

# EATON'S DAILY STORE NEWS

## The August RUG Sale Opens To-day

Two continents have been scoured for their finest values. Stacks of beautiful Orientals and exquisite modern rugs are pouring in, or are already spread on our floors for your inspection.

Price is the great attraction, however. On some grades you will find savings of a clean hundred dollars, where it's a large proportion of the original price, too. And on smaller rugs in proportion. Even the Summer rugs are included in the price-reducing for Rug Sale, some prices being far less than maker's usual cost. Yet Brussels, Axminster, Wilton and Oriental Rugs have the largest place in this huge sale.

### Imported Axminster Rugs---Seamless

Were purchased on the Continent specially for this Sale. They formed a large part of the reserve stocks of one of the largest manufacturers in Europe. The price we paid was one that only quantity and ready money can obtain. Perfect goods and choice designs only are included, and they cover a full range of period, medallion and new art styles, chintz and self-colored patterns that baffle description. As a sample of the wonderful pricing take the 8.3 x 11.6 Axminster rug. It comes in three qualities, costing \$24.00, \$17.25 and \$13.75 respectively, fully a third less than usual prices. Other prices are in proportion.

### Brussels Squares---Universal Favorites

Three months of steady work in the off season enabled the mills to keep busy, and us to show on our floors to-day beautiful squares, giving superlatively good values on their price tags. We confined this line to four of the newest and best selling patterns, and allowed a color range including fawn, green and red in Orientals, green and fawn in two-tone carpets, slightly chintzed, 3 x 3 1/2 yard rugs—a wanted size ..... \$11.75

Other sizes at equally low prices in every case, each one representing large savings.

### A Perfect Art Gallery of Oriental Rugs

Real Oriental Rugs, of the kind we offer in this Sale, are works of art. Many of the best small rugs in our stock are included, as our floors must be cleared to receive the enormous shipments that our Eastern buyer has forwarded to us. Some of these newly arrived goods will be in time for this sale, and will join the outward rush with Sale prices.

A unique opportunity offers to secure an Oriental Rug, either small or large, the latter representing some of the most sweeping individual discounts in the Sale; some as much as half their original price. In smaller rugs are a group where savings run from \$5.00 up

Cheundjes and Persian Moussetils, at ..... \$15.69  
Cheundjes, Kazacks, Shirvans and Bokharas, at ..... \$17.89  
Kazacks, Shirvans and Persians of large size ..... \$22.89  
Extra Large Kazacks and Shiras, at ..... \$35.00

### The Large Carpets are Represented

By an immense collection, on which many of the prices are cut in half. They include Indian Rugs, on which the sale prices will be from \$14.50 to \$21.00, and the sizes about 9 x 10 to 9 x 12 feet. A sample value is an Anatolian Rug, 9 x 12, on which the discount is about one-third. Sale price ..... \$97.50

Other items, too numerous to list, make up the material for a morning's entertainment. Come and appraise them.

### Summer Rugs---for the Interior

We're clearing many groups of Summer Rugs that cannot be subjected to the rough out-of-doors, verandah wear, and yet are dainty and extremely serviceable for bedrooms or other interior use. Americans are pretty enough for year-round use. The new prices are as follows:—  
30 x 60 feet, \$5c; 36 x 72 feet, \$1.00; 2 x 3 yards, \$4.25; 3 x 4 yards, \$7.75.  
—Third Floor.

### The Higher Class Goods in The Furniture Sale

High grades and low prices make this upper class Furniture a better investment than the less expensive but more commonplace pieces. The August Furniture Sale is the occasion that offers such remarkable prices on furniture good enough to go into the most elegantly furnished mansion:

1 Mahogany Cheval Mirror, heavy frame, swing base and castored. Sale price ..... \$33.50

1 Mahogany Toilet Table, quaint design, in dull finish, swinging mirror and 3 drawers. Sale price ..... \$27.00

1 Mahogany Toilet Table, Louis XVI. design, large swinging mirror and 2 drawers; dull brass trimmings. Sale price ..... \$46.50

1 Mahogany Chiffonier, Sheraton design, a beautiful piece of furniture, swinging mirror and 6 drawers. Sale price ..... \$58.50

1 Mahogany Toilet Table to match. Sale price ..... \$32.00

1 Mahogany Bedstead, a splendid design and well built, 4 feet 6 inches wide. Sale price ..... \$58.00

1 Mahogany Chiffonier, high, with 7 drawers, wood knobs. Sale price ..... \$75.00

1 Mahogany Dresser, hand-carved and polished, large oval mirror, full swell front, heavy brass trimmings. Sale price ..... \$75.00

1 Chiffonier, bird's-eye maple, large and roomy, fitted with shaped bevel plate mirror and 6 drawers. Sale price ..... \$26.50  
—Fourth Floor.

