


## III LY 3 1812 - <br> EATON'S DAILY STORE NEWS The Great July Sale Now in Progress--Something Different Every Day <br> Some of the 'Specials" for Wedinesday   $=-2=$ 눈현  シ  wowas siminimy   wow wian         <br> Italian Silk "Undies" in White and Flesh Pink <br> SVests, Bloomers, Envelopes and Combinations in a Splendid Array of Styles and Sizes. WELIGHTFULLY SOFT AND COOL in the wearing, so easily washed, so altogether dainty and desirable-Italian silk, undergar- ments needlittle recommendation to the woman who's particular <br> Of general interest, then, is this an- nouncement that a new shipment has lately been received in the Lingerie De. partment-vests, combinations, envelopes and bloomers to be had in both white and flesh. Thus: white and flesh. Thus: <br> Vests of talian silk, in several weights of silk. Some nave narrow weights of silk. Some have narrow. crochet beading tops, others have French hemstitched tops. Daiftily embroidered designs, with plain or rose Valeciennes. tace topes, are tainable. The prices are from $\$ 2.50$ to \$5.75. The bloomers of Italian silk are all ( <br>   Italian silk combinations. are very comfortable and pretty. They are made hlain tops, and are priced $\$ 4.50$ and $\$ 5$.o. A dainty envelope chemise of Italian silk, with edging and top of fine Val <br> Exclusive and "Elegant" These Silk Suits Individual Models in Taffeta, Gros-grain, Crepe de Chine and Satin--in Taupe, Navy and Black <br> $P^{\text {IC }}$ICTURE MODISH, DISTINCTIVE SUITS in exquisite silks and satins, fashioned as only New York knows how to satins, fashioned as only New York knows how to fathion an ex- clusive, elegant costume, and you'll have some idea of what these are like. <br> One stunning imported suit of heavy black taffeta has the coat lined with silk. oneck is liaede, and the beit which ties in front, is very smart. The colilar A very smart taupe gros-grain sikk suit has a long waistcoat and collar of white satio. The front of the coat fastens with cuff tink buttons. Price, 877.50 . A wide suit in unique style is of heavy black crepe de chine in peasant smock style. Navy blue satin makes another smart sit sied Russian bilouse stylit trimmes another smart suit marat lined with satit. The coat is in  The Famous "Resistal" Goggles for Flying Men Made of Unshatterable Glass <br> A VIATORS AND CADETS in training will be interested in these Resistal Gog. sles. Equipped with the non.splinterable lenses, for which this name is cele- brated, they, are goggles of the most valuable type-the only type endorsed by aviation authorities, for, neediess 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 narket at the present time. The Optical De. market at the present time. The optical De- partment is featuring them at the exceptio. Ct. EATON CO. <br> LIMITED <br> 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 ColThat Stronghold of Style.-Priced From \$42.50 Upward <br> - ASHION'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 con signment of dresses from New York is all in accord with the proclamasome of the lovely 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. houette is very much in evidence. <br> One of the most recent arrivals is a gown of heavy navy blue crepe de Chine a very smart and tailored design. The bodice is in basave effect, the plein front extending below the waist and ending in a fringe. The two narfow, the plain fron have tiny bright buckles, which add an effective touch. Price, $\$ 47.50$. <br> Navy crepe meteor makes a stunning model with a skirt which folds over itseit 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 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 em-fringe-finished sash in the back. The edges of the tunic and surplice have an em- broidered design in black and Joffre blue. A small collar of Joffre blue completes the costume. Price, $\$ 75.00$ <br> 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 in white. The cuffs are also embroidered. Price, $\$ 50.00$. <br>    is of white. Price, \$95.00. <br> A particurlarly attractive dress of navy blue Geoergette crepe has hemstched headed tuelses and wide hemstrent Georgette crepe has hemstitched headed tuekse and wide hemstithntg as the osel trimming of the skiri, waist, colilar and sieeves. This to a lovely dress, which is imple and decorative. Prike, $\$ 42.50$. <br>    <br> The Acousticon for the Deaf  es of the in. <br>  <br> CALEBRATED DAY <br> at NaGARA CAMP <br> Visit of the Alpine Chasseur as the Main Featu the Program. <br> TATTOO AND FIREWORKS <br>  <br> FRENCH CAPTURE STRONG POSTION <br> BRITISH TROOPS Add to Recent Gains in Sector Southwest of Soisons. <br>  <br>  <br>  <br> Th Soik <br>   



