

FRIDAY MORNING

STORE OPENS AT 8.30 A.M.

CLOSES AT 5 P.M.

EATON'S DAILY STORE NEWS

Saturday Treat, an assortment of delicious confections, 20c lb.

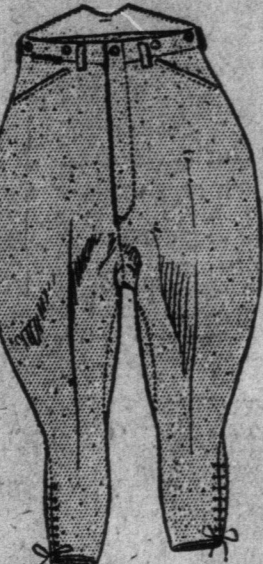
Men Can Buy Overcoats Saturday at Huge Savings

Winter Ulsters in Sizes 33 to 36 Reduced to \$3.95 and a Special Purchase of Men's Grey and Navy Blue Chinchilla Ulsters Clearing at \$11.75

YOUTHS or small sized men can save more than they pay on any one of these overcoats offered Saturday. They are the balance of ulsters that were greatly reduced a few days ago and it's only to be certain of clearing the balance that we've again reduced them, and Saturday's price is actually below the cost of production. They are made of warm serviceable tweeds in various mixtures and striped patterns, mostly all grey.

They are smartly tailored in double-breasted style and have convertible lapels, big storm collar, half belt at back, and strong linings. 3.95 Worth buying now for next season. Quantity is limited, so come early. Sizes 33 to 36. Saturday each

The special purchased ulsters are a splendid bargain at \$11.75, considering their smart design and detail and the strong good looking materials they contain. They are double-breasted and shaped slightly form-fitting at waist with half belt at back. Have shawl collar that rolls up snugly around neck and are in length of about 50 inches, all warmly lined and neatly trimmed. Sizes 35 to 42. Special Saturday 11.75



Soldiers' Breeches, Half Price and Less, \$2.50

These military breeches are made in correct military style of firm pliable khaki cloths. They lace up at knee, are full fitting, and have strong pockets and trimmings. Sizes 32 to 38 waist measure. Half price and less. Saturday, per pair 1.60

Fox's Puttees, English knit, improved non-fray spiral. Special value, per pair 1.60

Mackinaw Sport Coats Reduced to \$3.95

Soft, warm, heavyweight Mackinaw or sport coats, in attractively colored checks and overplaids in grey, red and grey, with green and golden brown with grey. They are double-breasted and have shawl collar, sleeve ticket pocket, side patch pockets and belt at waist. Sizes 34 to 38. Reduced price, each 3.95

Men's Eaton Made Navy Blue Serge Suits Are Exceptionally Good Value at \$10.50

The fact that these suits are made of English worsted materials, imported direct from the mills in large quantities, and that they are made in our own modern workrooms by experienced tailors, speaks volumes for their reliability, and their remarkable value at this price. The material is speaks volumes for their reliability, and their remarkable value at this price. The material is firmly woven in a medium twill. The coats are neat-fitting three-button sac styles, with notch lapels. Lining of twill serge. Sizes 36 to 44. A leading EATON suit value at 10.50

Special attention is also drawn to our men's suits at \$15.00, for they are made of good-looking and serviceable materials, in smart single-breasted sac styles. They are made of soft chevrot and finished worsteds, in grey and brown, pick and pick weaves, and twills and small checks; also navy blues. Sizes 36 to 44. Price 15.00

Main Floor, Queen St.



Perfect "Emery" and "Quaker City" Shirts For Men Reduced to \$1.19

SELDOM do we equal such an extra special as this in such splendidly made garments. They are perfectly formed, have well matched cuffs, full bodies and sleeves; and there are new and distinctive stripes in mauve, black or blue. Also plain white, with pleated bosoms. There's a wide variety of soft or stiff cuffs, all are coat style, and include several sleeve lengths. Sizes 14 to 18. Reduced to clear, Saturday, each 1.19

Men's Sweater Coats, plain and fancy stitched, have storm or shawl collar. Plain grey, brown, or maroon; also brown and tan, grey and maroon, or maroon and black. Sizes in the lot, 38 to 42. Each 1.48

Men's Combination Underwear, including "Richmond," "Korrecit," "Mercury" and "Tru-Knit" brands in mercerized cotton, wool and cotton mixtures or all wool. All are natural color, have closed crotch and well shaped cuffs and ankles. Sizes in the lot, from 34 to 44. Reduced price, a suit 2.95

Men's Winter Weight Two-piece Underwear from broken lines, including flat knit and fine elastic ribbed garments; single or double-breasted style in natural color. Sizes in the lot, 34 to 46. Reduced price, garment 69

Main Floor, Centre.

