

# EATON'S DAILY STORE NEWS

## Opening Day in the August Furniture Sale



With quantities sufficient for a month's selling unprecedented; with a wealth of variety not attained in previous sales; and with substantial price-benefits all along the line—the August Furniture Sale opens to-day.

Only thoroughly dependable furniture of good design is concerned; well built and creditably finished.

The Dining-room and the Bedroom are the chief rooms catered to, but there is much furniture for the Parlor and the Hall and the Den. The Bedroom aggregation includes an excellent array of Brass Bedsteads.

Moderately priced and inexpensive goods largely comprise the stock, though the very fine grades are amply represented.

The preparations for this sale have been of the most extensive kind; we've been making ready for months past. The buying has been most favorable; the opportunities for money-saving out-of-the-ordinary will be innumerable.

*Hundreds of green price-tags representative of the Sale will make your visit to the Furniture Floor to-day exceedingly interesting and profitable.*

—Fourth Floor.

## Linens, Towelings

Hand Crocheted Doyleys, linen damask centres, various designs, neatly finished. Clearing at, each ..... 17c

Table Cloths, full bleached Irish damask, strong, even quality, guaranteed to wear, choice designs, size 2 x 2 1/2 yards. Each ..... \$2.19

Checked Glass Toweling, a firm English quality, very absorbent, red or blue checks, 23 inches wide. Per yard. 7 1/2c

—Main Floor, Albert Street.

## Beautiful Curtains

Your attention is invited to a little display of unusually handsome curtains for various purposes, for doors and windows both, amidst a wealth of other materials with which they may be harmonized and contrasted.

*Give yourself a morning's pleasure looking over a stock that is bound to please you with its beauty, newness and the suggestions offered.*

French Velour Portieres, reversing in two plain colors, each side a different shade, have rich Persian borders. They show combinations of cream and green, crimson and green, blue and mahogany, rose and cream; very rich hangings for the drawing-room, library or dining-room; size 50 inches by 3 yards long. Per pair ..... \$27.00

Brussels Net Curtains, 50 inches wide, 3 1/2 yards long, come in white only. They are very fine in quality of nets, and all the lace work is carefully finished by hand; a most suitable style for a modern drawing-room. A choice group of designs facilitates choice at special price, per pair ..... \$6.50 to \$15.00

Mercerized Tapestry Curtains, 50 inches wide and 3 yards long, with heavy knotted fringe top and bottom; we show in a full range of colors, including crimson, olive, forest, etc., for doors, archways and parlor hangings. Per pair ..... \$6.50

—Third Floor, Yonge Street.

## A Sweeping Clearance of Summer Millinery To-day

Stock-taking has brought forward several lines of Hats for sacrifice, as their selling season is well advanced. TO DAY is their last day in our Untrimmed Hat and Ready-to-wear Section. The prices mean immediate sale for them all.

High-class Leghorn Dress Shapes, ..... \$1.63  
Imported Ready-to-wear and Linen Hats to clear at ..... \$1.25

Leghorn Flops and Shapes, each 48c  
Imported Ready-to-wears and Sailors, wanted colors ..... 39c

New York Shapes, Summer colors, clearing at ..... 39c  
European Shapes, Summer colors ..... 25c

Space does not permit of a detail description, but your presence is requested at this big event. —Second Floor, Yonge Street.

## Lingerie Dresses

*Delightfully cool and refreshingly crisp in cut and material, these dresses contribute to one's comfort on the sultry August days.*

At \$2.98, dress of fine mercerized mull, in blue and white, has centre panel and waist line of crochet insertion and a full flounce with nine quarter-inch tucks at the foot. Each ..... \$2.98

\$3.25, dress of blue, pink, mauve or white mull, in overdress effect, has tucks, Val. and crochet insertions done in very effective combinations. Each ..... \$3.25

\$10.00—This is the day's best special, being made of fine quality mull in a great number of styles, showing many of the higher grade, involving crochet and Val. insertions, crochet motifs and embroideries, narrow and wide panels, semi and full princess styles, overdress effects in square, round and pointed designs; deep flounces of alternate rows of Val. and wide and narrow tucking, and smart sleeve and collar touches that brand the collection as a high-class one and clearly much below regular prices when sold. Each ..... \$10.00

—Second Floor, James Street.

## Women's Gloves

Fine Taffeta Silk Gloves, with neat fitting Jersey wrist and silk stitched points; black only; sizes 6 and 6 1/2. TO-DAY, per pair ..... 19c

Fine Kid Gloves, two dome fasteners, oversewn seams and Paris points; colors tan, mode, brown, champagne, helio, green and pearl grey. An excellent quality at a price that hardly pays cost of production. TO-DAY, per pair ..... 49c

—Main Floor, Yonge Street.

