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GEN. JOHN HUGHES
GOING TO FRONT Will Be Accompanied
Capt
Capt. Sifton on Bath
Front Tour
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THE TORONTO WORLD CASUALTIES
















THE TORONTO WORLD


Start next week us
the house. Order

## LAWRENCE'S Home-Made Bread

 You remember George Lawrence said when he reduced the price of bread that he needed 10,000 new customers to make the 8 cent price carry itself. The public have responded splendidly in support of the reduced-price campaign, so that now only a little less than 3,000 new customers are still requiredWill You Help Keep Down the Price? YourOrder--TODAY--Will Helpthe Cause Order by Telephone College 321 College 137
8 Cents for. 24 Ounce Loaf 13 Tickets for One Dollar You Save 4 Cents Extra on Every Dollar's Worth of Tickets GEORGE LAWRENCE, Baker

THE MAN WHO PUT DOWN THE PRICE OF BREAD. 21-31 Carr Street

## MOTHER

STORE OPENS AT
\&.30 AN
OLOSES AT 5 P.M.

## EATON'S DAILY STORE NEWS



## Bargains From the January Sales Some of the Extraordinary "Specials", to be FeaSome of the Extraordinary "Specials" to bo Dea- tured for Mondaytured for Monday- Watch for the Blue and White Sale Thite Sa

## One-third of Your Life--More or Less--is Spent in Sleep. Is Your

 Mattress as Comfortable and Healthful as it Might Be?To Emphasize the Importance of the Question, and to Draw Attention to its Magnifcent stock of Improved, Sanitary Bedding, the "Ostermoor," "Marshall" and EATON-made White Hair Mattresses

## R

The Famous "Ostermoor"

ent coss of luxurious and perman
enarantee ary methods an artary materials and san largest organization in the British Empir devoted to the manufacture of beds and
bedding bedding. The filling employed is a non-
absorbent fabric, produced from cotton, treated by pertain proeesses which transform it into "Ostermoor felt" (shown in rolls in the sketch above), five
huge rolls being required for each tress of regular size. This felt is com pressed into one sheet of uniform thick Thus all enclosed in the ticking cover celebrated "Osterpuoor felt" is evenly distributed; every square inch possesses dhe same resilience ; there can be n formation of lamps and hollows,
shifting of the filling is impossible.
When an Ostermoor mattress becomes it thoroughly, without damage to fllling or covering, after which an hour's drying
in the sun will restore the freshness of its original appearance.
Prices on Ostermoor mattresses of
standard sizes are as follows: tandard sizes are as follows
$4 \mathrm{ft} .6 \mathrm{in}$. . wide, or less, weight 45 lbs ,
$\$ 18.00 ; 4 \mathrm{ft}$ wide, or less, weight 40 lbs , $\$ 18.00 ; 4 \mathrm{ft}$. . wide, or less, weight
$\$ 17.00 ; 3 \mathrm{ft} 6 \mathrm{in}$. Wide, or less, weight 35
$\$ 15.00 ; 3 \mathrm{ft}$. wide, or less, weig.


- mattresses which in the purity of their fillings, the
resiliency of their construction, and the durability of
their service, represent three of the most conspicuous their service, represent three of the
successes in modern mattress-making.

Your only assurance of procuring an absolutely sanitary mattress lies in the fact that the particular mattress you buy carries the positive guarantee of a reliable manufac"Marshall" or Eaton-made White Hair, illustrations of Mich appear herewith.


## The "Marshall' Ventilated Mattress

${ }^{\mathrm{N}}$of the most popular of all mattresses in the big hotels of Marshall" is the multitude of little coiled copper steel prings which compose the body of the mattress. It thus consists practically of an air chamber. Ventilators being placed at either ide, a free circulation of air is permitted within the mattress,
seeping it always pure and fresh, and rendering it absolutely sanitary.
The luxurious comfort of the "Marshall" is due to the fact that each spring, encased in a cotton pocket, works independently
of the other, allowing the mattress to conform to the shape of the user. Between the springs and the cover is a generous upholstering
of fine curled hair or felt. Every "Marshall" carries the makers' five-year guarantee.

