


## EATON'S JULY SALE NEWS

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

Like a huge bird it rests in the centre of the fifth floor, its great white wings sutspread-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 flyingthereby 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
best of flying machines.
It's a splendid opportunity to view and examine at your leisure one of the greatest wonders of the century
Big Value in White Vesting at this July Sale. Price, $12{ }_{2}^{1} \mathrm{c}$
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, $121 / 2$ c. Cannot promise mail or 'phone orders.

## India Linon Lawn at $91 / 2 \mathrm{c}$

1,000 yards of a superior weave that should hurry you out at 80 clock Thursday morning; 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

## Fancy Muslins in the July Sale


 acation wear. All are most desirable qualities, good designs and colorings. July Sale...........111/20
See Yonge Street Window.

Summer Shoes: July Sale
There rere Prices noty ments in Women's Oxfords. On either one you'll ave "handsomely," and the styles are both at-

At $\$ 1.50$, a fine grade of tan calfskin, eut very stylish, with Blucher fronts and Cuban heels; soles a medium weight for Summer wear; sizes
$21 / 2$ to 7 . July Sale Price, pair ............ $\$ 1.50$ At $\$ 2.50$, patent leather, in At $\$ 2.50$, patent leather, in a beautiful soft
quality, all shiny; fashionable shape for Summer quality, all shiny; fashionable shape for Summer
wear. Goodyear welted sewn soles give evidence

$\qquad$
Some of the July Sale Benefits the Staple Section Holds Out
A Half-dozen Inducements for Thursday



 alue, $17 \times 27$ inches. July Sale Price, each. 150 Contres, scalloped and embiboidered. beanti.


 Prain Oolored Apron cingham heavy F.ynisid
 - Main Floor, Albert Street More Instances of Good July Sale




## Low Price for Hosiery, 19c Pair

sembleg groups of Woments siummer Hose are ae

 makes, in plaim and lace Liale, black and tan
siadeses stuineses, dyeses spliced sole, heel and toes

Womer's Plain Black Cubmero Hoses fine

 Men's Plain Black and Colored Lisle Thread Socks, fne German makes, stainless dyess sizee
10 to 11. Julv Sale Pries 10 to 11. July Sale Priee, pair .-Main Floo ...... 17


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

5-inoh Firm Taffeta Ribbon at 150 Per Yard, a pure silk ribbo 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 ......150

A Collection of Fancy Dresden Taffeta Ribbons, in a large rang of beautiful color combinations; pink, sky, Nile, navy, wine, moss,
amethyst, grey, cream and white are all included. These handsome amethys, grey, cream and white are all included. These handsome
ribbons are the pick of a large range of fancy taftetas, and are ar-
ranged for quick selling Thursday. five and six tinches wide. Heavily
 price-lowered to, per yard ……............................ 22

Two Splendid Sale Values : Children's Dresses and Women's Waists
 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 art hats that would appeal to a
particular man any Summer day; boater shape (the regular stiff hat), with medium brim and erown partiouiar man any Summer day; boater shape (the regular stiff hat, with medium brim and erown;
fine sennit braid, black silk band; very easy on the head because of the "cushion" leather sweatband.
July Sale Price . July Sale Price ...... ..................................... ...................................... 81.9 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 bue and mottled red and white, blue and white and green and white. July Sale Price .....s. 390 - Wasing

Men's Fine Washing Ties at, Each, 9c To wear with the outing shirt for everyday are both god looking and very serviceable, and
give that touch of dressiness to the outing shirt 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 patwith the French seam and folded end, neat pat-
terns and polk dots, and are all fast washing
colors. Price, each, 90 or or 3 for Colored "Pearl" Paintings, 89c
100 only handsomely framed Pearl Paintings,
the pictures are mounted on glass with the pictures are mounted on glass, with brilliant
pearl seettings, giving them an odd but picturesquee
effect pearl settings, giving them an odd but picturesque
effect. Thy
bright colors. Pict land and water secenes in
bicture is framed in rich 3 -inch
 -Third Floor.

Bracelets for the Summer Gown
Short sleeves invite the uso of bracelets to so.
cent the graeeful lines of the arm. Thursday's Bracelet Special is a line of GoldThursdays Bracelet Special is a line of cold
filled Expansion Bracelets, that cling to the wris
without too great pressure. The design is un without too great pressure. The design is un
usually handsome. Good buying accounts for the wonderfu
prices, as the bracelets are worth far more Two sizes sell Thursday for.... $\$ 1.25$ and $\$ 1.50$
Real French Kid Gloves, 35c 400 pairs for special early business Thursdqy,
offering great, good buying for women. They have oversewn seams, Paris points and two Thom fasteners, tan and brown, sizes $5 \%$ to 7. July
Sale Price, pair ..........................

