

EATON'S JULY SALE

STARTS MONDAY, JULY 4th

HERE'S the plain simple statement without a superlative—yet full to overflowing with tidings of the good value giving. The July Sale has grown to such an extent, involving quantities of merchandise of tremendous proportions—a growth that has been steady and sure—a growth that has evoked for this sale provision involving months of energetic preparations, preparations in anticipation of a month of much greater business activity than a year ago, which holds the record for Big July Sale Selling; all the more noteworthy for the road to such an accomplishment was fraught with

difficulties—cost of labor has increased, prices for material are higher, etc. Nevertheless here are prices as low—even lower in some cases than a year ago, the result of three things: Ready cash, quantity orders and particularly our manner of pricing. We're taking VERY small profit, as we utilized to every advantage our ready-cash buying, and we ordered far enough ahead to make it to the manufacturer's interests to fill the orders, thereby utilizing every possible minute otherwise idle. The first day holds many very exceptional offers.

The First Ice Cream

To Dolly Madison, wife of the fourth President of the United States, and one of the most charming and popular mistresses of the White House has known, is attributed the invention of ice cream. Gifted with beauty, grace and diplomacy, it was yet as a hostess she won her greatest and most lasting fame. It is recorded that even the bitterest enemies met amicably at her board rather than forego the pleasure of her entertainments. That she should be the first to serve this now universal delicacy should entitle her to a place in international memory. If, as someone has suggested, every hot and thirsty mortal who finds refreshment in a sundae, an ice cream soda or any of the kindred concoctions, were to contribute a penny for the erection of a monument to the inventress of this culinary delight, they might build a tower so high that all other memorials of a similar kind would appear as mere gate posts.

The prophecy might easily have been credited during the past fortnight, when anything in the nature of ice cream was consumed in amazing quantities. And while Summer lasts it is not likely the demand will abate. It is appropriate, therefore, that attention should be drawn to the comfortable and attractive provision the Store has made for the shopper who feels inclined to pause for a moment and regale herself with a reviving draught.

The general lunch room has been enlarged, and also vastly improved in appearance by the introduction of handsome oak pillars and rafters. A system of ventilation supplies a constant current of cold air, making the place cool on the warmest of days. In the artistic little grill room adjoining the same magic effect is characteristic, and here, in a picturesque setting of palms, softly harmonizing decorations, and pretty, flower-decked tables, the morning cup of bouillon or cocoa, or the afternoon cup of tea or coffee, may be substituted, if so desired, by an ice, a soda or any of the sundry items on the Summer menu card.

"Eaton's Beauty," a delectable combination of strawberry and vanilla ice cream, reposing on lettuce and liberally crowned with candied cherries and pineapple, is one of the season's novelties, as is also "Eaton's Delight," of ice cream soda variety.

If you wish to sit and rest awhile, if you are feeling the heat and wish to become delightfully cool, if you wish to have a bite or sup of invigorating refreshment—spare ten or fifteen minutes and go up to the Lunch Room on the fifth floor.

Umbrellas

The first lot of Parasols for the July Sale is a choice collection of fancy designs at the tempting price of \$1.39. All are rare values at the price. There are light, medium and dark covers in a wide range of widely differing patterns and colors. Choice gilt and silvered frames, with handles assorted in dainty natural woods. July Sale price \$1.39

The Umbrellas are some of our best goods, pure silk and silk-and-wool covers, close rolling frames, large selection of handles, with extra fine rolled gold and sterling silver mounts, silk cases. They have been twice this price, so depend upon rare good buying. July Sale \$2.50
—Main Floor, Yonge St.

Women's Gloves

400 pairs Fine Kid and Lamb-skin Gloves, with two dome fasteners, outside and oversewn seams, gusset fingers, and Paris points. In a good range of colors, but not all sizes in each color. You'll save well on every pair at this July Sale price 45c
—Main Floor, Yonge St.

Petticoats, Waists and Children's Dresses

Women's Cresta Taffeta Petticoats, some two-piece flounce, with shirring, strapping and deep embroidered frill, others three-piece with tucking, shirring and gathered frill; colors navy, brown or black; lengths 38, 40 and 42. Half-price, each 75c

Children's Dresses, clearing several styles, neat patterns of percale, fancy stripe and checks, some low or high neck, with piping and plain chambray; colors navy, pink, sky or red; sizes 2 to 14 years. Almost half-price, each 69c

Children's Buster Dresses, of fancy check and plain chambray, box pleats, finished with belt; colors sky, red, pink and navy; sizes 2, 3, 4 and 5 years. Price 39c

Women's Muslin Dressing Sacques, fancy figured and floral designs, trimmed down front and on sleeves with fancy colored border, shirred at waist and tied with silk ribbon; colors white with sky, pink, mauve or navy; sizes 34 to 42. Price 53c

Women's White Lawn Waists, some with lace yokes, others fancy fronts, with Valenciennes insertion, embroidery, tucking and lace, high neck and long sleeves with insertion and lace, buttoned back; sizes 32 to 42. Each 98c

Women's White Lawn Waists, prettily embroidered fronts, some fancy fronts, with Valenciennes insertion and tucking, others Dutch neck with embroidery, insertion and lace, also high necks, long or three-quarter sleeves with insertion and lace, buttoned back or front; sizes 32 to 42. Some half-price, for 79c
—Second Floor, Centre.

