

EATON'S DAILY STORE NEWS

We prepay shipping charges on all orders of \$10.00 or over to your nearest station in Ontario and Eastern Provinces on both Mail Orders and City Purchases.

Save time—Shop with a Transfer Card. Ask for a Transfer Card when you make your first purchase; each purchase is then added. You pay total at Pay-in-Station, Basement.

The Third Series of the Great January Sales Begins Today

The Sale rolls on, and—like a huge snowball—gathers momentum at every turn; more and more the people seem to realize that the January Sales this season are no ordinary events—that they mean more than usual, and that the time to buy is NOW. The Sale specials for today are particularly good, and there are more of them—it's the big week of the Sale, so if you want to share in the savings, watch the daily announcements, watch the windows, and watch for the Blue Sale Tickets in the departments. Besides the Sale attractions, the nearness of stock-taking is responsible for many more big specials. Come early and come often.

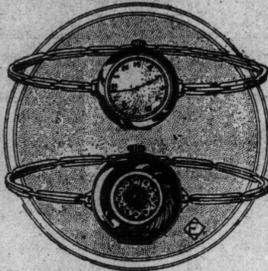
For Today—About 75 Brussels Rugs, Some Half-Price, \$18.75

For this item we cannot take phone or mail orders, the quantity being limited.

Last week the sale covered olivets and linoleums, and many have reason to be satisfied with their purchases. This week it is rugs, and there are specials arranged that will pay to heed. As an instance note the Brussels Rugs at \$18.75. They are in small Oriental and conventional designs, the backgrounds being in green, brown, fawn, blue, grey, tan, and rose. There's not a poor pattern in the lot—they are Brussels quality and everybody knows how a Brussels rug wears and how easy it is to sweep. Rugs useful for dining-rooms, living-rooms and bedrooms are included. They are all offered at many dollars less than usual, in fact some of the larger sizes are half price. If you want to share in a great sale special in rugs come today, and come early. Three sizes at same price: Size 9 x 10.6, 9 x 12, 9 x 13.6. Today, sale price 18.75

Women's Novelty Wrist Watches in Sale Clearance, Many Half Price

If you have longed for one of these convenient little Wrist Watches—tiny affairs, which are serviceable, yet, oh! so dainty—now is the time to gratify that desire, for most of these are half-price for the first day of the Jewelry Sale. Men who have anniversary or birthday gifts to buy might well take note of this offering. As there are not many of a kind, we advise early selection. These are a few in the selection. Some have leather straps, others have extension, detachable bracelets.



- 14-karat gold case, oblong shape, with large plain gilt dial and 15-jeweled movement. Half price today, 25.00
- 14-karat gold case, narrow oblong shape, large plain dial, 15-jeweled movement. Half price today, at, 37.50
- 18-karat gold case, oval shape, clear, plain dial, fitted with 15-jeweled movement. Sale price 25.00
- 18-karat gold case, barrel shape, small silver dial, fitted with 15-jeweled movement. Half price today, at, 18.75
- Others half price at 15.00 to 100.00

Strings of Beads Reduced to a Fraction of Their Former Prices

These are imported from New York and Paris and some from Japan—the season's newest styles and in many different colors, such as amber, jade, coral, amethyst; others (Japanese), are in hand-carved wood and bone. Clearing Sale price today 1.00

Shell Cameo Brooches, Many Half Price and Less

These are set in gold-filled mountings of many different patterns; some in bar pin, others in regular brooch style. There are many open-work patterns; some are plain or have light leaf, and others have floral decoration. All are fitted with reliable safety pins. The Cameos are finely cut figures, in white, with pink shell background—

- Group 1, Sale price today 1.00
- Group 2, Sale price today 2.00
- Group 3, Sale price today 3.00

Beautiful Black Jewelry, Newest Designs, Today Half Price and Less

Dainty and greatly appreciated at any time—but such jewelry at half price and less is a Sale special which no doubt will interest many. There are brooches, bairpins, bracelets, earrings and necklets, in 14-k. gold and black enamel in dull finish; some are all black; some are set with diamonds; others with pearls. This jewelry that will appeal to any woman of refined taste, and the Sale prices make it doubly attractive. The list includes:

- 6 pairs Earrings, half price, at 2.50 to 6.25
- 28 Brooches, half price, at 2.25 to 45.00
- 6 Bracelets, half price, at 10.00 to 35.00
- 2 Necklets, half price, at 43.75

