

# EATON'S DAILY STORE NEWS

## Rush Price: Women's White Cotton Skirts of Good Quality, 29c

One of the most exceptional offerings the Whitewear Section has ever brought forth. *Not more than two to each customer.*

1,200 Only in the Lot. Special preparations made to serve you quickly. If ever there was an inducement put forth to bring an early rush, here it is—a good looking, well-made underskirt with tucks, lace and insertion for a price like this is an offer that anyone will quickly see is remarkable—the manufacturer himself paid more for the material than we're selling the made-up garment for. The only reason for such low-pricing is that we want one of the biggest, quickest buying crowds of the year, and we want them sharp at 8 o'clock, for we've a record day to beat, and we'll beat it if such an offer counts for anything. On sale Thursday. . . . . 29c

—Second Floor, Centre.

## Furniture Price Discounts

The average reduction is considerable, but on many of the best pieces it is fully one-half. These are selected pieces of our highest grades, built artistically on correct structural lines and finished perfectly.

The August Furniture Sale is in its last weeks. Don't miss this opportunity for a substantial saving. This list is only a selection from a host of values.

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| 1 Chiffonier, mahogany..... \$58.00        | 1 Mahogany Buffet..... \$19.00               |
| 1 Toilet Table..... \$32.00                | 1 Mahogany Extension Table..... \$70.00      |
| 1 Mahogany Bed, 3 x 6..... \$57.00         | 1 Mahogany Writing Table..... \$13.75        |
| 1 Mahogany Chiffonier..... \$75.00         | 1 Mahogany Parlor Table..... \$35.00         |
| 1 Mahogany Dresser..... \$39.00            | 1 Mahogany Library Table..... \$35.00        |
| 1 Mahogany Chiffonier..... \$39.00         | 1 Mahogany Parlor Table..... \$35.00         |
| 1 Frame Oak China Cabinet..... \$50.00     | Combination Bookcase..... \$25.00            |
| 1 Early English China Cabinet..... \$25.00 | Combination Bookcase..... \$42.00            |
| 1 Mahogany China Cabinet..... \$75.00      | 1 Quarter-cut Oak Bookcase..... \$48.00      |
| 1 Mahogany China Cabinet..... \$48.50      | 1 Quarter-cut Oak Bookcase..... \$56.00      |
| 1 set Mahogany Diners..... \$85.00         | 1 Mahogany Hall Rack..... \$75.00            |
| 1 Mahogany Dinner Wagon..... \$35.00       | 1 Mahogany Hall Seat and Mirror..... \$75.00 |

## The Season's Fancies in Furs

The daily opening up of boxes in the women's fur department reveals many novel introductions, both in designs and in the treatment of peltry; among the novelties is a notably smart auto or driving coat of our own production, developed in natural black rat, resembling in all but color the popular muskrat; in length forty-eight inches, with fall sweep to skirt, and high storm collar and lapels, this garment is ideal provision for motor or carriage use. It is priced at.....\$85.00

The Re-establishment of Persian Lamb as a prime favorite in the fashioning of muffs and fancy neck pieces has resulted in the display of numerous examples of scarfs, stoles and cravats in this particular fur; heads and claws, as of yore, characterizing the finishing touch of many. Prices run from...\$10.50 to \$25.00

In muffs the return of the round Granny design represents, perhaps, the most sensational feature; silk fringe in the trimming of the large rug muffs stands as another novelty. The selection, which includes a varied offering of pillow and Empire muffs, in large or small sizes, ranges in price from...\$12.88 to \$35.00

—Second Floor, Albert St.

## Indian Head Leather Cushions, \$2.48



Rare opportunity to secure for the den or sitting-room a strikingly beautiful leather cushion—much below usual price; the form is extra large, with back and front pieces complete in a neat dark brown leather, with long slashed fringe; the top is adorned with a typical Indian warrior's head and other designs, in his full regalia, that has been burnt into the leather, then hand-painted. Each.....\$2.48

—Main Floor, Centre.

