


MONDAY MORNING

STORE OPENS AT
8.50 A.M. OLOSES AT 5 P.M.

## EATON'S DAILY STORE NEWS

$=$ :
An Offering
Extraordinary in Extraordinary in
Fountain Pens at 75 cl

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The January Sale this season will consist of a series of four, three and two day sales, in which nearly every department will participate at some time within the month. Most remarkable values will be offered-many that cannot be repeated. In many instances it will pay to buy'for future as well as present requirements.
"SOMETHING DIFFERENT EVERY DAY !" is the slogan. Take advantage of the Sale specials as they are offered. Watch our ewspaper announcements, "Where there's a Banner there's a Bargain !" and watch for the blue and white Sale tickets.
Here are the first day's offerings. Ouantities are sufficient,
he morning, if possible.


Thousands of Blouses, in Fashionable Styles, at Extraordinarily Low Prices O F COCRSE in ${ }^{\text {a }}$ big four-day sale you would expeet something out of the or-
dinary by way of value, dinary by way of value,
but in these groups it is not merely the value that will impress you,
but their extreme daintiness and the good style of the designs.
Moreover, all are
neatly finished, and neatly finished, and
made of such materials as will wash splendidly, At 98e are two thousand Canadian makes, including a manufacturer's clearance, with a choice of more than
30 styles. They show all
sorts of smart new sorts of smart new collars-
round, square, handkerehief round, square, handkerehief
and cape shapes, ete., some
being trimmed with lace inbeing trimmed with lace in-
sertion and many with em-
broidery in hand-wrought
effects. , T. EATON Cuitro

A Big Half- ${ }^{\text {Srice }}$ Clearance of Women's Whitewear

## gowns, Drawers, Cor

 set Covers, Under skirts, Princes sSlips, Combinations,

 a rom regular stock, and
a visit to the wash tub is all
that is rew that is required to make them
good as new. Most of them are good as new. Most of them are
made of fire cotton or nain-
sook, prettily trimmed with lace and embroidery, but a few ar made of flannelette
marked as follows
$\qquad$
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$\qquad$
$\qquad$ Boys'KhakiOvercoats $\$ 1.95$; Tweed Norfol Blue Serge Suits at $\$ 1.10$
The Khaki overeoats are of a material, in a medium shade of
khaki that should not quickly show the dirt. They are
double-breasted style, button well up to the chin, have neatly
fitting self collars, one-piece
belts, inverted pleat down centre of backe, large brass but-
tons and warn bady lining tons and warn body lining.
Sizes, 3 to 10 years. Greatly
reduced, Tuesday, each, The Tweed Suits are of a so cashmere-finished tweed in dark
shades, striped or mixed effects. shades, striped or mixed effiecte
Coats, are single-breasted, some
having having knife pleatst back and
front, others plain front with front, others plain front with
pateh pockets and fency pleat.
ed paten pockets and fency pleal
ed backs. Bloomers are full
and the whole suit is well lined Sizes 24 to 28 . Sual is well lined.
day, price, Tues suit, $\$ 3.65$. The Salior Suits are of a
smooth Anislied blue serge in
mediumi fine twill. They have the medium ine twill. They have the
blouse effect and are fnished with
. largo sallor colliare stimmed with
three rows of white braid, detach-
able white fronts
aith, able white fronts with eetiblem-
and strongly own and lined knee
pants. Sizes. 5 to 8 years. Spe-
cig. sole price Tos.

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PEACE PROPOSAL

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Eiderdown Quilts


## The Sterling Bank <br> of Canada

## Save, Because-

To prepare for opportunities is the best way to make them

| Ammements | Amuements |
| :---: | :---: |
| TRAND | ALEXANDRA-Mat.Toc |
| Francis X. Bushman |  |
| Beverly Bayne |  |
| the Diplomatic Service' <br> Earle Williams | ONL |
| ${ }^{\text {The }}$ The Gold C Cigarelte Case ${ }^{\text {a }}$ | IRL |






Finest Reinforced Concrete Building in America; Absolutely Fireproof; Five Million Cubic Feet of Space; Oil-burning Boilers

To the People of Canada --Our Sincere Thanks
During the year 1916 the people of this city and this country have given us a larger share of their orders than ever beforewe take this opportunity of thanking them for their continued good-will.

## Expansion Accomplished

Our swiftly-growing business has compelled us even in war-time, to undertake and complete the greatest physical expansion this company has ever experienced-the accompanying picture of our com pleted "Service" building on Mutual street will show you just what a gigantic, expansion it has been.

## Ring Out the Old!

Both in the city and throughout the country our business is growing so swiftly that it has been no easy matter for efficiency to keep pace with it While the Mail Order Department was outgrowing any buildings we could find for it, the store business was orowding the delivery and other service departments right out into the street. The increasing difficulty under war conditions of securing efficient help has been an additional handicap, and both our
customers and ourselves have suffered. But all these "growing pains" will be forgotten now that the service departments are in a place where they can, figu ratively speaking, throw out their chest and show the kind of stuff they're made of

## The Great Manoeuvre

Within the past few weeks there has been ac complished a manoeuvre only comparable in its magnitude to some of the biggest army transport problems at the front. Without interrupting the steady daily flow of pareels from the store to al parts of the city, the service departments (including he delivery) and all the reserve stock had to be moved from the store building to Mutual street. This great shift was accomplished in the height of the season with the minimum amount of friction and delay-and now we're Ready !

## Ring in the New!

So the great new building in Mutual street, that ooms into view from every quarter of the city is really a STORE AUXILIARY that will enable us give city customers the best service they us ever known. Next time you're near it step up on the chance of seeing one of our deliveries go out. "Smooth as grease!" one man exclaimed, as he saw he hundreds of wagons and trucks move off on the stroke of the hour. Beside the improved delivery there is in this building an ideal grocery warehouse
and order-filling plant, with automatic weighing and parcelling machines. All our reserve stock is there, too, thus releasing for selling space a valuable part of the store. The new arrangement means ideal stock-keeping at lowest cost, and consequent better service to customers.

## Simpson's for Service 1917

This new building and a similar one in Regina have been erected primarily to accommodate our tremendously increasing Mail Order business. Throughout the length and breadth of the Dominion thousands of homes depend upon SIMPSON'S ONEDAY SERVICE to supply the greater part of their earthly needs. The Mail Order Department has made good by linking up the two words "Simpson" and "Service" inseparably in the minds of the people. Now, with this new equipment at our disposal, the store's new year resolution is to earn by accomplishment in the city during 1917 the right to this slogan:-"Simpson's for Service."

To Our Customers, to Our Competitors, and to the Community as a whole, we Wish a Happy and Prosperous New Year.