Boys' 4-Foot Toboggans, Special Value Saturday, \$1.19

These Toboggans are 16 inches wide, are of light yet durable wood, and have curved hood and rope hand rails. 4-ft. size, special Saturday at 1.19

Other Good Values in Sporting Goods

A friendly bout now and again is one of the best exercises for the boy. And for \$2.25 a set of 4 gloves are procurable. These are of strong leather, are curled, per hand lined, and have lacing wrists. Special value, per set of 4 gloves 2.25

Full line Hockey Sticks, in either right or left hand shapes. Splendid value .49

Boys' and girls' Clamp Skates, adjust with key; sizes to fit from size 1 to 10 boot. Pair .47

Fifth Floor.

Customers' Deposit-Accounts

The increase in the number of accounts shows how our customers appreciate the service. All you need to do is to make a deposit at the D.A. Office, Fourth Floor, and have your purchases charged. You will then have the following advantages in shopping: Handling money at the counter becomes unnecessary; paying drivers for c.o.d.'s can be avoided; telephone orders can be charged instead of c.o.d.; monthly statements, showing how your money has been spent, will be rendered; interest at 5 per cent. is allowed on credit balances on amounts up to \$500. For further particulars inquire at the D.A. Office, Fourth Floor, or phone Adelaide 5000.



ons
ats
pecially
nuary
house
w the
French
\$27.50
\$45.00
Persian
\$55.00
\$75.00
Skin Coats
190.00
OAT
ly worth
\$250.00
parts
notoring,
Caps and
the list
ring.
e
ANY
ED
St. W.
LY
COURT
t, Jan. 20th
BLIC SCHOOL
ferin St.
SPEAKER
ROGRAMME
LLOYD,
of Fun."
ARVEY,
n Maker"
COWAN,
tertainer."
AMSON,
Musician."
ALSHE
urt
men's Association,
MAN.
ome. No Charge.
lection.
Be Accompanied
dults.
and Red Cross
eal.
Y GIVING
e in the field, but
er two ago informed
would not be a can-
NEWS
AND DANCE.
dance given under
Manchester Unity
odge, I.O.O.F., in the
with Toronto on Wed-
one of the most
aid in the northern
more than 200 of the
nds being in atten-
s from the convales-
the guests of the
evening and took
the proceedings thro-
the ladies' entree con-
the first prize was
Mrs. Osmond; and
a class first prize
and second prize
able special prizes
soldiers, and the
together with the
e among the features
Sergeant W. Con-
Battalion, who is
ial grand master of
Lodge. The provin-
Bro. W. Shank
during the evening
S. Foster, M. Green-
Taylor.
for the year for Man-
S. G. Robinson
M.F.; Walter
Winfield, chairman; H.
Winfield, F.S.;
Thornboro Gansler,
Gardner, wardens.

PREPARE NOW FOR AFTER WAR NEED

Retiring Board of Trade President Sounds Warning Note.

THE ANNUAL MEETING

New Officers Elected and Address Heard on Past Year's Work.

At the annual meeting of the board of trade of Toronto held yesterday afternoon the following members were elected to the council for the ensuing year: James D. Allan, Hugh Blain, J. L. Campbell, Hon. Lieut.-Col. W. F. Cockburn, M.P. of Brantford; R. J. Copeland, K. J. Dunstan, R. W. Eaton, E. H. Gurney, Chas. McD. Fay, Edward Hay, Arthur Hewitt, A. O. Hogg, H. G. Stanton, C. O. Sullivan and J. W. Woods. Representatives on the Canadian National Exhibition were elected as follows: D. O. Ellis, Geo. H. Gooderham, M.L.A.; Noel Marshall, J. E. Reid and C. W. I. Woodland. Arthur Hewitt, the retiring president, in a splendid address gave a resume of the work of the board of trade during the past year, which has been one of the most successful in the history of the organization. Mr. Hewitt dealt with some of the problems that will face the country at the close of the war, and urged that plans should be prepared now so that the men returning from the struggle should not find themselves facing a new struggle for existence. "For the war we were told that the needful things were men, money, munitions. They are supposed to be held by a big local exporting company.

BRITAIN READY TO DO HER PART

But War Could Not Be Conducted on "Limited Liability Principle."

