

Our Aim
"Better Service"

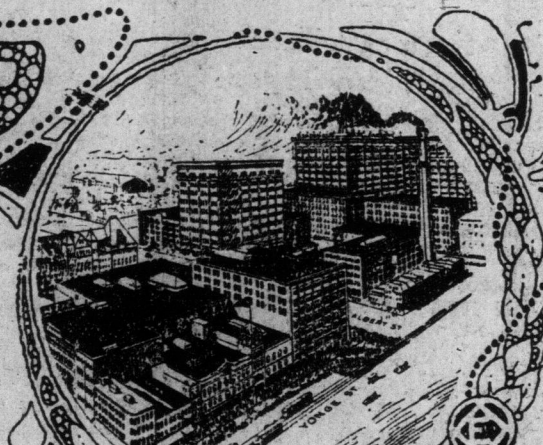
EATON'S DAILY STORE NEWS

Our Aim
"Better Service"



The 3rd Series of the January Sales Begins Today

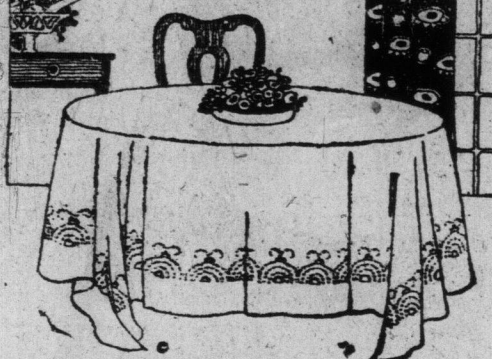
Ushering in remarkable Sale offerings in many needs, such as boots, gloves, staples, silks, fancy work, wool yarns, children's wear, embroideries and laces, chinaware, watches, etc. Remember these offerings are for one day only, and while quantities are fairly large, the heavy response sometimes causes a clearance before the day is out. Come in the morning if possible. Watch for blue and white Sale tickets.



Manufacturer's "Seconds" of Linen Table Cloths and Napkins, in Sale Clearance, Today

Table Cloths, \$3.20 to \$5.65 Each; Napkins 33c, 42c and 55c Each

Though "seconds" the very fact that these tablecloths and napkins are linen should interest many home managers. There are about 300 table cloths in the lot, of good quality linen, with floral and conventional centre designs. The imperfections are slight, being mostly dark threads, blemishes in the weaving, etc., and these are readily found, because every cloth or napkin is marked in the selvage with red thread opposite the flaw so everyone can see just what they are getting. The cloths are in sizes 70" x 70", 72" x 72", 70" x 90", 70" x 106", 80" x 80". Prices, each, \$3.20 to \$5.65. Napkins are size 22" x 22", and are offered at, each, 33c, 42c and 55c.



Three-quarter Bleached Irish Cotton Table Damask, 59" wide. Sale price, yard 57c.

Duro White Cotton Hand Towels. Size 19 x 38. Today, sale price, pair 59c.

Irish Crash Roller Towelling, red or blue border, 18" wide. Today, sale price, yard 11c.

Fringed White Cotton Bath Towels, very absorbent, size 15 x 36. Today, sale price, pair 47c.

Knitted Cotton Place Cloths, manufacturer's "seconds," soft and spongy borders of pink, blue, or white. Size 10 x 10. Sale price, today 6 for 25c.

—Second Floor, James St.

Grand Clearance of Plain and Figured Silks, Mostly Half-Price, Today, Yard, \$1.98

Pussy Willow, Foulards, Arlette Crepe, Failles, and Charmuses of Excellent Quality Are Among the Weaves

Here is an offering to arouse the enthusiasm of any woman with a love of beautiful silken fabrics, for they are materials that are popular at all times, and just imagine being able to secure them at half-price or less! There are beautiful printed silks for gowns—a veritable treasure-trove to those who are going South; charming new designs in printed silks that would make perfectly sumptuous coat-lining, and even the new Arlette crepe, as well as a number of odd pieces in plain silks too numerous to mention. Widths range from 35 to 40 inches. They are grouped thus:

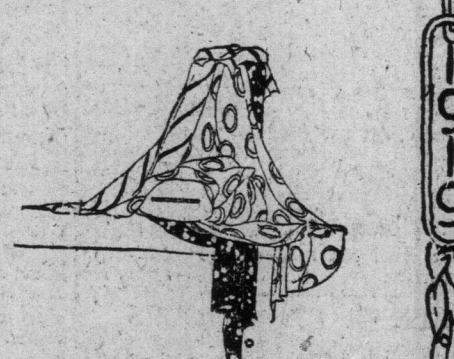
Figured Pussy Willow silks in a host of brilliant shades on dark grounds, such as taupe, brown, navy, as well as the modish Batik designs; some suitable for dresses, some for coat linings; and radiance silks in plain colors. Sale price, yard, \$1.98.

