


## Goggles



EATON'S DAILY STORE NEWS
A FEW REASONS WHY ONE ASSOCIATES THURSDAY шітн SAVINGS

1 Beginninge


 DARD BANK ECANADA




STORE CLOSED ALL DAY SATURDAY THROUGHOUT JULY AND AUGUST


к"T. EATON C?
$\$ 25.00$ to $\$ 29.00 \quad \$ 22.75$
Three-Piece Suits They're in fitted and semi-fitted and double-breasted, $\%^{\circ}$
3-button models, with peaked or notched soft roll lapels and flap or patch pockets with or without flaps. Some are plain, others hiave half belted backs,
three-quarter attached or detachable
belts, or all-around belts. Vests close with 5 buttons. Trousers are neatly proportioned and have 2 hip
and 2 side pockets, and 1 watch pocket, unnel and belt loops and cuff bottoms. haterials to be chosen from consist of
all wool and wool and cotton, tweed and
liomespun finished fabrics, homespun finished fabrics, and union wool
and cotton tweeds. In fawn, medium and dark brown, grey, greenish grey and
and blue-grey mixtures, in tweed effects and striped designs. The size range is not complete in any one line, but in the offer-
ing are sizes from 34 to 39 . Reg. $\$ 25.00$
to $\$ 29.00$. Today, $\$ 22.75$. to $\$ 29.00$. Today, \$22.75.
-second Floor, James st., Main store.

"SOLD OUT" SIGN
AT EX. OFFICES




## Indispensable to

Lovers of Sport
Men who desire the very latest news on important events in sporting circles always buy

## The Toronto Sunday World

Because it carries all the happenings of the world of sports and gives the

## Latest Results

You don't have to wait until Monday to know who won if you read this great national weekly.







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TAMESLUMSDEN RESIGNSAS

## RealComfort in the Dog Days

## Tropical Worsteds

Here we offer for quick mid-week selling a splendid line of ready-to-wear hot weather 2-pieceSusits in Tropical Worsteds - comfortable, good to wear, and smartly tailored

## Very Special <br> 

 HOBBERLIN151 Yonge St. Basiness Hours 8.30 to 5.30

## For the Picnic

Whether your canoe floats idly past the river's shady banks; your sail boat bends
to the fresh lake breezes; or whether your motor carries you to cool, sweet-scented
woods, the picnic is perfect only if you have remembered to take along enough Delicious' and refreshing, nothing else satisfies thirst on a Summer day; like the
O. K. Ginger Ale and other O . K . soft drinks such as,

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        Beifast Beger Ale Orangeade
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        Beifast Beger Ale Orangeade
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        Sold by all grocers and at restaurants, cafes
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        Sold by all grocers and at restaurants, cafes
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## R DECLINE

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## IMPORTANT!

That housewives should give their meat-buying particular attention in summer time. For "safety-first" choose in our clean, attractive market from fresh, government inspected meats. If you cannot shop yourself, phone Adelaide 6100 . Your order will have the attention of experts.

## EXTRA!

## Remarkable Clearance of Wash Fabrics

More than 8,950 yarde-comprising the most wanted and serviceable of the season's wash fabrics, heavy suiting weights, light cool 'dress materials, ginghams and firmer weights for kiddies' wear. These fabrics are in odd lots and broken ranges, hence the remarkable reduction. Be on hand early for beot choice.
$\$ 1.00$ Pongee Linen, 49c Yard.
100 yards, highly mercerized materials in shades of navy, green, gray, sky, natural, black, brown and white. 27 inches wide. Midsummer Sale today, yard

## $\$ 1.00$ Beach Cloth 75c Yard.

3,400 yards, splendid weight for sports wear. Shades of rose, green, royal, gold, browr, navy, mauve and black and white. 36 inches wide. Midsummer Sale, today, yard .75
$\$ 1.50$ Silk-and-Cotton Georgette 98c Yard.
1,800 yards, a lovely soft material for the daintiest of summer frocks. In shades of maize, amethyst, gold, green, black, gray,
summer Sale, today, yard
\$1.50 Cotton Gabardine 79c Yard
900 yards, Black Gabardine for cool traveling suits and skirts. 36 inches wide. Midsummer Sale, today, yard .78

## 65c White Duck 49c Yard.

750 yards, heavy suiting weight, in pure white, 27 inches wide. Midsummer Sale, today, yard ......... . 48

## Duro Cingham $\$ 1.25$ Yard.

A belated shipment affords us the opportunity of offering these Ginghams at a price very much less than today's. In plain shades of navy, French blue, gray, amethyst and natural; also pretty plaid effects in contrasting tones. 40 inches wide. Midsummer Sale, today, yard ..... 1.25 simpson'e-seoond Floor.

