

Our Aim "Better Service"

EATON'S DAILY STORE NEWS

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1869---GOLDEN JUBILEE---1919

The Extra Efforts to Make the Jubilee Sale in January a Huge Success Are Responsible for the Many Rare Sale Specials Listed on This Page. Come and Take Advantage of the Savings

MANY NEW DEPARTMENTS swing into the great Golden Jubilee Year Sale today, increasing the interest and providing a wider variety in economies in wearing apparel and requirements of the house. "Something different every day" is the programme for the month, so we advise selections of the "Sale Specials" as announced. Watch for the blue and white Sale tickets! Watch the windows! Watch announcements in daily papers, and shop in morning if possible.

Come Early Today for Women's New Wool Serge Dresses at \$15.00

Dresses of all-wool serge of fine quality. One design is made smartly with long tunic bound with braid. The neck is one of the new round ones without a collar, and there are rows of braid around the bodice. There is a crushed satin girle and buttons trim the back. Another style has a long button-trimmed tunic, and the front of the waist, which is in panel style, is also trimmed with buttons. The round neck and the button holes are piped with contrasting silk. Colors are navy blue, black, green, brown and wine. Sizes 34 to 44. Today, sale price, \$15.00.

Sale Specials Extraordinary in Cotton Goods, Some Half Price and Less

22,000 Yards of Gingham, Sale Price, Yard, 17c.

Fresh looking, well woven ginghams in pretty colors are indeed a rarity at such a price. So if you'd secure some it behooves you to come early today. There is a splendid assortment, three-tone plaid in neat designs, small black checks, line checks and stripes in each shade as rose, pink, light and dark blues, green, brown, with white and black—neat serviceable patterns for children's wear as well as for women's house dresses, aprons, etc. Widths 25 to 27 inches. Sale price, yard, 17c. CLEARANCE OF SILK AND COTTON NOVELTIES, SOME LESS THAN HALF PRICE, YARD, 69c.

There is splendid choice of weaves—two-toned plaids, striped and printed effects, all with a delightful silky finish that makes them very interesting fabrics for dresses, smocks or blouses. There is considerable variety in colors—blues, rose, greens, navy, brown, black, etc. Widths 34 to 36 inches. Some less than half price. Yard, 69c.

WHITE LINEN AND FANCY COTTON SUITINGS, LESS THAN HALF PRICE, YARD, 33c. What a chance is here for nurses who wear white uniforms, for her who wears white summer frocks; white madam housewife, who makes the thousand and one uses to which linen and killed weaves can be put about the house, will find here also matter for her joining. There are very fine white linens; others in coarser weaves, a few unbleached; also linen and cotton mixtures, and some very smart satins and shirtings, in fancy gazarine and striped effects, also Bedford cords. Widths range from 36 to 40. All less than half price. Yard, 33c.

4,000 YARDS NEARSILK COTTON LINING LESS THAN HALF PRICE, YARD, 19c. Rustle lining and neat taffeta—it has various names, but whatever you may call it, the value is equally extraordinary. For lining of any sort, for slips or for undershirts, it is a splendid fabric, and can be had in a big range of colors—brown, fawn, tan, helio, taupe, pink, sky, Albee blue, red, cardinal, orange, cream, white; width 40 inches. Less than half price, yard, 19c.

Women's Fancy All-wool Serge Skirts. A Remarkable Sale Feature for \$3.95

Imagine skirts of fine all-wool serge at this price! They are copies of imported models in the two styles illustrated, and are of self striped serge. Skirts of this same material have sold for prices many times what these are offered for. Should you prefer little slash pockets with a tiny flap or larger, button-trimmed patch pockets, you may have your choice. Colors are black, navy blue, copenhagen or sand. Sizes 23 to 29 waist bands. Today, sale price, \$3.95.

1000 Women's Coats in a Great Sale Clearance Today, \$10.75, \$14.75, \$19.50 and \$37.50

Smart styles! Splendid materials! Extraordinarily low prices! Could more be desired? It's a sale clearance of huge proportions. There's something for every size purse, from the practical whitney cloth garment, which looks well and gives splendid service, to the fur-collared velours, including, of course, popular plushes.

85 English Chinchilla Coats Reduced to Clear, Today, \$10.75—In grey and navy English chinchilla cloth of splendid quality; practical and smart coats, made with convertible collars, circular belts, large pockets, trimmed with black buttons, yoke lined. Sizes 32 to 42. Reduced dollars, today, \$10.75.