### Curtains, Drapery

Nottingham Lace Curtains, a shipment of new goods direct from the mills, comprises the season's new designs. Each curtain is 3/4 or 3 1/2 yards long, by 50 to 60 inches wide. They come in white and ivory. TO-DAY, at, per pair ..... \$1.00

Fancy Colored Curtain Scrim, 36 inches wide, from this season's new goods, offers a very large assortment of new designs in pleasing color combinations, suitable to use in sitting-rooms, halls, dens, etc. TO-DAY, per yard ..... 19c

Linen Taffeta, 36 inches wide, in new floral designs, on linen colored grounds, exceptionally fine for curtains, valances and upholstery purposes. A special purchase. These goods are worth at least one-third more. TO-DAY, per yard ..... 35c  
—Third Floor.

### For Men and Boys

#### 10c Buys Good Bathing Trunks

To-day we clear all balance stocks of Men's and Boys' Bathing Trunks, plain colors and many with fancy colored stripes, fitted with draw string, and marked away below half-price. TO-DAY, only, pair ..... 10c

#### Men's Canvas Belts, 35c

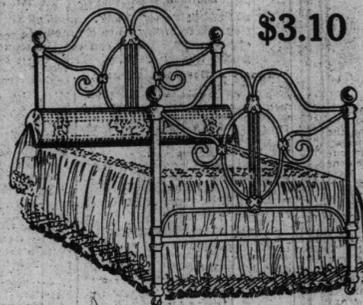
Best Belt for canoeing, camping or hunting, has money pocket and chain attached, with adjustable slide buckles, is 2 3/4 inches wide and very durable. TO-DAY, special at ..... 35c  
—Main Floor, Queen St.

Sohram Automatic Fruit Jars, pints 65c dozen; quarts 75c dozen; half gallon 75c dozen.  
—Basement.

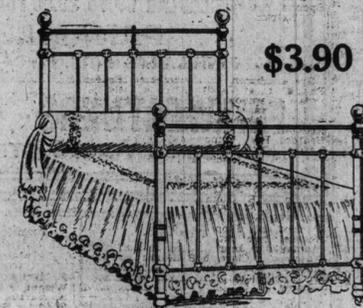
Store closes Saturdays at 1 p.m. during August (as in May, June and July)—with no noon delivery.

## In the August Furniture Sale

Bedroom Furniture figures prominently, with particularly low prices on bedsteads. These are a few instances:



Iron Bed, new scroll design, white enamel finish, fancy center fillings, brass knobs and caps; size 3 feet, 3 feet 6, 4 feet, 4 feet 6 inches. Sale price ..... \$3.10



Iron and Brass Bedsteads, white enamel finish, high head, and brass rail, knobs and caps, fancy turned centre-spindle, heavy fillings; size 3 feet, 3 feet 6, 4 feet, 4 feet 6. Sale price ..... \$3.90



Iron Bedstead, entirely new design, white enamel finish, continuous posts, high arched top, heavy fillings, centre brass spindle; size 4 feet and 4 feet 6 inches wide. Sale price ..... \$5.10



Iron and Brass Bedstead, is a new design, white enamel finish, continuous posts, extra high arched head end, centre brass spindles and brass scrolls, heavy fillings, and fancy chills, 4 feet, 4 feet 6 inches. Sale price ..... \$7.75  
—Fourth Floor.

## First Glimpse of the Fall Suit

A new lot of Fall Suits has arrived, the first of the season, and as you view them Monday you may get an idea of what the trend of fashion will be for the coming season.

About eight styles in the lot, the main features being the very plain effects, and for that same reason particular attention has been given to the cut, the tailoring and the finish. Skirts reflect the tendency for narrow effects, now so popular.

\$12.50—Suit of hairline prunelle, in brown, wistaria, maroon, taupe, grey, slate, coat 37 inches, semi-fitting medium reverses, 4 buttons; skirt 13-gore, narrow side pleats.

\$15.00—Specially made for large figures—odd sizes from 39 to 49 bust. Made of a very fine all-wool Panama, black and navy. Coat 36 inches, plainly tailored, silk collar, full skirt of 15 gores, wide neat side pleats.

\$16.50—Suit of wide wale fine worsted, coat 36-inch, lined with pole satin, 3 buttons, eleven-gore skirt with narrow pleats, six shades of beautiful greys, navy, tan, wood brown.