## SILKS!

Rare Values Today Pongoos and Shantungse in fine naCural shados-gonuine "Eochizen" Hab. in pink and ivory.

These yery decided underprices on
the shantungs and pongees come as
the result of at memer

 uttas are included, and all are 38 in
wide. Pongees
cegulariy $51.29, ~ y a r d ~$
And Pongens
egularly 51.39 , yard
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 shantung sultinas, regularly
s. 000 yard
1..................... 36-Inch Ivory Habutais of the
Superior "Echizen" Qualities.

 \$2.18 Pink and Ivory Wash
Satins $\$ 1.79$ Yard.


## All-Wool British SERGES

 PRICED UNDER TODAY'S MILL
 $\mathbf{\$ 2 . 2 4}$ and $\$ 2.50$ "College" Serge

Wo reommend buying how ror fall
ond winter requirements for chinitren's
 darkk shades of navy. Midsummer
Sale, toany, yara
1.67 \$2.44 Worsted Serge $\$ 2.18$ Yard



Fine $\mathbf{\$ 2 . 7 9}$ Worsted Serge $\mathbf{\$ 2 . 4 4}$




200 Voile Frocks--- $\$ 15$ to $\$ 20$ Values


## $\$ 7.45$

 Made Possible by Midtummer Sale Charmingly designed in great variety These cool summery frocks offer more than usual shopping inducements at the low sale price, for some are even offere at a little below regular. Dark foulard, patterned and coinspotted voiles, featuring much navy spotted voiles, featuring much navy
with ruches and ruffles of self, or
broad collern of broad collars of white organdy.
Dainty light colored voiles in nov-
elty check of floral deal elty. cheock of floreal deoisin, in novfly
styles, prettily girdled, colliared and sashed.
There is a very complete range of sizes
俍 Shop early for choice today at only
..............................
200 Snowy White Tub Skirts at $\$ 3.95$


A Fortunate Purchase Makes Possible a Saving of $\$ 15.00$ on Women's Coats at $\$ 35.00$
Through a lucky purchase we obtained these $\$ 50.00$ coats at much less than regular.
They are made from fine wool velours and polo cloths, two of the season's most popular
fabric. Various snappy styles in fabrics. Various snappy styles in 46 and 48 -inch lengths, and in the favored colors of sand,
gray and Pekin bue. Half lined. 50 only-in the Midsummer Sale today at ...... 35.00 Women's Tailored Suite, Special Value at $\$ 45.00$.
And the price which is doubly attractive, as these suits are made in advance autumn styles,
and the longer belted coat, braid bindings and smart saddie stitchings. Made from Botany serge
in navy, a rich brown shadelor black. Sizes 34 to 42 . Special Misses' $\$ 39.75$ to $\$ 42.50$ Coats $\$ 33.75$.

##  

 Smart Bathing Caps! Get Yours Now!

dspreads \$5.85

## Men's Oxfords $\$ 6.35$---Boots $\$ 6.95$




Simpsen'e-Third Floor.

Household Hardware, Lawn Mowers, Lawn Hose-.-Sale Priced





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## Women's Black Jervey Cloth

One-piece style, with attacned skirt, " $V$ ".shaped neck,
little wing sleeves, and insert gussets in the skirts. An attrac-
tive bathing suit. Today, special


## Bathing Suits $\$ 2.95$

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 One rot is for the white curtatns, and
the oecond for the side hangsings. They
will


## \$1 to \$5 Earrings

 Half-Price


## Thober SIMMPSON

## Regularly $\$ 1.95$ ow Shades

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\$ 1.49
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Insertion



