

EATON'S DAILY STORE NEWS

On Tuesday—A Midsummer Hay - making Festival



"Make hay while the sun shines" is a good old adage, and here's a chance to put it into practice.

With the Store closed all day Friday and Saturday of this week, we are looking for great things on Tuesday. But we do not intend that you shall put off your pre-holiday shopping too long, and so we invite you down on Tuesday for a share of the grand good values prepared for this hot weather event, *The Hay-making Festival*. All over the Store special "hay-making" price cards flash forth their message of savings to be gained, and from eight o'clock until five in the afternoon the Store will throb and hum with buying interest, just as all over the country-side the meadows are athrob with the hum of the mower.

Come down Tuesday and Make Hay While the Sun Shines

Exceptional Go-cart Offer

100 extra large, very fine Steel Folding Carts, metal and nickel trimmed, closed sides, large three-bow hood, polished handlebar and half-inch rubber tired wheels. This cart folds quickly into small space. Admirably suited for street car, boat or train traveling. Marked very close to half-price, Tuesday \$5.00

"Arawana" Hammock

Here is a hammock value not often found. The "Arawana" is a large, roomy hammock, made in many styles and colors. Extremely restful, suited for any hanging, verandah, lawn or cottage home. Heavy, close weave, very strong and lasting. Extra wide pillow. Pleated valance and foot spreader. Unusual value, being greatly reduced for Tuesday. Choice \$2.50—Fifth Floor.

Welcome Watch Values at \$5.00

You need not spend more if you're one of the first 50 men or 25 women. The small sum of \$5.00 will buy you a guaranteed jeweled movement in a high-grade case. You couldn't tell it from a \$50.00 watch without careful examination of the works, for it keeps perfect time and has all the elegance of finish that you associate with a most costly timepiece. Needless to say, the price is scarcely enough to pay for the case.

The orders are to make a big day of Tuesday, and this is our sacrifice:—

25 only—Women's gold-filled, 8-size hunting-cased watches, fitted with a 17-jewel, adjusted nickel movement, each jewel having a separate setting; are equipped with Breguet hair spring, exposed winding wheels, patent regulator, etc. Splendid value, at, each \$5.00

50 only—Men's watches, 16 size, with open face gold-filled cases, give a choice of fancy engraved, engine turned or plain polished finish; their movements are 17-jeweled, and in every way the same style as the women's watch described above; a few 15-jeweled movements are included, fitted with like cases, and all are guaranteed, accurate timekeepers. Reduced Tuesday, to, each \$5.00—Main Floor, Yonge St.

Baseball, Lacrosse and Tennis Goods

Tuesday we will clear out a number of odd lots from our best selling lines at prices that should cause a rush.

Baseball Mitts, face and fingers, fine moose, buckskin color, edges laced, large sizes, great value. Tuesday \$1.50

Fielders' Moose Gloves, buckskin color, best asbestos felt padding, welted, leather lined, deep pocket and web thumb, extra value. Tuesday \$1.50

Lally's No. 1 Lacrosse Sticks, full size, double string and well shaped throughout, extra value, Tuesday 85c

Horsman Lawn Tennis Racket, well shaped and well balanced, great favorites in the United States, extra value for Tuesday \$2.95—Fifth Floor.

Low Pricing on Picture Moulding, 3c Foot

An extra special, one that brings you the best chance yet to frame photographs, prints, diplomas, water colors, etc., 1/2-inch to 3/4-inch, artistically patterned and plain gilt mouldings, in different styles. Per foot 3c

Beautiful Pastels, \$1.39—20 only, each with an individual beauty in well colored land and water scenes; framed in 1 1/2-inch gilt and gold burnished moulding of oval shape, size 9 x 12 inches. Each \$1.39

Will Your Photos Fit These Frames, 6 x 8, 7 x 9, 8 x 10, 10 x 12 inches, with bead moulding 1/2 inch in width; oval frames in gilt; we'll fit your photos in one of these, furnishing both glass and back, for 35c

Pretty Hand-colored Pictures, beautiful finish, many pastoral, land, marine and sporting scenes and figure subjects; frame is 1/2-inch to 1-inch gilt moulding of high grade, with a 2-inch gilt mount, showing 3/4-inch plate line; different sizes in the lot, from 8 x 14 to 11 x 14. Each 85c—Third Floor.