Prices on standard sizes, with hair top, are as follows
4 ft . 6 in . wide, or less, $\$ 30.00 ; 4 \mathrm{ft}$. wide, or less, $\$ 28.50 ; 3 \mathrm{ft}$. $6 \mathrm{in}$. wide, or less, $\$ 26.50 ; 3 \mathrm{ft}$. wide or less, $\$ 25.00 ; 2 \mathrm{ft} .6 \mathrm{in}$. wide,
or less, $\$ 24.00$. (All of which are 6 ft .3 in . in length.)


EATON-Made Mattresses

 by stringent scientific methods of steril-
izing. Bundles of this hair as it goos into
the mattresses are on view in the departizing. Bundles of this hair as it goes into
the mattresses are on view in the depart-
ment. Constructed under our own supervision,
the bet qualtty of tikking is employed or
the corering of the matresses, every detail
 comfortable. EAToN-made mattresses are fea-
These
tured in one grade only, but they may be had




## Three Pleture Framing Savings for Monda

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"At the War," By Lord Northeliffe

## At the War," By Lord Northeliffe

Miss Mariory Maokurchy Reveriens one of the Now

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Men's Raccoon Coaits Priced at $\$ 185.00$ The Ideal Witerer coat for Motoring, Stormy Weather and Night Wear

THE coats are made of heary furred Canadien raceon skin, s fur
that is a favorite with many men on account of its thickness and
 The lining is of strong givited ation, the quilthg adas great protee.





Auto Robes of black goatskin, bla Each, 319.50.

## T. EATON Coimire

CTTY HALL NOTES









REPUDIAT
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Amuseme
$\underset{\text { Gentlemen＇s }}{\substack{\text { adies＇and } \\ \text { Gis }}}$


| PLAYS，PICTURES |
| :---: |
| AND MUSIC |




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THE WEATHER


## \％SOCIETY




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| MON．－TUES－WED． |  |
| :---: | :---: |
| frank Meintyre 4THE TRAVELL：NG | THURS，－FRI，－SAT Extraordinary Attraction <br> MARGUERITE CLARK |
| ALICE BRADESMAN＂ | ＂Snow White＂ |

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| $\underset{\text { Srancis X }}{\text { S }}$ ．Bushman |
| :---: |
|  |  |
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| Maurice Costello |
| ＇The Crimson Stain Mystery＇ |
|  CLEO RIDGLEY an ＂The Yellow Pawn＂ |
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CRAND ${ }^{\text {OPEERA }}$



DADDY LONG LEGS


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Lieut．George Provides，Artists
at Recriting Meeting at
Hippodrome Sunday．－




ENNEST Tonemince As＂aunkIE＂ Hext welk－l．sents now


## ADAUGHTER



## SAME BIG CAST

Seat Sale Thurs．

4－－MARX BROTHERS Joo－LAUMIE－．－BROMSOH－MAloen Jos．E．．－HOWARD．－GLARKE．－Ethelyn

 | Swirn and |
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GAYETY Dilymats | JEAN BEDIINI＇S |
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| Fascinating Parisian Novelty |
| IDPC |



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| THE FRANCO－BRITISH AID SOCIETY ave giving a musicale at the home ofMr．W．Claude Fox， 119 Glen road，rrursday，Jan．18．Price of ticket $\$ 1.00$ Thursday，Jan．18．Price of tick．at Tyrrell＇s．780 Yonge street． |  |
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THE TORONTO WORLD

## Hockey <br> ${ }^{27 \text { nth }}$ - $3 /$ Baseball ${ }^{\text {Brum Suceeds }}$ Dents - 2 Dasedal Bill Carrigan



## Repoisitory

AUCTION SALES OF HORSES Tuesday; January 9th,
Friday, January 12 th; Hotin
 and

CITY HORSES
y=
FREMCH ARMY HORSE IIISPECTIONS

## every day mext week



## E(5nill ${ }^{2}$ SHEPPARD



 NCE RACES TODAY
 Soft Ice Will Greet

Torontos at 0ttawa


Mind





## H HICKEY'S荌

 Men of Toronto! to the one You Can't Afford Opportunityof a Year. to Disregard This Wonderful Sale NOW IN FULL SWING The"MovieMan"Offers Yu

