

EATON'S DAILY STORE NEWS

EATON'S develop films at 5c per roll. Mail them or bring them to Camera Section, Main Floor.

July a Month of Sales--Something Different Every Day

On Monday Begins a Big Four-day Sale of Floor Coverings

Hundreds of Rugs to Clear at Less Than They Could Be Purchased at the Mills To-day--Thousands of Yards of Heavy Printed Linoleum at Special Sale Prices--If You Want Floor Coverings, Now is the Time to Buy.

IT IS ONE OF THE BIGGEST VALUE-GIVING EVENTS that has been arranged for some time. The rugs are in the Oriental patterns so popular at the present time, and they are offered, in spite of the general advance in the prices of rugs due to the great demand for wools and the shortage of dyes, at amounts actually less than those at which they could be procured at the mill to-day.

Here are four of the outstanding attractions for the first day of the sale: Heavy Axminster Rugs at less than manufacturer's prices; medium-sized Oriental and small Persian effects in a variety of soft, harmonious colorings, suitable for both upstairs and downstairs rooms.

Table with 4 columns: Rug type, Size, Monday Sale price, and Tuesday Sale price. Includes items like Heavy Quality Brussels Squares and Heavy Fibre Rugs.

Heavy Quality Brussels Squares--So easy to keep clean and so renowned for good wear; two-toned effects in blue and grey; conventional patterns in green and in blue; brown and green Oriental effects; and there is choice for dining-room, living-room, bedroom and parlor.

Heavy Fibre Rugs--Nearly Half Usual Price at 69c Each. Useful rugs for bedroom and sitting-room in town or Summer home. They are in Oriental medallion and conventional patterns, in shades of blue, brown and green. Size 27 x 54 inches. Monday, Sale price, each, 69c.

Extra Heavy Printed Linoleum Sale Price, 59c Yard--Imported and domestic makes in good choice of block, floral, matting and Oriental designs in light and medium colorings. Monday, Sale price, square yard, 59c.



Some of the Sale Bargains For Monday

THE third series of the July Sales begins on Monday, and will continue for four days, featuring specially women's skirts, laces and insertions, floor coverings, jewelry and silverware, fancy goods, china and glassware, hammocks and baby carriages, men's clothing and men's furnishings. Note below the many extra good sale bargains for Monday, and watch for blue sale cards in departments. Come early and come often, for the 'Something Different Every Day' plan provides new and interesting bargains daily.

Clearance of Women's Silk Hosiery, seconds manufacturers' samples, mill ends and odd lines--the defects so slight that they are hardly noticeable--all full-fashioned, with lace soles and spliced lace toes--in brown, bronze, white, tan, sky, black, champagne, green, and grey; not all sizes in each color, but all sizes in the lot. Sale price, \$1.19 a pair.

Art Needlework--Children's Dresses of white lawn, made up and stamped for embroidery. Size 4 and 6 years. Some less than half price. Sale price, 99c.

Turkish Bath Mats and Laundry Bags of white Terry cloth, with pink or blue borders. Half price and less, 79c.

Women's Taffeta, Silk Poplin and Fancy Silk Skirts at \$3.95--50 samples, no two alike. These skirts are in fashionable styles, with yokes, pockets and girdles of latest mode, the taffeta models being in black or navy, and those in fancy silk in natural tan, patterned with stripe of green, pink, blue or rose. Sale price, \$1.95.

Women's White Waist Skirts at 99c--Smart designs in Bedford cord, in flare style, with slash pockets, and in Russian cut in coat, style, buttoning from waist to hem. Sizes 22 to 30. Sale price, 99c.

Boys' Straw Hats in 'Rah-Rah,' some and fancy crown styles, others in top shapes--in white, brown and black. Sizes 6 to 8 1/2. Sale price, 99c each.

Men's Suits in homespun and Summer-weight tweeds, in greys, greens and browns--lined and half-lined. Sizes 35 to 44. Sale price, \$11.75.

Garment Hangers, of wood, well shaped. Half-price, 5 cents each.

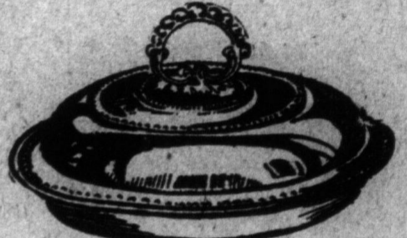
Entree Dishes and Candlesticks in the Great Sale of Silverware

Beginning on Monday, Four Days of Remarkable Bargain-giving in Silver-plated Ware, Watches, Jewelry--With Silver-plated Entree Dishes at \$17.50 and \$15.00. Egg Cruets at \$4.50 and Candlesticks at \$1.50 to \$3.50.

