Store Your Furs in EATON'S Cold Storage Vaults. Enquire Third Floor. Charges Slight

EATON'S DAILY STORE NEWS

Take Escalators at Yonge Street Entrance to Second and Third Floors.

JULY A MONTH OF SALES!

Beginning on Monday--The Second Series of 4-Day Sales Offering:

Household Linens. Rugs and Oilcloths. Toys. Groceries. Women's Suits. Women's Coats. Gloves. Hosiery. Parasols. Wash Goods

Hosiery for Men, Women and Children

Black Cotton Hose for Boys and Girls at 9 Cents a Pair —Women's Silk Hose at 89 Cents a Pair—Men's Half-hose, 89 Cents a Pair.

MONDAY WILL BE a red-letter day for the buying of the family hosiery, with bargains extraordinary in seasonable socks and stockings. Just read this list:

300 dozen pairs Summer-weight ribbed black cotton hose, sizes from 5 to 10. A capital stocking for boys and girls, both big and small, with extra ply knitted into places wearing first—made from extra combed selected Maco yarns, one of our higher priced regular selling lines—less than cost at the mill. Monday, 9c per pair, or 3 pairs for 25c.

Women's finest quality silk Lisle thread hose, makers' second quality, the defects being mostly small drop stitches neatly darned in places where they will not be noticed, or interfere in the wear. In the lot are colors of black, white, bronze, grey and this season's colors. All sizes in most colors, made from finest quality mercerized Sea Island yarns, and finest makes. Monday, exceptional value, price, per pair, 59c.

1,000 pairs women's Summer-weight plain black Maco cotton hose, close fine knit, seamless make, in all sizes. Exceptional value, Monday, 10c per pair.

300 dozen pairs women's best makes, medium weight, sheer, and heavy weight silk hosiery, in plain colors, including black, white, tan, grey, emerald, etc.; also novelty silk hose, in stripes and colored tops, etc. An exceptional bargain, Monday, 89c per pair.

600 pairs men's best quality silk half-hose, half-price and less.—In the lot are colors of black, white, grey, emerald, wine, Saxe, navy, purple, tan, taupe, and mauve. Some have silk embroidered clox patterns. Absolutely the best quality made; some have Lisle spliced heels and toes and sole, and fine elastic ribbed cuff. Monday, pair, 89c.

—Main Floor, Yonge Street.

97-piece Dinner Set, $10.75

With Dainty Pink Rosebud and Shadowy Green Foliage by Way of Decoration

FOR THE SUMMER COTTAGE it would be admirable—or for general use in the simply furnished house. It is a complete dinner service of semi-porcelain, with pink floral spray design, gold-line edges, and traced handles on clean white body. The set is made up as follows:

12 each B. and B. Plates.
12 each Tea Plates.
12 each Dinner Plates.
12 each Soup Plates.
12 each Fruit Nappies.
12 each Tea Cups and Saucers.
1 Platter, 10-inch.
1 Platter, 14-inch.
1 Baker.
1 Gravy Boat.
1 Pickle Dish.
2 Covered Vegetable Dishes.
1 Sugar Bowl.
1 Slop Bowl.
1 Cream Jug.
97 pieces, set, $10.75.

—Basement.

Exquisite Drawn-Work and Lace Bedspreads At Half and Less Than Half The Usual Prices

A Manufacturer's Clearance of Handsome, Hand-embroidered Quilts, Bordered With Battenburg Lace or Hemstitched and "Drawn" in Teneriffe and Other Delightful Designs—Priced Monday at $4.00, $5.00 and $6.50.

TO LOOK AT THEM you would think that France was again at work with her lace-making and embroidering. But Japan was responsible for their loveliness. With her genius for imitating, she has produced these handsome bedspreads in true French fashion, bordering some of them deeply with Battenburg lace and inserting others with spider-webs of dainty drawn-work in various effective designs. Furthermore, procuring them as a manufacturer's surplus stock, we are able to offer them at half and less than half the usual prices. Here are particulars of the offering:

Lot One—Battenburg lace spreads with hand-drawn threads and hand-embroidered centre designs. Sizes 82 x 90 and 90 x 108 inches. Sale price, each, $4.00.

