

## EATON'S DAILY STORE NEWS

Dead people hear more easily with the Acousticon, an electrical hearing instrument, which is featured by the Optical Department. Ask our demonstrator to fit the Acousticon for you, or send for literature to the Optical Department, 1000 Bloor Street, Toronto.

The "William" Orthographic Fitter is a charming addition to the Optical Department. The colorings and shapes are exquisite, and they will add a touch of color to your rooms.

1869

"BETTER SERVICE"

GOLDEN JUBILEE

STORE OPENS AT 8.30 A.M., CLOSING DAILY AT 5 P.M.

"SHORTER HOURS"

REMAINING CLOSED ALL DAY SATURDAY

1919

DURING JULY AND AUGUST



Strange that the stern period of the Roundheads should bequeath furniture of the graceful order shown in the sketch, but contrasts are frequent in the evolution of furniture. Sufficient for us that the tables and chairs of Cromwell's time are now reproduced for the modern dining-room, and in their dignity and restrained ornament are eminently suited for that important chamber.

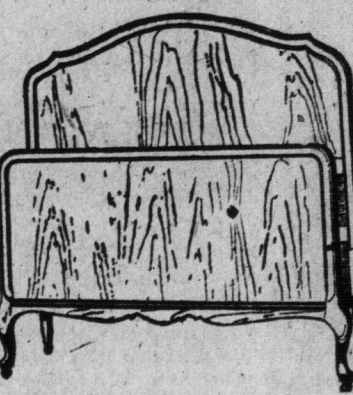
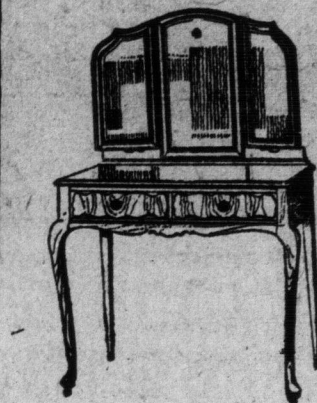
In a rich finish of black walnut, which is technically called Span-Umbrian, the suite of the illustration includes a 66-inch buffet, with separate mirror, china cabinet with wood lattice panels, oval top extension table, serving table, and six cane-backed chairs, with slip seats covered in haircloth. The price for ten pieces is \$650.00.

Mahogany, with the broken arch design of Chippendale, is another dining-room suite. It has a buffet with simple pediment back, cabinet, whose doors of glass will safely store the most precious china. A round extension table with 54-inch top, and six chairs of well-balanced design, which have panel backs and seats covered in the deep old blue shade of haircloth, emphasizing the richness of mahogany. The price is \$245.50 for the 10 pieces; and a fumed oak finish may also be obtained, price, \$314.00.

Of simpler character are two suites, both in quarter-cut oak, in fumed finish, and priced as follows:

Dining-room Suite: Buffet, \$55.00; extension table, \$21.50; china cabinet, \$48.00; set of 6 chairs, \$59.00, or 9 pieces complete, \$192.50.

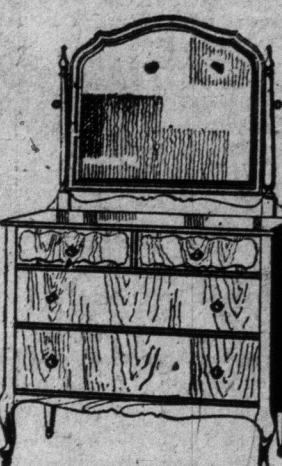
Dining-room Suite, Queen Anne motif: Buffet, \$45.00; china cabinet, \$35.00; extension table, \$27.50; set of 6 chairs, \$53.50, or set of 9 pieces complete, \$161.00.



A certain classical simplicity is the chief desire of sleeping-rooms in the house of today, and these bedroom suites of Eaton construction display that much sought quality. The particular one in the picture is of the black walnut which may be successfully used as background for a decorative scheme of gay chintzes and cretonnes. The design is reminiscent of the Queen Anne period, and a practical advantage is the dustproof construction. Prices are as follows:

Dresser, \$69.00; Chiffonier, \$62.00; Triple-mirror Dressing-table, \$46.50; Full-size Bedstead, \$45.00.

