

EATON'S JULY SALE NEWS

Great Books Small Priced

Special cloth bound copyright edition, with beautifully designed wrappers—

St. Cuthbert's, by R. E. Knowles. David Baring, Joseph Hocking. 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 Brier Bush, Ian MacLaren.

The Days of Auld Lang Syne, Ian MacLaren.

A Window in Thrums, Barrie.

The Saint, Fogazzaro.

Fuel of Fire, Ellen Thorneycroft Fowler.

Concerning Isabel Carnaby, Ellen Thorneycroft Fowler.

Rose of Blenheim, Morace Gerard.

Barbe of Grand Bayou, John Oxenham.

Hearts in Exile, John Oxenham.

Beatrice of Venice, Max Pemberton.

Doctor Xavier, Max Pemberton.

A Mask of Gold, Annie S. Swan.

The Scarlet Pimpernel, Baroness Orczy.

I Will Repay, Baroness Orczy.

The Elusive Pimpernel, Baroness Orczy.

—Main Floor, James Street.

Silk and Velvet Ribbons



One Whole Range of 3/4-inch Taffeta, augmented by many odd pieces of our best selling lines, makes up the first very attractive offering at 10c. Colors are cream, pink, red, sky, navy, moss, Nile, mauve, black and white. Elegant ribbons for hair bows and sashes, especially suitable for misses' wear. Greatly reduced, and all at one price for early Saturday business. July Sale, per yard 10c

Velvet Ribbons at Half-price and Less, rich satin back, silk pile, and good list of colors, including sky, Alice, Royal, Nile, reseda, brown, pink, cream and cerise. They make excellent hair bands, also very pretty dress trimmings; widths 1 1/4 to 2 1/4 inches. July Sale price, per yard 10c

Narrow Velvet Ribbons, in black, red, sky, Alice, pink, emerald, reseda, brown, Royal and navy, pure silk with heavy satin back; 5/8 and 3/4 inches wide. All away under half-price, at July Sale, per bunch of 5 yards for 15c —Main Floor, Yonge St.

Among the Toys

Wicker Rattles, 4c, 8c, 10c

Wicker Doll Chairs, upholstered seat 19c, 25c

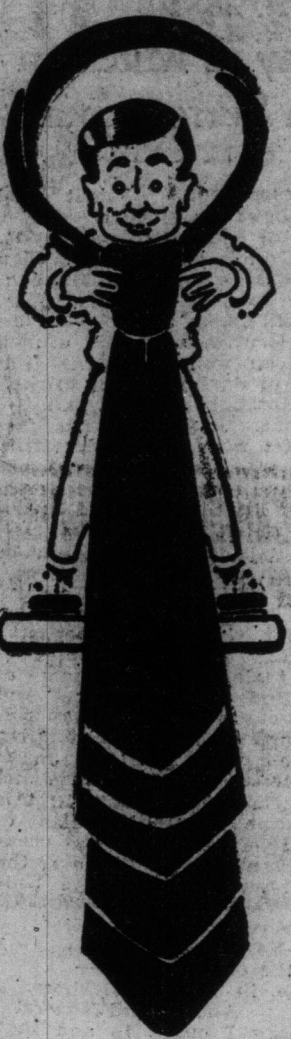
Wicker Cradles, for dolls, 15c, 20c, 25c. 25c

Wicker Combination Chair and Cradle 19c and 25c

Wicker Doll Carriages, pressed steel wheels, great value, 19c and 25c. 35c

—Fifth Floor.

Men's Ties Less Than Half-price



It is your good fortune that Summer tie stocks are a little high, and stock-taking near at hand. Prices must drop and drop low—even to below half.

All high-grade ties in four-in-hand style, silk ties with popular folded end, in fancy patterns and plain shades, knitted ties in stripes and plain shades; not an unsightly tie in the lot. July Sale price 12 1/2c

Boys' Navy Blue Jerseys, 25c

These are wonderful value at the price, made of plain navy blue cotton with quarter or long sleeves, in sizes 24 to 32; send phone orders early, as quantity is limited. July Sale price 25c

Men's Mesh Underwear Low-priced

Fine Imported Irish Linen Open Mesh Shirts, quarter length sleeves, short knee length or ankle length drawers, best of trimmings, cream colors, sizes 34 to 46. Clearing at 75c

Boys' Colored Shirt Waists, 50c

Made from fine shirting material, with soft collar attached, or separate collar, fancy stripe patterns; these are broken lines from regular stock greatly reduced, sizes 11 1/2 to 14. At 50c —Main Floor, Centre.

