

EATON'S DAILY STORE NEWS

To-day Brings Forth Dress Goods Values of Exceptional Interest

With a season at hand that gives every indication of bringing with it a most unusual demand for Dress Goods, and with every preparation made to meet that demand—already the new shipments are beginning to pour in—we find ourselves crowded for space to give the display the beautiful new fabrics deserve, so we are starting a campaign of value-giving that should not only give us all the space we desire by clearing out shelves of the goods mentioned here, but should create a furor of dress fabric buying that will be unique, for what woman is not right now thinking of new dresses and suits for Fall, and what woman but can readily recognize in these meagre descriptions a value-giving event that offers her a remarkable opportune chance to supply all Fall and Winter Dress Goods needs? Every piece perfect in weave. All staple goods, suitable for stylish, handsome suits or dresses. Many are shipments that were long overdue; these have received the heaviest price reductions. For to-day, the first day, two specially good offers are announced:—

Broadcloths

.57 Shadow Designs, Self-colored Striped Worsteds, Plain Diagonal, etc. All high-class, pure wool materials, 46 to 52 inches wide; all good shades and correct weights for tailoring. See Yonge Street window. To-day, per yard....

.57

.29

Plaids, Serges, Cheviots, Tweeds, etc. All popular weaves, and suitable for children's school wear, women's dresses, etc. All shades in the assortment; widths 40 to 46 inches; pure woven. Per yard.....

.29

Fancy Worsteds

Sample Lots of Women's Collars Clearing at 10c

Particularly smart styles are in these high-class Collars. It is a sample stock acquired from leading manufacturers, in the newest Summer styles of stand-up, turn-down and Byron shapes, in plain and embroidered patterns. To this we will add several lines from our regular stock that have usually sold for three times the clearing price of, TO-DAY, each..... 10c

Women's Cross-bar Initial Handkerchiefs, 6 for 35c

New shipment just arrived from the mills in Ireland, and they are even finer than our usual good quality. They have the popular cross bars in a variety of patterns and are neatly hemstitched and finished with hand-embroidered initials. Price..... 6 for 35c —Main Floor, Centre.

Autumn Furs at Summer Prices

Women's Black Hare Throw Ties, \$2.25, paddle ends, quilted satin lining, made from the best Belgium hare, commonly called Siberian lynx. Price..... \$2.25

Women's Empire Muffs, of fine Persian lamb, large black, black satin lining, large and medium curl, wrist cord. These at close to the actual cost of manufacture. Each..... \$12.68

Hundreds of Sample Pieces, in Persian lamb, mink and ermine, all 1910 styles, at prices that only samples could be sold for. —Second Floor, Albert St.

New Buttoned Sweater Coats 75c

Stock clearance of a splendid lot of Men's Buttoned Sweater Coats. Finished with two pockets, close ribbed cuffs. Bodies are black, with assorted colored trimmings. Medium size only in the lot. We hint at an early choice. TO-DAY, each..... 75c

Men's White Cuffs, 12½c Pair

An imported stock of Men's Pure Linen Cuffs, of good heavy quality, linked shape, with round and square corners. Sizes 9½ to 11½. Special value TO-DAY, at..... 12½c

Men's Shield Neckwear

New patterns in fancy colors of light and medium shades, some are plainer styles to be worn with turn-down collars. Greatly reduced for quick selling. 3 for 25c, or each..... 9c —Main Floor, Queen St.

Passepartout Pictures to Clear, To-day, 7½c

Dainty little pictures, with bindings of various shades, for the den and sitting-room. Marked at a price considerably reduced to ensure quick clearance. Large assortment in the lot. Christy figures, Kimball studies, scriptural mottoes, character sketches; also a large range of land and water scenes. Hundreds of others, too. Bindings are in black, brown, green, red, blue and grey shades, with a fine, clear glass and solid back, to which is attached hangers. Special TO-DAY, at..... 7½c

Beautiful Gift Pictures, Now \$1.25

Pictures that in their coloring and pretty frames will enhance the beauty of any home interior. Facsimiles, photographs, pastels and hand-colored etchings in large range of subjects, including a line of novel pictures adapted exclusively in their unique framing for the den. Frames are well chosen in their appropriate finish and coloring. Many are gilt, gold burnished, also dark oak frames, and a few in oval wood shape. Only 150 in the lot and hardly two alike. TO-DAY, clear, at..... \$1.25 —Third Floor.

Breakfast Table Accessories in English Plateware

The everyday toast and eggs gain a hundred per cent. in attractiveness when served in these dainty silver plate racks and cruets.

