

EATON'S SEMI-ANNUAL SALE NEWS

Torland is Now on Fifth Floor, Main Building

The Great Sale Continues With Amazing Price Attractions

In the Sale of Women's Coats

Great Clearance of Plush Coats On Thursday

HUNDREDS of fashionable, new garments, in upwards of fourteen styles. A sweeping clearance of every plush coat in the department, at prices that should create a rush of business at the starting hour. Thursday. Especially noteworthy is the fact that all these coats are made of plushes, luster or Salt's lustrous, deep pile fabrics; and are lined with satens or plain or broad satin with a warm interlining. Coats are full or 3/4 length, with square, rounded or cut-away fronts, set-in kimono sleeves or drop shoulder effects; shawl and noteh collars, silk frog fastenings. The collection is divided into three lots, with sizes arranged for quick and easy choosing. Semi-annual Sale prices for Thursday—\$10.00, \$12.50 and \$17.50.

—Third Floor, James St.

Starting Thursday, an Extraordinary Three-day Selling of Girls' Coats

This big special selling of coats involves the most stylish, warm winter garments, fresh from the finishers' hands, a selection that will give the greatest satisfaction in choosing. Materials comprise all-wool chevrons, heavy wools, serge and chinchilla in reds, greys, navys, dark greens and browns. Coats in various lengths, styled with loose or yoke back, some with small belt, plush trimmed or plain collar, and cuffs and pockets deep with linings of best goods. Sizes for girls 6 to 14 years. The collection is divided into two groups for the first day's selling, offering values that are simply extraordinary. Come early Thursday. Semi-annual Sale, \$2.95 and \$4.75.

—Third Floor, Yonge St.

Bedroom Furniture at Half-price and Less

Dressers of genuine mahogany, with large oval, bevel, British plate mirror, 5 drawers, antique brass trimmings, top fitted with polished plate glass. All half-price at Semi-annual Sale, price, \$42.50. Some to match the dresser, less than half-price. Bedstead to match, half-price. Semi-annual Sale, \$65.00.

Toilet Tables, rope leg effect, quarter-cut oak. Old English finish, large mirror, long drawer, drop handles. Half-price, Thursday, Semi-annual Sale, \$20.00.

Large Cheval Mirror, hand carved frame on stand, oval-shaped mirror, golden or fumed oak. Less than half-price. Semi-annual Sale, \$32.50.

—Furniture Building, James and Albert St.

The Entire Stock of Women's Fur-lined Coats Greatly Reduced in Price

Continuing the Remarkable Sale of Coats, With This Special Feature For Thursday

AUSTRIAN BROADCLOTH composes the shells of these coats, the linings being of muskrat, hamster, and lock squirrel, with collars of mink, coon, and sable. All are full length, and are splendidly tailored, being exceptionally trim and shapely in design. As a special Thursday feature in the great sale of coats now in progress the entire stock of these fur-lined models—so particularly popular with those who drive and motor a great deal—will be reduced in price as follows:

Coat, with full-length lining of splendid quality muskrat, with wide collar and long revers of natural mink (some with shawl collars), the shell of finest quality broadcloth in brown, black or navy. Semi-annual Sale price for Thursday, \$55.00.



Coat of black broadcloth, with full-length lining of lock squirrel and collar of black coon; or with full-length lining of hamster and collar of black coon; or with three-quarter-length lining of marmot with collar of blended muskrat; or with three-quarter-length lining of muskrat and collar of black coon. Semi-annual Sale price, Thursday, \$25.00.

Coat in black, brown, or navy broadcloth, with three-quarter-length lining of natural muskrat and collar and revers of natural sable—an exceptionally attractive looking coat; also model in black broadcloth, with full-length lining of muskrat and collar of black coon. Semi-annual Sale price, Thursday, \$35.00.

Coat in black broadcloth, with full-length lining of muskrat and extra large collar of natural sable. Semi-annual Sale price, \$52.50.

Coat of black broadcloth, with full-length lining of muskrat and collar of exceptionally fine two-stripe mink. Semi-annual Sale price, \$65.00.

—Third Floor, James Street.

