Drawers—Of soft finished fancy striped flannelette in pink or blue shades. Open and closed styles. Sale Price, 25c.

Women's Gowns—Of soft finished, striped flannelette, in neat patterns, with yoke and narrow full around neck and on sleeves; full sizes. Sale Special, 50c.

Women's Skirts—Made of fine cotton, French band, full width deep lawn flounces with tucks and wide embroidery frill. Sale Price, 75c.

Skirts—Of good quality white cotton, French band, wide frill of tucks and embroidery insertion and deep frill of fine embroidery. Sale Price, \$1.25.

Skirts—Of fine white cotton, French band, deep flounce of lawn with two clusters of tucks. Two rows of Swiss insertion, deep frill of embroidery and dust frill. Sale Price, \$1.50.

Skirts—Of fine cotton; French band, extra wide flounce of fine lawn and five rows of lace insertion and lawn frill with ruffle of wide lace and dust ruffle. Sale Price, \$2.00.

Second Floor, Centre.

Grain Bags—This Season Eaton Values Are Better Than Ever

Those who purchased Eaton grain bags last season—and we sold them in great numbers—will desire nothing better than qualities and values equally as good as they were then. But, as everybody who notices market reports must know, cotton has jumped "away up" and the prices of grain bags have joined in the "rise."

Nevertheless, we are again quoting prices that we believe cannot be equalled for lowness anywhere in the West. "But what of the quality of the bags?" you may ask! Precisely the same dependable qualities as we have supplied before—Standard Seamless Grain Bags—every one of them unreservedly guaranteed and branded with the Eaton hall-mark of quality—the "Diamond E."

In addition to these we have Our Special Heavy Jute Bags in which we have such confidence that if they fail to give the good service expected we undertake to refund the purchase price in full and they can be returned at our expense. All 2 bushel size, very strongly sewn and capable of carrying grain.

Eaton's Special Heavy Jute Bags, per dozen \$1.85

Eaton's Special Heavy Jute Bags, per 100 \$14.25

Main Floor, Extension.

Carpets of all kinds are here in the Handsomest Colorings and Designs

The spacious carpet department is one of the most interesting sections of the store.

In its comprehensiveness it presents a range of choice in the various carpet weaves that very few stores can equal. The exceptional values offered are perhaps an even more interesting feature than the broadness of the range and serve as a striking illustration of the well-known Eaton price economy. Mentioning a few of the many different lines:—

Axminters are seen in a great number of new and handsome patterns, suitable for parlors, living rooms, dining-rooms and dens. All are qualities of superior grade, specially good values being offered at \$1.35, \$1.55, \$1.75, \$2.25 and \$2.50 a yard.

Wiltons are equally handsome and are preferred by many to the Axminters of deeper pile. The colorings are beautifully blended in soft shades of greens, blues, crimsons, fawns and browns. All can be matched with 18 or 22½ inch borders, prices of the various grades being \$1.45, \$1.65, \$1.75, \$2.25 and \$2.50 a yard.

Brussels are stocked in the extensive range merited by their superlative wearing qualities and the high favor in which they are held. In handsome appearance and long wearing quality no other carpets equal them at their Eaton prices of 90c, \$1.00, \$1.15, \$1.20, \$1.25 and \$1.35 a yard.

Tapestries from the famous English mills also offer wide selection. The floral, scroll, and conventional patterns are extremely artistic in their color blendings and qualities that can be depended upon for good wear are priced at 50c, 55c, 60c, 65c, 75c and 85c a yard.

Brussels Carpet Squares in handsome patterns are shown in broad variety.

Size 9x9 ft. 9x10-6 ft. 9x12 ft.
Price \$12.50 \$14.75 \$16.75

Tapestry Carpet Squares offer wide choice in pretty floral designs, and are exceptionally good wearing qualities.

Size 9x10-6 ft. 9x12 ft.
Price \$12.50 \$13.75

Fourth Floor, Centre.

