

EATON'S DAILY STORE NEWS

Fancy Buttons, Low Prices

Monday we clear our three lines of Fancy Buttons; stock-taking is getting near. They must go, and the lower than cost prices we here list assure that.

Every style of button included is new and up-to-date, divided into three lots and grouped to make selection easy.

Lot 1—consists of pearl, crochet, jewel centres, cut glass effects, etc., in medium sizes, dozen, 5c

Lot 2—Ball shape buttons, crochet, silver, gilt, also oval, soutache buttons in braided design, in assorted colors, dozen, 15c

Lot 3—Large variety of sizes and patterns, including soutache, cut jet, in colors, fancy metal, etc., dozen 25c

—Main Floor, Centre.

Many Favorite Novels

This English edition consists of novels of note. Many of them for the first time in the cheap edition. They are all well bound in cloth, with cover decoration, and the size and general appearance suit them for any bookshelf.

"St. Cuthbert's," Robert E. Knowles.

"Follow the Gleam," Joseph Hocking.

"The Man Who Rose Again," Joseph Hocking.

"The Trampled Cross," Joseph Hocking.

"The Land o' the Leal," David Lyall.

"Beside the Bonnie Briar Bush," Ian MacLaren.

"The Days of Auld Lang Syne," Ian MacLaren.

"A Window in Thrums," J. M. Barrie.

"The Saint," Antonio Bogazzaro.

"Fuel of Fire," Ellen Thornycroft Fowler.

"Concerning Isabel Carnaby," Ellex Thornycroft Fowler.

"Rose of Blenheim," Morice Gerard.

"Barbs of Grand Bayou," John Oxenham.

"Hearts in Exile," John Oxenham.

"Beatrice of Venice," Max Pemberton.

"Doctor Xavier," Max Pemberton.

"A Mask of Gold," Annie Swan.

"A Welsh Singer," Allen Raine.

"The Scarlet Pimpernel," Baroness Orczy.

"I Will Repay," Baroness Orczy.

"The Elusive Pimpernel," Baroness Orczy.

"Saracinesca," Marion Crawford.

"John Chilcote, M.P.," (The Masquerader), by Katherine Cecil Thurston.

Price, each 25c

—Main Floor, James Street.

Staples

Canadian Sheeting, full bleached, strong staple yarns, free from dressing, plain weave, 80 inches wide. July Sale price, yard, 24c

Unbleached or Factory Cotton, firm weave, free from specks, good general purpose cloth, 36 inches wide. July Sale price, yard 7c

English Satin Quilts, full bleached, splendid quality, various designs, full bed size. July Sale price, each \$1.98

English Nainsook, full bleached, fine even quality, superior make, soft, pure finish, 36 inches wide, July Sale price, yard . . . 9c

Table Cloths, full bleached satin damask, pure Irish linen, even weave, excellent wearing quality, handsome bordered designs, size 22x24 yards. July Sale price, each \$1.98

Table Napkins, full bleached Irish damask, all linen, strong, even weave, assorted neat designs, sizes 22x22 and 24x24 inches. July Sale price, per dozen \$1.33

Unbleached Butcher Linens, close weave, excellent wearing quality, 35 inches wide. July Sale price, per yard 12½c

Roller Toweling, all linen crash, strong weave, guaranteed to wear, bordered, 17 inches wide. July Sale price, yard 8½c

Glass Toweling, firm quality, red or blue checked, very absorbent, 22 inches wide. July Sale price, yard 5c

—Main Floor, Albert Street.



A TREASURE TROVE OF GOOD BUYING

The Second Week Opens With a Volume of Special Values

They say "money makes money," and the truth of that old saying is vividly illustrated in the big July Sale. One of the biggest factors in getting prices down as low as the green price tickets announce is ready cash; a method of buying for spot cash that works wonders when price arrangements are being made. You have many calls throughout the year for the very goods the July Sale offers, and the same lowered prices we experienced by ordering ahead you may take advantage of, thereby making your money do the most possible buying.

Stock-taking is looming ahead, many stocks need arranging, many sections are starting already on big stock-lowering campaigns. With the season of vacations, outings, even home-furnishing in full swing, you can imagine the amount of goods turned over, the consequent odd lots and broken assortments that are to be hurried out; all this, added to the other preparations, makes the July Sale one grand series of opportunities for saving.

Don't Miss Seeing the Great Farman Aeroplane—Fifth Floor—One of the Most Perfect Airships in the World

Do Your Upholstering With Unfadeable Goods

"Sundour" is guaranteed to keep its color; it is very brilliant, and it also comes in soft lustrous rose, blue, cream, etc., as well as crimson. The width is 50 inches, and the pattern a simple brocade with small patterns. An ideal material for window hangings and seats, because unfadeable. It is reversible.