$\qquad$ to Serve slashed to the bone. You have never geen such values be. Some of the ExtraordinaryValues Prevailing a this Sale: $0^{\prime}$ Coat Reductions Suit Reductions


## PYJAMAS <br> We now show the finest stock we have ever had. Crepes, flannelettes, icom- plete lines of Ceylon flannels, Oxfords. plete lines of Ceylon flannels, Oxfords. etc.: Regular $\$ 1.75$ to $\$ 2$, for $\ldots \ldots . \$ \$ 1.25$ Res $\$ 1.250$ | Regular $\$ 1.75$ to $\$ 2$, for $\ldots \ldots . . \$ 1.25$ |
| :--- |
| Regular $\$ .0 .0$ to $\$ 3$, for $\ldots \ldots . \$ 1.45$ |
| Regular $\$ 3.50$ to $\$ 5$ for fo. $\$ 2.45$ |

Bath Rcbes
A few select Bath Robes,
handsome materials and
Re, Regular $\$ 8.50$ for
${ }^{3} 450$
Khaki Goods for Soldiers


 125 HICKEY'S 97 Yonge St.


COLLARS $3=$ 5c NECKWEAR Hundreds of pure silk ties, in plains,
fancies and knitted: Regular 50 c lines for Regular 50c and 75 c lines for $\ldots . .33 \mathrm{c}$. ${ }^{23}$ c
Reguar Regular $\$ 1.60$ lines for . . . ..... 63e


## NEWS FOR AND ABOUT WOMEN,AND DAILY MAGAZINE FEATURES



## Polly and Her Pals <br> - -8 <br> Pa's Voice Sounded Just Like He Fell

8-:
By Sterreti







## A GOOD DAY TO SHOP AT SIMPSON'S

Tempting Values in Lace Curtains
Engliteh Lece Curtino at 89c


Get the Baby Out I'nto the Fresh Air Rus ${ }^{1}$ Sale of Baby Carriags

 coch ................. 16.85


Koclak Specials
 saturay

${ }_{\text {Satur }}^{100}$ Raby Lamp, values up to 7 5c. 29
 Women', Leather Hand Bags





Alarm Clocks, $\$ 1.00$
Stronk, reliale and accurate timepieces,
Ametican make
Bread Trays, $\$ 1.98$




## Notions






## ARROW SHIRTS 98cTODAY

After several weeks of planning we are ready with this immensely important Shirt Sale, which includes the Cluett, Peabody \& Co.'s stock of "Arrow" brand shirts, left overi from the season's selling, and also their samples. They are high-grade, perfect-fitting shirts in various handsome patterns - coat style with laundered or double French cuffs. Sizes $131 / 2$ to 17 ; sleeve lengths 32 to 36 . Come at 8.30 a.m. for first choice. 98 Each


Exceptionally Good Values in Men's Overcoats and Suits
 and in the closer form- ifiting stylyes-aind there are the men's models in the popular double-breasted style with belt and convertible col-
lar. The materials are English tweeds, in greys, browns and ancy mixtures. Sizes 34 to 44. All extra good values 15.00 Then there is a chamois lined ulster for wearing in the coldest weether.
Made of a heavy dark grey cloth in a splendid double-breasted style with convertible collar, the chamois interlining is clear to the 25.00
bottom. Sizes 36 to 44. This excellent coat is priced at ..

