

SATURDAY MORNING

STORE OPENS AT 8.30 A.M. CLOSSES AT 5 P.M.

EATON'S DAILY STORE NEWS

At Yonge, Queen and James Street doors are order boxes, where orders or instructions may be placed. These boxes are emptied at 8.20, 9.10 a.m., 1, 4, 4.40 p.m.

Beginning the Fourth Series of January Sales

"SOMETHING DIFFERENT EVERY DAY."

Some of the Remarkable Bargains for Monday's Selling in Wearing Apparel and Home Needs.

FOR PARTICULARS SEE EVENING PAPERS.

TAFETTA SILK PETTICOATS, SIZES 22 TO 31 WAISTBAND, IN GREEN, BROWN, NAVY AND BLACK. SALE PRICE, \$2.95.

PRINT APRONS FOR KITCHEN WEAR. SALE PRICE, 17 CENTS.

INFANTS' HEAVY BEAR-CLOTH COATS, 1, 2 AND 3 YEAR SIZES. SALE PRICE, 98 CENTS.

CHILDREN'S WHITE JEAN MIDDY SUITS, FOR 5, 6, 4 AND 5 YEARS. SALE PRICE, 69 CENTS.

IMMENSE PRICE REDUCTIONS ON WOMEN'S WINTER COATS:

AT \$5.95 — COATS OF CHEVIOTS, HEAVY COATINGS AND FRIEZES, IN GREY, NAVY, BLACK AND DARK AND LIGHT TWEED MIXTURES.

AT \$9.75 — COATS OF BEAVERS AND PEBBLE CHEVIOTS, IN GREEN AND BROWN, ALSO NAVY AND BLACK.

AT \$12.75 — FUR TRIMMED COATS, MANY OF THEM IMPORTED FROM NEW YORK. MADE OF BEAVERCLOTHS, WOOL VELOURS AND HEAVY FRIEZE COATINGS.

10,000 CAKES OF LAUNDRY SOAP AT 8 CAKES FOR 25 CENTS.

BROKEN LINES OF MEN'S COTTON OR COTTON AND WOOL COMBINATIONS, SUIT, 98c.

TUNGSTEN LAMPS, 25-WATT SIZE, EACH, 25c. MAHOAGANY FINISHED FLOOR LAMPS. SALE PRICE, \$11.25.

LIVING ROOM TABLE, IN FUMED OAK. SALE SPECIAL, \$8.50.

Wilton and Axminster Rugs in Various Delightful Patterns

Large and Small Oriental Designs for Living-rooms, Dining-rooms and Halls; Plain Band-border Effects for Drawing-rooms and Bedrooms; and Self-tone and Two-tone Patterns, with Contrasting Floral Borders, Suitable for Any Room in the House—All in Such Desirable Colors as Grey, Rose, Blue, Green, Brown and Combinations Thereof



THIS IS AN EASY TASK to find a charming rug at a moderate price when these Wilton and Axminster squares offer themselves for your choosing. The colorings are so good, the designs so attractive, and the variety is infinite. Be it drawing-room, dining-room, living-room, bedroom or hall for which you require a new floor covering, you will surely obtain a rug that will eminently please you among the several groups listed below:

Seamless Wilton Squares, of close, velvet-like pile, including a grey and blue, also an amber and blue Chinese design—splendid reproductions of the hand-made Eastern carpet; also large and small Oriental patterns in the same choice of shades, suitable for living-rooms and dining-rooms. These are obtainable in two sizes: 8 ft. 3 in. by 10 ft. 6 in.—price, \$55.00. 9 ft. by 12 ft.—price, \$60.00.

Seamless Axminster Squares, in a host of delightful designs; plain band-border effects in brown, rose, blue, grey and green; plain green or rose centres with floral borders; self-toned conventional patterned centres of green or grey, with contrasting chintz border, and French medallion effects in ivory, blue and rose. Sizes and prices: 9 ft. by 9 ft.—\$38.50. 9 ft. by 10 ft. 6 in.—\$45.00. 9 ft. by 12 ft.—\$51.00.

Seamed Wilton Squares, in neat conventional and small Oriental designs, in the much-in-demand brown and tan, and tan and terra cotta combinations, the tones softly blended. Sizes and prices are:

6 ft. 9 in. by 9 ft. \$29.00 9 ft. by 10 ft. 6 in. \$45.00
6 ft. 9 in. by 10 ft. 6 in. 34.00 9 ft. by 12 ft. 50.00

—Fourth Floor, James St.

About Marshall Ventilated Mattresses

Some of the Reasons For Their Great Popularity in Hotels and Luxuriously-furnished Houses

AMONG THE PATRONS of the "Marshall" are innumerable persons and institutions whom you are convinced would be content only with the best mattresses the market affords. In leading hotels, hospitals, private yachts and sumptuously furnished residences throughout Canada and the United States the "Marshall" is one of the most popular of modern mattresses—a popularity based on several distinctive features which it presents.