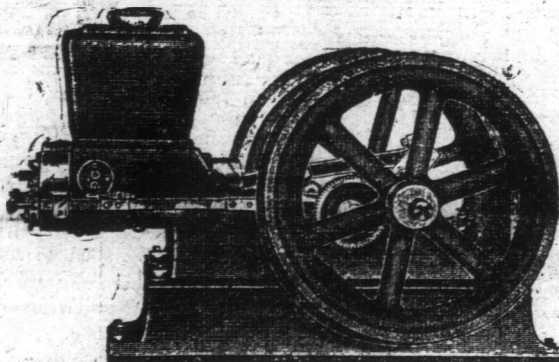
Gasoline Engines, Cream Separators and Other Farm Implements and Machinery

Our department of Agricultural Machinery has strongly demonstrated itself to be one of the most satisfactory branches of the store. Not only are the various machines and implements thoroughly guaranteed to be of "all" quality, but also Eaton prices are so very much lower than the average that on practically every purchase a considerable amount can be saved.

We are gradually extending the variety, which at present includes farm wagons, mowers, rakes, plows, disc harrows, cultivators, pumps, windmills, feed cutters, gasoline engines, cream separators, blacksmiths' outfits and other farm requisites.

The illustration shows what we believe is the handiest gasoline engine that can be used about the farm. It is exceedingly simple in construction and no trouble at all to run. It provides ample power of grinding grain, separating grain, separating milk, washing, pumping or sawing wood. Many of these powerful little engines are in use throughout the country and unsolicited testimonials as to their efficiency can be seen if desired. Prices are:—

2 h.p. with 6x10 inch pulley . . . \$75.00
4 h.p. with 6x12 inch pulley . . . \$135.00
6 h.p. with 8x14 inch pulley . . . \$205.00



Fourth Floor Extension.

Don't Miss the Display of Stoves and Ranges on the Third Floor

There you will find much of interest. Expert stove men will at all times be ready and willing to explain the respective merits of the Old Homestead, the Kitchen Queen, the Royal Queen, the Economy, the Matchless, and the Gem—all of which are stoves of thoroughly proven merit and most satisfactory efficiency.

In addition to the interesting variety it will be worth while making comparisons. You will marvel at the striking difference in favor of Eaton prices. But they are only another instance of the advantages secured by the Eaton principle of purchasing in great quantities and thereby obtaining the greatest possible concession in cost price. One large stove foundry is occupied in filling none but Eaton orders for the year round.

The Old Homestead Range, at \$46.50

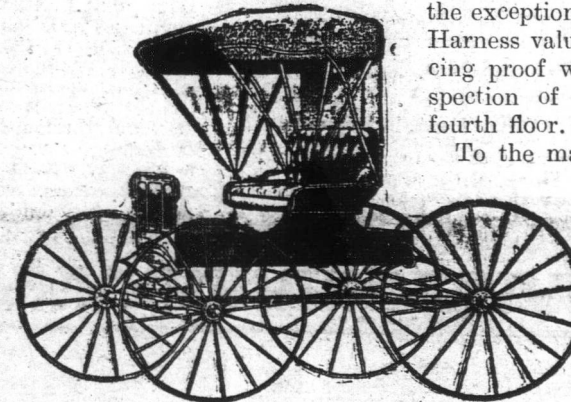
is a steel range with a malleable iron top. Handsome in design, it is built on the most up-to-date principles of construction and has demonstrated itself to be a range of remarkably satisfactory qualities. Being made of extra heavy steel plate it is exceptionally heat-retaining. The firepot is so constructed that it can be changed for coal or wood burning in a few minutes. The Old Homestead has 6 No. 9 cooking holes and a large copper reservoir holding 15 gallons. The oven is of good size and has a drop door which falls level with the bottom of the oven and forms a strong shelf on which to rest heavy pans. Fitted with a high warming closet the Old Homestead at \$46.50 is value that can seldom be obtained.

Main Floor, Centre.

A Few Words Regarding the Eaton Vehicle and Harness Section

There are thousands of farmers throughout the West who would willingly bear witness to the exceptional character of Eaton Vehicle and Harness values, but probably the most convincing proof will be supplied by a personal inspection of the interesting displays on the fourth floor.

