

Our Aim
"Better Service"

EATON'S DAILY STORE NEWS

Our Aim
"Better Service"

1869 — GOLDEN JUBILEE — 1919

Store Closes on Saturday at One p.m.—No Noon Delivery

Another Reduction on Children's Muskrat Coats

This Time They're Offered at \$15.00—Less Than Present Cost of Production

A backward season and the nearness of stocktaking are the factors responsible for such a pricing, making a saving offer that takes on unusual interest, because of the rumor in the air to the effect that fur coats such as these will be at higher prices than ever next year because of a scarcity of skins. Sizes 2 and 3 years, \$15.00.

Muskrat Caps to match. Sizes 6½ to 6¾. Each, \$2.85.

Men's Muskrat-lined Coats, with black beaver cloth shells and Persian lamb or otter collars, in the shawl style. Sizes 40 to 44. Special, \$61.50.

Men's Felt Hats ("seconds," but imperfections are slight), in Fedora creased crown style; brims are medium in flaring or rolled style, in green, black, brown and dark grey. Sizes 6½ to 7¾. Special, \$1.59.

Men's and Boys' Caps of medium or heavy winter weight blanket cloth or tweed mixtures; the majority are ends of overcoating materials; are lined and with or without fur or sanitary earbands; in grey, brown, navy, pin checks, diagonals or fancy mixtures. All sizes from 6½ to 7¾ in the lot, but not in each line. Each, 79c.

Children's Hockey Toques of brush finished cotton and wool and cotton mixtures, in grey, brown, khaki, navy, cardinal, fawn, royal, and a variety of combination shades. Each, 15c.

—Main Floor, James St.

The D.A. is One of the Links in the "Better Service Chain"



In fact it's considered one of the Store's greatest conveniences, because it provides our customers with a shopping system in which the saving of their time and peace of mind is a feature. Acts as their bookkeeper, clearly showing every purchase through a monthly statement. Cancels the need of sending money when ordering parcels from out-of-town. Use it when phoning orders. Give name and say, Charge to my "D.A." The parcel comes as a paid one.

Interest at 5% per annum is allowed on the daily credit balance up to \$1,000.00, and at 3% per annum on any money over \$1,000.00.

Money may be withdrawn or deposited at any time during business hours.

For full information apply at the D. A. Office, 4th Floor.

Men's Four-in-Hand Neckwear, Half-Price, 25c

Of Cotton and Silk or Cotton and Artificial Silk

They're in wide stripes, and figured interwoven patterns, in two-tone effects. Paisley or small all-over designs. Some are in two or three shades, others are in patterns of blue, black, purple, brown, red or grey. Are in graduating shapes with flowing ends; of cotton and have thin, strongly sewn bands and durable inner linings. Half-price, each 25c.

Men's Two-piece Underwear of medium weight cotton merino; having long sleeves, close-fitting cuffs, suspender tapes on drawers. Sizes 34 to 44. Garment, 59c.

Men's "Eaton" Made Work Shirts of blue galatea in fine white pin stripes; have attached lay-down collar, breast pocket and hand cuffs that button. Sizes 15 to 17. Clearing at, each, 59c.

Men's Sweater Coats, of cotton and wool, in the flat cardigan or fancy weave. Some have storm or shawl collars, a few have V neck, two pockets and close fitting cuffs. Included also are a few pullover sweaters, in copen, with cardinal trimmed yoke; have high roll collar, cuffs and skirt. Sizes in lot, 36 to 42. Special, \$3.95.

Men's Coat Style Cambric Shirts, with laundered cuffs and neck bands; many in neat single, grouped or fancy stripes of blue, black or mauve on light colored grounds. Sizes 14 to 17½. Each \$1.50.

Men's Flannelette Night Robes, "Eaton" made, in fancy stripes of pink, blue, tan or white; have attached lay down collar, breast pocket and large, roomy bodices. Sizes 15 to 18, \$2.00.

—Main Floor, Centre.

