Customers' Deposit Account Office Now on the Fourth Floor

EATON'S DAILY STORE NEWS

Hair Dressing, Manicuring and Chiropody Sections on 2nd Floor, Yonge St. Annex

A Few Suggestions of the Savings the Great Midsummer Sale Offers

Scotch Wool Art Squares Specially Low Priced for the Midsummer Sale

Bedroom floor coverings, that were several dollars more each.

Only a few weeks now till Exhibition visitors will begin to arrive! Are you preparing your house to receive them? How about new carpet to make them look more attractive. For a bedroom floor a Scotch wool art square is most desirable. Few carpets give better service and satisfaction and few carpets are more suitable in design and coloring than these.

Come Monday morning and select a bedroom carpet from among this lot, reduced in price for a quick disposal. They're in attractive patterns and color effects, in a 3-ply weave. The patterns are floral and conventional in a good range of colorings. 3 x 3½ yds, and 3 x 4 yds. Nearly a half off regular prices of some. Sale price, any one 9.89

Remnants of Straw Matting, 9c

We cannot promise to fill 'phone or mail orders.

Ends left from the past few days' selling in lengths up to 12 yds., enough to do a hall or small room, or for verandahs and summer home floors. Some are worth three times this price. A good selection is offered, but the first here has best choice. Sale price, per yard 9

Navajo Rugs for Dens

Navajo Rugs in patterns copied from the Navajo Indian blankets, and good reproduction of the Indians' handiwork as regards design and colorings, useful rugs for dens, living rooms, summer homes and for use in canoes. For canoes they can be folded to the required size; all greatly reduced for the Midsummer Sale; size 2 ft. 3 in. x 4 ft. 6 in. Sale price 1.25
Size 3 ft. x 5 ft. Sale price 2.50; 4 ft. x 6 ft. Sale price 3.25

Small Mottled Axminster Rugs

Made from the ends of yarns left at the mill, a patterned rug in the same quality would be twice the price, useful for bedrooms, sitting rooms and living rooms to save the carpet, ends fringed and unfringed; size 27 x 54 in. Price 1.25

English Tapestry Squares, Low Priced

Sturdy floor coverings in floral, conventional and oriental designs, in shades of red, green, fawn and brown, something in this lot suitable for almost any room in your home, made from clean yarns, and colored in good dyes; size 2¼ x 3 yds. Price 4.75; size 3 x 3½ yds. Price 7.25; size 3x 4 yds. Price 8.50

Moravian Fibre Rugs

Moravian Rugs, splendid for dens, living rooms, bungalows and summer homes, of any room where an oriental effect is desired in an inexpensive floor covering, made from selected vegetable fibre, moth proof, sanitary and reversible, oriental designs and colorings in useful sizes:

Size 2 ft 2 in. x 4 ft. 4 in.	Price .75	Size 5 ft. x 8 ft.	Price 3.00
Size 3 ft. x 5 ft. 5 in.	Price 1.25	Size 6 ft. x 9 ft.	Price 4.25
Size 3 ft. x 9 ft.	Price 2.15	Size 7 ft. 6 in. x 10 ft 6 in.	Price 6.50
Size 4 ft. 7 in. x 6 ft. 6 in.	Price 2.25	Size 9 ft. x 12 ft.	Price ... 8.25

New Curtains and Draperies to Make the Home Beautiful

Here are new and dainty materials for curtains and frills and all these little softening effects that go to make home more beautiful. From far across the sea come new goods you'll be wanting when you begin putting the house in order after vacation time is over. Here's lace edged canvas, fancy nets for making sash window curtains and frilled edge muslins, for making covers for bureaus, dressing tables, washstands, etc., or for dainty valances and frills for bedrooms. The biggest display and the choicest assortment of such materials the department has ever shown. Come and make your selection when the goods are first shown—come on Monday—all great values, per yard ..... .12½ to .75

Colored Art Silkaline

New Art Silkaline, 36 in. wide, the design includes floral, stripe and conventional effects in a full range of colors, suitable for curtain draperies, screen fillings, cushion and comforter coverings, per yard ..... .15

Lace Curtains, $1.00 a Pair

Nottingham Lace Curtains, 50 in. wide, 3 and 3 1-4 yards long, white or ivory in a good range of designs, including curtains with plain floral and medallion centres, and pretty borders; extra good quality laces and well finished, very suitable for bedroom or sitting room, per pair 1.00
—Third Floor.

