

EATON'S JULY SALE NEWS

Our New York Letter

(From Our Own Correspondent)

New York, July 9.—Never was such a hubbub as when the vacation preparation is under foot—literally under foot, too, as paterfamilias audibly complains as he steps high over piles of lingerie and other feminine fallals and avoids trunks and trunk trays set about in unexpected places. There is nothing like arriving at the Summer hotel with smart luggage. Those who judge by the outer evidences only are apt to be greatly impressed with impressive-looking trunks, hat boxes and portmanteaus.

The well-planned wardrobe trunk is a tremendous help and comfort to the woman who is to travel about much during the Summer, for in it each detail of the wardrobe may be packed with exquisite daintiness and safety, and everything is easily accessible in the hasty moment of need. These special wardrobe trunks are indeed veritable wardrobes and prove worth their weight in banknotes when the closetless hotel bedroom is reached, for the long trunk is set up on one end, the lid opened like a door, and inside are revealed hanging frames, each holding its costume nicely separated from the one just back of it. Below the hanging garments is a receptacle for shoes, and each pair, wrapped in tissue, fits into a little nook apart from the others. In the deep lid which, when the trunk is turned up on end, becomes one-half the wardrobe, are set various drawers, in which lingerie, shirt waists and small belongings are carried. There are even small, velvet-lined drawers that lock for the safekeeping of jewelry.

Most convenient, too, are the ordinary dress trunks with a series of trays, all long enough for skirts to be laid out lengthwise without folding over, and various boxes for corsets, shoes and other belongings. Such a trunk will make the labor of packing very light, and as the trays may be lifted out and packed on a chair or on the bed, the back-breaking process of stooping over and finding everything in from the bottom may be eliminated.

Nothing in the way of luggage, however, is as much appreciated by the women of the family as a hat trunk, and one hat trunk, holding six hats, will usually carry the very best chapeaux of mother and daughters, the outing hats being tucked into the dress trunk, and one smart model, of course, being worn beneath a veil on the journey.

Luckily for women, the straw suit case is now quite as correct as the heavier model of stitched leather; and, like the leather suit case, the straw one tells its own story of price. Its distinctive marks of elegance, smart luggage is always a particular joy to its possessor, and is the immediate mark of breeding and refinement, suggesting also a measure of luxury and financial well-being. The smartest of the straw suit cases are those of shellacked brown color, with leather trimmings to match. These suit cases are no cheaper than a good leather case, but they are infinitely lighter to lift, and have a cool, summery look which is very attractive.

July Sale an Event of Interest to Every Member of the Family

From the complete furnishing of the home to the purchase of smaller articles for personal use, this Sale holds an interest that should make the daily offerings a centre of attraction, for in this Sale is involved every section, and no matter what may be your requirements you'll no doubt find something to meet them at July Sale prices. The green price-tickets are everywhere—and every time you see one you can be assured there's a sale offer worth investigating.

Cool, Serviceable Wash Waists and Skirts at a Tenth of their Regular Value

The July Sale arrives in the nick of time for a big clearance of our Wash Waists, Petticoats and Children's Dresses. These goods must be kept right up to the latest styles, and it never pays to carry them beyond the season. Hence we make big price cuts promptly that you may benefit while they are of the greatest use to you.

Women's Fine White Lawn Waists, have daintily embroidered fronts, colored stitching, scalloped sides, edged with lace, some have four embroidered panels, outlined with wide Irish crochet insertion. Others show pretty embroidered fronts and tucking, both long and three-quarter sleeves are included. These waists are well trimmed and have buttons. July Sale price 98c

Children's White Pique Coats, box effect, have pointed collar, trimmed with fancy braid and embroidery frill, or are trimmed with embroidery insertion and frill, others have fancy pointed collars and pearl buttons down the front, sizes 1 to 4 years. Less than half-price 50c

