

EATON'S JULY SALE NEWS

July Sale Values Soar Up and Up as the Big Event Progresses

Our New York Letter

(From Our Own Correspondent)

New York, July 8.—Every woman who did not buy a bathing suit last week was at home making one. The torrid weather formed a sufficient incentive to those who love the cooling dip in the waves to make ready all the toggery appropriate for the beach.

Suits of the ordinary satin and mohair of this year's models have little tunic overalls cut in points above the knee skirt. Bathing suits are as carefully selected now as the lingerie frock for evening wear, and few of the old-time slovenly blouses and sagging skirts are seen nowadays on the beaches. Trimness is the first requisite for a smart bathing costume, and unless the figure is girlishly slender about the waist and hips corsets should be worn beneath the suit. These corsets may be ordinary inexpensive corsets and discarded when the bones become badly rusted. Any corset selected for bathing use should be several sizes larger than that usually worn, and should be adjusted loosely and low on the figure, with little attempt to pull in the laces at the waist, as the idea is to suggest an uncorseted, natural figure as much as possible.

For the swimming girl—the athletic maid who delights in real sport in the waves—no foppishness of bathing apparel for her. She chooses a well-cut little suit of blue or black mohair or satin, or of taffeta silk, and this is now made with a bodice and skirt attached at the waist, a pair of swimming tights being worn underneath. The all black or blue suit may be made very smart with a white collar and turn back cuffs, and often hand-worked scallops and dots add a pretty bit of embellishment on the ready-made plain suit.

Bathing shoes are really a necessity now, for most women wear silk stockings with the bathing suit, and these would soon be ruined by the sharp little pebbles at the edge of the surf were it not for the bathing shoes. The silk stockings always match the suit, and these silk hose have a way of making the ankles so trim and the limbs so shapely that most women would rather wear cheaper hose with the long skirts, if need be, and have the silken ones for use with the abbreviated bathing suit.

This year the Summer girl ties the knot of her head kerchief at one side, over her ear, or there may be two knots, one at either side. Such a kerchief is worn over a tight rubber swimming cap, which keeps the hair beautifully dry.

Zebra suits of striped satin have been seen at Atlantic City and at Ashbury Park, but these suits are a bit conspicuous for the average woman's taste, and it is noteworthy that the smartest folk at Newport and Southampton appear for the morning dip in the waves clad in perfectly cut and fitted, but rather plain, bathing suits of dark satin and taffetas, and gay colored silk kerchief caps "wound about the hair."

The up-to-date bathing girl does not forget her sweater when she goes down to the beach. Everybody nowadays slips on a sweater the minute she comes out of the water, and this white knitted coat not only makes the form look more trim and neat, but it wards off a possible chill and also keeps the arms and neck from sunburn. The new sweaters have a jaunty shape; for all that they seem to be straight up and down, and they are knit so beautifully and closely that they keep their good lines even after being wet and subjected to the hard usage that a sweater meets with.

Some of the new sweaters are in Russian style, with a fastening at shoulder on one side, and still others have cuffs, collars and belts in color, or collars fitting closely around the neck. There are, too, plenty of the plain white sweaters, with V and collar necks, which look so well with white duck sailing costumes, and are after all the most satisfactory in the long run.

Every woman who is slender enough is indulging in a Middy blouse for wear at the mountain, or on the shore. These loose, graceful blouses are ideal for all-out-of-door sports, for they leave the arms perfectly free, and not being belted in at the waist they do not slip out of trim position as the belted shirt waist is apt to do after strenuous exercise. Not only the young girls, but also the younger married women are wearing these youthful Middy blouses now, and provided bust and hips are not over-developed, the blouse is sure to be becoming and appropriate.



Every item on this page is a July Sale value, making as attractive a list of good buying offers as ANY July Sale EVER presented. The Sale has entered its second week, leaving behind it a trail of records that we've never even nearly equaled before.

Take Time to See the Great Farman Aeroplane on the Fifth Floor.

