

# EATON'S DAILY STORE NEWS

## The Great July Sale Now in Progress--Something Different Every Day

### Some of the July Sale "Specials" for Wednesday

Organdy, Net and Georgette Neckwear—Collars, vests and fichias, in latest designs, chiefly samples. Sale price, Wednesday, 67 cents. —Main Floor.

Women's Silk Hosiery, in navy, tan, grey, champagne, striped at the ankle with black or white. Sale price, Wednesday, 75 cents. —Main Floor.

Sports Silks, Pailettes, Duchess Satins, Satin Grenadines and Satin de Chine, in the following colors, though not in every weave: Ivory, maize, Copen, cream, grey, myrtle, pink, duck blue, cadet, sky, brown, wine, rose, rain, navy. Widths 38 and 40 inches. July sale price, \$1.49 yard. —Second Floor.

Silk and Cotton Dress Materials and Linings. Some all-wool half price. Foulard designs, figured polka dotted patterns, in rose, grey, green, blue, tan, sand and navy; and big flowered designs, scroll and foliage patterns for linings and trimmings, in purple, green, navy, brown, wine and green; rose, cream and red; green, rose and grey, etc. Sale price, per yard, 75c. —Second Floor.

Untrimmed Japanese Toyo (Panama weave) Hats at \$1.10. —Sailors with straight drooping or rolling brims, with domed or telescoped crowns. Wednesday, sale price, \$1.10.

Smartly Trimmed Hats at \$2.75. —They include Japanese Toyo (Panama weave), Patent Milano, together with silk and satin combinations, trimmed with ribbons, wings, mounts and flowers. See Yonge Street Window Display. Wednesday, sale price, \$2.75. (For this item we cannot promise to fill phone or mail orders.) —Second Floor.

Women's Skirts in fancy stripe silk—combinations of black, green, Copen, and navy. In sizes 28 to 40 waist measure. Wednesday, sale price, \$3.95.

Women's Plain and Brushed Wool Sweater Coats, in Copen, rose, purple, gold and Paddy green, navy, white and black, with collars and trimmings of contrasting stripes. Wednesday, sale price, \$12.50. —Third Floor.

Women's Underwear, in cotton, lisle thread, balbriggan, porous knit cotton, cotton and wool, and all-wool, and combinations have low necks with short or no sleeves, or high necks with long sleeves. Drawers are loose knee style and trimmed with ribbons. Vests and drawers, half price, 12c to \$2.50; combinations, half price, 55c to \$4.50. (For this item we cannot fill phone or mail orders, the quantity being limited.)

Half-price clearance of Women's Fine Lingerie, in Jap silk, washed satin, nanook, many trimmed with lace, combinations, bows, etc., others embroidered. All others French hand-embroidered.

Nightgowns, half price, \$1.88 to \$11.25. Boudoir Caps, half price, \$1.13 to \$5.00. Chemise, half price, \$1.75 to \$6.00. Corset Covers, half price, \$1.13 to \$2.25. Underskirts, half price, \$1.67 to \$6.00.

Combinations and Princess Slips, half price, \$1.13 to \$10.00. Corsets and Corset Covers, half price, \$1.67 to \$3.25. (For this item we cannot fill phone or mail orders, the quantity being limited.) —Third Floor.

### Italian Silk "Undies" in White and Flesh Pink

Vests, Bloomers, Envelopes and Combinations in a Splendid Array of Styles and Sizes.

SO DELIGHTFULLY SOFT AND COOL in the wearing, so easily washed, so altogether dainty and desirable—Italian silk undergarments need little recommendation to the woman who's particular about what she wears.



Of general interest, then, is this announcement that a new shipment has lately been received in the Lingerie Department—vests, combinations, envelopes and bloomers to be had in both white and flesh. Thus:

Vests of Italian silk, in several weights of silk. Some have narrow crocheted beading tops, others have French hemstitched tops. Daintily embroidered designs, with plain or rose Valenciennes lace tops, are also obtainable. The prices are from \$2.50 to \$5.75.

The bloomers of Italian silk are all made alike, with elastic in top and around the knees. The different prices are caused by the various qualities of silk. These are from \$3.25 to \$5.50.

Italian silk combinations are very comfortable and pretty. They are made with plain tops, and are priced \$4.50 and \$5.00.

A dainty envelope chemise of Italian silk, with edging and top of fine Valenciennes, is delightfully soft and pretty. Price, \$6.00. —Third Floor, Queen St.