A Young Man's Suut of Attractive Appearance
handsome and serviceable English cloth, buit white hairline stripe. A real swagger young men's model, single-breasted
three-button sacque coat, with soft roll lapels and neatly fitting, three-button, sacque coat, with soft roil lapels. and neatiy fitting,
giacefully hanging trousers. Sizes 34 to 42 . Perfect in
every detail and a fine value for ................... 20.00

## FOR THE BOYS

Imported English tweedials and ow Borsteds, in fashionabile grey and brown checks, stripes and plain weaves. Some are in single-breasted yoke,
Norfoik styes, with fancy pleats running from yoke to sewn-on belt
Others are in conservative double-breasted Norforath pockets. Others are in conservative double-breasted
and
models, with smart lapels and flap pockets. All are warmly lined models, with smart lapels and flap pockets. All are warmly lined
throughout. Full-fashioned bloomers are lined throughout and have throughout. Fuli--ashioned bloomers are lined throughout and have
belt loops and straps and buckle at knee. Sizes 25 to 3 3, for
boys 7 to 15 years. Come early and secure one on Saturday for 6.95 Boy' Tweed Uliter Overcoats, $\$ 3.85$. Warm, dressyy college ulster models, tailored from a dark brown coat-
ing, lined with a warm fancy check material, Double-breasted with ing, lined with a warm fancy check, material, Doube-breasted wit
two-way collar, half belt, vent in back, and flap pockets. Sizes
26 to 30 , for boys 8 to 12 years Sturday 26 to 30 , for boys 8 to '12 years. Saturday, Mid
Boys
Strong
Strong wearing, full-fashioned Bloomers, for boys 4 to 16 years.
Tailored from serviceable grey and brown twieeds, and warmly lined throughout. Belt loop at waist and strap and buckle at knees. 95
Sizes 22 to 34 . A dandy bloomer for school wear. Saturday .. 95 Boys' Chinchilla Reefers
Beautifully tailored and finished throughout from heavy grey and
blue chinchilla coatings; in double-breasted reefer models, with closeblue chinchilla coatings; in double-breasted reefer models, with close-
fitting black velvet coliars, loose box back and flap pockets; trim-
med with large G.R. brass, buttons, and lined throughout with red fiannel. For boys $21 / 2$ to 10 years. A splendid value for sat- 7.50

ASale of Boots
 canh are aceountable for this andendir lot of
boots. Come early for bent choice. Men's Booto at $\$ 3.89$
2,000 pairs Men's Goodyear Welted Boots. box calf, mahogany tan calf, gunmetal, paten,
colt and dark willow calf leathers, In button, colt and dark willow calf heathers, it buthon,
Blucher and military straight laces styes, heavy
viscolized Goodyear welt, oak tanned and rub. viscolized Goodyear welt, oak tanned and Some
ber fibre soles, military and low heels. Some
of the most exclusive tasts, and every pair of the most exclusive lasts, and every pair
good style. Splendid $\$ 4.50, \$ 5.00$ and
$\$ 5.50$ values. Saturday at Women's High-rrade Boots $\$ 2.95$
2,000 pairs of Women's Boots, made of paten 2,000 pairs of Women's Boots, matel, glace kid and tan calf leathers
colt, gunmetal. calf and black cloth uppers; plain and paten leather and kid toecaps; Goodyear welt, flexible
McKay and turn soles. high Spanish, Cuban and Mow leather heels. Sizes $21 / 2$ to $51 / 2,2.95$
Regular $\$ 4.00$ and $\$ 4.50$. Saturday: High-cut Kid Lace Boot $\$ 5.50$ Women's new stay pattern, plain toe kid lace
boot, 9 -inch high kid top, flexibe sole, hig boot, 9 -inch high kid top, hexibe sole, hign
Waldorf leather fiell. widths C and D. 5.50
Sizes $21 / 2$ to 7 . Saturday special ....