ARMY-NAVY FINANCE

N. W. Rowell Outlines the Empire's Achievement in These Spheres.

N. W. Rowell, K.C., chose "Britain's Part in the War" as the topic of his address before the Empire Club yesterday. The task that faced Britain at the beginning of the war was that of organizing a free, peace-seeking people to combat a highly organized military nation, said he. Germany was compact, largely self-supporting, and ready. Great Britain was loosely-knit and unprepared. But "I want to say that to the full extent to which it was understood and contemplated that Britain would take part in a continental war in aid of France and Russia, she was prepared to do so last detail and fulfilled to the limit her undertaking," said he. Soon, however, it was found that the war against Germany could not be conducted on any "limited liability principle." Mr. Rowell paid a glowing tribute to the work of the navy. The navy today was 50 per cent. stronger than before the war. The speaker showed the tremendous growth of the army of munition workers. "Twenty per cent of the entire population of Great Britain is bending its entire time and

SIX TORONTO MEN LAY DOWN LIVES

Eleven Local Names Are Listed in Latest Ottawa Report.

THREE ARE KILLED

Prisoner of War Dies, While Another is Presumed to Be Dead.

RETURNS TRUE BILLS IN SHOOTING CASES

One Man Pleads Not Guilty and is Remanded to Obtain Counsel.

The grand jury in the assize court yesterday brought in true bills against Mike Mugni, Robert Miller and Jane Allison, charged with shooting with intent to kill. Mugni pleaded not guilty when arraigned before Mr. Justice Latchford, and pleaded not guilty to all charges. He was remanded in custody till next week, in order to obtain counsel.

CITY HALL NOTES

The board of control yesterday ordered the payment of \$30,000 to the Toronto and York Highways Commission on account of the \$50,000 which is due from Toronto.

Salary increases as recommended by the civic heads of departments total \$10,754. The treasury department heads the list with \$3650 of increases, and next in order is the public health with \$2900. The assessment department has \$2000 of increases. The city auditor must first endorse the increases before the board will deal with them.

Unanimously the board of control voted yesterday to exempt the big new steel plant from taxation until two years after the war. So far the terms upon which the harbor commission has secured the industry for Toronto have been kept secret. The industry was secured in the face of keen competition from Montreal and Three Rivers, Que. The annual taxes on the 80-acre site would yield approximately \$15,000 to Toronto.

Rag and Bone Merchants At War With Junk Dealers

War has been declared between the rag-and-bone men and the junk dealers, owing to dissatisfaction over the prices paid by the dealers for such household refuse. The collectors refuse to sell their wares to the dealers and are trying to secure a site for a yard, where they will be able to store their collections and dispose of them without having to pay a profit to the middleman. The collectors want to establish a yard on Baldwin street, and will appear before the board of control today to ask for a license. It is estimated that there are 800 collectors in the city.

RETURN TO CIVIL LIFE

Of the eleven Toronto men listed in the late casualties, six are of soldiers who have made the supreme sacrifice. Three were killed in action, one has died of wounds while a war prisoner. One is presumed dead and one has died from accidental injuries. Three are seriously ill and two wounded.

Capt. Allan Macdonald Pemberton, Royal Flying Corps, reported missing and now listed as killed in action, was born in Toronto 24 years ago. He was a grandson of the late Hon. John Sandfield Macdonald. He was the second son of the late Gen. W. W. Pemberton and Mrs. Pemberton, nee of Kensington, Eng. He won the military cross at Ypres while serving with the Leinster Regiment.

Pte. Frank Beddow, previously reported wounded and missing, is now stated to have been killed in action. He was born in London, Eng., but had lived ten years in Canada before enlisting in the 32nd Highlander Battalion. His home was at 19 Davenport road. A brother, Pte. C. Beddow, is overseas with the 127th Battalion.

Corporal Daniel Campbell, 79 Scot-

WARD STREET

ward street, a 58th Battalion member, who was captured during the battle of the Somme, has died of wounds while a war prisoner in Germany. He had been over a year at the front.

Signalman William Hawkes, son of Jasou Hawke, Windermere avenue, Swansea, a 124th Battalion member, has received multiple gunshot wounds. Now Reported Killed.

Pte. John Lemon, whose parents live at 509 Crawford street, missing since last summer when he took part in the Zillebeke battle, is now officially reported killed in action. Prior to enlisting he was a dental student.

A cablegram received by Mrs. John L. Harris, 15 Vaughan road, states that her husband, a member of the A.M.C., has died as the result of an accident in the eye and ear hospital at Folkestone. He was formerly a druggist at 1590 Bathurst street. He is survived by his widow and daughter.

Sergt. E. L. Morris, 80 Empire ave., has written home to his relatives from a German prison camp, but states he has lost his right arm and been wounded in the head. This is the first word received from him since three months ago, when he was unofficially reported a prisoner.

Pte. J. Watson, 267 Booth avenue, has received severe gunshot wounds in the thigh and has been taken to Letouquet Hospital. He enlisted in the 166th Q.O.R. Battalion, but was later transferred. Before signing up he was with the Sunbeam Lamp Company.

Pte. A. Hughes, 36 Augusta avenue, is officially listed as presumed dead. He was a second contingent member, and formerly, it is said, was with the Hydro-Electric Commission.