

At Yonge, Queen and James Street Doors are boxes where orders or instructions may be placed. These boxes are emptied every hour until 1 p.m., and twice in the afternoon.

EATON'S DAILY STORE NEWS

HAVE YOU A "D. A."? A deposit account is one of the greatest conveniences in ordering goods by telephone. Apply for particulars at the "D. A." Office on the Fourth Floor.

OH FELLOWS! TOG UP FOR THE HOLIDAYS!

Men's and Young Men's Suits, Reg. \$25.00, \$27.50 and \$30.00, Today at \$19.75

WITH the holiday season in sight, you will no doubt be looking for a "natty" Summer Suit. That's what these are, and what is more, they are greatly reduced—a feature well worth considering in these days.

Three-piece Single-breasted Sac Suits, of cassimere and cheviot finished materials, and worsteds in blue and blue grey, with light thread stripes. Greys are in checks and overplaids, also rich browns in self shades and fancy stripes. Sizes 35 to 44. Reg. \$25.00, \$27.50 and \$30.00. Friday, \$19.75.

Two-piece Outing Suits, the coats are quarter or half lined, in single-breasted style, made of soft chevots, flannel effects and homespun tweeds, in greys, with stripes, mixture and self shades, rich fawns and black and white shepherds' plaids. Trousers in outing style, with cuffs. Sizes 35 to 46. Reg. \$16.50, \$18.00 and \$20.00. Friday, \$13.75.

Men's Trousers, in neat patterns, in various widths, of worsted finished materials. Sizes 32 to 42. Today, \$2.65.

—Main Floor, Queen St.

Cool Summer Hats for Men Should Also Be Interesting

Especially a Neat Lightweight Panama at \$3.50

They are in fedora style, with flaring or roll brim; also half telescope style, with a roll edge. Sizes 6 3/4 to 7 3/4. Price, \$3.50.

Kiddies' Straw Hats, of canton braids, in sailor, dome crowns, diamond crowns and square crowns, with flexible brims. In green, black and brown, with white edge, and all white. Sizes in the lot, 6 1/2 to 6 3/4. Today, \$2.55.

Men's and Youths' Caps, of fibre silk and tweed, with band at back, grey pin checks, shepherd's plaid and diagonal stripes, with four or eight-piece crowns. Sizes 6 1/2 to 7 3/4. Today, each, 63c.

Men's Bangbok and Ballybuntal Hats in half telescope shape, with slightly rolling brim. Sizes in the lot, 6 3/4 to 7 3/4. Today, \$6.50.

—Main Floor, James Street



Boys, Imagine This! Suits, Reg. \$6.00, \$7.50, \$8.50, \$9.00 and \$10.50, for \$4.95

Offering boys' suits such as these for \$4.95 is not an everyday occurrence—it's remarkable and timely, and today should be an occasion for a crowd of hundreds of parents and boys.

They are broken lines from stock, only a few suits of any one pattern; many shades of mixed grey or brown, including stripes, diagonal, herringbone, pin checks, mottled effects, and many other fancy woven tweeds, in smooth or soft finish. Pleated Norfolk styles, some showing with pleats at front and back, others with pleats at back only. The latter style has three-piece belt, sewn at back only; others in trench style with loose belt to waist, fastening with buckle. Patch or slash pockets; bloomer pants. Sizes 25 to 28. Regular \$6.00, \$7.50, \$8.50, \$9.00 and \$10.50. Today, \$4.95.

Boys' Wash Suits, in tan and white checks or blue and white stripes, also in various color combination effects. Short Russian style, button up to neck; belt at waist, white trimmings, knee pants. Sizes 3 to 8 years. Today, suit, 45c.

—Main Floor, Queen St.

Men's Neglige Shirts Including "Manhattan" and "Emory" Brands, Reg. \$2.50 and \$3.50, Today, \$1.98

HERE is an offering which ought to cheer the hearts of all those who are particular about their shirts. For these are the better grade shirts, including the famous "Manhattan" and "Emory" brands. You know what such shirts generally cost. Compare our pricing and you will realize what this offer means.

They are made of beautifully designed woven shirtings, in neat stripes of helio, blue, black or white, on light grounds. All are in coat style, with laundered or soft double cuffs. Sizes 14 to 17 1/2. Reg. \$2.50 and \$3.50. Today, \$1.98.