July for Whitewear Values

The July Sale always brings with it the opportunity of the Summer to buy white wear. The event is planned for long enough in advance to assure rare good values all through the Sale. The green price tickets all over the section tell the "saving" story as it can't be told here. But a few examples are given:—

Women's Gowns, of fine cotton, Mother Hubbard style, yoke of four clusters of tucks, two rows embroidery insertion, neck and front have drawn frill with hemstitching, sleeves with frill of lawn, lengths 56, 58 and 60 inches. July Sale price 50c

Corset Covers, fine quality cotton, full front with row of embroidery insertion, two rows lace insertion; neck has row of lace beading and ribbon and lace edge; arms lace edged; sizes 32 to 42. July Sale price 43c

Women's Drawers, fine quality cotton, frill of lawn with cluster of tucks and frill of embroidery, both styles; sizes 25 and 27. July Sale price 39c

Maids' Aprons, three styles, all of fine quality lawn, fancy bibs of embroidery insertion or frills of embroidery, another with hemstitched tucks, skirt finished with wide hems. July Sale price 33c

Women's Aprons, fine quality lawn, two clusters of tucks, one larger tuck and hem. July Sale price 18c

—Second Floor, Centre.

95c Pair for Women's Shoes

Cool, Lightweight Footwear for Summer

Very dressy and neat, slipper style, with four straps and buttons, fine quality genuine dongsola kid, making a soft, comfortable shoe, flexible turn soles, Cuban heels; sizes 2½ to 5. You'll save largely on them Tuesday at this July Sale price, pair 95c

For Men: Patent Leather Oxfords, \$2.50

A fine patent colt, all shiny leather, a smart Summer last, with Blucher fronts and extension soles, perfect fitting shape; sizes 5½ to 10. July Sale price \$2.50

—Second Floor, Queen St.

White Lawn Waists, Half-price and Less, 50c

Can any woman imagine the Summer wardrobe minus the white lawn waist for every day wear? So dainty and cool are they for slipping on if unexpected visitors should arrive. Very easily laundered and always present a neat appearance when fresh, and at this low price what woman would be without at least two, when for 50c you may buy waists with prettily embroidered fronts, or yokes daintily trimmed with Valenciennes and Duchess insertion and medallions. Some trim tailored styles with laundered collar and cuffs, long or short sleeves, buttoned back or front, all sizes in the lot. Some half-price, some less. Tuesday 50c

Extra Good Value in These Waists at \$1.98

Women's Sheer White Lawn Waists, dainty pointed yoke of Valenciennes insertion and guipure insets, rows of insertion and tucking down front, attached collar of insertion and lace, long sleeves, buttoned back; sizes 32 to 42. Price \$1.98

Cool Summer Dressing Gowns

Women's Muslin Dressing Gowns, fancy figured and floral designs, square neck and sleeves, fancy colored borders, others have front and sleeves finished with white, shirred at waist and tied with silk ribbon, colors white and pink, sky, green or mauve; sizes 34 to 42. Price 93c

—Second Floor, Centre.

Women's Hosiery, Half-price

Two choice lines of Women's Silk Hose are offered Tuesday at half-price. We group them together because there is not a large quantity of either. They are pure silk and spun silk, in lace and embroidered designs. In the two lines are colors tan, amethyst, grey, pink and Alice blue. The better line is a very choice French make of elegant hand-worked patterns. The other a superior German grade. The July Sale half-prices are 75c per pair and \$2.50 per pair.

Fancy Colored Lisle Hose Half-price and Less, lace and embroidered designs, the season's new shades and patterns, extra good German make and finish; stainless dyes; all sizes in the lot. Worth an early morning trip to select several pairs. July Sale price, pair 19c

Men's and Children's Hosiery; Good Buying

Children's Plain Black, Tan or White Cotton Hose, extra fine quality, choice German makes, spliced sole, heel and toe, fast colors; sizes 6 to 8½. July Sale price, pair, 18c, or 3 for 50c

Men's Black and Colored Socks, in a good variety of the most popular shades; fine German makes; spliced sole, heel and toe; fast colors; sizes 10 to 11. July Sale, per pair 12½c

—Main Floor, Yonge St.