Boys' and Girls' Ribbed Black Hosiery, Less Than Mill Price, at Pair, 33c

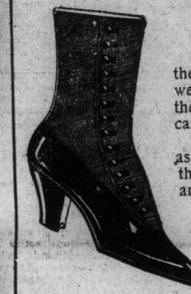
Hosiery—warm, thick and comfortable—of this quality at this price is phenomenal and is only due to the fact that this is a clearance of broken lines and of goods late in delivery. All are heavy, reasonable weights and all are made from selected yarns. Some are suitable for over-stockings, some have fashioned ankles, and all have plain, seamless foot. Sizes 5½ to 8½. Sale price today, half price and away less, pair, .33

670 Pairs Women's Armstrong Boots, Half Price at \$4.00; 600 Pairs Women's Boots, at \$1.95

For these items we cannot take phone or mail orders, the quantity being limited. There have been many splendid specials offered this season in footwear, but the Four-Day Sale, beginning today, promises some revelations. Everybody is so well-acquainted with the footwear situation today that it's hardly necessary to say these are extraordinary value—it's too apparent. Quantities are limited, as you can see, so we advise early selection.

The 670 pairs of Women's Armstrong Boots are in beautiful dress style, as shown in illustration, perfect-fitting model, in finest selection of patent leather, whole foxed and with black cloth tops. These have hand-turned sole, Cuban heels, and are bench-made qualities. Sizes 2½ to 8, widths AA to EE. Today, half price, 4.00

600 Pairs Women's Boots, \$1.95
Three styles in this lot. Women's Dongola Kid Button Boots in a neat, dressy style, also dongola kid button boots in EE width, with medium heels, or patent leather laced boots, with high cloth tops and Cuban heels. All three styles are those in most demand. Sizes 2½ to 7. All less than half price today 1.95



Velvet Bags, Half-Price and Less, Today, Each, \$1.95

This is a splendid opportunity to secure a stylish velvet hand bag, so popular for this season's wear. They are all beautifully made bags and can be had in numerous styles, many pouch shapes, gathered at the sides. Mostly all have self-covered frames to match the bag, and are finished with a tassel at the bottom. More and fancy corded silk linings and fitted with purse and mirror; some have large inside stationary frame purse. Colors to match almost any costume—black, blue, green, brown, purple, grey, taupe. Every bag reduced half price and less. Today, Sale price, each 1.95



Leather Bags, Many Half Price and Less
and Cross Grain, all nicely lined and fitted with purse and mirror. Colors are black, blue, green, purple, tan and grey. All greatly reduced, many half price and less. Today, each 2.50 to 5.00

Attractive Colored Brocaded Silks, Sale Priced Today at \$1.69 Yard

Delightful in the use of opera cloaks, furs, coats and suits, this attractive brocaded silk is a most unusual offering. It is 27 inches in width and is procurable in plain and two-tone effects, among the selections being grey and rose, grey and flame, fawn and rose, grey and green, black and green, black and cerise, rose and white, navy and green; also ivory, gold, rose, coral and fawn. Today, greatly reduced for sale clearance at, per yard 1.69

See remarkable display in Yonge Street window.

Window Shades Measured, Made and Put Up, Sale Price, \$9.75

This includes a shade for the parlor and the front bedroom; trimmed with a good quality insertion, and have tassels for pulls. The rest of the shades, including dining-room, kitchen, middle and back bedroom and bathroom, are plain and have ring pull, but all are made of good quality opaque cloth and are mounted on Hartshorn rollers. Come today and see these; leave your order and we will measure, make and hang them. Sale price 9.75

Velour and Velvet Portiere Curtains, made reversible with heavy quality velours or velvets on both sides; in various weaves and finishes in the repp and plain effects. These portieres are made in our own factory, with special adjustable shirred headings; hooks are hidden between the shirrings; lengths are up to 6 ft. 9 ins. There's a rich collection of colorings in the assortment, including brown lined with green, blue lined with brown, rose lined with green, and green on both sides. Almost all the wanted combinations will be found in this showing. The pair of portieres, all ready to hang, sale price 15.75

Georgette Net, Satin and Organdy Collars, Today at 35c.

