

# EATON'S JULY SALE NEWS

## The Infant's Layette

Ideals have proved utter turn-coats where the infant's wardrobe is concerned. The standard of a former generation and that of the present would never be recognized as bearing the most remote relationship to one another. They are made up of distinct and contrary notions. The baby of yesterday was fondly exhibited in garments stiff with starch and encrusted with lace and embroidery from throat to hem. The christening robe was a marvel of ornate needlecraft. When the baby of to-day is dressed for review the little dimpled face rises up above a mere wisp of gossamer lawn, on the surface of which there appears, here and there, perhaps, a delicate tracery of hand-wrought vines or tiny petals. Paneling, flouncing, and stiffening are nowhere in evidence. Fine, filmy simplicity is the dominant note from the little nursery nightgown to the exquisite creation designed for the baptismal ceremony.

The revolution of theories is well illustrated in that section of our whitewear department devoted to the needs of the layette—where all the various and sundry items necessary for the toilette of the little mite of three months and under are installed at prices that run as long and differing a scale, almost, as the circumstances of humanity itself.

## Long and Short Dresses

Long dresses of fine mull—the first dresses in which the wee creature is appareled—are procurable from one dollar and a quarter to fifty, fine embroidery and the narrowest, webbiest edging of lace conceivable relieving them from a too extreme severity of appearance. The fineness of quality and daintiness of treatment ascend in like ratio with the cost, reaching the acme of perfection in a little French robe that is wholly hand-made, and the lace and embroidery hand-wrought.

The same features are characteristic of the short dresses that follow on in due sequence, and the same sheerness of mull and simplicity of design is also carried out in the petticoats for both long and short gowns.

## Suggestive as Gifts

Tiny hand-worked kimonas stand out prominently for attractiveness in the fascinating showing of useful and novel accessories that contribute to the completeness and convenience of the infant trousseau. The array includes the beautifully trimmed and equipped bassinet; dainty pink, blue and white backed brushes; silk-cased hot water bottles, satin and ribbon-covered boxes for the safe-keeping of all manner of pins, bodkins, etc.; a dainty fitted box containing thermometer and the various nursery powders; celluloid rattles of a glorified kind; hand-worked, linen-covered puff boxes; quaint tower-like stands for the holding of baby's bonnet; miniature, silk-covered coat racks of the most alluring description; lace, pique and kid booties, and an endless collection of delightful little velvet and wool dolls, toy animals, etc.

The choice is endless, the most exclusive needlework New York or Paris can produce is included in the offering, and the claim of the department to be one of the most attractive in the store is well verified.



## Seldom Such Low Prices for Men's and Boys' Summer Clothing

The main aisle of the Clothing Section presents a scene extraordinary. Summer goods of the most acceptable kind are piled out into the front ranks for sure and speedy selling before Stock-taking, at prices that suggest the buying opportunity of years.

We haven't many days to force out the huge quantities of Summer clothing, for this is the last week of our business half-year—so we've not hesitated to pound down the prices to where your very sense of investment will prompt you to buy—if but to put by.

*And not all the "saving" story gets into print. It's quite possible that the suit that would meet your requirements hasn't been mentioned in the newspapers, but awaits you at the Store, at a saving of half-price. That's true of Summer Trousers, too.*

*The man with a little ready money to invest in clothing now will find at the Store wondrous opportunities.*

Men's two-piece Summer suits of American make, New York's smart models, in light colored cassimeres and worsteds. Coats are single-breasted and half lustre lined. Belt loops and cuffs on trousers. Sizes 35 to 44. Save heavily on all—very greatly on many. To-day ... \$12.00

Men's High-grade Three-piece Suits, of fine imported worsteds, all this season's fabrics and new colorings. Stylishly made up in the three-buttoned single-breasted sacque shape. Superbly tailored, with first quality linings. Save greatly on all. To-day ... \$9.95