Printed foulards, in spot foliage and other figured designs in Copenhagen, navy and black or white grounds. Printed Georgette in navy with white "Skefion" foliage patterns. In white with navy. Less than half price, yard, \$1.98.

Arlette crepe, that soft, new filmy silk, something between Georgette and Jersey—washes beautifully and is very modish for afternoon or evening frocks, and for lingerie. In white, navy, pink, grey, Copenhagen, sand, taupe and black. Less than half price, yard, \$1.98.

The plain weaves include failles, charmeuses, and satins of various weaves, both dress and suiting weights—a number of broken ranges in odd shades. Reduced price, yard, \$1.98.

—Second Floor, Yonge St.



Women's Fancy Handkerchiefs of Fine Swiss Lawn, in Sale Clearance, Today, Half-Price, 2 for 25

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

These handkerchiefs of fine Swiss lawn are embroidered in one-cornered effects, in white or delicate shades, and others have embroidery and imitation filet or guipure lace at corner. Today, half-price, at 2 for 25c.

Men's Khaki Handkerchiefs, Half Price

Made of fine cotton with a mercerized finish; useful size, and with hemstitched hems. Today, half price at 2 for 25c and 3 for 50c.

Cambric Nainsook and Swiss Muslin Embroideries, Today Half-Price

These embroideries are of fine cambric, nainsook and Swiss muslin. They are embroidered in blind and open designs, and range in width from 2 to 5 inches. Also included are insertions and beadings to match from 1/2 to 1 1/2 inches wide. Today, half price, yard, 5c to 12 1/2c.

Great Clearance of Swiss Embroidered Flouncings, Today, Half Price, 69c Yd.

These exquisite Swiss embroidered flouncings in a large selection of effective designs, as well as some in guipure lace effects. They are finished with hemstitched, scalloped, or plain edge for hemming, and range in width from 22 to 27 inches. Today, sale price, per yard, 69c.

—Main Floor, Centre.

A Great Clearance of Women's Fine Boots at Reduced Price, Today \$4.95

For these items we cannot take phone or mail orders, the quantities being limited

These high-cut laced boots include mahogany, black, brown, and those with grey tops. Many with Neolin soles in the lot; all with Goodyear welt or Mackay soles. Sizes 2 1/2 to 7 in all styles.

Styles included are as follows:

Fine Mahogany Calf Lace Boot with high cut 8" top, new wing tip and perforated vamp. They have Goodyear welted soles and Cuban heels.

Brown Kid Lace Boots in the dark Havana brown shade, high cut top, military heel, plain tip, Goodyear welted sole.

A Handsome Patent Leather Lace Boot with pearl grey buckskin top, high cut; Louis heel, plain vamp and medium weight sole. An attractive boot throughout.

Mahogany Calf Lace Boot, with Neolin sole and rubber heel, welted sole, imitation stiletto tip, and Cuban heel.

All Kid Black Lace Boots, with the modish long vamp, neat recede toe, Cuban heel with vanity plate, and medium weight sole. Sale price today, \$4.95.

—Second Floor, Queen Street.

Hand-Embroidered Articles in a Sale Clearance at Half-Price, \$1.25 to \$8.00

Useful articles—beautifully hand-embroidered—all half price! It's a sale clearance of huge proportions, which will be more than appreciated by lovers of dainty things. Included are innumerable articles of which several are illustrated; all being extremely useful as well as pretty. Note the remarkable prices:

Night Gowns, \$4.00; Children's Dresses, \$2.50 to \$3.25; Laundry Bags, \$3.75; Cushion Slips, \$3.50 to \$8.00; Boudoir Caps, \$1.25 to \$2.00; Dresser Scarfs, \$4.00; Pin Cushions, \$3.50; Bath Mats, \$5.00; Centrepieces, \$4.00 to \$7.75; Collar Bags, \$1.50; Tie Racks, \$1.25; Turkish Bath Towels, \$2.50; Huckaback Towels, \$1.25, \$1.50 and \$2.00; Combinations, \$4.00; Rompers, \$3.00; Dressing Sacques, \$3.50.

