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#### MONDAY MORNING JULY 30 1917

THE TORONTO WORLD

SAVE TIME-SHOP WITH A TRANSFER CARD.

Ask for a Transfer Card when you make our first purchase; each purchase is then ided. You pay total at Pay-in Station,

# EATON'S DAILY STORE NEWS Featuring Many Notable Values for the Last Day of July

#### Watercolor Facsimiles, Tuesday, at 95c

A watercolor facsimile given the same treatment in the framing as if it were a real watercolor. The picture itself is size 6 in. x 14 in. These are on gilt mount and framed in gilt frames which have neatly ornamented corners, making a picture size 111/2 in. x 191/2 in. These are very choice subjects, including harvest scenes, pastoral scenes, water scenes, etc. Special, each, 95c.

Fruit pictures, also fish and rame, new subjects, colored pictures, natural colors, about 9 subjects. Framed in a 1 1/2 in. brown wood, frame two sizes, 8 in. x 12 in. and 10 in. x 12 in. Sale price, each, 65c.

A new lot of small size oil painting, facsimiles, the picture size 6 in. x 8 in. The frames are made from 21/2 in. mahogany finished moulding, with a nar-row gilt inside. Sale price, \$1.00.

Arch Top Mirrors, frames are 2 in. wide, corner with arch top, finished in imitation walnut with gilt around inside, two sizes, 12 in. x 20 in. and 14 in. i 24 in. Sale price, each, 95c.

Pastel Paintings, in fine gilt and gold leaf, burnished frames. Landscapes, lakes and rivers. and pastoral scenes in colors only obtainable with pastel. Sizes about 16 x 20. Sale price, \$3.75.

-Fourth Floor.

Skirtings and Handkerchiefs in Good

loped. Per yard, 65c.

hemstitched border. Five

### HereAreWomen's Skirts at \$3.95

Obtainable Tuesday at Considerably Less Than Half the Usual Price.

OT long ago a manufacturer showed us some novelty skirting fabrics which he did not wish to carry over into next season. These he agreed to make up into smart skirts, and offered the lot to us at a special price—so special, in fact, that we are enabled to sell them to you at less than half the usual price of such skirts.

This, in brief, is the reason for the remarkable July Sale attraction featured for the last day of the month. Described, they are:

In materials-Striped, plaid and checked velours are to be had in both light and dark shades, light wool whipcords showing striped effects, silk and wool mix-

and wool mix-tures in block patterns, and cream serges with /a black hairline stripe. In style—The skirt is fash-ioned after an Imported de-sign, and has an all-round beit two inset an all-round belt, two inset pockets fasten-ing with large pearl buttons, and is made with ample fulness. Sizes 22 to 80 inch.

For this item we cannot take phone or mail orders, quantity being limited. Tuesday, \$3.95.

ing Blouses

## A Corset Designed for Comfort

Such is the "Binner," Which, Moreover, Gives the Effect of Slimness to Stout Figures.

HE natural figure is the modish figure in these days of modern corsetting. Besides, a hygienically-constructed corset is of utmost importance if one is to enjoy the best of health.

Have you worn a "Binner" model? If not, you have yet to realize the wonderful support this model gives to one's figure. While there are many styles in this popular corset, we mention two models for average and full figures. For example:



An attractive style for the average figure is a corset in French coutil, made with low bust (but two inches above waistline), a long skirt with wide elastic inset at the side and patent inside bone, which gives extra support at the waistline. The top is bound with satin. Sizes 21 to 30 inches. Price, \$6.00.

In a dainty brocaded jean are corsets for the short, full figure. These have elastic inset at the front, which prevents the corset from slipping, normal waistline, medium skirt and low bust. It is trimmed

## Tuesday, \$6.95

#### Parasols, Half-price, at \$2.50 to \$7.50

Such a seasonable offer as this is quite unusual, but we wish to reduce our stock, hence this exceptional bargain. Included in the lot are a number of smart parasols, of which, in some instances, there is only one of a kind. Some have covers of good quality silk, while others have khaki kool covers. The designs are too numerous to describe in full. Some have plain centres with fancy borders, some have plain centres with contrasting or striped borders, others are plain, but when opened disclose a facing of flowered material. Many other styles. Many of the handles are in the new short handled and stub rod effects with cord or fancy wrist loops. Others, with long shaped handle and standard rod. Tuesday, half price, each, \$2.50 to \$7.50. -Main Floor, Yonge St.

#### Cooling Lotions for the Complexion

Mentioning Also Sundry Preventives and Balms for Sunburn, Tan and the Inevitable Mosquito Bites.

AVE you seen to it that your toilet table is fitted with summertime complexion aids? Remember the H old adage, "An ounce of prevention is worth a pound of cure."

Here is a brief list of delightful creams) and In Face Creams.

Coronet Peroxide Vanishing Cream. Price, Madame Helene's Renewing Skin Creme.

Price, 52c. Red Feather Cold Cream. Per jar, \$7c and



In Little Folks' Wear Secure a pair of overalls and let

the youngster enjoy his play without ruining and tearing the clothes. They are made of khaki drill or blue chambray, trimmed with Turkey red. Sizes 3 to 6 years. They have straps over shoulder and buckles. Each, 75c.

Boys' Wash Suits, made of brown and white striped percale. in popular Russian style, have white iinen sports collar and belt: also long sleeves. Sizes 21/2 to 6 years. Each, 59c.

Tan Linen Wash Suits. with sports collar and belt of brown and white stripes, two patch pockets. Sizes 21/2 to 6 years. Price, 75c.

Boys' Junior Norfolk Suits, made of heavy navy and white or brown and white stripe galatea. have large Puritan collar and sewn-on belt, long sleeves. Sizes 2 1/2 to 6 years. Price, \$1.00.

Pretty Wash Suits, in Billy Boy style, made of navy and white striped galatea, have white collar: vestee and belt with two patch pockets. Edge of collar piped with blue. Sizes 2 1/2 to 6 years. Price, \$1.50. +

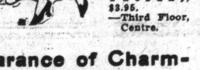
-Infants' Wear Dept., Third Floor, Queen St.

#### Men's Straw Hats

This announcement should be read with interest by men who have prolonged the purchase of a straw hat on account of the backward season, or have made last year's boater go this far. And then, too, straw hats of such qualities as these at such a remarkably low price are worth buying for next season. The assortment is large, including both English and American boaters of split and sennit straws. Low, high and medium crowns, wide and medium







CAPTURED

v Fails in Effort to Stranded Sub-

ashore on the French lais on Thursday was en its crew set fire to but was captured elgian cavalry, accord from Calais. submarine was first oma officer. He call. elgian horsemen who nearby to come to his down the beach, the surrounded the U-