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

EATON'S DAILY STORE NEWS

Customers' Deposit Account Office Now on the Fourth Floor.

Lace Curtains Reduced to $1.73

Nottingham Lace Curtains, 50 and 54 inches wide, 3 and 3 1-2 yards long, white, ivory and linen shades, a good assortment of pretty designs to select from, extra quality laces, well finished and handsome in appearance, only small lots of each pattern. Many almost half price. Friday bargain, per pair 1.73

25c and 30c Art Cretonne, 15c

English Art Cretonne Taffetas, 30 inches wide, floral and stripe effects in a good range of color combinations, useful materials for curtains, valances, bedspreads, cushion covers, and light upholstery. Regularly 25c and 30c. Friday bargain, yard ..... .15

Footwear Values to Ensure Quick Clearance

Prices that will appeal strongly to thrifty buyers.

Women's American Boots, a collection of fine boots, made by Armstrong of Rochester, in beautiful new style of vici kid, patent coltskin, chocolate kid and bleach velvet, laced or buttoned, Goodyear welted, hand-turned soles, very latest modes; sizes 2½ to 7 in lot. Regularly $4.50 and $5.00. Friday bargain 2.50

Women's Oxfords in vici kid and tan calfskin, snappy style for this season's wear, vici kid in four eyelet style, very neat and dressy for street wear, tan calf in two eyelet, silk ribbon tie; sizes 2½ to 7. Regularly $2.50. Friday bargain 1.25

White Duck Footwear for men and women, outing boots and oxfords with white rubber soles and heels and leather insoles, suitable for tennis, yachting, baseball, etc., sizes, women's 2½ to 7; men's 6 to 11. Friday bargain ..... .75

Women's Oxfords in black vici kid, Blucher cut, light and flexible or extension edge soles, all well made; sizes 2½ to 5. Regularly $1.20 and $1.50. Friday bargain ..... .85

Men's Boots and Oxfords, boots in tan calf, Blucher style oxfords are in patent coltskin, also some low-cut ties of best quality material, Goodyear welted soles, military and low heels; sizes 5½ to 10. Regularly $3.50 to $5.00. Friday bargain 2.40

Infants' Soft Sole Boots, fine kid in variety of colors, white, chocolate, tan, blue and red, ankle strap style, also white kid moccasins; sizes 3 and 4 only. Regularly 60c and 75c. Friday bargain ..... .25

—Second Floor—Queen St.

Furniture Bargains From Broken Suites

Here are reductions that warrant early shopping:

Three Upholstered Chairs, mahogany frames. Friday bargain ... 10.00
Gold Parlor Suite. Regularly $176.00. Friday bargain 135.00
Two Mahogany Settees. Regularly $64.00. Friday bargain 32.25
Two Mahogany Settees. Regularly $116.00. Friday bargain 50.00
Gold Music Cabinet. Regularly $72.50. Friday bargain 50.00
Three Mahogany Tables. Regularly $30.00. Friday bargain 14.75
Mahogany and Gold Pedestal. Regularly $120.00. Friday bargain 72.00
Set Mahogany Dining Room Chairs, 5 small chairs and one arm chair. Regularly $103.00 Friday bargain 90.00
Mahogany China Cabinet. Regularly $58.00. Friday bargain 45.00
Mahogany China Cabinet. Regularly $82.50. Friday bargain 65.00
Mahogany Cheval Mirror. Regularly $60.00. Friday bargain 48.00
Mahogany Cheffonier. Regularly $110.00. Friday bargain 80.00
Bird's Eye Maple Cheffonier. Regularly $23.00. Friday bargain ... 19.00
10-Piece B. R. Suite, inlaid satin wood. Regularly $950.00. Friday bargain 590.00
Mahogany Toilet Table. Regularly $80.00. Friday bargain 50.00

—Fourth Floor.

Half Price Clearance of Silver Plated Tableware

Cabinets of Tableware, sets of knives and forks in cases, and fish carvers, English made goods, all heavily plated in a good quality steel and finely finished.

