

EATON'S DAILY STORE NEWS

August Furniture Sale

Were the trees of the forest possessed of human minds, some of them might be inclined to detect a similarity between their own connection with the present month and that of the somewhat mournful relation between the fine young turkey and Thanksgiving Day or Christmas. In view of the abounding display of mahogany and oak brought into requisition for the August Furniture Sale, the comparison would, indeed, seem justified. But whereas it is the fowl's dour fate to be slain and consumed, the felling of the tree is only a happy matter of re-embodiment, a transmigration from trunk and bough to bureau, table and the sundry objects that serve for the beautification and comfort of the dwelling-place.

The Furniture Department has extended its boundaries. It has acquired of the section the fourth floor recently added to the Store on Queen Street, and the whole broad stretch of territory has been devoted to the sale of all manner of furniture at specially low prices. The offering includes the numerous phases of cabinet making suitable for the various needs of the home, and ranges in choice from the superb old colonial serving table, in rich mahogany, reduced to one hundred and ninety dollars, to the extension dining-room table in golden oak finish at seven dollars and seventy-five cents.

In bedroom pieces the whole gamut of selection in the way of beds, dressing tables, mirrors, chairs and desks is run, each price ticket representing a sum lower than the usual cost, an uncommon tuna wood suite, the bureau marked at twenty-nine dollars and a half, an artistic cheffonier in beautiful bird's-eye maple at twenty-six and a half, and a genuine mahogany cheffonier at thirty-nine and a half, providing a good idea of the values that prevail. A mahogany bed carved in reproduction of one of the old masterpiece designs, and a dainty French cheval glass, priced each at fifty dollars, testify to the embracing of the most exclusive specimens in the general reduction-making.

An artistic little oak buffet in early English finish brought down to nine dollars—a mere shadow of its former cost—and a quarter-cut golden oak sideboard at twenty-two dollars are suggestive of the bargains to be picked amongst the dining-room requisites, while the saving made possible by present purchase of brass or enamel beds can best be intimated by stating that the best English lacquer beds, with continuous or straight posts with ball tops, in polished or satin finish, are available at twenty-three dollars and seventy-five cents. Similar moderation of cost is also characteristic of the designs distinguished by square top rails, extended high head and extended bow front. Plain white enamel beds, some ornamented with brass knobs, are obtainable from two dollars and twenty cents to ten dollars. And so on the story of lowered prices runs.

The poppy is August's particular flower. The sardonyx is the gem ascribed by traditions as symbolic of the month. And now in as true a less poetic and more sense, has furniture come to itself with these Mid-

Constantly Adding to the Oriental Rug Stocks

The wonderful prices have proved an irresistible attraction to hundreds of alert housekeepers and homemakers. We have been urging the incoming stock to keep the supply at the high-water mark. Yet the grade has not lowered in any respect. The only basis for choice is a preference for one style, or the matching of the color scheme of the room at home. Each rug is like a picture painted by some great artist, full of life and interest. The difficulty of choice is merely a question of what to give up, for you'll want them all.

We have made deep price reductions the rule through our Oriental Rug stock. Come and judge of the values whether you contemplate buying or not; you will find it enjoyable if you love beautiful rugs.

Now Arrive Seamed Wilton Rugs for the August Sale of Rugs

We have been waiting for these reinforcements to the otherwise perfect stocks of sale Rugs. The seamed Wiltons are made from a grade of material in no way inferior to that used in the seamless goods; but the greater ease with which they can be manufactured in the narrower strips is accountable for the very large difference in the price.

In addition to the usual difference in price there is to be deducted the special August Rug Sale Discount. We have been able to name prices on these Wilton Seamed Rugs actually lower than the cost of putting down a Brussels Carpet at the usual rates. The material is a really fine one, giving good hard wear, and the designs, styles and colors can be suited to almost any room in your home.

Size, 3 x 3 yards	\$15.00
Size, 3 x 3 1/2 yards	17.50
Size, 3 x 4 yards	20.00

The Time to Buy Summer Rugs is Now

American Fibre Rugs are one of the best grades of popular priced carpets. The designs are snappy, and the colors more or less on the "natural" order; soft and restful.

30x60 inches	85c
36x72 inches	\$1.00
2x3 yards	4.25
2 1/2 x 3 1/2 yards	5.25
2 3/4 x 3 1/2 yards	6.75
3x4 yards	7.75

Others are the Wool and Fibre Runners, which you will find exceedingly inexpensive, Japanese Stenciled Matting Rugs that have all the complexity of pattern you'd find in an Oriental Rug, and a host of others.