Japanese Silk Drapes, \$1.48

Pure Japanese silk, 90 inches long, hand embroidered by the world renowned Japanese workers, and imported to sell at double and more than our Saturday morning price. It's a line we must clean before stock-taking.

Colors are crimson, green, pink, blue and buttercup, embroidered in many exquisite floral designs, with silk floss and gold thread, each drape is bordered with long heavy knotted silk fringe. Saturday morning special \$1.48 —Main Floor, James St.

Sterling Silver Thimbles, 25c

A little surplus, hence this low price for Sterling Silver Thimbles, in a large variety of designs and sizes. Some are quite plain, while others are fancy stamped patterns—all being extra heavy weight. July Sale price 25c —Main Floor, Yonge St.

Pictures of Real Merit, 39c

Far too many in regular lines with stocktaking so near. Hundreds must go at sacrifice prices—prices that in some cases do not reach the value of frames alone. The variety includes photogravures, photo colors, facsimiles, oil paintings in large range of landscape and water scenes, figure subjects, pastoral scenes, etc.

Framed in gilt and dark wood mouldings that measure up to 16 x 20 inches. See Queen Street window. July Sale price 39c —Third Floor.

Porch Furniture, Half-price

Half a day at Half-price selling on Saturday will clear out the remainder of this fine stock. The lot consists of all that is left of our Verandah Arm Chairs, Side Chairs, Rocking Chairs, with and without arm, Settees and Footstools in green, red and natural finish, with solid wooden seats, matt seats or double woven cane seats. We cannot quote the price limits, as we intended this to be a clearance, and will mark at half-price our remaining floor stock of Porch Furniture.

Everything Just Half the Usual Prices on Saturday Morning. —Fourth Floor.

Buy Hosiery Saturday for a Whole Summer



Men's and Women's High-class Hosiery.

We've assembled the odd lots of some of our best lines and added to them a manufacturer's samples, and Saturday they will leave at an average of about half-price. There are fancy Lisle, silk, cashmere and cotton hose, plain black and colored, and in lace and embroidered designs; all sizes in the lot, though not in each line. Can't promise to fill phone orders, and we advise your early choosing. July Sale price, per pair ... 25c —Main Floor, Yonge Street.

O-Cedar Polish Oil Excels

For cleaning and polishing woodwork, hardwood floors, furniture, pianos, carriages, automobiles. Leaves no sticky substance, restores varnish or enamel to its original brilliancy; is excellent for dusting, easily applied. See demonstration of its good qualities in wall paper section. 5-ounce bottles, 25c; 12-ounce bottles, 50c. —Third Floor.

Two of the Season's Best Inducements in Men's Summer Clothing

2-piece Suits, \$6.95—3-piece Suits, \$8.95

The Two-piece or Outing Suits (coat and trousers) come in fine quality flannel-finished tweeds, worsteds and homespun, in a variety of grey and tan shades, with stripe and check patterns; they are thoroughly tailored, the favorite styles; single-breasted, three-button coats, half-lined; cuffs and belt loops on trousers; all sizes in lot, but not in each "line"; this is a big clearing up of two-piece Summer suits at very greatly below former prices. July Sale price \$6.95

The Three-piece Suits are gathered from many of our best selling lines into one big lot for certain clearance before stock-taking, and every one offers a great big price benefit.

There are English worsteds and lightweight tweeds; there are greys in every shade, from the light tint to the very dark stone or drab shade, and there are other colors; patterns are chiefly stripe and check effects; coats are single-breasted, in three-button cut, with medium length lapel, and the shoulders well built and shapely, sizes 36 to 44. Take your choice Saturday at July Sale price, each \$8.95

Two-piece Outing Suit at \$12.50

Fine tropical worsteds and those soft flannel-finished tweeds; fine assortment of light and medium grey tones, with fancy stripes or in fashionable diagonal weaves; single-breasted coats; trousers have belt loops and cuffs, sizes 36 to 44. These are the higher grade suits, clearing out at July Sale price, each \$12.50



The Holiday Camera

Disappointment has proved the lot of many who set out gaily for the recent Aviation Meet with their cameras tucked under their arms. One intrepid lady who incurred the wrath and interference of those in authority by darting on to the field in the midst of a flight and "snapping" Le Scarebee as it swooped to earth has found to her dismay that the end in no manner justified the risky means. She secured, not a picture, but only an illegible blur. And the development of many other films tells the same story.

