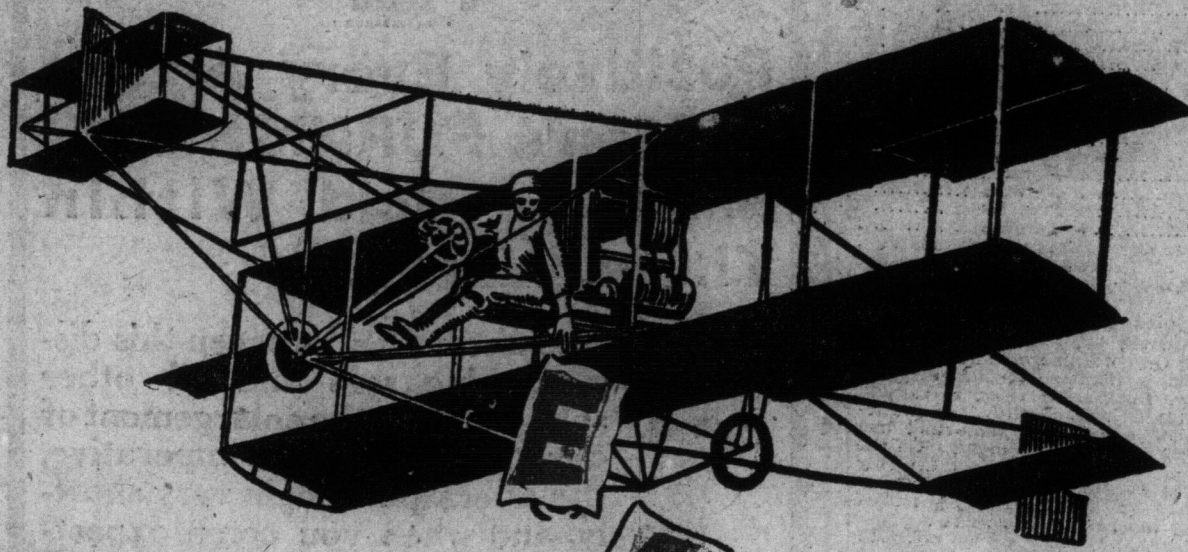


# EATON'S JULY SALE NEWS

## See the Great Henry Farman Aeroplane on the Fifth Floor

Like a huge bird it rests in the centre of the fifth floor, its great white wings outspread—Henry Farman's great model aeroplane—the model with which Louis Paulhan made history when he completed his wonderful flight from London to Manchester in 24 hours—a modern miracle of flying—thereby winning the £10,000 prize offered by the Daily Mail. Arriving on one of the two biggest freight cars in America, the aeroplane required a special truck to transfer it to the Store. It's the most practicable airship known to-day, and is considered the best of flying machines.

It's a splendid opportunity to view and examine at your leisure one of the greatest wonders of the century.



### July Sale Prices for Ribbons

The increasing popularity of ribbons for hat drapes, hair bows and bands, rosettes, sashes, etc., for Summer wear, is very marked. We tie them into many styles of artistic designs free of charge. And these Sale prices offer substantial savings on desirable goods:—

5-inch Firm Taffeta Ribbon at 15c Per Yard, a pure silk ribbon of desirable weight and life, "bows" up handsomely and wears well. Colors navy, sky, pink, cardinal, mauve, emerald, brown, cream, black and white; width five inches. July Sale Price, Thursday .....15c

A Collection of Fancy Dresden Taffeta Ribbons, in a large range of beautiful color combinations; pink, sky, Nile, navy, wine, moss, amethyst, grey, cream and white are all included. These handsome ribbons are the pick of a large range of fancy taffetas, and are arranged for quick selling Thursday; five and six inches wide. Heavily price-lowered to, per yard .....23c  
—Main Floor, Yonge Street.

### Big Value in White Vesting at this July Sale. Price, 12½c

High-class mercerized vestings, so pretty for waists and dresses, it leads in popularity this season, a fact that should make this offer one of more than usual interest to you. In this lot is a big range of neat designs, so that you will be able to select different patterns for as many waists as you desire. All in the same good quality. July Sale, 12½c. Cannot promise mail or 'phone orders.

