

# EATON'S DAILY STORE NEWS

## MARCONI-GRAMS FROM EATON'S

Quick, brief and fairly sizzling with the good news of wonderful values they contain, flash these messages from the various sections.

The Marconi-gram is symbolical of these days of rush and hurry—it's "gabble, gobble, git" nowadays in most

every walk of life, and here's the Store's announcement for Wednesday presented in a manner that he who runs may read, and in its eloquent brevity every item contains good buying news that is a far stronger argument than any words could present.

### Women's Black Silk Coats 95c—Very Dressy—9.50

Pure silk—good black threads—packed tightly together—dust cannot invade it—covers dress completely—wanted for traveling—nice for beach or seashore—special favorites with elderly women—fronts, cuffs, embroidered flat collar—turned in back—good looking—low price—all sizes—9.50—Also dress serge—Royals—in natural, green, rose, brown—all one price.

### Wash Suits—Tailored—Stylish

Looks custom made—clean-cut linen—fine tailoring—good quality repp—coat absolutely plain—removable embroidered collar—pleated skirt—white, rose, blue, grey, natural and mauve—also white linen suits—black collars—buttonholes and buttons—all sizes—4.50—Second Floor, James Street.

### Children's Dresses—Half-price

Gingham and Printed Lawn Dresses—check and polka dot—Buster style—brown and white—navy and white and white and navy—2, 3 and 4 years—Half-price—Children's Jumper Wash Dresses—fancy plaids and gingham—plain strapping—and white piping—pleated skirt—blue or red—6 to 14 years—half price—1.75

### Other Notable Values—Children's Dresses

White Lawn—Mother Hubbard—square neck and sleeves—lace edge—6 months, 1, 2 and 3 years—each—50c—White Lawn Dresses—Mother Hubbard—square neck—lace insertion—tucking—frill over shoulder—insertion—6 months, 1, 2 and 3 years—each—1.25—White Lawn Dresses—fancy yoke—Valenciennes insertion—round bodice—full skirt—insertion—6 months, 1, 2 and 3 years—each—2.50—Chambray Dresses—plain strapping—brass buttons—pleated skirt—navy, sky or tan—sizes 6 to 14 years—2.00—Second Floor, Centre.

### Women's Summer Shoes 95c—

Sizes 2 1/2 to 5—two-button Trilby or Laced Low Shoes—fine black kid—flexible soles—warm weather comfort—serviceable—dainty.

### Select Styles—Summer Shoes—Interesting Prices

2.50—Women's all patent Oxfords—select pliable stock—Blucher laced—medium weight soles—Goodyear welted—Cuban heel—favorite dressy wear—sizes 2 1/2 to 7—2-button Oxford—Colonial front—Cuban heel—brown kid—very select quality—fine kid insoles—kid-lined back—flexible hand turned soles—sizes 2 1/2 to 7—price 2.50—Brown Kid Oxford—women's—Blucher style—four lace holes for wide ribbon lace—plain toes—flexible hand turned soles—Cuban heels—fine kid insoles—kid back lining—sizes 2 1/2 to 7—price 2.50—2.00—Women's Oxford—fine kid—excellent wear—splendid style—front trimmed just enough full kid to relieve plainness—patent toe—caps—extension soles—smart Spanish heels—sizes 2 1/2 to 7—Tan Calf Pumps—Women's—very pretty shade—neat leather bow on front—ankle strap prevents slipping off—tops perfect fitting—flexible soles—high Cuban heels—sizes 2 1/2 to 7—price 2.00—Second Floor, Queen Street.

### Hosiery—Odd Lots—18c

Men's—women's—cashmere—Lisle—Cotton—some fancy patterned—fine German makes—fast dyes—spliced heel—Joe.

### Boys'—Girls' Hosiery—15c—

ribbed black cotton—German and Canadian makes—superior quality—stainless dyes—fine finish—all sizes in lot.—Main Floor, Yonge Street.