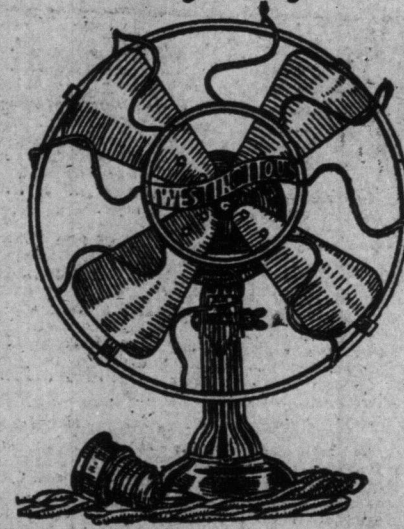
Worsted Trousers \$1.49—Imported English materials, in dark striped patterns. Side and hip pockets, strongly sewn. To-day ... \$1.49

Boys' Two-piece Suits, of an all-wool imported light weight tweed, in a faint stripe design; medium shade of grey; three-button double-breasted coats, with or without belts; bloomer knickers or knee pants; sizes 29 to 32. They are very dressy. Extraordinary value To-day, per suit ... \$2.98

Boys' Wash Suits, in smartly made Russian styles, with deep sailor collars, or in the military style. Galatea, percale, and chambray materials, in pretty colored stripe designs, on white, blue and linen ground. Nicely finished, with braid and cord trimmings; bloomer knickers. They are for ages 3 to 7 years. A clearing out of high-grade lines, to-day ... \$1.19

—Main Floor, Queen St.

## Sultry Days



may be converted into cool comfort with an Electric Fan. Affords great relief from the depressing effects of hot Summer weather. Suitable for home, store and office. The Westinghouse eight-inch fan, desk or bracket type ... \$12.00

## Inverted Auer Light

The "Jupiter" has made a reputation for good serviceable lighting and it is extra good value for the money. Complete ... 75c

—Basement.

## Women's Dresses for Home Wear

They're pretty enough to make you confident of your good appearance when the unexpected visitor "drops in."

Some are of finely woven gingham, with embroidered lawn yokes and collars, smartly outlined with piped bands and button trimming; rose, pink, blue, white are the colors. Others are repp or corded check gingham, with Dutch neck; there are chambrays with lace insertion and embroidered lawn yokes; also some white linens with flower embroidered strap outlining. Every dress is greatly reduced. Your choice, to-day, each ... \$2.98

## New York Linen Dresses

A collection that abounds in handsome styles popular this season, including some with an embroidered strap on the left side. In overdress effect with pleats, net yokes, embroidered fronts, collars and cuffs, Dutch necks or cut high at throat, in white, linen, royal, sky, mauve, rose, pink and amethyst. Each to clear, to-day ... \$8.50

A Lot of New York Linen Dresses show much more elaborate designing. They are made of fine pure linen, done in embroidery, insertions, cordings, etc., and make effective adaptations of the latest modes in the treatment of the finer trimming accessories fashionable this season. White, pink,

mauve, ivory, rose, blue, champagne and mustard, give a good color range. All are reduced and arranged for easy inspection at from \$10.00 to \$15.00, and to \$17.50.

## One Piece Repp Dresses

Are some of our very late productions, and sum up the styles demanded by the best dressed women. Made of fine white repp in Princess belted style. Down the centre front of the skirt a corded embroidery done to the right side, the belt and front of the waist being from alternate rows of lace and net insertions, and the sleeve of four narrow folds at quarter length intervals. The whole is a marvel of good workmanship and sells to-day, for ... \$3.98

Long White Repp Coats, a very special offering, includes a few slightly soiled coats and 36-inch length repp coats. They're semi-fitting, collar and pointed cuffs and brass rimmed pearl buttons, or buttons of goods. The lot are offered to-day at, each ... \$1.98

—Second Floor, James Street.

## Men's Panama Hats, \$4.95

This is a genuine South American weave, of exceedingly good quality, close and even, well bleached; a Panama hat that will give very satisfactory wear. It is made in one of the season's most fashionable negligee shapes, and has black silk band and calf leather, finished with neat hemstitched borders. Special to-day, 4 for ... \$4.95

## Save Greatly on Children's Straw Hats

A clearance of Straw Hats in fine braids and the season's new styles. Hats that have been double the price. To-day, each ... \$1.25

—Main Floor, Queen St.

