


Jascha Heifetz on Victor Records

This boy genius of the violin, who so captivated musical critics
Records exclusively.

Heifetz "His Master's Voice" Red Seal Records


Ask any "His Master Voice" dealer to play them for you
Writ for frea oop of sso poge
Berliner Gram-o-phone Co.
"His Master's's Voice" Toronto Dealers


## Don't Forget

 Remember-There are no others!

Victor Records and Victor Victrolas
obtainable EATON'S
Victrolas and Victor Records Whaley, royce CO., LIMITED


Come to Simpson's for Your Victrola Rheb STMIPSONT Compuy WANT FUEL CONTROLLER


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## Four Exquisite Violin Solos

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##    great star Heifecz will addition to



CANADIAN
CASUALTIES


| $5 \pm$ | EATON'S FRIDAY BARGAIN LIST | Exawa |
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| Gate Leg Table, Today, \$8.00 |  |
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| Gate Leg Tables, two designs and sizes; waln ut and fumed oak; suitable for tea tables. Reg. <br> $\$ 10.50$ and $\$ 11.50$. Today <br> Den or Living-room Tables, quarter-cut fumed oak, 42 -inch top, moulded rim; full Iength draw- d. shelf; all in william and Mary motif, well made and finished. Reg. $\$ 15.50$. Today... 10.50 |  |
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| nehair. Reg. $\$ 54.00$ and $\$ 59.00$. Today, $35 . c o$ co Living-room Suites, three pieces, Arm Chair, Arm |  |
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| ttache Leather Cases, Today, \$1.25 to \$3.50 |  |
| It is a clearance of lines from stock of Attache Cases of leather, in seal and morocco grains, with compartments for paper, envelopes, pen, pencil and memo book. Some have double clasp lock, while all |  |
|  |  |
| are fitted with lock and key. A limited number. Today, half-price …….................. to 3.50 |  |
| en's Combination Underwear, Today, \$1.25 a Suit |  |
| made, fine elastic rib, wool and cotton mixture, naturala nd cuffs, French neckband.Sizes34 to |  |
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| (Today, per sult |  |
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| wit ight slatar Reg. \$1.48 |  |
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| $\$ 1.25$ and $\$ 1.50$. Today, each ........... . 98 Men's and Boys' Collars, stand-up, turn-down |  |
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| broken lines, mostly plain lines in odd sizes with long points; these come in <br> h shawl collar, two pockets <br> lifferent depths.  <br> dizes 13 to 18. |  |
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| GIRLS' DRESSES <br> Manufacturers' Samples and Overmakes, including dresses of printed flannelettes, percales, etc., all smartly fashioned, in one-piece effect, made with large collars outlined with buttonhole stitching. The skirts are full and fin- ished with deep hems. Black and white, brown, garnet and Copen. Sizes 6 to 14 years. Today, each ............... 79 Imported Dresses, of serge, are in three smart styles. One style, in navy blue, is in tatlored offect, high-waisted, inverted pleat down front of blouse, and four wide belt and large round collar of serge, with extra collar of White pique, and black corded silk tie. The skirt is made full with deep hem. Another style, in deep hem. Another style, in Copen., suitable for small girls, has two large pockets on skirt piped across top with red or black silk, two-tone embroidered silk design on front of belt, and large white pique collar. Also with two small inverted pockets dered dots on collar. Sizes 6 to <br>  |
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| eavy Reversible Tapestry Curtains, Today, \$4.65 |  |
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| Heavy Reversible Tapestry Curtains, 45 inches wide by 3 yards long, in red, green, and |  |
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| Soft Cotton Flags, mounted on hardwood sticks, gilt spear tops; size $17 \times 24$ inches; in Canadian, Union Jacks, Irish, Italian, Russian, Serbian, Belgian and Japanese. Reg. 25 c |  |
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| Fancy Net, Madras and Bordered Scrim, being a clean-up of odds and ends, quantities limited in some cases to a few curtain lengths. In a good some cases to a few curtain lengths. In a good assidths 36 to 45 inches. Reg. $30 \mathrm{c}, 35 \mathrm{c}$ and 40 c . Win Today, per yard ............................ . 22 <br> Einglish Chintzes and Art Cretonnes, 30 inches wide, in a host of allover tapestry and floral designs <br> many combinations. Today, yard ........ 28 <br> Nottingham Lace Scrim and Marquisette Curtains, 36 to 50 inches wide, $21 / 2$ and 3 yards long, in white, ivory or ecru; in a good range of designs; including plain, floral, medallion and allover effects. Reg. $\$ 4.00$ to $\$ 5.50$. Today, pair …...... 2.95 Fourth Floor. |  |
| Odd Rag Rugs, Today, \$1.95 |  |
| Odd Rag Rugs, in suitable sizes and pattern for bedroom or bathroom, blue, green, rose. |  |
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| Size $2.6 \times 5.0$ Reg. $\$ 3.50$.Size $3.0 \times 5.3$, Reg. $\$ 2.75$. |  |
| Size $4.0 \times$ 7.0. Reg. \$4.75. Today ................ . . . . . . . . . . . . . . 1.95 |  |
| Durable Brussels Rugs-a dozen odd rugs suitable for bedroom, living-room or diningroom; two-tone style, in grey, blue or $\tan$; brown and green conventional; tan, green and brown; also others in chintz colors. |  |
| Stize $11.3 \times 12$. Reg. $\$ 37.50$ and $\$ 42.00$. Today |  |
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| Japanese Grass Rugs, plain centre, with neat borders. Ideal for a kitchen or pantry. Brown or green. Size 27" x 54". Today ............ . . 90 <br> Carpet, Napier Matting and $\mathbf{R}$ plain colors with borders Lengths up to 8 yards. |  |
| Patinted Back Stair Onlcloth, 22 y2/ inches wide, inmedium colorings for passages and stairs.Floral |  |
| ens an |  |
|  | Odd Frames, hardly two of a size of one kind, being of antique gilt, Circassian walnut, solid walnut, mission oak and black or gilt. There are many sizes, from postcard size to $10 \times 14$. Cannot promise any particular kind in any given size. Reg. 50 to to $\$ 1.40$. Today .................. 35 |
| Sheet Pictures, in a big variety of sub- Picture Frames, up to size $16 \times 20$ in. <br> jects. and sites up to 20 x  |  |