Moccasins Made by the Indians Greatly Price Reduced

Moccasins for house wear for all members of the family—every pair showing great price reductions. They are made of tan sheepskin by the Indians, and bear attractive touches of bead and embroidery. Sale prices as follow:

Men's sizes, 8, 9, 10, 11, 12. Sale price today 75c.

Women's sizes, 4, 5, 6, 7. Sale price today 75c.

Misses' sizes, 11, 12, 13, 1, 2. Sale price today 89c.

Children's sizes, 7, 8, 9, 10. Sale price today, 50c.

Infants' sizes, 1, 2, 3, 4, 5, 6. Sale price today, 39c.

—Second Floor, Centre.



Sweeping Price Reductions in the Great Sale of Carpets and Linoleum

3,600 SQUARE YARDS PRINTED LINOLEUM—SALE PRICE, PER SQUARE YARD, 98c.

Sanitary and attractive floor covering for your kitchen, dining-room or bedroom. It is well seasoned, and is shown in a good range of block, floral and parquetry patterns. Two good qualities; all 2 yards wide. Sale price, square yard, 98c.

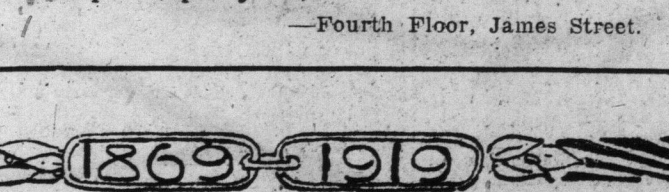
WILTON AND AXMINSTER CARPET, YARD, \$1.90.

Heavy Wilton and Axminster Carpet, many with borders to match, for making rugs or covering rooms entirely. Oriental and conventional patterns, in rich, serviceable colors; all 27 inches wide. Sale price, yard, \$1.90.

2,900 Square Yards Heavy Felt Base Floor Covering and Heavy Floor Oilcloth, block and floral patterns, in light and medium colors. Very suitable for kitchens, halls, bedrooms, etc. 2 yards wide. Sale price, square yard, 56c.

Imitation Oak surrounds a heavy imported oilcloth, showing a very fine reproduction of the rich color and natural grain of the fine oak stripe flooring. Balance of stock marked down for quick clearance. 24 inches wide. Sale price, per yard, 50c. 36 inches wide. Sale price, per yard, 65c.

—Fourth Floor, James Street.



OTTAWA MISSION WILL CO-OPERATE

Scope and Purpose of Canadian Mission in London Outlined.

Ottawa, Jan. 11.—In a memorandum issued here, the Canadian Trade Commission outlines the scope and purpose of the Canadian mission in London with which the Ottawa mission will work in co-operation. Overseas business, according to the memo, will be handled in this wise:

(1) If governments negotiate for any specified requirements of manufactured goods or other materials and where such business involves the granting of credits by Canada in order to enable us to furnish such requirements, such business as called for under specified agreements will be negotiated through the Canadian mission in London (No. 2 Whitehall Gardens, London, S.W.1.) and they in turn would turn this over to the Canadian Trade Commission in Ottawa, who

would distribute the same amongst Canadian manufacturers. It is not yet determined how much of this kind of business there may be to participate in as the tendency seems to be on all sides and by all countries to re-establish business in normal channels as quickly as possible where conditions permit.

Purchase From Agents.

(2) The other business to be secured will be done thru the recognized trade channels by purchasers overseas directly with Canadian manufacturers or their representatives or agents. The Canadian mission in London will be in a position to assist Canadian manufacturers by placing them in direct touch with firms or individuals there who may be capable of handling such business, but would have to leave the working out of the details of the transaction to the manufacturers in Canada as it could not obviously act as their agents, but would be in a position to give them every assistance and direct them in every way possible towards the securing of the business that is being sought.

It is very strongly urged, the memorandum proceeds, that Canadian manufacturers who are in a position to take large contracts for export business, who have not already done so or who have not already direct connections abroad, should send

their representatives to London and be making investigations on their own account in an endeavor to find business.