To clear, prices are all reduced; some as much as one-half, all at least a quarter its value. Per yard 75c

Other Good Upholstery Fabrics

German and Scotch Linens, 50 inches wide, are specially adapted for Summer draperies, particularly for stencil curtains, etc. They come in soft green, crimson, brown and natural shades and fabrics, drapes gracefully, because of their soft texture. These materials have an artistic finish peculiarly their own. Reduced to, per yard . . . 49c

Linen Taffetas, 50 inches wide, in pink, blue and cream shades, is suited to bedroom draperies and upholstery. It has many of the characteristics of Sundour, but is not guaranteed to keep its color in the sun. It's very good value at, per yard 35c

Tapestry Couch Covers, 60 inches wide and 3 yards long, in Bagdad striped effects with combination colors of red, green, blue and fawn, has a neat fringe on all sides. The cloth is reversible, which gives it double the ordinary life. The size is suitable for covering camp beds, stretchers or couches. The price is reduced for a quick clearance, and is lowest price for which we have ever sold such goods. Each \$1.30

Brass Extension Rods, extending from 30 inches to 50 inches, are suitable for bedrooms, sash and vestibule door curtains, etc. Price 12½c

Special Russian Down Cushion Forms, 22x22, are filled with good quality odorless Russian down, and are covered with fine quality of cambric. This is a very superior form for the price. July Sale, 35c

Beauty in Carpet Patterns

The July Sale is accountable for many severe price reductions; a few of them shown in the following list:

\$1.29 per yard Axminster Carpet, with some very fine English and domestic Wiltons, heavy, thick pile, in the choicest designs and colorings, pretty floral, chintz and conventional patterns, are rich enough for use in any room, from the drawing-room down, most of them have borders to match. July Sale, per yard \$1.29

English Tapestry Carpet, 27 inches wide, of the present season's designs, has sturdy wearing qualities, together with rich floral, scroll and conventional patterns, in proper color blendings; some designs have borders to match. July Sale, per yard 60c

Brussels Rugs of good quality, with interwoven borders and no cross seams, show pretty floral, conventional and Oriental schemes in good standing colors of light and medium shades; size 3x3½ yards, \$11.75; 3x3 yards \$10.00

China Straw Matting, 36 inches wide, are part of a late shipment, and must be cleared out before stock-taking. They comprise a new range of patterns in neat checks. The clear live straw makes it healthful, as well as an economy to buy now, and it saves work in hot weather by making sweeping easy. July Sale, yard 9c

Fancy Verandah Seats, round and square, fancy pleated patterns in blue and red, made from good clean china straw, and most convenient for door steps, verandahs or the seaside. July Sale, 3 for 25c

—Third Floor.

Store closes Saturday at 1 p.m. during July and August, as in May and June. No Noon Delivery.

Furniture

Our collection and assortment of verandah chairs is extra large. Arm Rocking Chairs, at \$2.00, come in natural and green finish, have slat backs, large double woven cane seats and turned spindles, all well finished. Each \$2.00

Arm Rocking Chairs, at \$2.50, are finished in red. These are large size, with high slat backs, wide arms and large double woven cane seat, strong, very comfortable and serviceable. Each, \$2.50

10 Dressers and Washstands, of a new design, in surface quarter-cut golden oak, neatly carved, have large bevel plate mirrors, shaped standards, double top and four deep drawers, the washstand matching; two pieces \$10.25

8 Dressers and Washstands, in white enamel, and attractively designed and well finished. They have large shaped bevel plate mirrors, double tops, heavy corner posts and large combination washstands, 2 pieces \$12.50

Mahogany Dresser, a Colonial design, with low base, extra large bevel plate mirror, beautifully finished in every way \$32.00

Chiffonier \$33.50

—Fourth Floor.

The Shirt Waist Hat

The "Summer Girl" looks her best when wearing a smartly tailored shirt waist hat of mohair, chip or Milan, in black or white, draped with large folds of silk with the addition of a ribbon bow, velvet flanges or pom-poms. Fifty of such hats have been specially prepared for Monday, at July Sale price, each \$4.75

—Second Floor, Yonge Street.

The Most Accommodating System of Shopping

We refer to the "D. A." method. You "open an account" with the Store by depositing a sum of money at the Customers' Deposit Account Office, in the basement, where you are supplied with a D. A. number. This means that the purchase will be charged against the deposit you have made, and will be delivered to you as a paid parcel.

Phone orders may be charged in the same way, saving you all the bother and inconvenience of C.O.D. parcels.

A monthly statement of purchases, etc., is forwarded, and interest is allowed on your daily balance.