For those who prefer the suave attraction of Sheraton or the Puritan restraint of the Colonial design, there are these two suites:



Bedroom suite in Sheraton motif, black walnut, dustproof partition throughout; Dresser with 4 drawers, \$63.00; Chiffonier with Toilet Mirror, \$55.00; Full-size Bedstead, \$42.00; Dressing-table with Triple-wing Mirrors, \$49.00.

Bedroom suite in Post-Colonial design in walnut finish. Dresser, \$49.00; Chiffonier, \$46.00; Dressing-table, \$35.00, and Four-poster Bedstead, \$40.00.



You may have noticed how chance callers linger when cosily ensconced on a luxurious couch such as this Chesterfield. The fact of the matter is, a throne of this variety is far too grateful and comforting to be hastily deserted. A central point of attraction in any living-room, even of the most unassuming type, the Chesterfield has made itself an absolutely indispensable member of the household. An evening spent reclining amidst its cushions with book in hand and a lamp diffusing its soft light on the page—does it not appeal to all and sundry?

Upholstered in flowered tapestry, this Chesterfield is 7 feet 6 inches long, is double-stuffed with three-panel spring back and loose cushion seat, and the price is \$188.50.

To preserve peace in the family circle, it might be wise to have one or two of the large arm chairs which are covered in the same tapestry. They have high backs, and are priced at \$67.00 each.

## Victor Records for July Just Issued

## These New Records for the Talking Machine

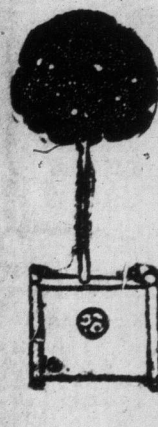
YOU will want these for the little informal dances of summer, or just to listen to while you sit on the porch. All in the list are priced at 90 cents.

- |       |  |       |  |
|-------|--|-------|--|
| 15583 | Lullaby Blues (In the Evening)—American Quartette.     | 15580 | When You See Another Swallow Hanging Around—Sung by Adele Rowland. |
| 15584 | When the Bee Make Honey (Down in Sunny Alabama)—Duet.  | 15581 | Mammy O' Mine—Sung by Adele Rowland.                               |
| 15585 | Somebody's Waiting for Someone—Peerless Quartette.     | 15582 | Oh, Susie Behave—Medley.   |
|       | The Boys Who Won't Come Home—Sung by Henry Burr.       | 15583 | One-step, Monte Cristo, Jr.—Medley.                                |
|       | Bring Back Those Wonderful Days—Sung by Arthur Fields. | 15584 | Out of the East—Fox Trot.  |
|       | Jazz Baby—Sung by Marion Harris.                       | 15585 | Rainy Day Blues—Fox Trot.  |
|       |  | 15586 | Rainbow Division March.  |
|       |  | 15587 | Spirit of Independence March.                                      |
|       |  | 15588 | Money Musk, No. 1—Victor Military Band.                            |
|       |  | 15589 | Virginia Reel, No. 1—Victor Military Band.                         |