## DRAFTEES FALING

TO REPORT NAMED



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Billiard Academy Owners Must
Subscribe to Patriotic Fund




TEACHERS PETITION
IN MISS HELD'S BEHALF

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Oak Varnish Stain, Today, 45c

| Light and Dark Oak Varnish Stain, for floors, woodwork and furniture. A suitable brush for applying included with each quart. Today, stain and brush, .45 |  |
| :---: | :---: |
| Canadian Tapestry Papers, in ver Suitable for hall, living-room or dining | re pattern, in soft greys or browns. oom. Reg. 35c. Today, single |
| American Parlor Paper, in two-tone scroll patterns, in soft grey or cream shades. Reg. $371 / \mathrm{c}$ e. Today, single roll .. | Border. Reg. 4c yard $\qquad$ .3 $\square$ <br> Canadian Bedroom Papers, in ribforn stripe pattern, in soft green, blue or grey on white grounds; floral 9 -fn. border in |
| Paper, in two-tone figured stripe patterns, edged with gilt or cream, on buff grounds: ${ }^{9-\mathrm{in} \text {. floral gilt border to match. Reg. }}$ 20 c single rol | Reg. 9 c. <br> Border. Today, single roll <br> Reg. $21 / 2 \mathrm{c}$ yard. Border. Reg. $21 / 2 \mathrm{c}$ yard. Foday,-Fourth Floor. |


