

EATON'S DAILY STORE NEWS

TO-DAY BEING CIVIC HOLIDAY THE STORE WILL NOT BE OPENED

On a Grander Scale than Ever, the August Furniture Sale Starts Tuesday, August 2nd

Iron Bed, white enamel finish, high head end, heavy posts and castings, shaped top and centre fillings; size 3 feet, 3 feet 6, 4 feet, 4 feet 6 inches. Sale price \$2.20

Bed Mattress, sea grass centre, jute felt top and bottom, 5-inch border, covered in heavy striped ticking, evenly tufted and well stitched, standard sizes. Sale price \$2.65

Bed Mattress, sea grass centre, white cotton top and bottom, covered with satteen ticking, all well stitched and evenly tufted, standard sizes. Sale price \$3.15

Bed Mattresses, the comfort, curled sea grass centre, white cotton both sides, covered with fancy art blue ticking, well sewn and evenly tufted and stitched, standard size. Sale price \$3.25

Bed Mattress, all felt, made from choice selected stock, folded in layers, covered in fancy striped ticking, comfortable, durable and sanitary, standard size. Sale price \$6.90

Iron and Brass Bedsteads, white enamel finish, high head and brass rail, knobs and caps, fancy turned centre spindle, heavy fillings; sizes 3 feet, 3 feet 6, 4 feet, 4 feet 6. Sale price \$3.90

Iron Bedstead, entirely new design, white enamel finish, continuous posts, high arched top, heavy fillings, centre brass spindle; sizes 4 feet, 4 feet 6 inches wide. Sale price \$5.10

Iron and Brass Bedstead, is a new design, white enamel finish, continuous posts, extra high arched head end, centre brass spindles and brass scrolls, heavy fillings and fancy chills; sizes 4 feet, 4 feet 6 inches. Sale price \$7.75



Two reasons alone make this Furniture Sale on a "grander scale than ever": The great quantity of furniture involved and the remarkable values we're offering.

We've now considerably more floor space for Furniture display; every foot is utilized, and here's such a magnitude of range and opportunities that 'twould seem the realization of our fondest dreams. We've so planned for this Furniture Sale that the family with most moderate means may reap as great benefits, as those who wish to furnish a costly home—for though the August Furniture Sale is devoted chiefly to Bedroom and Dining-room Furniture of medium and low prices, to offer a selection that would satisfy every furniture need we've included a considerable quantity of our own very high-grade goods, marking down the prices to unusually low figures. Every article offered is thoroughly reliable, genuine, exactly as we say it is. We buy specially for this Sale, but we buy with as much care as we do our finest stocks. Every article we offer carries with it our guarantee, no matter how low the price; and, if for any reason you're not thoroughly satisfied in every way with your purchase, we'll refund your money (wherever hygienically possible) on August Furniture goods as quickly as on the finest furniture we carry.

Judge for yourself—every article is marked in plain figures.

Note the graceful lines—the good designing—the row after row of different lines from which you may choose. Surely here's an extravagance of selection—furniture for dining-rooms, bedrooms, halls, dens, parlors—furniture of any grade you wish, as well as an unusual display of brass bedsteads; and these few items give but a faint idea of the great value.

Dresser and Washstand, attractive designs, finished in surface golden oak, mahogany finish and white enamel; all are well finished, dresser has large oval-shaped mirror, double top and rounded corners, washstand to match, 2 pieces. Sale price \$10.40

Dresser, choice quarter-cut golden oak, selected wood, beautifully polished, shaped standards, large French bevel plate mirror, full swell front, 4 drawers, wood knobs, all well finished and castered complete. Sale price \$19.90

Dresser and Washstand, mahogany finish, new design, large oval mirror, double top, rounded corners, full swell front, 4 drawers, large washstand to match, heavy brass trimmings. August Sale, 2 pieces \$20.75

Dresser, splendid design, genuine mahogany polished, large British bevel plate mirror, shaped top and front, 4 drawers, all well finished. August Sale price \$25.00

Chiffonier, large size, handsome designs, choice quarter-cut golden oak, shaped British plate mirror, fancy shaped top and front, 4 full-size drawers and 2-drawer cupboards. Sale price \$25.00

Dresser, to match, large, roomy and very attractive, extra large mirror, double shaped top, 4 drawers, heavy brass trimmings. Sale price \$31.00

Dresser, mahogany, large, showy design, elaborately carved and well finished, shaped standards and British bevel plate mirror, heavy double shaped top, swell front, 5 drawers, dull brass trimmings, castered complete. Sale price ... \$42.00

Chiffonier, same design, to match \$39.50

—Fourth Floor.



