

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.

Each buys according to her need and her pocketbook, and the rest of the great feminine contingent buy according to their. 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 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 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 twenty and a quarter inch ostrich plume, soft and thick, and beautifully mounted in Duchesse style—an all-the-year-round accessory to style and graceful effects is available at the incredible price of four dollars and ninety-five cents. Longer and shorter feathers are marked proportionately. In the

WOMEN'S WAISTS

Of Printed Lawn at 75c.

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

Japanese Silk Waists, \$1.25

Front daintily trimmed with hemstitched 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 collar and cuffs, pocket and pearl buttons. Half-price to women's sizes. Half-price to men's sizes. —Second Floor, Centre.

LAWN BOWLS

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

These bowls have long been the recognized standard; carefully turned from well-selected stocks, they are bound to give the best of satisfaction; 3 bias, sizes 5 1-16, 5 1/4, 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 rubbing; nice shaped leather handle; great convenience for carrying; good protection for bowls; special price, each, \$2.00. —Fifth Floor.

NOVELTY PICTURES

2,000 New Ones, in Oval Shape, at 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 figures, subjects. Sporting pictures, landscapes and pretty girls. Some have white cardboard lining and the frames are in plain gilt and black metal, 1/2 inch in width, with back holder attached, ready for hanging. A manufacturer with an overstock was looking for a quick cash sale and we got them. They are entirely new—novelty pictures. Two sizes in the lot, each, 5c and 10c. —Third Floor.

PARASOLS AND UMBRELLAS

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.

Whatever your parasol want, satisfy it during these days of special selling.

Umbrellas offer rare good buying also; a fact about which this half-price item leaves no doubt:—

Women's Fancy Silk Parasols, in a broad range of stylish patterns and colors, all fine English makes, choice 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 in wood. All greatly price lowered July Sale, each, \$2.50.

Men's High-class Umbrellas, with pure silk and silk and wool covers, with neat close roll, silk lined, wide range of handles. They would ordinarily command twice the price; take your choice Thursday at July Sale, each, \$2.50. —Main Floor, Yonge Street.

CARPETS

Some Items of Interest to Housekeepers.

Just at the present time we are pushing forward some lines of exceptional quality at prices that usually would not secure them from the makers.

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 thing you want if you desire an Oriental effect without great outlay. Special price for July Sale, each, \$2.35.

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 Sale price, each, \$1.65.

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 for, \$1.50.

China Straw Matting, 36 inches wide, laid every two yards, makes an excellent floor covering for bedroom or summer home. The designs are pretty, neat stripes and fancy checks. Special July Sale price, per yard, \$1.90.

Hay and Co., Canadian Salad Dressing, large bottle, 35c. Croese and Blackwell Orange Marmalade, 2-pound size, 25c. E. D. Smith's Black Currant Jelly, 1-pound jar, 25c. Franco-American Brand Tomato Soup, 2 tins, 25c. Prepared Icings, assorted flavors, 3 pks., 25c.

—Fifth Floor.

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 be more than recompensed for a 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, each, \$1.30.

Drawers, fine quality cotton, wide frill of lawn, with row of wide embroidery insertion and wide hem, both styles; sizes 25 to 27 inches. July Sale price, each, \$1.30.

Corset Covers, fine quality nainsook, full fronts, with row of embroidery insertion and two rows insertion; around neck is one row of lace beading and ribbon. July Sale price, each, \$1.30.

Gowns, fine quality cotton, slip-over style, with row of lace insertion, row of lace beading, ribbon and lace edge, elbow sleeves lace edged; lengths 56, 58 and 60 inches. July Sale price, each, \$1.30.

—Second Floor, Centre.

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 upholstery.

Nottingham Lace Curtains, 50 and 54 inches wide, 2 1/2 yards long, in white or ivory, give good assortment of designs. They are of strong material in the lace. 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, 75c.

White Opaque Window Shades, 37 inches wide, 70 inches long, mounted on Harbison spring rollers, trimmed with neat insertion; complete with tassels and brackets, are worth one-half more than the July Sale price, each, \$1.30.

Curtain Muslin, 36 inches wide, in white only, shows scroll and medallion designs, are of strong material and bedroom curtains, toilet table covers, etc. July Sale, per yard, 15c.

—Third Floor.

The wonderful construction of the Aeroplane on exhibition on the 5th floor has been a source of interest 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 almost beyond comprehension how much elaboration and beauty can be put into them at the prices we quote.

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, each, \$2.98.

Women's Mull Dresses, Semi-Princess Style, have deep sounce 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, each, \$3.75.

Women's New York Linen Dresses, Semi-Princess, braided trimmed, have pleated skirts, overskirt effect, white, blue, rose, helio, clearing at the July Sale, each, \$5.50.

