

Our Aim "Better Service"

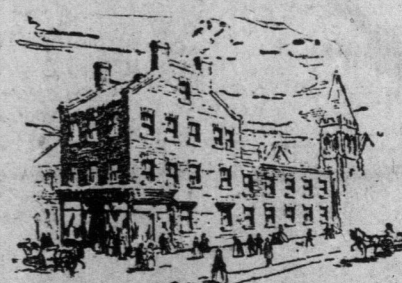
EATON'S DAILY STORE NEWS

Our Aim "Better Service"

1869 - - - GOLDEN JUBILEE - - - 1919



ANNIVERSARY JUBILEE



ANNIVERSARY JUBILEE

KEEPING pace with the progress of Canada almost since Confederation, the store enters its Golden Jubilee Year on January 2nd, with plans for the future that are even more progressive than in the past. An immense Sale is arranged for January, and throughout the month Specials of an almost sensational nature will be announced each day. Watch daily announcements. Watch for blue and white sale tickets. Watch the windows and come in the morning if possible.

Women's Charming Sample Dresses for \$13.50

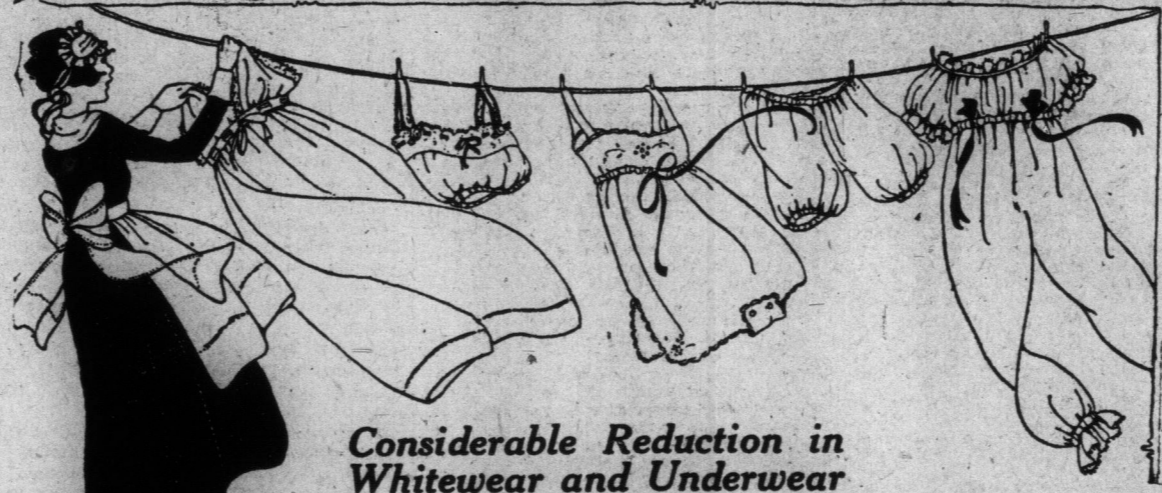
Modish Designs, Developed in Serge, Silk, Satin and Velvet in This Assortment of Sample Dresses For Today

Such fascinating dresses as these are seldom offered at so low a price! There is a great variety of designs and materials, and, being samples, there are not more than one or two of a kind. Several are of taffeta silk of fine quality, some trimmed with milk-white or colored beads, and others embroidered. Taffeta and velveteen are combined to make some charming models, taffeta and Georgette are used in others, and serge and satin form another smart combination. Loose panels, tuning, embroidery, braiding form the chief trimmings. Several dainty designs are of Georgette with beads, and there are also some modish mourning dresses. Colors include navy blue, brown, Burgundy, black, Pekin, green, flesh and other light shades. Sizes 34 to 42 in the assortment. Today, sale price, \$13.50.



—Third Floor, James St.