One of these features is the multitude of little coiled copper steel springs which compose the body of the mattress. It thus consists practically of an air chamber. Ventilators being placed at either side, a free circulation of air is permitted within the mattress, keeping it always fresh and rendering it absolutely sanitary.

Another feature to which is due the luxurious comfort of the "Marshall"—is the encasing of each spring in a cotton pocket. Each works independently of the other, allowing the mattress to conform to the shape of the user. Between the springs and the cover is a generous upholstery of fine curled hair or felt. Every "Marshall" carries the makers' five-year guarantee.

Prices on standard sizes, with hair top, are as follows: 4 ft. 6 in. wide, or less, \$30.00; 4 ft. 6 in. wide, or less, \$28.50; 3 ft. 6 in. wide, or less, \$26.50; 3 ft. 6 in. wide, or less, \$25.00; 2 ft. 6 in. wide, or less, \$24.00. (All of which are 6 ft. 3 in. in length.)

—Furniture Building, Albert and James Sts.



Do Your Windows Require New Blinds?

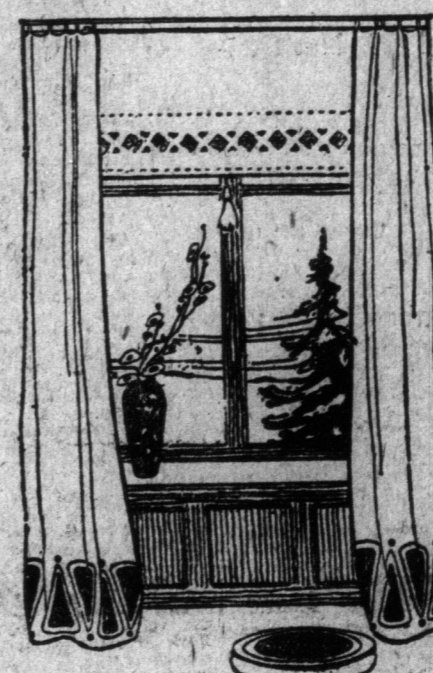
A New Shipment of Shade-cloths is Here—White and Ecru Holland, and Green and Grey Tint Cloth

WINDOW BLINDS are the clean collar and cuffs of a house, so to speak. Upon their nicety and freshness depends in large measure that trim, well-cared-for look which is, of all things, essential in the appearance of a dwelling-place.

Wherefore, if the blinds of your own house are shabby you will be interested in this arrival of new shade-cloths—the popular white and ecru Holland—slightly moire-like in finish—and Tint cloth so fashionable in soft greys and cool ivy greens.

For the trimming of the Holland blinds are attractive Battenberg insertions in a choice of three widths.

The blinds will be made to your order. If you have a number of windows which require new shades, write to the Drapery Department and a man will be sent to your house to take measurements and submit estimates of cost.



—Fourth Floor, Yonge Street.

Hudson Seal (Seal Rat) Coats at Less Than Manufacturers' Cost

A Special Purchase, Together With Coats From Our Own Stock, Many at Half-price and Less, Arranged in Five Groups and Priced at \$75.00, \$95.00, \$119.00, \$139.00 and \$159.00.

FROM THE POINTS OF VIEW of both value and style, this is one of the most remarkable collections of fur coats that has ever been offered in the Fur Department. There are more than 70 coats, every one marked at less than the cost of production and every one representing some phase of the latest mode.

All are made of specially fine skins, and embody the highest standards of excellence in fur tailoring.

With the cost of labor and materials ever on the increase, such

values cannot be too strongly emphasized, and as if to make it more attractive, Hudson Seal, so the fashion authorities say, will prove more popular than ever next year.

Some of the coats are plain, others are collared, cuffed and banded with skunk, raccoon and other fashionable furs. They are in full and three-quarter lengths, in modish full rippling styles. Arranged in five groups, they will be offered on Monday at \$75.00, \$95.00, \$119.00, \$139.00 and \$159.00.

—Third Floor, Yonge and Albert Sts.

THE T. EATON CO. LIMITED

MUST KEEP UP WAR AT FULL STRENGTH

ev. C. W. Gordon Urges Vigorous Prosecution of Campaign.

CANADA'S ONE DUTY National Service Receives Praise—Further Great Efforts Are Needed.

Special to The Toronto World. Winnipeg, Jan. 19.—A large congregation which gathered in St. Stephen's Church Sunday evening to hear Major (Rev. Dr.) C. W. Gordon (Ralph Connor) of the last time before he returns to the front listened to a sermon which was the most appealing, most forceful call to Canadiana for a more earnest and determined prosecution of the war that has ever been delivered probably in the Dominion.

