

EATON'S JULY SALE NEWS

Keeping Up Interest in the July Sale

Values Grow Bigger as the Time Grows Shorter



The Sale items on this page show how well we've prepared for the third week's big business

Those who have not yet seen the famous Biplane on the Fifth Floor have an opportunity to do so Monday.

Linens and Cottons Offer Buying Inducements

English Satin Quilts, full bleached, fine quality, various floral designs, rich centres and borders, full bed size. July Sale price \$2.00

English Sheeting, full bleached, fine twilled weave, strong yarns, pure finish, 80 inches wide. July Sale price 28c

Fine English Nainsook, choice English makes, very fine needle finish, 40 inches wide. It has sold for just twice this price, but we are clearing a number of 12-yard lengths at, per length \$1.49

English Circular Pillow Cotton, full bleached, strong even weave, free from dressing, 44 inches wide. Save largely at this July Sale price, per yard 16c

Roller Toweling, linen crash, hardly to be bettered for wearing quality. Width 17 inches, red bordered. July Sale price, yard 8c

English Checked Glass Toweling, strong weave, good wearing and drying. Toweling, 23 inches wide. Extraordinary value, at, per yard 5c

Linen Huck Towels, fine quality, plain or fancy borders, hemmed ends, size 19 x 36 inches. July Sale price, yard 27c

Unbleached Butcher Linen, strong weave, suitable for children's wear, etc., 36 inches wide. July Sale price, yard 17c

Horrockses' Repp Skirt



The skirt has nine gores, quadruple group tucks at sides, headed with a wide strap, fastened by a large fancy button as shown in illustration. Special for the July Sale, each, \$2.95. —Second Floor, James St.

Women's Suit Values

At \$14.75—Fine serges, sharkskin and hair-line tweeds, show shades of sage, reseda, tan and navy, the coats have medium and long revers, silk or satin lined, with many very smart touches of trimming, as well as some strictly plain tailor-made garments.

At \$22.50—New York Model Suits of fine worsteds, nobby tweeds, Rajah silk and cream serge, are made in many of the very smartest styles of the season, with the thoroughly tailored and distinctive appearance characteristic of the higher class productions; they are silk and satin lined, plain tailored or fancy trimmed; every suit away below the price. \$22.50

At \$27.50—This price takes in the single models and many show-room pieces, representing the very best products of the tailor's art, of cream serges, Rajah silk, fancy worsteds; these suits are exclusive in style and ample in assortment. At the price, each \$27.50 —Second Floor, James St.

Draperies Offer Price Inducements

Swiss and Irish Point Curtains, at \$3.15, are 50 inches wide, 3 1/2 yards long, in white or ivory. There's good range of desirable designs in Curtains, suitable for any room. All are made from a good grade of net and carefully finished by hand. These are a clearing of broken lots and an opportunity which should not be missed. Regularly \$4.00 and \$5.00, July Sale price \$3.15

Hand Blocked Linens and Linen Taffetas, 50 inches wide, suitable for curtains or light upholstery, comes in blue, green, rose or gold. These goods are fast colors and suitable for the living room, dining-room or bedroom. They would add greatly to the furnishings of the Summer home, in the form of cushions, etc. Prices reduced nearly one-half. July Sale, per yard 75c

Colored Muslin, 40 to 48 inches wide, in fancy open work stripes of gold, pink, helio, etc., will make up into pretty and serviceable curtains for bedrooms, toilet table covers, etc. July Sale price, per yard 25c

White Window Shades, size 37 x 70, of good quality opaque cloth, are trimmed with insertion, they are mounted on Hartshorn rollers and are fitted with brackets and tassels. Deeply cut for the July Sale, each 49c

Silk British Ensigns, 24 x 36 inches, of good quality silk, nice for decorations in the Summer cottages, boats, etc., are often suitable for boating cushions. Price 39c

English Taffetas, 50 inches wide, in green, rose, blue and cream, are charming hangings, valances, etc., for bedrooms, sitting-rooms, etc., both Winter and Summer. July Sale, per yard 35c —Third Floor.