| Interesting Bargains in Linens and Bedding |
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Odd Picture Frames, Today, 35c Odd Frames, hardly two of a size of one kind, being of antique gilt, Cir-
cassian walnut, solid walnut, mission oak and black or gilt. There are many
sizes, from postcard size to $10 \times 14$. Cannot promise any particular kind in sizes, from postcard size to $10 \times 14$. Cannot promise any particular kind in
any given size. Reg. 50 to $\$ 1.40$. Today $\ldots . . . . . . . . . . . .35$ scapes, seas, rura
to $\$ 3.50$. Toda Light and Dark Oak Varnish Stain, for floors, woodwork and furniture. A
suitable brush for applying included with each quart. Today, stain and brush, 45 Canadian Tapestry Papers, in verdure pattern, in soft greys or browns.
Suitable for hall, living-room or dining-room. Reg. 35 c . Today, single


 Men's Fur Collars iod date, eachable collars, fit any over. 13.25


"I think your Heart's in the right place, Toronto, but your pulse will have to register $\mathbf{\$ 3 6 8 , 4 0 0}$ by to-night before I can pass you."

## Let us face theTruth

At eight o'clock to-night, as this announcement is writ ten, with all the figures in from all sources, Toronto is still $\$ 368,400$ short of the Three Millions.

Unless that $\$ 368,400$ is raised before nightfall the word will have to be flashed to our Boys in the Trenches that Toronto has failed them

But it must not, it dare not be.

Failure! The very word is ghastly. Think of its effect upon the morale of our men. Think of the impression it will create among our Allies. Think of those 25,000 dependents of our boys in this city. Think of Red Cross work having to be curtailed.

Mrs. Plumptre Appeals to the Women of Toronto for One Las
Great Effort Great Effort.
"It matters not where the head lies, so "I appeal to every woman in the City of Toronto to show that at heart our women are right, for I know that when
they THINK of the great need, they will they THINK of the great need, they wil
give again, if they have already given give again, if they have already given;
or will strain every effort to give, if
"Adelaide M. Plumptre."

EVERY WORKER for the Fund is earnestly requested to be present at the Dinner at the Simpson Mail Order Building on Mutual Street at 6.30 p.m. to-night. Everybody pays for their own dinner.

We dare not fail. We must. get the money.

Give again, men! Give again, women! It will be the last time you will have the opportunity of giving to the Patriotic Fund.

If you have not by any chance been called upon, bring in or phone in your subscription to Headquarters, and a worker will come immediately to collect it.

If you are willing to Give Again, phone in and say so, and we will send for your subscription. Or mail it in Special Delivery, so that we will get it to-day

All Together, Now, for one last tremendous effort. We must

## Get that $\$ 368,400$ To-day

Patriotic and Red Cross Fund Headquarters, 293 Yonge Street. Phone Adelaide 6000 TORONTO AND YORK PATRIOTIC FUND' AND CANADIAN RED CROSS CAMPAIGN COMMITTEES



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DENTALS DOWN CRESCENTS IN HAIR-RAISING CONTEST Came From Behind to Get Verdict in Last PeriodTeams Evenly Matched and Good, Hockey R
sulted---Champions Showed Old-Time Spirit.



Men's Overcoats Specially Priced

Single and double-breasted - London-tailored from special English and Scotch wool-
lens-blues-greys-browns and heather mixtures.
All sizes in the lot.
Extra fine-individual


Fairweathers Limited
84-86 YONGE ST., TORONTO.

## PENNY ANTE







Simid An SELLERS-GOUCH
 Startling Bargains In Beautiful Fur Coats

## $\mathbf{E}^{\text {VERY day brings our January Sale nearer }}$ $\mathbf{E}_{\text {to a close. Already hundreds of people }}$ have benefited by our reductions and saved

 money. To give impetus to the closing days staggering special sacrifices will be made today and Saturday. Three colossal bargains --coats of Hudson Seal, Hudson Coney Seal and Persian Lamb to be cleared out at \$99, $\$ 149$ and $\$ 199$. Profits have been stripped off. Grasp this epoch-making opportunity Come in todayTrimmed \& Plain Hudson Seal

20 to 50\% Off on All FurSets Come In Early Today Store Opens at 8 o'Clock


This Stupendous Opportunity is Extended for Two Days Only-Delay no Longer--Buy Your Coat NOW!

