

EATON'S DAILY STORE NEWS

Take Advantage of These Sale Specials ON SALE TODAY

The Sale of Women's Dresses is on, with These Exceptional Values

Wool Serge Frocks, \$17.75; Messaline Silk Dresses, \$9.50; House Dresses, 63c--Note the Illustrations

FOR THE FIRST day of the Sale of Women's Dresses are these immensely smart and practical frocks for present wear--at prices decidedly attractive.

WOOL SERGE DRESSES ARE BUT \$17.75. Out of excellent quality, on semi-tailored lines. There are three distinct styles, one with set-in, button-trimmed yoke and vest section in one piece extending below the narrow belt at each side and front.

OF MESSALINE SILK ARE SIMPLE AND MODISH FROCKS AT \$9.50. The Skirts (as illustrated) are gracefully draped, with pointed panniers at either side, the bodice plain with a delicate pattern in tiny glass beads in a contrasting or self shade; they also adorn the wide self belt; narrow collar is of Shantung Silk.

A practical and attractive house dress is this of flowered crepe voile, in a pattern of pink or blue, with striped blue or white collar and cuffs.

Just 42 of These Sample Suits for Boys, Offered Today at \$10.00

SUITS LIKE THESE will be worn, and no doubt, be most popular during the coming spring. For this is a collection of samples of the new spring models from which a goodly part of our new season's stock was selected--each garment designed and made in the EATON factory.

They're all single-breasted coats, most of them with pleats at back only--sewn-down pleats, knife pleats, and many pleats naturally formed by loose belt at waist. The plainer models show sewn belts and pleated fronts.

Three Other Good Offerings From the Millinery Department Today

Trimmed Dress Hats of Satin--A collection of over 50 hats, specially trimmed and specially priced. There are simple sailors with plain or swathed crowns, with nothing but a ribbon, flowers or ornaments by way of trimming.

Untrimmed Satin Shapes--Fashion has set her seal of approval on the satin hat for mid-winter season and early spring. So this timely purchase of specially priced satin hats is decidedly interesting.

Colors, black, navy, brown, purple, taupe and grey. Sale price 2.59

500 BRUSH WOOL CAPS, TAMS AND BONNETS, GREATLY REDUCED FOR TODAY TO 39c.

This is one of our special offers for the first of our Monday's Sale of Millinery, and, coming as it does at this time of the year, when skating, tobogganing and all out-of-door winter sports are in full swing, ought to be interesting to many.

Men's Coats Lined Half Way With Heavy Muskrat, Less Than Usual Cost of Production, Today, \$27.50

NOT IN MANY months have we made such an offer, and not in many more months can we expect another of its kind. For not only is the price less than that for which the coats can be made, but they are so uncommon, being lined just half way with fur and made with shells of tweed, that they are difficult to procure at any time.

AND HERE'S A MOST EXCEPTIONAL SPECIAL IN MEN'S HATS AT 79c EACH.

The shapes are good, the felts are excellent. Their good choice of colorings, and the price is away below the usual. They're crease crown shapes with fairly wide brims, raw or bound edges. Obtainable in grey, brown and many mixtures. Sizes 6 1/2 to 7 1/2. Sale price, today, each .79

Men's and Women's Irish Linen Initialed Handkerchiefs, Half-Price, 2 for 25c

One of the Rousing Specials to Start the Four-Days' Sale of Handkerchiefs and Embroideries.

The Range of Initials Has Become Broken and for this reason we cannot take phone or mail orders for any particular initial.

THEY WERE PURCHASED months ago, which partly accounts for the remarkably good quality of the Irish linen of which they are made. They have narrow hemstitched border, and although the initial range has become broken, many are still obtainable. Women's handkerchiefs have initial enclosed in dainty hand-embroidered floral design in white, pink or blue; men's also have initial hand-embroidered in corner. Today, half price, at 2 for .25

Writing Pads, Size 8x10 inches, 11c; Size 6 1-2x10 inches, 10c; Envelopes, 25 in package, 5c

Three Rousing Specials Today Greatly Reduced in Price

NOW IS THE time to lay in a supply of notepaper when it is being offered at such a remarkably low figure, for the cost of paper is still very high, with no promise of any decrease in sight.

Size 8 x 10 inches, regular quarto size sheets. Today, Sale price, each .11

Size 6 1/2 x 10 inches, Regent size, folding into note size sheets. Today, Sale price, each .10

Envelopes to match above pads, linen finished. Packages of 25. Today, Sale price .05

THE T. EATON CO. LIMITED

PETERBORO LOSES HALF A MILLION

Half of Town's Business Section Is Wiped Out by Fire.

HIGH WIND HELPED

Carried Flames From Store to Store and Greatly Increased Damage.

Peterboro, Ont., Jan. 27.--One of the worst fires in the history of Peterboro, exploding that of the Quaker Oats a year ago, occurred Saturday morning when one-half of the business section between Simcoe and Charlotte streets on George street was wiped out.

WIDESPREAD PLOT TO CHECK U. S. AID

Many Fires Break Out in American Shipyards and Munition Plants.

New York, N.Y., Jan. 27.--Indications of a widespread plot to cripple the war activities of the United States were seen in a series of fires on Saturday in shipyards, on munition ships, in war plants and storage buildings at various points along the Atlantic seaboard and farther inland.

OPPOSITION GROWS TO ANARCHIST RULE

Conditions in Petrograd Become Worse Each Day.

London, Jan. 26.--The latest reports received here from the British correspondents in Petrograd say that conditions there are steadily becoming worse. Opposition to the Bolshevik government is growing, principally because of the recent murder of two former members of the Kerensky cabinet.

SPRUCE FOR AIRPLANES

British Columbia Has Sent Men and Equipment to Main Belts.

FOE PREDICTS PEACE WITH RUMANIANS

Von Kuehlmann Gives Account of Brest-Litovsk Negotiations.

GERMANS CELEBRATE FREDERICK'S BIRTHDAY

President Wilson Denounced for Wanting Central Powers to Disgorge.

WILL CONTINUE THE GRANT.

Special to The Toronto World. Cornwall, Jan. 27.--At the closing session of the strong council of the United Counties of Stormont, Dundas and Gengarry, on Saturday, the finance committee recommended the continuance of the monthly grant made last year to the patriotic fund of \$5500 from the present session until June, when if conditions demand it, the grant will be renewed.

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Vertical text on the left edge of the page, including 'HE LA...', 'FALL OUT...', 'CHATHAM...', 'ORT SUCCESS...', 'YEWATER...', 'CANADA...', 'LANDS...', 'County of York...', 'Township of York...', 'Office.', 'ber 31st, 1917.'