Great Clearance of 500 Pairs Flannelette Blankets, Greatly Reduced Today, Pair, \$2.75

The continued mild weather is, to a great extent, responsible for this remarkable clearance of flannelette blankets at a price far below that at which they are usually offered; in fact, it's less than we can buy them at the mill by the bale. They are of good weight and soft, in white with pink or blue band borders. Size 72 x 84 inches. Clearing price, per pair, \$2.75.

Half-Price Clearance of Comforters, Today, \$4.90 to \$32.50

The assortment consists of practically every kind of good comforter you can think of, covered with all silks, satins, seascens, and filled with down, down feather, or fine wool. These are in a vast variety of fascinating colors and combinations of plain and figured materials. There are also plain and embroidered Japanese silk comforters with light cotton filling. All such colors as rose, pink, blue, etc., in shades from light to dark. Sizes are for single or double bed. Every comforter half price, from \$4.90 to \$32.50.

Special! Crochet Bed Spreads, Each, \$1.95

White Crochet Bed Spreads to be included at a quick selling price. They are of firm cotton, woven in attractive border designs. Size 72 x 90. Today, greatly reduced, each, \$1.95.

—Second Floor, James Street.

Men! The Annual Trouser Sale Starts Today, Offering Working Trousers at \$1.65 and \$2.65

Note Also All-Wool Vests at Half Usual Price, \$3.50 to \$3.75

It's an event that comes every year about this time—many, no doubt, look forward to it, and delay their buying of trousers until the sale comes round—for it means substantial saving—more so this year, perhaps, than any other, because of the unusual condition of the cloth market.

At \$1.65 are men's heavy cotton worsted finished trousers, in medium or dark grey striped patterns, one of a blue thread striped pattern, has belt loops and five pockets; the others have 2 side and 2 hip pockets only. Sizes 32 to 35 and 40 to 44. Special, \$1.65.

At \$2.65 are men's fine twill cotton worsted finished blue serge trousers, with raised seams, belt loops, 2 side, 2 hip, and a watch pocket. Sizes 32 to 44. Special, \$2.65.

Men's Fancy Knitted All-Wool Vests, Half Usual Price, \$3.50 and \$3.75

In the single-breasted style; closing with 5 buttons; pockets and edges are trimmed with black braid, and obtainable in brown, green and navy. Sizes 36 to 44. Special, \$3.50, \$3.75.

\$7.75 is Surely an Unusual Price for an Ulster of Winter Weight

They're big Tweed Ulsters, in the full-fitting, double-breasted style, with convertible storm collars, belt at back, and wind-strap on cuffs. The material is a cotton and wool mixed tweed in a dark grey diagonal pattern; strong, serviceable linings. Sizes 36 to 44. Special, \$7.75.

—Main Floor, Queen St.

100 Dozen Bath Towels to Clear Today, Pair, 49c

Natural brown cotton bath towels, with hemmed ends. Size 23 x 38 inches. Pair, 49c.

Cotton Huckaback Hand Towels, Pair, 49c

Hemmed Cotton Huckaback Hand Towels, with plain white borders. Size 18 x 35. Greatly reduced today, pair, 49c.

All linen crash roller toweling, strong, serviceable quality for kitchen use; very absorbent, 17 inches wide. Today, yard, 27c.

Damask Table Cloths, Special, \$1.79

60 only, Bleached Cotton Damask Table Cloths; pretty floral patterns. If you need a good cloth come early and get one of these. Size 58 x 78, 70 x 70. Greatly reduced, today, each, \$1.79.

Fully Bleached Irish Cotton Table Damask, serviceable quality for kitchen or hotel use, good range of floral and conventional designs, 54 inches wide. Special, today, yard, 68c.

Battenberg Lace Doilies—These are a strong lace net, dainty and serviceable for table decorations. Size 12 x 12. Special today, each, 12½c.

—Second Floor, James St.

WILL DIG GRAVE OF BOLSHIEVISM

London Times Favors Proposal for Russian Conference.

OTHER PRESS COMMENT

Chronicle Lauds It as an Attempt to Stem Tide of Anarchy.