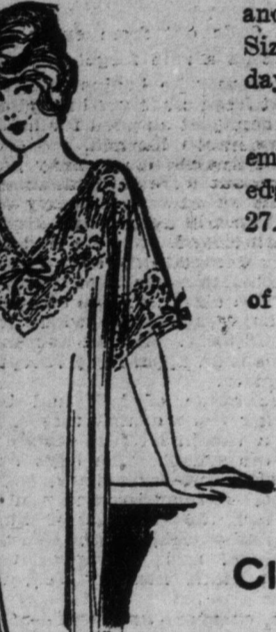
Some Splendid Values For Women and Girls in the Sale of Whitewear

Dainty, Well-made Lingerie at Greatly Reduced Prices for Thursday Selling

THE MATERIALS are fine, the designs are dainty, and the making marked by that carefulness and nicety that spell satisfaction and durability in underwear. The collection includes garments for women and misses. Every price has been greatly reduced, many to half the present amount. For instance:

Women's Corset Covers, in fine nainsook, the square neck edged and inserted with fine embroidery in various lengths, styled with loose or yoke back, some with small belt, plush trimmed or plain collar, and cuffs and pockets deep with linings of best goods. Sizes for girls 6 to 14 years. The collection is divided into two groups for the first day's selling, offering values that are simply extraordinary. Come early Thursday. Semi-annual Sale, \$2.95 and \$4.75.

—Third Floor, Yonge St.



Women's Night Gown, in slip-over style in fine nainsook, the square neck and short sleeve bordered with insertion and edging of fine Swiss embroidery. Sizes 56, 58 and 60 inches long. Almost half-price for Semi-annual Sale, Thursday, \$1.89.

Women's Drawers, in fine nainsook, finished with wide insertion of Swiss embroidery run with washable blue ribbon and founce of tucked nainsook edged with wide Valenciennes lace. Open and closed styles, in sizes 22, 25 and 27. Thursday, Semi-annual Sale price, \$1.59.

Collection of Women's Petticoats, in fine nainsook, with deep, flat founce of Swiss embroidery or fine lawn inset with dainty torchon lace. Half-price for Semi-annual Sale, Thursday, \$2.00 to \$4.25.

Misses' Drawers, in fine nainsook, with founce of Swiss embroidery or fine lawn edged with dainty torchon lace, all very prettily run with washable pink and blue ribbons. For 10, 12 and 14 years. A splendid value for the Semi-annual Sale, Thursday, at 73 cents a pair.

—Third Floor, Queen Street.

Clearance of Women's, Girls' and Children's Beaver Hats at Less Than Half-price

Women's finest quality Black and White Beaver Hats, the long, fluffy nap kind, in a liberal assortment of becoming styles. Semi-annual Sale, \$1.95.

Misses' and Children's Beaver Hats, in black, red, brown, pale blue, navy, pink, and white. Semi-annual Sale, 50c.

Women's and Girls' Black Beaver Hats and a few odd colors. Styles are excellent, and the qualities include American and European makes. A wide range of styles from which to choose. Semi-annual Sale, 75c.

—Second Floor, Yonge Street.

Oriental Rugs in the Semi-Annual Sale

Here is a typical example of the great economies. Fancy Turkish Carpets in shades of soft rose, warm ivory and light green; lovely designs and colorings for parlors, sitting-rooms and bedrooms. In these splendid sizes: 6 ft. 11 in. x 10 ft. 7 in., Semi-annual Sale, \$66.50; 8 ft. 2 in. x 11 ft. 3 in., Semi-annual Sale, \$83.25; and 8 ft. 9 in. x 11 ft. 6 in., Semi-annual Sale, \$100.00.

English Brussels Squares priced for 9 o'clock clearance Thursday—Excellent patterns of self-green, red Oriental blue and ivory conventional, two-toned brown, and tan (princetnal). Size 3 x 3 1/2 yards. Semi-annual Sale, \$14.95.

Admiral's Hearth Rugs, thick, heavy rugs that will lay well on the floor and give excellent service. Designs are chiefly floral designs in a variety of colorings. Size 3 ft. 3 in. x 5 ft. Semi-annual Sale price, \$4.95.

HEAVY PRINTED LINOLEUM, some pieces having slight imperfections in the printing. Good choice of block, floral, parquetry and matting designs, in light and medium colorings. Width 2 yards. Semi-annual Sale, square yard, 83c. —Fourth Floor, James St.