One Walnut Cabinet containing 12 fish knives and forks, 12 dinner knives and forks, 12 dessert knives and forks, 1 set fish carvers, one set meat carvers, one set game carvers, blades all good quality steel, fish set heavily electroplated, imitation ivory handles. Regularly $40.00. Friday bargain 20.00

One Solid Cabinet containing 6 fish knives and forks, 6 dessert knives and forks, 6 teaspoons, 6 fruit knives, 1 set fish carvers, 1 berry spoon and combination pie and cake server, pearl handles fastened with silver ferrules, blades are selected steel. Regularly $40.00. Friday bargain 20.00

Fruit Knives in cases, silver-plated blades, celluloid handles, 6 knives in plush lined leatherette cases. Regularly $3.50 to $5.00. Friday bargain ..... 1.75 to 2.50

Butter Spreaders, 6 in set, silver-plated blade, celluloid handles. Regularly $4.50. Friday bargain 2.25

Butter Spreaders, sterling silver handles, 6 knives in plush lined leatherette case. Regularly $6.00. Friday bargain 3.00

Nut Crackers and Picks, silver plated, in plush lined case. Regularly $6.00. Friday bargain 3.00

Other sets of Nut Crackers. Regularly $1.50 and $2.00. Friday bargain ..... .75 and 1.00

—Main Floor—Yonge St.

$2.98 For Suits For Big Boys, Regularly $4.50

Big Boys' Three-Piece Suits, with double-breasted coats, made from a good wearing imported English tweed, dark and grey pattern, durable Italian cloth body lining, ordinary knee pants, lined throughout; sizes 28 to 33. Regularly $4.50. Friday bargain 2.98

$4.25 Smaller Boys' Suits, $2.79

Small Boys' Bloomer Suits, three-button plain, made from an imported tweed, in mixed grey patterns, good quality body lining, full fitting bloomers; sizes 24 to 28. Regularly $4.25. Friday bargain 2.79

$1.25 Wash Suits, 67c

American Made Wash Suits, that look dressy on little boys and that will give good service, made of percale of a good quality in brown and white, grey and white, and blue and white stripe effects, made in the Russian style, with sailor collar, separate front, knot tie and belt of self, bloomer pants, gathered at the knee, fashions 4 to 7 years. Regularly $1.25. Friday bargain .67

—Main Floor—Queen Street.

Extra—$6.00 to $10.00 Panama Hats to Clear at $4.95

Come early to get them. The quantity is limited. Panama Hats made of selected, high-grade fibre, very finely braided, several shapes, square and round high crowns with wide brims, and hats with square crowns and medium wide roll brims, trimmed with black silk bands, with leather sweatbands and mostly with rubber inter-sweat bands. Regularly $6.00 to $10.00. Friday bargain 4.95

—Main Floor—Queen Street.

The Second Day of Special Shirt Selling

50c bargains that crowds of men will be here early to secure.

Three whole circles piled high with men's shirts. Men's neglige shirts, comprising manufacturer's overmakes and odd lines we secured at an extraordinarily low price and that we are offering at one-half and one-third what many of them usually sell for. Shirts carefully tailored from high-grade serviceable shirting materials in popular patterns and shades that will wash well, made with neat cuffs attached; sizes 14 to 17½. Every shirt great value at ..... .50

'Phone orders will be promptly filled while the goods last.

Men's All Wool Underwear, 69c

Men's Medium Weight Fine Wool Underwear, "Stuttgarter," unshrinkable make, finished with beige facings, ribbed cuffs and ankles in a natural shade. The sizes in these goods are broken, and we are clearing them out to make way for a fresh supply. Shirts, sizes 34 to 50. Drawers, sizes 34 to 38. Per garment, regularly $1.00. Friday bargain ..... .69

Silk Ties, 12½c

Four-in-hand Ties and Shield Knot and Bow Ties, made in our own workrooms from ends of silk, a large range of patterns in light and dark shades, crossbars, stripes and small fancy patterns. Friday bargain ..... .12½