SUPERB-LOOKING, heavily silver-plated entree dishes at the greatly reduced price of \$15.00 and \$17.50--these are typical of the splendid offering the Silverware Department has prepared for its Four-day Sale. The dishes are in substantial, simple designs, with the popular thread edge. Those at \$17.50 are in large Chippendale effect, being in compartment style for two vegetables, while those at \$15.00 are smaller in size, and have no such division. In both, the handles on the covers are removable, making it possible to use the

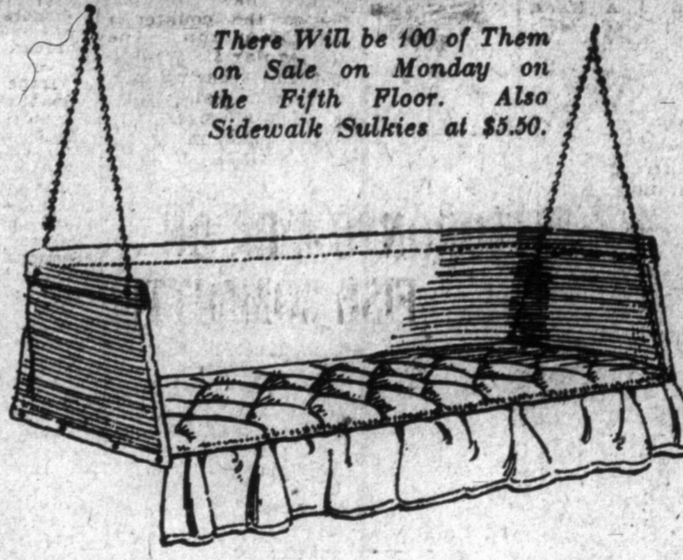
Other noteworthy price attractions for Monday are as follows: Collection of Silver-plated Bread Trays, with top handle, cheese and cracker dishes, in the new hammered effect in pierced design, and cake baskets in hammered plain and pierced designs. Sale price, \$5.00. Heavy Square Candlesticks, plain bright finish and solid base; Sale prices, \$1.50 and \$2.00. Colonial Candlesticks with beaded edge; Sale price, \$3.50. Egg Cruets, English style, pierced design, four egg cups, with spoons. Sale price, \$4.50. Teapot Stand, silver-plated, pierced and plain designs. Sale price, \$1.00.

Sterling Silver Mounted Combs, plain; Sale price, \$1.00. Other engraved and fancy patterns. Sale price, \$1.50. 25 Sugar Racks, in silver-plate pierced designs. Sale price, \$1.00. Mesh Bags, large styles, silver-plated, round ring mesh; others with silk linings, fetter-chains. Sale price, \$2.50. Silver-plated Knives--Seconds. Sale Price, \$2.00 Per Dozen. The knives are slightly imperfect, mostly in the finishing, but these defects are very slight, and will not affect the wearing qualities. They are in 12 dwt. silver-plate, in dessert and dinner sizes. Sale price, Monday, per dozen, \$2.00.



This Couch Hammock a Notable Sale Value at \$7.95

To ensure a successful start for its Four-day Sale the Hammock Department offers this remarkable value for Monday--the couch hammock shown in the sketch priced at \$7.95. It is strongly made, and is equipped with spring mattress and cushions. The back, sides and valance are of tan and white striped duck, and the cushion of green. Sale price, Monday, \$7.95.



There Will be 100 of Them on Sale on Monday on the Fifth Floor. Also Sidewalk Sulkies at \$5.50.

folding handle, and rubber-tired, 10-inch wheels, with mud guards. Limited number. Sale price, Monday, \$5.50.

To Save Time. When ordering goods by telephone: If department line is busy, or if ordering goods from more than one department, call Shopping Service Main 3501. We prepay shipping charges on all orders of \$10.00 or over to your nearest station in Ontario and Eastern Provinces, on both Mail Orders and City Purchases.

EARLY CLOSING. Saturdays 1 P.M. Other Days 5 P.M. From MAY 1st to SEPTEMBER 1st inclusive. No Noon Delivery on Saturdays.

PROFITS REPORT DRAWS PROTESTS

(Continued from Page 1).

President of the company, C. S. Blackwell, vice-president, T. E. Matthews, secretary-treasurer, Andrew Park, assistant secretary, and Albert Matthews, George Matthews, W. J. Nisley, E. Deiler, W. A. Matthews and Geo. Silcox are on the directorate. Disclaims Connection. William Flavell, president of Flavell's Limited, stated in Lindsay yesterday, according to The Evening Telegram, that there was 'positively no connection whatever between Flavell's Limited, of Lindsay, and the William Davies Company, of Toronto, and that Sir Joseph Flavell has nothing to do with the Lindsay firm, and Messrs. William and J. D. Flavell, nothing to do with the Toronto firm.'