\$22.50—Suit of fine broadcloth, 36-inch coat, satin lined, soutache and strap trimming, black spot velvet collar, three buttons, skirt back and front in triple pleat panel from yoke. Black, green, brown, grey, navy. Another of fine worsted serge, coat 38 inches, tailored seams, taffeta silk lined, double pointed cuff, fancy pocket, three buttons, velvet collar, skirt 15 gores, green, taupe, amethyst, grey, pearl stripe in three shades, black, navy.

\$20.00—Fine worsted, coat 38 inches, double-breasted, taffeta silk lined, spot velvet collar, skirt in neat side-pleated design, four greys, purple, sage, navy, black. Another style in chevrot, coat lined with striped silk, with wide banded pocket over hips, corded silk collar, skirt double side pleats at gores. Amethyst, three greens, brown, rose, black, navy.

\$25.00—Suit of fine broadcloth, 36-inch coat, tailored, silk lined, plain semi-fitting, fancy pocket and cuff, velvet collar, 15-gore skirt, green, black, brown, navy, purple.  
—Second Floor, James Street.

## Savings of Half-price on Waists

"Half-price" fairly sums up the average savings of the August Waist Sale. Here are a few instances:

At 59c—White Lawn Waists, with fronts of all-over embroidery, some with three-quarter sleeves and wide tucking, others with full-length sleeves, finished with rows of insertion and fine tucks. Selling at about half usual price, and will go quickly. Sale price, each ..... 59c

At \$1.19—White Lawn Waists, with fine Val. yokes, are finished by a row of eyelet embroidery, and have three-quarter sleeves trimmed with Val. insertion and small tucks; others of insertion. Sizes 32 to 44 inches. Less than half usual price. Sale price, TO-DAY ..... \$1.19

At \$1.39—White Lawn Waists, with lace and tucked yokes, some are finished with large lace medallion down front, others have the embroidered jabot effect, three-quarter sleeves with insertion, deep cuffs of lace insertion. Sizes 32 to 34. Some half-price and less. Sale price ..... \$1.39

At \$1.79—White Lawn Waists, with all-over lace and embroidery fronts, some have low neck, trimmed with two rows of embroidery on shoulders and down front, full length sleeves, finished with lace insertion and tucking. Sizes 32 to 44. Some almost half-price. Sale price ..... \$1.79  
—Second Floor, Centre.

## Fall Dressmaking

Order your Fall Suit TO-DAY or during the week. THIS SPECIAL OFFER: Our Dressmaking Department will accept your order for a stylish suit for \$28.50.

With everything in readiness to give you better service than ever before—thoroughly experienced milliners, every facility for turning out high-grade, satisfactory work—we make this special offer for one week, beginning TO-DAY, August 8th:

A Smart Fall Suit, from plain or fancy suitings, such as French broadcloths in a splendid range of colorings, including navy and black; English worsted suitings in different shades of grey, with smart designs; fancy knopped chevrots, etc.—all pure wool and excellent wearing qualities. Visit our department on the 6th floor and see samples and fit guaranteed. Remember, only a limited quantity of these suitings, and for best choice come early in the week. Price, complete ..... \$28.50  
—Dressmaking Parlors, Sixth Floor.

## Young Women

Here is Remarkable Value in Pretty Wash Dresses

It's quick work we want with these now—the quicker the better, for new goods are arriving—that's why we've hammered price down to even less than cost of material.

Two styles in plain linens and percale, colors including mauve, green, grey, cadet, pink, sky and tan, one-piece, short sleeves, neatly piped on seams; bust 32, 34 and 36; skirt lengths 35 to 38 inches. Special TO-DAY, each ..... \$1.98  
—Second Floor, James Street North.

## See This Golf Shoe.

Designed by Cummings, one of the most experienced and successful of players, to meet his own ideas of a perfectly satisfactory Golf Shoe (and the one he now wears to the exclusion of all others). This certainly has the advantage of being unquestionably authoritative in style.

Its chief features are: An abundance of "give" and great grip. The sole is flexible and springy; the uppers supple and snug fitting. Soles are of leather, covered with a layer of corrugated rubber, ending with leather cap under toe, steel studded; rubber heels. Certainly the utmost "grip" is secured with such a boot.

It is durable, for the leather is the best grade tan calfskin, will stand any amount of wear, is tough, yet very pliable. Seams are double stitched, with strong, yet fine thread. Backs and sides of uppers are leather lined.

It is comfortable, so very soft and easy fitting, with plenty of room at all points, yet clinging snugly to the foot, and with the backs shaped so that they cannot slip up and down at the heel.

This boot is exceedingly well finished and possesses a very smart, attractive appearance. It has a special stay band across the front.

Our price for this shoe (for men) is \$6 the pair.  
—Second Floor, Queen Street.

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Crown Fruit Jars, pints 55c dozen; quarts 65c dozen; half gallon 75c dozen.  
—Basement.

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