Scotch Zephyrs, 12½c Yard

Tuesday we give you an opportunity to buy the best Scotch Gingham at almost half-price. It's the early shopper's chance, as the quantity is limited; nice stripe designs, that make delightful wash dresses and lovely separate waists. See Yonge Street window display. July Sale price 12½c

White Victoria Lawn at a July Sale Price, 9½c

Another buying opportunity from our White Muslin circle. This time it's a Victoria Lawn at less than the manufacturer's usual price. A superior quality for aprons, shirt waists, children's pinafores, etc. The quantity is limited; to secure some you should get here early; 42 inches wide. July Sale price, yard 9½c

—Main Floor, Yonge St.

Young Women's Silk Dresses

100 Sample Dresses are here, direct from the maker's hands, and we offer them Tuesday as a July Sale "boomer" at less than cost of production. Materials are foulards, plain silks and checked and striped Summer silks. Being sample dresses there are very few of any one style, and every dress is "up to the minute" for style. Excellent range of colorings in the lot. Sizes 32, 34 and 36 bust. It will be a rare opportunity for the purchase of a beautiful silk dress, and we advise early morning buying. July Sale price, each \$9.50

—Second Floor, James St. North.

Store closes Saturday at 1 p.m. during July and August, as in May and June.
No Noon Delivery.

Exceptional Values in Men's High-grade 3-piece Suits

Not many times in a year is it possible to buy suits such as these for \$13.95. They represent the season's foremost Summer fashions in material, style and color. The workmanship throughout is hardly to be surpassed.

Extra fine worsteds and soft Summer tweeds, navy blue and grey grounds, with light stripes, a choice assortment of the season's favorite patterns; the coats are cut on the season's most fashionable models, in two and three-button single-breasted style, long lapels, shapely shoulders, trimmings and linings are of first quality; sizes 35 to 44. They all offer great, good buying at July Sale price \$13.95

Men's Two-piece Summer Suits, \$10.95

A fancy lightweight Summer worsted material, in dark grey shade, with group stripes in self shade, making an exceedingly neat and dressy fabric that would appeal to almost any man.

Single-breasted coat, in a fashionable three-button design, and just half-lined; trousers have belt loops and cuffs; sizes 34 to 44. July Sale price \$10.95

200 Pairs Men's Work Trousers, Pair, \$1.49

Dark and light shades, all-wool domestic tweeds, strong and serviceable materials, cross and hip pockets; sizes 32 to 44. July Sale price \$1.49

—Main Floor, Queen Street.

Mattings Reduced for a Clearance

Starting on Tuesday we devote three days to a special matting selling. A very attractive lot of mattings were offered to our buyers, and although they were sure to be late in arriving here we bought them. Now for a quick selling at extraordinary prices.

China and Japanese Matting, 36 inches wide, made from good live straw, is clean and healthy for Summer use. It's made in fancy stripes, elaborate Japanese figures, inlaid of small dice patterns, in colors largely reds, greens and natural shade. Special price per yard, 11c; per bale of 40 yards \$4.00

Japanese and China Straw Matting, full yard wide, 180 warp, fancy inlaid patterns in all the latest colorings, good clean straw of this season's crop, is of a quality we can recommend to give good satisfaction, for Summer home or bedroom use, greatly reduced, July Sale, yard 17c

Heavy China and Japanese Matting, 36 inches wide, 116 and 220 warp, made from clean, strong, full length straw, is an ideal covering for bedrooms and Summer homes, the straw is dyed before weaving, insuring a more serviceable fabric. There's large assortment of colors in reds, greens, blues and plain colors. Special July Sale price, per yard 25c

Fancy Japanese Mats for use on verandah or indoors, have pattern stamped on one side only and show a good variety of colors and designs, 21½ x 5, 30c; 3 x 6 35c

Round Verandah Seats, 12" in diameter, made from strong China straw, are much used on verandah steps and on the beach and at the Summer home. Special price, 2 for 5c

—Third Floor, James Street.