500 Cotton Bath Rugs, washable and in color combinations of blue or green, with white, are wonderful value at these prices:—

18x36 inches	95c
18x54 inches	\$1.65
36x68 inches	2.25

Hit and Miss Axminster are made from the yarns that are too short to be woven into intricate patterns. The grade and wearing qualities are equal to those of the best Axminster carpets, and the hit and miss patterns are very pretty indeed, very suitable for living room or bedroom; size 3x4 feet 5 inches, in olive green and gold. August Sale price \$1.39

Fall Shipments are Arriving in the Suit Section

In many there are decided style innovations for the coming season, and it seems as though the tighter skirts will have their share of popularity, for as the new shipments arrive this effect is quite apparent, though New York has so modified them as to leave little resemblance to the extreme French "Hobble" skirt.

The coats of this lot are the shorter length, in semi and fitted, and some are fancifully trimmed, though the majority are very plainly tailored.

The fabrics are diagonals, rough effects, heather mixtures, and plain cloths and corduroys.

Prices will be found one of the most pleasing features.

AT \$22.50—Suit of fine broadcloth; plain tailored coat, with flat silk braid collar, three ornamental frog fastenings, cuffs silk braided.

AT \$27.50—Double cord wide wale chevrot, slated seams, satin lined, coat with silk military braid and broche trimming on revers, skirt has front panel, wide flying edges.

AT \$35.00—Skirt of fine French serge, coat fastens with nine buttons, collar of velvet embroidered, plain gored skirt in new narrow design.

Capes for Cool Evenings

An opportune offer in smart Military Cloth Capes, full and flowing in design, with straight collar, edged with contrasting silk, some gold braided, stylish and warm, yet light and unburdensome, divided into two selling lots, \$4.98 and \$6.75

—Second Floor, James Street.

Men, a Rain Coat for \$5.75

There's a style to these Rain Coats that makes them as suitable for early Fall wear as they are serviceable for excursions, for chilly nights at the camp or Summer resort, for boat trips, etc., you could hardly ask for a more suitable coat, and certainly 'twould be difficult to better this value.

Made of well known Rosebery cloth, Priestley's, of Bradford, England, make. A cloth without rubber, and which sheds the rain. Comes in colors of dark fawn and smoke shades. The coats are cut in military style, buttoned up close to the neck. Nicely tailored and unlined; sizes are 34 to 39. Only \$5.75

Good Buying in Men's Suits

Men's Suits, made of English tweeds, in very dark grounds, with colored stripes of gray and green. These are made up in three-buttoned single-breasted sack shape, and lined with strong Italian cloth; sizes 36 to 44. Only \$8.50

Men's Suits, of a worsted finish, tweed fabric, of imported English material; dark olive brown, with purple and green pin stripes; nicely tailored in three-buttoned, single-breasted sack shape, with serviceable linings and trimmings; sizes 36 to 44. Only \$10.00

—Main Floor, Queen Street.

Baseball Supplies Half-price

For one week, beginning TO-DAY, we will place all Baseball Supplies on sale at exactly half-price. This is most important to baseball players, as they may secure a complete supply for this or next season. Consider the opportunity of getting a Reach's Decker for \$1.25, which sells usually at twice this amount. These are not damaged goods; all new and regular stock, but as the season is well advanced we do not desire to carry them over. All out at half-price. Here's Thursday's list:

Reach's Finger Gloves, horsehide palm and back, triple seam, leather lined, half-price \$1.25

Reach's Deckers, horsehide palm and back, leather bound, laced, half-price \$1.25

Bats—Selected white ash, perfectly shaped, extra good value at half-price 30c

D. and M. Masks, large size, electro welded, well padded, half-price \$1.25

—Fifth Floor.

Linen and Cotton Section

Full Bleached Irish Satin Table Damask, strong weave, excellent wearing quality; many choice patterns, 70 inches wide, per yard 68c

Bordered Crash Roller Toweling, of firm make, and good drying quality, 17 inches wide, per yd. 60

Unbleached Butcher Linen, of Irish make, pure linen in close weave, 39 inches wide, per yd., 22c

Full Bleached Canadian Pillow Cotton, strong quality, of plain weave, 42 and 44 inches wide, per yard 14c

Canadian Crochet Quilts, fully bleached, various designs, hemmed ready for use; sizes 75 and 85 inches \$1.19

—Main Floor, Albert Street.

