

EATON'S DAILY STORE NEWS

EATON'S SEPTEMBER BLANKET SALE

Starts Thursday, September 1st, and from start to finish promises one continuous round of exceptional value-giving in Blankets and Flannels

With the Sale of last year hardly over, we began preparations for this year—that, and the immense quantity we ordered, were chief reasons for the splendid values we're enabled to offer this year, for there came a scarcity of wool—prices went up, but our orders were placed, and the maker had every opportunity to buy to the very best advantage. With the makers blanket prices are really higher than last year, but not with us, for you'll buy during this Sale, not only less than last year, but lower than we can buy the same goods now, for with a determination to keep up our record of exceptional values, we've not only used every advantage that ready cash offers, but we've marked prices so low that in some cases you're buying at **ACTUAL COST**, and that should mean such blanket selling as we've seldom seen. **QUANTITY** is almost double last year—the increase is absolutely necessary, for blankets are asked for more and more into use, and the demand we experienced last Sale influenced us to order almost double the quantity this year. Better qualities are mostly asked for, particularly in our Canadian and Scotch sections, for from these places we get the best makes of blankets possible.

COLD, FROSTY WEATHER IS ON THE WAY; soft, warm, comfortable, serviceable blankets are needed, and during this Sale is the time to buy, and the few items for opening day should cause a rush that will make of this Sale the greatest blanket selling event in our history.

White Unshrinkable Wool Blankets, long stripe yarns, thoroughly scoured, close, even napped, finished in pink or blue borders; 7 lbs. weight, size 64 x 82 inches. Thursday, pair \$2.95

White All Pure Wool Blankets, made from carefully selected stock, thoroughly scoured, free from burs or specks, lofty napped, pink or blue borders; 8 lbs. weight, size 70 x 90 inches. Thursday, pair \$4.75

American Reversible Silken Comforters, splendid choice of dainty colors and designs, fancy stitched patterns, well quilted, pure filling; sizes 72x78 inches. Thursday \$1.58
Canadian Printed Wrappettes, fine twilled weave, in small, neat striped, figured, and dot patterns, suitable for children's wear, in large assortment of colorings; 38 inches wide. Thursday, yard 10c
White or Grey Flannelette Blankets or Winter Sheets, good heavy quality, soft napped finish, pink or blue borders, double bed size; 70 x 84 inches. Thursday, pair \$1.19

All-wool Grey Shirting Flannel, thoroughly cleaned, free from grease, superior quality, light and dark shades, plain and twilled weave; 28 inches wide. Thursday, per yard 24c
Plain Cream French Flannel, soft, clean finish, soft napped, splendid for children's wear; 27 inches wide. Thursday, per yard 24c
Canadian Striped Flannelette, good shirting patterns, in well assorted range of colorings, 28 inches wide. Thursday —Main Floor, Albert Street

Quantities of Carpets at Quick-selling Prices



English Tapestry Carpets are nearly as good in wearing strength as Brussels carpets. The weave is strong and the colors are well chosen and prettily adapted to the designs. Tapestry carpets, 27 inches wide, for 39c per yard, are a decided saving over the usual prices. The patterns comprise floral and ornamental designs, in colors that are always pleasing, hence the carpet may be used anywhere in the home. Per yard 39c

Heavy China Matting, a late shipment, 36 inches wide. This is this season's crop, ensuring good life, straw, is a splendid floor covering for bedrooms, or any room where inexpensive covering is required. The colorings are reds, greens and natural shades, in fancy stripes and checks. Special price 10c

Miscellaneous Collection of Rugs for a Quick Clearance Thursday morning. We have massed together a number of Japanese fibre rugs, size 36 x 72 inches; Moravian rugs, reversible, 36 x 63 inches, and sundry other rugs and mats on which the prices are named with only the rapid selling in view, hence are extremely low. Special price 97c

Hinok Verandah Seats, made from heavy platted fibre, filled with straw, are useful on verandah steps, and are both comfortable and durable. Clearing at half regular prices Thursday; 12 inches diameter, each 6c; 18 inches diameter, each 10c
 —Third Floor, James Street

Featuring Persian Lamb in the Display of Women's Furs

In our opening week display in the Fur Department will be seen fashionable examples of the finest Russian Sable, Hudson Bay Sable, Chinchilla and the popular Australian Chinchilla, Canadian Mink, Baby Lamb, Russian Ermine and Persian Lamb. The last mentioned peltry promises to prove one of the most popular in the season's showing. It appears in some of the most interesting productions the furriers of Paris, London and New York are turning out. Our offering of Persian Lamb includes the following:—

Full Length Persian Lamb Jackets—Semi-fitting back, slash sides, the long shawl collar so much in vogue this season, smart sleeves, brocade linings, medium and large cut. Prices from \$297.50 to \$350.00.