## For Complexions Tanned by Sun and Wind

## Here is a List of Toilet Preparations and Remedies for the Small Ailments of Summer

- |  |   |
|--|---|
| Cream of almonds and witch hazel, 29c, 57c.                                    | Peerless bath powder water softener, 16c.                                   |
| Cucumber jelly, in tubes, 16c.   | Peerless coconut oil shampoo, 19c.  |
| Witch hazel vanishing cream, 25c, 40c.   | Peerless hair tonic, 37c and 52c.   |
| Theatrical cold cream, 1/2-lb. tin, 47c.                                       | Peerless sage and sulphur cream, 29c.                                       |
| Zephyr face powder, flesh, white or brunette, 47c.                             | Violet ammonia for the bath, 21c.   |
| EATON'S toilet water, rose, violet, lilac, lily of the valley, 52c and \$1.04. | Old English lavender water, 29c.  |
| Mosquito cream, 19c.   | Lilac Lotion, a toilet water, 39c.  |
| EATON'S talcum powder, rose or violet, 18c.                                    | Peerless disinfectant, 16-oz. bottle, 25c; 1-gallon, \$1.25.                |
| De Odo deodorant paste, 15c and 26c.   | Bordeaux mixture, 1-lb. package, 40c.                                       |
|  | Liquid antiseptic, 2-oz. bottle, 16c; 4-oz. bottle, 30c; 8-oz. bottle, 53c. |
|  | Javel water, 1 pint, 15c.   |
|  | Aromatic cascara, 3-oz. bottle, 42c; 8-oz. bottle, \$1.04.                  |
|  | Effervescent phosphates of soda, 4-oz. bottle, 40c; 1-lb. bottle, \$1.15.   |
|  | EATON'S fruit saline, 8-oz. bottle, 58c; 1-lb. bottle, \$1.15.              |
|  | Beef, iron and wine, 14-oz. bottle, 78c.                                    |
|  | Milk of magnesia, 14-oz. bottle, 25c.                                       |
|  | Sedlitz powders, 8 in box, 25c.   |



- |   |  |
|---|--|
| Anti-ting lotion, 16c.  | Extract of malt, 16 oz., 90c.                        |
| Medicinal petroleum, 8 oz., 35c; 20 oz., 75c; 40 oz., \$1.55. | Hive mixture, 8 oz., 37c.                            |
| Compound syrup of glycer-phosphates, 16 oz., \$1.56.          | Lemon sherbet, 8-oz. bottle, 37c; 1-lb. bottle, 58c. |
| Citrate magnesia, 4-oz. bottle, 45c; 1-lb. bottle, \$1.40.    |  |

T. EATON DRUG CO.

## If You Cannot Come to the Store

You Will Find Our Mail Service for City and Suburban Customers a Great Convenience.

WHEN you cannot come to the Store, or are unable to telephone for what you wish to order, make out the list of things you require, address it to the "City Order Department" and either post it, give it to the driver, or get someone who's coming to town to drop it for you into one of the boxes placed at the entrance to the Store (8 collections daily), and your order will receive immediate attention.

Bunting--A Need for Celebration  
Flags to Fly on House and Automobile in Honor of the Signing of Peace.

Speeding by on the highway, your automobile decked in flags signals rejoicing to all who pass, and the gay gleam of bunting cheers the occupants. The facade of your house and verandah posts should be dressed in their best to hail the day of peace, and the cottage or camp by the lake shore will want a flag to hoist on the pole. The children, too, do they not exuberantly clamor for the joy of a flag to wave? Wherefore, it is most timely and urgent to think of bunting of all descriptions. Sizes and prices are as follows:

Size.	Union Jacks.	3' 0" x 6' 0".
1' 6" x 3' 0".	\$2.40	6.00
2' 3" x 4' 6".	4.40	8.50
3' 0" x 6' 0".	5.25	10.00
3' 6" x 7' 6".	7.65	
4' 6" x 9' 0".	9.75	
5' 2" x 10' 6".	13.00	
6' 0" x 12' 0".	15.50	
6' 9" x 13' 6".	19.50	
Size.	Canadian.	U.S.A.
1' 6" x 3' 0".	\$ 2.85	3.75
2' 3" x 4' 6".	4.55	5.00
3' 0" x 6' 0".	5.85	
4' 6" x 9' 0".	10.75	
5' 3" x 10' 6".	14.00	
1' 6" x 3' 0".	2.85	
2' 3" x 4' 6".	4.55	
3' 0" x 6' 0".	5.85	
4' 6" x 9' 0".	10.75	
5' 3" x 10' 6".	14.00	

The Great July Sales Begin Today, July 2nd, with "Something Different Every Day" to provide unusual economies throughout the month. Watch for Announcements.