Home-made Drinks

Lemonade Crystals, bottle 10c

Lime Juice and Soda Crystals, bottle 10c

Lemon Squash Crystals, bottle 10c

Orangeade, bottle 25c

Kkovich Lime Juice, bottle, 20c and 35c

Raspberry Vinegar, bottle, 15c and 30c

Lime Juice, bottle, 15c and 25c

Lemon Kali, bottle, 15c and 30c

Lemon Kali, in bulk, pound, 20c

Orange Sherbet, bottle 20c

Citrate of Magnesia, bottle, 15c and 45c

Citrate of Magnesia, in bulk, pound 35c

Fruit Salt, bottle 25c and 40c

Phosphate of Soda, bottle, 20c and 60c

Tonics

Beef, Iron and Wine, bottle, 35c and 50c

Quinine and Iron Tonic, bottle 25c

Extract of Malt, plain, bottle, 50c

Extract of Malt and Cod Liver Oil, bottle 50c

Extract of Malt, Cod Liver Oil and Hypophosphites, bottle, 50c

Extract of Malt, Cod Liver Oil and Crescote, bottle 50c

Extract of Malt, Beef, Iron and Wine, bottle 50c

Extract of Malt and Hypophosphites, bottle 50c

Extract of Malt, Pepsin and Pancreatin, bottle 75c

Extract of Malt and Pepsin, bottle 75c

Extract of Malt and Iron, bottle 50c

Extract of Malt and Cascara, bottle 50c

—Main Floor, James Street.

Groceries and Meats

Finest Rolled Oats, stone 38c

Rangoon Rice, 7 lbs. for 25c

White Wine Vinegar, gallon, 25c

Palawan, India a.l. Ceylon Tea, pound 23c

Canned Lombard or Damson Plums, 3 tins for 25c

Maggi Soup Squares, assorted, 6 for 25c

MEATS

Loan Spring Lamb, lb. 20c

Front Spring Lamb, lb. 15c

Wing Roast Beef, lb. 22c

Sirloin Roast Beef, lb. 20c

Back Bacon, lb. 24c

200 lbs. only Pickled Spare Ribs, fine quality, lb. 8c

—Fifth Floor.

Good Offer in Kid Gloves

Women's 2-dome Short Kid Gloves, in fancy shades only, mauve, pink, Nile, green, champagne, oversewn seams and Paris points. Sizes 6 to 7. TO-DAY 39c

Lisle Gloves, 25c

Women's Fine Lisle Thread Gloves, with 2 dome fasteners and silk stitched points, colors black and white. TO-DAY 25c

—Main Floor, Yonge St.

A High-grade Wall Paper at 9c a Roll

American and Canadian Wall Papers, for wall only, in a variety of rich colored designs, that will match any white moire ceiling paper. Suitable in patterns for any room. Reduced TO-DAY, to roll 9c

—Third Floor.

Ironing With Comfort

The depressing effects of extra heat on ironing day are all removed if you use our "Superior Electric Iron." This iron has stood the severest test in numerous homes, and has given the best of satisfaction. Has no wires to burn out; solid plates fastened firmly to bottom of irons. May be attached instantly to wire, and temperature can be easily regulated \$4.75

Tokio Pattern Dinner Sets

Most elaborately decorated English semi-porcelain ware. The coloring and effect resembles very closely Royal Crown Derby. Floral and scroll patterns, with a Japanese effect introduced. This is an open pattern, which means you may purchase as small a set as desired, or should a piece be broken, it may be replaced at any time. The coloring, the gold, the design, the modeling, the beautiful hard glazed finish must be seen to be appreciated. We consider this among our extra values. 97-piece set \$16.85

Pretty Tea Cups and Saucers, 5c

Made of English semi-porcelain, prettily decorated with neat floral design in blue, edges and handles embossed. Very serviceable ware, only 600, specially priced, each 5c

Breakfast Plates to match above cups, each 4c

—Basement.

Huron Red Hot Furnaces

They possess numbers of exclusive commendable features. Has an unusual large area exposed to direct influence of fire. All smoke and gases are compelled to circulate All Around the furnace radiator, and pass from top to bottom several times in making the one circuit. This prevents possibility of one-half of the radiator becoming ineffective. It has actually three radiating surfaces. The Fire Pot proper is sectional, in two rings, lessening possibilities of damage by cracking. Has two pairs of rolling grates, a method now conceded to be the best in furnace construction. Economical and exceptionally easy to operate.

For Ordinary 6-roomed House, \$22.50
For Ordinary 7-roomed House, \$27.00
For Ordinary 8-roomed House, \$33.00



14.50

Acme Gas Range

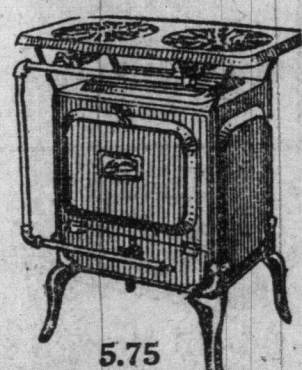
Reliable cooking and baking ranges, made for us from our own plans. 16-inch oven, \$14.50; 18-inch oven, \$15.50.

Gas Ranges

With oven and 2 burners on top, \$5.75.