## Net Waists at Half-price

Women's Waists of Fine Net at \$2.50—Will return large value for the outlay on Thursday; pointed yokes of white net, trimmed with rows of gold braid; are outlined with scroll braiding and braided buttons; others are of messaline and have fancy yokes; box pleats down the front; trimmed with silk braid and silk-covered buttons; finished with cluster tucking; colors are brown, ecru, white, green, saxe, navy, amethyst, rose, pink and sky. Half-price...\$2.50

## Women's Percal Wrappers, \$1

Women's Printed Percal Wrappers, in fancy designs and stripes; have pretty square yokes, trimmed with fancy braid and a gathered frill; turndown collars and buttoned cuffs, and deep flounce on skirt; colors are black and white, navy and white, and red and white; sizes 32 to 42 inches. Price.....\$1.00

Women's Muslin Dressing Sacques, in fancy figured floral designs; have front and sleeves prettily faced with colored border; tucking down front; shirring at waist, and tied with silk ribbon; colors are sky, pink and mauve; sizes 34 to 42 inches. Price.....93c

Women's Muslin Dressing Sacques, in fancy figured and floral designs; have square neck, fronts and sleeves trimmed with fancy colored borders and satin shirred at waist and tied with silk ribbon; have belts at waists; colors are sky, pink or mauve; sizes 34 to 42. Price, 53c

## Women's Wear

Military Capes—Are made in one of the most graceful styles seen in capes this season; 52 inches long, of broadcloth and fine Venetian; they have fronts edged with two wide stole effect bands of scarlet serge, and a smart military collar of same; flat brass buttons give a bright, dashing finish; black, navy, grey and hunter's green are the colors. On sale Thursday.....\$4.98

Semi-princess Muslin Dresses, in all white fine dress muslin; have the centre of waist front trimmed with fine tucks, with motif heading; the waist lines and sleeves show Valenciennes insertion and a deep flounce of all-over Swiss embroidery, plainly hemmed or with scalloped edges; three-quarter and full-length sleeves are both shown. Very special...\$5.00

Lace Coats—A few odd lines and samples, in cream and black Battenberg braids and nets, appliqued with silk braid and cording; these coats do not go out of style, hence are good for many seasons; a decidedly low price. Each.....\$10.00

## Satin-trimmed Delaine Dresses

A very smart semi-princess style, thoroughly well made and cleverly cut; fitting with great exactness; show polka dots of white or navy, brown, rose and black; deep fold of satin at foot and same at yoke, cuffs with under cuff of heavy mesh net; the waist line and sleeves are piped with satin. Each.....\$10.00

## New Fall Walking Suits

From Our Own Workrooms—Made of a fine all-wool cord stripe prunella cloth; the coat is semi-fitting, 35 inches long, with plain coat collar, medium revers, Italian lining, and skirt of a particularly good design, having 13 gores, double side pleats, front and back, with box pleats, falling from hips; it is a graceful, close effect, but affording room for free movement when on foot; black, navy, wine, rose, brown, electric and taupe are the colors. Each.....\$12.50

—Second Floor, James St.

## Boys' Suits

Boys' Two-piece Suits—Nicely tailored from an imported dark grey tweed, with a hair-line stripe design; have single-breasted coats, with box pleats and belt, and loose-fitting bloomer knickers, with strap and buckle fasteners; sizes 24 to 28 inches. Thursday.....\$3.75

Boys' Three-piece Suits—From imported fancy blue Clay twill worsted; are smart and very dressy suits; cut on the double-breasted model; have three-button coats and knee pants; good quality trimmings; sizes 28 to 34 inches. On sale Thursday.....\$6.00

—Main Floor, Queen St.

## Men's Furnishings

Men's Neckwear—From a special purchase of fine silk, in large variety of pretty colors and patterns, we've made up in our own factory stylish cut ties, and that's the reason we are able to sell so low; they are made up in the popular folded end four-in-hand style, in striped and figured patterns. All to clear at, each.....\$1.60

Men's Buttoned Sweater Coats—Plain black, navy blue or grey sweater coats, with colored trimmings on pockets and down front; made of ribbed wool, with a small percentage of cotton; medium size only. Special, Thursday.....\$7.50

Men's Underwear—Underwear for men, in heavy ribbed cotton; Fall weight, in blue, cream or pink shades; sateen facings; pearl buttons; there are not all sizes in each color, but in the lot, 32 to 44. Special, Thursday. 47c

—Main Floor, Queen St.