The Canadian Trade Commission is encouraging industries to form guilds for co-operative action and these groups of manufacturers are being urged to send representatives overseas to endeavor to secure trade for Canadian factories.

TO ISSUE SERVICE BADGE ONLY TO CANADIANS

Ottawa, Jan. 11.—The only badge which will be issued to members of the Canadian expeditionary force on demobilization is to be known as No. 1, which is given for service at the front. The silver badge, which was issued to men who served in England, but were honorably discharged because of medical or other reasons which rendered them unfit, will not be issued, nor will the other badge which was given for service in France. All members of the C. E. F., however, will receive a war medal, suitable to the class of service performed. This applies to troops in Canada as well as other of these who went overseas.

TARIFF SOP HINTED FOR WESTERNERS

Action Expected to Tide Government Over Another Session.

Special to The Toronto World.

Ottawa, Ont., Jan. 11.—There are indications that a tariff sop will be given to the westerners and to Liberal lower-tariff element in order to tide the government thru the coming session and prevent a precipitate break-up of the union administration.

It is reported that some at least of high tariff interests are willing to compromise with the farmers and the other low tariff advocates to the extent of consenting to the removal of the 7 1/2 per cent. war-time increase and continuing the duty free farm products together with the lowering of the duty on agricultural implements to 12 1/2 per cent.

If this modicum of tariff relief is granted by the government this session, as now seems likely, it is prob-

able that the rock on which the Union government's ship is bound to strike sooner or later will be sheered clear of until the proposed extra session next autumn, thus staving off an election possibly until 1920, and giving the present administration a year's more lease of life.

GERMANS SURRENDER A SUPERDREADNOUGHT

London, Jan. 12.—The German super-dreadnought Baden has arrived in Scapa Flow and has been interned there with other vessels of the German fleet. The surrender of this warship was demanded in place of the battle cruiser Mackensen, which was not sufficiently completed to leave Germany. The Baden is a vessel of about 27,000 tons, similar to the Queen Elizabeth class, mounting eight 15-inch guns and steaming nominally 23 knots. Another fleet of German submarines, numbering 16, left Germany for the surrender to the allies. This group comprises 13 submarines which were in the Mediterranean when the armistice was signed and three others inspected by the allied naval commission at Wilhelmshaven.

There are still seven submarines in neutral waters which are about to be

surrendered and 44 U-boats in German ports which must be given up. One hundred and seventy are in various stages of building, but the majority of them are mere skeletons, and further construction work on these vessels has been suspended.

Say Shop-Lifting Ring Is Arrested in Winnipeg

Winnipeg, Jan. 12.—In the arrest of five well dressed, good looking young women, Saturday, the police believe they have broken up an organized shop-lifting ring, whose operations in various local stores are alleged to have netted a haul of more than two thousand dollars' worth of goods. They are being held for trial, without bail.

DIES IN SAN DIEGO.

Woodstock, Jan. 12.—A telegram Saturday afternoon to E. W. Nesbitt, M.P., contained the sad intelligence of the death of his eldest daughter, Mrs. Alex. W. Moore, in San Diego, Cal. Besides her husband, she is survived by her father, three sisters, Mrs. Hetherington and Mrs. Phillips, Toronto; Miss Effie, at home, and one brother, Lieut. E. Nesbitt, recently returned from the front.

MACKENSEN INTERNED IN HUNGARIAN TOWN

Basle, Jan. 12.—Field Marshal von Mackensen of the German army has been interned at Temesvar, Hungary, according to Budapest despatches.

Recent despatches announced that Von Mackensen had been interned in Count Karoly's castle in Budapest. His troops, which sought passage thru Hungary, were disbanded early in December. Shortly afterwards it was reported that Von Mackensen had been interned by Hungary at the request of the allies.

Crippling of Fish Industry Feared Thru Express Increase

Vancouver, Jan. 12.—Serious developments in the cost-of-living situation in Vancouver and serious crippling of British Columbia's fish and fruit industries, particularly, are anticipated should the subject of increased express rates develop as asked for by the express companies.

The proposed increase of express on fresh fish in carload lots is from the present rate of \$3 a hundredweight from Vancouver to Montreal, to \$9 a hundredweight.