Extraordinary Sale Offerings in the Whitewear Dept. Today



Considerable Reduction in Whitewear and Underwear of Many Sorts

WOMEN'S WHITEWEAR, some of the garments being slightly soiled, include corset covers, drawers, nightgowns, undershirts, princess slips and combinations, as well as aprons, are fashioned of fine cottons, nainsook, cotton crepe, flannelette and print, and trimmed in delightful ways with fine laces, embroideries, ribbons, etc. Sizes 34 to 44 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 each, 22c to \$2.00. Women's Underwear, including garments of cotton, lisle thread, cotton and wool mixture, silk and wool mixture, wool and cotton mixture, and all-wool. Vests, drawers and combinations are to be had in the popular styles, showing low necks with no or short sleeves; Dutch neck and elbow sleeves, and high neck and long sleeves. The drawers are knee and ankle length. Sizes 34 to 44 in the lot, but not in any one style. Colors white or natural. (For this item we cannot take phone or mail orders, the quantity being limited.) Today, half-price, per garment, 25c to \$4.00. Women's Corset Covers, of fine white cotton, have deep yokes in front of embroidery and lace insertion and ribbon drawstring at the neck. Sizes 34 to 44. Today, sale price, 39c. Women's All-over Aprons, of striped print, button at the back of the neck and have shoulder straps of contrasting colored chambray. Length 48 inches. Today, sale price, 59c. Women's Nightgowns, some made of fine white cotton, in slip-over style, with imitation filet lace trimming, the "V"-shaped neck and kimono sleeves. Others of fine blue mull have "V" neck, and are finished with fancy stitching; others of fine pink mull are trimmed with colored embroidery across front. Still others which are of fine cotton crepe are shirred across the front to give Empire effect, and fancy pink or blue stitching adorns the neck and front. Lengths 56 to 60 inches. Take advantage of this offer and come early, for at this price they're bound to clear quickly. Today, sale price, each, \$1.59. Women's Envelope Chemises, in great clearance today, include some of pink or white nainsook, with yokes of embroidered organdy and lace insertion, shirred across front. Others have yokes of lace back and front and lace straps over the shoulders, and still others are plain with the neck and armholes bound with blue and shirred across the front. Yet another style is of fine pink cotton crepe, trimmed with shirring across the front and blue stitching. They have fitted shoulders and plain hand top. Sizes 36 to 44 in the lot. Today sale price, \$1.59. Children's Vests and Drawers, of heavy knitted ribbed cotton, white cotton, are in wide knee the vests having high neck and style, finished with trim of self long sleeves and the drawers and lace edging. Both styles, being ankle length. Natural Lengths 23 to 27 inches. To-color. Sizes 6 to 12 years. Today, day, sale price, pair, 39c. Today, sale price, per garment, 29c. —Third Floor, Queen St.

Women's Black Wool Serge Skirts in Extra Sizes, \$5.50

Remarkable Value is Offered in Skirts Cut on Excellent Lines for Stout Women at a Price Far Below the Regular

These modish skirts have been copied from a higher priced imported design on splendidly long lines to give a more slender appearance to the figure. They are of all-wool serge of good quality, and are to be sold at this exceptionally low price on the first day of the January sale. The front is plain, with double rows of tiny black buttons to give a panel effect. On the hips are stitched pieces, which lengthen the hip-line, and contain neat slashed pockets. These are obtainable in black only, and the cloth itself could hardly be bought for this price. Sizes 30 to 38 waistbands. Sale price, today, \$5.50.



\$5.50

Sale Special of Women's Moreen Petticoats For Today, 69c

Imagine a good petticoat at this low price! It hardly seems possible, does it? These are the result of a special purchase, and are sure to prove vastly popular when they are put on sale this morning. Moreen petticoats, of good quality, have been well known and liked by women for their good appearance and excellent wearing qualities. These are made with deep flounce of cluster pleating, with a drawstring at waist. Colors are Copenhagen, brown or purple. Lengths 32 to 38. Today, sale price, 69c. —Third Floor, Centre.



69c

STORE CLOSSES SATURDAY, 1 P.M. NO NOON DELIVERY

Collars 130,000 for Men and Boys, Today, 5c Each



'Tis the annual savings event on collars, an event which should prove of greater interest this year than ever—with collars at the prices they are. Don't miss it! Come early, and remember there's a style—a height—a shape—a type of collar in the great selection from which everyone should find satisfactory choice. They are manufacturers' "seconds," the most common defects consisting of slightly frayed edges or blurred name or trade marks. Some are only marred by dust spots, in which case a first visit to the laundry will make them as good as new. "W. G. & R." "Tooke" and "Standard" makes are included; also many broken ranges and discontinued lines from our regular stock. The assortment comprises many popular and "up-to-the-minute" shapes, including stand-up-turn-down, with close-fitting or cut-away fronts, straight bands, wing or low lay-down styles, in heights ranging from one to two and a half inches. They are mostly of three or four-ply bleached cotton material, with strong and durable inner linings. Two entire circles will be devoted to the display. Sizes will be classified, and extra salespeople will be in attendance to enable easier selection. See display in Yonge and Queen Street windows. Sizes in the lot, 12 to 18 1/2. Sale price, each, 5c. —Main Floor, Centre.