E. C. Fox, general manager of the William Davies Company, said that Sir Joseph Flavell, president of the company, had wired Sir Robert Borden asking him for an investigation of the charges made by the cost of living commissioner. Mr. Fox was sure that such an investigation would exonerate his company, which was willing to abide by the finding of such an investigation.

product without any operating charges, and sales values of product laid down in Great Britain without having consideration to any of the intervening charges, namely, operating charges, raw materials other than meats, inland and ocean freight rates, landing charges, war and marine insurance and commissions for selling in Great Britain.

'Mr. O'Connor's statement is very unjust, and is derived from a set of figures compiled by the Wm. Davies Co., from which a profit and loss could not be deducted. His attempt to do so shows a dangerous ignorance and inability to deal with figures. These charges, if deducted from the amount of profits as stated by Mr. O'Connor, will leave a margin to which the most critical man would take no exception.'

Mr. Fox said that the statement of Mr. O'Connor, to the effect that the Wm. Davies Company last year exported 95,000,000 of the 100,000,000 pounds of bacon exported was correct, but that these figures were not large in comparison with the big business done by the company, which has been building up an export trade for the past fifty years. 'We have appealed to Caesar,' concluded Mr. Fox.

grossely untruthful, both in the mass and in detail. They evidence a curious admixture of ignorance and malice. I deeply regret it naturally on personal grounds, but even more on public grounds. Bitterness and anger and suspicion are being stirred up against public men, against labor and capital and corporations, which in many instances have no better support than flippant impudence and ignorance. The pity in this case is that an authoritative statement was available and was not consulted. The department of finance is furnished with a balance sheet and the profit and loss sheet annually of each firm in Canada given under the provision of the business tax measure. The statement of the William Davies Company is and must continue to be furnished to the department of finance. These statements are not only audited on behalf of the company, but are verified by the accountant of the department of finance and are final in authority. The department of labor could have consulted these statements and could have procured such further information as they might have desired by application to the general manager of the company, and could have thus avoided the grave injustice of an attack based upon absurdly untruthful statements.

During its entire history the William Davies Company has sought for no trade advantage or profit other than could be secured through diligence and attention to the business. If such volume of business has been secured in contrast to others, it has been secured in an open competition, free from combination or arrangement or understanding with other packers or merchants. The company offered no special advantages to the press for the periods since the outbreak

of war to operate to its capacity in bacon products, canned meat products, and pork and bean products on a cost and percentage basis, but each time the offer was declined, first for bacon and later for canned meats and pork and beans. The imperial authorities expressed the desire to purchase in the open market. All army purchases of bacon are made in London. All army purchases of canned meats and pork and beans are made in Canada. Both are made in open and untrammelled competition with the world. The world during the period of the war is confined to the United States, the Argentine, Canada, Australia and New Zealand. If it is wrong to secure a share of this and other business under these competitive conditions, the company has been guilty of such wrong and of no other.

As this statement was issued by the department of labor, I ask you to take such steps as you may think necessary whereby the truthfulness or untruthfulness of these statements can be established. (Signed) J. W. Flavell, President of the Wm. Davies Co., Limited.

Deduction Incorrect. C. S. Blackwell, vice-president of the Matthews-Blackwell Company, said that either Mr. O'Connor had made up his report on the wrong figures, or had made wild deductions from the correct figures. Mr. O'Connor asked for the figures showing the private details of our business and we frankly furnished them, but he seems to have got them mixed up. He said, 'He may have got the decimal point wrong, that is, he has worked out the margin of profit correctly. When he said the profit in bacon was \$5.00 a pound he possibly should have put the decimal point in front of and not behind the figure five. Similarly he should probably have obtained 187 cents a pound instead of 17 cents a pound for the profits in 1915 for each of the packing houses, at least that is the only way I can understand his figures.'

As they now appear they are absolutely incorrect. Profits in the packing business were most irregular and very speculative, said Mr. Blackwell. A period of two months elapsed before the bacon is sold in England from the time the hogs are purchased.

While there was sometimes a good profit there were also times when a smart loss had to be pocketed. The gross average profit of the packing houses both in Canada and the United States was between 2 and 2 1/2 per cent on the total turnover. On bacon the turnover would be from six to eight times a year, so that the profit on capital in a good year might go as high as 16 per cent, but that was only possible by turning over capital eight times a year. Mr. Blackwell said he did not know of any line of business where the net profit percentage was so small for such a large turnover.