Children's Wash Dresses, of zephyr, gingham and cambric, in fancy stripes, checks, plaids and plain ground, are trimmed with embroidery insertion and braided buttons, or have fancy scalloping down the sides. They're trimmed with colored piping, while others are daintily trimmed with straps and buttons in effect. Pleated skirts, high or low neck, sizes 6 to 14 years. Half-price, \$1.50 to \$2.00

Women's Washing Petticoats, in fancy stripes and checks, two-piece flounce, with tucking and gathered frill, come in white with pink, sky, green, mauve or black, lengths 38, 40 and 42. July Sale price, each 49c

Women's Japanese Silk Waists, black or ivory, have fronts arranged in dainty wide box pleats, with wide narrow tucking, tucked collar, edged with lace, and a full sleeve with cuff, sizes 32 to 42. July Sale price, each \$1.50
—Second Floor, Centre.

Boys' Wash Suits; Low Prices

Small Boys' Wash Kits, in colored prints of stripe designs, white duck, and natural linen. Neatly made in the pleated and plain style, with deep sailor collar and belt, with white braid trimming. For ages 2, 3 and 4 years. July Sale price 59c

Wash Suits, 68 cents. Russian and sailor styles, nicely designed in the chambray linen and percale materials of stripe and check patterns. Bloomer knickers. For ages 3 to 6 years. July Sale price 68c

Russian Wash Suits, of such materials as galateas, chambray and percale, very pretty designs in plain blue, natural linen and light colors. Some have sailor collar. Bloomer knickers. Ages 3 to 7 years. The price \$1.00
—Main Floor, Queen St.



Men's Balbriggan Underwear

During the warm weather men will need an extra supply of this Underwear. This is a special purchase that we bought at a very low price, and the savings offer good buying just at a time when such Underwear is most in demand. Men's fine natural cream Underwear, Shirts or Drawers, seven facings and pearl buttons, sizes 34 to 44. Price 29c

Extraordinary Value in Table Covers, Shams and Scarfs

Hemstitched, plain Irish linen pieces, with hand-drawn work in corners and centres; sizes 31 x 31, 36 x 36, 18 x 36 and 18 x 54 inches. All are exceedingly handsome pieces, and perfect. Save half-price on many, almost half-price on the rest. Choose early Thursday. July Sale price, each 49c

And Here are a Half-dozen July Sale Values Well Worth Considering

Canadian Cotton, full bleached, close weave, good general purpose cloth, 36 inches wide. July Sale price, yard 8c

English Circular Pillow Cotton, full bleached, strong, even weave, no dressing; 46 inches wide. July Sale price, yard 17c

English Apron Gingham, plain colors, with fancy striped borders, 39 inches wide. July Sale price, yard 8c

Table Cloths, pure Irish linen, satin damask, grass bleached, choice designs, bordered all round; size 2 x 2 1/2 yards. July Sale price, each \$1.63

Table Napkins, full bleached, Irish linen damask, strong weave, assorted patterns, hemmed ready for use; sizes 21 x 21 inches. July Sale price \$1.53
—Main Floor, Albert St.

THE T. EATON DRUG CO. LIMITED.

Witch Hazel, per bottle, 10c and 25c	Citrate Magnesia, (per pound bulk) 25c, per bottle 15c and 45c
Raspberry Vinegar, per bottle 15c and 30c	Efferescent Phosphate of Soda, per bottle 20c and 60c
Lime Juice, per bottle, 15c and 25c	Lemon Kall, per bottle, 15c and 30c; per pound, bulk 20c
Lewis' Kidney Mixture, per bottle 35c and 75c	Orange Sherbet, per bottle 20c
Mosquito and Black Fly Oil, per bottle 25c	Efferescent Laxative Lithia, per bottle 30c and 40c
Astringent Cordial, per bottle 15c and 25c	Selditz Powders, 2 boxes for 25c
Ammoniated Camphor, Arnicin, and Witch Hazel, per bottle 15c	EATON'S Fruit Salt, per bottle 25c and 40c
Lewis' Liquid Antiseptic, per bottle 15c, 25c and 50c	Efferescent Laxative Lithia, per bottle 30c and 40c
Fluid Magnesia, per bottle, 12 1/2c	Lewis' Herb Bitters, per packet 15c and 15c
Boric Acid, per bottle, 2 for 25c	Lewis' Liver Pills, per box 10c
Boracic Eye Water, per bottle 15c and 25c	Rheumatic Waters, per box 25c and 50c

—Main Floor, James Street.