Here's your opportunity — you women with a love for dainty neckwear—to procure smart and pleasing collars at a price which in most cases doesn't represent their cost of production. Included are Georgette collars, Georgette and lace jabots, satin and net jabots, white collar and cuff sets, large poplin silk collars, and various other novel and charming affairs. There's quite every shape you can fancy, round, square, long, variously combined as to shade and material. The wise woman will be here early. Today, sale price, each 35

Householders! Buy Tungsten Bulbs Today at 30c Each
Buy enough to last some time—and buy them early! It's a chance every household should take advantage of, for it's only once in a long time such offers come. They're the strong, wire-drawn Tungsten filament lamps that usually prove most durable. 10 and 15-watt lamps are included, and not more than two dozen of each size to a customer. Greatly price reduced today, each 30

Sleds! Sleds!! Buy Children's Sleds Today at 15c Each

There's practically two full months of sleighing weather yet—plenty of time to get good service from a sleigh. And here are children's sleds at away less than usual price—15c each. They have flat sheet iron runners and red or green seat board. Sale price, each 15

Shoofly Rocking Horses, Today Each 69c
They provide safe, healthy amusement for kiddies, these Shoofly Horses. They're made with bent wood rockers, dapple grey horses, with roomy seat between. Sale price today, each 69

Baby Dolls, Today, 50c Each
This price is actually less than present cost of production, so it's a chance to save on the purchase of a good, strong doll. They're made with composition body, jointed at hips and shoulders. Head is of bisque, with pleasing face, moving eyes, and curly wig. Sale price today, each 50

Toboggans, Today, 95c Each
They're 3-foot size, made of good clear birch slats, with rope hand rails. You'll likely knock at a glance that it's an extra low price, so come early today. Sale price, each 95

THE T. EATON CO LIMITED

MEMORIAL WINDOWS WERE NOT BROKEN

Ven. Archdeacon Armitage Tells of Experiences in Halifax Disaster.

CHURCH WAS SAVED

It Was the Only One in Whole City Fit for Use After the Explosion.

Speaking in St. Paul's Church, East Bloor street, yesterday morning, Ven. Archdeacon Armitage of St. Paul's Church, Halifax, gave an eloquent word picture of the recent catastrophe in that city. That it took five months of shelling to produce the same results here, was to be seen five minutes after the explosion, he gave as his opinion. Owing to war conditions, he said, the port had developed into one of the largest and the most important in the world. Into such some of the biggest ships continually entered, some on missions of mercy and others on missions of destruction. Halifax had been prepared for weeks previous to the explosion for something to happen," said the speaker, and explained how the order had gone out for all lights to be dimmed. "But the catastrophe came as a bolt out of the blue, and what would have taken five months of bombardment to accomplish all happened in a few minutes." He gave an account of his personal experiences in visiting the scene of the disaster only an hour afterwards, and told of the frightful effects on the people, hundreds of whom he saw blinded and wounded, many beyond all description. At the time of the accident he was in his home, nearly two miles away, and yet so terrible was the force of the explosion that the front door was torn off and every pane of glass in the house was broken. "I saw the heavens filled with smoke," declared the speaker. "In St. Paul's Church, of which he is rector, a strange thing happened. Five memorial windows and the chancel window remained unbroken, despite the fact that all the other windows were completely smashed. "But we patched up the windows with paper and anything we could get hold of, and St. Paul's Church was the only church in Halifax where a public service was held the following Sunday."

THREE MEN KILLED IN A TRAIN WRECK

Burned to Death in Caboose After Rear-End Collision.

As the result of a rear-end collision on the Grand Trunk, half a mile east of the Mimico yards about 8:30 Saturday morning, Grand Trunk Conductor Moise, and brakemen E. Barnum and H. Barkham, all residents of Belleville, were burned to death in their caboose. In a fire which followed the accident. The first train was running west and was held outside of the Mimico yard awaiting the signal to move into the yards, when the second, a heavy freight engine, crashed into the rear of the standing train, not noticing it in a blinding snowstorm that was raging. So sudden and terrific was the crash, that the engine plowed right thru the van, upsetting the stove and setting fire to the wrecked van. The cause of the collision, it is said, was that the rear end of the first train was not protected, and according to railway law, the responsibility would be on the conductor of the first train for not sending a man back to

FUTURE LIFE IS ONLY COMPLETION OF THIS

Dr. Law Completes Series of Sermons on Sunday Night at Old St. Andrew's Church.