Taking for his text Luke ix., v. 24, "And Jesus said, 'No man, having put his hand to the plow and looking back, is fit for the kingdom of God.'"

"This plain and homely metaphor of the plowman and the plow is used by the great Master to point men to the only method of living and working to achieve great results. This teaching is applicable to Canada and its duty today. War from a distance may well be a thing of glory, and viewed from the perspective of years may be

full of splendor. It is indeed filled with heroic achievements, glorious deeds, and a sense of duty which is the commonplaces of which are pain, dirt and death.

Share Tears Thru Fields. "The metaphor of the plow and the plowman suits it well. The red plowshare of war today is tearing thru the pleasant fields of life, overturning things long coveted, bringing ruin upon the flowers and fruits of human lives and wrecking the homes of many living things. Yes, the red plowshare of war is an ugly thing. It has a businesslike persistence, a steady and painstaking attention to detail that makes it fit the metaphor of the plowman and his plow.

"And the teaching of that metaphor is that before Canada there is but one simple, single duty, and for every man, woman and child in Canada that duty is to plow this tearing, terrible furrow of war straight thru to the end.

"I see only one work. I would to heaven I could throw emphasis on that word 'one,' for important as it is and necessary to raise our wheat, to keep business from failure, carry on our lives in their full strength, yet we must not forget that all these are important only as they influence war.

Hasten End of War. "This movement of national service is a great and wise and worthy movement. But do not let us get confused about this thing. It is not a movement to take stock of our national resources, it is not a way of taking a census to determine how we stand financially, or how we may grow in wealth or develop our resources. It is interested in agriculture, because agriculture is important in war. It is interested in factory, farm and shop, simply and solely as these things affect this war. We have no interest in agriculture except as a war measure. For politicians, farmers, business men, educationists, fathers, mothers and citizens

there is but one business, and that is to discover how they may press this furrow steadily to the end—this red and terrible furrow of war.

"And at this point it is that the Master's teaching gives clear and unmistakable direction. There is only one way to plow, and that is to go straight forward, without looking back, but by the abiding sense of justice and brotherly kindness among the people. This is the kingdom of God here upon earth. This is the thing that God seeks to promote, the thing that God approves, that men should live rightly at peace and so live a full life of happiness.

Must Fight to Goal. "As I see it, before God we of the empire have no other aim than this, and toward this end for this purpose only we must drive this terrible furrow of war right thru to the end. It is important that we keep our eyes steadily fixed on this, I say, and never allow that which allows his eye to wander to the piling of profits of a business increased and swollen by war will plow a furrow straight thru. The moment his eye wanders, his feet stumble, his hands grow unsteady on the plow. He talks toward something that concerns himself with party advantage for personal ambition can plow his furrow right.

"No Canadian, in short, who allows personal, private or party ambition or selfish aims to divert his mind and heart from the great and single aim—Canada has today can plow his furrow, and is not fit for the kingdom of God. He is not fit for that golden age that better world to be. He is unfit for the kingdom of God and all those high souls that will through its ways and all its high places.

"The man at the front sees clearly their aim. They make no mistake. They have purged their hearts from

all aims and ambitions but one, and like the true and great fighters that they are in the trench and over the parapet they press hard upon the thing they have set out to do.

"The second thought is this—the hand must be on the plow. The plow of Belgium is a simple, premature and simpler still is the plow of that country and time in which the Master lived. The steam plow of the western prairies is an elaborate and complicated thing. So the war machine of the ancient days was a simple thing—a club, a knife. Even in the days of that, unburdened, they may run their comparatively simple implement.

"Today the war plow is a thing complicated almost beyond imagination, most delicately organized, most elaborate and involved in a multiplicity of its parts. But this thing is true about it: there is a place where every hand can grip. There is not a man or woman or child of Canada but can find some place where the hand can rest, some place where the hand can place or hold. Not all in the same place or in the same way, but all with the same end in view, that the furrow may run straight and thru to the very end without faltering and without pause.

"That, I am not saying that every man must enlist for the fighting line, but every man who calls himself a Canadian should with every part of his heart and soul be content in one persistent effort to push the plow thru to the end.

"There's no place in Canada for the man who prefers to stand aside, indifferent or unmoved, while the dead plowing is going on.

"Then the third thought. Not only must the plowman see clearly the end he has in view, not only must the hand grip firmly the plow, but there must be a steady, persistent forward movement. There is only one movement for the plowman, and that is a straight one—a straight one, no matter what may be the side issues, however alluring the prospect. This plow must not swerve a hair. It must go straight on.