Silk Plush, Half-price

Big clearing of Silk Plush, for curtains, upholstery, etc. The end of the Spring season finds a quantity of ends on our hands, about what you would need for hangings on doors or around windows in your drawing-rooms, dining-room or library, from 5 to 20 yards in a piece. The texture is extremely rich, with the delicate bloom on its surface that gives such beauty to pure silk fabrics. The color range includes green, gold, blue, crimson, etc., so that there will be no difficulty in harmonizing your color scheme. Half-price, Tuesday, yard \$1.50

French Novelty Curtains, Swiss fish net and Nottingham lace curtains, 50 and 54 inches wide, 3 and 3 1/2 yards long, in white or ivory, show a good assortment of designs. All are extra qualities, well finished with stout edges and are very pretty bedroom, sitting-room or parlor curtains at one-third to one-half less than the usual price. Tuesday, per pair \$1.63

Trimmed Opaque Window Shades, 37 inches x 6 feet, manufactured from the best quality opaque cloth, mounted on Hartshorn spring rollers, trimmed with handsome insertion, complete with tassel and brackets, one-third underpriced, at, each 49c—Third Floor.

STORE REMAINS CLOSED FRIDAY AND SATURDAY JULY 1st AND 2nd

DO YOUR BUYING TUESDAY—SELDOM SUCH GOOD CHANCES.

Stretching Dollars in the Carpet Section

The Matting and Linoleum in this "special" are of qualities that usually bring far higher prices. We are determined to make Tuesday memorable to everyone who makes a purchase here. These are the items:—

China and Japanese Straw Matting, 36 inches wide, include a large range of patterns in small, neat, fancy check in printed and in-laid effects. It's clean looking in colorings and contains only good live straw, being healthful and easily kept clean in the Summer home. There are several classes, but in all the prices are greatly reduced. Bale of 40 yards for \$4.75. Per yard 12 1/2c

Heavy Printed Linoleum, is a clearing of a massed lot of remnants, two and four yards wide, averaging up to 10 square yards. It's brightly printed in floral, block and tile patterns, light and medium shades, and all perfect goods. Square yard 19c

3 Fancy Verandah Seats for the price of two, round or square, fancy pleated patterns in blue or red. Convenient for front door, steps or verandah, also useful at the water side. 3 for 25c—Third Floor.

Rich Heavy Gilt Wall Paper Away Below Half-price

Your opportunity to paper or repaper the home, seldom have we been able to offer better value and variety at such low price.

Such good harmony and colors in the different patterns that many will choose papers for every room. All heavy gilt paper, in rich color designs, for dining-rooms, dens, libraries, halls and parlors, complete combination of wall, ceiling and 18-inch border. Wall and ceiling, single roll 50c

18-inch shaded border, per yard 3c

10,000 feet of White Room Moulding, 1c per foot

A special purchase that's largely beneficial to you, every foot is pure white enameled and in perfect condition, 1 1/2 inches wide in very neat and attractive mouldings, for parlor, hall, dining-room, sitting-room or bedroom. Special, per foot 1c—Third Floor.

Look, Boys! Jerseys, Just what's needed and only 19c

The boys' delight, and at a time when such cool jerseys are most wanted. Cool white cotton jerseys with low neck and short sleeves, finished with neat sky, navy, or cardinal trimmings.

We'll have enough for 2,700 boys from 3 to 14 years of age, but you had better come early for right size, or 'phone first thing. Each 19c—Main Floor, Queen St.

Clean-up of Elastic Knit Underwear Men's Fine Elastic Knit Balbriggan Undershirts, of cream shade, with saten facings and pearl buttons, sizes 34 to 40 in the lot. Each 25c—Main Floor, Queen St.

Fountain Pens: Unprecedented Low Prices

The desire for quick, early business is responsible for this exceptional offer of Fountain Pens, that are of first-class quality, and manufactured by one of the best known firms, and they carry our guarantee as perfect in every respect. The points are 14k gold, iridium tipped, and the barrels chased vulcanite.