### Exclusive and "Elegant" These Silk Suits

Individual Models in Taffeta, Gros-grain, Crepe de Chine and Satin—in Taupe, Navy and Black

PICTURE MODISH, DISTINCTIVE SUITS in exquisite silks and satins, fashioned as only New York knows how to fashion an exclusive, elegant costume, and you'll have some idea of what these models are like.

One stunning imported suit of heavy black taffeta has the coat lined with silk. The back is pleated, and the belt, which ties in front, is very smart. The collar is of the Tuxedo type. Price, \$67.50.

A very smart taupe gros-grain silk suit has a long waistcoat and collar of white satin. The front of the coat fastens with cuff-link buttons. Price, \$77.50.

A suit in unique style is of heavy black crepe de chine in peasant smock style. A wide embroidered band trims it, and it is held in with a long sash. This is a copy of a French model and is very exclusive. Price, \$75.00.

Navy blue satin makes another smart suit lined with satin. The coat is in Russian blouse style trimmed with marabout. The collar is Tuxedo when open, but it fastens with smart buttons and loops close to the neck. The skirt is shirred all around and has a heading. This style is also obtainable in black satin. Price, \$50.00. —Third Floor, James St.

### The Famous "Resistal" Goggles for Flying Men

Made of Unshatterable Glass

AVIATORS AND CADETS in training will be interested in these Resistal Goggles. Equipped with the non-splinterable lenses, for which this name is celebrated, they are goggles of the most valuable type—the only type endorsed by aviation authorities, for, needless to emphasize, the least breakage of ordinary glass in event of accident may cause loss of sight.

Resistal are the only goggles with non-shatterable glass obtainable on the market at the present time. The Optical Department is featuring them at the exceptionally moderate price of \$10.75. —Third Floor, Albert and James Sts.

### Navy and Black Silk, and Satin Dresses Are the Proverbial "Rage" in New York

And Behold Them in the Rose and Grey Rooms Here--a Collection of Immensely Smart Models Just Arrived From That Stronghold of Style--Priced From \$42.50 Upward.

FASHION'S EDICT HAS GONE FORTH—that there's nothing much smarter under the Summer sun than blue and black silk and satin dresses, tight skirts (a trifle longer) and fringe! And our latest consignment of dresses from New York is all in accord with the proclamation. Satin, crepe de Chine, Georgette crepe, tricotine and crepe meteor are some of the lovely fabrics composing the costumes, and the long, slender silhouette is very much in evidence.

One of the most recent arrivals is a gown of heavy navy blue crepe de Chine in a very smart and tailored design. The bodice is in basque effect, the plain front extending below the waist and ending in a fringe. The two narrow belts have tiny bright buckles, which add an effective touch. Price, \$47.50.

Navy crepe meteor makes a stunning model with a skirt which folds over itself to form a tunic effect in front. The skirt is narrow, and has the new little hem-wide slit which makes walking a possibility. The surplice bodice forms a wide, fringe-finished sash in the back. The edges of the tunic and surplice have an embroidered design in black and Joffre blue. A small collar of Joffre blue completes the costume. Price, \$75.00.

The long, severely straight silhouette is strictly adhered to in a lovely dress of heavy black satin, the only decoration being tiny square tabs on the front of the waist embroidered effectively in white. The cuffs are also embroidered. Price, \$50.00.

Tricotette is one of the very new and intensely smart materials. A stunning model of black tricotette is made very simply with long panels in front and back edged with wide fringe. The back of the bodice is caught in the new blouse effect, and the small collar is of white. Price, \$95.00.

A particularly attractive dress of navy blue Georgette crepe has hemstitched headed tucks and wide hemstitching as the sole trimming of the skirt, waist, collar and sleeves. This is a lovely dress, which is both simple and decorative. Price, \$42.50.

A beautiful dress of heavy black satin has narrow white satin collar and cuffs, with tiny scalloped edges. The tunic is finished with two scalloped flounces. The surplice waist forms a sash which has heavily fringed ends. This very smart costume would be suitable for mourning wear. Price, \$55.00. —Third Floor, James St.



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.

You were Inquiring?

If you wish advice concerning your wardrobe, the furnishing of your home, the choosing of a gift, the filling of a soldier's envelope, write to "THE SCRIBE," who will reply to you in the column below. If you wish a reply by mail, or if you cannot come to the store, and wish to purchase something advertised on this page—or any other merchandise from our City stocks—address your order to THE SHOPPING SERVICE.