## Economy in Our Ribbon Prices

The continued vogue of the large hat, intensified rather than lessened by the season's new models, has increased the demand for ribbon as a millinery feature; the broad-spreading bow and the voluminous rosette are called into play more than ever in the modish turning out of bonnets for old and young; ruchings and shirings of ribbon are employed in the decking of crowns and brims, and in a myriad of deft ways it is draped and folded; for children's hats ribbon is the dominant note; our ribbon department in keeping pace with the trend boasts a stock of rare beauty and unusual range; moderation in price is even more pronounced than formerly, as the two following items will show—

Six-inch Satin Ribbon, in a soft finish, with beautiful sheen; in all the colors specially identified with the Autumn of 1910, including the new purple shades to be known as "Comet Shades," the new mahogany, tan and pumpkin tones; also royal, navy, natter blue, cadet, coral, Bordeaux, rose, wine, tilleul, champagne, orange, tobacco, seal, taupe, cherry red, grey and slate. Special, per yard.....25c

Also Shot Ribbon Representing a Popular Fancy of the Season of Good Weight and Handsome Finish, in many combinations of beautiful shades, such as sky and cream, Alice and sky, rose and cream, champagne and peacock, navy and peacock, tan and sky, mauve and sky, Nile and cream, peacock and red; a ribbon that serves admirably for the trimming of the hat required to accompany costumes of differing colors; the width of this is six inches. Marked for special selling, per yard.....19c

—Main Floor, Yonge St.

## Good Values in Hosiery

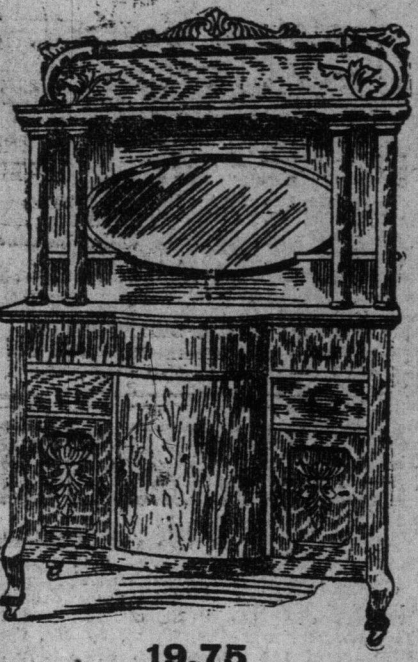


Women's Plain Black Lisle Thread Hose—Fine German makes; best stainless dyes; double heel and toe; sizes 2 1/2 to 10. On sale Thursday.....18c, or 3 for 50c

Women's Colored Lisle Thread Hose—Fine quality; German makes; all the new, up-to-date shades; spliced heel and toe; all sizes. On sale Thursday.....12 1/2c

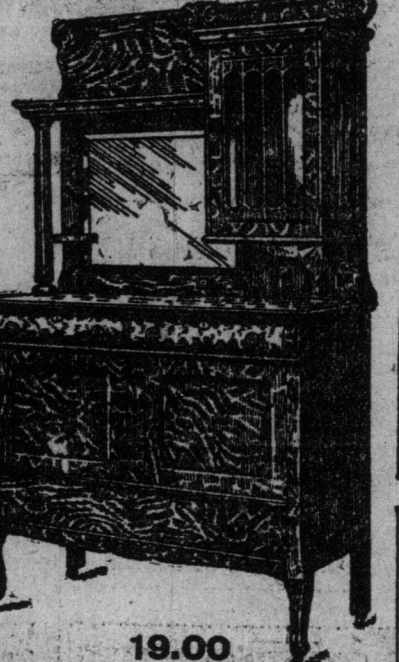
Women's Plain Black Cashmere Hose, made from pure cashmere yarn; double sole, heel and toe; seamless and fashioned finish; sizes 8 1/2 to 10. On sale Thursday at.....18c, or 3 for 50c

—Main Floor, Yonge St.