Model Hudson \& Persian Lamb




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## Dozens of Carloads of Furniture Are Now on Our Fifth Floor Marked at Special Prices for This Sale

Many months of preparation have resulted in a sale as complete as any we have ever held, in point of quantity and variety offered, as well as in excellence of values It is a sale of substantial, well-built furniture, and of sturdy, good-wearing, dependable floor coverings, at prices much below those usually asked for merchandise of the same qualities. This sale is Torontos Homefumishing Opportunity. We have prepared the bargain feast-it is up to you to take advantage of it.

## Chiffonier and Dresser Prices <br> Are Abnormally Low

Dresser, of golden-finished surface oak, having 3 large drawers, and beveled plate mirror. Regular price $\$ 10.75$. February
Sale price, $\$ 8.95$. Sale price, $\$ 8.95$

9 only, Women's Dressing Tables, veneered in genuine mahogany and walnut, having triple swing mirrors; beautifully fin-
ished. Regular $\$ 19.00$ to $\$ 23.00$. February Sale price, $\$ 12.75$.

Dressers, of golden-finished surface oak, with 2 long and small drawers; top drawers shaped; large oval plate mirror, beveled; shaped standards, brass trimmed. Regular price $\$ 17.50$.
February Sale price, $\$ 13.95$. February Sale price, $\$ 13.95$.

Empire Mahogany and White Enamel Finished Chiffoniers, having 4 deep and 2 small drawers; well-finished, wood-trimmed. Regular price. $\$ 20.00$. February Sale price, $\$ 14.75$

Chiffonier, of solid quarter-cut fumed oak; mission design; heavy beveled piate mirror back. Regular price $\$ 25.00$. February Sale price, $\$ 18.00$.

Dresser, of genuine quarter-cut oak, in fumed or golden finish; made with 2 deep and 2 small drawers; $22 \times 28$ mirror
back. Regular price $\$ 26.00$. February Sale price, $\$ 17.95$.

Chiffonier to match above, has 4 deep and 2 smaller drawers; back mirror, size $16 \times 18$. Regular price $\$ 22.75$. February Sale price, $\$ 17.25$.

Princess Dresser, of genuine quarter-cut oak, in golden finish; extra large beveled plate mirror back. Regular price $\$ 27.00$.
February Sale price, $\$ 23.25$. February Sale price, $\$ 23.25$.
Dresser, of gumwood, walnut finish; top measuring $23 \times 42$;
size of British bevelede mirror $24 \times 30$ inches; made with 2 shaped top drawers. Regular price $\$ 27.50$. February Sale price, $\$ 21.50$.

> Brass Beds and Mattresses



Brass Beeds, with heayy 2 -inch chentinuous posts, and special husks; made with five 1 -inch fillers, and galiery. Regular price
$\$ 33.00$. February Sale price, $\$ 26.25$.

Mattresses, of wood fibre and jute felt; both sides well filled,
deeply tufted; encased in art ticking. Regular price $\$ 7.00$. and deeply turted; encased in art ticking. Regular price $\$ 7.00$.
February Sale price, $\$ 5.95$.