You Were Inquiring

June.—It amounts to this, doesn't it, that though the spirit is active, the mind is vague, and you would like to supply a few concrete ideas on the subject of furnishing a nine-room house? We shall be delighted to have a finger in the interesting pie, if you will supply the raw material—price limitations, color preferences, sizes of rooms, together with a few facts concerning personal inclinations. It makes a big difference in the grand total, whether you aspire to French gilt or are content with fumed oak. I shall watch for your reply.

Maria.—Yes, really and truly the little booklets of sketches "From a Woman's Standpoint" is handy, and if you had supplied your exact age, occupation, etc., one would have gone off to you to-day. There is no charge for this, but I published in answer to the request of sundry readers of this column, who expressed a wish to possess the sketches in permanent form. I had hoped it would be available ages ago. However, the hope went sadly awry.

Jane.—All the card cases are sterling. Jane. Those decorated after the manner technically known as engine-turned are \$10.00 and \$11.00, while those delicately engraved are procurable at different prices, from \$12.00 to \$26.00. All of them are charmingly lined, with pockets for cards, tickets for dances, etc., etc.

Mammy Muff.—When there are wearing elements in the furnishings of a living-room, you will find that a plain, old-fashioned paper, a more pacific influence than any other you can introduce. I wish you had told me the color of the furniture covers, but judging from the information supplied, one would think that a warm tan paper would harmonize well with the rug and serve as a good neutral background for the alleged abode. For curtains, I should like a fine airy serge or wool damask, in the shade of your coverings—which, let us hope, may chance to be brown, green or dark. Perhaps a blue, isn't it a delight to give these rejuvenating touches to a decrepit old room?

M. E.—When a man of thirty-four does not like reading and is well equipped with cuff links, ring, watch chain, and a fountain pen, I quite agree with you that he is a most difficult person whose birthday's are concerned. Your suggestion of the silver pocket knife seems admirable. Moreover, it can be easily got. You can get a sterling knife, two and a quarter inches long, engraved with space for initials, the two blades being supplied with cork-craw and hook, the price is \$1.50. A three-inch knife, chased or engraved with two blades, is \$2.00, and another two and a quarter inches long, and a quarter with four blades, is available at \$2.50.

In regard to the stories of wild animals, for your sister, one would recommend "Wild Animals I Have Known," by Thompson Eaton, at \$1.50, and "Wild Animals Every Child Should Know," by J. M. Rogers, at 50c.

The Scriber.

Prism Binoculars, Half-price

THIS MEANS a golden opportunity to procure a good field glass. For the offering affects Flammarrion Prism Binoculars, high-grade, up-to-date glasses, the kind which is taking the place of the old-fashioned bulky field glass. They are more compact and give a larger field and better definition. For Thursday prices have been marked down to half. Thus:

Flammarrion 8-power Prism Binocular. Thursday, half-price, \$8.50.

Flammarrion 10-power Prism Binocular. Thursday, half-price, \$9.00.

Both styles complete with solid leather carrying case, and two pairs of straps.

—Optical Department, Third Floor, James and Albert St.



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SIMPSON CLASHED WITH LONE TOMMY

Controller Church Argued His Age as a Shield From Criticism.

FIRST BOARD MEETING

Approved Hocken's Suggestion of a Commission to Decide on Deal.

Toronto's 1914 board of control made a good start yesterday. In the way of things this was accomplished: Approved action of Mayor Hocken forming a commission of five dependable citizens to pass upon the treatment of purchase to clean up the wharves.

Will appeal to employers to adopt part-time work in preference to full-time work.

Will instruct the Social Service Commission to forward a warm building for a restaurant for the unemployed seeking work.

Will establish an employment bureau temporarily, and will appeal to the Ontario Government to organize a provincial employment bureau with branches in all cities and manufacturing towns.

Forwarded policy of lessening tax burden on homes owned and occupied by workmen.

Arranged to put the lid on nutmeg and ginger.

Simpson spoke.

When Mayor Hocken asked the

board to approve his action in arranging a commission of five citizens to pass upon the agreement of purchase of the church resumed filibustering tactics. Controller Simpson tried to suppress the garrulity of Controller Church.

Controller Church was to be criticized by you," Controller Church retorted at Controller Simpson and turned his back to him.

"You'll get the criticism all the same," Controller Simpson retorted.