Men's Neckwear, Specially Reduced to 50c.

Bright, breezy weather is the weather for bright, "breezy" Ties. These lines are from our regular stock of up-to-date ties, in seasonable patterns. They are in the popular four-in-hand style, with wide flowing ends and "slip-quick" neckbands. They are made of silk or silk and cotton mixtures, in fancy all-over designs. Also there is a line of Wash Neckwear, with embroidered patterns, in the popular Derby shape. Reg. 75c, \$1.00 and \$1.25. Today, 50c.

Men's Two-Piece Underwear.

Made of natural shade balbriggan. The shirts have long sleeves, drawers are ankle length, with ribbed cuffs and closed crotch. Sizes 34 to 40. Reg. 50c. Today, 37c.

Outing Shirts, Regular \$1.25 to \$1.50, Special, 98c.

They are made of white duck or soisette, in coat style, with attached collar, breast pocket and single band cuffs. Reg. \$1.25, \$1.29 and \$1.50. Today, 98c.

Men's Night Robes.

A cool flowing garment for hot-weather wear. They are made of plain white cotton, trimmed with neat blue or red braid; have collar attached and breast pocket. Sizes 15 to 19. Reg. 75c. Today, 59c.

Boys' American Made Waists.

They are made with separate or attached lay-down collars. The patterns are pretty stripe effects, in blue, black, green or helio on light grounds; also a few in plain white. The materials are percale, Madras and fancy woven cloths. They have breast pocket, soft double cuffs and loop tab at waistband. Sizes 7 to 14 years in the lot. Reg. \$1.25 and \$1.50. Today, 98c.

—Main Floor, Centre.

Watch Saturday's Paper For Announcements of the Biggest Event of the Season

THE JULY SALES

"Something Different Every Day"

Flags For the Holiday

Union Jack and Canadian Flags, in sizes 18 x 28 inches, mounted on strong sticks, are well printed on cotton, and will make an excellent decoration for inside or outside use. Reg., each, 20c. Today, each, 15c.

The Store Will Remain Closed From Saturday, June 29th, 1 p.m., Until Tuesday, July 2nd, 8.30 a.m.

Do Your Holiday Shopping Today or Early Saturday Morning.

THE T. EATON CO LIMITED

USE LESS SUGAR IN THE HOUSEHOLD

Canada Food Board Issues Statement Calling for Further Voluntary Restrictions.

NEEDED FOR PRESERVING

Statement Says That Regulations Already in Force Have Been Effective.

Ottawa, June 27.—The Canada Food Board, in a statement tonight, called for further voluntary restrictions on the consumption of sugar in private households. The statement emphasized the necessity for curtailing consumption in order to build an adequate reserve for the preserving season. Submarine activities, increased demands from Europe, and other developments, emphasize the necessity for handling the sugar supply with the utmost care, and curtailing unnecessary uses. It is apparent that conservation upon a greater scale than was expected will be necessary, in order to meet the sugar situation and build up a sufficient reserve.

The statement points out that manufacturers and other dealers in food that are under license from the Canada Food Board already have had their consumption of sugar sharply curtailed. During May, June, July and August, candy makers have had their monthly allowance reduced to fifty per cent of the average monthly amount of cane sugar used during 1917. To enforce this regulation effectively the Canada Food Board has

PUBLIC CAN BUY ALL SUBSTITUTES

Canadian Mills Are Now Equipped to Supply Enough to Meet All Requirements.

ADVANCE NOT ALLOWED

If Dealers Put Up the Prices They Will Find Their Licenses Cancelled.

Ottawa, June 27.—Henry B. Thomson, chairman of the Canada Food Board, in an interview today said that supplies of substitutes for wheat flour are obtainable by dealers in all parts of Canada at reasonable prices. He stated that the public should not accept any excuses from retailers, because it is the duty of dealers to obtain and carry sufficient supplies of such substitutes to meet all requirements.

LEG CAUGHT IN ENGINE.

St. Mary's, June 27.—Morley White, a farmer near here, was killed last night through his leg being caught in the wheel of a gasoline engine while sawing wood.

WINNIPEG DESIRES FOOD BOARD CHANGED

Winnipeg, June 27.—At a mass meeting last night a strongly worded resolution calling for a reconstruction of the Canada Food Board was passed unanimously. The chief changes desired are that consumers should have equal representation on the board with manufacturers and retailers and also that the board have fuller powers than at present.

