

All both Yonge Street and Queen Street doors are order boxes where orders or instructions may be placed. These boxes are open daily at 8.30 a.m., 10 a.m., 1 p.m. and 4 p.m.

EATON'S DAILY STORE NEWS

We prepay shipping charges on all orders of \$10.00 or over, whether City or Mail Orders, to your nearest station in Ontario and Eastern Provinces.

July a Month of Sales—Second Day of Third Series

Unanswerable Arguments for Adding to the Summer's Wardrobe

Misses' Chambray Dresses for 75c.; Middy Suits for \$1.15; Frocks of Fancy Voiles for \$2.95; and a Coat Dress of Voile for \$3.50

From Sample Pieces of Material Were These Frocks Fashioned and Many Are the Charming Designs Featured in the Fabrics, While—Because Goods of This Kind Have Been Used—the Exceptional Values and Low Prices Have Become Possible.

Women's Fashionable Pumps and Slippers and Girls' Slippers and Sandals
All Half-price, Pair, 95c

Every pair is from regular stock, but the sizes are incomplete, although there are many pairs of every size in the lot.

Women's pumps in white canvas with the new plain vamps with small button, black piping around the top, and high Louis heels of leather. Also white canvas pumps with flexible soles, tailored bow, and Cuban heels; and pumps of tan calfskin, have a 3-button instep strap and smart high heels. Sizes in the lot from 7 1/2 to 7. Half-price, Tuesday, pair, 95c.

Broken lines in girls' ankle-strap pumps of Dongola kid, gunmetal calf, or patent leather in a neat, comfortable shape with ankle strap.

Also barefoot sandals in tan, Oxfords of white buckskin, and a big variety of styles in white canvas slippers and button boots. Sizes in the lot from 8 1/2 to 10 1/2 and 11 to 2. Half-price, and many much less than half-price, pair, 95c. —Second Floor, Queen St.



A.—TRIMMING BANDS OF NARROW STRIPES in sky, pink, or mauve are very chic on the white voile dress pictured; sizes 14 to 20 years. Sale price, \$3.50.

B.—A FULL PEPLUM FINISHED WITH RUFFLE HEADING above a black velvet girle is girlishly attractive on this dress; the "cross-over" hemstitched vest is also notable; materials include flowered rice cloth, fancy lace cloth, and voiles in stripes, floral patterns, dots and small conventional designs; colors include pink, sky, tan, mauve, green on light grounds; sizes 14 to 20 years. Sale price, \$2.95.

C.—A MIDDY SUIT WITH FLARING SKIRT fastened with pearl buttons down the front and a regulation loose middy laced in the front, and with band cuffs. Materials include white jean cloth, fancy crepe cloth, black and white cords, gairdines, and twills; some combine white skirts with middies of striped material in accord with fashion's tendency this season; colors include white with sky, navy and tan; sizes 14 to 20 years. Sale price, \$1.15.

D.—PRINTED CHAMBRAY IN TAN OR SKY BLUE is the material in this simple house dress with lace-edged collar; sizes 14 to 18 years. Sale price, 75c.

Many charming dresses are on display in the department, and these values are only typical of others equally good. —Third Floor, Albert St.

A Quartette of Wonderful Bargains for the Second Day of the Four-day Embroidery and Lace Sale

3 to 7-inch Cambric, Nainsook and Swiss Edgings, 10c
Sample strips of these popular edgings secured by a fortunate purchase enables us to offer them for the small sum of 10c per yard. A large range of fine patterns, in open or blind effects, 3 to 7 inches wide. Sale price, per yard, 10c.

The Following, Too, are Rare Bargains

27-inch Swiss Muslin Flouncing, of good, fine, durable quality, patterned in open lacey designs to a depth of 10 inches and finished with firmly scalloped border. Cannot promise to fill phone orders. Sale price, per yard, 15c.

Embroidered Net Allover of fine mesh, 36 inches wide, patterned in attractive designs, in colors of rose, sky, helio, old rose, maize, chartreuse, white and black, also in combinations of these colors. Half-price Tuesday, 50c yard.

Organdie Skirting, 44 inches wide, embroidered to a splendid depth in attractive patterns, in colors of rose, helio, sky, Copenhagen, and combinations of these colors, finished with scalloped border. Sale price, Tuesday, 50c. —Main Floor Centre.

A Stupendous Offering of Dainty Needlework in the Four-Day Sale
Articles Ready for Use and Others to be Embroidered Offer Attractions to the Woman Fond of Pretty Things.

THE PRICES IN ALL INSTANCES ARE enormously reduced, in some cases to half the regular figure. These articles are eminently useful, and, for those who like embroidering, a great opportunity for procuring needle-work at low prices is offered.

EMBROIDERED NET makes a filmy border for a collar of organdy with tiny floral motif. Price, 50c.

OVAL MEDALLIONS of the same imitation Irish crochet alternate with embroidery to make the border of a wide, circular collar. Price, 75c.

