

EATON'S DAILY STORE NEWS

Chiefly Concerning the July Sale Specials For Men



Any man who knows anything at all about the policy of "The Big Store" must realize that now, perhaps, is the most economical time to buy. For not only is the July Sale, with its large list of special values, featuring "something different every day," in full swing, but also this is stocktaking time, and if there is anything which disturbs prices and causes them to take a hasty slump, it is stocktaking.

So if you're out of certain clothing necessities, such as Underwear, Shirts, Ties, Nightrobes, Hats, Handkerchiefs, or need extra accessories for the auto, or new pictures for the home, now is the time to investigate their values, for now they are almost all exceptionally reduced. Come early and come often. Perhaps the following suggestions will help.

Men's Combinations, Many Less Than Half Price, at 98c

This lot has been marked at an exceedingly low price, and, moreover, includes styles and qualities from which it is an easy matter for you to make your selection. Included are suits in fine quality balbriggan, in white or natural shade, spring needle stitch, with long sleeves and three-quarter leg, and a big range of patterns in checks and stripes in white nainsook, in athletic style, knee length, and without sleeves, and with single button seat. Sizes in the lot, 34 to 50, but not all sizes in each style. Sale price, 98c.

Men's Outing Shirts, 98c

Exceptionally good value is offered in this line of outing shirts, in fancy crepe effects and in striped patterns, in single or cluster designs, in such colors as black, light and dark blue or mauve or combinations of grey and mauve on white or cream colored grounds. They are all in coat style, with yoke, breast pocket, reversible lay-down collar, and imitation soft double cuff. Sizes 14 to 18. Sale price, 98c.

Men's Nightrobes, Each, 59c

At this price are night robes of Canadian or American makes, including some in "Congress" brand; all of splendid quality white cotton, some with V-shaped neck, and trimmed with red, navy or sky on neck and front; others without trimming; while still others, in plain white, have attached lay-down collar. All styles are made with yoke, breast pocket and slip-over band cuffs, and the lot includes all sizes 15 to 19. Sale price, 59c.

Men's and Boys' Neckwear, 3 for 25c, or, Each, 9c

This lot consists mostly of broken ranges from regular stock, and are ideal ties for everyday use. They are all in four-in-hand style, some with wide flowing ends; others in Derby shape, and line on back. The patterns are in all-over, floral or stripe designs, in medium shades, some in fibre silk and cotton mixtures, but mostly in mercerized cotton. Sale price, 3 for 25c; or, each, 9c. —Main Floor, Centre.

Your Steamer Trunk, Have You Bought It Yet?

Your opportunity to purchase one of these Trunks at a reduced price is here. They are covered with waterproof canvas, painted and varnished in a good, serviceable color; 1/2-inch hardwood slats, metal corner protectors, sheet iron covered bottom, and edges bound with vulcanized fibre, give strength and solidity to this trunk. The heavy lock and bolt clamps, cowhide leather straps, fancy lining and tray make this trunk attractive. Your choice in 32, 34, 36 and 40-inch sizes. Each for \$8.00. —Basement

We Accept Coupons of Victory Bonds

For the convenience of customers, Interest Coupons detached from Dominion of Canada War Loan Bonds, will be accepted on or after due date in payment for goods bought in the store or by mail.

Care should be taken to detach only such coupons as are due, the due date being printed on the face of the Coupon.

Cottagers and Campers

When you want to buy anything described on this page, or something not listed in the Catalogue, write to the SHOPPING SERVICE, and one of our special shoppers will choose it carefully, and send it to you at once.

A "Before Stock-Taking" Reduction of Men's Panamas to \$3.50

Now is the time, too, when a light, comfortable hat is appreciated. They are in boater style, with pencil, roll or welted edge brims; also fedora shape with crease crown, flaring or slightly roll brim. All sizes in the lot, 6 5-8 to 7 1/2. Today, special, \$3.50.

Kiddies' Straws, Special, \$1.35

In neat English sailor shape, with small or large brim, with lettered or plain bands. Sizes 6 to 6 7-8. Special, \$1.35. Main Floor, James Street.



Also Big Clearance of Straw Boaters, at \$1.00

All new shapes with various popular height crowns and width brims. All sizes in the lot, 6 5-8 to 7 3-8. Today, special, \$1.00.

Men's Plain Black Cotton Sox, Greatly Reduced to 18c

Odd lines—some at half-price—of summer weight, seamless cotton socks, with reinforced toes and heels; also with fine ribbed cuffs. A good range of sizes. Today, sale price, 3 pairs for 50c, or, per pair, 18c. —Main Floor, Yonge St.