With oven and 3 burners on top, \$8.00.

—Basement.



5.75

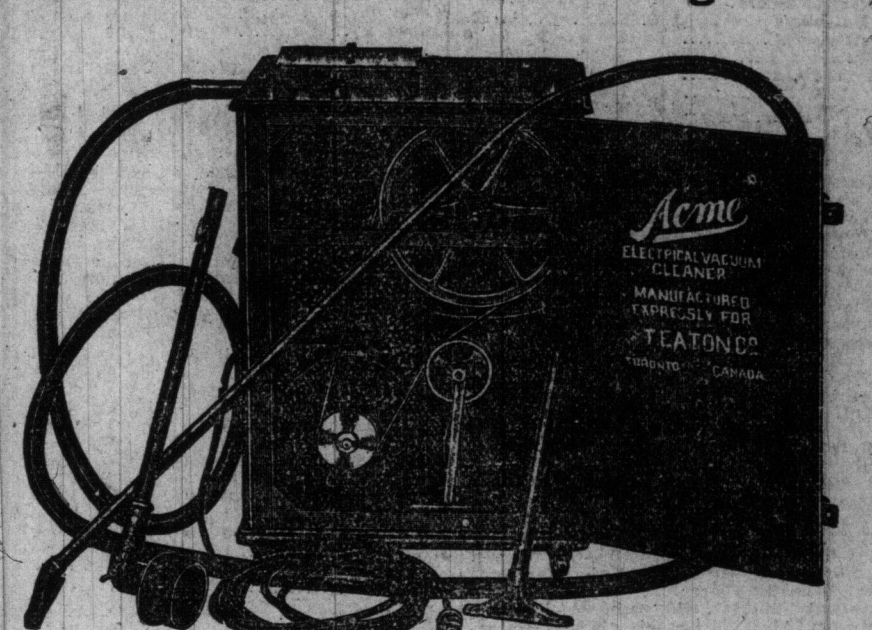
The Great Problem of a Clean Home Solved by the Vacuum Process of Cleaning

We are making special inducements for you to buy a Vacuum Cleaner. Every facility is offered for inspection in our showroom, and the simplicity and perfection of the process is carefully explained. The use of the Vacuum Cleaner means actual removal of the dust. Why not make sure of the health of your family in this particular?

Special Offer: The Vacuum Cleaner \$69.50

We will sell a limited number of these thoroughly efficient cleaners at a discount equal to nearly one-third from their original price. They must be sold to make way for the new goods on order, and now due. The machines are all perfect, high-grade cleaners, operated by alternating current. The working parts are enclosed in a handsome hardwood case. The suction is strong and steady, and the weight is about sixty pounds. This size is large enough for use in churches, lodge rooms and public buildings of all sorts. Its six different nozzles give it almost unlimited usefulness in its field. While the lot lasts the price will be \$69.50

The Empire Vacuum Cleaner—This very compact machine has as much power as many heavier machines, although it weighs only 40 pounds. Its work is very thorough in every way, as it has many nozzles, a good reliable motor, can be easily emptied of dust without soiling the hands, and it has a blower attachment to be used in cleaning radiators and other inaccessible places. An observation glass enables the operator to see what results are being had from the machine. Price \$100.00



The Automatic Hand Power Vacuum Cleaner has an exceedingly strong suction for a machine operated by hand power. It is made entirely of iron and aluminum, weighs about 28 pounds, is easily portable and operated without unnecessary effort, with only 5 to 10 per cent. resistance in place of the usual 100 per cent. This machine has both blower and suction, and can be used for cleaning carpets, rugs, upholstery, mattresses, tapestries, etc. Complete with 12 feet of wire woven hose, one 4 1/2-foot rod, and one six-inch nozzle \$25.00

—Third Floor.

The Diamond Polishing Oil

An oil that is positively non-injurious, and specially prepared for polishing pianos, organs, furniture, and any varnished or oil surface. Makes everything look like new with one application, and only requires a little rubbing. Put up in bottles, and all ready for use 25c

The Wax to Use on Hardwood

Try Diamond E Special; it leaves a bright, glossy surface, that always looks well and lasts well; adapted also for soft wood floors; 1-lb. cans, 40c; 2-lb., 80c; 5-lb. \$2.00

Paste Wood-filler

Before varnishing or oiling, fill up the little holes in woodwork with our special application; makes clean job. Put up in cans, 1-lb. cans, 18c; 2-lb., 35c; 5-lb. 85c

Weighted-Floor Polishing Brushes

Makes floor polishing easy. Brushes are made with strong bristles, specially weighted, obviating the necessity of pressing on brush. Made in two weights—15-lb., \$1.85; 25-lb., \$2.25

—Third Floor, Queen St.

T. EATON CO. LIMITED