rmous stock of we are making to our custom-

It that a great te clearance at

ood are numer-

onier, No. 1427-A lent piece of furniof fine quarter-cut golden; it is 40 and 50 inches high. doors and easy Regularly \$58.00.

No. 102-One of ke, upholstered in e, with curled hair seat is fitted with ushion. By some chair was covered e leather" instead eather. The regu-\$35.00, July Sale

. \$25.00 s, No. 1070-Two n best make, covish morocco leathoice green or red. \$68.50 each, for \$40.00

Limited

Wanted al Police

723, Traders Bank Building, r King. 34

JER Summer outings cal for clean and shapely SES desses. A mateur cleaning and pressing IED may be all right to a certain extent, but it does not remove every particle gress every seam perfectly, itively guarantee that when a gown to be cleaned that we gown to be cleaned that we possible care and clean it y pleasing results. Phone iver to call.

"My Valet"

30 Adelaide St. W.

PULLAN Waste Paper Business lso buys junks, metals too small in the city. from outside town.

MBERS

Always depend on SOLDER THE CANADA METAL COLLUL n St., Toronto. Write !

work done anywhere. LL, HENDERSON & CO. D CLEANERS, LING STREET WEST. es, new plant, first-class tablished 39 years. A TRIAL ORDER.

d one way on goods from Phones Main 4761, 4762 e presented his creden Geary and Dr. Sheard Geary and Dr. be be signed by the mayor

officer of each city h of England Stop.

ville, general agent Hol-an, has been advised by that the two new steam-terdam and New Amster-neing Ang a will call at eing Aug. 9, will call gers for south of England nding first and

led in Chicago.

RD, July 19.—(Special Colved to-day of the death ferrill, a Brantford man by coming in Chicago by co with a live wire in an

EATON'S JULY SALE NEWS

THE ECONOMY OF THE JULY SALE

Its Many Opportunities for Thrifty Buying.

To the Englishwoman the "Summer Sale" in London is as fixed and honored an institution as a bank holiday or a parish fete. Its recognition is as general. It enters alike into the programme of the little spinster nervously clutching her shabby shopping bag in the suburban omnibus, and of the well-gowned matron with her fingers twined through the chain of gold, coroneted purse who bowls through Mayfair in her own smart brougham.

the great feminine contingent buy according to theirs. Lengths of silk, satin and cloth are seized upon for Autumn fashioning; odds and ends of lace and trimming are captured for innumerable and indefinite purposes; house and table linen is gathered up in quantities that need no replenishing until another sale time comes round; gloves and hosiery are picked up by the dozen instead of the pair; old ladies hunt for nightcaps and prunella shoes, and young ladies for bathing suits and sashes. Bargain prices are the lure, and shoppers take train from Dover and Newcastle in train from Dover and Newcastle in response to their call.

Colonial acceptance of the idea is an assured fact. The "Summer Sale" has carved itself a niche in Canadian institutions. Our own July Sale, with its comprehensive sweep of the pencil of reduction, represents the same measure of attraction and benefit as its London prototype. Bargains equally irresisfible in silk, lace, linen and Biouses of both the lingerie and shirt London prototype. Bargains equally irresistible in silk, lace, linen and gloves are lying on the counters and in the showcases. Every department is replete with unusual offerings—the green ticket, the symbol of lowered cost, is rampant throughout the Store.

Feathers and Other Fancies To illustrate this preamble:-In the millinery section, for instance, a twenmillinery section, for instance, a twenty and a quarter inch ostrich plume, soft and thick, and beautifully mounted in Duchess style—an all-the-year-round accessory to style and graceful effect—is available at the incredible price of four dollars and ninety-five cents. Longer and shorter feathers are marked proportionately. In the

Each buys according to her need and her pocketbook, and the rest of the great feminine contingent buy according to theirs. Lengths of silk, Summer silks, sheer lawns, and

From Suits to Stoves

In the sections devoted to readyto-wear garments, smart crash linen, repp and pongee silk suits are being every day sacrificed for the proverbidl "mere song," while the small cost that at present characterizes the array of Blouses of both the lingerie and shirt waist order are "reduced" in like manner; while handkerchiefs. underwear of every description, including corsets, silk, Lisle and cotton vests and the sundry varieties of hosiery, have their special representatives in the Sale's exploitation of exceptional values.

And not in the sartorial realm only are bargains to be acquired, but household commodities, too, are brought under the charm of substantial discounts; gas stoves, pictures, dinner sets, damask table cloths, brass goods, glassware, and upholetering

THE CANDY COUNTER

Here Are a Few Lines of Candy Suit-

ed for Hot Weather.