Lot Two—Embroidered bedspreads with hand-drawn thread work only. Others with hand-drawn thread work and embroidery in elaborate designs. Size 80 x 100 inches. Sale price, each, $5.00.

Lot Three—Japanese hemstitched bedspreads with hand embroidery and drawn thread work. Also Battenburg lace bedspreads with hand-worked embroidery and drawn thread work. Sizes 80 x 100 and 84 x 100 inches. Sale price, each, $6.50.

Pillow Shams and Table Covers at 33 and 48 Cents Each

These, too, are in Japanese drawn work and lace effects—squares suitable for use as pillow shams, bedroom-table covers, tea-table cloths or centre-pieces. They are in two styles, with sizes and prices as follows:

Battenburg lace squares, the centres attractively embroidered, size 32 by 32 inches—priced for Monday at the surprisingly low sum of 33 cents.

Drawn-work squares, likewise embroidered, size 34 by 34 inches—priced for Monday at about half or less the usual amount—48 cents.

—Second Floor, James St.

Wilton Squares at Prices Lower Than Their Cost Prices To-day

In Small Oriental and Two-tone Conventional Designs in the Brown, Green, Blue and Tan Tones so Much in Demand for the Floors of Living-rooms, Dining-rooms, Halls, and Sitting-rooms.

AT THE MILLS TO-DAY rugs in this same close, smooth Wilton weave cannot be purchased at the prices featured for the opening day of the 4-Day sale of floor-coverings. Moreover, with the cost of carpets soaring steadily, it is most improbable that such squares will be available for years to come at as low prices. The offering is in every sense a remarkable event in value-giving.

The designs are of the small all-over Oriental and self-tone conventional effects so popular for downstairs rooms and halls, including green patterned with brown, ivory and blue, and green patterned with brown and tan; delightful two-tone combinations of brown and green, also brown and black; and charming self-tone blue effects. Sizes and prices are:—6 ft. 9 in. by 10 ft. 6 in. Sale price, Monday, $16.75. 9 ft. by 12 ft. Sale price, Monday, $24.75.

Also Oilcloth, Nippon Verandah Rugs and Brussels Squares at Bargain Prices

Brussels Rugs reduced to $7.25 and $14.50.—The designs are in conventional or Oriental patterns, in combination green, tan, blue, and brown, suitable for dining-rooms or living-rooms. Sizes 6 ft. 9 in. x 7 ft. 6 in. Sale price, each, $7.25. 9 ft. x 12 ft. Sale price, each, $14.50.

Nippon Summer Rugs, size 9 ft. x 12 ft. each, $4.35.—We could not purchase similar qualities to these nowadays to sell for less than about twice this price. They're made of clean fresh Nippon straw and are a sanitary, lasting and handsome floor covering for inside or outside use. Natural color centres, with green, blue, red, or brown band or key borders. Size 9 ft. x 12 ft. Sale price, each, $4.35.

—Fourth Floor.

Colossal Clearance of Women's Silk and Cloth Coats

Assembled in Four Groups at $5.95, $7.95, $9.75 and $12.75

PRACTICALLY OUR ENTIRE STOCK of Women's Street Coats is to be cleared at sweeping reductions. In fact, every coat is reduced to such an extent that it is dollars less than cost price. All are new, smart and fashionable in style and material and suitable either for present or early Fall wear. The fabrics include wool, serges, poplins, cheviots, covert cloths, whipcords, diagonal weaves, plain weaves, silks, gabardines, and many novelties in tweed mixtures; colors are black, navy, Copen., fawn, tan, grey, sand, putty, also checks of black and white. Here are some of the amazing values to be featured for the first day of the 4-DAY sale, in sizes up to 46:

At $5.95 are checked coats made with loose back and belted front; covert cloth coats with velvet collar, wide belt with a pocket section buttoning on it; and others with diagonal pockets and loose belts.

At $7.95 are these:—A belted covert coat made with deep yoke extending to form a panel down back and front; it simulates breast pockets in the front, is belted and has dark green velvet collar. A grey whipcord model has a wide circular section added below the waist line to increase the fullness to a wide rippling style. This is satin lined to the waist and has grey velvet inlay in collar; dark tan all-wool poplin is made in loosely belted style.