## Save on Hosiery

Women's high-class plain black and silk embroidered Lisle Thread Hose, some of this season's new designs, excellent German makes and dyes, spliced heel and toe; sizes 8 1/2 to 10. Considerably reduced in price to, per pair. 25c

Women's Plain Black or Tan Cotton Hose, stainless dyes, seamless finish, spliced heel and toe; sizes 8 1/2 to 10. Extra value at, per pair ..... 12 1/2c

Boys' Ribbed Cotton Hose, good weight, spliced sole, heel and toe, seamless finish, stainless dyes; sizes 6 to 10. Specially priced at, per pair. 12 1/2c

Men's Fancy Lisle and Cotton Socks, a collection of odd lines, all new and desirable patterns; sizes 10 to 11. Clearing at, per pair ..... 18c

—Main Floor, Yonge Street.

## Sporting Goods

We are making telling inroads with low prices in our present stock to provide room for incoming goods. Here's a part list:—

Extra Heavy Double Court Tennis Net, tarred, waterproof, canvas-bound and wire cable. Special price ..... \$5.50

Tennis Posts, complete with guy ropes and pegs. Per pair ..... 65c

"Ardley" Racket. Special price, ..... \$2.95

"Championship" Rackets. Special price ..... \$2.95

"Newport" Rackets. Special price, ..... \$2.00

"Claremont." Special price ..... \$2.50

Duplex Tennis Markers ..... \$1.25

—Fifth Floor.

1,200 Sample and Show Pictures at 95c each

—Third Floor.

During August (as in May, June and July) the Store will Close Saturdays at 1 p.m., with No Noon Delivery.

## The Dressers

### Toilet Articles

No man or woman need go without the little luxuries that facilitate in the making up of a perfect toilet because they do not want to be extravagant. Our price range listed here indicates how well we are prepared to serve you, and how satisfactory are our prices:

Shaving Sets—\$2.00, \$2.50, \$3.50, \$4.00, \$5.00, \$6.00 and \$7.00.  
Shaving Mirrors, plain and magnifying, with stand, suitable for traveling—\$1.00, \$1.25, \$1.50, \$1.75, \$2.00, \$2.50.

Triple Mirrors—35c, 50c, 65c, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50.  
Stand Mirrors—35c, 50c, 65c, 80c, 95c, 1.00, 1.25, 1.50, 1.75, 2.00, 2.50.

Hand Mirrors—15c, 20c, 25c, 35c, 40c, 45c, 50c, 75c, \$1.00, \$1.25, \$1.50, \$1.75.  
Manicure Sets—35c, 50c, 75c, \$1.00, \$1.25, \$1.50, \$1.75, \$2.00, \$2.50.

Nail Files—10c, 15c, 20c, 25c, 35c and 50c.  
Pocket Mirrors—10c, 15c, 20c, 25c.  
Pocket Sets—20c, 25c, 35c, 40c and 50c.

—Main Floor, James Street.

## Fourth Day of the Annual Shirt Sale



Even greater than preceding days because new shipments unavoidably detained have arrived and are ready.

New styles, new patterns of stripes and dots are added to the vast assemblage of high-class Neglige Shirts—shirts of such pleasing patterns and qualities you'll probably wisely anticipate supplies for months to come.

Plain and pleated-bosom shirts, in light grounds, with neat figures and stripes; some with detached cuffs, but mostly with cuffs attached; every one, clean, fresh, perfect and well laundered.

Ample quantities in the different sizes from 14 to 17 1/2; each size in an allotted space.

Two large circles are filled, and plenty of salesmen ready to serve you. Every day has been a big day, with this one just a little better—so be early. All at one price, TO-DAY ..... 50c

—Main Floor, Queen Street.

## For Men—the Stylish

### Pyramid 'Kerchief

Probably no other Novelty Handkerchief has such a run of popularity as the Pyramid, an exclusive English handkerchief; made of fine Egyptian yarn, with colored patterns woven in before bleaching. These patterns are very delicate and stylish, and are registered by the manufacturer to prevent duplication in inferior goods. They are of such a superior quality that we fully guarantee them indelible colors. Through our advantage in securing stock direct from mills we can offer these at very low price—3 for 50c.

—Main Floor, Centre.

## Whitewear Values

Corset Covers, fine cotton, full fronts, with six rows lace insertion, neck and arms edged with lace; sizes 32 to 42. Price ..... 25c

Gowns, of fine cotton, Mother Hubbard style, yoke of fine tucks, lace or embroidery insertions and frills of lace or embroidery; lengths 56, 58 and 60 inches. Price ..... 75c

Skirts, fine cotton, deep flounce of lawn, with three rows of tucks, two rows of fine embroidery insertion and wide frill of embroidery, dust ruffle; lengths 38, 40 and 42. Price ..... \$1.50

Drawers, of fine cotton, wide frill of lawn, with cluster of tucks and frill of embroidery, both styles; sizes 25 and 27 inches. Price ..... 39c

—Second Floor, Centre.

