


## EATON'S DAILY STORE NEWS <br> Fix

## Beginning AnotherSeries of the JanuarySales Today With These Great Bargain Prices




## PASTEP FOUR TEPI THE TORONTO worle

| EASTERN PEOPILS WIL MILITARIE | YORK COUNTY ${ }_{\text {S }}^{\text {SuBuREs }}$ - | TO BE UNIONIST FOR THE FUTURE |
| :---: | :---: | :---: |
|  | ATRIOTIC GRANTS URGES CONTINUED GIVEN BY SOCLETY PATRIOTIC EFFORT |  |

# Don't miss the Mass Meeting at Massey Hall To-night 

> It will be the biggest event ever staged in connection with the Canadian Red Cross and Patriotic Fund

## The Speakers will be.

His Grace the Duke of Devonshire Sir Frederick E. Smith, P.C.<br>Attorey-General of Great Britain; His Honor the Lieutenant-Governor,Sir John Hendrie Sir William Hearst His Worship the Mayor Norman Sommerville Captain Edward Baker, M.C. Sir William Mulock, Chairman

You will be suitably entertained by good bands, musical numbers, and the following artists Mr. Arthur Blight and Miss Lillian Dillingham

## Great War Veterans and <br> Soldiers' Dependents particularly invited

Admission Free-Doors open 7.30
First come get best seats





Cup Draws LSWIMMERS HOST AWARDS
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THE TORONTO WORLD


## To motor car owners

## please help

CARS are needed by the Catriotic and Red Cross Fund workers. If you will kindly loan your car for Tuesday, Wednesday and Thursdayor for one or two days if not the three-please communicate with the Transportation Committee at Headquarters.
If you will drive the car yourself, so much the better. Otherwise a careful driver will be placed in charge of it. Careful car drivers, willing to give their services for One, Two or Three days, are also wanted. Call in person or phone,

## Patriotic and RedCross Fund Headquarters

 293-5 Yonge StreetPhone Adelaide 6000


CLUB RINKS
USY WEEK AHEAD

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 PEAT FOR HEATING

Prof. R. Wilson Smith Tells
of Bogs Near City
of Toronto.
INVESTIGATION NEEDED If Difficulties Are Overcome
Peat Is Cheaper Than

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## Fifty Dollars a Month

(Guaranteed to you by the Canada Life)


##  <br> 






 CHRISTIAN CHARACTER














TO MEIT Down SLIVER | TO EXPORT FROM U |
| :---: |



You know of men well up in years who are still drudging along. They cannot stop even if they would, but must go on to the end of their days working for a living.

When they were younger they did not have the chance now offered you. It was not then possible to secure such a convenient and absolutely certain provision as our Monthly Pension Plan, by means of which an average deposit of only a few dollars a month would now return them $\$ 50$ a month for the rest of their days.

## Why Not Pension Yourself?

 nancial a good idea to "take stock" of your present decide on a plan for the future.
## Our New Pension Policy

life, you will receive a monthly cheque for $\$ 50.00$ or more, as you may now decide-and this monthly payment cannot cease as long as you live.

## Further Guarantees

If you should die before having received the payments for at least ten years, then the balance will be paid to your estate or to anyone you appoint. Or, if you should die
before reaching the age at which your pension monthly payments will be made to your beneficiarts, the years. Positively, these cheques will be issued by the Canada Life, absolutely guaranteed, whether you live or die.

How Can We Do This?
Because ve have developed a new and special plan; one
that combines all that is best in annuities, pensions, and life insurance.

## It Is Worth Investigating

Think what it may mean to you income right up to the end of life, when you consider that 97\% of people in their later years are partially or wholly
dependent upon others for support What be as you grow older, you will wes may this definite monthly income, particulaly when you stop work or retire particularly business, for it will then help active the place of your salary or supplement other earnings.


1847 1847

## Canada Life

## Assurance Company

Head Office
TORONTO
Canada



## * ITEMS FOR AND ABOUT THE FARMER *

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White Way
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## NER

\section*{| TRACTOR PROVED |
| :---: |
| BIG LABOR SAVER MARES' PROTEST |}

## Condensed Information for Farmers and Their Clubs

News of the Crops and Farms From All Parts of Ontario.

You Can Enjoy Every Minute of Those Long Winter Evenings





## (xilliams Piano <br> Endorsed by Great Musicians

 or Player Piano








Helps for the Afflicted


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## FARMERS' MEETINGS MILK COMMISSION FOR YORK COUNTY FINDS DUPLCATION

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## The Mystery of Cattle Prices

THE ups and downs of prices obtainable for cattle, hogs, wheat, eggs, beans or hay is an open book
the readers of THE GLOBE. Its to the readers of THE GLOBE. Its
unrivalled news services keep the unrivalled news. services keep the
readers informed of the ever-changing world demand.
$\mathrm{F}^{\text {ARMERS have come to realize }}$ that a congestion of shipping to England hammers down the Canadian prices of all products. They have conie to appreciare means higher age of supphies in Europe means higher prices at their tuation in the price of rarm Products has its eeginning in se.