Filet Lace, fine and web-like, though, of course, not hand-made, forms a narrow border on a collar at 50c., and a very wide and effective trimming on one at 75c.

Small shaped veils with chenille spot borders, or circular veils for over the hat, in fine hexagon mesh, black only, are reduced to half-price or less. Sale price, 25c each.

—Main Floor, Albert and Yonge Sts.

Chic Collars—a Contingency of Summer Days

Specials in the 4-Days Sale; 25c, 35c, 50c and 75c

Consider the Materials—Georgette, Sheer Organdy, Oriental Lace and Voile; Also Note the Simple and Charming Styles and Decorative Use of Embroidery, Guipure and Valenciennes Lace, as Pictured Below.

CIRCULAR IN SHAPE and edged with guipure is one collar of Georgette, while another of more elaborate shape has wider lace as decoration, and a third—a square sailor—has wide hemstitched hem and white silk embroidery in each corner—the collar itself may be white, bleu de ciel, or palest pink. Sale price, 25c.

SHEER ORGANDY WITH DAINTY SCALLOPED EDGE and rose-weathered border forms a set illustrated. Vestees in varied embroidered patterns and sometimes with collars edged with unusually fine Val. are extra value. Sale price, 25c.

A SPORTS SET OF WIDE STRIPES of green and white, as pictured, is an item of interest in a season when the stripe is everywhere. Sale price, 25c.

GUIPURE LACE FORMS THE CORNERS of a collar of embroidered organdy; medallions suggestive of Irish crochet are discovered in another, while a square collar has embroidered sprays in French effect. Sale price, 35c.

IRISH CROCHET MEDALLIONS, so excellent an imitation as to be scarcely distinguishable from the genuine, are oval in shape and set closely



T. EATON CO. LIMITED

Popular Cloth-bound Novels, at 10c
An Extraordinary Bargain for the Second Day of the Four-Day Sale of Books and Stationery.

A GOOD STORY, WELL BOUND IN CLOTH, selling at a figure less than the price for binding alone, makes a rare bargain! Yet we are offering our complete quantity of the following books at a figure utterly regardless of cost. There is sufficient quantity for one whole day's selling. The books are all recent publications. An excellent opportunity is afforded to procure a supply of interesting reading for vacation.

"The Bewildered Benedict," by the author of "Bachelor's Buttons." The author has been hailed as a "new" by the "New York Times." The action of this story is supposed to take place after the German invasion of England, and affords the author scope for his well-known qualities of biting satire and witty comment. "Two Little Parisians," by Pierre Millevoy. A fine story of Parisian life. Just the thing for hammock or canoe reading. "Uncle's Advice," by William Hewlett. A clever and humorous novel, in the form of letters. "Louis Norland," by Vernon Lee. The author has written fourteen other notable works, and this one has been very favorably commented on as a double romance. "An Astounding Golf Match," by Stancliffe. This book should be read by all players of the popular game, for its unique description and curious experiment. "Valentine," by Grant Richards, author of "Caviare." A book that can be thoroughly recommended for summer reading. "Fife and Drum at Louisbourg," by J. Macdonald Oley. A story that will interest all Canadian boys and girls with a taste for history. "The Hippodrome," by Rachel Hayward. A novel of excitement, adventure, and love exceedingly well told. "The Trend," by William Atteridge. A modern novel by the author of "Knowledge and Life." A story of absorbing interest. Each 10c. —Main Floor, Albert St.

PLAYS, PICTURES AND MUSIC

AT THE ALEXANDRA.

Tonight at the Alexandra Theatre the Robins Players will inaugurate their twelfth week in W. Somerset Maugham's charming comedy "Smith." The piece is rich in sprightliness and sparkling dialog, and is written in Mr. Maugham's own peculiar and brilliant style. The principal character is Thomas Freeman, who has returned to his native land from Rhodesia to marry. He is disgusted with the surroundings he encounters, and denounces his sister, whom he is visiting, and her set. Eventually he falls in love with "Smith," the servant girl, proposes to her and both return to Rhodesia. The play will be given in elaborate production, which promises to outshine any of the previous productions of the Robins Players. Edward H. Robins will be seen as Tom Freeman and Miss Neilson will enact the title role.

AT THE HIPPODROME.

Josephine Davis, recognized as one of the most brilliant singing comedienne in vaudeville, will headline the bill at the Hippodrome this week. "The new star of songland," has a magnetic personality and an inimitable manner of delivering her songs, which include the best of the season's newest successes. In "The Beggar of Cawnpore" H. B. Warner will have every opportunity to display that remarkable power of facial expression that has won for him such an enviable reputation. In this latest triangle feature he will be seen at his best. Tracey and McBride are two clever comedians with a mirth-provoking playlet, while Rice, Elmor and Tom have an amusing comedy, but a superb offering. White and White in a pleasing song, dance and musical.



FRANK PRIESTLAND

A popular member of the Robins Players, now playing at the Royal Alexandra.

AT LOEW'S THIS WEEK.