Women's Whitewear

Emphatic July Sale prices are the "order of the day" in the Whitewear Section. We start the third week off with this quartette of attractive values, while throughout the section numerous other July Sale opportunities will make your shopping trip most profitable.

Combinations, fine quality ribbed white cotton, fancy yoke, umbrella style, lace trimmed; sizes 32 to 36. July Sale price 39c

Corset Covers, fine quality white balbriggan, no and long sleeves, button front, lace and ribbon trimmed; sizes 36 to 42. July Sale price 29c

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

Pyjamas, fine quality cotton, in fancy dots or stripes, with fancy colored borders; sizes to fit ages 4 to 18 years. July Sale price. . . 75c —Second Floor, Centre.

Parasols at Large Savings

A number of our high-class Parasols are marked at half-price and less. They represent the season's favored fancies from first-class Austrian, French and English makers. Covers come in plain shades and fancy designs, some very richly worked. They have the long fashionable handles with novelty tops. The July Sale price is . . . \$5.00

Women's Parasols 98c, wide varied of striped and fancy patterns in light, medium and dark shades. Choice gilt frames and a good assortment of handles. July Sale price 98c —Main Floor, Yonge St.

Boys' Shirt Waists, 29c

They are a nifty style that most boys like to wear, and are made of fine zephyr in shirt waist style, fitted with soft collars, also some sizes with laundered neck bands. Blue and white stripes are the colorings, in all sizes, 11 1/2 to 14. July Sale special 29c

Big Clearing of Men's Underwear, 19c

Everything goes that is balance of special selling lines, with another price reduction. Both shirts and drawers in the lot, made of fine Balbriggan in pink, blue, white, marine and cream shades. Shirt sizes 34 to 38, Drawers 32 to 42. July Sale clearing price per garment 19c —Main Floor, Queen St.

Men's and Boys' Suspenders to Clear, 15c

One of our strictest rules in stock-keeping is that everything must be in perfect assortment, when any line gets reduced so as to be limited in quantity it's then we reduce the price to make sure of clearing out the entire lot—that's what happened with these Suspenders and we've made doubly sure by a big reduction.

They are of elastic web, with leather stayed backs with mohair ends, also English make, hand-sewn, and "John Bright" crossback style with leather ends. Save on these by buying Monday, at, per pair 15c —Main Floor, Queen St.

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

69c for a Verandah Chair

The Remarkable EATON Values are Again Demonstrated in the price of this Chair. Its frame is made from selected hardwood, with heavy turned posts and knobs, turned rungs and slat backs. A double cane seat, very heavy and strong, completes a chair nice enough for the daintiest Summer dining-room or all the year round bedroom. For small restaurants they would be very suitable. The finish is either red, green or natural. Limited supply at 69c

Other Summer Home Furnishings

Folding Chairs 75c
 Arm Rooking Chairs \$2.00
 Arm Chairs \$1.75
 Prairie Grass Chairs \$4.75
 Canvas Camp Cot \$1.10
 Folding Camp Cot, wire top \$1.25
 Roll up Mattress \$1.25
 Compact Folding Cot \$2.60
 Wool Pillows, pair 80c
 Dresser and Washstand, surface oak \$10.25
 Princess Dresser, surface oak \$10.75
 White Enamel Dresser and Stand \$10.25

Bird's Eye Maple Dresser \$22.00
 Mission Design Dresser, Early English finish \$19.50
 Chiffonier, Early English finish \$16.50
 Prairie Grass Arm Chairs \$9.00
 Rattan Rocking Chairs \$2.95
 Rattan Arm Chairs \$5.50
 Rocking Chairs \$1.60
 Rattan Couches \$3.75
 Folding Steel Couch \$5.50
 Mattress to fit \$3.00
 Cotton Felt Mattress \$5.00 —Fourth Floor.