London, Jan. 24.—The Times, discussing the allied invitation to Russia, says that on the whole the agreement of the conference concerning Russia has been better received by the world at large than in Paris and that even those who might be disposed to criticize it must recognize that the decision was unanimously reached by so imposing a cabinet of nations that it is practically impregnable. The chief objections to the proposal, the Times adds, are concerned with its practicality. No one, it says, can guarantee the success of the proposed meeting or even that the meeting will ever take place. The newspaper argues that even if the meeting does not occur or if it

takes place and no definite decision is reached, "we shall in either case be in a better position to arrive at a decision than we now are, for in either case we shall have made it impossible for the Bolsheviks in Russia or their sympathizers outside to keep on any more."

Enemies of Human Race.

"They will have revealed themselves," The Times continues, "as enemies of the human race, and whatever steps the conference may find it desirable to take in order to vindicate its authority can be taken without misgiving and with the assurance that it has popular sympathy behind it. On the other hand if the Bolsheviks attend the Marmora meeting and behave reasonably, the gain will still be greater. We shall have made the peace of Europe secure without further fighting. We shall have laid the foundation of future friendships between the real mind of Russia and the aspirations of the entente peoples, and we shall have dug the grave of Bolshevism."

The Times concludes by saying it hopes the plan will work, but that if it does not, and other means become necessary, "our hands will have been strengthened by the failure."

"In the meantime," it says, "it is important that we should put ourselves in a position to assert the will of the conference at once in case the present scheme breaks down."

No Other Course Open.

The Daily Chronicle's diplomat correspondent says it is generally considered in diplomatic circles that the peace conference was moved to make the remarkable experiment by the

magnitude of the problem and that there was virtually no other course open.

"The sense of the conference," the correspondent says, "was against any resumption of the sword. In this it reflects general war weariness. Russia has fallen under Bolshevism because of lack of the common necessities of life. Supply those necessities and Bolshevism will fall. That is the theory, and it is good sense. Those who best know Russia rejoice that an effort is being made to stem the tide of anarchy. The fact remains that the vast majority of the inhabitants—Bolshevik Russia is in desperate need, dependent upon tilling the soil. Indifferent to persons, as to forms of government, they demand a cessation of disorder and a resumption of normal conditions. To them the proposition of the allies will come as a hope of better things."

In Need of Peace and Trade.

The Manchester Guardian, which warmly supports the proposal, says Bolshevik Russia is in desperate need, first, of peace and second, of trade. "She needs thousands of things," says this newspaper, "which she cannot herself supply, and to obtain these and freedom from the eternal menace and the drain which it implies on her scant resources, there can be little doubt that she would be ready to make great concessions. She needs foreign assistance, foreign capital. Her finances are in utter disorder, and she is on the verge of bankruptcy. She can escape by foreign intercourse and aid. Who can say what salutary results might not flow from her return

to the ordinary relations of a great state?"

The Daily News says the suggestion that the proposal involved recognition of the Bolsheviks will not bear examination. "The Westminster Gazette declares that to Europe as a whole it will be a great gain if the conference assembles. 'For then we may hope to secure thru it the peace of the world.'"

A Trial of Ideals.

"The reasons that favor the experiment," The Westminster Gazette continues, "impressively outweigh all that can be said against making it. Chief of these reasons is that a mission to the Sea of Marmora would be a practical trial of those ideas in the domain of government with which the name of President Wilson is associated. The effort is being made to get at the end of the Russian situation in the only way possible at the present time and to base the decisions of the Paris conference upon the clear expression of the will of the people concerned. We are glad to think that on this point the American and English delegates are absolutely in accord and that the views that are receiving the unanimous approval of the conference are as much those of Mr. Lloyd-George as of President Wilson. Our hope is that the mission will not fail, but if it does the conference will have the satisfaction of knowing that it has attempted a settlement as creditable to its head as to its heart."

Both the Morning Post and the Daily Telegraph adversely criticize the proposal.

VETERANS

Items of Interest to Returned Soldiers Will Be Printed in This Column if Phoned or Sent In.

NO BUSINESS AUTOCRACY.