Parlor Armchair, mahogany finish, in assorted designs, have panel back and upholstered spring seat, covered in fancy silk tapestry. August Sale price.....\$4.90

Secretary, in a Mission design, Early English finish, has a top shelf, shaped drop leaf, large writing bed, well arranged interior and one long drawer. August Sale price.....\$11.25



Davenport Couch, oak frames, golden or Early English finish, has 40-coil-spring seat, and upholstered with felt, covered in green denim, valance hangings in front and both ends. August Sale price.....\$10.00

The wide variety of grades and prices is shown by this list, but every piece in the lot is better grade than you would expect at the price named.

Buffet, of a new design, in choice quarter-cut golden oak, polished, is fitted with bevel plate mirror, two cutlery drawers, one lined, two large cupboard, full length linen drawer and heavy shaped legs with claw feet, castered complete.....\$19.50

Sideboard, of surface golden oak, offers choice of two designs; they are large, roomy and well proportioned, with display shelves, bevel plate mirror, double shaped top and well arranged cutlery and



Music Cabinet, of mahogany finish, has a new design, neatly carved and well finished, with one large door, and fitted with shelves. August Sale price.....\$8.75

—Fourth Floor.

## Half-price for Wall Papers

French and German Wall Paper, rich in colorings, and Canadian paper in dozens of pretty shades and designs; are marked to half price and less Thursday, making it worth your while to prepare now for the house decorating.

Wall Paper, in Complete Combination of side-wall, ceiling and 9-inch border; good colorings for halls, kitchens and bedrooms—

Wall and ceiling, single roll.....4c

9-inch border, yard.....1c

Hall Wall Paper, in medium colored background; set figure designs; 9-inch border and ceiling to match—

Wall and ceiling, single roll.....5c

9-inch border, per yard.....1 1/2c

Neat Stripe Bedroom Wall Paper, in white background, colored in blue, pink and green; made with 18-inch frieze and fancy white ceiling paper—

Wall and ceiling, single roll.....7c

18-inch frieze, yard.....3c

375 Rolls English Parlor Papers

Green, yellow, pink and blue shaded patterns, made in two-tone colorings that are very handsome for any room; a balance stock we're clearing, making room, for less than half price. Single roll.....23c

—Third Floor, Queen St.

## Mail Orders for Advertised Goods

Are to be marked CITY AD. on the envelope, (top left-hand corner) so as to go direct to the City Department. Otherwise, your order may go to the M. C. stock, which contains only catalogued lines, and finally reach the City stock after goods are sold out. Help us to avoid disappointing you by marking your envelope CITY AD., and mailing your order to arrive here by to-morrow's first mail.

## Lustrous Satin de Chene at 49c Per Yard

Satin de Chene is one of the triumphs of modern silk-making; it is one of the favorite fabrics of modern costume-making; woven of pure silk, it is soft to feel, rich to look at, and is presented in a range of exquisite colorings; we have just received a consignment of this silk from an European manufacturer, famous for this type of material; among the shades are black, pink, rose, Nile, green, yellow, heliotrope, reseda, myrtle, brown and grey; ideal for evening blouses, frocks, and the lining of opera cloaks; its showing at the verge of the Autumn season is particularly timely. Very special price on sale, Thursday, per yard. 49c

—Main Floor, Yonge St.

## THE T. EATON CO.

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ANDRA  
"Good-bye"  
Furry Face  
BIAN NIGHTS  
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THE BAY"  
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to Laugh.  
Theatre  
Evenings, 25c.  
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DAILY MATS  
LADIES-10c  
VAUDEVILLE  
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25c, 50c  
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Indestructo Trunks

Made of 6-ply best hardwood, cemented into one piece; brass bound, and made to stand excessive handling and world-wide traveling; insured for five years free—

Women's square trunks, 36 inches.....\$36.00

Women's square trunks, 40 inches.....\$40.00

Men's square trunks, 36 inches.....\$30.50

Men's square trunks, 40 inches.....\$38.50

—Basement.