Men's Belts, 25c

A specially purchased lot of Men's Leather Belts, the fashionable straight strap style in black, grey, tan, green and suede leather, with plain and fancy buckles in nickel and black finished; also some belts from regular stock; some in the medium widths, with rings in the sides. Friday bargain ..... .25

Boys' Shirt Waists, 69c

Boys' Shirt Waists, made of fine blue chambray, stripe effects in fancy zephyrs and mercerized goods in a variety of colors, made with neatly attached soft collars and cuffs, draw tape fastenings at the waist, strongly sewn and made to fit. For boys 10 to 15 years old. Regularly $1.00, $1.25 and $1.50. Friday bargain ..... .69

—Main Floor—Centre.

Bargains in Summer Millinery

Dress Hats, group of one hundred only, made up expressly for Friday, fashionable shapes, trimmed with flowers, fancy feathers, drapes of satin chiffon, etc. Special Friday bargain, each 2.59

Ready-to-Wear Hats, seventy-five, absolutely fresh from the workrooms, extra smart shapes, decorated with wings, fancy feather mounts and drapes, etc. Friday bargain 1.89

Imported Ready-to-Wear Hats and Sailors, vast range of colors, regularly 49c. Friday bargain ..... .19

Leghorn Shapes, in wide assortment, regularly $2.48 each. Friday bargain 1.25

Untrimmed Shapes, in tagel, chip and Java. Immense variety, some have bands and flanges. Regularly, each $1.98. Friday bargain, each .69

Sailors in burn and shades with dark bands, of various colors, big range of styles. Regularly $1.00. Friday bargain ..... .59

Untrimmed Chip and Leghorn, also banded sailors, hundreds to choose from, shades natural and tuscan. Friday bargain ..... .10

Leghorn Shapes, a group of 20 dozen, splendid qualities, artistically fashioned. Regularly, each, 39c. Friday bargain, each ..... .19

Bunches of Millinery Flowers, roses, pink and white, and white daisies. Regularly 19c. Friday bargain, per bunch ..... .15

Children's Lingerie Hats, 20 dozen to choose from, also corded wash hats, in pink, white and blue. Regularly 25c. Friday bargain ..... .15

English Novels 25c

This big book bargain offers a great assortment of English copyright novels. They are all recent issues, just the sort you will want to take on the vacation. Here is a partial list of titles:

The Vanishing Smuggler, by Stephen Chalmers.
A Blot on the Scutcheon—May Wynne.
By Force of Circumstances—Percy Holmes.
An Averted Marriage—Percy White.
Written in The Rain—John Trevena.
A Double Thread—Ellen Thorncroft Fowler.
Bound Together—Mary E. Mann.
Holborn Hill—Christina Tearle.
Draw in Your Stool—Oliver Onions.
Render Unto Caesar—Vere Campbell.
The Last Lord Avanley—Gerald Maxwell.
Margot Munro—M. E. Hughes.
The Fool of Faery—M. Urquhart.
The Captain's Daughter—Helen H. Watson.
When Love Knocks—Gilbert Stanhope.
My Lady Wentworth—Allan Fea.
For Church Chieftain—May Wynne.
Miss Pilbury's Fortune—Christine R. Shand.
Mr. Burnside's Responsibility—Thos. Cobb.

Regularly $1.10. Friday bargain ..... .25

—Main Floor—James St.

Enamels and Brushes at Bargain Prices

Gold Enamel put up with small bottle of powder liquid and brush, a high-grade bronze. Regularly 18c. Friday bargain, each ..... .10

Brushes, small bristle brushes for enamelling, painting, etc., a handy size brush, for odd jobs around the house. Regularly 15c. Friday bargain, each 8

Packages of Bronze put up in one oz. packages, rich color. Regularly 10c and 15c. Friday bargain, each 5

—Third Floor—Queen St.

