

The House Furnishings Shopping Service

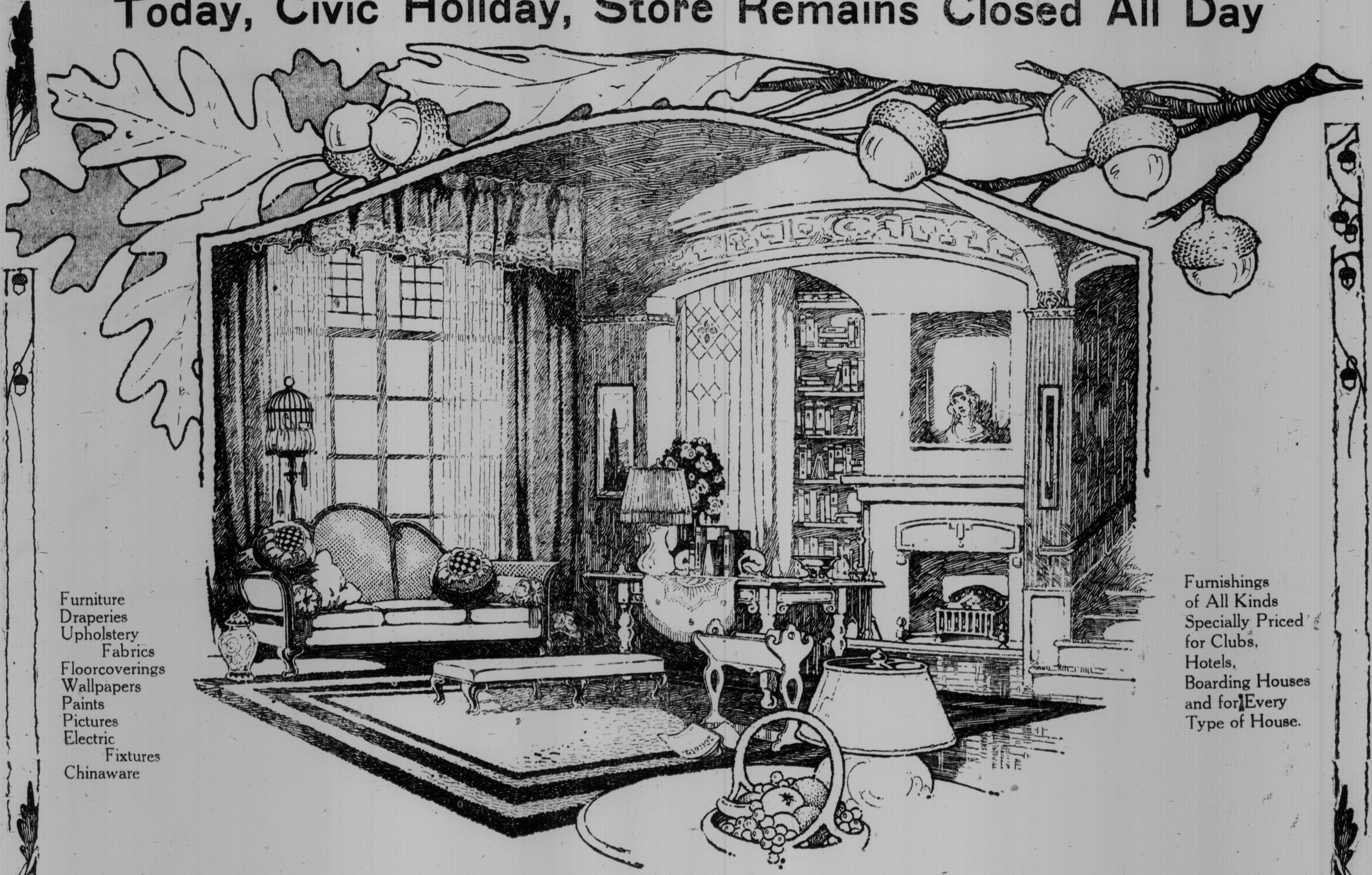
Will act as your proxy in selecting the special advertised in the Sale if you are away or for any reason are unable to come to the Store yourself. Address letters and orders to the House Furnishings Shopping Service.

EATON'S DAILY STORE NEWS

Madame Helene

Whose toilet preparations are so well known, will be in the Toilet Goods Section on Tuesday and throughout the week, specially demonstrating a new kind of massage in connection with her preparations.

Today, Civic Holiday, Store Remains Closed All Day



- Furniture
- Draperies
- Upholstery
- Fabrics
- Floorcoverings
- Wallpapers
- Paints
- Pictures
- Electric
- Fixtures
- Chinaware

Furnishings of All Kinds Specially Priced for Clubs, Hotels, Boarding Houses and for Every Type of House.