Picture Moulding, 3c Foot

Special pricing to clear away all odd lines before stock-taking. For Monday we have selected Gilt Moulding of plain design and different patterns of Dark Wood Moulding, suitable for any style of picture you wish framed. Every line worth more than twice the price. July Sale special, per foot 3c

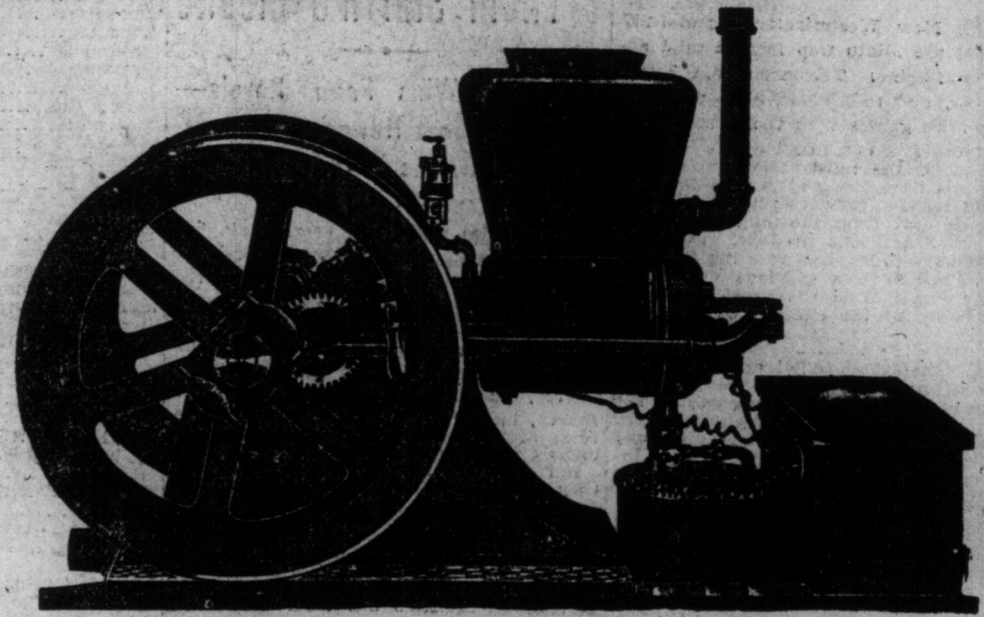
Another Lot of High-class Pictures, \$1.29

There are landscapes, figure pieces, barnyard scenes, Dutch seaport scenes, pastoral scenes and so on, mostly photogravures and colored facsimiles, but a few are well finished oil paintings. Frames are of gilt with gold burnished mounts in artistic designs. July Sale price \$1.29

Small Unframed Pictures, 3 for 5c

An opportunity for amateur artists to secure splendid copies, these are pretty landscape scenes in colors, prints of photographs and reproductions from paintings, also dozens of land and water scenes. Individual figure sketches, animal life etc., 3 for 5c —Third Floor.

Our "Acme" Water-cooled Gasoline Engines



The practicability of the Gasoline Engine has long since passed the experimental stage. There are hundreds of uses to which it may be economically put—for blacksmiths, wood shops, dough mixers, ice cream freezers, drills, lathes, sewing machines, and many other machines.

Our Acme Gasoline Engine will fill the most exacting demands for all small powers. Simple in construction, it can be operated quite easily. Very economical, using gasoline according to power developed. This is due to the simple and effective construction of the governor, which cuts off quickly and positively when less power is needed. It is of the "Hopper cooler" type, dispensing with large water tank and pipe connections. The outfit is self-contained, mounted on skids, ready to start when placed in position. Can be set on wheels or stoneboat, and made portable if desired.