July Sale Millinery Prices

A smart untrimmed hat to finish out the season may now be had at a fraction of former prices, as we are planning a quick disposal of Midsummer stocks.

There are dozens of styles, in both plain and fancy straws, though in no one line is the color range complete. All are gathered into three groups at these July Sale prices 79c, \$1.69, \$2.98

Leghorn Hats are also leaving at substantially lower prices. Fashionable Summer shapes. These July Sale prices 48c, \$1.98, \$2.98

—Second Floor, Yonge St.

Tempting Values in Staples

Full Bleached English Sheet, extra fine English make, plain and twilled weaves, free from dressing, 80 and 90 inches wide. July Sale price, yard 27c

English Circular Pillow Cotton, full bleached, close weave, exceptionally good quality, no dressing, 40 inches wide. July Sale price, yard 14c

Fine English Harvard Shirting, strong weave, excellent striped patterns, light colorings, suitable for men's and boys' wear, width 28 inches. July Sale price 48c

—Main Floor, Albert St.

The "Taken" Parcel

The Transfer Card facilitates shopping by saving you the bother of paying for purchases and waiting for change at the counters.

In the case where you take your parcels with you ("taken parcels") it further proves a convenience, for we bundle up all the small parcels together, making a single parcel, easy to carry.

The Transfer Card helps in many ways. It certainly is a time-saver in shopping.

Parasols

Women's Parasols, a collection of several small groups under one very low price. Pure silk covers in an assortment of plain shades and fancy stripes. Superior gilt frames with handles to match covers. Save extensively on all at July Sale price, each \$1.33

Children's are colored silk parasols in numerous shades. Some have single or double frill. Neat bamboo handles. July Sale price, each 75c

—Main Floor, Yonge St.

45c for Fine Kid Gloves

Clearing up odd lots of women's light-weight Kid Gloves at very substantial price-lowerings. An acceptable color range; two dome fasteners, oversewn seams, Paris or silk embroidered points. Not every size in each color, but all sizes in the lot. July Sale price, pair 45c

—Main Floor, Yonge St.

Women's Summer Coat Special

EATON-made White Rep Wash Coats, 34 inches long, coat collar, long reverse, three buttons, welted seams, cavalier cuff, slit pockets; a thoroughly well finished coat of the better class, marked to clear, July sale, Tuesday, each \$2.95

Spring Cloth Coats, \$1.50

To close out the balance of the shorter lengths we offer covers, broadcloths and charges, the greater proportion of which were amongst the higher grades; July sale price, Tuesday, each \$1.50

Stylish Dresses

Dainty white lingerie, being maker's samples and excess-product which were secured at a low price; possessing many of the new touches of late Summer designing, and the smart styles characteristic of better goods. Each \$0.50

Another Popular Dress

Of handsome printed muslins in foulard designs with peasant over-dress, trimmed with contrasting bands in symmetrical designs, with plain and net yokes; some with Chantecler ruffle, and marked, each \$3.50

To Out-of-town Customers "The Harvest Days are Near"

And we are prepared to furnish tons of Diamond E Binder Twine. We cannot emphasize too strongly that this brand is Strong, Smooth, Even-finished, that will feed smoothly in any machine. Our positive guarantee stands at the back of this twine, which is proof of the confidence we have in this quality. Every foot is tested for uniform evenness and strength. It is made specially for us by one of the oldest and most reliable Binder Twine manufacturers in Canada.

Put up in 5-pound balls (550 feet to the pound), 50 lbs. to the bale. Covered with canvas and lashed with 22 feet of good-laid rope. Guaranteed that if not exactly as represented or perfectly satisfactory in every respect, you may return it at our expense and have your money refunded.

The price includes freight—paid—delivery to your nearest R.R. station in Ontario. 100 pounds \$3.00

Delivered to your nearest station in Quebec and Maritime Provinces 100 pounds \$3.50

THE T. EATON CO LIMITED