At $9.75—A handsome coat of shepherd's check lined with Saxe blue satin, which extends to the collar; has spherical metallic buttons. Other black and white coats have touches of color in buttons, collar or occasionally a suggestion of over-plaid in tan, red and green. Navy whipcord made with white kid belt and collar is shirred to a deep yoke, belted and lined with white satin. Military braid forms a smart trimming on a navy gabardine.

At $12.75—A stunning imported model made of cheviot in large black and white check and with red collar, lining and novelty buttons. A Raglan cheviot has blue piping on collar and cuffs and blue and white buttons. Also made in loose and belted styles, with many silk coats in distinctive styles of taffeta moire, faille, and corded silks, touches of white or contrasting color on collars.

Third Floor, James St.

THE T. EATON Co LIMITED

Women's Imported Silk Suits, at $15.00

ALL are greatly reduced in price and constitute one of the most notable suit offers of the season. Taffeta and poplin are the predominant materials, some of them combined with serge. One model in navy taffeta is made with shirred skirt with ruffle beading. The coat is belted and trimmed with rows of spherical black buttons. Rows of cords to accentuate the flare of the skirt are notable on a black taffeta; the coat has overlay collar of white and is in Russian belted style adorned with four pearl buttons. Another in black moir poplin has an inset belt and a unique feature is a small panel inset in the back of the peplum and trimmed with a row of buttons.

Suits of silk and taffeta combined, French "crush" revers, a high-standing pleated collar, and a frill cuff give an idea of the style of the smart models in which serge is used for bands on skirt and peplum, also for belt and collar.

Embroidered motifs in navy with touches of white and gold are featured on the serge panel at back and front of another suit, which has a cross-over front and fastens at the side; the serge forms band trimming in the usual way.

Sizes are 32 to 44. Sale price, Monday, $15.00.

—Third Floor, James St.

In the 4-Day Sale of Gloves

Short Lisle Gloves 59c, Long Silk Gloves, 59c

WOMEN'S Short Lisle Thread Gloves, in white, black, champagne, grey and tan; made with two dome fasteners; cord backs. Sizes 5½ to 7 in the lot, but not in each color. Monday special, pair, 59c.

Women's Long Silk Gloves, mousquetaire style, dome fasteners; silk cord backs, and double tipped fingers. Colors black in 16-button length, and white in 12-button length. Special Monday, per pair, 59c.

—Main Floor, Yonge St.

The Store Closes To-day at 1 p.m. With No Noon Delivery

PLAYS, PICTURES AND MUSIC

"NEARLY MARRIED" AT THE ALEXANDRA THEATRE.

For their eleventh big week at the Alexandra Theatre the Robins Players with Edward H. Robins, will present on an elaborate scale, "Nearly Married," by Edgar Selwyn. "Nearly Married" is the choice of about five hundred people, being returned the winner in the popular play contest inaugurated some four weeks ago at the Alexandra. It is from the pen of that successful author who wrote Rolling Stones" and other Broadway hits, and has to do with Harry Lindsey and his wife, Betty. Altho they love each other seriously, they decide they cannot go thru life together, so divorce proceedings ensue. Mrs. Betty discovers that she is really more in love than ever with her husband, and he is not loth to declare that he cannot live without her. So what is easier than to run away from their friends and the scenes of their late misunderstandings to begin life all over again? Here the second honeymoon is interrupted by the news of the divorce. Eventually the young couple leave for an adjoining state to remarry. The regular matinees will be given on Wednesday and Saturday.

AT HANLAN'S POINT.

With its many and varied out-door attractions and the lovely weather, Hanlan's Point is entertaining enormous crowds this week. Holden, the high diver, continues to thrill the spectators, and thousands of people have crossed the bay to just witness his performance. Military band concerts will be given this afternoon and evening and on Sunday. The Queen's Own Rifles band, under the direction of Mr. B. H. Barrow will render many selections, including: March, Old Comrades, Tieke; valse, Le Sang Romain, Ivanovici; overture, Poet and Peasant, Suppe; Andante con moto, from the Italian Symphony, Mendelssohn; Chilean Danse, Ianana, Missud; Tannhauser, Wagner, and Genaro Annese, Sennelli.