Globe Chocolates, with nice cres

of soft cream candy with harder out-

side; nicely flavored; a good Summer confection, at, pound 20c

Toasted Marshmallow-A delicious

sweetmeat for young or old; the soft

marshmallow is coated with cocoa-nut, then toasted, making a nice ap-

pearing and nice tasting mixture, Gibson's English Fruit Drops, as-

sorted flavors; these are greatly prized by many candy buyers for their

richness and pure quality; a high-

ENGLISH CUTLERY

Odd Pieces of English Pearl-handled.

Electro-plated Cutlery.

Quite an assortment, with pearl

handles and silver ferrules. The

forks, individual butter spreaders,

fruit knives, child's forks, child's

knives, fruit forks, etc. For small

Thursday, each50
—Main Floor, Yonge St.

gifts and home use they are equally

HOUSE PLANTS

Buy Now and Save Money.

EABLY GROCERY SHOPPING

Early in the week and early ir

the day; two earlys that pay you in

easy, pleasant shopping, and a deliv-

ery leaving the storeroom before noon.

Canada Cream Cheese, pkg. . . 150

Spratt's Mixed Bird Seed.

ing, darge bottle

shape bottles, 2 bottles 25c

pkgs. 25c

Panyan Pickles, bottle 25c

Hay and Co., Canadian Salad Dress-

Crosse and Blackwell Orange Mar-

E. D. Smith's Black Currant, Jelly,

Franco-American Brand Tomato

before stock-taking.

—Main Floor, Centre.

grade candy, pound

BOOK SECTION

"The Scarlet Pimpernel," 10c A special paper-bound edition of this famous novel by Baroness Orczy,

Great Novels at 22c Each, or 5 for \$1.00 Good type, bound in paper covers; these well known titles are included:

"A Spirit In Prison." Robert Hich-"Mafoota," Dolf Wyllarde. "The Quest," Miles Forman.

"Soul of Gold." Miles Forman. "Council of Justice," Edgar Wal-"Three Brothers," Eden Philpotts.

"Confessions of a Lady's Man." Wm. "Nor All Your Tears," Maud Yard-"Servitude."

"Virginia of the Rhodesians." author of "Poppy." "This, My Son," Rene Bazin.

"Redemption," Rene Bazin. "Tatterley," Tom Gallon. "The New Pilgrim's Progress," "The Innocents Abroad," Mark

"Tom Sawyer," Mark Twain. "Whispering Smith," F. Spearman. "The Little Shepherd of Kingdom "The Blazed Trail," S. E. White.

"The Silent Places," S. E. White. Each 22c, or 5 for \$1.00

Street Guide to Toronto The EATON edition of street guide, -Main Floor, James Street.

HOME-MADE DRINKS

Following is a List of the Cool Summer Beverages.

Always seem to satisfy. 'Tis a treat on going home or at the social evening and verandah party to quench the thirst with a cool and refreshing drink, free from any acids. We have carefully selected a number of such beverages, which include exclusive EATON specials. Here's the

Lemonade Crystals, bottle 10c Lemon Squash, bottle10c Lime Juice and Soda Crystals, bot-Potter's Herb Beer Extract, bot-Hire's Root Beer, bottle ... 20c Fonner's Orangeade, bottle ... 25c

Montserrat Lime Juice, bottle, 35c EATON'S Lime Juice, bottle, . . 150

Kkovah Lime Juice, bottle, 20c and Welch's Grape Juice, bottle, 30c Imperial Grape Juice, bottle, 25c EATON'S Fruit Salt, bottle, 25c Lemon Kali, 15c. and 30c., per lb.,

malade, 2-pound size 25c Orange Sherbet, bottle 20c Citrate of Magnesia, 15c, and 45c Phosphate of Soda, 20c. and 60c Soup, 2 tins 25c bottle, per lb., bulk50c Kkovah Health Salt, tin ...10c Prepared Icings, assorted flavors, 3 pkgs. ... 23c —Fifth Floor. -Main Floor, James Street.

WOMEN'S WAISTS

Of Printed Lawn at 75c.

For street or business wear, in fancy stripes, tailored style, wide pleat pocket and white laundered collar; also some Peter Pan style, with wide with navy, sky, black, tan, mauve or Oxford. Sizes 32 to 42. Price. . 75c

Japanese Silk Waists, \$1.25 Front daintily trimmed with hem-stitched tucks and panels of Cluny insertion down front, cuffs and collar of insertion, ivory only; others in black with front of wide and narrow tucking. Sizes 32 to 42.