Further information at Customers' Deposit Account Office, foot of centre stairway, basement.

Japanese Habutai Silk, 47c, 1 Yard Wide

Extra heavy quality, free from imperfections, finely woven, and a splendid washing cloth; the ivory white comes in the natural soft finish, and the black in the finest French dye. This quality usually sold for considerably more than this July Sale price. Note the width—1 yard wide. Per yard 47c

Special Fancy Muslin Values

Monday should see one of the season's quickest muslin clearances, for some our best qualities are going for almost half-price and some away below half-price. Beautiful fabrics, exquisite organdies that make up a much prettier Summer dress than any other material, and are always so useful for party dresses. See Yonge Street windows and come early for best choice. July Sale price, yard 12½c

—Main Floor, Yonge Street.

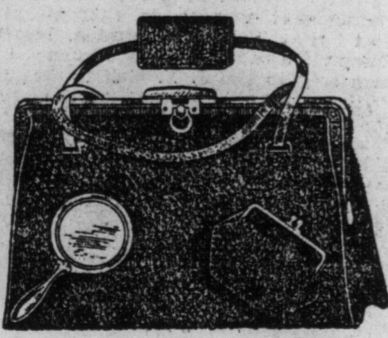
Of Interest to Horse Owners

You'll need a jack to wash your buggy or wagon—Our Little Giant Wagon Jack is true to its name; small and powerful; easy to raise and lower; convenient for oiling or washing buggies or wagons. Special value, each \$1.00

"A Kind Man is Kind to His Horse." The horse fly will soon be at his work. Protect your horses with a good strong leather fly net, black or russet; a good wearing net, each \$1.00

Heavy Cord Team Nets. Very strong and durable; good protectors; your team needs protection from flies; assorted colors, large size, each \$2.00

Good Team Collar, \$1.00.



At \$1.00—Black seal grain, sheepskin bags, round bottoms, fitted with 9 and 10-inch frame, double and single strap holders, leather and moire lined throughout, with inside pocket and change purse.

At \$1.25—Six styles, in black, light or dark brown seal and walrus grain, sheepskin, 8 to 11-inch frames, single or double strap holders, round or split bottom, shallow and deep bodies.

At \$1.50—Seal grain sheepskin, split bottom, fitted with double strap holders and 10-inch frame of gilt or gun metal finish. And at the same price a 9-inch frame bag with round bottom, double strap holders attached to sides. Both these bags have large change purse.

At \$2.00—New style bag of black sheepskin, split bottom, lined with moire, fitted with this season's popular metal frame; 10 inches wide; 7 inches deep. Also at \$2.00 a levant grain sheepskin, in an entirely new Summer shape, rather square. Has two large side pockets, stiff bottom and double strap holders at each side, inside change purse.

Another style at \$2.00, and one of our leaders; new square shape of walrus grain sheepskin, split bottom, large pocket on each side and overlapping leather clasp with monogram plate, inside change purse.

Also at \$2.00—A 12-inch frame bag of seal grain sheepskin, round bottom, top strap handle and patent lock clasp. Black and navy blue colors. Inside change purse. This is an exceptional value.

At \$2.50—Best value we offer, a walrus grain sheepskin bag, split bottom, double strap holders, lined with colored moire and fitted with four pockets, containing mirror, powder box, perfume bottle and change purse.

At \$4.00—Genuine morocco, very pretty bag for dress wear, split bottom, double strap holders, leather lined.

At \$4.25—Walrus grain goatskin, split bottom, lined with moire and fitted with toilet accessories.

At \$5.00—"Fifth Avenue Special," one of the latest American styles, genuine grain seal, with split bottom, extra deep body, long narrow strap holders attached to body, fitted with 10-inch attractively made frame of gilt or gun metal finish.



At \$5.50—The popular gift bag, made of goat seal, fitted with 10-inch gun metal frame, which tapers to 13 inches at bottom, has large outside form, under which is concealed a fancy pocket; bag is lined with colored moire, and contains large change purse.

At \$8.50—Real seal, of extra good quality, split bottom style, and a hump-back gun metal finish, German silver frame, 9 inches wide at top, tapering to 10½ inches, depth of bag 8½ inches. Fitted with large change purse and double strap holders.

Also a large number of large auto bags, fitted with necessary toilet articles, \$6.00, \$18.00, \$20.00.

Smart new bags for afternoon calls, receptions and dress wear, many beautiful designs in beaded bags, 50c to \$6.00; German silver, \$1.00 to \$10.00; plated and gold bags, \$8.50 to \$57.00.

—Main Floor, Yonge Street.

THE T. EATON CO. LIMITED