A Great Variety of Persian Lamb Stoles and Fancy Neckpieces—Plain and trimmed with silk ornaments and tassels, fancy habs heads. Prices from \$10.45 to \$50.00.
Muffs in Persian Lamb—In the new styles, Empire, fancy rug, pillow, round and semi-round, trimmed and plain; brocade linings, down bed, and wrist cord. Prices \$15.25 to \$42.50.
 —Second Floor, Albert St.

Coats, Skirts and Dresses for Exhibition Visitors

Women's Black Voile Skirts at \$6.75. These are smartly cut and finished skirts, suitable for house or outdoor wear with a dressy blouse. Made of imported wool voile in a crisp, even weave, in pleated design prettily trimmed with hands of taffeta silk. All sizes. Clearing price \$6.75

Women's Stylish Panama Dresses. Here is a Gown we cannot duplicate at the price, made specially in our own workrooms from fine quality all wool Panama, in a smart one-piece style; the skirt is gored with cluster of pleats; the waist with collar and yoke of heavy lace and finished with tucks and pleats, fastened at side with buttons. Colors black, navy, green and brown. Specially priced \$9.98

Women's Broadcloth, Cheviot and Tweed Coats—\$10.00.

Thursday we show perhaps the best lot of Fall and Winter Coats we have ever offered at \$10.00. Every coat made in our own workrooms, from high-class materials, exact copies of imported models in an immense variety of styles, including military coats with college or straight military collar, fastened at side with large buttons; clean cut, tailor-made coats of broadcloth; mannish coat of fine all wool Scotch mixtures, and tweeds, chevrons in latest colors. All 7/8 and full length. 10 distinct styles to choose from. One price, \$10.00
 —Second Floor, James Street

Fall Hosiery

Women's Plain Cashmere Hose—"The Lilama"—Made from cashmere yarns, with seamless feet and fashioned leg, double sole, heel and toe; sizes 8 1/2 to 10. Special 39c
Children's Plain and Ribbed Cashmere Hose—Fashioned legs, double sole, heel and toe; fast dyes; sizes 6, 6 1/2 and 8 1/2. Price 25c
Men's Cashmere Socks—With double sole, heel and toe, neat fitting cuff, black only; all sizes. 18c, or 3 for 50c

Clearing of Fancy Lisle Stockings

Women's Fancy Colored Lisle Thread Hose—Full fashioned, double sole, heel and toe. Colors are London smoke, raw silk, heliotrope, wistaria and ox-blood. Special 12 1/2c

Tailored Shirt Waists, 50c

Women's Colored Waists, in colored zephyrs and percales, in fancy stripes, neatly tucked down front and fastened with pearl buttons; laundered collar and cuffs, colors sky, pink, mauve, Oxford or green; sizes 32 to 42. Some less than half-price 50c

Women's Fine Quality Taffeta Silk Waists, some with front, cuffs and collar daintily trimmed in scroll effect, with silk braid, and finished with cluster tucking; others neatly tucked, long sleeves, buttoned front; colors black, brown or navy; sizes 32 to 42 \$1.98

Women's Golf Coats of Knitted Wool—In fancy stitch, collar, cuffs, front and pocket faced with plain stitch; finished with belt and pearl buttons; white or grey; sizes 32 to 42 \$1.39

Misses' Black Mercerized Satin Petticoats—Deep flounce trimmed with rows of shirring, tucking and gathered frills; lengths 32, 33, 34 and 35. Price 50c
 —Second Floor, Centre

Every Day in Toyland Children's Day

Spend an Hour in Toyland—There's much to delight—amuse—and interest every Child—Parents, too.

A Good Special—A beautiful dressed doll, 16 inches high—has jointed head and limb, pretty face and fluffy hair, is perfectly dressed 35c

Types of the British Army—Cavalry and Infantry—Boxes of lead soldiers, modeled and painted to represent famous regiments. Correct in every detail, 17th Dragoons, 17th Lancers, Rifle Brigade, Cameron Highlanders, Worcestershire Regiment, Scots Guards and many others. Per box 25c

Complete Railway System, Engine, tender, cars and track, a good, strong set 29c

Let the Boys Know How to Handle Tools—The amateur joiner's set consists of 11 useful tools, including saw, hammer, plane, pliers, etc. British make 65c

New Shipment of Dressed Dolls—A variety of prettily dressed dolls, bisque china head with fair hair, eyelashes and moving eyes 75c
 —Fifth Floor.

We Help in Your Fall Curtaining

Our part is the bringing together a great and beautiful collection of curtain materials; in showing you the newest ways of draping your hangings, and last, but not least, making the prices so low that you can work out combinations of many sorts without running the cost above your expectations.