T.B.C.—A tight, stiff, bouquet in a gaudy vase—it's positive cruelty to innocent loveliness. For one thing, dear lady of the awakened soul, every flower should be stuck in separately. And for another, the vase, bowl, or whatever receptacle you use—a clever woman is just as likely to utilize a jug, a teapot, or a ginger jar—must be of simple line and surface. Nasturtiums, for instance, look their best in a fine glass finger bowl. Dahlias, daisies, tulips and asters are often more picturesque in a brown Betty bean pot with double handles than in anything else you might easily find. A couple of plain green pottery vases of different sizes should be kept on hand for roses and lilies. A graceful wicker basket, with a tin lining, and one of those Martha Washington baskets of crystal or brass, often lend themselves to charming effect for Iceland poppies, snapdragons, larkspur, and the shorter, limper stemmed roses. Avoid anything like hand-painted china, patterned pottery or embossed glass—anything with a decoration that attempts to compete with the flowers themselves.

L.W.—We do not undertake the answering of questions on etiquette.

Cambridge—The really smart thing in vogue is a navy blue or purple flannel mesh, with a plain band border. They are drawn in close to the chin or around the neck, and look particularly well when the necessity arises of throwing them back over the hat. A velving with medium size mesh, with a two-inch border, is 50 cents a yard, and one with larger mesh and two narrow bands to edge it is \$1.00 a yard. They are charmingly soft and silk, and wear beautifully.

"Mab."—I know what I should give her—since the House looms so large in the problem: one of those interesting bronze and Cloisne lamps, with the mellow old parchment-like shades. The whole effect is soft brown and dim, Oriental red. It would be charming on "the long, narrow table behind the blue Chesterfield." The prices on such lamps run from \$4.75 to \$12.50, according to size, and on the shades from \$3.00 to \$4.75. Curiosity, of course, is a demon one should kill at first sight, and we're told in "Bluebeard" that little boys have opened large disasters. Nevertheless, one would love to know what Mab Queen of the Fairies, has to do with that red brick house in London, Ont.

The Scribe

### The Acousticon for the Deaf

THE ACOUSTICON, an electrical aid to hearing, is now handled by our Optical Department. The 1918 model is one of the latest developments of science in the way of aid for deaf or failing ears. Several types of the instrument are featured to suit various degrees of impairment.

THE T. EATON CO. LIMITED

If you have difficulty in conversing with your family or friends, or in conducting your business, come and inspect the Acousticon. A demonstrator will explain its various points of excellence and details of operation. If you live out of town send for a booklet on the Acousticon. —Third Floor, James St.

### CELEBRATED DAY AT NIAGARA CAMP

Visit of the Alpine Chasseurs Was the Main Feature of the Program.

### TATTOO AND FIREWORKS

Thousands of Visitors at the Camp, Despite the Threatening Weather.

Niagara Camp, July 1.—Dominion Day was celebrated here by a lengthy and interesting program of sports, the reception of the Alpine Chasseurs, "Blue Devils," a military tattoo and fireworks. Thousands of visitors thronged the camp area all day, notwithstanding that rain threatened and a high wind prevailed from early morning, and the celebration was one of the most successful ever held at Niagara Camp.

The Chasseurs were met at Niagara Falls by Col. H. C. Bickford, D.O.C., and they motored to a point about half mile from the camp, where they landed and proceeded to the Canadian camp headquarters, thru lines of British and Canadian soldiers, having been welcomed at the half-mile point

by Col. J. I. McLaren, commandant of the Canadian camp; Lieut.-Col. LePan, commandant of the Polish camp; Brigade-Major A. C. Lewis, Staff-Captain A. W. C. MacDonald, and other officers.

Arrived at the headquarters compound, the French visitors were greeted by the Marseillaise, played by one of the regimental bands, and at the same moment, the French tri-color was run up in their honor. Among those present to welcome the Chasseurs were Colonel and Mrs. H. C. Bickford; Major G. G. Mitchell and Mrs. Mitchell, Mayor McClelland of Niagara-on-the-Lake; Mayor Church of Toronto; Capt. Christie Clark of the headquarters staff, Toronto. The Chasseurs witnessed a number of the sports, including the boxing bouts in the evening, and after the fireworks, left by boat for Toronto; the men were entertained at supper on the lawn of the headquarters compound by the ladies of the Niagara Women's Institute, of which Mrs. Brown is president, and young ladies of Niagara-on-the-Lake, acted as escorts.