500 Heavy Whitney Chinchilla Cloth Coats, Today, \$14.75—Green, grey and navy whitney chinchilla, a delightfully warm material, cut and made into smart winter coats. A number of manufacturers' odd fur-trimmed coats included. All have comfy convertible collars, cut in different shapes, wide self belts, and trimmings down side of large plush buttons. Sizes 32 to 42. Sale price, today, \$14.75.

150 LUSTROUS PLUSH COATS, LINED THROUGHOUT, SALE PRICE, TODAY, \$19.50. Modish in line are these Plush Coats, with their fancy or plain belts, convertible collars, and either plain or striped backs. Some are trimmed with large plush buttons. The linings are very smart, being either fancy or brightly colored plain Venetian cloths. Sizes 32 to 42. Sale price, today, \$19.50.

A 10.30 A.M. CLEARANCE—FUR-COLLARED VELOUR COATS, SALE PRICE, \$37.50. The collars of opossum, coon, beaver, Hudson seal (dyed muskrat) and badger, would ordinarily cost almost as much as the entire coat today. But we wish to make this sale a huge success, therefore, mark these coats to a price to assure their speedy departure. All are made of beautiful quality velours in reindeer, green, brown, burgundy, navy and grey. Majority are belted in diverse ways, below which are gathers or pleats, others are in belted style, button trimmed at back. Sizes 32 to 42. Today, price reduced for sale at \$37.50.



Three Excellent Sale Specials in Blouses

CREPE DE CHINE AND GEORGETTE CREPE BLOUSES, SPECIAL, \$2.95.

Unusual even in a sale is such value as this, for under ordinary circumstances the materials alone would cost more. There are round-necked blouses with collars at the back, buttoned fronts, or in slip-over style with fine tucks in front. There are blouses with panel front, some with yokes at the back, and some hemstitched across the front. The colors include maize, flesh, sky blue, green, rose. All splendid value. Sizes 34 to 46 in the lot. Sale price, \$2.95.



PRETTY WHITE VOILE BLOUSES, SALE PRICE \$1.98.

Many styles and values that are quite remarkable are featured in this collection. The materials are fine, and the laces which trim them are excellent in quality. Simple styles with Valenciennes lace on the rounded collar and down the front; panel fronted blouses with square collars edged with guipure, and one which is embroidered sprays, are well represented, and in addition are blouses with jabot front or with embroidered organdie panels outlined with Valenciennes insertion. Sizes 34 to 46. Sale price \$1.98.

SPLENDID VALUE IN VOILE BLOUSES, SALE PRICE, 98c.

She who needs simple, wearable lingerie blouses may well be surprised at the value offered here. There are two styles, both made of good voile, doted sprays, are well represented all-over embroidered front with small design and square collar, one showing embroidered sprays down the front with tucks on either side and a small turn-down collar. Sizes 34 to 46. Sale price 98c.

A Half-Price Clearance of Children's Whitewear

First in a Grand Array of Sale Values in Whitewear Dept. Today

Whether it be drawers, nightgowns, petticoats, princess slips or pyjamas the children require, you'll find them in this clearance, and they are made of such materials as fine white cotton, nain-sook and flannellette! It is a half-price clearance, and you no doubt will recognize what savings are made possible, so come early and take advantage of this offer today! They are trimmed with fine laces, embroideries, ribbon bows, etc., in various smart ways. Sizes 6 to 14 years in the lot, but not in each line. (For this item we cannot take phone or mail orders, the quantity being limited.) Today, half price, at 19c to \$2.00 per garment.

Women's Vests and Drawers, "seconds" of cotton and wool mixture; vests have high neck, long sleeves, and button front; also a few with low neck and short sleeves. The drawers are ankle length and in both styles. Colors white and natural. Sizes 34 to 42 in the lot. Today, sale price, per garment, 63c.

Women's Combinations (corset cover and drawers) of fine white cotton, with square yoke of eyelet embroidery in front, through which is run a ribbon drawing. The drawers are wide knee style, finished with tucking and embroidery. Sizes 36 to 42. Today, sale price, at 69c.

