

## EATON'S DAILY STORE NEWS



| Rugs and Mats for Summer Homes <br>  <br>  |
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Summer Diamond Mî) Hoor hac




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During May, June, July and August Store Closes SATURDAY at 1 p.m. NO NOON DELIVERY Saturdays.

## Japanese Split Bamboo

 Verandah Curtains


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## Small Clocks for Summer Home


S2.00 intmm lock. 52.25 .
 Clack, gilden oak fame Binch dial will tatike, 84.25 .
 forks, and spoons, in steel, silver plate, and Nevada silver, that will sup-
ply every want of the summer home, at extremely moderate price
MAlN FLOoR-YONG ك゙T. EATON CO

Keep in Touch With the Grocery Section, Fifth Floor


Dishes for the Summer Home






## Garden Needs from the Basement



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## The Coal Oil Stove


Valley Farm Horses Run 1-2 in The King's Plate

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WEDNESDAY MORNING

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THE TORONTO WORLD FATM GOLISGUI OII
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# Why the Morning Newspaper 

## Listen to Both Sides 

DON'T run away with the idea that we are condemning the Evening Newspaper or any other Paper as advertising mediums. All advertising is good--some is better--still some more is best.
When the other advertising man comes in listen to him-get the evidence from his view point-then sift it.
Sort out of his arguments those that fit your needs-investigate them thor-
oughly from the other side of the fonce

## We'll rely on that.

For the judgment and business acumen that has built up a business from humble beginnings or is building up one from nothing at all but a fine courage and a bountiful optimism, can safely be trusted.
And if that same good judgment decides that our arguments are unsound then our entire groundwork of uncontrovertible fact
But here are some facts that can not be denied. The Morning Newspaper is the real home paper.
The Morning Newspaper is in the home long before the business day begin. The Morning Newspaper delivers its message while the mind is free from business cares. The advertisements in the Morning Newspapers create the first impressions ard promote
quick action because first impressions are lasting. Advertisements in the Morning Newspaper are logically the best because they reach the
most posisibe purchasers, at the best posibibe time to reeah then when the dey is yot.
young -and it is possible for them to purchase while the matter is yet in mind. So we say in the Morning World and compare resulto with those in the Evening papers over which one must sleep before action can be taken. Listen to both sides but don't let yourself get stampeded into forgetting that your best interests are with the paper that puts your advertiging Our Advertising Department wiil supply you with impartial
facts about any advertising medium because we have confidence
in you and know entirely abont our own proposition.
Our Department of Suggestion and Design in charge of One
Who Knows will be of inestimable use to you.

## Advertising Department The Toronto World <br> The Real Family Journal

| This Soccer Player Suspended One Year Saturday Referees |  | ROSEOLE GAIGKETERS <br> WII FAOM GUELPHBY |
| :---: | :---: | :---: |
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|  |  |  |
| - |  | St. Cyprians Hunt Loather at Schomberg-Games on this Holiday. |
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| dentist's bill. Following are the games |  |  |
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| $\begin{aligned} & \text { Prafth: } 4 \text { o'clock. } \\ & \text {-Junior.- } \\ & \text { Moore Park } v \text {. Broadviews, B. Has- } \end{aligned}$ |  |  |
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| mes for Wednesday night, June |  |  |
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|  |  | Empire Day In Britain. |
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THE TORONTO WORLD




## WIEDNESDAY MORNING _ THE TORONTO WORLD

## Wall Street Inactive, But Prices Are Held

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## BIG RAILROAD MERGER Rey

 ennoylvania RY. Byys N. Y.. N. H. A.| Wall St. Inactive But Firmer |
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| Traders Play for Small Profits |




The Trusts and Guarantee Company, Limited
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$\$ 1,450,000,00$
rector.


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## SIMDPSON:

## H. H.FUDCER, President J. WOOD. Mmage. <br> Printed Drapery Fabrics

PRINTED Fabrics have become immensely popular for furniture coverings, Summer curtains, and so forth. There are so many different ways in which they can be utilized. New effects have been coming out lately, and this store has a splendid showing. We have always had a weakness for chintzy fabrics, and many is the room we havedesigned for customers just to prove that our enthusiasm for these goods was well founded.