The August Sale of Furniture and House Furnishings

Begins on Tuesday and Continues Throughout the Week

With Stupendous Quantities of Specially Priced Offerings from Every Department in the House Furnishings Building---

Furniture, Drapery and Upholstery Fabrics, Floorcoverings, Wallpapers, Paints, Pictures, Electric Fixtures, as Well as Chinaware

It is in many ways the most remarkable Sale in all the long annals of the House Furnishings Departments—remarkable by reason of its scope, of the vast quantities of specially priced merchandise secured in the face of tremendous difficulties. The buyers concerned did their utmost to make this August Sale comparable with others, and they have bettered their highest aspirations to such an extent that actually it surpasses in many points other sales of like character. These are the outstanding features:

Variety

Bigger stocks than we have ever before featured in an August Sale naturally pre-suppose greater variety. And this is especially evident with regard to furniture and furnishings for the house of average size. The Furniture includes much from our own factory, as well as large quantities from the most important furniture factories of this country, comprising practically every type of furniture that is needed in a house. The Draperies are immensely varied—not only the merchandise purchased specially, but some that was bought for September, and having arrived ahead of time, is marked at very low prices for inclusion in the Sale. Floor coverings include Rugs and Carpets of Axminster, Wilton, Brussels and Tapestry Weaves, Matting, Linoleums and Floor Oil-cloths—some from regular stocks as well as mill clearances. Wall papers embrace papers for upstairs and downstairs—chintz papers, striped, plain and tapestry papers of many kinds, all printed on good Canadian stock, which means that many are less than half the price of imported papers in the same designs.

Quality

Without hesitation we can state that the quality of the goods offered throughout the Departments far exceeds anything we have hitherto attempted in an August Sale, the merchandise being of the good conservative type and the higher grades demanded by the present-day purchaser. In Furniture the quality of material, workmanship and design are all of a high order, and at figures which, in view of the increased market prices, are almost incredibly low. In Draperies there are fabrics which we have seldom before offered in an August Sale—some, such as art serge, coin spot muslin and fine corded velvets, which have been unobtainable since the early days of the war. In Wallpapers, Floor Coverings and Paints the qualities are all of the higher grades.

Prices

Ever since the August Sale was inaugurated, low prices have been our outstanding aim, and never, speaking on the comparative basis with regard to costs, have we attained our objective more successfully than this year. Never before have we offered better values. Much of the Furniture comes to us at wholesale prices prevailing six to twelve months ago (and during the last few years all kinds of furniture have been advancing in price almost monthly). Much of the Furniture was made in our own factory, of materials which have been in stock since the early days of the war, and is marked proportionately low. In addition we secured the entire bedroom furniture stock of one of the largest furniture factories in Canada, at a bigger discount than we have obtained since 1914. In Draperies, much of the merchandise is marked at less than the present wholesale price. Wallpapers and Floor Coverings also show lower prices than have prevailed for many a long day. In short, values are phenomenal.

Store Opens at 8.30 a.m.
CLOSES AT 5 P.M. DAILY
 EXCEPT SATURDAY
STORE CLOSED ALL DAY SATURDAY DURING JULY AND AUGUST

THE T. EATON CO LIMITED

□ Different goods will be featured in rotation throughout the month, so if you do not see what you require on the first day come again and watch for announcements in the papers.

□ Come and examine the merchandise, and prove to your own satisfaction that the values are altogether exceptional.

□ Sale goods throughout the House Furnishings Building will be marked by Green Tags.

She Came to the City

wanted to learn graphy and make n living. had never been in ty before. en the train got to ion Station she was red. dy had come to er. an in the crowd was her. er wanted to carry her she was afraid to. or man wanted to take e in a taxi-cab. —she had no place she had not thought it e like this, nobody had Where would she go? ust then the Travelers' fear of the Women's n Temperance Union she needed help. e up to Willard Hall We'll straighten out ng in the morning." Travelers' Aid when heard the story. rd Hall, Gerrard Street the headquarters in of the W. C. T. U. It established and equipped ndly home for young erting life in the city own resources. But rk has grown. The g is now too small.

Both are dependent on ganizing talent and regard abration amounting to awe. a time comes, Germany will al piece at the head of the ase foundations she had and which came into being save her from defeat, but y, perhaps, yet to turn de-ctory. ard diplomats express th at the Spa conference was his kind. What they mean many has no idea of ful-ut the obligations she with a significant in-her abritual truculence—o assume, and that when nterence is called in six investigate why she has not om, the German delegates it off shore—unless the allies air demands, and challenge world to a decisive trial with the triple alliance formed in the east. The of this plan depends of the progress achieved by in the interval, but, if the rules win more victories and a movement continues to e is little doubt that Ger-ize the next opportunity to the peace treaty and hope into a new great war.

ST JOHN W. ASEESH
 Aug. 1.—Charged with his wife, John W. Aseesh, an avenue north, was ar- afternoon.

DIAMONDS
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