A Maker's Balance Stock of Men's Suits to Go at $6.99

Be here early Monday morning, men, to share this unusual value giving.

Here's another chance the Midsummer Sale offers men to get a good suit of clothes for little money. Come Monday and take advantage of this. Materials are cassimere finished tweeds and solid worsteds in stripes and fancy mixtures in light, medium and dark shades of grey, fawn and brown. They're nearly all three-piece suits, but in the lot are a few two-piece suits in homespun and flannel finished tweeds. Suits stylishly tailored and lined and trimmed with serviceable wearing materials.

It's the balance stock a manufacturer had on hand and which we secured at an unusual reduction. That's why we're offering them at nearly half what many of them would sell for if bought in the usual way; sizes from 34 to 44 and all have been marked for a quick clearance 6.99
—Main Floor—Queen Street.

Men's Straw Hats to Be Hurried Out at 50c

Rush to get a new Straw Hat to finish the season. There are so many styles and shapes you should surely be satisfied. Sailor hats with wide brim and narrow brims and high and low crowns, and neglige hats with large crowns and medium width flexible brims, hats in split straw and Canton braids. Usually many of them would cost twice as much, all are big value. Sale price ..... .50

Leather Varsity Caps, 29c

Boys' Leather Varsity Caps, in tan and chocolate shades, lined with satin, well made throughout at much less than the regular price. Each ..... .29

Outing Hats, Very Low Priced, 25c

Men's and Boys' Outing Hats, of white linen and duck with soft crowns and wide and narrow stitched brims, all washable, and all extra good value, at ..... .25
—Main Floor—Queen Street.

Monday the Fourth Day of the Big Special Selling of Neglige Shirts

Dressy and Fashionable Shirts, All Priced 50c

Have you seen these neglige shirts we're offering for half a dollar? We've never offered better value for the price nor have we ever given such an opportunity to select from so many styles of shirts or so many different patterns or materials.

The shirts are the balances of this season's stock carried by several large manufacturers. We secured them at a figure that allows us to join the big special selling event. Stylishly made shirts that fit correctly, mercerized goods and Scotch zephyrs, some with pleated fronts, all with neat attached cuffs; sizes 14 to 17½. Sale price ..... .50

Men's Underwear, 25c

Men's Summer Underwear, finely knit, smooth finished balbriggan, in the natural cream shade, bound edges, long sleeves and ankle length drawers, drawers strongly finished at the waist, French neck; sizes 34 to 46, good value, shirts or drawers, per garment ..... .25

Drill Working Shirts, 59c

Men's Working Shirts, made of strong serviceable drill, in a khaki shade, roomy shirts made with attached collar, pocket yoke and trimmed with pearl buttons, our own make; sizes 14 to 17½. Price ..... .59

Boys' Cotton Jerseys

Boys' Jerseys made of soft finished, smooth, even weave cotton, with short sleeves and neatly finished necks in shades of navy and white, with assorted colored trimmings; sizes 28, 30 and 32. Price ..... .25
—Main Floor—Centre.

Carpenters' Aprons Reduced to 10c

Carpenters' Aprons, made from striped ticking, made with top and two large pockets. Reduced for the Midsummer Sale to ..... .10

Special Offering in Boys' Navy Blue Serge Suits

Dressy Suits, stylishly tailored, in handsome materials, many styles of suits for all sizes of boys and at many prices:

Elegant Bloomer Suits, with three-button, double-breasted coats, made from pure all-wool, navy blue botany serge, in a fine diagonal weave, dressy and serviceable, fine twilled body lining, correctly fitting bloomers; sizes 29 to 33. Price 7.50

Double-Breasted Three-Piece Suits, made of the same quality material, navy blue serge, canvas in the shoulders and down fronts, to make shape retainable, pants knee length, thoroughly tailored; sizes 28 to 33. Price 7.50