Golf Coats Half-price

Slightly soiled, knitted wool, in fancy stitch, plain collor and cuffs, pocket and pearl buttons, from children's to women's sizes. Half-price

Corset Covers, fine quality nainsook, with row of embroidery.

LAWN BOWLS

Just Received a Shipment of the Fr mous Thos. Taylor Scotch Lawn Bowls.

These bowls have long been the recognized standard; carefully turned from well-selected stocks, they are hound to give the best of satisfaction; 3 bias, sizes 5 1-16, 51/6, 5 3-16; first quality special, per pair, \$4.00; extra quality, special, per pair \$5.00 Lawn Bowl Leather Cases, for two bowls, centre partition prevents rub-bing; nice shaped leather handle; protection for bowls; special price

NOVELTY PICTURES

2.000 New Ones, in Oval Shape, 5c and 10c.

Want a nifty little picture for the den or sitting room? See these. Hard to convey an idea of their prettiness -so many rich colored figure sub-jects. Sporting pictures, landscapes

centres and well chovered with choco-A manufacturer with an overstock monds are covered with a rustic coat

WOMEN'S WHITEWEAR

Through This Section Green Price Tickets Tell a Saving Story.

So exceedingly good that even if we didn't print another word about the Sale between now and August you'd tucks, pearl buttons, turndown col- be more than recompensed for a lar and turnback cuffs; colors white shopping trip any hour of any day.

Take these few attractions as instances and then watch for green price tickets all over the section:-Vests, fine quality Lisle thread, fancy yokes; sizes 32 to 38. July Sale price 39c

Drawers, fine quality cotton, wide frill of lawn, with row of wide embroidery insertion and wide hem.

around neck is one row of lace beading and ribbon, and edge of lace; | quote. sizes 32 to 42 inches. July Sale

Gowns, fine quality cotton, slip-over

IN THE DRAPERY SECTION

Prior to Stock-taking, we are Clearing Out Surplus Stock.

The attached items are merely representative of the values we give you in curtains and upholsteries.

Nottingham Lace Curtains, 50 and 54 inches wide, 31/2 yards long, in white or ivory, give good assortment of designs. They are of strong materials in the laces. Very pretty for bedrooms, quantities of each, only 1 to 6 pairs, some slightly soiled, a clearing of all small lots and sample pairs, at from one-third to one-half less than the regular price. Pair. . 73c

White Opaque Window Shades, 37

Curtain Muslin, 36 inches wide, in

Eight Days of Selling Extraordinary-Thursday the Third Day.

If you haven't a Parasol need to-day, anticipate next year's requirements. If you have an elegant sunshade that you would preserve for particular occasions, here is the opportunity to acquire an inexpensive one for everyday use. If you would secure a fine one for 'best." you will choose with satisfaction from these assortments and profit immensely on the purchase.

PARASOLS AND UMBRELLAS

Whatever your parasol want, satisfy it during these days of special selling. Umbrellas offer rare good buying also; a fact about which this

pieces include butter knives, pickle half-price item leaves no doubt :-Women's Fancy Silk Parasols, in a in wood. All greatly price lowered broad range of stylish patterns and colors, all fine English makes, choice

Mcn's High-class Umbrellas, with

frames and natural wood handles. Save very largely on every one at the July Sale price\$1.15 Women's High-class Austrian Parasols, in very large assortment of new patterns and plain effects, extra fine gilt frames, handles display effects

pure silk and silk and wool covers.
neat close roll, silk cased, wide
range of handles. They would
ordinarily command twice the price: take your choice Thursday at July Sale, each -Main Floor, Yonge Street.

CARPETS

Special lots are being disposed of Some Items of Interest to House-

50 Only, Healthy Rubber Plants, keepers. 35c. Plants of exceptional hardy growth, 8 to 10 leaves on each plant, which stands 15 to 18 inches high. pushing forward some lines of ex-Put up in 5 1/2 -inch pots 350 ceptional quality at prices that usu-100 Preserved Maidenhair Fern. No watering, no worrying, I dozen sprays in each box, each spray perfectly preserved in natural color.

Moravian Rugs, 16 x 42 inches, made from best quality jute, are reversible, moth proof, and strictly sanitary. The colorings and designs are all Turkish or Persian, just the rug you want if you fesire an Oriental effect without great outlay. Special price for July Sale23c

Cotton Bath Rugs, 27 x 54 inches, made from good quality cotton, washable and moth-proof, make excellent rugs for bath or bedroom. The colors are soft green and white, and blue and white, in small, neat designs. July Malta-Vita Breakfast Food. 3 Round Verandah Seats, 12 inches

in diameter, are made from good clean straw, and are very much used on beach, sand, and verandah steps. July Sale price, 2 for5c China Straw Matting, 36 inches wide, jointed every two yards, makes

an excellent floor covering for bed-room or Summer home. The designs are pretty, neat stripes and fancy checks. Special July Sale price, per yard, ... —Third Floor.