3 Horse-power, 8-inch Pulley, 450 R.P.M.	\$107.50
5 " " 16 " " 400 "	168.75
8 " " 20 " " 325 "	260.00
10 " " 24 " " 300 "	340.00

—Farm Implement Section, Basement. SEE THEM

Photo Gallery's Good Offer Summer Drinks

Worth your while to have photographs taken now and enlarged in water colors or crayon. There is the certainty of prompt service and advantage of special values.

Cabinet Photos, two poses, finished in square or oval on a neat brown, white, or deep slate color mounting. Dozen \$3.00

Large Water Color Portrait, 16 x 20 inches, framed in handsome oval gilt swept moulding with gold burnished ornamental design ... \$5.49

Crayon Portrait, 16 x 20 inches, framed in neat square oak moulding of dark finish with ornamental corners finished in gold. Special at \$3.49 —Fourth Floor.

Someone has said that the first draught a man drinks ought to be for thirst, the second for nourishment, and the third for pleasure. When one and the same draught satisfies all three claims, that, presumably, is a beverage worthy of patronage. It is one, too, the knowledge of which is of timely acceptability. For when are throats so parched, or when does taste so crave some delectable potation, as now, when the temperature soars high, and idle holiday hours plead excuse for the eating of sweets and the quaffing of appetizing concoctions? The lovely Hebe, who dispensed nectar and ambrosia in the garden of the gods on Mount Olympus, could not have been more appreciated than the housewife who prepares the refreshing glass for the household of ordinary earthly mortals.

What this glass shall contain is a question that perplexes more than one or two. When expense and easy making are points to be considered the following preparations, procurable in the Drug Section, will be found to admirably fill the contingency, being healthful, quickly concocted, capable of slaking the most aggressive thirstiness, and, above all, pleasant to the palate.

To begin with, there are East Indian Lime Juice, of the purest quality obtainable; and Raspberry Vinegar, made from fresh, carefully-chosen berries, fine malt vinegar, and granulated sugar, a production that will rival the best home-made beverage turned out. In addition to these are Lemon Kall, or Sherbet, an effervescent powder, ready sweetened, and free from any medicinal properties, also "Ye Olde Lemonade," Lime Juice and Soda, and Lemon Squash Crystal, put up in ten-cent bottles, suitable for carrying to picnics, or packing in small space on any occasion of transferring provisions from one spot to another.

Olive oil, though only indirectly serving in the capacity of a Summer drink, is yet a requisite of seasonable catering closely allied to the subject under discussion. It is displayed in the same department, and displayed with a well-merited pride in its superiority of quality. It is represented by four varieties—the first, a French olive oil, made from the finest selected olives grown in the valleys of the Maritime Alps; the second, taken from the same grade of olives by fairly heavy pressure; the third, from still the same fruit, by slightly heavier pressure; and the fourth from olives grown on higher altitudes, constituting an oil well suited for cooking purposes.

Hammocks in the July Sale



There seems no let up to the vigor of Hammock selling in the July Sale. Very recent purchases from different factories have enabled us to offer you lines at very low prices. Here is an illustration. Monday, \$4.25 is the price we will ask for Hammocks that are worth very much more. Heavy weaves, tapestry effects, rich floral and conventional designs, an opportunity not to be had every day. Monday \$4.25 —Fifth Floor.

To Persons Hard of Hearing

Substantial aid to the deaf is rendered by that wonderful little electrical instrument, the Aurophone.

No more conspicuous than a pair of eyeglasses, and quite as convenient and inconspicuous, the Aurophone so intensifies sounds that they may be distinctly caught by all who suffer from deafness in which the auditory nerve is not paralyzed.

The Aurophone consists of—earpiece that could be concealed in the palm of hand; battery that a waistcoat pocket would hold; receiver about the size of earpiece; the three electrically connected by a small black cord. Demonstrated and thoroughly explained in the Optical Section, Second Floor.

T. EATON CO. LIMITED