At \$1.50—Our "Big Ben," with a No. 6 point of 14k gold, very large capacity for ink, a useful pen for business men and holiday-goers. Each \$1.50

At 98c—Self-filling pen, one of the most satisfactory and simple devices on the market, can be emptied, cleaned and filled in a few seconds. Fitted with fine, medium or stub points. Tuesday's special 98c

EATON'S Shamrock Linen Reduced. Correct in finish and size for the most exclusive correspondence and a high-grade paper in every respect. Each box contains 5 quires which we have marked at quick selling price down to near half, but only a limited number in the lot. Price 25c

Miscellaneous Books for Summer Reading, Each 9c

An assortment of titles in the lot representing different kinds of literature, and any one is worth several times our special Tuesday's price. All are regular copyright editions, not a reprint among them, and every one in first-class condition. A few titles are:—

"Miss Ayre of Virginia," by Julia Macruder. "Misrepresentative Women," Harry Graham.

"At the Sign of the Sphinx," a book of characters, by Carolyn Wells.

"At the Sign of the Dollar," by Wallace Irwin, illustrated by E. W. Kem.

"Familiar Faces," Harry Graham, illustrated by Tom Hall.

"Mixed Beasts," by Kenyon Cox, a book of comic drawings.

Dozens of others of equal merit. Clearing, each 9c

Church of England Prayer Books with Hymns, Ancient and Modern

Two particularly attractive lines—one in French morocco-binding with red under gold edges. Easy readable, bourgeois type, 24 no. Tuesday, half-price 38c

Pastorin dark leather binding, gilt edges, printed in ruby type, Tuesday, half-price 13c

Fancy Crepe Paper, 5c a Roll

Clearing out a line of the popular Dancing Girl Crepe Paper, a few rolls slightly counter-soiled, but dozens in perfect condition, and at a remarkable price reduction. Roll 5c

Sheet Music, 6 for 25c

Songs, marches, two-steps, waltzes, etc., in the popular Summer scenes and verse, 6 for 25c

Columbia Disc Records, 8 for \$1.00

10-inch single disc, will fit any make of disc machines. Large assortment of popular songs. Sacred and instrumental music, talking records, vaudeville sketches, etc. Tuesday, special, 8 for \$1.00—Fifth Floor.

T. EATON DRUG CO. Limited

Save Much on Daily Requirements

Cloth Brushes, fine black bristles, half-price, each 75c

Sinecure Scurer, for cleaning and polishing kitchen utensils, paint, marble, windows, metals, etc. Tuesday, 3 large cakes 10c

Wilson's Cloth Ball, for dry cleaning any light colored cloth material, belts, tunics, feather boas, etc. Tuesday, 2 for 25c

Ammoniated Camphor, Arnica and Witch Hazel, for the cure of all insect bites; extra value at 10c

Mosquito and Black Fly Oil, prevents stinging insects from biting; specially low-priced at 20c—Main Floor, James St.

Half-price Basement Selling Tuesday

The majority of these goods are below half-price, and we predict a sweeping clean-out of them at these exceptionally low prices.

Special Dresden Chinaware

A big clearance of the noted genuine DRESDEN CHINA. Every piece is hand decorated in assorted dainty floral designs, beautifully blended colors and gold trimmings. Dresden china, with its dainty delicate quality, has won a place among the foremost wares of the pottery world.

FIRST COLLECTION—Consists of beautiful breakfast cups and saucers, 8-inch plates, chocolate cups and saucers, tea cups and saucers, bouillon cups and saucers, mustard pots and candlesticks in various shapes and hand-painted designs. Tuesday, half-price, each 63c

SECOND COLLECTION—Includes after-dinner coffee cups and saucers, cream jugs, salt and pepper shakers, tea cups and saucers, six-inch plates, bon-bon trays, ramikins and stands. Every piece bears the Dresden stamp. Tuesday, half-price 38c

THIRD COLLECTION—Is made up of marmalade jars, sugar and cream sets, celery trays, rose bowls and dresser trays. A beautiful collection to clear at half-price and less, each \$1.15

A Glassware Collection Some Half-price

The glass is all clear crystal and excellent value. High-footed Compots, Water Jugs, Handled Nappies, Tall Celery Dishes, Footed Fruit Bowls, Baskets, 11-inch Plates, 2-handled Dishes and Berry Bowls, at a price that should surprise you. Choice, Tuesday 10c

Gas Fixtures

Only 14 beautiful 3-light Inverted Gas Fixtures, finished in brush brass, all complete with inverted burners, mantles and fancy etched globes, only 14. Tuesday, each \$3.50

Gas Domes

Only 5, 14-inch square, brush brass, fitted with two outside lights for room lighting, one light in dome for the table lighting. Either or all lights may be used. Very special value, at, each \$9.95

NOTE—The above connected free in Toronto, except where extra piping is required.