"This is the final test of a man's fitness for a place in the nation, in that better nation that is to be. The man who for any purpose whatsoever, no matter how worthy in itself it may be, has faltered in his furrow because he has taken his eye off the mark, or because he has allowed his hand to go slack, has thereby placed himself far from sleep and grow fat, but he will not be of the kingdom of God. He will have no place among those high souls who leave plowed their furrows straight thru to the end, stripped themselves bare of honor, friends and comforts of that, unburdened, they may run their furrow thru.

"These units will be condemned to lower levels of life, to fellowship with their own kind, but with God and with the immortals and with all those souls who shall make a new and better world, those who plow without faltering this red furrow to the end, will have their place."

DIED FROM NATURAL CAUSES. Jury Returns Verdict on Inquest on Body of Joe Rahmer.

Brookville, Jan. 19.—The adjourned inquest into the death of Joe Rahmer of Brookville, who was found dead in bed at a hotel in Athens a week ago, was resumed here today. The authorities were suspicious that the man had come to his death from taking poison, but this was dispelled by the results of the post-mortem examination, which disclosed only natural causes. A verdict was returned accordingly.

EXCHANGE INVALID PRISONERS. Bern, Jan. 19.—Germany and Japan soon will begin an exchange of invalid prisoners of war by the way of Holland and the United States. It is announced that the result of successful negotiations undertaken by the Swiss Government with the German and Japanese governments upon representations of the Evangelical Missionary Society of Switzerland.

PASSPORTS FOR CANADA NOT EASILY OBTAINED

Demand for Munition Workers in Britain Responsible for Action.

Canadian Associated Press Cable. London, Jan. 19.—Applications for passports for Canada for other places are being scrutinized here closely now. Persons between sixteen and sixty years of both sexes, who are likely to be of use in munition making or other forms of national service have little chance of obtaining a passport to proceed to other parts of the empire.

Many applications for passports for women wanting to go to Canada for domestic service have recently been turned down. Emigration and steamship agents who get commission are naturally opposed to the restriction, but official reply is that national emergency is of such character that it is impossible to allow anybody other than those who are likely to be of use to the nation to leave the country.

ATTACK DANIELS FOR HIS SHELL CONTRACT

Attempt Made to Prevent Such Orders Going Outside of U.S.

Washington, Jan. 19.—A resolution in which Secretary of the Treasury Daniels is bitterly arraigned for awarding the contract for projectiles for the British manufacturing concern, was introduced in the house of representatives today by Representative William A. Rodgers of Illinois. If adopted, the measure will prohibit such practice in the future.

You were Inquiring?

"Reader."—A padded silk dressing gown, one of the comforts of winter life, isn't it? You may have yours, too, just as you want it, both blue and maroon being available. One in dark red or navy silk is designed somewhat like a man's dressing gown, narrow in the skirt, with shawl collar, deep cuffs and pockets, with braid trimming and silk cord girdle. This is \$7.50. Another model in the same color shows characteristic Japanese embroidery on collar, cuffs and front, and is priced at \$4.95, a similar style of gown being featured in a better quality silk in navy and in red at \$7.50.

As for silver-plated mesh bags, one with a four-inch frame is \$1.00, and a 5 1/4-inch frame \$2.25.

"Euripides."—The breaking of the glass being a tragedy worthy of the great Athenian poet—is that the idea? Well, we are glad that our sympathy may be of a practical nature, namely, informing you that for the small sum of 65 cents the shade of the lamp can be replaced. It is a globe with a decoration of roses.

"S. E. W."—The purchasing power of five dollars is considerable where blouses are concerned. It will procure you a smart model in either crepe de Chine or Georgette crepe in maize, yellow or in Copenhagen or navy blue, with the shawl collar you especially want. In some instances this is finished off with a jabot.

If it is the double-fold chintz you are selecting, a three-yard length can be sent to you to be inspected alongside your rug and covering. Have you some interesting scheme on hand?

"Enquirer."—One always feels that every room requires individual treatment. So much depending upon its shape, size and situation, also to sustain the alliteration—upon the style of the house as a whole. But, generally speaking, there is a marked tendency at present toward simple grey, buff and ivory papers for drawing-room use—narrow self-tone stripes, invisible dimity checks and strictly plain effects. By way of curtains, you may use almost anything that takes your fancy—velveteen, velour, casement silk, art linen or chintz. If a fine Persian carpet is out of the question, a plain band-border rug is good—some of the hand-tufted variety, or a Wilton or Axminster square. Chairs and sofas may have slip-covers of 'chintz, or be closely upholstered with repp, mohair, or a new fabric called "Apsley" cloth. When you come to some sort of a decision as to what your choice will be, more information can be supplied—patterns, prices, etc. Don't you think medley of pearly grey and violet purple would be a happy idea?

The Scribe.