#### India Linon Lawn at 9½c

1,000 yards of a superior weave that should hurry you out at 8 o'clock Thursday morning; a lovely weave that regularly sells for almost twice this price, but Thursday we sacrifice it for early business; for waists and dresses, 36 inches wide; can not promise 'phone orders. July Sale .....9½c

#### Fancy Muslins in the July Sale

Odd lots, odd pieces and odd lines, a big array of weaves, colorings and designs, all away below the regular price—many less than half-price. Floral effects, figures, dots, stripes, checks, etc. Many no doubt have been waiting for such a buying chance to come along to get material for pretty dresses for vacation wear. All are most desirable qualities, good designs and colorings. July Sale .....11½c  
See Yonge Street Window.  
—Main Floor, Yonge Street.

### Summer Shoes: July Sale Prices

These are two noteworthy July Sale inducements in Women's Oxfords. On either one you'll save "handsomely," and the styles are both attractive and new.

At \$1.50, a fine grade of tan calfskin, cut very stylish, with Blucher fronts and Cuban heels; soles a medium weight for Summer wear; sizes 2½ to 7. July Sale Price, pair .....\$1.50

At \$2.50, patent leather, in a beautiful soft quality, all shiny; fashionable shape for Summer wear. Goodyear welted sewn soles give evidence of the really good shoes they are; sizes 2½ to 7. July Sale Price .....\$2.50  
—Second Floor, Queen Street.

### Low Price for Hosiery, 19c Pair

Odd groups of Women's Summer Hose are assembled under one July Sale ticket for speedy clearance Thursday. They are fine German makes, in plain and lace Lisle, black and tan shades, stainless dyes; spliced sole, heel and toe; all sizes in the lot. July Sale Price, pair ....19c

Women's Plain Black Cashmere Hose, fine English yarn, double heel and toe, seamless finish; sizes 8½ to 10. All considerably price-lowered for special selling, at, per pair, 18c, or 3 for .50c

Men's Plain Black and Colored Lisle Thread Socks, fine German makes, stainless dyes; sizes 10 to 11. July Sale Price, pair .....17c  
—Main Floor, Yonge Street.

## Some of the July Sale Benefits the Staple Section Holds Out

### A Half-dozen Inducements for Thursday

Table Linen, full bleached Irish damask, firm weave, choice range of designs, bordered, 70 inches wide. July Sale Price, yard .....37c

English Checked Glass Toweling, close weave, very absorbent, red or blue checks, 20 inches wide. July Sale Price, yard .....7c

Embroidered Tray Cloths, hemstitched, drawn work in centre, assorted designs, exceptional value, 17 x 27 inches. July Sale Price, each .18c

Centres, scalloped and embroidered, beauti-

fully worked, choice designs, circular shape, 18 inches across. July Sale Price, each .....21c

Canadian Cambric, full bleached and very fine even weave, excellent quality for women's and children's wear, width 36 inches. July Sale Price, yard .....10c

Plain Colored Apron Gingham, heavy English make, strong, even quality, fancy striped borders, 38 inches wide. July Sale Price, yard .....8c  
—Main Floor, Albert Street.

## More Instances of Good July Sale Whitewear Buying

Women's Corset Covers, of cotton, full fronts, lace or embroidery insertions, lace beading and ribbon edges of lace or embroidery, sizes 32 to 42. July Sale Price .....25c

Maids' Aprons, four styles, of lawn, fancy bibs of embroidery insertion, tucks and frills of embroidery, nice wide skirts, with frill of material. July Sale Price .....45c

Children's Rompers, of drill, in light and dark tan, or of gingham, in pink and white or blue and white check, sizes to fit 1 to 8 years. July Sale Price .....50c

Pajamas, of cotton, in fancy stripes, with fancy colored border, sizes to fit ages 2 to 18 years. July Sale Price .....75c  
—Second Floor, Centre.