5 YARDS GLASS TOWELING, 28e

A heavy and splendid drying quality; 22 inches wide; checked pattern; July Sale price, 5 yards for 23c

Two More Excellent Toweling Values All Linen Crash Roller Toweling, strong weave, red borders, 17 inches wide; July Sale price, yard 8c Full Bleached Huck Towels, firm bedroom towel at July Sale price, per

Section Table Cloths, all pure Irish linen, frm weave, full bleached, choice floral designs, bordered all around, size

Ready-made Cotton Pillow Cases, well made and finished, 2-inch plain 33 inches; July Sale price, pair . 15c Large Collection of 5-inch Fancy Unbleached or Factory Cotton, strong, even weave, free from 36 inches wide; July Sale price.

> ers with fancy border, extra fine quality, 38 inches wide; buy plenty at ready for use; size 80x90 inches; July Sale price, each \$1.33 -Main Floor, Albert Street.

T. EATON Save well on every yard on most of it. July yard

The wonderful construction of the Aeroplane on exhibition on the 5th floor has been a source of inter-

est to thousands. This, the most practicable of all flying machines, will be on view but a short time now. See it Thursday.

SEMI-PRINCESS DRESSES

The crisp newness of these elegant dresses, and their perfect style and finish, make them a welcome addition to the Summer wardrobe; it's -Second Floor, Centre. full fronts, with row of embroidery almost beyond comprehension how much elaboration and beauty can be put into them at the prices we

Women's Fine Lawn Semi-Princess Dresses, made with a wide panel of embroidery down front, has a belt of Valenciennes lace: the waist and skirt are trimmed with lace insertion and tucks; they have three-quarter sleeves. July Sale\$2.98

Women's Mull Dresses, Semi-Prin-cess Style, have deep flounce and ten rows of lace insertion down the front, lace yoke and collar, with three-quarter sleeves; come in white, helio and pink. July Sale\$3.75

Women's New York Linen Dresse Semi-Princess, braid trimmed, have pleated skirts, overskirt effect, white, blue, rose, helio, clearing at the July Sale, each \$8.50

Women's Skirts, made of Horrockses' Repp, have a panel front, are pleated all around, deep hem. \$3.50 Women's Repp Suits, Semi-fitted Coat, shawl collar of white or blue, pleated skirt, shades blue, fawn, pink and champagne, all sizes, clear-

THE "AUTOMAT" PEN. 98e

The Ideal Fountain Pen for the Holi day Trip.

No worry with filler; simply dip pen in ink bottle, and with slight finger pressure the patent intaker does

This pen is nicely finished and periridium tipped; we guarantee its satis-

faction. Price, complete 98c -Main Floor, James Street.

HAND BAGS

This One Illustrated. With Five Fittings, \$2.00.



When at business, shopping, driv ing, or while on the vacation trip, the hand bag, fitted with useful utensils for toilet use, has become the most popular. It's so useful and

handy The illustration shows our \$2.00 leader, made of walrus grain leather and fitted with pockets containing

WASH DRESSES

An Opportunity for Young Women at \$2.69.

We have had several effective styles well made up for July Sale at this price. They have the fashionable low Dutch neck and short sleeves, weave, hemmed ends, plain or fancy borders, sizes 21x38 and 21x41; a good materials are plain percale cloths, in and are carefully cut to fit well. The pair 21c and fancy Manchester cloths; sizes 32, 34 and 36 inches bust; skirt Other Inducements From Linen | 32, 34 and 38 inches. Exceptional value at July Sale price\$2.69 -Second Floor, James Street North.

2x2½ yards; July Sale price, each \$1.20 BEST RIBBON VALUE IN MANY A DAY

Ribbons at 121/2c.

Five-inch fancy ribbon for 12 1/2 c That should cause a stir in this sec-English Apron Gingham, plain coltion Thursday morning, and the attractiveness of the designs makes the this July Sale price, per yard 7c inducement even more noteworthy. Imported Crochet Quilts, soft, pure There are stitched edge stripes, in colors on moire ground, Dresden borders on moire ground, moire stripes with satin edging and satin centre. Colors are sky, Alice, navy, pink, red, Nile, reseda, brown, grey, mustard, cream and white; width five inches. Save well on every yard-half-price

most of it. July Sale, -Main Floor, Yonge Street.

A \$2.50 HAMMOCK VALUE

A July Sale Value That Should Bring You Here Early Thursday.