Navy Blue Bloomer Suits, for smaller boys, made from a rich quality, all-wool material, double breasted style, with back centre vent, underlinings and trimmings of good quality, fashionable bloomers, straps and buckles; sizes 29 to 33. Price 6.00

Boys' Three-Piece Suits, made from an all-wool navy blue Clay's worsted serge, double-breasted coat, with knee pants; sizes 28 to 34. Price 6.00

Smart Double-Breasted Bloomer Suits, made from an imported navy blue serge, will give satisfaction. Bloomers fit full and loose with straps and buckles; sizes 29 to 33. Price 5.45
—Main Floor—Queen Street.

T. EATON DRUG Co. LIMITED
Call Main 1196
FOR
Drugs, Drug Sundries, Dispensing, Patent Medicines, Combs, Brushes, Mirrors, Toilet Paper, Sponges, Chamois, Soaps, Cleaning Powders, Perfumes, Toilet Sundries, Cameras and Photo Supplies.

Early Closing

As in May and June, Store Closes at 1 P.M. on Saturday During July and August—With No Noon Delivery Saturday.

THE T. EATON Co. LIMITED

REV. C. L. INGLIS APPOINTED

Rector of St. Mark's to Be Chief of Clergy of Toronto.

While Bishop Sweeny has not yet announced the appointment of Rev. C. L. Ingles to the office of chief of the clergy of the Diocese of Toronto, it is known that his new duties commence in the fall and will consist of looking after the spiritual welfare of inmates of public institutions.

Rev. Ingles has the past 32 years been rector of St. Mark's Church.

Rev. Canon Green of Orillia has been mentioned as an associate. Rev. Green has had considerable experience in this kind of work and would be of invaluable assistance to Rev. Ingles. The clergy are also expected to aid in the propaganda.

A FAREWELL PARTY.

Mr. and Mrs. A. M. Secord of Woburn, who with their son and daughter, are about to remove to Toronto, are to have a little surprise on Tuesday next in the wa yof a farewell party, which has been arranged for 8 o'clock on that evening. It is expected that between 200 and 300 persons will be present. Alex. McCowan, M.L.A., and other prominent local people will be among the visitors.

Mr. and Mrs. Secord have been resident at the Woburn postoffice for 18 years, and Mr. Secord's father was born there 60 years ago. The Secord graveyard, where none but members of the family are buried, is a well-known spot on the Markham-road, between Scarboro Village and Woburn.

Mr. and Mrs. E. H. Gourlie have purchased the premises, including the mill, the postoffice and the store, and will continue the business. Mr. Gourlie is an old newspaper man, who has been connected in the past with The Globe, The World and The News. He will undoubtedly find a wide field in his new sphere, and is certain of the successful career that follows close attention to business and courtesy. Mr. Gourlie looks forward to making many new friends on Tuesday evening.

Hear W. R. Newell on "Future Punishment" at Massey Hall, Sunday at 3 p.m. Admission free. 6

PROTECTION AT CROSSINGS

Railway Board Orders Watchmen at Entrances to High Park.

Pending the return of Chairman Leitch in September, Commissioners Ingram and Kittson of the Ontario Railway Board yesterday deferred their decision on the city's application for a limitation of the speed at which the Toronto and York Radial Railway cars might travel on the Lake Shore-road at Sunnyside. An interim order was granted that watchmen be placed at the dangerous crossings in question.

In spite of the protestations of H. Howitt it was decided by the board that the city should pay the wages of these watchmen in the meantime, the question of final payment being allowed to stand over till the city's application is finally disposed of.

Mr. Howitt's objection was based on the ground that the city was prevented by bylaw from employing men at less than $2 per day, while the company could employ men for a much less figure. The vice-chairman contended however, that the public would be ensured of greater safety by civic watchmen than by watchmen in the employ of the company.

ENERGY IS THE WHOLE THING.