Separate Toast Racks in many novel, but simple, designs, are made from this extra heavy nickel base, plated with silver by the unsurpassed English electro-plating process. They give long service under hard usage. 7-bar Racks, holding 6 slices of toast, \$1.75, \$2.50, \$3.00 and..... \$3.50

Egg Cruets, in electric plate on silver base, come in elegant designs that are the last word in artistic tableware. For four cups, heavily gold-lined and set on a substantial stand from which hang the egg spoons, \$5.75, \$6.00, \$6.75 to..... \$8.00

Egg Cruets, holding two cups, salt and pepper, \$4.25 and..... \$5.50

Combination Egg Cruet and Toast Rack for Two..... \$5.50 —Main Floor, Yonge St.

Beauty and Finish in Waists

The infinite variety of pattern and material upon which you may draw in our Waist Section TO-DAY makes the perfect adaption of the waist to your own personal style and taste a perfectly simple matter. Suitability is the secret of satisfaction in a ready-to-wear waist. The prices, too, are very low.



Women's Net Waists, panel fronts of embroidered net, tucking on either side; embroidered net set in on sides, going over shoulders and forming a V-shape at back; new puff sleeves, cluster tucking from shoulder to puff, finished with rows of lace insertion and tucks around sleeve. Size 32 to 42. Colors white and ecru. Price..... \$3.50

Women's Embroidered Net and Battenberg Waists—Some are the new bolero style of zigzag braid; yoke back and front of plain net; cluster tucking, new puff sleeves trimmed with rows of small and large tucks, frills of embroidered net. Others of all-over Battenberg with lace medallions set in front and sleeves. Size 32 to 42. Colors white and ecru. Price..... \$4.00

Women's All-over Embroidered Net Waists—Yoke, front and back of tuckered net with rows of lace insertion set in. New braided style back and front, high collar and long sleeves, finished with gathered frills of embroidered net. Size 32 to 42, colors white and ecru. Price..... \$5.00 Also other styles in net and lace waists up to \$9.00. All new goods.



Women's Japanese Silk Waist—Panel front finished with wide tucks half way, and rows of cluster tucking down front. High collar and long sleeves. Colors black and ivory. Sizes 32 to 42. Price..... \$1.25

Women's Fine Japanese Silk Waists—Finished with rows of lace insertion and tucking. Front finished with four silk-covered buttons. High collar and long sleeves; deep cuffs with rows of insertion, finished with small gathered frills of lace. Sizes 32 to 42. Price..... \$2.50

Women's Net Waists—Yoke of fine tucking, finished with three large lace medallions. Front of lace insertion and tucks, with rows of embroidery net set in. High collar and long sleeves with panels of embroidery net down centre, finished with lace insertion on either side. Sizes 32 to 42. Colors white and ecru..... \$2.95 —Second Floor, Centre.

August Carpet Sale Making Giant Strides

The extraordinary quality, as well as the enormous quantity, of Rugs offered for selection in this Sale has attracted much buying attention for the last week. We have provided a wide range of grades—from exquisite Oriental and European products to fibre rugs and Summer grades. At the same time we have bought in such quantities and at such opportune times that we are able to make prices on them all at unprecedented figures.

Brussels Carpets offer unique values because of a special arrangement we made with the manufacturers during their slow time earlier in the year. The patterns were chosen and the colors, varied often in each pattern, were selected with great care. The mills went ahead to turn out as many as the time permitted at prices based on this steady, uninterrupted run, and the great quantities taken.

The sizes we specialize in for this August Sale are as follows:

2½ x 2 yards.....	\$ 7.50	3 x 4 yards.....	\$13.50
3 x 3½ yards.....	11.75	3½ x 4 yards.....	17.00
3½ x 4½ yards.....			\$19.00

Cotton Bath Rugs

We have a large quantity of these handsome Washable Bath Rugs, every one a beauty in their crisp, clean looking patterns. Not only do they make excellent bathroom rugs, but they are particularly nice in the bedroom, where cold floors make the getting out of bed uncomfortable. Colors are blue and white, and green and white. The large quantity and a factory clearance are accountable for the low prices.

18 x 36 inches.....	\$0.95	36 x 36 inches.....	\$1.35
27 x 54 inches.....	1.65	36 x 63 inches.....	2.25

Imported Axminster Rugs are the overstock and reserve of great mills in Europe, and some made for us on special terms. The principal sizes and prices are as follows:—

	5 x 7-5 feet.	6-5 x 9-5 feet.	8-5 x 11-5 feet.	9-10 x 13-1 feet.
First quality.....	\$9.25	\$16.00	\$24.00	\$32.50
Second quality.....	11.75	11.00	17.25	23.25
Third quality.....	9.00	9.00	13.75	18.50

These are only sample prices, as there are many other sizes at the same ample discounts. Seamed Axminster Rugs and Seamed Wiltons, are in nothing short of the seamless in price reductions nor in beauty of design, color and wearing quality.

Beginning the Second Week in the Rug Sale

To get an idea of the actual savings we are offering in the August Rug Sale, it will be necessary for you to visit our Carpet Section. The floors are stacked high with Rugs—every one of which is the best kind of value, some affording enormous savings.