You cannot always determine the value of a Hammock by the price. We were so fortunate this year in securing special prices at the factories that they do not speak the true worth of the goods. Many of these hammocks have been sold other seasons much higher than our July Sale prices. Here is a beauty at \$2.50. Heavy weave and pretty pattern, pillow, spreader and deep valance; if bought and sold in the regular way would be much higher than this July Sale price..... \$2.50

-Fifth Floor.

KID GLOVES

Of Excellent Quality, at July Sale Price, 50c.

Fine quality kid, in these excellent colors, tan, mode, reseda, mauve,

carefully made, with oversewn seams and Paris points; two handsome dome fasteners. July Sale price50c Thin Fabric Gloves for Hot

Weather Wear Thread Gloves, with two pearl but- clox offer choice of a good range of tons and Paris points, black, white under usual prices. July Sale, per Women's Heavy Milanese Silk Gloves, 24 inches (mousquetaire), proing the arm as well as the hand, with two dome fasteners, silk-roped back and double-tipped fingers, tan, sky, white heavy white champages.

HOSIERY

Men's, Women's and Misses'—Saw Thursday.

Women's black or fancy colored Lisle or cotton hose, in large variety champagne and beaver; well and of shades and patterns, all fine German makes and stainless dyes: a collection of odd lots to be quickly cleared out at very material savings. July Sale price, pair 17c

Thin and airy, cool as a hand covering can be, yet a protection against the scorching rays of the July sun.

Misses' Lisle and maco thread hose, in lace or silk clox designs, lace are in tan shades only; embroidered Women's Fine Silk-finished Lisle clox offer choice of a good range of

Men's fancy and plain Lisle and cotton sox, extra fine makes, stainless dyes, spliced sole, heel and toe, all sizes; a collection of odd lines clear-

BASEMENT HOUSEFURNISHING SECTIONS

Noteworthy Values in Chinaware, Glassware, Kitchen Needs and in Suit Cases.

See This Tea Set, of fine English China, fairly thin, of hard, substantial material, pure white surface and excellent clear glaze. The various pieces are of useful size too. Decoration consists of a rich floral design, in attractive red colorings, and heavily gold traced edges. The forty pieces make up a decidedly out-of-theordinary value, at ... is see in see in the see in see in see in see in see in see in see \$8.00 Cups and Saucers, 5c. The Cups and Saucers are of that strong

English semi-porcelain ware, with a hard, smooth surface. Rich, dark blue floral pattern. July Sale price, each. 7-inch Plates to match, each . out to make sector s Oatmeal Sets, in a fine Austrian China, of excellent finish and the decoration is a pink floral pattern and edges gold traced.

Set consists of bowl, cream jug and plate. They'd be acceptable value at twice the price. July Sale, per set. 180. Gasoline Stoves. These are real handy for Summer. Easily regulated, easily moved. Good for home use and cannot be beaten

for camping and Summer cottage use. 2-burner A west to over motive section 3-burner ... is and series \$5.00

Card or Photo Holders. Made of wire and very light. An

effective way to display the photographic results of your Summer outing. Thursday, 2 for 250 Steel Frying Pans. Clean, light and convenient. The proper thing for gas or oil stove cooking. Heats quickly. 71/4-inch bottom

15c. 81/4-inch bottom, 20c. 93/4-inch bottom, 25c. Bath Tubs, Imported Porcelain Lined. The color is beautiful, the finish perfect. These are the real sanitary Tubs and should replace all old style Tubs and plumbing. Very massive appearance. Big 3-inch roll rim. Superior article in every way. 41/2 feet, \$17.00; 5 feet, \$17.75; 51/2 feet, \$21.00. Fittings for above, \$5.45 each. Sold

under guarantee The "Gem" Gas Burner. This burner is decidedly convenient. The gas is lighted or extinguished by simply pulling a chain. For hall, bedroom or sick room it will be found almost indispensable.

Glassware at Half-price. Thursday will see some lines of fine Glassware with prices cut exactly in half. They are beautiful, clear, fine blown opalescent goods, nicely shaped and some edged with

Stem Goods, half-price, 20c, 25c, 30c, 33c, Tumblers, half-price, 25c, 28c. Finger Bowls and Plates, half-price, 50c.

Decanters, half-price, \$1.63, \$2.00, \$2.25. Our Popular \$1.00 Suit Case. This Dollar Case has become very popular from its low price and good wearing qualities. We will put on sale Thursday 100 of them. Canvas covered, made on strong steel frame. Brass lock and side clasps, linen lined, inside straps, metal capped corners. Plenty cheap enough for one trip. 24 x 26 inches. Special price \$1.00