Summer Sale of Ostrich Feathers Begins Thursday



Every woman who wears a hat should be interested, not only in the high grade of feathers this Sale offers, but in these remarkable prices. Here are reasons why this should be the greatest ostrich plume sale we ever had.

The demand for them is heavier as the season advances. We had the foresight to buy a huge quantity while the makers were slack and when the supply of raw feathers was plentiful; hence the prices, which are far below the regular rates.

All the feathers for this event have been carefully selected, and we are ready to guarantee them absolutely.

Should you be dissatisfied with the purchase, we will gladly exchange plume or refund the money paid for it, as you may prefer. These are beautifully soft, rich plumes, bought by the thousands, yet every feather perfect and carefully inspected to see that the quills are not broken or weak, and that the long, graceful fibres are unruffled and crisply curled.

One Color Only, Black

See them and you'll no doubt fully appreciate the extraordinary value and size of these plumes. Extra salespeople will be at your service, whether you are purchasing for use now, or planning for your future millinery. The prices will hold during the sale only, which lasts a month, every feather is a good investment at the extraordinary

prices named below.

BLACK PLUMES—Beautiful Duchess Style—

17 inches, sale price \$2.50	20 1/4 inches, sale price \$4.95
19 inches, sale price \$3.65	21 1/2 inches, sale price \$6.00

—Second Floor, Yonge St.

Hotel and Restaurant Kitchen and Counter Supplies

All high-grade goods calculated to stand much hard every-day use.

Coffee and Tea Urns—Very fine make, beautifully nickel-plated and fitted with gauge glass and faucets. The sizes vary, some have single and some double compartments. Handsome in appearance, they will add greatly to any counter or dining-room service. Heated by gas or gasoline. Price according to size, \$7.50, \$10.00, \$11.00, \$12.00, \$12.50, \$14.50, \$27.00, \$33.00 \$36.00

Gasoline Burners to attach to urns, each \$2.50

Biscuit and Cheese Jars—Made of good, strong porcelain, nicely finished in rich coloring. Two compartments, one for biscuits the other for cheese. Handsome nickel-plated double cover. A very pretty receptacle of practical use on any counter; various sizes, \$3.00, \$3.50, \$4.50, \$6.00

Lemonade Mixers or Hand Shakers—Nicely nickel-plated 15c, 25c, 50c, 85c

Nickel-plated Mixer Stands 50c

Tumbler Drainers, nickel-plated, perforated tops \$1.00

Stock Pots, with long handles, made of steel and heavily tinned; in various sizes, \$3.00, \$3.50, \$4.50 and \$5.25.

Coffee Mills, two balance wheels, heavy gearing, strong and durable; nicely finished; very complete mills, \$6.00, \$6.75 and \$12.00.

Stock Pots, with side handles, same material, \$3.00, \$3.50, \$4.50, \$6.00 and \$8.00.

Dish Pans, made of heavy steel and heavily tinned, 90c, \$1.00, \$1.25 and \$1.50.

Cullenders, extra large and very heavy, with heavy tinning, \$1.50 and \$1.75.

Mixing Bowls, same material, \$1.00 and \$1.50.

Ladles, with long handles and heavily tinned, 35c and 50c.

Perforated Ladles, same material, 50c.

Egg Whips, made of good heavy wire and heavily tinned, 25c, 35c, 45c and 50c.

Skimmers, heavy, 30c and 35c.

Meat Broilers, made of heavy wire and extra well tinned, \$1.00.

Omelette Pans, heavy steel, with long handles, 20c, 25c, 30c, 35c and 40c.