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

better value than the preceding lot
e preceding lot. alue than the preceding lot,
At no other time of the year are wall paper prices quite as low as in this sale 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 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 .
Canadian and American Papers, in floral, conventional and stripe patterns, , erd, brown, green-
white and blue colored backgrounds, blended with white and blue colored backgrounds, blended with
other rich shades. July Sale, single roll .....9c

## ~T. EATON C.

Cerman Wall Paper, in many of the late col ors, over thirty patterns in this lot, for any room
or hall in the house. July Sale, single roll. 180 500 rolls Wall Paper, combination of wall, ceil-
ing and 18 -inch border, light colors for ing and 18 -inch borper, light coloron for wadl, ceil-
parlors or dining-rooms, wall and ceiling. July parlors or dining-r

18-inch shaded frieze, yard Dyed Tapestry Burlap, in red, green and


## As in May and June <br> Store closes Saturday at 1 p.m. during July and August.

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TO BE TAKING " FRUIT-A-TIVES

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 CIITY BAND CONCERTs.
Mastirrate Kingstor has teke


It's flavored with the fresh juice of nice green mint leaves!

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## WASHBOARDS

 an oters are combined. EDOess Libbror, Earay on Clotheer Try Thibem, Alo The E. B. EDDY CO.,Limited, Hull, Can. established 1851

| HICHEST FOOD-VALUE Epposic Coose in toeat to chaldrem $A$ Boas to to Torth Houn$\qquad$ |  |
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|  | Finest blend Java and Mocha Coffee at 45c lb is in a class by itself. It is a breakfast neces sity. |
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## DAINTY AND ATTRAGTIVE




## Wash Goods



# Not Usually so Cheap or so Gooci! 

THE special selection of guaranteed Exchange Pianos awaiting you at Mason $\&$ Risch's is unique in quality and low price. Low-price-uniqueness, because high-grade Upright Pianos are marked down to $\$ 198$, while a fine square is even as low as $\$ 48$ ! High-quality-uniqueness, because the Mason \& Risch Player,Pianowhich is now having a phenomenal sale-is going into many homes of wealth, and the piano that frequently comes to us $\omega$ in exchange is of a quality that far outshines the customary exchange instrument. Add to that the fact that our wareroom space is limited and you can read into the situation a piano buying opportunity you cannoteafford to neglect. A few examples of the

## MASON\&RISCH

"THE PIANO WITH A SOUL"
Are amongst the list as well as such broadly known makes as Nordheimer, Steinbach, Gerhard Heintzman, Haynes, Dominion, Chickering, Heintzman, Henry Herbert, etc., etc. Come in and see them-no obligation to purchase-but come while the selection is good. Easy terms arranged. We take all financial burden on ourselves. List mailed on request.
MASON \& RISCH PIANO COMPANY, Limited 32 KING STREET WEST, $\quad \cdots$ TORONTO


## New Residence District for Motorists

＂There＇s a thrill in the sweep and swing of an automobile around the curving drives in Lawrence Park．This new recidential district has been laid out by an eminent English landscape gardener and is restricted to high－class houses only．


Dovercourt Land，Building and Savings Co．，Limited
24 ADELAIDE SI．EAST．
TEL．M． 7280

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| DR．M．a McLAUGHLIN， 112 Yonge Streel，Toronto，Can，Dear Sir，－Please torward me ono of your Books，as ad ratisoed． |  |
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THE TORONTU WORLD

| INLAND NAVIGATION． | PASSENGER TRAFFIC．PASSENGER TRAFFIC． |
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|  | Cuxiv The Only Line Reaching <br> －ALL－ <br> The Highland Resorts |
|  | More Popular Every Year |
| WEDNESDAY TRIPS | 12．05 Noon Muskoka Express <br>  |

＇THE MIHNICUGHMSHENE On ouorglan Bay．



Brant Park Hotel and Bungalows

Hotel Brant，Burlington
ESTATE NOTICES． NOTICE TO CREDTIORS．

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CHNADA＇S SUMMEE TRAIN OCEANLIMITED


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BALA to YORONTO
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Hide Steamers

Enjoy the Cool Breezes
Great lakes route

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## A. C. JENNINGS \& CO.