An interesting feature of the parade was the participation of a company of the 74th Regiment men from the United States. The United States Spanish war veterans also marched.

The officers of the "Blue Devils," as well as the chief guests in camp, and the headquarters staff, were the specially invited guests of Lieut. John F. Rand, president of the Marine National Bank, Buffalo, and had supper on Mr. Rand's beautiful lawn, a short distance from the camp. The military tattoo was exceptionally pleasing, and was participated in by all the bands in both the Canadian and Polish camps, under the direction of Lieut. John Slatter, bandmaster of the Canadian camp. A fine display of fireworks concluded the day's program.

The day's sports were held under the auspices of the Athletic Association of Military District No. 2, and concluded some very amusing features.

Col. J. I. McLaren, commandant of the Canadian camp, and Lt.-Col. LePan, commandant of the Polish camp, were patrons.

PARADE AT THE FALLS. "Blue Devils" Entertained and Big Procession Held at Night.

Niagara Falls, Ont., July 1.—Today Niagara Falls greeted the "Blue Devils." They were first entertained at a luncheon at the rectory and then driven in autos to the Ontario power plant. Afterwards escorted by Mayor Stephens, they were driven to Niagara Camp. Tonight a monster parade under the auspices of the Great War Veterans' Association was held in the city, the occasion also being tag day for the veterans' club house. Many factory floats were in the parade and thousands of employees, male and female.

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GERMANS OCCUPY TIFLIS. Organization of Austro-German Prisoners in That Region Has Begun.

London, July 1.—German troops have occupied Tiflis, the capital of the Caucasus government and the largest city in the Caucasus district, says a despatch from Moscow. Organization of Austro-German war prisoners in that region has been begun by the Germans.

### FRENCH CAPTURE STRONG POSITION

Add to Recent Gains in Sector Southwest of Soissons.

### HUNS COUNTER-ATTACK

At Conclusion of Spirited Fighting, French Held All Gains.

Paris, July 1.—French troops last night carried out an operation on the Marne front, south of the Ourcq, which resulted in the improvement of the French positions in the vicinity of Passy-en-Valois.

The Germans counter-attacked in effort to recover the ground gained by the French Saturday night in the vicinity of Mosloy, on this front. The enemy was repulsed, the French retaining their new positions in their entirety.

Taking the aggressive south of the Aisne, the French captured a German strong point near Cutry, southwest of Soissons, adding to their recent gains in this sector.

### NICKEL PLANT STARTED AT PORT COLBORNE

Port Colborne, July 1.—At eight o'clock this morning the large plant of the International Nickel Company of Canada, Limited, which has been in the course of construction during the past twenty months, started operations.

### A WARM WELCOME TO HEARST AT SOO

Sault Ste. Marie, Ont., July 1.—(Special)—Sir William Hearst received a warm welcome from his constituents at Sault Ste. Marie today on the occasion of a great patriotic demonstration in honor of the Soo men overseas and the local returned soldiers.

The arrangements, which had been made by a citizens' committee, were upset by the rain, and the sports had to be abandoned. There was, however, a parade thru the city, in which one hundred American soldiers from Fort Brandy took part.

Premier Hearst afterwards addressed a crowded meeting in the armories. He paid a glowing tribute to the 119th and 227th Battalions, recruited in the Soo, and said the name of Sault Ste. Marie would live because of the valor of her sons on the bloody fields of France and Flanders, where not a few of them lay under white crosses.

### BRITISH TROOPS NOT VERY ACTIVE

Quiet Week is Reported in Statement From Italian Front.

### FELL FROM BOAT, DROWNED

Kingston, July 1.—R. W. Moore, aged thirty-five, who operates the freight ferry between Cape Vincent and Wolfe Island, was drowned near the Wolfe Island shore Saturday afternoon when he fell out of his motor boat.

### CELEBRATION AT GUELPH. Despite Weather City Was Crowded and Program of Sports Carried Out.

Guelph, July 1.—In spite of the fact that the weather was cold and raw with a drizzling rain at intervals, Dominion Day was fully celebrated in Guelph. A large number of people from surrounding towns and villages found their way here and the day was a busy one.

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