With a Flood of Savings Extraordinary, the August Sale of Waists Opens Tuesday

And these savings will continue for every day of this most remarkable of sales

We've extra good news to announce this August—news of greatest interest to every woman, for included in the Sale is the output of three high-grade manufacturers, as well as our other big preparations. A quantity involving thousands upon thousands of Waists of the most desirable kinds—Waists for any and every occasion—Waists as well made, as well designed, as pretty and as fashionable as we could have secured had we ordered each one made-to-order. Every Waist new, crisp and fresh; and the entire aggregation averages half usual price—some more, some less.

It's the most interesting sale of its kind we ever announced, for while we have had rush prices on the low-priced lines in other Waist Sales, our quantities were usually limited. This Sale features Waists ranging from 39c to \$2.49 each—prices that in some cases hardly pay for the actual goods, prices that are bound to bring a rush. For what woman would want to miss such a chance to get a supply of so useful, popular and economical a garment as the Lawn Waist? And what's best of all is that our tremendous quantities in these "rush price" lines assure plenty for all, no matter what time you may come—though we'd rather you'd come early; better service for you, better business for us.

Last June our Waist Sale fairly bounded ahead of anything we'd ever accomplished before—this Sale we want to do better; it's a big undertaking, but we've made big preparations. You can get Waists at these Sale prices, no matter what your particular requirement—low necks, yoke effects, fancy lace trimmings, short or long sleeves, plain styles, very fancy designs, Waists for house wear, Waists for street wear. There are Waist styles we've never shown in Toronto before—charming, new effects in the mode of trimming that, on account of their beauty, even were they at regular price, they'd no doubt be quickly bought up.

Space permits mention of but a few items—best way to choose is to come early, when the tables are all in order—when you can be served quickest and best. Read these descriptions—note these prices—then come for the best Waist values we ever offered you.

Women's White Lawn Waists, dainty front of all-over embroidery, with fine tucking, several different designs, some with embroidery dots, others in eyelet effect, buttoned back, three-quarter or long sleeves, with rows of insertion or tucking; sizes 32 to 42. August Sale price 59c

Women's White Lawn Waists, deep pointed yoke of lace insertion, with rows of insertion across front, some have Dutch neck with insertion and lace, embroidered panel down front, trimmed with embroidery frill, some have yoke and panel of embroidery fronts, long or three-quarter sleeves, trimmed buttons back or front; sizes 32 to 42 bust. August Sale price 69c

White Lawn Waists, wide panel down front of open embroidery, with wide tucks; some have deep yoke trimmed with embroidery, Val. insertion and tucking; others with dainty fronts of all-over embroidery; long trimmed sleeves. Price 39c

Women's White Lawn Waists, low neck, trimmed with pointed yoke of lace insertion and scalloped, some with elaborately embroidered fronts, others with fine linen, tailored style, embroidery and tucking, laundered collar and cuffs, buttoned back or front, long or three-quarter sleeves; sizes 32 to 42. August Sale price \$1.98

Women's White Lawn Waists, fronts elaborately embroidered in insertion effect, finished with fine tucking, attached at shoulder and sleeves with veining, long sleeves with guipure insertion and lace, buttoned back; sizes 32 to 42. August Sale price \$2.49

—Second Floor, Centre.

Women's White Lawn Waists, dainty pointed yoke and panels of embroidery and Valenciennes insertion, some with yoke of lace insertion and embroidery, with all-over eyelet embroidery, others with dainty all-over embroidery fronts and fine tucking, buttoned back, long or three-quarter sleeves trimmed; sizes 32 to 42. August Sale price ... 98c

Women's White Lawn Waists, some with dainty colored embroidered fronts, some have front trimmed with deep scalloped embroidery applique; finished with tucking, others prettily embroidered in open insertion effect, long or three-quarter sleeves trimmed, buttoned back; sizes 38 to 42. August Sale price \$1.19

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Secretary, 5 Chi-
ANGE L.O.L., 111
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