To the man of experience there is no mistaking the superior quality manifest in every line of the smart looking Buggies, Democarts and other vehicles, while as to the Harness—what more need be said than that every single piece is Eaton-made and guaranteed?



Our Guaranteed \$65 Top Buggy

Made of the very best material put together by skilled workmen who have been at the carriage business all their lives. It is well finished in every way and is fitted with the famous "thousand mile" dust-proof axle, and is in every way a good reliable buggy either for city or country use.

Body—Plano box, 54 inches long, 22 inches wide, 25 inches from seat to dash; full length carpet, strongly made with steel corners.

Seat—35 inches wide, well padded and generously supplied with strong springs, comfortable, well-padded bolsters back, 16 inches high. Back and cushion trimmed with genuine leather.

Top—Made of heavy rubber, with four bows, complete with rubber side curtains and rubber knee apron, cloth lined, to fit over dash.

Gear—15-16 in. axles, thousand mile dust-proof pattern, three leaf front and four leaf rear springs, well tempered double perch.

Wheels—Seven patent, made from selected second growth hickory, with dust caps, 7-8 in. steel tires, bolted between each spoke and screwed rims.

Painting—Black body with dark green gear, nicely striped. Complete with quick-shift shafts, enamel tipped and patent leather trimmed.

Fourth Floor, Extension.

An Exposition of Wonderful Values in Eaton-Made Petticoats

Many who read this will have pleasant memories of last Bonspiel time, when, amongst other special store attractions, we brought a team of expert petticoat makers up from our Toronto factories and gave our thousands of visitors one of the most interesting object lessons in the why-and-wherefore of Eaton value-giving that could possibly have been devised.

These wonderful machines, endowed with almost human intelligence, and the expert operators who controlled them, are unfortunately not to be seen here now, but women will, we know, be deeply interested in the special petticoat display that has been planned. At various prices we are showing Eaton-made petticoats that are unrivalled in the fine quality of their materials, in their careful making, and in their perfect fit.

Checked Gingham Petticoat—Made with flounce formed with two-piece frill and finished with wide gathered frill around bottom. Colors black and white, blue and white or pink and white. Lengths 28, 40 and 42. Eaton Price, 75c.

Petticoat—Of lustrous black satin, made with deep crimped flounce, finished with gathered frill and crimping, also four rows of strapping. Lengths 38, 40 and 42. Eaton Price, 75c.

Morean Petticoat—With deep two-piece flounce, trimmed with rows of strapping, finished with wide gathered frill around the bottom. Colors black or navy. Lengths 38, 40 and 42. Eaton Price, 89c.

Cresta Taffeta Petticoat—Made with deep sectional flounce and small gathered frill, rows of shirring and strapping. Colors black or navy. Lengths 38, 40 and 42. Eaton Price, \$1.50.

Cresta Taffeta Kioski Petticoat—Made with a deep two-piece flounce, trimmed with embroidery and shirring, and finished with two rows of strapping and dust frill. Each petticoat is made with elastic fitted Jersey gusset over each hip, and fastened at back with glove clasp. Colors black or navy. Sizes to fit lengths 38, 40 and 42. Eaton Price, \$1.50.

Taffeta Silk Petticoat—Made with deep full flounce, trimmed with clusters of shirring and finished with wide embroidered frill; also has dust frill. Colors black or navy. Lengths 38, 40 and 42 inches. Eaton Price, \$5.00.

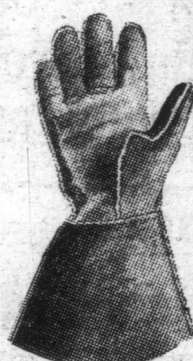
Second Floor, Extension.



Men Will Find Special Sale Attractions in Gloves and Hosiery

No section of the store has stronger claim to men's attention than that devoted to hosiery and gloves. Buying in quantities, such as are absolutely out of the question for the ordinary store, Eaton's enjoys special price-privileges that are reflected in the following and other uncommonly good values—values that will be met with in but few stores anywhere.