Energy in most instances spells success; to be energetic you must feel well; one way to feel well is to eat moderately, keep regular hours, and your stomach in good condition. You yourself can attend to the eating and sleeping part of the program, and St. Leon, the world's greatest medicinal water, will look after the stomach, if you take a long drink of it twice daily. If you want to see the testimonials we have from Toronto's most eminent medical men all you have to do is drop us a card. St. Leon Waters, Limited, 111½ King-street, E. M. 1321.

Hon. Mr. Beck Here To-night.

"The Virginian" will not be able to dock at Montreal until this morning, instead of on Friday evening as was anticipated. Consequently Hon. Adam Beck and Engineer Sothman of the hydro-electric commission, both of whom are on board, will not reach Toronto till to-night.

VAST TIMBER RESOURCES

Ontario Has Upwards of 250,000,000 Cords of Pulpwood.

The removal by the United States of the duty on wood, pulp and paper from Canada will have some sort of bearing on the output from Ontario, which is of vast proportions.

It is estimated that there are at least 250 million cords, the majority of which is tributary to Lake Superior, via the Nipegon River or to the line of the National Transcontinental.

"If there were 100 mills grinding pulp day and night, with a daily output of from 150 to 200 tons, it would take about 50 years to exhaust the present supply," said J. F. Whitson of the survey branch of the department of lands, forests and mines.

During the last year $53,000,000 has been invested in paper, pulp and timber limit companies in Canada.

Crown Attorney at Nipissing.

Thomas E. McKee, barrister, of North Bay, has been appointed crown attorney and clerk of the peace for the provisional judicial district of Nipissing, in place of A. J. Browning, resigned.

More Light on Porcupine.

During his visit to the Timiskaming country, Chairman J. L. Englehart of the T. and N. O. intends to inquire thoroly into the entire situation there, and see how the needs of the people are being attended to. Mr. Englehart will be gone about a week.

Detective Goes West.

At the request of the authorities of Regina, Provincial Detective Miller left yesterday for that city to assist in preventing the possibility of lawlessness during the exhibition there.

CARLING'S
GOLD MEDAL
ALE & PORTER

For Sixty Years
Canada's Finest Brands

These famous brands are brewed exclusively by the old English methods, as adopted by BASS & CO., and GUINNESS & CO.
Our Ale, Porter and Lager are recognized as the greatest health-giving tonics on the market to-day.

The Toronto World

THIS CERTIFICATE, with 25 others of consecutive dates, (Sundays excepted) if presented at the business office of THE WORLD, 40 Richmond St. West, will entitle the bearer to one WORLD COOK BOOK absolutely free. If the Cook Book is to be sent by mail, send the necessary certificates in an envelope, also inclosing 14c in stamps, to the Cook Book Editor, care of Toronto World.

Not more than one Cook Book will be given to one person.

This is an opportunity for every good housekeeper to become possessed of the very best Cook Book on the market. It is of convenient size, substantially bound, and is designed for utility.

Caution:—Not more than one coupon bearing the same date will be accepted.

The Toronto World Cook Book.
JULY 29, 1911
Void if presented after Sept. 7, 1911.

Be sure to write your name and address plainly in the lines below on at least one of the certificates, if you wish the Cook Book sent by mail.

Name .....

Address .....

COTTON MILLS SOLD.

ST. JOHN, N.B., July 28.—It became known on the streets to-day that the control of the cotton mills in St. John has passed over to the Dominion Cotton Co. with headquarters in Montreal, the latter company purchasing the capital stock at a price not made public. Work in the mills will be continued and probably improvements will be made for their more effective working.

Merchants Are Wrathy.

Yonge-street merchants have been called upon several times lately to spend ten or fifteen minutes scraping an advertising sticker off their shop windows. Fraternities running excursions have adopted this new way of making known their intentions. Their gum-backed advertisement has been pasted on the plate glass fronts in most conspicuous places.

Ulster and Home Rule.

In The Sunday World this week Captain James Craig, M.P., for East Down, replies to an article by Wm. Redmond, M.P., which appeared in The Sunday World two weeks ago on the question of Ulster and Home Rule. The other side as given by Captain Craig sets forth the attitude of Ulster men toward the Redmond idea of home rule.

The Morning World is delivered before breakfast to any address in Toronto or suburbs for twenty-five cents per month. Phone M. 5308.