## Two Splendid Sale Values: Children's Dresses and Women's Waists

A clearance in Women's White Lawn Waists, some have front and sleeves daintily embroidered, some have five embroidered panels, outlined with Irish crochet insertion, long sleeves and collar, with insertion and lace, others tailored style, front embroidered and tucked, laundered collar and cuffs, sizes 32 to 42. July Sale Price .....98c

Children's White Lawn Dresses, French style, some have front and skirt with hemstitched tucks, others box pleats down front, with tucking and pearl buttons, neck and sleeves trimmed with embroidery insertion, sizes 2 to 6 years. July Sale Price .....79c  
—Second Floor, Centre.

### Men Save on Straw Hats

This price advantage comes on hats, on which any saving would be acceptable. In shape, in the fineness of the braiding, in the quality and whiteness of the straw, they are hats that would appeal to a particular man any Summer day; boater shape (the regular stiff hat), with medium brim and crown; fine semmit braid, black silk band; very easy on the head because of the "cushion" leather sweatband. July Sale Price .....\$1.95

### Camping Hats for Men, Women and Children

This is the light, soft felt hat that neither water nor crushing will damage; comes in plain white, red and blue and mottled red and white, blue and white and green and white. July Sale Price .....39c  
—Main Floor, Queen Street.

### Men's Fine Washing Ties at, Each, 9c

To wear with the outing shirt for everyday wear, these ties are a Summer necessity. They are both good looking and very serviceable, and give that touch of dressiness to the outing shirt. They are in the four-in-hand style, and finished with the French seam and folded end, neat patterns and polka dots, and are all fast washing colors. Price, each, 9c, or 3 for .....25c  
—Main Floor, Queen Street.

### Colored "Pearl" Paintings, 89c

100 only handsomely framed Pearl Paintings, the pictures are mounted on glass, with brilliant pearl settings, giving them an odd but picturesque effect. They depict land and water scenes in bright colors. Picture is framed in rich 3-inch gilt frame, artistically ornamental; size 14 x 24. July Sale Price .....89c  
—Third Floor.

### Bracelets for the Summer Gown

Short sleeves invite the use of bracelets to accent the graceful lines of the arm.

Thursday's Bracelet Special is a line of Gold-filled Expansion Bracelets, that cling to the wrist without too great pressure. The design is unusually handsome.

Good buying accounts for the wonderful prices, as the bracelets are worth far more.

Two sizes sell Thursday for... \$1.25 and \$1.50  
—Main Floor, Yonge Street.

### Real French Kid Gloves, 35c

400 pairs for special early business Thursday, offering great, good buying for women. They have oversewn seams, Paris points and two dome fasteners, tan and brown; sizes 5½ to 7. July Sale Price, pair .....35c  
—Main Floor, Yonge Street.

## An Abundance of Wall Paper to Meet July Sale Demands

The wide gaps are quickly filled with new arrivals, which in many cases are of even better value than the preceding lot.

At no other time of the year are wall paper prices quite as low as in this sale. Patterns and colors will bring satisfaction and delight to every purchaser.

Thursday's specials are:—

Variety of 16 English High-grade Drawing-room Papers, in plain two-tone patterns, rose, green, cream, grey and others. July Sale, single roll .....33c

Another Variety Lot Papers, in good range of colors and patterns, for dining-rooms, sitting-rooms, parlors, etc., side wall only. July Sale, single roll .....14c

Canadian and American Papers, in floral, conventional and stripe patterns, red, brown, green, white and blue colored backgrounds, blended with other rich shades. July Sale, single roll .....8c

German Wall Paper, in many of the late colors, over thirty patterns in this lot, for any room or hall in the house. July Sale, single roll .18c

500 rolls Wall Paper, combination of wall, ceiling and 18-inch border, light colors for bedrooms, parlors or dining-rooms, wall and ceiling. July Sale, single roll .....7c  
18-inch shaded frieze, yard .....8c

Dyed Tapestry Burlap, in red, green and brown colors, for dados or all-over decorations, in dens, libraries, halls and smoking-rooms. July Sale, yard .....22c  
—Third Floor.

**T. EATON CO. LIMITED**

**As in May and June**

Store closes Saturday at 1 p.m. during July and August.

**As in May and June**

No Noon Delivery Saturdays during July and August.