## Women's Kid Gloves, 39c

A Glove of serviceable quality, well made and finished, and in a pleasing range of colors, over-sewn seams, Paris and embroidered points; two dome fasteners. Sizes 5½ to 7. Five hundred pairs offer great good buying. To-day, per pair ... 39c

—Main Floor, Yonge St.

## Exceptional Pricing in Women's Neckwear, 5c

So popular this season that lines are completely broken in sizes, and these must go before stock-taking. Jabots, Dutch collars, band collars, fancy washable stocks, in dozens of pretty patterns and embroideries too numerous to mention, but all are in this season's most attractive styles, and many in the lot worth five times the price. To facilitate choosing, a whole counter will be devoted to their display. To-day, each ... 5c

## Women's Linen Handkerchiefs, 4 for 25c

Splendid quality for every-day use. Pure Irish Linen Handkerchiefs, finished with neat hemstitched borders. Special To-day, 4 for ... 25c

—Main Floor, Yonge St.

## Preserving Time

The small boy always enjoys preserving time. He knows there will be a little "left over," and he will clean the dish. And women enjoy preserving time if they have proper things to work with.

We have well-made, finely-finished Preserving Kettles, at 75c, 85c, \$1.00, \$1.25, \$1.65.

Preserving or Stirring Spoons, long handles. Granite, 6c, 7c, 8c; Wood, 5c, 7c, 8c.

Cullenders, 80c and 90c.

Spring Scales. You should have scales to weigh your fruit and sugar. These weigh up to 25 pounds. Price, 35c.

Fruit Jars, pints 55c doz., quarts 65c doz., ½-gal. 75c doz. Schram Automatic Jars, pints 65c doz., quarts 75c doz., ½-gal. 95c doz.

## Indestructo Trunks

The Real Reason of the guarantee of Indestructo Trunks was the confidence of the makers in the construction being able to carry the trunk through the roughest kind of handling. There are six thicknesses of wood cemented together in one solid piece, then bound with strips, straps, and brassings, adding herculean strength to the already strong arch-shaped construction. The "runners" not only greatly strengthen, but afford wonderful protection to the trunk and assist greatly in its handling. We are the only sellers of Indestructo Trunks in Toronto.

Steamer Trunks, 36 inches ... \$27.00

Steamer Trunks, 40 inches ... \$30.00

Women's Square, 36 inches ... \$36.00

Women's Square, 40 inches ... \$40.00

Men's Trunks, 36 inches ... \$30.50

Men's Trunks, 40 inches ... \$33.50

—Basement.

## Caloris Bottles, \$2.50

For the many outings and picnics the Caloris Bottle has proven a boon. Keeps liquid near to boiling or near to freezing, as desired; and this style has new patent, making it easy to admit new bottle. The case is of solid nickel. With each purchase goes a guarantee of perfect satisfaction. These bottles last many months with reasonable care. To-day, each ... \$2.50

—Main Floor, Yonge St.

## Fancy China Vases Clearing

They average about a foot in height, and about four inches in width, though they vary considerably in shape. They are covered with a cream to light brown shading, and have a dull smooth finish. Decorations consist of tasteful floral patterns in excellent colorings, and elaborate gold trimmings, as well as considerable embossed work. They are all very artistically gotten up, and will make exceedingly attractive mantelpiece ornaments. They are heavily priced lowered for quick clearance, some to less than half the former price, your choice, to-day ... 68c

## Baby Plates, 25c Each

Made of Royal Devon ware, highly finished. Decorated with brightly colored pictures and gold lines on edges. They have heavy deep rims, which not only prevent food spilling, but materially strengthen the plates. Excellent value, to-day at ... 25c

## Complete Toilet Sets, \$1.75

Made up of ten pieces, each piece handsomely modeled and neatly embossed. Decorated in rich green floral pattern, which is put on under the glaze so that it cannot wear off. To-day ... \$1.75

THE T. EATON CO. LIMITED

## The "Every Child Should Know" Series of Books

This is a deservedly popular series, giving children an education in many different branches, and in such an entertaining manner that once started nothing less than the complete line will satisfy the young readers. The editors' and illustrators' names are guarantee enough of the high standard of the selections.