Remarkable Curtain Clearances Open the July Sale

Odd and Sample Curtains, 3 and 3½ yards long; a great many of these matchable into pairs; are a collection of soiled curtains that have been used for showing, as well as various sample pairs and a big lot direct from the mills. This is the best lot we have ever offered at the price. Each 25c

Swiss, Battenberg and Cluny Curtains, 50 and 60 inches wide, 3, 3½ and 4 yards long, in white, ivory or linen color, show good range of new designs; they're made from best quality nets, and all the lace is carefully finished by hand; only small quantities of each design remain to give you this chance to secure a good pair of curtains reduced. Pair \$3.95

Fancy Colored Curtain Scrim and Etamines, 36 and 40 inches wide, with invisible patterns and borders on each side, all the new designs of this season's production, in color combinations of red, green, brown and blue, making suitable curtains and light draperies for dining-rooms, halls, dens. Beautiful goods, greatly reduced, per yard 23c

Cushion Forms, size 22 x 22, filled with special quality Russian down and covered with closely woven white cambric, are clean and odorless cushion forms for Summer use. Special price, July Sale 35c

A Clearance of Japanese Split Bamboo Verandah Curtains, in three of the best selling sizes, complete with cord and pulleys; sizes 4 x 8, 65c; 5 x 8, 80c; 6 x 8 \$1.00
—Third Floor.

The White-wear Section



One of the foremost sections in the July Sale, the White-wear, has more than anticipated the needs that the magnitude of the Sale this year promises to develop. Here's a list of values that surpass almost anything we ever offered for a rush of opening day buying.

Women's Gowns, of cotton, slipover style, neck with one row lace insertion, one row lace beading and ribbon and edge of lace, elbow sleeves with edge of lace, lengths 56, 58 and 60. Sale price. 69c

Women's Gowns, of cotton, button front, square neck of embroidery insertion, Swiss beading and ribbon, also edge of embroidery, sleeves with edge of embroidery, lengths 56, 58 and 60. Sale price 85c

Women's Skirts, of cotton, with deep flounce of lawn, two clusters of tucks, wide frill of lawn, with two clusters of tucks, two rows of lace insertion and wide edge of lace, lengths 38, 40 and 42, dust ruffles. Sale price 79c

Women's Skirts, of cotton, deep flounce of lawn, two clusters of tucks, one row of wide, embroidery insertion and wide frill of embroidery, dust ruffle, length 38, 40 and 42. Sale price \$1.10

Women's Corset Covers, of cotton, neck with row of lace insertion, lace edge and ribbon draw, arms with edge of lace, sizes 32 to 42. Sale price 22c

Women's Corset Covers, of all-over embroidery, ribbon draw, straps over shoulders of embroidery insertion and edge of lace, sizes 32 to 42. Sale price 57c

Women's Drawers, of cotton, wide frill of lawn, row of lace insertion and edge of lace, both styles, sizes 25 and 27. Sale price 25c

Women's Drawers, of cotton, frill of lawn, with row of embroidery insertion, wide hem, both styles, sizes 25 and 27. Sale price 39c
—Second Floor, Centre.

Clothing Opportunities of the July Sale—for Men

Two-piece Summer Suits, of high-grade American makes, are very heavily price reduced to \$10.95. Tropical worsteds, flannel finished tweeds, etc.; mostly in the handsome greys, plain or with stripes or checks; single-breasted, three-button coats, half-lustre lined; trousers have cuffs and belt loops. The tailoring throughout is very fine, and the suits are cut in the season's favored styles; sizes 35 to 44. Save greatly on every one at July Sale price \$10.95

200 Pairs Outing Trousers, of imported Scotch materials, soft flannel finished tweeds, in light and medium greys, with checks and stripes; finished with cuffs and straps for belt; sizes 32 to 42-inch waist. Save much at July Sale price, per pair \$1.95

A Suit for \$3.99! We're clearing up the balances of our inexpensive lines. English and Canadian tweeds, in medium and dark greys and browns; three-button, single-breasted coats, and a few double-breasted; good, serviceable linings; sizes 36 to 44. July Sale price \$3.99

Boys' Clothing in the Sale

99c for Boys' Wash Suits, of stripe galathea, in linen and pink shades, neatly made up in the Russian style, fastening up side, military collar, white braid trimming down the front, also on belt, bloomer knickers. They'll fit children 3 to 7 years old. July Sale price 99c

Russian Wash Suits at 75c, with or without the deep sailor collar; made of chambrays and prints, in check and stripe designs and the natural linen and plain blue colors, braid trimmings, bloomer knickers; to fit children 3 to 7 years. July Sale price 75c

American-made Boys' Sailor Suits, of light weight worsteds and tweeds in smoke, grey and olive tinted grey effects, deep full blouse with trimmed sailor collars, bloomer pants; sizes 23 to 28. Save heavily on these at July Sale price \$2.95
—Main Floor, Queen St.