Women's Skirts, made of Horrockses Repp, have a plain front, are pleated all around, deep hem, \$3.50.

Women's Repp Skirts, Semi-fitted Coat, shawl collar of white or blue, pleated skirt, shades blue, fawn, pink and champagne, all sizes, clearing July Sale, each, \$3.95.

—Second Floor, James Street.

THE "AUTOMAT" PEN, 98c

The Ideal Fountain Pen for the Holiday Trip.

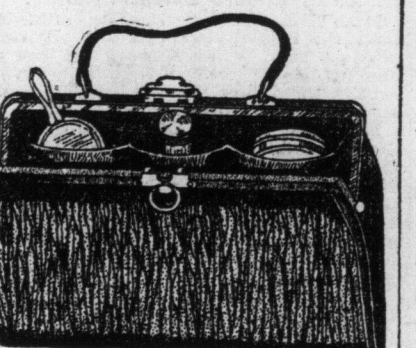
No worry with filler; simply dip pen in ink bottle, and with slight finger pressure the patent intaker does the rest.

This pen is nicely finished and perfectly made by one of the best fountain pen manufacturers; barrels of black vulcanite chased; with a fine medium or stub point of 14k gold, iridium tipped; we guarantee its satisfaction. Price, complete, \$1.98.

—Main Floor, James Street.

HAND BAGS

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



When at business, shopping, driving, or while on the vacation trip, the hand bag is a necessity for every woman. It's so useful and handy.

The illustration shows our \$2.00 leader, made of walrus grain leather and fitted with pockets containing change purse, card case, mirror, powder box and perfume bottle. Price, each, \$2.00.

—Main Floor, Yonge St.

WASH DRESSES

An Opportunity for Young Women at \$2.49.

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, and are carefully cut to fit well. The materials are plain percale cloths, in tan, pink, cadet blue and sky blue, and fancy Manchester cloths; sizes 32, 34 and 36 inches bust; skirt lengths to 38 inches. Exceptional value at July Sale price, each, \$2.49.

—Second Floor, James Street North.

BEST RIBBON VALUE IN MANY A DAY

Large Collection of 5-inch Fancy Ribbons at 12 1/2c.

Five-inch fancy ribbon for 12 1/2c! That should cause a stir in this section Thursday morning, and the attractiveness of the designs makes the inducement even more noteworthy. 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, reseau, brown, grey, mustard, cream and white; width five inches. Save well on every yard—half-price on most of it. July Sale, per yard, 12 1/2c.

—Main Floor, Albert 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, reseau, mauve, champagne and beaver; well and carefully made, with oversewn seams and Paris points; two handsome dome fasteners. July Sale price, each, 50c.

Thin Fabric Gloves for Hot Weather Wear

Thin and airy, cool as a hand covering can be, yet a protection against the scorching rays of the July sun. Women's Fine Silk-finished Lisle Thread Gloves, with two pearl buttons and Paris points, black, white and pearl. Per pair, \$1.50.

Women's Heavy Milaneze Silk Gloves, 24 inches (mousetaire), protecting the arm as well as the hand, with two dome fasteners, silk-roped back and double-tipped fingers, tan, sky, pink, black, white, champagne and marigold. Per pair, \$1.90.

—Main Floor, Yonge Street.

HOSE

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

Women's black or fancy colored Lisle or cotton hose, in large variety 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, \$1.70.

Misses' Lisle and maco thread hose, in lace or silk clox designs, lace are in tan shades only; embroidered clox offer choice of a good range of under usual prices. July Sale, per pair, \$1.30.

Men's fancy and plain Lisle and cotton sock, extra fine makes, stainless dyes, applied sole, heel and toe, all sizes; a collection of odd lines clearing out at July Sale price, per pair, \$1.25.

—Main Floor, Yonge Street.

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-the-ordinary value, at \$3.00.

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, \$1.50.

7-inch Plates to match, each, \$1.50.

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, \$1.80.

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, \$3.50. 3-burner, \$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 \$2.50.

Steel Frying Pans. Clean, light and convenient. The proper thing for gas or oil stove cooking. Heats quickly. 7 1/2-inch bottom 15c. 8 1/4-inch bottom, 20c. 9 3/4-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. 4 1/2 feet, \$17.00; 5 feet, \$17.75; 5 1/2 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. Price, \$3.50.

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 gold.

Stem Goods, half-price, 20c, 25c, 30c, 33c. Tumblers, half-price, 25c, 28c. Finger Bowls and Salads, 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, lined inside straps, metal capped corners. Plenty cheap enough for one trip. 24 x 26 inches. Special price, \$1.00.

—Basement.

THE T. EATON CO LIMITED