Nottingham Lace Curtains at \$1.50 per pair—Are 50 and 54 inches wide, 3 1/2 and 3 3/4 yards long, in white or ivory of extra quality material; evenly woven and finished with best edges. An excellent lot of new designs is offered for your choosing, including some very pretty scroll or medallion patterns, suitable for bedrooms or sitting-room windows. Per pair \$1.50

Liberty Striped Curtain Muslin—36 inches wide, is a fine quality of organdie striped muslin, showing dainty colored stripes of rose, green, blue and gold, on a white ground. It is a pretty bedroom curtain material, or for toilet table covers, bed valances, etc. Special, per yard 12 1/2c

English Chintz and Taffeta—30 inches wide, in floral and stripe effects, show a good assortment of colors, for bedroom hangings and light upholstery. Per yard 25c

Mercerized Tapestry Curtains—50 inches wide by 2 1/2 and 3 yards long, have heavy fringes top and bottom or silk edging on one side and the bottom. They combine full range of rich colors, including red, crimson, Nile and forest, empire and myrtle green, matching the color scheme in many rooms, for doors, archways, parlor and dining-room hangings. Per pair \$5.50
 —Third Floor, Yonge Street.

Candy for Exhibition Visitors

Keep in mind the little tots at home. Take them some fitting souvenir from Toronto. They'll be looking for it. In the candy section you will find a large range of pretty china pieces filled with fine chocolates. Also mechanical toys, baskets, boxes, etc., all filled with some nice candy.

Dainty China Butter Dishes, chocolate filled 25c

China Cream Jug, Vase and Tea Pot, containing rich chocolates, set of 3 25c

Japanese China Cup and Saucer, filled 25c

Girls' Leatherette Satchel, filled, each 15c

Mechanical Walking Man and Barrow, filled 25c

Mechanical Toy Motor, filled, each 25c

Fancy Cardboard Boxes, representing animals, flowers, birds and other subjects, 3 for 25c. 15c each and upward.

—Main Floor, Centre.

Unframed Pictures, 7 1/2c and 10c

Good News for Visitors—Hundreds of unframed pictures in large variety of subjects and sizes—odd lots reinforced by a special purchase. Every picture in the lot marked less than half usual price. Photo colors, facsimile, small carbon photos, posters of pretty land and water scenes, figure subjects and sporting pictures; some are mounted on plain mats. 2 special lots 7 1/2c and 10c

Handsomely Framed Pictures, \$1.19

Here is a particularly fortunate chance to buy an acceptable gift picture or a suitable framed picture for your home at a much lower price than we can usually offer. They are framed in our own workrooms. The pictures are facsimiles and photos in many pretty land and water scenes, pastoral and moonlight scenes. The frames are selected for their fitness to adorn these pictures; being of gold-burnished bronze with ornamental covers and centres; size 16 by 20. Each \$1.19

Wall Papers at Half-price

Papers in a large variety of patterns and colors that are suitable for any room, marked to half and less usual prices.

300 Rolls American Wall Papers, in brown, red, green and wood shades, papers that are suitable for dining-rooms, parlors, sitting-rooms; wall only. Half price, single roll 20c

500 Rolls Canadian Gilt Wall Papers, made in complete combination of wall, ceiling and 18-inch border, light colored ground, in patterns suitable for parlors and bedrooms. Wall and ceiling, half price 5c

18-inch border, yard 2c

300 Rolls Heavy Embossed Wall Paper, in parlor, hall, sitting-room patterns, wider border and fancy ceiling, half price. Wall and ceiling, single roll 7 1/2c

18-inch border, yard 4c

500 Rolls Stripe Wall Papers, in green, blue, brown and olive colorings, suitable for rooms or halls. Half price, single roll 7c

500 Rolls Wall Paper, side wall and ceiling and 9-inch border, made in designs for bedroom, dining-room, hall, kitchen; very serviceable paper, in neat colored patterns, half price. Wall and ceiling, single roll 5c

9-inch border, yard 1c

Special Offer to Completely Finish Room \$7.50

Any room up to 12 x 14 in city limits.

Your choice from a large assortment of imported French, German and English wall papers, in big variety of colorings and designs for bedrooms, parlors, dining-rooms, sitting-rooms, etc. We will supply American moire ceiling paper or fancy English ceiling paper, and divide wall from ceiling with imitation oak moulding or plain white enamel moulding. This special room lot includes the supplying of paper, moulding, and hanging complete. Guaranteed to be finished to your satisfaction. An unprecedented low price offer, many of the papers being marked away below half-price. Room papered complete at \$7.50
 —Third Floor, Queen St.