A Half-price Kitchen Collection

Just to make things move fast on Tuesday in some lines of Tin and Graniteware we have reduced prices greatly—mostly half-price.

Dish Pans, Roast Pans, Frying Pans, Pots, Preserving Kettles, Covered Sauce Pans, etc., some of which sell regularly for more than double the price quoted to-day. Your choice, each 17c

Graniteware Collection, Dish Pans, Roast Pans, Preserving Kettles, Berlin Kettles, Water Pails, Rice Boilers, Covered Sauce Pans, some of which go regularly much more than double Tuesday's price. Choice 22c—Basement.

Summer Mantel Clearance

While we call it a clearance, this event is carefully planned for. You will find your money going farther with more satisfactory results than you could possibly expect.

Our mantels have both style and finish, backed by worth of materials and excellence of construction.

The EATON mantels are good mantels, and you save money on any one you buy.

The prices given include choice from a goodly range of tiles, either coal or gas grate, or open fireplace, and the setting up in any house in the city.

Lot 1—A number of mantels without mirrors, suitable for small parlors or sitting-rooms. In golden oak finish only, set up for \$21.50

Lot 2—12 only solid 1/4-cut Golden Oak Mantels, with large British plate mirrors, all new designs, set up for \$33.50

Lot 3—Number of Oak Mantels, suitable for dining-rooms, dens, sitting-rooms or halls, in either weathered, fumed or dark golden oak finishes, some with 2 cabinets and a shaped mirror in centre, others with a panel instead of mirror, set up for \$33.50

Lot 4—An odd lot of White Mantels, some with mirrors, others bases only, to clear from \$29.50 to \$42.50

Lot 5—Our special solid 1/4-cut Oak or Mahogany Finished Mantel, with columns and large British plate mirrors, first-class finish, only \$32.50—Third Floor.

Candy Specials

Candy is always in season. It is enjoyed on a hot Summer day as much as in cold weather. Here is a half-price list for Tuesday's selling that is doubly inviting:

Milk Chocolate Wafers, very rich and creamy—pure and properly prepared. Half-price, lb. 20c

English Cream Caramels, very sweet and excellent chewing, those who like caramels will enjoy these, special half-price, lb. 15c

Imported English Fruit Drops and Barley Sugar—nicely put up in jars, an excellent Summer candy. At half-price, jar 5c—Main Floor, Centre.

A Rich Harvest of Savings in Linens and Cottons

Table Cloths, the finer qualities of our Irish and Scotch satin damasks, perfect in weave, of beautiful designs, bordered all around. Every one heavily price-reduced, to, each \$2.75

Irish Table Damask Less Than Half-price—Three-quarter or semi-bleached, firm, even weave, choice designs, 70 inches wide. While the quantity lasts, per yard 25c

Crash Roller Toweling Half-price—Strong weave, guaranteed quality, red striped, width 17 inches. Yard 5c

Crochet Quilts \$1—Snowy white, fine weave, soft finish, various designs, hemmed ready for use. Size 80 x 90 inches. Large saving on each at the clearing price \$1.00

Unbleached or Factory Sheet—Strong staple yarns; twill weave, 72 inches wide. Extraordinary value at, per yard 15c

Full Bleached Longcloth—Close weave, pure finish, good general purpose cloth, 36 inches wide. Clearing at, yard 9c—Main Floor, Albert St.

Artificial and Fresh Flowers Reduced

For the restaurant, ice cream parlor, or home decoration, artificial but natural colored roses, fleur-de-lis and chrysanthemums, dozen 20c

Fresh Out Carnations, red, light and dark pink shades, with long stems, dozen 30c

Fancy Paper, for covering flower pot, green, white and pink colors, and enough in each length for 8 medium-sized pots. 'Twill look far better than the regular crepe paper, and it's cut to half-price, length 20c—Fifth Floor.

THE T. EATON CO. LIMITED