"I think that Geo. Keen, undoubtedly one of the greatest experts on co-operative stores in Canada, did our organization an excellent turn in drawing our attention to what he considered questions of policy concerning our co-operative scheme," said Hugh McLeod, acting secretary of the Grand Army of Canada, last night to The World, and the fact, as you pointed out in your paper the other day, that the labor men were satisfied with our scheme except in one respect shows that we are moving with public opinion behind us. "Touching upon Geo. Keen's letter to the press, I would point out that he is mistaken in his estimation of an autocratic governing body in our scheme of co-operative stores," continued Comrade McLeod. "As a matter of fact, our scheme may be likened to the British Empire in that while various centres of the scheme will co-operate with the central body, each will be independent in itself. For instance, suppose we consider Earlscourt as a centre for a chain of stores in that district. The Earlscourt chain centre will co-operate with the central executive of the G. A. C., but will not be governed by this

executive, since it will have its own wholesale house and distribute at its own discretion. You can well understand from this that while the executive might become as it were an advisory body, its own powers respecting the districts, no matter where situated, would be limited. In short, our whole scheme would be likened to an autonomy within a democracy. There will be no business autocracy in our organization."

GENERAL APATHY.

That the Salvation Army has a right royal friend in the returned man was strongly evidenced yesterday when it was patent that the various branches of the Great War Veterans' Association were tying with each other for the honor of first place as money-getters for the cause of the Red Shield campaign. Central branch won the first bout in the series, which is expected to continue for at least three nights, and tonight it is hoped that the returns for the first night will be doubled if not trebled. The figures for last night were approximately: Central branch, \$1195; West Toronto branch, \$1112; Riverdale, \$860; Earlscourt, \$750; Parkdale, \$600.

Two members of the G.A.C. have been selected for the post of food inspectors recently appointed by the government to create a better system of transport service with the troops now returning to Canada. Both these men, Comrades Fred Pritchard and R. Wilkins, will be detailed to the A.A.G. London, Eng., for orders, and their

position on the transports will be important, wide powers having been given them.

Captain George C. Mackay, son of the Rev. G. J. Mackay, a winner of the D. F. C., the Palm and the Croix de Guerre, has been congratulated by the King of the Belgians for bagging a Hun plane the day before the armistice was declared, according to a letter received by the captain's father, yesterday.

WILL NOT SELL "DOPED" LIQUOR TO VENDORS

J. D. Flavell, chairman of the Ontario License Board, said yesterday the suggestion that the license board intended to have "doped" liquor treated and resold thru government vendors for medicinal purposes is without foundation. "The board has never entertained any such plan. We have been endeavoring to find out whether doped liquor can be so treated that alcohol can be extracted and used for medicinal and industrial purposes. The liquor that has been turned over to the vendors for resale has in every case been absolutely pure, and the same statement applies to the liquor which the board has given for medicinal purposes free of cost to the hospitals."

Announcement is made today by R. C. Vaughan, assistant to president of Canadian National Railways, that A. L. Graburn is appointed general fuel agent, his office to be at Toronto.

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DOLS ARE IN
THE CAR

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Branch, Phone 334.

WE PAY
H AND FULL VALUE

ANY KIND OF
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in full.

TE & CO.

kers, 33 Adelaide West,
to Regent Theatre)

411 7 p.m., including
Saturdays.

Out of Town Write Us.

ED GUESTS

TLAND LODGE

Commissioner and

Comedian Give

cal Addresses.

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comedian, entered the

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honored guest of Zetland

and A.M. Soldiers have

such a scene enacted at

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that he appreciated the

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referred facetiously to

paper which was camp-

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first thing you know," he

roar of laughter, "you'll

down here to see 'em

coming to this city for

coming in at the same

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ence, "that I feel as if I

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spirit of brotherly love

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and the chairman,

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left a priceless message

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all over the world would

in a spirit of brother-

did he refer to the war

that was one returned soldier

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the inimitable Lauder

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H. Y. Braddon.

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H. Y. Braddon, Australian

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the Gallipoli Peninsula.

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of criticism emanated

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alia.

en paid a tribute to the

a mother country and the

countries. "The country

kind type of woman," he

is not a nation in the

could lick its men."

ARINES LOST

ITAIN DURING WAR

an. 24.—A total of fifty-

nes were lost by the

during the war. Of these,

estroyed by enemy action.

ing lost 205 submarines.