## Real Estate Brokers

WE SPECIALIZE IN NORTH TORONTO REAL ESTATE
Toronto must grow northwards, consequently all eyes are north for homes and investmonts. Buy now, while the prices are right,
With annexation, land values in the Town of North Toronto will double and treble within a fow months. Wo have evergthing for
sale in the town. See us today
 NORTH TORONTO PROPERTIES
$\$ 8^{\text {PER FOOT-SOUCan Ave.-A Anap. }}$

|  |  | An Ideal Gorner $\mathrm{G}^{\text {LENCCAIRN }}$ AVE. and Yonge St treelf to secure such a oholice corner 1ot as this one: An tieal spot for ${ }^{2}$ us for particuchase, M. 2238 |
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| $\$ 18$ PER FOOT-Glenwood avenue chara lots. Next to Yonge street: pretty or- | $\$ 3250^{\text {- DAVIISVILLEE }}$ tache, brick, ten. modern $\qquad$年 |  |
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MMYOP FOR HIBHEE PAY IN ELECTRCAL DEPT,

## However, Board of Control Makes Salary Increases a Warm Issue

 -News of City Hall.

## GLENAVY HEIGHTS

 I have for sale on this Estate about $9^{\frac{1}{2}}$ acres of good building land having considerable frontage on Broadway Ave. East, a few minutes walk from Yonge Street. It comprises four blocks of two to three acres each and, for a few days only, I am offering same at a low price per acre. The figure at which I can deal will allow of a profitable sub-division into building lots, and the property should interest builders andothers who recognize a good investment when they see one. Call on me and get particulars.
I also offer two choice 50 -foot lots on Smith Avenue, close to Xonge Street, having a depth of 132 feet, and sinfully cheap

## at $\$ 20$ per foot.

## GEO. WEAVER <br> REAL ESTATE

Dominion Exchange Building, 14 King St. E., Toronto Phone Main 7938
Rents collected.
Properties of all kinds handled.

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## Political Complications an Influence on Wall Street

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Heavy Liquidation Renewed More Talk of Redaction of Dividenct- $-1 / 1$ Kound Walkess


## THE CANADIAN BANK OF COMMERCE

TRAVELLERS' CHEQUES

SAFETY DEPOSIT VAULTS




Canada's Crop Half Usual Yield $\qquad$


Cobalt Stocks Inclined To Sag Small Losses Are Registered General Tone of Miniog Markets is Soft and Values Gencrally


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RICE \& WHALEY UNIOO Stock Commisstion Dealers

East Buffalo Connection, Rice \& Whaley
Bill Stock in your own name to our care. REFERENCE-DOMINION BANK, Phone Junction 5 SALESMEN-H. G. Whaley ; John Black, Phone Junction 643;
David Robertson, Phone Junction 648. Union Stock Yards, Toronto The Leading Live stook and Horss Market of Canada
PENS ENTIRELY UNDER ROOF Stock Yards, West Toronto Station Union Stock Yards, West Toronto Station




## TinSIMIPSONN

Main 7841 50 Lines to Central

## TMIMIPSONOT



## Over a Thousand Underpriced <br> Boots and Shoes

UR Boot Department has been at it again. An On
tario firm this time. A summer clearance on their par
and a choice lot certainly
and a choice lot certainly at the price for Thursday- 99 c . And we have an item for men as well, besides th
$\$ 1.75$ Long Challie
Kimonos $\$ 1.25$

 61.50 and 81.75 . Thursmay. Re Re.
COMBING JACKETS, 256


 to Toronto What I ipicked unp at small ex-
pense in that beautfiul Simpson
Store


| Shop by Phone <br> If you have a nice, cool home in one of Toronto's pretty suburbs no one could blame you for not relishing the trip down-towh in hot the trip. down-town in hot weather. Why not shop by 'phene: We offer unusual acilisties. <br> 50 lines to Central. Plenty of branch lines to every department. <br> Call Main 7841. |
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$\$ 1$ Cushions Thursday 37 c



 99., iong, 8 tt whide, Thurstay, each
Furniture Department Furniture Depart





 Grocery Items Thursday




 Parantine Wax, for sealing fruit,
packege
Telophoce direct to department.
35c ASSAM TEA 28c.

ATE Sale of Oriental Rugs

 Dollars Worth of Choice Eastern Carpets THE DISCOUNT TO CUSTOMERS WILL AVERAGE 50\% WE have decided to clear out a certain propor

tion of our Oriental Rugs at half price. In making this announcement we are aware that rug buyers are comparatively few in midsummer
normally, but we mean to stimulate the demand by a very radical discount. The rugs themselves rule of the store at stock-taking time must be observed. If you admire genuine Oriental rugs, you should readily see that by buying them now
in the off season instead of waiting until the Fall, in the off season instead of waiting until the Fall,
or some other time suited to your own convenience, you simply act the part of a busi-

## A Sale of Oriental Rugs




FREE JURING JULY Carpetes purchazed in this store during July
made, laid and lined free of charge

The July Sale of Household Linens ${ }^{2 n d}$ Floor Yonge Stree
PERHAPS you may have observed your need Paf Table Cloths but thought, "I'll wait until a good reason for buyiag. that Tatble cloth NOW.




## Landlords---Wall Papers