Men's Colored Bordered Handkerchiefs, 4 for 25c

They are of fine Irish lawn, with colored borders, in a variety of colors and nicely hemmed. They are 17 inches square. Price, 4 for 25c.

Women's Irish Lawn Handkerchiefs, 4 for 25c

They are of fine Irish lawn, finished with hem-stitched hems, are 12 inches square, and very practical for everyday use. Price, 4 for 25c. —Main Floor, Centre.

SAVE TIME

When Ordering From

More Than One Department
in the Store, Write or Telephone to the
CITY ORDER DEPARTMENT
Ring Adelaide 3474

(or Adelaide 5000, and ask for City Order Department) and give Complete Order.

Exceptional Sale Features

Framed Pictures at 15c; "The 5 Senses" Pictures, 85c; Bevelled Mirrors, \$8.95

Extra Special! 1,000 Attractive Framed Pictures, Today, 15c

Here is a collection which will solve the decorating of many a summer home, living-room or den. They are framed in gilt or narrow or wide mission oak frames, which will harmonize with almost any colored room. The subjects, too, are equally appropriate—sepias featuring such well-known subjects as "The Angelus," "The Gleaners," and many others; also beautifully colored ones in oblong or panel shapes—landscapes, marines, fruit, or subject scenes. Today, sale special, 15c.

"The Five Senses," Pictures, by Bessie P. Guttman, Special, 85c

If you love little children or are decorating the children's room, you ought to see these pictures. The artist has taken a series of bright-eyed, rosy-cheeked youngsters, and has cleverly depicted them as performing certain actions, illustrating the sense of feeling, hearing, talking, smelling, seeing. You can't fail to like the curly head, coy, little girl looking into the mirror. They are hand-colored and framed in 3/4-inch antique gilt. Today, sale special, 85c.

Large Bevelled Plate Mirrors, Special, \$8.95

This mirror is size 18 by 36 inches, and is framed in a 2 1/2-inch mission or polished oak, or white enamel frame. Today, sale price, \$8.95. —Fourth Floor, Yonge Street.

Interesting Sale Items in Auto Accessories and Bicycles

Here Are Four More Excellent Values in the Accessory Department

11-inch Electric Headlights, one-piece body, highly polished reflector, dust and waterproof. Price, \$4.75.

Accellerest—A rest for the foot when using accelerator. Price, 75c.

Rear Sight Mirror—This is made of bevelled plate glass, with enamelled frame and with heavy nickel rim. Size of glass 5 inches. Price, \$1.95.

Steel Tire Clasp, for 3 1/2-inch tires. This is an excellent way of protecting a tire that is badly out or in danger of blowing out. Price, 25c.

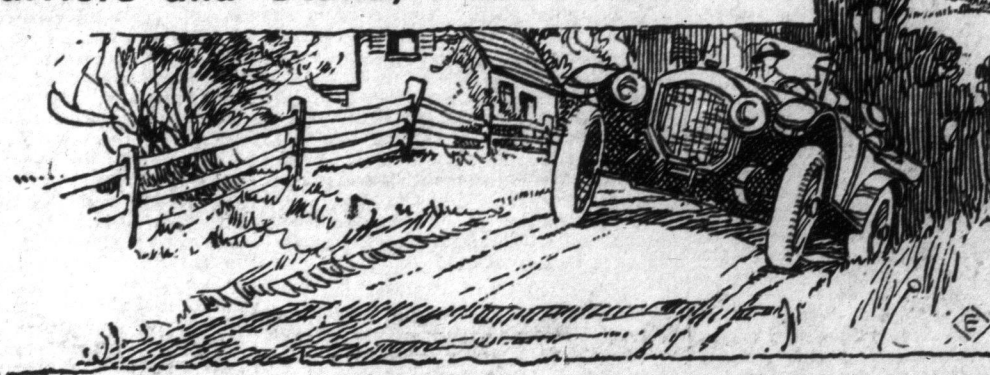
Sale Offering of Girls' Bicycles at \$36.50

There are 25 only, so we advise early selection. They have Hercules coaster brake, roller chain, skirt guard, easy-riding saddle, double tube, guaranteed tires, tool bag and wrench; 18, 20, and 22-inch frames. Sale price, today, each, \$36.50.

Bicycle Carriers and Stand, Price 75c

They are made of heavy iron, have kick-up stand and clip. Sale price, today, 75c.

—Fifth Floor



THE T. EATON CO. LIMITED