|  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |












गurx 0 Tuesiay

Extra Special Values in 'Kerchiefs Women, Yine ounitro Pur rime

 5 man 6 cor 2 ze



 ${ }_{\substack{\text { tor } \\ \text { tor mber } \\ \text { Whe }}}$
 sen chicas. Totasere comer

 - Embroideries and Laces
 Sole


## Neckwear







> Visitors to Toronto
 vine iem
 mpoemi fiers sukiv -on Tin



Women's 39c Lisle Hose at 29c
Black and white lisle thread,
extra fine quality, closely knitted extra fine quality, closely knitted
and seamiess. Sizes $81 / 2$ to 10 and seamless. Sizes $81 / 2$ to
Regularly 39 c. Today, 29. 75c Hose 59c. Women'I Fibre Silk Ankle
Hose, excellent quality, high silk
les lisle thre leg, liste thread top; white and
back; sizes $81 / 2$ to 10 . $R$ Regular-
ly 75 c. Today 59 c . y 75 c . Today, 59 c .

Children's Hosiery
Cashmere Hose,
Splendid quality black unio and good weight. Double knee.

- Sizes 6 to $81 / 2$. Regularly 45 c Sizes 6 to $81 / 2$. Regularly
Today, $33 c^{2}$.

Youths' 35 c Hose, 23 c . Manufacturers' seconds in
youths ' inte, one-and-one ribbed,
black cotto youuhs fine, one-and-one ribbed,
black cotton hose. Knitted elas.
tic and close. Spiendid for camp tic and close. Splendid for camy
wear and hard play. Sizes $81 / 2$
to 10. Regularly 35 . Today,
To

## FiSMIPSON:

Boys' Short Shirt Waists 59c Regularly
$\$ 1.00$ Boys Shirt Waists. $\$ 1.00$ Boys' Shirt Waists. a large manufacturer; plain and fancy stripes, also plain tan; short
sleeves collar can be left oen or closed at neect Regulaty $75 \mathrm{c}, 85 \mathrm{c}$ and
and $\$ 1.00$. Just for today, 59 .

Bleached Twilled Sheeting 70 in . wide; good heavy ing today, yard, 59 c . Clea ing today, yard, 59 c . Cases
Hemmed Pillow sizes $42 \times 33$ and $44 \times 33$ in 85 c yalue. Clearing today pair, 69c.
Bathrobe Lengths, made
from lovely soft quality ve-

## Men-ll's $10^{\circ}$ Cooler In a Simpson Suit!

Just You Try One and You'll Find That We're Right About It


Men's Outing Trousers $\$ 4.50$




## Working Trousers $\$ 1.98$ Well tailored and strongly made in dark greys, with neat stripe effects. Sizes 31 to 44. Just for today, $\$ 1.98$.

In the first place the fabrics are light and airy. Next, Simpson clothes are developed in-weaves that keep their shape, look stylish and give the maximum of service.

You will feel comfortably assured that you look well and feeling that way is a big point in keeping cool.