### Picture Mouldings—Cut Price—4c

Odds and ends—twelve patterns—1 1/2 to 2 inches wide—gilt—cherry—dark woods—very low price—4c—Framed Enchings—50c—Beautiful pictures—landscapes—sepias, tones, mounted—dark brown—white margin—dark oak mouldings—ornamented corners—12 x 20 inches—Special value—50c—Wedding Gift—Chance—1.98—Pastel paintings—water, colors—plain gold mats—attractive gilt frames—brass corners—some gilt swept gold burnished—1.98—Big range—photo frames—oval and square—many sizes—ornamental and plain—frames—standing backs—30c to 2.50—Third Floor.

### Interesting Message—Received from Millinery Workrooms

Exquisite Lingerie Hats—lower prices—through stocks—we went—odd bolts of laces—embroideries—tulle and Tulle—smart trimmings of flowers—half bolts of ribbon added to the lot—all were promptly reduced.

50 exquisite lingerie hats—many of all lace—others of embroideries, tulle, chiffons, nets and multi-colored shirred and pleated effects—trimmings of bunches of flowers—great quantities of lovely ribbons—all large becoming lingerie hat styles—be early—clearing—4.50—Smart Turbans—fancy open work straw—black and Tulle—smart trimmings of wings—chiffons—all materials reduced—very special—2.00—Second Floor, Yonge St.

### Young Women's Wash Dresses—“Come Early” Values

Goods straight from maker—reorganizing his business—glad to part with odd lots—extra good values—suggest Holiday wear—picnic jaunts—tennis boating—Cool—washable—unusually pretty—two lots:

1st Lot—Long hip waist—fold effect goes around—pleated skirt—front panel handsomely braided—short sleeves—low square neck—colors—pink, cadet, white, tan, helio, blue, 32, 34, 36 bust—35 to 38 length—special—2.98—2nd Lot—Long hip waist, deep fold—pleated skirt—button trimmed—piping—some embroidery—cuffs—short sleeves—low square neck—very neat—same colors and sizes—2.25—Second Floor, James St. North.

### Grocery List—Good for Wednesday

Buttermilk—fresh—gallon—15c—Borden's—10c—Dried Beef—sliced—smoked—glass jars—50c—Golden Syrup—1/2 lb.—25c—Maggi Soup Squares—assorted flavors—6 pkgs.—17c—Palmolive Blend Tea—India and Ceylon—black or mixed—1 lb.—23c—Symington's Essence Coffee—and Chicory—bottle—28c—Robber—canned—1 lb. flat tin—35c—Royal Salad Dressing—large bottle—45c—Anchovies—in oil—jar—25c—La France Laundry Tablet—makes washing easy—3c—tablets—25c—Fifth Floor.

### Laundered Collars—Embroidered—10c

New, dainty patterns—popular stand-up—turn-down style—medium heights—sizes 12 1/2 to 14 1/2—low price—each .10

### Men's Handkerchiefs—Linen—2 for 25c

Pure linen—fine quality—medium size—full laundered—assorted hem—stitched hems, 3 for—25c—Main Floor, Albert Street.

### Irish Table Damask 48c Yard

Full bleached—70 inches wide—close weave—fine finish—assorted neat floral patterns.—Main Floor, Albert Street.

### Wall Paper—Room Lot—7.50

Room size 12 x 14 x 9 feet high—with in city limits—choice English bedroom and parlor papers—French—American—bedroom—sitting-room and parlor—American—bedroom—sitting-room—parlor and dining-room—hanging—artistic—blendings—handsome designs—richly colored—light and medium colors—assorted forty papers—we supply mouldings to divide wall from ceiling paper—your choice paper and moulding, and work of hanging—great big saving—complete—7.50—Third Floor.

### Suitable Summer Playthings—

For children Summering at watering place—will enjoy these toys—heap of fun.—Fifth Floor.