Sale Values in Lingerie Blouses

Specially Emphasizing Certain Pretty White Voile Models Far and Away Below Their Usual Markings at \$1.98

Even when you are used to the good values featured from time to time in washing blouses, an offering such as this is a matter for surprise. So fine are the materials, so good the styles, that for many of them you might well be content to pay double the price. Many have fronts that are tucked in various ways, have smart big pearl buttons, and collars and cuffs edged with lace. Very smart are certain blouses of sand and flesh-colored voile, finely tucked in front and having convertible collars. Collarless blouses and many other styles besides those sketched are included. January sale price, \$1.98. Plain Voile Blouses, Sale Price, 79c

Think of it! A fine voile waist for 79c! It scarcely sounds possible, does it? And these, though simple, are in such pretty shades—rose, sky, maize, coral, pink and flesh. They are made with tucks on either side the buttoned front. Sizes 34 to 46. Sale price, 79c. Little embroidered sprays or big motifs adorn their fronts, variously arranged with tucks, and some are all-over embroidered. Round pointed collars are edged with Valenciennes or guipure laces. Both materials and trimmings are such good quality as to make the values quite remarkable. Sizes 34 to 46. Sale price, \$2.95.

A goodly variety of fine materials and excellent cut and finish mark this collection. Some show a little hand embroidery on front or collar; some have frilled collars or wide, hemstitched collars. Others have tucked fronts fastening with smart pearl buttons. Sizes 34 to 46. Sale price, \$2.45. —Third Floor, Yonge St.

Remarkable Values in Sheeting and Flannelette Blankets

White Flannelette Blankets, Specially Priced for Today, Per Pair, \$2.95

There are 1,000 pairs of these Canadian Flannelette Blankets of excellent quality, which are offered at this very low price on the first day of the January sale. They are in full double-bed size, 70 x 84 inches, and are bordered with pink or blue stripes. Blankets of this sort, used in place of sheets, add greatly to the comfort of a bed during the cold weather. Today, sale price, per pair, \$2.95.

Bleached Cotton Sheeting of Medium Weight, to Clear Today, Yard, 43c

This belated shipment of about 4,000 yards of bleached cotton sheeting of medium quality and weight will prove a boon to many housekeepers, as it is to be sold at an exceptionally low price. The sheeting is 68 inches wide, and for a moderate sum one can lay in a good supply of new sheets. To clear today, sale price, per yard, 43c. —Second Floor, James St.

Silk Finish Parlor Papers, Half-Price, Single Roll, 25c

Get your supply of this rich cream or light green embossed floral stripe papers while it lasts. Suitable for parlor or sitting-room. Half-price, single roll, 25c.

Canadian Tapestry Papers, Half-Price, Single Roll, 37 1/2c

Rich leaf and foliage patterns, in grey, blue, putty, tan, brown, buff and green color treatments. Appropriate for halls or rooms. Half-price, single roll, 37 1/2c. —Fourth Floor, Queen St.

Boys' Overcoats at \$5.95 for the First Day of the Sale of Boys' Clothing

These are warm coats that should give excellent service, as well as retain their smart appearance for a considerable length of time. They are in grey, green and grey checked cotton and wool mixed tweeds and nap cloths, trench style, with all-around belt and buckle, double-breasted style; have convertible collar, flap pockets, box back, and are warmly lined throughout. Sizes 26 to 36. Sale price, today, \$5.95. —Main Floor, Queen St.

Five Rousing Specials in Staples Aid in the Opening of the Grand Sale

Including Fully Bleached Longcloth at 15c Yard, White Nainsook at 29c, White Flannelette at 19c, Factory Cotton at 23c Yard, and Bleached Cotton Batting at 27c a Roll!—All Offered for Today!