## Knitted Silk Ties

### For Women

We have appealed very much to the woman who desires the most attractive Neckwear styles. Dainty knitted ties of rich glossy silk—they look so smart with the Summer costume, being cut in four-in-hand shape, of medium width and 44 inches long. An exceedingly large range of bright colors is included: Red in two shades, green in two shades, mauve, brown in two shades, cream, orange, old rose, champagne, Tuscan, white, blue in three shades and black. Each ..... 25c

—Main Floor, Centre.

## Women's Shoes

### Greatly Price-lowered

The lot comprises several styles of the daintiest ideas in Colored Leather Shoes, two styles of pumps, with ankle strap; a tan calf, with flexible soles, high Cuban heels, pretty leather bow on vamp, and brown kid, with silk bow and pearl buckle; two styles of Oxford, Blucher, laced, with large eyelets and broad silk ribbon lace; and a pretty two-button Oxford, having the popular plain toes and short vamps.

They are very stylish and attractive in every respect, and beautifully finished; sizes in the lot 2 1/2 to 6. Plan an early morning trip if you would be sure of a particular style. Every pair much reduced in price. TO-DAY ..... \$1.50

—Second Floor, Queen Street.

## Groceries, Meats

### TO-DAY'S PRICES.

Pure Santos Coffee, fresh roasted, lb. .... 18c

Diamond E Blend India and Ceylon Tea, black or mixed, lb. .... 35c

Moody's Royal Blue, two pkgs. .... 7c

La France Laundry Tablets, make washing easy, 3 packages ..... 25c

Canada Laundry Starch, lb. .... 7c

Pearl Tapioca, 4 1/2 lbs. for ..... 25c

White Wine Vinegar, gallon ..... 23c

Container 10c extra.

Symington Prepared Soups, assorted flavors, 3 packages ..... 25c

Maconochie's Orange Marmalade, 2 large jars ..... 25c

Maconochie's Mixed Chow Chow or Walnuts, pint bottles ..... 25c

### TO-DAY'S MEAT PRICES.

Shoulder Roasts of Beef, lb. .... 12 1/2c

Thick Rib Roasts of Beef, lb. .... 14c

Loin of Spring Lamb, lb. .... 20c

Boneless Beef for Stewing, lb. .... 10c

Ham Bologna, lb. .... 12c

Front Quarter of Spring Lamb, lb. .... 15c

—Fifth Floor.

## All in-Readiness for the August Sale of Waists



Thousands upon thousands of Waists of the most desirable kinds, for any and every occasion that a white lawn waist can be used, have been gathered for this great sale.

We were fortunate in securing the output of three great mills, for this, added to our other big preparations, constitutes a really tremendous aggregation of fashionable, charming waists.

Excellent styles and first-class workmanship characterize the whole collection.

The variety is most extensive; whether it be an inexpensive house waist (for so little as 39c) or an elegant creation at \$2.49, your requirement will be well met in this sale.

An average of about half usual price is the saving, so this is really a time to buy and lay by.

Starting this morning!

—Second Floor, Centre.

## 10 1-2c for Muslins

Buying a Muslin of such quality at such a small price means big money saving. Lovely designs and colorings for party dresses, waists, street dresses, dressing jackets; you will find patterns and qualities suitable for all those purposes in this lot. TO-DAY, per yard, ..... 10 1/2c

## New Serpentine Crepes

Pretty butterfly effects and lovely floral patterns, while the new Oriental designs add a charm to the range seldom seen in a cotton fabric; for kimonos, dressing jackets, waists and dresses; 27 inches wide. Per yard. 25c

—Main Floor, Yonge Street.

## Save on Ribbons

All-over Dresden Patterns, on a rich taffeta silk, excellent for Summer millinery, sashes, bows, rosettes, etc., in sky, pink, white, cream, navy, Nile, champagne, black and myrtle; 5 and 6 inches wide. TO-DAY, per yard. 22c

Pure Taffeta Silk Ribbon, good even weave, extra heavy quality; the misses' favorite for bows, sashes, rosettes, hair bands, etc., in white, cream, brown, sky, Alice, navy, pink, old rose, cardinal and black; 3 1/4 inches wide. TO-DAY, per yard ..... 12 1/2c

—Main Floor, Yonge Street.

## Parasols Half-price

A collection of fine English makes. Covers are pure silk, and come in an extensive assortment of choice patterns and colorings. First quality gilt frames, with handles in dainty natural woods. Half-price TO-DAY, each ..... \$1.25

Children's Pure Silk Parasols, in a good range of colors, all frilled designs, neat handles. TO-DAY ..... 63c

—Main Floor, Yonge Street.

## Teco Chocolates

### For Gift Purposes

We sell hundreds of boxes for gifts and to be shared with mothers, sisters, wives and "best girls." TECOS are made from richest and purest ingredients. Assorted shapes and flavors, with a few caramel, nut and real fruit centres mixed in. Delicately packed in pretty gold-top boxes and tied with ribbon, they make handsome service to be shared with relatives and friends. 1/2-lb. boxes, 25c; 1-lb. boxes ..... 50c

—Main Floor, Centre.

THE T. EATON CO. LIMITED

Cherry Stoners (in the Basement) 10c each