Novel Velvet and Gold Ribbon for Fall Wear

A novelty velvet is among the latest arrivals in the Ribbon Department. It is a pure silk velvet, edged with a gold band, in all 4 inches wide, a handsome millinery ribbon. All the new colors for Fall are represented, navy and natter blue, amethyst, wine, Bordeaux, taupe, myrtle, tobacco and black. Per yard 65c

New Satin Millinery Ribbons—This line is a 6-inch satin, superb finish and good weight, the correct thing for the voluminous bows and rosettes so prominently exploited on smart Autumn millinery. The color list embraces the new tones, including Royal, navy, prunell, taupe, grey, wine, Bordeaux, cherry red, cadet, natter blue, rose, Tuscan, burnt orange, pumpkin, tileum brown, tomato. Width is 6 inches and specially low-priced. Per yard 25c

Dresden Ribbons—A broken line, in a good range of shades, and dainty patterns; a good wearing, serviceable quality of ribbon, 5 inches wide and admirably adapted for fancy work and millinery purposes. Reduced for quick clearance, Thursday, at, per yard 15c
 —Main Floor, Yonge Street.

Groceries

New Honey, put up in quart gem jars, jar 40c
Clark's Pork and Beans, in sauce, tin 10c
Vaal or Ham Loaf for luncheon, tin 15c
Geneva Sausage, tin 10c
Campbell's Prepared Soups, assorted flavors, 2 tins for 25c
Heinz Spiced Pickles or sour Pickles, bottle 11c
French Sardines, tin 28c
Aunt Jemima Pancake Flour, 4 lb. bag 10c
Manzanilla Olives, 10-oz. bottle, 6 bottles for 25c
Featherstrip Coconut, lb. 15c

Make Safe Your Meat Supply

There is no reason for taking risk of losing your health through poor or tainted meats. We have a section famous for the meat quality and the fine reputation is due entirely to the careful inspection right down to the moment it is handed to you.

Front Quarter of Lamb, lb. 12 1/2c
Loin of Lamb, lb. 18c
Sirloin Roast of Beef, lb. 18c
Wing Roast of Beef, lb. 20c to 22c
Sirloin Steak, fine quality, lb. 20c
Pea-meated Sack Bacon, lb. 24c
 —Fifth Floor.

Men's Panama Hats, \$1.95

Lucky Chance to Save Much in purchasing a Panama for next season, as well as the weeks yet left of this season. All are in the popular full crown shape, with silk trimmings and calf leather sweatbands. They are a balance lot from Summer stock we're clearing out because sizes are broken. Each \$1.95

Men's and Boys' Golf Caps in Large Variety of Tweeds—All new Fall shades and patterns. These are a special lot purchased at almost half usual cost, in which you'll share a profit Thursday. Each 25c
 —Main Floor, Queen Street.

Men's Neglige Shirts, 50c

Rare Opportunity—We purchased a manufacturer's over-make of new Fall patterns at considerably below usual cost price. All are in fancy patterns, made from fast washing material. Small American cut cuffs attached; sizes 14 to 17 1/2. Each 50c

Men's Night Robes—For Fall and Winter wear. Men's medium weight Flannelette Night Robes, with collar attached, finished with pearl buttons and breast pocket; an assortment of blues and pink striped patterns in the lot; sizes 14 to 19. Special, each 59c

Fall Underwear for Men—For the cooler days, medium weight Scotch wool underwear, both shirts and drawers; shirts are double-breasted and faced with satin; sizes 34 to 40. Each 50c

Men's Sweater Coats—Buttoned Sweater Coats, in plain grey or black, with trimmings in a variety of colors, and fitted with side pockets. Marked a special price, as medium sizes only are left. Each 75c
 —Main Floor, Queen Street.

Drugs

Beef, Iron and Wine, per bottle, 35c and 50c
Pectoral Balsam, per bottle, 10c, 25c, 50c
Syrup White Pine and Tar, per bottle, 15c, 25c
Lewis' Quinine Wine, per bottle, 50c
Cramp Mixture, per bottle, 15c and 25c
Lime Juice, per bottle, 25c and 50c
Raspberry Vinegar, per bottle, 15c and 30c
Glycerine, 1-lb. bottle, by weight, 20c, 45c
Olive Oil (Ne Plus Ultra), per bottle, 35c
and Olive Oil (Extra Virgin), per bottle, 10c, 20c, 40c, and 75c
Witch Hazel, pint bottles, 75c
Lewis' Emulsion Cod Liver Oil with Hypophosphites, per bottle, 35c
Rheumatic Wafers, per box, 25c and 50c
Indigestion Wafers, per box, 25c and 50c
Lemon Kall, per lb. 2-c, p-r bottle, 15c and 30c
Rochelle Salts, per lb. 35c
Cream Tartar, p-r lb. 35c
Powdered Alum, per lb. 50c
Epsom Salts, Howard's, per lb. 15c and 45c
Citrate Magnesia (bulk), per lb. 35c, per bottle, 50c
Syrup Eucalyptus, White Pine and Wild Cherry, per bottle, 10c, 25c, and 50c
 —Main Floor, James Street

THE T. EATON CO. LIMITED