### Scissors—Flatware—Small Articles—Small Prices

Embroidery scissors—solid steel—good quality—pair—15c—Jack Knives—Summer outing—2 blades—Sheffield manufacture—stag or buff handles—30c—Pair of carvers—high grade steel—genuine stag horn handles—pair—75c—Silver-plated knives and forks—steel base—2 dwts. silver—each .10—Butcher knives—sticking knives—reliable manufacture—handles securely riveted—6-inch blades—each .20—Ribbing Knives—same quality—pliable steel blade—9-inch—50c—Bread Knives—oil tempered blades—serrated edge—will cut clean from end to end—each—10c—Nevada Silverware—Summer use—will not tarnish—wears the same throughout—3, 4, 5—Dessert spoons and forks—3, 4, 5—Table spoons and forks—11c—Chefs' Knives—good kitchen carver—hold keen cutting edge, 7-inch, 70; 8-inch, 80; 9-inch, 90; 10-inch, 1.00—Knives and forks—white bone handles—securely riveted to blades—good quality steel—pair—14c—Genuine horsehide strap—shaped handles—double leather—patent swivel—29c—Razor Hones—anybody can produce that keen smooth edge essential to a comfortable shave—each—50c—Sheffield steel razor—full hollow ground—5/8 and 3/4-inch blades—black celluloid handles—guaranteed to shave perfectly—55c—Main Floor, Yonge Street.

### White Muslin—Odd Lines—9 1/2c

2,500 yards seasonable fabric—really a fancy lawn—known as white fancy voile—pretty and cool—for Summer dress—lovely sheer fabric—good laundering qualities—priced for speedy clearance—come early—get a dress length, 27 inches wide. Per yard—9 1/2c

### Fancy Muslin—9 1/2c

Out for the busiest day of season—one of the biggest values yet—fancy muslin—hundreds of odd pieces—last of the season's most popular lines—no complete color range in any one design—in the last almost any color or design—some almost half-price—others less—big early business—per yard—9 1/2c—See Yonge Street Window.—Main Floor, Yonge Street.

## The Most Important Tie Event of the Year Starts Wednesday

A Marconi-gram that brings the greatest good buying news to the many waiting for this announcement

Preparations for 1910 greatest yet—more Ties than ever gathered for same event before—better qualities—every tie the most desirable kind—stylish—handsome—thoroughly up-to-date—made in long, flowing end style—the popular tie for Summer.

Months of preparations make this the greatest economy event in years—buy plenty—buy for Fall—Winter—all EATON made goods—that's why prices are lower than other Annual Tie Sales. Lowest prices tie in the lot sells usually for double the money.

Sale continues two days. Best choice first day—plenty of every style—no waiting for change—extra sales-people. Come early. Price, each

25

THE T. EATON CO. LIMITED

### Marconi-gram from the Clothing Section Says—“Men's Summer Wear at Remarkably Low Prices”

Read this for Bright News—Men's raincoats or Summer motor coats—English Roseberry cloth—very light of weight—light brown or drab—cut full (roomy) and long—military Prussian collar—coat front buttons up right to chin—no lining—sizes 34 to 42 chest—75c—only—great savings, each—6.95—Men's Three-piece Suits Away Under Earlier Prices—fine imported worsted cloth—browns, greys, smokes—new striped patterns—excellent tailoring—stylish 3-button, double-breasted coats—good quality linings—sizes 36 to 44-inch chest—would cost this much to make, lots of them—exceptional value—each—9.95—See “Dollar Trousers”—good strong work-day pants—English tweed and worsted—finished cloth—dark colors—side and hip pockets—strongly sewn—extra value—1.00—At \$2.00, English hair line tweed trousers—narrow pin striped grey shade material—good strong wearers—have side and hip pockets—serviceable trimmings—sizes 32 to 42, pair—2.00—Main Floor, Queen St.

### Underwear for Men—47c

Fine elastic knit—natural merino and natural wool—undershirts—Summer weight—pearl buttons—sateen facings—mills seconds and odd lots—sizes 34 to 42. Low price—each—47c

### Boys!—Shirt Waists—44c

Fancy colored shirt waist—laundered neck band and cuffs—some have separate collar made from fast washing material—neat and fancy stripes—sizes 12 to 14—each .44—Main Floor, Queen St.

### Palms and Rubber Plants

Fresh stock—just arrived—18" high—3 and 4 leaves, 40c; 4 and 5 leaves—50c—Rubber plants—perfect condition—12 to 15 leaves—24" high—5" pots—45c—Fern pans—with assorted ferns—light for table use—6" pots—50c—Fifth Floor.