Women's Nightgowns, of fine white cotton in two pretty styles, one having V-shaped neck, and the other a square neck, and yokes of pretty embroidery in front. An edge of embroidery finishes the neck and short set-in sleeves. Lengths 56 to 60 inches. Today, sale price, at each, \$1.29.

Nurses' Aprons, of strong white cotton; waist (measures 27 and 29 inches; lengths 37 and 39 inches. Today, sale price, \$1.19.

Women's Corset Covers, of fine white cotton with deep yokes of embroidery. Sizes 36 to 42. Today, sale price, each, 49c.

Women's Brassieres, in several styles. A few are available in bandeau style, made of Treco cloth and rubberized material. Sizes 34 to 44 in lot, but not in each style. Today, sale price, 89c.



Remarkable and Timely Offering of 15,000 Yards of Pillow Cotton, Per Yard 19c

This price is so low for pillow cotton that it hardly seems possible. The cotton is of English manufacture, finely woven and fully bleached. In widths 40 and 42 inches. We reserve the right to limit the quantity to 20 yards to each customer. Today, sale price, per yard, 19c.

Extra! 500 Pairs Hemmed Cotton Sheets, Double Bed Size, to Clear Today, Sale Price, \$2.65 Per Pair



THE T. EATON CO LIMITED

GREATEST OF ALL MYSTERY SHIPS

Battle Cruiser Hood Will Be Kept as Specimen of Naval Architecture.

London, Jan. 5.—In an article on shipbuilding today, The Sunday Observer states that the total output of the United Kingdom during 1918, of both naval and mercantile ships was 1245 vessels of 1,876,411 tons, and 4,349,260 horsepower. "The wonder work of the war period," says The Observer, "is to be found not in mercantile shipbuilding, but in naval, and above all things in naval engineering. On the Clyde alone during the war, 489 vessels were constructed as additions to the naval strength of the country. In this total are included no merchant vessels ordered by the government, and no

Greatest of Mystery Ships

The list is composed of battleships, battle cruiser, light cruisers, destroyers and submarines, together with armed merchant cruisers, seaplane carriers, monitors, mine sweepers, those new vessels known as sloops, which are really little lighter than cruisers, or low speed destroyers; gun boats, patrol boats, hospital steamers, and also the "Q" boats and "PQ" boats, of which so little could be said while the war was on, or can even yet be said. The battle cruiser Hood was the greatest of all our mystery ships. She and the Rodney would have been the greatest surprise packages of the war. In speed and gun power they were to have exceeded anything afloat. Only the Hood, however, will be completed, as a great specimen of the latest in British naval architecture. All that existed of the Rodney will be scrapped. "But it is really in marine engineering that the year 1918, and the war period as a whole have been extraordinary. The twelve months record in production of ships' machinery is held by the Wallsend-Silphway Com-

KILTIE SOLDIERS TO PROTECT HARRY

Montreal Anticipates Lively Time With Arrival of Scotch Comedian.

Montreal, Jan. 4.—Montreal may have a brawl row on Monday or Tuesday—a racial one, too. There is every probability that the arrival of Harry Lauder, the comedian, for a week at a theatre here, will be the start of a grand fight between the local Scots and the French-Canadians. The latter are as sore as a boil over a remark Lauder made at the Rotary Club a year ago, when the loyalty of the French of Canada was in dispute. "They did not like the word he used to describe them. There was a hot discussion of the affairs in the papers, but Harry stuck by his guns, although he did wire Mayor Martin from Toronto

CANADIAN IS BURIED IN RUSSIAN CEMETERY

SCHLESWIG TO ABSTAIN IN GERMAN ELECTIONS

Apensade, Schleswig, Jan. 4.—The committee and council of inspectors of the North Schleswig voters' association in joint session have unanimously passed a resolution, declaring that, in view of "the approaching separation from Germany and reunion with Denmark," the citizens of North Schleswig, while still entitled to vote in the German elections for the national assembly, should refrain from exercising this right, because it would be improper for them to impose their influence on the internal affairs of Germany.

SALE OF WAR SAVINGS STAMPS MAKING SATISFACTORY PROGRESS

POLES SAIL FOR EUROPE

New York, Jan. 5.—The French liner France, which sailed yesterday, carried a battalion of Poles, numbering 1,564 men recruited in America for the Polish army. Among the cabin passengers on the ship were J. P. Morgan and T. Ashley Sparks, director-general here for the British ministry of shipping.

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