LOEW'S YONGE ST. THEATRE.

Harry Tate's Motoring, the wonderful farce comedy based on the auto craze, will be the big feature the coming week at Loew's Yonge street Theatre. This is one of the standard laughing acts of vaudeville, a sure fire "screen" wherever it plays, and the sort of an act that an audience never gets tired of seing over again.

Harry Le Van and Claire Devine, the big stars of "The Revue of 1916," which played in Toronto last season, will appear as an extra feature on this bill. Harry Le Van is an eccentric comedian of unusual power to entertain and win laughs.

Julia Nash and company will offer a clever comedy entitled "Liz." Flo and Ollie Walters are two pretty and dainty little girls, possessing unusual charm, who sing nicely and dance prettily. Ollie White is a dancing violinist. The Sungrade Brothers and other acts besides the latest release of Charlie Chaplin in the "Vagabond" will complete the bill.

STARS AT THE STRAND.

The biggest, best, and brightest bill in the history of the Strand Theatre will be the one to be presented next week. The bill for the first half of the week will include Charlie Chaplin in his latest and greatest success, "The Vagabond," shown at the Strand first of all Toronto theatres, namely, at 10.15, Monday morning. Then there will be Francis Bushman and Beverly Bayne in the five-act photo-drama, "A Million a Minute." This is a story of romance, intrique and adventure, which affords both these film favorites unequalled opportunity to display their marvelous dramatic talents. And No. 2 of the Athletic Film Series and the "Strand Topical Review" will round out a superlatively good bill.

BUSINESS IN TORONTO CONTINUES TO IMPROVE

Orders for Dry Goods Are Being Placed in Goodly Volume.

Toronto reports to Bradstreet's say that trade conditions are encouraging. Summer business in the sorting way has improved in dry goods houses and fall placing orders are comparatively large. The volume of sorting orders is better than in former years. The inquiry for men's woollen goods was especially mentioned. Prices are high. Big buyers just returned from Britain state that prices are higher and available supplies exceedingly short. Canadian mills are handicapped by shortage of labor and machinery, with orders on hand that would keep them going to capacity for months. Leather prices were advanced 2c to 7c per pound in a strong, tight market. Hides and wool are firmly held, both being absorbed readily by manufacturers. Better weather conditions have materially helped the demand for hardware. There is shortage, especially of some lines, including tin. Foreign small fruits, such as currants, raisins, etc., are firmer, canned goods are in demand, and the old stock will likely be cleaned up shortly. Beans are scarce and at new high record prices. Michigan product being imported. Building permits in the city were light in June, totalling $570,000, against $837,000 in June, 1915. For the first half year the total is $2,670,000, against $3,204,000, or a decrease of $534,088.

FUSE REPORT NEXT WEEK.

OTTAWA, July 7.—While there is considerable uncertainty as to when the Meredith-Duff royal commission will make its reports, it is probable that the detailed findings of the judges will be in the possession of the government and the people some time next week. It is understood that the findings are practically completed, but it has been decided to reprint the evidence.

ALLIES ABLE TO WIN AND HOLD POSITIONS

Paris Shows Keen Elation Over Results of the Fighting.

ENEMY IN STRENGTH

German Battalions Were Massed to Resist the French Attack.

PARIS, July 7.—Yesterday's defensive fighting has given almost as much satisfaction to the French as the previous day's capture for, they say, it has clearly shown that the entente allies not only are able to win positions from the Germans wherever they like, but also are able to hold these positions when won.

The first German counter-attack was launched in the night on the Somme River. The Germans succeeded in carrying two small woods situated south of the Clery-Marlecourt road, a few hundred yards from the Sugar Works bordering that road.

The French troops there, being more or less in the air, fell back on the village and swinging their left wing slightly, captured another small wood at the northeastern end of the village close to the Hem brick field and along the edge of the road from Clery to Hem and Curlu.

This was the only change in the situation thruout the twenty-four hours during which the counter-offensive lasted.