This remarkable superiority in value-giving is especially noticeable in men's working gloves and in all lines of plain hosiery. Eaton buyers are in close touch with every glove and hosiery maker of note, and months ago were busy here, there, and everywhere, hunting out the best possible values that could be snapped up in preparation of this great July Sale. A few are told of here, but many others will be specially featured for Farmers' Day. Look for them at the counters.



ENGINEERS' GLOVES. SALE SPECIAL, \$1.00.

Heat and waterproof. The best value offered in heavy gloves this season. Made of best quality horse hide, chrome tanned. The seams are protected at the point of greatest wear, and yet the glove fits smoothly and is comfortable, permitting the easy handling of machinery or tools. All sizes.

MEN'S WOOL SOCKS. 8 PAIRS \$1.00.

Made of soft, fine wool in a medium weight, plain knit, with a ribbed top, in natural grey. This is one of the best values in socks we have ever known. All sizes.

GAUNTLET GLOVES. SALE SPECIAL, 50c.

Made in engineer's style, this glove, we believe to be the greatest fifty cent value offered for all outdoor workers—particularly engineers, firemen and teamsters. The glove fits so well and is so soft and pliable that it gives the greatest possible freedom. All sizes.

MEN'S PLAIN BLACK CASHMERE SOCKS, 35.

Extra good value at the price. Knitted from a superior quality of pure woolen yarn and specially reinforced at heel and toe. Perfectly seamless. All sizes.

MEN'S BLACK CASHMERE SOCKS, 4 PAIRS 75c.

Plain knit with elastic ribbed top, all of fine cashmere, fast blacks. This is an imported line of socks which should be bought by the dozen pairs when they can be obtained at so low a price. All sizes.

MEN'S SUMMER WEIGHT WORKING SOCKS, 20c.

These socks are knitted from a quality of pure wool that will stand all kinds of hard wear. Ribbed leg, close-fitting top, with white heel and toe; perfectly seamless. All sizes.



We announce these Special Sale Values in Men's Eaton Clothing

Exhibition visitors can take the following items as an indication of the great value welcome awaiting them in the Eaton clothing store. It is long now since Eaton's started out to raise the standard of men's ready-to-wear clothing, but year after year still sees improvement steadily maintained.

In the broad stocks of stylish, finely tailored clothing that now occupy a large space on the Main floor, a man has choice of far greater variety than is afforded in the pattern range of the custom tailor. He can try on suit after suit, satisfying his own particular fancy as to materials, patterns and shades—and can be perfectly fitted in the newest style at a moderate cost that represents a saving of anywhere from a fourth to a third of custom tailors' prices.

MEN'S SUITS, SALE PRICE, \$10.15.

Suits of unfinished worsted in a mixed green with dark stripe pattern. Cut in the fashionable single-breasted 3-button style. Sizes 35 to 44.

MEN'S 3-PIECE SUITS, SALE PRICE \$5.50.

These suits are made from worsteds and tweeds, in shades of greys, browns and mixed patterns. Double and single breasted, with broad, neat fitting shoulders. Sizes 35 to 44.

MEN'S WORSTED TROUSERS, SALE PRICE \$1.55.

Made from a fine worsted in a medium shade of grey with narrow and wide stripes. Cut in conservative style and tailored to fit perfectly. Sizes 32 to 44.

MEN'S TROUSERS, SALE PRICE \$1.20.

The materials are good serviceable worsteds and tweeds in mixed shades of greys and browns. Cut fairly full and well tailored. Good trousers for business wear. All sizes from 32 to 44.

BOYS' TWO-PIECE SUITS, SALE PRICE \$2.25.

Made in Norfolk style with pleats, back and front. Pants are straight knee length and lined. Made from a good strong tweed in two shades of greys and brown. For boys of 4 to 12.

BOYS' KNEE PANTS, SALE PRICE 80c.

These pants are made from a good strong grey tweed. Cut knee length, plain at bottoms and lined throughout. For hard wear they will give every satisfaction. Sizes for boys of 4 to 10.

Main Floor, Hargrave.

THE T. EATON CO LIMITED
WINNIPEG CANADA