Mayor Hocken explained that the commission would represent the board of trade, Manufacturers' Association, University of Toronto and Trades and Labor Council, and that the report would be ready in a month.

"A commission would deal only with facts," Controller McCarthy said.

"The commission representing the leading organizations of the city would eliminate the personal element and ulterior motive that have been so prominent in the discussion here-afore."

Board of Trade Attitude.

Controller Church and Controller O'Neill insisted that the board deal with the matter and that no commission be appointed. They had no supporters and the commission may be appointed. There is the possibility that the board of trade will refuse to appoint a representative. That organization has already queried Mayor Hocken upon the scope of the enquiry by the commission. Mayor Hocken's attitude is that any objection to the agreement of purchase must be backed by reasons. That would have opposition pinned down to facts.

"The civic hydro commission has been punk for two years," Controller Church declared. "The hydro rates are to be reduced."

Mayor Hocken stated that the report on unit costs will be ready about Feb. 1 and the rates will be adjusted.

Recent Dynamiting.

Another appeal was made by residents near the Danforth avenue sewer, under construction, against the use of dynamite in excavating. The shocks

are cracking the plaster in buildings. Engineer Powell explained that dynamite has to be used, and that the contractor is responsible for damage.

Controller McCarthy was appointed co-chairman. He is also empowered to act for the mayor at meetings of the standing committees.

Controller Simpson was appointed representative on the social services commission.

Mayor Hocken, Controller McCarthy and Controller Church were appointed representatives on the treasury board.

Controller McCarthy and Aid. Smith were nominated for directors of the Toronto Housing Company.

Controller Simpson was appointed representative on the social services commission.

Three on Treasury Board.

Controller McCarthy put thru a motion that three aldermen instead of one be on the treasury board.

Mayor Hocken, Controller McCarthy and Controller O'Neill were appointed a sub-committee to prepare an established order of business for the board. This will assure the regular business being transacted before any filibustering may be attempted by Controller Church. It will be easy to have

no quorum when the business is transacted.

Recommendations from the standing committees are to be dealt with by the board this year from the standpoint of the attendance at the meetings of the committees. In each committee there will be a roll call 15 minutes after assembly hour and at the close. Only those on the roll will be regarded as having taken part in the business.

CLEARANCE BARRIERS FOR MEN.

Much is heard these days about the hardships entailed by the increased cost of living, but little about the cheapness of certain of the necessities required under modern standards of comfort. An alderman who loves to examine and collate ancient records declares that never was there a time when the necessities of life were more plentiful or more cheaply obtained. This, too, notwithstanding the admitted increase in what is known as the index of prices.

What may well be described as "barriers" and superfluities have undoubtedly risen in price since the war began. There was a time when absolute necessities could be bought more cheaply or

Reforms For Fire Department

The appointment of a fire commissioner and a redistribution of the functions of the chief.

The immediate establishment of a training school for firemen.

Improvement of methods of discipline.

The inauguration of a fire prevention campaign and the appointment of a fire-prevention commission.

Appointment of additional firemen.

Adoption of definite rules governing appointments and promotions.

Establishment of definite procedure governing trial and punishment.

Designation of a departmental surgeon.

Establishing of a board of health.

Revision of pension system.

Placing of fire alarm wires in congested parts of the city underground.

Furnishing firehalls and headquarters with proper maps.

Transfer from the department of the duty to inspect city lights.

Establishment of a central purchasing agency for all supplies.

Relieving the secretary of many of his present functions.

Adequate test of hose to replace present insufficient tests.

Budget estimates on scientific basis.

Standard specifications for department supplies.

Procedure for disposition of condemned property.

Establishment of check and control upon storeroom.

Inventory of all property.

Inspection of supplies.

Standardization of firehalls.

Searchlight for night fires.

New records and reporting system.

ROOSEVELT GIVEN CREDIT FOR CANAL

David A. Molitor Says Former President Was the Man Who Started It.

Theodore Roosevelt was given credit for the construction of the Panama Canal by David A. Molitor, at the opening lecture for the season of the Rose

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AUTHORIZED CAPITAL - \$3,000,000

SUBSCRIBED CAPITAL - 2,055,400

PAID-UP CAPITAL - 1,000,000

ASSETS - 1,400,000

SURPLUS TO POLICY-HOLDERS - 1,200,000

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C. E. Corbold, Manager. 135