At the beginning of the battle there were behind the front, assigned to the French attack, twenty-seven German battalions drawn from the 121st division and from the regiments of the 17th army corps. Between July 1 and July 5, the German commanders sent up to the Peronne front four reserve divisions, of which two already are declared to be virtually out of commission. The other reserves brought up from different points between Rheims and the Somme were of a most heterogeneous nature. One battalion of the guard which was annihilated, had been formed of companies from several different battalions.

The French officers say there can be no doubt that the rapidity of the French advance, if not the advance itself, took the Germans by surprise. This, they assert, is shown by their not having provided an adequate supply of reserves for such a contingency.

TORONTO CLASS A WINNER.

Award Made at B. Y. P. U. Convention in Chicago.

CHICAGO, July 7.—Advocates of the lay president program were victorious in the election of officers of the Baptist Young People's Union of America today. The convention elected the following: H. B. Osgoode, Chicago, president; W. F. Reynolds, Ontario, vice-president; G. W. Wason, New York, recording secretary, and O. O. Montague, Illinois, treasurer.

A prize for the most efficient junior class was awarded for the second time to the Temple Baptist Church at Baltimore, and for the best course in sacred literature to the class in Toronto.

NURSE RETURNS FROM THE FRONT.

Special to The Toronto World.

CORNWALL, Ont., July 7.—Miss Kennedy of Apple Hill, who was sent out as a war nurse by the Longue Sault Chapter, I. O. D. E., Cornwall, and who was outfitted by John Martin, has returned to Canada after over a year's service at La Panne, Belgium, and is now with the Victorian Order in Montreal. Mrs. McCosham of Lancaster who was also sent out by the Long Sault Chapter, is still at La Panne.

EIGHTY-TWO AND HOLDS RESPONSIBLE POSITION

Wm. Campbell is the Veteran Assessor and Collector at Goderich.

Special to The Toronto World.

GODERICH, July 7.—William Campbell, the veteran assessor and collector of Goderich, and who is widely and favorably known thruout Huron County, has just passed his 82nd birthday. Mr. Campbell was a member of the local council for some years, commencing in 1872. In 1881 and 1882 he was reeve of the town. In 1903 he was appointed assessor and collector, which position he still holds. The advancing years he is still hale and hearty and very active. He is one of the leading Conservatives of the county.

KNOX NEEDS OF MEN.

Hickey's Have Fabrics in Stock to Please Most Fastidious.

Hickey's, at 97 Yonge street, recognized for its constant meeting of the needs of men, have now in stock a collection of light-weight fabrics that include the best of innumerable first-class makers—plain and pinch back styles at prices ranging from $10 to $25. These are certain to find a general demand.

SOLDIER WAS SHOT.

Peterboro Gunner Died in Hospital at Kingston.

KINGSTON, July 7.—Gunner Russell Elliott of Peterboro, aged 30, died in the General Hospital this morning from a bullet wound.

It is stated that Gunner West, who was on guard at the cereal company's building, where the 74th Battery is quartered, shot Elliott last night when the latter refused to produce a pass for late leave.

FURTHER GROUND WON IN ITALIAN OFFENSIVE

Two Important Points Captured on Sette Communi Plateau.

HEAVY RESISTANCE MET

Enemy Gradually Squeezed Out of Campelle Valley Slopes.

Special Cable to The Toronto World.

LONDON, July 7.—Further advances have been made in the Italian offensive which is being strongly pressed. On the Sette Communi plateau, Rome announced today, they captured two important points on the renewal of their attacks near Casera Ziobe and Malza Pozza, taking 350 prisoners, and they repulsed violent attacks against the positions won. They also continued the dislodging of Austrian detachments from the slopes east of the Mazo in the Campelle valley, and took 103 prisoners. Intense activity prevails on the part of the Austrian batteries on the front between the Adige and the Astico. Monte Majo is being bombarded. The Austrians are still holding out on Monte Cimono. Italian artillery continues to make progress along the Rio Freudo and the Astico valley. Austrian attacks against the new Italian position at Selz in the Monfalcone sector were repulsed, thirty prisoners being left in the hands of the Italians.