Friday Bargain Prices in Picture Section

Large collection of unframed photogravures in good assortment of subjects suitable for any room decoration. There are many different sizes ranging up to 18 x 24. Regularly 49c. Friday bargain ..... .25

Mirrors

Bathroom or Kitchen Mirrors in white enamel frames of useful size. Regularly 12½c. Friday bargain 7½

Picture Hooks

Regularly 5c per doz. Friday bargain 2 doz. for 5
Small Size Screw Eyes. Regularly 3c. Friday bargain 3 doz. for .5

—Third Floor.

Direct Telephone Connection With THE 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

SWINDLERS CLEANED UP HALF-MILLION DOLLARS

The "Count So and So and His Secretary" Had Been Working the Game For Seven Years.

NEW YORK, July 26.—An offer of $5000 reward will be sent broadcast over the country to-morrow by the Swedish Iron and Steel Co. of New York and New Orleans for evidence that will convict two or more swindlers of a fraud by which $500,000 has already been cleaned up and which is still flourishing.

Seven years ago appeared the "two Frenchmen," representing themselves as Count So-and-So and his secretary. Well-mannered and well-dressed, they would visit a factory or office, pick their way daintily thru the shops, compliment the superintendent on his progressiveness and then solicit sample orders for high-class tool steel, made abroad by the count's father.

Trivial trial orders are often given almost casually, sometimes they are merely scribbled memorandum. While the count engaged the superintendent, his secretary would dictate on the firm's stationery an order for a much larger amount—sometimes a ton instead of a hundred weight—and walk out with a perfunctory signature. The order would be turned over to a supposedly innocent firm of jobbers, who, armed with the order, would deliver an inferior quality of steel, worth perhaps three cents a pound, and collect from 39 to 90 cents a pound. Usually the puzzled and shamefaced manufacturer would pay rather than fight thru the courts a transaction that bore so good a surface color of bona-fides.

Clever as the swindlers are, they seem now to have overlooked one point. Originally they represented themselves as agents of an unknown foreign company. Now they have brought into the game an American company with a good name to protect. The result has been a vigorous campaign, which will be pushed to the end.

CITY TO APPEAL FROM DECISION OF COURT.

The assessment department is at loggerheads with the court of revision regarding the decision to extend the area to be assessed for the Anderson-street improvements. An appeal in the matter is being made to the county judge and the case will come up before Judge Morgan on Monday next.

It will be remembered that the court of revision extended the area to be assessed for the Anderson-street widening by including the property fronting or abutting on both sides of St. Patrick-street, from McCaul-street, north and south of Anderson-street, to the same distance as it is proposed to assess the property fronting on Simcoe and William-streets.

SELLING "GREATER TORONTO."

W. J. Henry, representing the publishers of "Greater Toronto," a handsomely bound book, yesterday asked the board of control to purchase 200 copies at a cost of $800.

"What would we do with them?" asked Controller Spence.

Mr. Henry thought it would be a good idea to distribute them to the public libraries, steamboats and other places where people congregate.

"I don't see $800 of value to the city in such a proposition," said Controller Hocken.

The city clerk is to be asked to report on the matter.

Charged With Obstructing.

In the afternoon court yesterday, George W. Verral was charged with obstructing York-street on Sunday. In defence he claimed that, while his vehicles were halted by the side of the street for some time, there was no obstruction. The case was adjourned until called on.

SOREST CORN REMOVED WITHOUT PAIN, QUICKLY

No wonder Putnam's Painless Corn Extractor sells so well. You see it is different from any other remedy you have ever used. Does not merely relieve the pain temporarily, but is guaranteed to remove the meanest, sorest corn or callous no matter how long it has bothered you. Get a 25c. bottle of "Putnam" to-day and prove it. The name tells the story—Putnam's Painless Corn and Wart Extractor, which is sold by druggists.

KERVAN'S DEATH ACCIDENTAL.

Drowned accidentally, was the verdict of Coroner M. M. Cranford's jury, returned at the morgue last night, in the case of Harvey Kervan, who was drowned from a motor boat a month ago. He tried to rescue the hat of a woman who accompanied him and lost his balance. The body was only recovered two weeks ago.