The celebrated Fridkowski Troupe, wonderful singers and dancers, most amazing act of its kind ever shown in vaudeville, will be shown as the headline attraction at Loew's Yonge Street Theatre this week. This is an elaborate spectacle, which recently headlined the bill at the Palace Theatre, New York, and created a sensation. The members of the company wear over \$20,000 worth of costumes, all made in Russia, and are

heavily loaded with jewels, fine furs, ermine and embroidery.

Plenty of fun is sure to be on tap when the American Comedy Tour, the "sure fire" quartet, start working. They offer four characters, a colored man, an old "legit," a sport and an effeminate character. William Cahill, latest dialect star, will tell some of his latest dialect stories. Myrtle Riggs and Bernard Ryan will present a dainty little sketch with some satire, "Disturbing the Peace," written by Junie McCree, the retired actor, whose vaudeville writings have met with such great success. Many other acts will be added, including an entire chapter of the popular Iron Claw serial.

"THE CHRISTIAN" AT STRAND.

"The Christian," Hal Caine's masterpiece, will form the headliner at the Strand Theatre for the whole of this week. The production is a V. I. S. E. one with Edith Storey as Glory Quayle and Earle Williams as John Storm. The drama is in over 500 scenes, and the presenting cast consists of over 500 people. The hero of this play is a religious enthusiast, who schemes and fraud of London "religion." The heroine, on the other hand, is a hospital nurse, who tires of the drudgery of the life, and longs for excitement and amusement. They fall in love—and for the ending you must see the photo-play. The details of the London life are spectacular, and the object is to show the inadequacy of London organized religion. The bill will also include "Puppets of Fate," the first of the famous "Who's Guilty?" series of vital and vivid problem plays.

GIVEN YEAR SENTENCE.

BERLIN, Ont., July 15.—Geo. Hobbs, a youth of eighteen, wearing the King's uniform, but who after enlisting, overstayed his leave and was guilty of other breaches of discipline, was sentenced to a year at the Ontario Reformatory at Quispin this morning.

IMPRESSIVE SERVICE AT VICTORIA CHURCH

Victoria Lodge, A.F. and A.M., Paid Respectful Tribute to Late General Mercer.

HIS MEMORY HONORED

His Name Goes Down in Annals of Time as a Man, a Christian and a Soldier.



EARLE WILLIAMS
Popular photo-play artist, who will be seen at the Strand Theatre this week in Hal Caine's masterpiece "The Christian."

RUSSIA SEIZES SHIPS AND GERMANY PROTESTS

LONDON, July 15.—The Swedish minister at Petrograd has been instructed to protest to the Russian Government against the capture of the German steamers Worms and Lisabon, it has been announced officially in Stockholm, says a despatch to The Post from that city. The protest is made on the ground that the steamers were captured in Swedish waters.

FOR ALL THE SAINTS WHO FROTH FROM THEIR LABORS REST

Then, like a clarion from the lips of Rev. D. T. L. McKerrel, "Greater love hath no man than this, that he lay down his life for his friends."

The name of General Mercer shall appear in the annals of time as the man who commanded the Canadian force which saved Calais. At the outbreak of war he was a successful lawyer in this city, and is indeed a brilliant example of how a private man rises from the ranks to the highest of commands. He was an officer, gentleman, scholar and a Christian, whose death should be an inspiration to all men to take up the challenge and march on to victory.

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FRENCH FLAG DAY AT NIAGARA-ON-THE-LAKE

French Flag Day at Niagara-on-the-Lake proved very successful under the convener of Mrs. H. D. Warren, \$455 being collected. At Niagara Falls, Mrs. Kinginger and Mrs. Major, of the Chifton House, with assistants, gathered in \$261. Other contributions are Mrs. Hugh Cameron, \$200; Edward Gourney \$100; Hugh McLean \$100; George Wilson \$50; Clarence Hogarth \$50; and two anonymous cheques of \$50 each.

HUNDREDS VISIT CAMP AT NIAGARA

Boats Were Crowded Yesterday With Soldiers' Friends From Toronto.

QUARANTINE LIFTED

Two Battalions, in for Measles, Allowed Freedom.

Special to The Toronto World. CAMP NIAGARA, July 15.—There were many visitors in camp today from Toronto and the boats were crowded. A large number of the soldiers were given week-end passes and went over to Toronto, Hamilton or St. Catharines. The Toronto boats carried great crowds on every trip. General Lessard will be here tomorrow to inspect the troops. He will, it is expected, spend several days here. It is announced in orders that no transfers from one unit to another can be allowed unless authorized by the militia department at Ottawa, and application must first be made to the A. G. at Camp Niagara.

THE 116th BATTALION, WHICH HAS BEEN QUARANTINED FOR MEASLES, WAS RELEASED TODAY.

The 116th, which was also under quarantine, was allowed off a few days ago. There were 96 in the hospital, some of the cases due to the heat. Straw hats have been issued to the 116th Battalion.

WIRING COMPANY

STREET COLLEGE 1878