The truth is that the flying machine is not a subject for the amateur photographer with the ordinary camera. Flying birds, animals in motion, persons jumping or diving, and all rapidly moving objects require what is known in the photographic vernacular as a "focal plane shutter."

This is the chief feature of the "Royal" Reflex Camera, the 1910 model of which is accorded a prominent place in our camera department. The long focusing hood which has become a familiar sight in the hands of the professional and press photographers at athletic and other public events is another characteristic.

For Sentiment's Sake

For ordinary picture-taking, for the photography that is sentimental rather than scientific, the transfer to paper of the bit of beautiful scenery or the famous "sight" visited in travels abroad, or of the little group of friends at the home picnic party, or of the baby, the dog, the horse or any other object of everyday affection—for these our own special Teco No. 2, at \$2, is difficult to rival as a medium of simplicity, reliability and pleasing result. A brilliant view-finder that obviates the awkward shading with the hand and a self-setting shutter are two distinguishing marks that count for much in the easy manipulation of the Teco. The size of the picture is 2 1/4 x 3 1/4 inches.

Ideal in the way of convenience, and the brilliancy of its pictures (size 2 1/4 x 3 1/4 also), is a \$6 folding camera for roll film or plates, and fitted with pneumatic release and shutter that works at various speeds, while for advanced amateurs a camera of similar type, equipped with double extension for the photographing of distant objects, and for copying pictures, is obtainable—according to size—at prices running from thirteen and a half to forty dollars.

Sundry Supplies

In the matter of photographic supplies it may not be amiss to draw attention to our special "Film Block," a form of film that permits the removal of any one of the films without removing the remainder; also to the complete developing and printing outfit we provide at a cost of a dollar and a half. Metal tripod, with a contrivance for the level adjustment of the camera on uneven ground, is one of the greatest helps known in the composing of a picture for time exposure, and should be in the possession of every ardent camerist. EATON films, suitable for nearly all existing cameras, self-toning paper, mounting cards, and post-cards are et ceteras specialized in respect to superiority of quality and moderation of price. Every common want in the photographic line will be found catered to in the camera section of the Drug Department.

Women's Summer Dresses, \$1.98

A collection of One-piece Wash Dresses that offers a choice of fine styles in a wide range of materials and colors; such a selection that whatever your requirement in an inexpensive wash dress, it is almost sure to be met in this lot.

There are dresses of printed lawns, of percales and of chambrays, plain stripe and dotted patterns, in black and white, blue and white, pink, tan, sky, green and Oxford; some have the Dutch neck, others high collar; all sizes in the savings well worth your coming down early for. July Sale price \$1.98

Lace Coats, White Skirts, Mourning Dresses

Women's White Coats, of Battenberg lace, in 30 and 37-inch lengths; just forty, and some slightly soiled. July Sale price, each \$3.98