SUMMER SERVICE TO MUSKOKA LAKES NOW IN EFFECT VIA CANADIAN NORTHERN RAILWAY.

The popular Lake Shore Express, leaving Toronto Union Station at 9.00 a.m. daily, except Sunday, makes direct connection at Lake Joseph Wharf for all points on Muskoka Lakes. On Muskoka Lakes, summer time table and 1918 hotel list obtainable at City Office, 52 King St. East.

AVIATOR HAS TO PAY.

London, June 27.—Flight Lieutenant Donald Hammond, a Canadian residing in New York, has been ordered to pay \$75 damages in a breach of promise case to Teddie O'Neil, a Revere actress. It was stated that defendant's income was \$200 monthly, with considerable expectations.

SHOULD NOT AFFECT THE PRICE OF BREAD

Ottawa, Ont., June 27.—The cost of living branch of the department of labor reports to the Hon. T. W. Crothers concerning the report that higher bread prices must result from the recent order of the Canada Food Board requiring substitutes for wheat flour to be used in the baking of bread, that this report is not based upon facts. There are sufficient supplies of these substitutes on hand in Canada to meet this new demand, and the prices at which the millers are offering the same for sale make no necessity for the advancing price of bread, the cost of living branch states. The percentage of substitute flour required by the order in Canada, it is pointed out, is not so high as that required in the United States and the number of substitutes allowed in Canada is greater. There can, consequently, be no grounds for patriotic Canadians to complain at the new orders of the food board, the cost of living branch says.

DIVORCE IN CANADA.

Alberta Court Holds That Province Has Power to Grant It.

Calgary, June 27.—An important decision regarding the granting of divorce in this province was handed down this morning from the appellate division of the supreme court of Alberta. Four judges being of the opinion that the courts here have the power to grant divorce, with Chief Justice Harvis dissenting. The judges who concurred in this ruling were Justices Stuart, Hall, Hyndman and Simmons.

CHILD WAS SMOTHERED.

St. Mary's, June 27.—Mr. and Mrs. Francis Squire left their one-year-old child in bed while milking yesterday morning. It became tangled in the bedclothes and smothered to death.

FOREST FIRES RAGING.

Extremely Dry Weather in British Columbia and Alberta Caused Them.

Calgary, June 27.—The exceedingly dry weather which has prevailed in the forests of British Columbia and Alberta during the past several weeks, accompanied by hot strong winds, has resulted in dozens of forest fires. Several have been raging along the eastern slope of the watershed, while the British Columbia side reports a large number. Fifteen fires are raging on Rest Creek. At Vernon eight fires are under way, with eight extra patrols in service. A larger fire is burning at Chemain. Closer to the main range of the Rockies a number of small fires are burning.

CANADIAN CASUALTIES

- INFANTRY.
 - Killed in action—L. H. Carter, Vancouver.
 - Died—J. Chamberlain, Altona, Wis.; R. Johnson, Ireland.
 - Missing—E. C. Norland, Pinewood, Ont.
 - Wounded—Y. O. Rorko, Victoria, B.C.; H. D. H. Rough, Sutton; G. B. Schurman, Summerdale, P.E.I.; J. V. Coleman, England.
- RAILWAY TROOPS.
 - III—E. R. Seaker, Regina.
- FORESTRY CORPS.
 - III—W. L. Stevens, Kennelbunk Port, Maine.
- SERVICES.
 - Wounded—C. Van Every, Galt, Ont.
- ENGINEERS.
 - Died—L. Loring B. Adams, Wales, Ont.
- MEDICAL SERVICES.
 - Killed in action—R. O. Pattinson, Ireland.
- ARTILLERY.
 - Wounded—A. A. Villeneuve, Ottawa.

OPENED NEW SCHOOL BUILDINGS

Sherrbrooke, June 27.—In the presence of a large and distinguished gathering of prominent men and women of Canada, His Excellency the Duke of Devonshire, governor-general, shortly after noon today, officially opened the fine new buildings which have been donated to Bishop's College School by Commander J. K. L. Ross of Montreal.

TYPEWRITER
 THE ONLY WRITER
 CANADA
OLD AGES GET BY PRICES IN TORONTO