Our extensive showing has been recently augmented by a shipment of reproductions of antique designs, some of them rare and historic, and by new English chintzes. No class of decorative fabrics give more effect and better service for the small amourt of money envolved.
English and French Printed in new and by far the most ef
Cotion Cretennes and Taftetas, fective designs and colorings

 18c to 25c Japanese Matting 11 c

SMMER cottagers, ahoy!
Matting-Jap matting down to half ost-that is-half price
Want some? 4,000 yards of it, but how long will it last? Come early

Reed Craft" Furniture for Summer We Serve Rooms, Verandahs, Coniservatories; Batconies,
nmer Living Rooms, Summer Houses, Country Clubs, Summer Living
Tourist Hotels.
$T_{\text {Fis Store hoids the sole right of sale for Reed Craft }}^{\text {HIS }}$ istic in design, tasteful in coverings, superior in every way, Reed Craft Furniture strikes us as just what tasteul people might be expected to like. upon the best reed furniture in use in England based India. The cushion covers are made of Bungalow Cloth, and the patterns are of Indian design, in absolutely fast colors.
Settees, of exceptionally
Reed Arm Chair, original in
thandsome design, strongly
made of the best guality of reed. handsome design, strongly
made of the best quality of reed. Inde of the best quality of reed.
Inside length of seat oo inches.
Back and seat cushioned. Price Back and seat cushioned. Price Reed Rocking Chair, of good
design, loose cushion seat. rice \$9.25. Reed Rocking Chair, of arts
and craft style. Price $\$ \mathbf{1 3} .75$.
 made of the best quality of reed
strong, well made and comfort strong, well made and comfort
able; seat and back cushioned.
Price $\$ 13.50$. Price \$33.50.
Reed Arm Reed Arm Chair, of extreme
ly neat design, and strongly

Wall Papers at Reduced Prices $\mathrm{A}^{\text {MoNG these clearing lots }}$ colors to suit pou exactly

 Ooms. Paper, Reguar to toct

 ular to $21 / 2$ C. Thursday $11 / 2$.
30 feet Plate Rail, ${ }^{11} / 2$ inch
Regular to Ioc. Thursday

## Don't Disappoint the Bride

 $S^{\mathrm{EE}}$ githat the gets her fiats share of siviverware. Ever wedd silverware seems essentially suitable for presentation purposes. IIt is susful and permanently handsome. There is. Silverware Departrment is at your setrice. as you know. our prices for the very best of silverwareare based on common sense. So you may either save the extra expense, or give a more handsome present than yor thought.

Some Silver Suggestions





Don't You Want Wash Goods Right Away?
 fabrics here ready for you at reduced prices. Never mind why. We have good reasons of our own. We shan't lose by-it, and neither will those who take advantage of the op portunities we are providing.
Keep in touch mwith the Simpson Wash Goods Department this week, Good news is to be expected any day.
Simpson's Special 36 -inch Nainsook; all out hams and Chämbrays, 37 inches wide, all checks, customers know this beautiful cloth;it it is absolutely pure, and is of a fine, round thread; free
from all blemishes and impurities; just right fof ladies' and children's wear. Regularly I Ic . For
one day only roc. White Vietoria Lawn, the best quality made,
38 inches wide; just right for nurses' dresses, 38 inches. wide; just right for nurses' dresses,
caps and aprons. Regularly 30 . To-morrow
hams and Chambrays, 31 inches wide, all checks
stripes and plain cols. hundreds of patterns to choose from. We sell these all the time at 15 C
Special for one day 10 c . 30 pieces only of special value in our celemauve. grey, etc.; the best value anywhere; these are silk and cotton goods, and are equal in wear
and appearance to all silk. Regularly 39c. Special

Queen street side, second floor

## The Sale of Paris Gowns Continues Thursday at 10a.m.

Models From Worth, Donat, Lacroix, Paquin and Callot Will be Sold at Remarkable Prices.