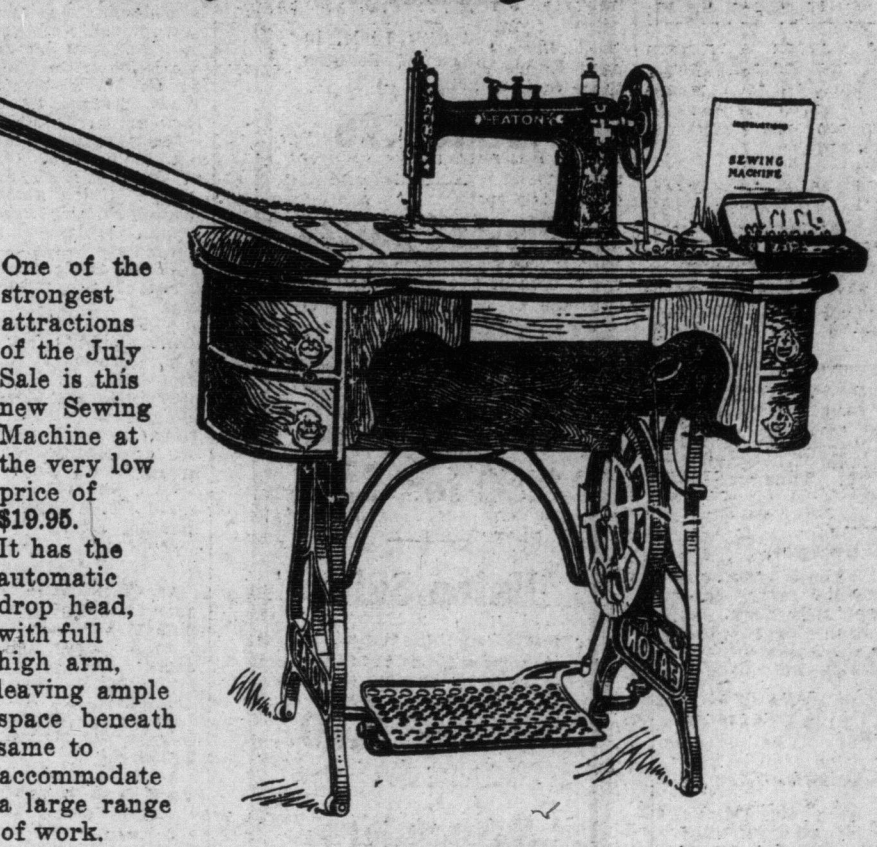
Women's Wash Skirts, of Horrocks' repp, thirteen-gore, pleated below hip, with double-stitched deep hem. Clearing Saturday \$1.98

Women's Mourning Dresses, \$4.75—Made from a Swiss muslin, all black or black with white; semi-princess style, with lace collar and belt; tucked yoke and sleeves, with lace insertion, skirt tucked around hips and two tucks along the bottom. July Sale price \$4.75

Women's Full Length Linen Coats, \$1.98

We hardly need urge early shopping with a price attraction like this; the coats are in white and natural shade; have coat and shawl collar, and some have embroidered cuffs and collar, sizes 32, 34, 36 and 38 bust. July Sale price ... \$1.98 —Second Floor, James Street.

\$19.95—The July Sale Opportunity in Sewing Machines



One of the strongest attractions of the July Sale is this new Sewing Machine at the very low price of \$19.95.

It has the automatic drop head, with full high arm, leaving ample space beneath same to accommodate a large range of work.

The case, of quarter-cut golden oak, has five drawers, and is very attractively finished.

The principal working parts are of first-grade hardened steel, finely finished and adjusted, and work on ball bearings.

The shuttle is large and self-threading; the bobbin winder is automatic, winding thread on bobbin same as spool is wound.

The belt is self-adjusted; it never "comes off."

All attachments are of first quality; they consist of ruffler, tucker, braider, binder, quilter and a set of hemmers of different widths.

Altogether, this machine is one of the most highly satisfactory we have had yet to offer, and we furnish with each a certificate guaranteeing it for ten years. At this July Sale price you reap a great benefit—a rare "saving" opportunity. Each \$19.95 —Fourth Floor.

Lace Curtains, Half-price

\$5.00 to \$20.00 per pair, Saturday.

These extra quality curtains are intended for drawing-rooms, dining-rooms or bedrooms. The lot contains Duchess, Marie Antoinette, Arabian and Brussels curtains, all of choice designs. High grades of net and hand-made laces are used in the making. Per pair, \$5.00 to \$20.00.

Art Drapery Silks, 30 inches wide, show good assortment of new designs, including pretty floral or Oriental patterns. The material is very fine and adapted for use in light draperies and curtains. Reduced greatly for Saturday, per yard 40c

Tapestry Couch Covers, 60 inches wide, 2 1/2 yards long, are fringed on all sides. They're made in Bagdad, stripes of green, red and fawn combinations, and will cover any ordinary couch or camp bed. Reduced to clear, each \$1.30 —Third Floor.

During July and August



No Noon Delivery Saturday

THE T. EATON CO. LIMITED