## Another EATON-Made Product--Acme Thread

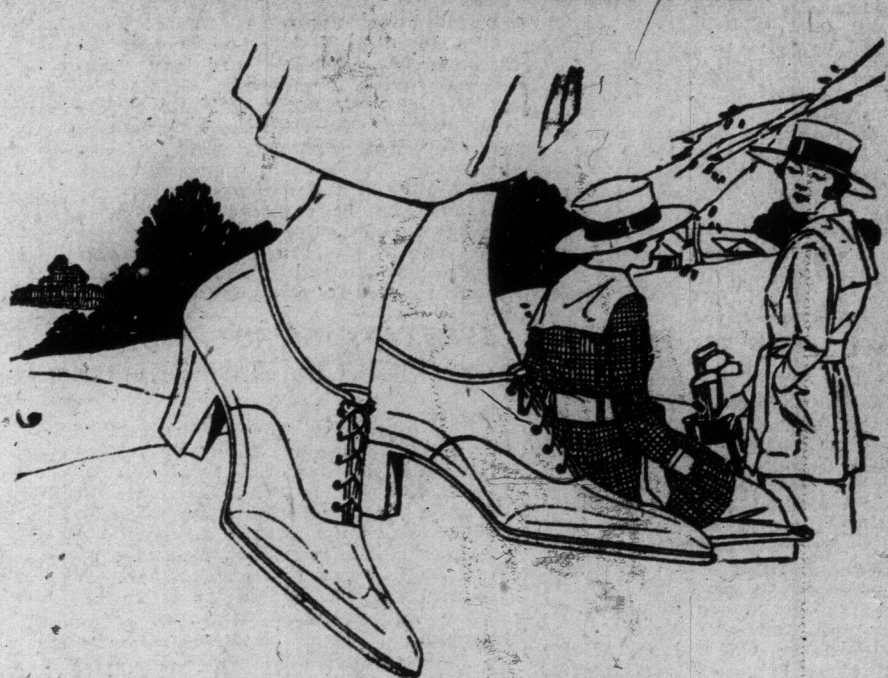
Backed by the EATON Name, Acme is a Thread in Which We Take Pride.

THE busy seamstress wants a thread on which she can depend. That tiresome trick of breaking just at the most awkward place of the hem need not be feared in this thread, which we call Acme to emphasize its superlative quality.

Skilled workers, modern machinery and the best grade of cotton yarns are the triple reasons that stand behind each spool of Acme. In white or black, it is 6-cord and 200 yards on the spool. Sizes in white are 10 to 200; in black, 10 to 80, and the price is 7c the spool and 80c the dozen.

## The Footwear Beloved of Fashion

White Oxfords or Those of Kid and Patent Leather Are De Rigueur With the Smart Summer Costume.



Modelled on long lines, the shoes of the day have reached a height of elegance never before attained, and the most desired examples in leather and canvas are to be seen in the Shoe Department.

One or two of the most representative Oxfords in each variety are listed below:

Fine white canvas, with white ivory Goodyear welted soles and white Cuban heel, neat plain vamp. Sizes 2 1/2 to 7. Widths AA to C. Price \$7.00.

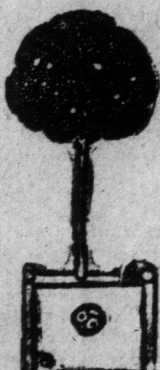
Another white canvas Oxford of extra light weight, hand-turned soles, Louis heel, canvas covered, plain vamp. Widths A to D. Price \$7.00.

A popular white kid Oxford in a fine American make. Has the imitation stitched tip, welt sole and kid-covered heel. Price \$10.00.

In fine black kid, a neat plain toe Oxford, with extra light sole and Louis heel, essentially built for comfort and lightness. Widths A to D. Price \$7.50.

A fine brown kid Oxford makes a distinguished summer shoe. Has imitation tip, Goodyear welted soles and Cuban heels. Widths A to E. Price \$7.50.

Smart patent Oxford, with Louis heels and vanity plate and Goodyear welt soles, stitched tip and new long vamp. Priced at \$7.00.



THE T. EATON CO. LIMITED