| Tea Gowns | Evening Gowns <br> Tailiored Gowns <br> Foulard Silks |
| :--- | :--- |
| Coats and Skits <br> Paris Mode Dept. <br> rid Floor |  |

Three of Our Many Attractive Silk Values
Hapanice Habuai. Silks ${ }^{36}$ int hese wide


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Special Display of Cream Dress and Suiting Fabrics "cream" Manatis, and Sicilians. very fash


"Tream" "inon de soie. Mara quisete, Chifon


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All Phr borny Wool Serge


## Automobile Coats for Men

WATERPROOF!

Doesn't matter if you have the car yet or not-get the coat anyway. The automobile can come later. It may rain any day. These are the modern raincoats - the real raincoats, made to with stand real rain.

Three in particular, one at $\$ 12$, one at $\$ 15$, and one at $\$ 16.50$.
Oive, Fawn Waterproof Coats, guaranteed thoroughly rain.
proof, cut in single breasted stye, with double storm front, find. ished with wind cuff in sleeves,
36 to 46 , 8 t2.00

 TIT.0. $\begin{aligned} & \text { Inported burberette cloth, cut in the stylish single breasted } \\ & \text { style, with Presto collar, which can be worn close up round the }\end{aligned}$ the

When You Are Ready for Straw Hats We Are
N fact we are ready and waiting. Soft Summer Fell
Hats, as well as "Boaters" and Panamas. Men's, Straw Boater Hats, in shapes, best American and Eng
fine split, Canton, Milan, Java
lish makes; all the latest colors

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| trand |
| s2.00 | Renn's Panam Hats, close,

even and well made hats, good
finish and best bindins, desy fnish and best bindings, dressy

shapes at $\$ 5.00$, 86.00 and up to | shapes at |
| :---: |
| Stise at |
| Men's | "Middy" Waists in Three New Styles Y OUNG ladies should look up with a flash of exciteWhite drill, navy collar and cuff, long, sit.oo.

White
Whwn, sailer, collar, piped naty, short,


New Arrivals in Our Lace Dept.
$\mathrm{W}^{\text {E have just put into stock our third shipment of fine }}$ Valenciennes Laces from Calais and Nottingham also a full assortment of fine real Belgium Torchon Laces, machine linen Torchon and Cluny laces and in. sertions to match. About 100 pieces of embroidered
Bretonne Nets from Saxony in ivory, ecru, and gold tin. sel effects are also included.
$\begin{array}{cl}\text { Calais Valenciennes Laces } & \text { Torchon Laces and Insertions } \\ \text { and Insertions from sc yard to } & \text { in small "baby" widths to } \\ \text { to } & 3 / 2\end{array}$

 to 2 oce yarc,
Platror German Valenciennes
widths. Prices from $3 c$ to 400
yard.
 SPECIAL FOR WEDNESDAY SELLING.
About 12,000 yards of About 12,000 yards of Wash Laces, all clean goods, and end-
less variety of patterns and widths, excellent trimmings or un
derwear, wash dresses, muslins and curtains, On sale Thurs-


Snug Little Savings in the Smallwares Department 36-inch. Mohair Boot Laces,
per dozen
Ironing Wax, on stick, 4 for 5c.
Beeswax,
Simpson's
Spake
Special
se. Shields, size 3, per pair moc. 5 and 6 -inch Schssors, regular
28 C and 33 c per pair, Thursday, Mending Wool, on cards, 3 for sc. Son's Special Hairpin
Smpsons.
Box, regular sc, Thirsday 3 c.
Special Prices for Stransky Steel Enam elware


Needle Cubes,
needles, sizes 3
needles, sizes $3 \times 7,4$
ular 1o. Thursday 5 .
Invisible
Pearl Headed Hat
Pearlbone Coll 2 for 5
Dairy Butter at 24 clb
2.000 1bs. Fresh Dairy Butter,
prints. . per 1 . 24 .
2.00.





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