## The Boys' Section Will Be the Scene of Action Today WhenKnicker Suits Are $\$ 4.95$

The price gives but a poor idea of the excellent quality. It is ex-
eptional for the money. They're cut and tailored to insure the longest wear and the greatest satisfaction.
Sizes 8 to 15 years. Handsome olive grey mixed tweeds; single-breasted, three-button
model, with yoke; pinch-back style; all-around three-piece belt at waist; full-fitting bloomers, model, with yoke; pinch-back style; all-around three-piece belt at waist; full-fiting bloomers,
with strap and buckle at knee. Onily 41 suits in the lot to go out on the stroke of the gong this

## Boys' Wash Suits 95c

Broken lines and odd sizes from our regular stock; all sizes, but not every size in every pattern; tan, blue and green
chambray, white chambray, white tennis
linen, in linen, in Tommy Tucker
style; blue and whte style; blue and white
stripe galate and en, in junior Norfolk en, in Sunior 110 Norfolk
style. Sizes
years. 8.30 special, 95 . 8.

 Boys'
walloriggan Under-
zes, shirt and drawers.
soc a garment.
Boys' B
Boys' ${ }^{\text {Bathriggan }}$ Natural
32, 73intions.
Sizes
22
to Boys' Cotton Jerseys in
navy
sleeve,
,3oc cong Boys' Negligee Shirts with
separate
s.ilars
bin black $\begin{aligned} & \text { separate } \\ & \text { bue } \\ & \text { si.25. }\end{aligned}$ colilars
mauve


Young Men's Palm Beach Suits $\$ 15.00$ Sand shade Palm
Beach Cloth with Beach Cloth with
neat stripe effect; neat stripe effect;
single - breasted, $2-$ button, form - fitting sack models with
slash pockets. Well slash pockets. Well
tailored
trousers. Sizes 35
$\$ 15.00$.

Officers'\$2.50 Khaki Shirts

$$
98 \mathrm{c}
$$

250 only, Officers Khaki Shirts, in fine style; two separate collars; shoulder straps. Sizes 15 to 18. Regularly $\$ 2.50$. Just fo oday, 98 c .


Ambur Yards and Yards of Nainsook Will Be Carried Away at 15c Yard

> girdles to match; ideal with convalescent soldiers' loung ing robes, etc. Extra special Scalloped Damask Table Cloths, size $64 \times 64$ inches; round and square, assorted, pretty designs. $\$ 2.00$ value.
Clearing today,
$\$ 1.29$.

Natural Colored Towelling, $161 / 2$ in. wide; fancy red border; serviceable quality
for kitchen use; 1,500 yards to clear. Less than mill price. Today, yard, 14c.
Brown Holland Linen, for wash dresses, boys suits,
and so on; 38 inches wide,

Regularly 65c. Clearing to day, yard, 55c. ize $72 \times 90$ inches: finishe hemm/ i. Regularly $\$ 2.95$ Speci, today, $\$ 2.35$.
White English Satin White English Satin Bed spreads, size $72 \times 90$ inches
$\$ 4.00$ value. Special today
$\$ 3.25$.

## Just for Enesiay

Mill Ends of White Wash Fabrics 10c Yard
Mill Ends in White Goods, useful for the making of waists,
dresses, children's frocks, etc. A miscellaneous lot, hence cannot accept mail or phone
Today, per yard, 10 .
Linen-like Suitings-the reaso of the big reduction is that ther
are only two shades, natural and are only two shades, natural and
sky; 36 inches wide. Regularly sky; 36 inches wide. Regularly
50 c . Today, per yard, 25 . Printed Voiles that cannot b duplicated under $50 c$ per yard. A
dress manufacturer's surplus stock bought at a low cost. Whit grounds wift check and floral de signs, also spot designs, only 29 c.
wide. Today, per yard, only Plaid Gingham Zephyrs would pay you to iay in stock
next year at this sale price; inches wide in over forty colo ings. Regular 65c. Today, per Plain Pink Voile-Scarce goods today at any price; 36 inches
wide. Regularly 50 . Today, yard wide.
39 .
Snowflake Voile-A lovel and the popular lingerie blouse 36 inches wide. Today's price ai the mill in England is 60 c . Ou