Axminster Seamed Rugs have just been augmented by a new shipment of Brand New Rugs, showing colors of self greens, Orientals, reds and natural colored chintz; the designs are excellent; size 3 x 3½, \$15.75; 3 x 4..... \$18.00

Oriental Rugs in Many Styles, straight from the hand looms of the East, aglow with all the rich, soft colors that seem to typify the luxurious life beyond the Bosphorus. The infinite variety of their patterns is classified roughly, yet rigidly, according to the locality from which each comes. Our salesmen will tell you about them. The groups given below are all good-sized rugs, but as the price classification depends on so many other things than size merely, we cannot give dimensions.

Gheundjes and Persian Moussouls, reduced! about one-quarter..... \$15.69

Gheundjes, Kazacks, Shirvans and Bokharas..... \$17.69

Large Kazacks, Shiraz and Persians..... \$22.69

Extra Large Kazacks and Shiraz Rugs, much underpriced..... \$35.00

Fine Irish Linen Table Cloths, \$1.75

Strong, even weave. Choice designs in bordered patterns. Size 72 x 72 inches. TO-DAY..... \$1.75

Fine Satin Damask Table Napkins—Every thread pure linen. Assorted in choice patterns. Size 22 x 22. TO-DAY..... \$2.25

Hemstitched Plain Linen—Also with drawn corners in shams and covers. Irish make. Size 32 x 32 inches. TO-DAY, each..... 39c

All Linen Crash Roller Toweling—Strong weave, dependable wearing quality, width 17 inches. TO-DAY..... 9c

Full Bleached Plain English Sheet—Good firm weave. Round, even thread, free from dressing; 80 inches wide. TO-DAY..... 38c

—Main Floor, Albert St.

Couch Hammocks, \$8.50

This type of Hammock is much preferred by many. It has special features and advantages which commend it to circumstances and conditions the ordinary hammock will not fill. Will swing from ceiling in short space. Has all the comforts of a bed or couch. Remains flat when in use. Made of very durable strong duck, khaki and white. Wire spring and comfortable cushion. Clearing TO-DAY..... \$8.50

Collection of Toys, 25c

Among this lot will be found Air Torpedoes, neat little Accordions, boxes of Plasticine for modeling, Jointed Dolls, Iron Hook and Ladders, Ice Wagons, Iron Money Boxes, Rubber Balls, etc. Choice 25c

A Baby Carriage Special

Handsome wood-body Carriage, upholstered in good quality leather cloth, has large reversible hood on strong spring gear, with rubber tires. Special TO-DAY..... \$11.95

Dressed Dolls

Great special value in a beautifully Dressed Doll. Jointed head and limbs, moving eyes, and in various designs, 15½ inches high. TO-DAY..... 44c

Curtains for Parlor and Drawing Rooms

Great care having been exercised in the selection of these high-grade goods, we have a splendid assortment to offer for your inspection. Some of the most effective Curtains are the Connemara, Point Arabian, Cluny and Point Venice. These include white, ivory and ecru shades, and range in price from \$5.00 to..... \$75.00

Imported Jasper Cloths—Chintz, taffeta and shadow cloths. A large and varied range of these popular fabrics. Designs suitable for all requirements. Small, neat trellis patterns, with handsome stripes to combine as appliques. These goods are much used for living room and slip covers..... \$1.00 to \$3.00

Printed Art Chintz Taffetas, in striped and floral effects, new and handsome designs in dainty color combinations for bedroom hangings, covering, etc.; 36 inches wide. Per yard..... 35c —Third Floor.

New Lots of Hand Painted Brooches

The demand for Hand-painted and Decorated Brooches, in many sizes and various styles, is growing bigger. Belt pins and belt brooches also come in for a large share of popularity. To meet this demand we have procured a nice quantity of high-grade pins and brooches, which we offer TO-DAY, at..... 29c

Other lines of better grades, 39c, 50c and..... 75c

Low Prices in Solid Gold Brooches

Three lines of English-made Brooches, are good samples of the beautiful workmanship and perfect finish for which this imported jewelry is famous. The stone settings are all appropriate and the variety of patterns is excellent.

Fancy Safety Pins, pearl set in fancy patterns, showing horse-shoes, Greek designs, birds and many other pretty ornaments mounted on the centre of the pin. TO-DAY, each..... \$1.00

Twisted Bar Pins, with an amethyst in the centre of two-leaf ornaments, or supported by two birds. In either case set with pearls. Make attractive and durable pins that are great value, TO-DAY, at..... \$1.40

Crescents, Horse-shoes, Wishbones, and other handsome designs, some set with pearls and colored stones, others with pearls only, are excellent value at, TO-DAY, each..... \$2.00

The above are all 9-karat English Hall Marked Goods.

—Main Floor, Yonge St.

T. EATON CO. LIMITED