"Poems Every Child Should Know," edited by Mary E. Burt, decorated by B. Ostertag. Price ... 85c

"Fairy Tales Every Child Should Know," edited by H. Wright Mabie, decorated by B. Ostertag. Price ... 85c

"Myths Every Child Should Know," edited by H. W. Mabie, decorated by B. Ostertag. Price ... 85c

"Songs Every Child Should Know," edited by Dolores Bacon, decorated by B. Ostertag. Price ... 85c

"Legends Every Child Should Know," edited by H. W. Mabie, decorated by B. Ostertag. Price ... 85c

"Heroes Every Child Should Know," edited by H. W. Mabie, decorated by B. Ostertag. Price ... 85c

"Birds Every Child Should Know," edited by Nellie Blanchard, with photos from Life. Price ... \$1.20

"Water Wonders Every Child Should Know," edited by Jean M. Thompson, illustrated from micro-photographs. Price ... \$1.10

"Hymns Every Child Should Know," edited by Dolores Bacon. Frontispiece by Jennie Browncombe. Price ... 85c

"Famous Stories Every Child Should Know," edited by H. W. Mabie, decorated by B. Ostertag. Price ... 85c

"Essays Every Child Should Know," edited by H. W. Mabie, decorated by B. Ostertag. Price ... 85c

"Heroines Every Child Should Know," edited by H. W. Mabie and Kate Stephens, decorated. Price ... 85c

"Prose Every Child Should Know," edited by Mary E. Burt, decorated from photographs. Price ... 85c

"Pictures Every Child Should Know," edited by Dolores Bacon, illustrated. Price ... 85c

"Kipling Stories and Poems Every Child Should Know," Mary E. Burt and W. T. Chapin. Price ... \$1.20

"Wild Flowers Every Child Should Know," Frederick W. Stack. Price ... \$1.20

"Trees Every Child Should Know," Julia Ellene Rogers. Price ... \$1.20

"Adventures Every Child Should Know," Pinocchio, edited by Mary E. Burt. Price ... 85c

—Main Floor, James St.

## Clearing Men's Belts, 10c

500 lucky men to secure Belts at lower-than-usual price; belts right up to date, in narrow and medium widths; some broken with side rings, others straight; in shades of black, grey and variety of tans, with neat nickel buckles; sizes 30 to 42 inches; many in the lot worth several times the price—but it's a surplus line; must go before stock-taking. To-day, each ... 10c

(Limited number held for early phone orders.)

—Main Floor, Queen Street.

## Hammocks in the July Sale

Though this special July selling has made great inroads in our stock of Hammocks, we have a number of astonishing values left in a selection of various designs, all close and heavy weave goods, with pillows and spreaders and deep valances. Choice to-day ... \$4.25

Another odd lot which we have gathered from the different designs; all good values; full sizes; deep valances, pillows and real good Hammocks all through. To-day ... \$2.00

—Fifth Floor.

## For Horse Owners, Heavy Team Harness

Made to stand the wear and tear of hard and heavy teaming. Well made of good stock, and will give great satisfaction. Has heavy ¾ bridles, with nose bands, square blinders, brass fronts and rosettes. Side cheeks, lines 1½ inches wide, full length, with snaps. Traces 2 inches wide, 3-ply, heavy stock. Three rows of stitching, with heel chains. Bolt hames, brass ball, 1½-inch hame straps. Breaching, heavy folded seats, 1½-inch hip straps, quarter straps, and side straps. Breast straps and martingales, heavy 2-inch, the full length, with roller snaps on end. We supply twin breaching straps, less martingales, at same price. Price, without collar, to-day ... \$45.00

—Basement.