Men's Neglige Shirts, 33c

Here's good news for the man wanting fancy Neglige Shirts of cool Summer weight in fast washing colors. They have been collected from broken lines of regular stock and the balance from last special, on which we have reduced the price considerably. In fact, not a shirt in the lot is worth less than twice the price.

Stripes, figures and floral patterns, laundered neck band and cuffs attached; sizes 14 to 17½. July Sale price 33c

Men's Undershirts for 19c

The price cut near to half, and every one of perfect make, in brown, black and neat stripe colors; sizes 34 to 40, and shirts only. Impossible to fill 'phone or mail orders. Each 19c

Men's Work Shirts, 47c

Very durable quality of black drill, with small white stripes, collar attached, seams are doubly stitched throughout. July Sale price 47c
—Main Floor, Queen St.

The July Sale in Linens—Cottons, Flannels, Blankets

The Staple Section will be a daily contributor to the big month of stirring values. We've planned long and thoroughly to make the Sale a grand success throughout the section, and we'll start off with this long list of money-saving prices for the first day.

Plain English Pillow Cotton, full bleached, close, even weave, free from dressing; 46 inches wide. July Sale price, yard 12½c

Plain English Sheet, full bleached, strong, staple yarns, close weave, excellent wearing quality; 72 inches wide. July Sale price, yard 29c

Flannellette Blankets, grey or white, choice Canadian make, soft, well napped finish, pink or blue borders; size 70 x 84 inches. July Sale price, pair \$1.29

Canadian Cotton, full bleached, strong weave, free from dressing, 36 inches wide. July Sale price, yard 7½c

Canton Flannel, bleached and unbleached, close weave, well napped, heavy twilled back; 25 and 28 inches wide. July Sale price, yard 6c

Table Cloths, full bleached Irish damask, pure linen, well assorted in small, dainty patterns; size 2 x 2½ yards. July Sale price, each 98c

Roller Toweling, bordered crash, strong weave, good wearing quality; 17 inches wide. July Sale price, yard 5c

English Glass Toweling, very absorbent, red or blue checks, 32 inches wide. July Sale price, yard 6c

Hemmed Huck Towels, full bleached, splendid quality; size 18 x 34 inches. July Sale price, pair 16c

English Striped Flannellette, strong weave, soft pure finish, well napped, well assorted stripes and colorings; 31 inches wide. July Sale price, yard 7c
—Main Floor, Albert St.

July Sale of Carpets

Many new shipments are arriving, but our method of selling will not permit of our holding these Carpets at stock-taking, as new goods will be crowding in for the Fall trade.

English and Domestic Wilton and Axminster Carpets, clearing balances of this season's best selling patterns, handsome florals, chintz, conventional and Oriental designs, in color combinations of the best, with borders to match most of them. July Sale, per yard. \$1.29

English Tapestry Carpet, 27 inches wide, our best 10-wire grade, a sturdy wearing quality, in rich floral, scroll and conventional patterns, in combinations to suit the varying styles of rooms or halls; some with borders to match. Per yard 73c

Cotton Bath Rugs, washable, will finish up an enormous lot of dropped patterns. The colors are green and blue, with plain mottled centres, tile patterns and other figures. Sizes 36 x 63, at \$2.25; 27 x 54, \$1.65; 18 x 36. 98c

Heavy Quality Brussels Rugs, woven with lengthwise seams, but no cross seams, have neat 18-inch interwoven border, showing pretty floral and conventional designs; all have good, durable colors, in medium shades; size 9 x 12 feet. Each \$13.25

China Straw Matting, 36 inches wide, jointed every two yards, is made from good live straw, soft and pliable, clean and healthy for Summer use. About 2,000 yards in all, at, per yard 9c

Cork Carpet (figured) and Printed Granite Linoleum, 2 yards wide only, is a very useful floor covering for bedrooms and sitting-rooms, being noiseless, also the most sanitary and easily kept clean. Square yard 59c
—Third Floor.

The Hammock Campaign Continues

Monday we will press home the attack with a flank movement. We will round up the stragglers and clear them out. We will begin on a number of good, every-day Hammocks in a very pretty Scotch plaid, strongly woven, and splendid value, at \$1.85

Second move is on one line of most beautiful goods, rich enough for any environment; beautiful colorings, spacious size, pillow spreader and a great hammock to wear \$3.00

Third attack is on a special heavyweight hammock, knit weave and throw-back pillow—one in which the coloring and design stamp it with superior quality. This one we recommend as a high-grade hammock in every way. Price \$4.00
—Fifth Floor.

THE T. EATON CO LIMITED