What a wealth of rousing specials are offered in the Staple Department today for the commencement of the great January sale, and every item means an immense saving! The fully bleached longcloth, which is of medium weight and 35 inches wide, would, under ordinary conditions, be much more than today's price, but is being offered as a sale special. Today, sale price, a yard, 15c. White Nainsook, of nice, fine, even weave and soft finish, popular for the making of women's and children's underwear, 42 inches wide. Today, sale price, a yard, 29c. White Saxony Flannelette, of soft, warm quality, evenly napped, suitable for the making of warm winter underwear for women and children, 28 inches wide. Today, sale price, at a yard, 19c. Factory Cotton, of medium weight and close, even weave; 36 inches wide. Today, sale price, yard, 23c. Bleached Cotton Batting, done up in rolls, and each roll containing about 12 oz. of batting. Sale price, today, at per roll, 27c. —Second Floor, James St.



STORE OPENS DAILY AT 8.30 A.M.

Interesting Sale Items in Linen Department Today

Irish Crash Roller Towelling, 16 Inches Wide, Greatly Reduced, Today, 11c Per Yard

There are 8,000 yards of this Cotton Crash Roller Towelling with the striped border. It is of a strong quality, serviceable for kitchen use. It is 16 inches wide, and has been greatly reduced for today. Sale price, yard, 11c.

Irish Linen Table Napkins, an Attractive Sale Feature, \$2.95 Dozen

100 dozen only, of these Irish Satin Damask Linen Table Napkins, offered at this exceptionally low price! They are of good, strong quality in a number of designs, including spot, shamrock, ivy, maple leaf. Size 19 x 19 inches. Today, sale price, per dozen, \$2.95.

Another splendid value is offered in Irish Damask Tablecloths of linen and cotton mixture. These are good quality, in designs such as Greek key, rose, spot, vine and stripe. Size 2 x 2 yards. Today, sale price, each, \$1.98. —Second Floor, James Street.

Fringed Cotton Huckaback Towels, Today Sale Price, 49c Pair

These Towels are of fancy cotton huckaback with fringed ends. They are woven of stout yarns and promise excellent wear. They are 24 x 45 inches, and are offered at a greatly reduced price. Today, sale price, per pair, 49c.



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CHARGES

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said that since May, lita department conducting officers on selling both to and from main idea in making ent was to have men the work and used to this particular trip of however, the adjutant member of the conduct had been so previously experienced Conductor. Then on this particular ting staff had only one an?—Yes. produced copies of the tions prepared for the ducting officers. One arisen in this connection. aid. The militia depart- stated that the O.C.R. rd should be given full King's Regulations and ed that the senior com- on board should assume the case on this trip?" was asked. "Gen. Ashton re- Major Westmore, con- on the Northland, was d that Col. Burroughs of force was senior officer. Col. Burroughs did not and. ssioner: "He left it to more: "Yes. Up Discipline. Mr. Orde, General Ash- was no relaxation of the troops were on gured, the men had to gies, keep their own n, serve at mess, etc. ase the help on a train- e and it never was report I have received fier commanding the rd Ashton went on, "I at the bath accommoda- rthland might not have t." was then read to the dated Dec. 26, and pre- dence with standing to conducting officers. It fore the complaints ex- press. and ventilation, the re- ere adequate. It sug- re baths should be made the storage quarters, that in bad weather the comes very oppressive. no complaints from the "The men each had a the ship was not filled only of room. tion, in reply to a ser- ions by Judge Hodgins, e soldiers on board all- ere required to wash the perform their duties in, impossible for the crew to look after about a n, and the crew was n, and to do this. The men Canada on board the ere still soldiers and were re still soldiers and were a regard to the inspec- boat, General Ashton inspection should have ted by the embarkation point of departure from adian overseas milita in London. The witness to say as to whether such been made. He would and find out. He about 20,000 men had been oss the Atlantic during a weeks of November, strain on the quarter- r's department. den, K.C., asked General e could tell how many s had been offered for nce of the troops on the ant-general replied that know. He understood ber of deck showers were the men, but that the ther interfered with their ry was adjourned until Monday morning.

NTFORD CUSTOMS. Jan. 2—During December collected at the local port \$70,141.36.

DIAMONDS

CASH OR CREDIT. Be sure and see our stock, as we clear to save you money. JACOBS BROS., Diamond Importers, 15 Yonge Arcade, Toronto.

Optical Co.

Optician, 412 Yonge Street.