The Cook's "Day Off"

You have to give her a day off from the hot kitchen. The cook's "day off" is generally an "off day" for the entire household. It is a day of short rations and unsatisfied hunger. It need not be an off day if you have

SHREDDED WHEAT BISCUIT

in the home—the food that is ready-cooked, ready-to-serve, full of nutriment and easily digested. You can prepare a delicious, nourishing meal with Shredded Wheat Biscuit and Triscuit without building a fire in the kitchen. Place two Biscuits (whole or crushed) in a deep dish and cover with berries of any kind—raspberries, blackberries, huckleberries or other fresh fruits—and then pour over them milk, adding a little cream and sugar to suit the taste. Serve Triscuit instead of ordinary toast with butter, soft cheese or caviar. It is a crisp, delicious snack for the Summer days.

Shredded Wheat is ready-cooked, ready-to-serve. It is made of the whole wheat, steam-cooked, shredded and baked—nothing added, nothing taken away—the cleanest, purest, most nutritious of all cereal foods.

MAKE YOUR "MEAT" SHREDDED WHEAT

Canadian Shredded Wheat Co., Ltd., Niagara Falls, Ont.

PICKED UP FIVE

Lifeboats of Steamer Kingston to the Rescue.

KINGSTON, July 26.—(Special.)—Capt. Booth of the steamer Kingston went to the rescue this evening of a distressed party upset from a sail boat near Nine Mile Point. The party were struggling in rough water when Captain Booth shipped his life boats and picked up five. They were James S. Macdonnell of Toronto and Norman Wormwith, Osgoode Hall students; the Misses Macdonnell and a lady visitor. The tug Frontenac coming along, the rescued party were transferred to it and brought here. The quartette were quite exhausted by seeking to cling to the overturned sail boat.

Great Victory, Says McNaught.

"Hamilton did the wise thing on Tuesday," said W. K. McNaught, M.L.A., yesterday. "It was a great victory for the people, and by passing the bylaw and supporting the hydro-electric policy they have insured to themselves a supply of cheap power for all time."

Mr. McNaught has written Mayor Lees congratulating him upon the splendid victory for the people, and also to T. J. Stewart, M.P., whose influence has been no small element in the success of the issue.

London Wool Sales.

LONDON, July 26.—The fourth series of the wool auction sales was concluded today with offerings of 8814 bales. The selection was steadily absorbed, especially by home traders, who secured the bulk of the crossbreds placed on sale. To-day's sales follow:

New South Wales, 700 bales; scoured, 1s 3d to 1s 7d; greasy, 5½d to 5s 2d.

Queensland, 200 bales; scoured, 1s 1d to 1s 7d.

Victoria, 600 bales; scoured, 11½d to 1s 10d; greasy, 7½d to 1s 2d.

South Australia, 600 bales; greasy, 8½d to 1s 0½d.

New Zealand, 3000 bales; scoured, 1s 1d to 1s 10d; greasy, 6½d to 1s.

Cape of Good Hope and Natal, 200 bales, scoured, 1s to 1s 6d; greasy, 6½d to 5d.

Punta Arenas, 500 bales; greasy, 6½d to 10½d.

Good merinos, crossbreds and Cape of Good Hope sold readily thruout the series and closed unchanged, while the best grades of merinos finished 5 per cent. higher than the May average price. Heavy scoured and inferior Cape of Good Hope and Natal declined from 5 to 7½ per cent. During the sales America bought 2000 bales, the home trade 38,000, and the continent 46,000, while 47,000 bales were held over for the fifth series.

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.

The Toronto World Cook Book. JULY 27, 1911. Void if presented after Sept. 8, 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 .....

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

TO OUT-OF-TORONTO READERS

The World for one month will cost you Twenty-five Cents. Try it. Stamps accepted. Any postmaster or newsdealer will take your order. Secure a free copy of The World Cook Book by simply cutting out Twenty-six Certificates from consecutively dated issues. The World has the exclusive right for Canada to publish the Jeff & Mutt comic feature that has set five continents laughing.

Send me The Toronto Daily World for one month, for which find Twenty-five Cents to pay for same.

NAME .....

ADDRESS .....

DATE .....