THATS why nearly TWENTY THOUSAND wide-wake farmers religiously stady THE GLOBE'S cable news. This service inof two of England's greatest papersThe London Chronicle and The London Times-and two of the greatest U. S. dailies-The New York Times and The Philadelphia Ledger.
C VERY Wednesday a real farmer talks Farming in the "FARM
AND COUNTRY LIFE IN AND COUNTRY LIFE IN ful, up-to-the-minute information.


The Colobe
Toronto, Ont.



# At Simpson's---Distinguished Styles in Men's Evening Suits 

## ---For Women-

Habutai Wash Waists---the $\$ 2.50$ Kind on Sale Today $\$ 1.99$ unusual brilliancy. Designed with large sailor collar, which is edged with double, row of soutache braid, Square low
under neck has three rows of silk braid with cuffs similarly treated. They fasten at side front vest.

Sizes 36 to 44 bust. Regular value $\$ 2.50$. Today, $\$ 1.99$.
Note: Phone orders will be acceptable just so long as sizes hold ouf.

Prices in the January Sale of Electric Fixtures Are Attractive in Two Ways

They are small prices-they repre sent substan
lar prices.
A big assortment of Lantern's and
Living-room Fixtures will be shown Living-room Fixtures will 18-inch Pan Fixture-4 -light Flemish
finish With amber-paneled shades. Spe-
cially priced at $\$ 1460$ cially priced at $\$ 14.60$.
4-light Pendant Fixture with heavy
ornamental cast decorations and armsornamental cast decorations and arms-
all file-loking fixtures. Hat $\$ 15.75$
3-light Fixtures, 3 chains and 12 -inch pan in Flemish, 2-light Fixtures, Flemish finish. Specially priced, $\$ 3.95$
"Sussex by the Sea".and "Take Me Back to Dear Old aighy
A very strong Victor Combination just out. Come
and hearit tootay, or phone Main 7841, GRAMOPHONE
DEPT. -90c.
Early Arrivals in Spring Curtains Today at $\$ 2.89$ a Pair A celebrated maker of beautiful lace curtains in Not-
tingham, England, sends us his newest ideas in curtains for spring.
The designs are most effective, representing the latest Obtainable with or without plain centres. Length three
yards. In white, cream and ecru. Ready today at,' per pair, $\$ 2.89$.
Handsome Madras for Over Cur tains, 98c to \$1.50 Yard This material makes most desirable side curtains for
either living-room or dining-room. Its effect in combination with white or cream curtains is delightfully pleasing. We
show these charming fabrics today in self colorings of show these charming fabrics today in self colorings of brown,
green, blue or rose. Handsome designs. Beautifully mer. green, blue or rose. Handsome designs. Beautifully mer-
cerized. Width 42 to 45 inches. Today, per yard, 98 c to


Factory Clearance of Men's Ties Today No More Than Six to Each Customer


 and On Sale Today at $25 c$

ThomsIMPSON $\mathbb{N}_{\text {Limitiod }}$ .

Neat Becoming Patterns and Staple Plain Shades in Men's Wool Taffeta and Flannel Shirts
$\$ 1.25$
Men's Grey Union Flannel Shirts, winter weight. Made with reversible
Today,- $\$ 1.25$.
$\$ 2.00$
Men's All-wool Flannel Shirts, winter weight, with reversible attached collar. In plain grey or navy. One pocket
Sizes 14 to 17 . At $\$ 2.00$.

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\$ 2.50
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Men's Union Trafele F Farne shitsts in coat styve with


## \$3.00

Men's Ceylon Fancy Fannel Winter Shirt - English

$\$ 4.00$
Men's Imported Finest ounality All-wool Tafitea Fian nel Shirs, made with double French cuifs, luandered heck
bands.


Styles for Distinguished Men


Today-Men's Winter-Weight Combinations, All Sizes, at HALF-PRICE



## Big Coats, Small Coats, Short Coats, Tall Coats <br> Nine Men in Every Ten Can Be Perfectly Fitted in Our Overcoat Section

The overcoats we are now showing belong to the better-class ready-towear styles. They do not lag behind custom-made garments. Indeed they not only keep abreast in style, quality, materials and workmanship, but also they show many little improvements not to be found in the finest cus-tom-made overcoats.

The broad variety of types and styles make it possible to fit at least nine out of every ten men. Some of the more popular styles are:

Double-breasted, dressy, form-fitting Overcoat, shows half-belt only, from which extends to bottom of coat an inverted pleat. Pockets are crescent shape with flaps.

Material is unusually good quality blue-grey Whitney cloth. Made with velvet collar. Sizes 36 to -42, Price, $\$ 25.00$.

Double-breasted, dressy, form-fiting Over-
shows half-belt only from which extends

## At $\$ 25.00$



Come to the Music Studio and Have Played for You "Sussex by the Sea"---a New Double VICTOR RECORD--With "Take Me Back to Dear Old Blighty" on the Other Side

At $\$ 45.00$




$$
\text { At } \$ 50.00
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Men's Overcoats of brown Whitney cloth
with invisible green stripe. Double-breasted. French style ulster. Twin inverted pleates in back; no centre vent. Slash pockets. Sleeves and
shoulders satin trimmed. Belt all around, $\$ 50.00$.

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## At $\$ 40.00$