Mattresses, of wood fibre and jute felt; both sides and ends
vily stitched; full depth border; strap handles; in all reguiar sizes. Regular price $\$ 7.50$. February Sale price, $\$ 6.15$. Mattresses, of cotton felt; built in layers, not stuffed; full
depth border ;well-tufted roll edge. Regular price $\$ 15.75$. Feb-


Special---8-Piece Dining Room Suites


Special--8-Piece Dining Room Suites



Special--5-Piece Brass Bed Outfits



## Special--3-Piece Brass Bed Outfits



We Pay Freight Charges
$\qquad$
\$17.75 Oak Couch for \$13.95

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TAKE DINNER TODAY AT SIMPSN'S

The February Sale of Floor Coverings Offers at
 Low PricesSome of theFinest Wilton Rugs Possible to Procure FINE IMPORTED WILTON RUGS



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## Handsome Buffets

Buffet, of solid quarter-cut oakk, in fumed or golden finish,
ing shaped feet, large cupboard, linen and cuttery drawers; having shaped feet, large cupboard, linen and cutlery drawers;
back has large plate mirror. Regular price $\$ 35.25$. February Sale price, $\$ 24.50$.

Buffet, in genuine quarter-cut oak, fumed or golden finish; colonial design; heavy back standards; back fitted with beveled
plate mirror. Regular price $\$ 32.00$. February Sale price, $\$ 25.75$. Colonial Buffets, of solid quarter-cut oak, in fumed or gol-
den finish, with doily, linen and cuttery drawers, and good cup-
board space. Regular price $\$ 41.00$. February Sale price, $\$ 28.65$. 52 -inch Buffet, of genuine quarter-cut oak, with heavy plank 52-inch Buffet, of genuine quarter-cut oak, with heavy plank
top; doily, , inen and lined cutlery drawers; 3 top drawers shaped;
well-finished, fumed or golden finish.: Regular price $\$ 42.00$.
February Sale price, $\$ 36.75$. February Sale price, $\$ 36.75$. Dining-room Chairs, of solid quarter-cut oak, in fumed or
golden finish; well braced, with stretchers; made with panel backs
and heavy top rails; pad seats; genuine leather; sets of 5 small and heavy top rails; pad seats; genuine, leather; sets of 5 small
and 1 arm chair. Regular price $\$ 22.00$. February Saie price,
$\$ 18.15$.

Dining-room Chairs, of solid quarter-cut oak, in fumed or
den. finish; made with genuine leather slip seats; sets of 5 small chairs and 1 arm chair, Regular price $\$ 26.50$. February Sale
price, $\$ 21.43$.

Colonial Dining-toom Chairs, with exta heary feet, slip seats,
el backs: in golden oak orily: set of 5 smail chairs and 1 arm panel backs; In golden oak orly; set of 5 small chairs and 1 arm
chair. Regular price $\$ 30.00$. February Sale price, $\$ 22.90$.

Buffets, of solid quartef-cut oak, in fumed finish, with turried
s, and back standards; heavy plate mirror back. Regular price


## Extension Tables

Extension Tables, of solid quarter-cut oak, top 45 inch;
y square pedestal; shaped feet; extend to 6 feet. Regular heavy square pedestal; shaped feet; exten
price $\$ 20.00$. February Sale price, $\$ 15.45$.
Extension Tables, of solid quarter-cut oak, with twin pedestal,
and 48 -inch top, having heavy feet: extends, to 6 fec and 48 -inch top, having heavy feet; extends to 6 feet. Regular Extension Tables, of solid quarter-cut oak; with 48 -inch top,
nd heavy dividing pedestal; double lock; extend to 8 feet and heavy dividing pedestal; double lock; extend to 8 feet; fumed
or golden finish. Reguiar price $\$ 30.00$. February Sale price,
Extension Tables, with 48 -inch top, in fumed or golden finish; Extension Tables, with 48 -inch top, in fumed or golden fin-
lateavy pedestal base; extend to 8 feet. Regu-

In the February Sale
Ends of Drapery at 1-3 to Half Off
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Lace Trimmed Shades at 59c
 - $\$ 10.00$ Repp Portiere, at 58.39 Per Pair.
 Stock of Chimzee at Redoced soind Shat show Clothe and Ow, have priceer iotio mok


Thom STMIPSON Comito