Deny Huge Profits. 'While packers had made money since the war, such profits were not what Mr. O'Connor said they were, and Mr. Blackwell emphatically denied that his company had made a million and a half last year and said he had not made that amount since the war. Mr. Blackwell also thought that Mr. O'Connor had overlooked the cost of curing and had made his calculations on first costs only. He has made a protest to the government about the statements in the report regarding his company.

Mayor Favors Inspection. Mayor Church, when asked, stated that he favored a system of inspection of cold storage plants in Canada. He said: 'We last fall waited on the cabinet and asked the members of that body to investigate the cold storage business in Toronto, and to put in operation a system of inspection. We believed that there was hoarding at fabulous prices, and we were backed up by no fewer than twenty-six municipalities. We hope that an inspector will be appointed for Toronto, and that this will apply to private establishments, as well as the bigger firms.'

The municipalities brought this matter to the attention of the government, and their action appears to have been abundantly justified. Profiteering must cease in the interest of the consumer, who is already bearing a heavy burden, apart from food prices. I trust that immediate action will be taken.'

LIEUT. BERTRAM KILLED. Montreal, July 13--The death of Lieut. A. S. Bertram, Dundas, Ont., from wounds is reported in advices to his uncle, Brigadier-General Sir Alexander Bertram.

The honorary governor who will visit the Toronto General Hospital during the week commencing on July 15th are Messrs. J. Leckhart Watt and Frank Morley.

You were Inquiring?

Jack--To be informal but not frivolous, comfortable but not solemn--this is about your idea for the room. Is it not? Well, to begin with, one would suggest plaster, putty color walls--grascloth or an oil-meal or fabric paper would be good--and for window curtains, casement cloth in that shade of deep blue which appears in the rug and the cover of the big sofa. Cushion covers and lamp shades might be of old rose silk. But leave it to Her to give the finishing touches. Tell her to write to me about brass candlesticks, Japanese bowls for ferns, and various other trifles that make a house different from a hotel.

'Beulah.'--You will rejoice to hear that the 'rich coral shade' which you feel you could wear 'so splendidly' has been found--in a fine silky material resembling that known to fame and fashion as 'sportoplin.' It would make you a charming little frock. The price is 80 cents a yard, and the width 40 inches.

'A. B. C.'--'Bird Neighbors,' by Nellie Blanchon--one of the best text books on the subject that you can get. Miss Alphabet--is published by Grosset & Dunlap, at the price you saw catalogued, \$1.15. The contents are the same, colored illustrations and all, as the more expensive edition of Doubleday. Page. The difference is in the binding and the quality of the paper. 'Bird Life,' by Chapman, at \$2.25, contains 75 full-page colored plates. 'Handbook of Birds of Eastern North America,' with 200 illustrations, is \$2.75.

'Sunflower.'--Would a white voile frock meet with your approval? It would be cool and dainty, and can be had at a price to suit your purse, a nice little dress of this material, being available at \$3.95--greatly reduced. The bodice is inset with braided net, and has a sailor collar of net inserted and edged with lace; the skirt, which is tucked, shows bands of the braided net. Another smart model has a hemstitched sailor collar, with the same fashionable braiding on both bodice and skirt. This is also reduced at its price of \$7.50. How did you manage to keep the vegetables from crowding you out of the flower-bed?

The Scribe

POWELL-KELLY COMPANY HOLDING SALE OF SHOES Have Taken Over J. H. Porter Shoe Stores and Are Selling Stock at Sacrifice.

Having taken over the two stores at 1694 Dundas street and 225 Yonge street formerly known as the J. H. Porter Shoe Stores, the Powell-Kelly Shoe Co., Ltd., are holding a big sale of women's shoes. On account of the backward season the company's large stocks of summer shoes remain practically intact, and it has been decided to sell at a sacrifice every pair of pumps, colonials and oxfords in the two establishments, including white canvas, white kid and colored leather, also gunmetal and patent colt. It is expected that with the remarkable reduction in prices the stock will be greatly decreased in a very short time.

GIFTS GREATLY APPRECIATED. The soldiers of the military hospital, North Toronto, are very pleased with the furniture sent them by the women's section of the War Conservative Association. Lieut. (Dr.) McCowan and Serjt.-Major Ross, in their speeches, thanked the ladies who visited them, saying they were very grateful for such useful and handsome gifts. The furniture included study tables and chairs, magazine stands, leather easy chairs, pedestal and beautiful fern. The ladies were graciously received by Miss Graham and conducted thru the hospital.

READ THE SUNDAY WORLD

Various small advertisements on the left margin including 'Life', 'ANADA Drinkers', 'CAFE', 'Typewriter SALE', 'Imposing Room', 'POLICE COURT', and 'Call!'.