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\begin{aligned}
& \text { Boye' Aetive Service Boots } \$ 2.75 \\
& \text { Winter wear nothing will give more }
\end{aligned}
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& \text { For Woyter wear nothing will give more satis- } \\
& \text { faction than a pair of Simpson's Active Service } \\
& \text { Boots. Made of heavy box kip in Bucher }
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& \text { full-fitting rounditoe, sol, } \$ 2.29 ; \text { sizes } \\
& \text { heels. Sizes } 11 \text { to } 13.75 \text {. }
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& \text { Girls Boots That Will Wear } \\
& \text { Guaranteed by the makers to be all solid deathe } \\
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& \text { Muaraure of heavy box kip, in Blucher style, with } \\
& \text { heavy solid outer sole and smooth inner sole, }
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\begin{aligned}
& \text { heavy solid outer sole and smooth inner siee } \\
& \text { neat fulifiting toe shape } 1 \text { siwhels. Sizes } \\
& \text { to } 7, \$ 1.69 ; 8 \text { to } 101 /, \$ 1.89 ; 11 \text { to } 2, \$ 2.39 \text {. }
\end{aligned}
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Rubbers Specially Priced Imitation Persian lamb and buffalo gauntlets imgs and large cuff with draw strap at 1.95 Persian Lamb Caps $\$ 3.00$ Wedge sthape caps, made of evenly matched
ieced Persian lamb. Good full shape, piecced with quilted satin. Price ..
line eautiful white lambskin Baby Carriage Robes, with pockets lined with English felt. 5.50 Thibet Robes, very fine quality, close
even curl, pocket shape. Saturday .. 6.75 Other Great Specials for Men
Men's Sweater Coats, fancy stitch, good weight,
high storm collar, two pockets, Oxford grey high storm collar, two pockets, Oxford grey
and light grey. A remarkable special 2.89 Men's Silk and Wool Shirts and Drawers, Winer weight, elastic knit, fine elastic ribc cuffs an
ankles; garments strongly reinforced wher strain comes. Sizes 34 to 44 . Re- 1.98
ducedfor Saturday, garment...... duced for Saturday, garment A Lot of Beautiful Knitted Silk Mufflers, many
of which are worth two and thee times thit of which are worth two and trece times this
price. Plain colors, stripes and checks, with prithout fringed ends. A most extra- 1.29
or witinary special value at ........... ordinary special value a
Men's Neckties, made from the best tie silks
in the newest patterns. Large flowing end in the newest patterns. Large flowing end
four-in-hand stapes, all correct and fashionable. Your-in-hand shapes, all correct and fashionable.
We are reducing our stock and will clear
these Saturday at .................... 39


Serges at Old Prices We are offering our imported guaranteed finie
Botany Serges at oldt-time prices. We advise
you to take advantage of this offer-new you to take advantage of this offer-mew
stocks of same grades are from 25 per cent.
to 35 per cent above these prices. Men's Finished Serges, $\mathbf{\$ 2 . 5 0}$ In the sift gloss-proof finish, and the dark
shades of navy and black; soap shrunk; Fine Botany Serges, $\$ 2.00$ Very fine soft finish, in light, medium and dark
navys and black: 50 and 52 inches navys and black;
wide. Per yard

West of 2.00 52 and 54 inches wide; guaranteed nay
and black. Priced Saturatay Brition Colloge Serge, $\$ 1.25$


## Specially Priced China

Royal Nippon China Trinket Sets $\$ 1.25$,
New tloral design, 4.piece set, comprising powder box, hair re-
cefver, hat pin holder and brush tray. Regular \$1.95, s Saturday only ................................ 1.25 Royal Nippon China Mayonnaise Sets 69c
Pretty fioral and conventional decorations to choose from;
spoon, bowl and plate. Regular 98c. Saturday only, This Fruit Set is composed of 6 nappies and $\$ 1.49$ This Fruit Set is composed of 6 nappies and 1 large bowl, in
the finest floral decorations. To clear on Saturday 1.49 Royal Nippon China Hand-Painted Chocolate Sets, Regular

$\mathbf{\$ 1 . 9 5}$, Saturday $\$ 1.25$. | Set consists of 6 chocolate cups anid saucers and 1 large |
| :--- |
| jug. A bargain for Saturday.............................. | Sugar and Cremi-Cut, Glaissware for Saturday's Selling. Sugar and Cream, pair

Fruit Bowls, each
Celery Trays, each $\ldots$
Handled Bon Bons, each



Tools and Cutlery




## The Pure Food Market




100


