


TUESDAY MORNING JANUARY 291918
THE TORONTO WORLD

## ( inile EATON'S DAILY STORE NEWS

Women's Shot Taffeta
Petticoats, $\$ 3.95$ Petticoats, $\$ 3.95$
in SHOT EFFECTS of green and IN SHOT EFFECTS of green and
the, green and Copen., ruby and green, bronze and gold, grey and blue, navy and black, and also in all-black. Made from a good silk taffeta, in a very dainty style, showing a deep flounce with tucking and
parrow knife pleating. Lengths 34 to 40. Price ..................... 3.95 New Brushed Wool Sets, $\$ 2.50$
SMART AND COSY Cap and Scarf Sets in a lovely soft quality of brushed wool, in delicate shades of Copen., and
Nile, and in combination with white. The caps are particularly smart, fastened at over a fold of the goods. A long scarf A long scart
completes a beautiful set.
Price .. 2.50

-Third Floor, Centre. Extra I Specials in Framed Pictures at 25 c and 60 c
THOSE AT 25 c are in sepia tone, in a good range of s shed frame. Special, each..................... 25
THOSE AT 60 are colored and sepia reproductions, and
THe the many subjects are pictures of Old Rome, the Forum among the many subjects are pictures of OOd Rome, the Forum
and the Coliseum. There are also copies of famous pictures and a number of splendid Dutch scenes and nursery pictures.
These are half their original price, each ................ 60 Women's Armstrong Boots, at Half Usual Price, $\$ 4.00$ Pair THE
leather,
graceful
$21 / 2$ to 7

200 Sheopskin Baby Carriage Robes, Away Less Aost
 practicalty over. 200 of them still remain in stock, so out they go today at $\$ 1.25$ each-away
less than half usual price-less than what they could be made for. Theyre of a beautiful white
sheepskin, heavily furred. Every robe is go-cart size, made in pocket style and lined with soft sheepskin, heavily furred. Every robe is go-cart size,
white flannelette. Come early today, or 'phone-Not more than two robes to a customer.
Exte


 $71 / 2 \cdot$ A to EE. Today, half-price, pest wear. Sizes
 FROM CORNS OR BUNIONS. Girls' Patent Leather Button
Boots in Educator style, with black cloth tops, and Goodyear


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As a War Measure--Two Deliveries Per Day Untit Furthe Notice We Shall Make Only Tow Dee
lioeries Per Day Where We Formerty Made Three Ill Are Sall Priced Some Marked at Less Than Half Pri sky, made in 10 and 12 -inch widths, with, full gathered frill, some lace edged, others firmly scalloped, while others have lace insertion, Some are finished with tucks, others
gathered with insertion Will make very attractive underskirts for the kiddies. Greatly price-
reduced, some marked half usual amount. Yard. . . . . . . . did rami-finished corset cover lengths, made of fine, durable nainsook, patterned in a splen
finish open designs and with beading edge for ribbons and with sufficient strapping to The January Sale Offers Three Extraordinary bancin Whit Socials In Bedding




 paper, suitable for social courrespondence, and twenty-five
envelopes to match; also liner and blotter: If you don't need envelopes to match; also liner and blotter:. If you dont need
the paper now it would be wise to ly in a supply for future
use, as paper is continually soaring in price. Sale price, touse, as paper
day, box

Beautiful 14 k Gold Diamond and Pearl Set Pendants, Requc
to $\$ 6.95$ and $\$ 8.95$ For this item we cannot take phone or
mail orders, the quantity being timited mail orders, the quantity being limited
THE QUANTITY IS very small-there are
34 pieces in the lot. But for those who get here in time there are real prizes, for every pendan here in time there are real prizes, for every pendan-
is diamond or pearl set-the diamonds are all clawset. A number of
Some resemble very quite elaborate in design.

## T. EATON Cimro

If you cannot come to the Store personally to select
what you want for your house or your wardrobe---or nything in particular described on this page--write and one of the experienced shoppers wil do all the choosing
and buying for rou-carefully and promptly, or telephone the
SHPPPING SERVIOE-Adelaide 3474 -and ask to speak to a SHOPPING
SHOPPER.





## Hockey <br> Toronto - 5 <br> Canadiens 1

FRENCHMEN EASY FOR THE TORONTOS
 UTS. JUST LAST TO NOSE OUF RISHIEN $\qquad$ HOCKEY
 THE CASUALTY LIST

## der  

N Lieut. H. ORRourke


MORE SPORTSMEN IN Lieut. H. O'Rourke THE LURE WINS TROT With JJack Barry of Boston
Red Sox in Navy AAl
Pilots Are on Bench.象



All the Scoring Done in the
Opening Period-Skinner Opening Period-Skinner





## The Economy Event of Entire Year <br> Simpson's February Furniture Sale

Luxurious Parlor Suites Exceedingly Low Priced


This Set Only $\$ 32.95$ Regular $\$ 43.00$



This Set Priced Low, $\$ 25.25$ Regular Price $\$ 35.00$


Toronto's big annual event is now well under way
The furniture involved this year is simple, sturdy and sightly--and above all else dependable.

Despite the marked increase of shipping rates and the uncertainty of deliveries, we are able to offer you savings that really are remarkably big.

Come to the sale today, examine them and note how evenly and well-finished is each set or piece of furniture in the sale.

Compare the prices-Everything marked in plain figures on yellow price tags, so that you can see just what you save. This
page shows you the page sows you
mentioned here.

## The Home-Lovers' Club Makes Buying Easy Extended Payments

Responsible householders who do not feel inclined to pay the full amount of their purchases in cash may make special arrangements through the Home-Lovers' Club. Club members may buy homefurnishings with part cash payment and have the balanice spread over several months. They

$\$ 14.65$

$\$ 26.00$



\section*{This Baking Cabinet $\$ 5.75$ Regular Price 57.

 <br> 
$\qquad$


$\$ 21.45$
Regularly $\$ 26.50$


##   <br> 




##  <br> $\frac{\$ 28.65}{\text { Reguly }}$


$\$ 25.95$






Wilton Rugs.