Rev. Prof. Law, concluded a series of sermons on "The Hope Set Before Us," on Sunday night at Old St. Andrew's Church when he spoke on "The Larger Hope," taking his text from Revelation 22:13: "I am Alpha and Omega, the beginning and the end, the first and the last." Dr. Law said there was always a question of the eternity of evil. Evil was not good in the making. Altho all come from God, it is always a question as to whether evil should return to God and become a unity with Him. "Evil does not terminate here, there is a hell," said Dr. Law. "The next life is only a continuation, a completion, a fruition of this one, and if sin is sown in this life, sin shall be reaped in the next. Hell is evil riping with unlimited despotism." He said God did not punish at once except by natural consequences and retribution was one of the worst punishments. "Will evil ever terminate?" is the oft-asked question," said Dr. Law. "There is no answer for it in the New Testament, but it is unthinkable that a God of love should allow a creation estranged from him forever." He gave several quotations which he pointed to an eternal salvation, but it was not definitely stated: "I believe there will be many chances for a man," said the preacher. "Even in outer

WERE BELLEVILLE MEN.

Belleville, Ont., Jan. 13.—Conductor W. Moise and brakeman Cyril Bate-man of this city, who met untimely deaths by being burned in a G.T.R. van at Mimico, were married men, the former leaving a wife and four children, and the latter a wife and one child. Brakeman Barnum was unmarried. All were well known in the city.

OFFICERS ELECTED AT ANNUAL MEETING

Four and Grain Section of Toronto Board of Trade Have Yearly Elections. At the annual meeting of the four and grain section of the Toronto Board of Trade, the following officers and committees were elected for the ensuing year: Chairman, J. T. Melady; vice-chairman, John Phillips; secretary, treasurer, F. D. Tolchard; acting secretary-treasurer, L. R. Crawshaw; executive committee, T. F. Harcourt, A. O. Hogg, A. E. McCaughey, W. C. Omand, D. Plewes; market committee, chairman, A. E. McCaughey, S. McNairn, C. E. Nourse, John Phillips, J. S. P. Thompson; official chaplain, F. D. Tolchard; membership committee—the members of the executive committee: floor committee, D. O. Ellis, A. O. Hogg, J. T. Melady, L. C. Scott.

MENTS
LY NEEDED
vey at Hamilton
periences on
n Front.
ronto World.
13.—Lieut.-Col. J.
O., who recently
after two years
ed an address in
Church tonight on
the western front.
ed the Canadians
at part they were
ed the lack of rest
up to the present
ed the troops from
per rest and fur-
d Dead.
ark street, a
in local hotel at
last night as the
k of heart failure.
17 years of age
ember of the Ode-
on in this city, was
ort Company for
the time of this
n the King George
survives.
lects Officers.
ch of the Y.M.C.A.
ected the following
en for the various
Norman Sla-
J. B. Hannan, sec-
awford; boys' work,
ational, F. T. Ward;
Thompson; mem-
physical, R.
W. J. Shaw; pro-
ell.
ES AT HAMILTON
nto World.
Two
responded to by
street and Sar-
partment on Sar-
ham was received
sub-station, Iron-
result of an over-
number of trans-
ferred and some
electrical wiring
in the afternoon,
residence of W.
street, where a
blown down and
n the furnace to
a roof.
T PRIVILEGE.
nto World.
Jan. 14.—Some time
tric railway to the
regular plan of
s" between Beach
for the conveni-
idents in that dis-
claim the privi-
ed. If the offend-
of the eye-
kely the company
regular schedule.
IN SARNIA
But it is Not
idemic will
ead.
13.—The small-
ill serious altho it
idemic will
ing degree. At one
are eight cases of
LIZED
PING
OTHS
TORONTO
iamonds on Credit
\$1, \$2, \$3 Weekly
Write or call for
Catalogue.
JACOBS BROS.
15 Toronto Arcade,
Opp. Temperance.
YPEWRITER
THE TRIAL AND
THE ONLY WRITER
CANADA
S WANTED
ON OFFICE OF
WORLD RE-
GOOD BOYS
NING ROUTES.
PAY WEEK-
TH BICYCLES
D OFFICE,
HAMILTON.
AFE, Disc at
ST apt. in HAMIL-
ing West.