Wire Frying Baskets, 60c.

Lard or Fruit Presses, extra heavy, nicely finished; various sizes, \$6.00, \$6.75, \$7.50 and \$10.50.

Store closes Saturday at 1 p.m. during July and August, as in May and June. No Noon Delivery.

High-class Pictures Away Below Half-price, \$1.79



The picture galleries have an exceptional offering for Thursday. Dozens of framed pictures, no two alike, and many in the lot marked down to a fraction their value price.

Hand-colored photographs, steel engravings, pastel paintings, carbon photos, and facsimiles, the choicest group of subjects we have ever offered at the price. Reproductions from paintings of scenes in European villages, mountains and valleys, sporting scenes, pastoral scenes, studies in still life and many others.

The framing of these pictures has been particularly well done, each frame has been chosen for its fitness to adorn the picture within, gold swept frames, some with ornamental designs, others plain, and many dark wood frames in various widths and designs, a few gold burnished tips and gilt lining. Variety of sizes in the lot from 16 x 20 inches to 24 x 30 inches. See Yonge Street window. July Sale price \$1.79
—Third Floor.

It's Hammock Buying Time

These are the days that Hammocks are moving rapidly. The values we offer during the July Sale are no doubt responsible for the demand. At \$1.50 we offer a splendid Hammock, strong, brightly colored, with pillow and deep valance, roomy and comfortable. Thursday \$1.50

At \$2.50, a stronger, better woven Hammock, very pretty colors, deep fringe, good pillow. Good for that afternoon rest. Thursday \$2.50

Tennis Goods and Our July Sale

Those who have waited to buy Tennis Supplies can get them now at July Sale prices. We purpose reducing the stock as the season is advancing. The following list will show the tremendous price advantage of buying now.

Only 20 dozen, Ayres' Regulation 1910 Tennis Balls, each 30c

Only 30 Duplex Tennis Markers, effective, strong, and durable machine. \$1.25

8 special heavy white cord, canvas bound, double court Tennis Nets, each \$4.25

Only 20 Wright and Ditson Surprise Tennis Rackets, each \$1.35

Only 6 Wright and Ditson Longwood Tennis Rackets, each \$3.50

Only 10 E. and I. Horseman Ardley Tennis Rackets, each \$2.95

Only 12 E. and I. Horseman Newport Tennis Rackets, each \$2.00

6 sets Tennis Posts, complete, with ropes and pegs, per set 65c
—Fifth Floor.

Rose Bushes and Ferns, July Sale Prices

Only 20 Fern Pans, for table centre, in 6-inch pots, with an assortment of fern, or asparagus fern, all new stock out of the green house. July Sale price 35c

Only 50 Rambler Rose Bushes, all in bloom, a pretty and attractive plant for the house and hardy enough for the garden. Put up in 5 1/2-inch pots. July Sale price 42c
—Fifth Floor.

Transfer Cards

Among the many good and sufficient reasons for using the Transfer Card, when you purchase in more than one section of the Store, is the part it plays in ensuring all your purchases arriving home on one and the same delivery.

The Transfer "stub" that we keep acts as a check for our despatch men, and then for the drivers.

Alger Books for Boys, 18c Each

Good stories for the boys' holidays. About a dozen titles not obtainable before, just come in, making a most interesting list of titles at this popular price. The new titles are—

Tom Temple's Career.

Tom Thatcher's Fortune.

Ben Bruce.

Bernard Brook's Adventure.

Charlie Codman's Career.

A Debt of Honor.

The Errand Boy.

In Search of Treasure.

Jacob Marlowe's Secret.

Mark Manning's Mission.

Robert Coverdale's Struggle.

The Train Boy.

Tony the Hero.

Tom Turner's Legacy.

Price, each 18c

Boy Scouts' Books

The Boy Scout Manual 10c

Scouting for Boys 25c

Things All Boy Scouts Should Know 25c

Yarns for Boy Scouts 25c

Scouting Games 25c

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