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## ETMEATON DAILY STORE NEWS <br> oters of stato oln Provinter on Cly Purchasee.

## Special! Misses' and Juniors' Serge and Gabardine Suits, Every Garment Immensely Price-Reduced for One Huge Clearance, Wednesday

Altogether there are about 400 suits---of many kinds there's only one; of others there are several. In each case the price is far and away less than half their usual price---some have been more than four times their Wednesday figure. But we have a big day's business to do, so we gathered together every suit times heir haeen in stock for some time, and despite its former price, reducced all to one low figure-- $\$ 6.95$ 5.-. to effect a complete cleararance and have a qreat day's selling. The are mostly of serge, though some are of garbardine in navy, brown and black. Two of the many stles are illustrated; all are well taiiored, and the trim mings consisit of pelvets, braids, and fancy but
an tons. Sizes 13 to to 20. Wednesday, come early, for it's a great chance to make a splendid investment and procure a smarr
suit

mall Boys' Tweed and
Nap Overcoats at
$\$ 2.15$
They're all warm little coat
Theybe all warm little coats belt at back. Well up on the neck with self or velvet collar.
The materials are thick The materials are thick heavy

overcoatings in grey and | $\begin{array}{l}\text { vercoatings in } \\ \text { brown, also plain grey and } \\ \text { naps. }\end{array}$ |
| :--- | Warmly lined. Sizes 21 to 24 . Wednesday, each ...... 2.15 Big Boys' Suits, Specia Priced $\$ 2.95$ 150 good tweed suits of

medium and dark grey mixture. medium and dark grey mixture
Norfolk models with pleats Norst, sewn-on belt and good
wady lining, full-fitting bloomers. Sizes 28 to 33 . Wednes-
day, each Junior Norfolk Suits, Wednesday $\$ 2.95$ Mixed grey tweeds in a good
ariety of attractive patterns. Junior Norfolk models that close up on neck, have belt at
waist, small pleats and knee waist, small. pleats and knee
pants. Sizes 21 to 26 . Wedn

Loose Leaf Memo Books at $\$ 1.65$
Men's Suspenders, 25 c. Pair
 Men's Worsted and Tweed Suits at $\$ 10.75$ Suits for the man who wants style and snap. Suits for the man
of conservative taste. Here's a solution to the problem of "high cost" of cloth-
ing - prothen brought about by scarcity of wool, labor and
all that goes to make a s siut-a condition of affairs that has
made a $\$ 10.75$ suit-and a $\$ 2.60$ pair of trousers an unusually
ond good "buy." Hence one has to depend on such low prices and
savings, on special purchases (such as this offer) -and odd
 advantage.
There are only three or four suits of a pattern or color,
in greys and browns, in many shades, small check, fancy
fores in greys and browns, in many somes, sman in blues with, $1 / 4$-inch
weaves, stripes and mixtures. Some are
wide chalkiline stripe; some of the greys have wider chalkiline
stripe. Then for the man of conservative taste there are threebutton sac suits, in the same patterns and mixtures. Sizes 33
to 44 . ${ }^{\text {Wednesday }}$
Men's Reliable Trousers, Bannockburn twe................ther

Men's Heavy Black Chinchilla Caps, 95c Each


## Black Satin de Chine Greatly Reduced,

 Yard 97cFor this item we cannot twa
phone or mail orders, the phone or mail ordert, the
puantity being limited. ~

Paris and New York
Evening Gowns
at $\$ 35.00$
On Sale at 10.30
In the Evening Gown Sec-
tion of the Women's Dress Detion of the Women's Dress De-
partment every" evening dress partment everyy evening dress
still remaining from the win-
ter's stock is to be marked at still remaining from the win-
ter's stock is to be marked at
$\$ 35.00$. Included in the col$\$ 35.00$. Included in the col-
lection are a few French creations from Callot, Cheruit and
Jenny, besides charming New Jenny, besides charming New York frocks of tafieta, satin,
brocade, lace and all the filmy, brocade, lace and all the filmy,
glistening fabrics particularly suitable to evening wear. In color they are in exquisite
shades of rose and shell pink shades of rose and shell pink, peacock and turquoise blue,
pale primrose yellow, and the pale primrose yeilow, and the
ever-popular black. In a Jeniny ever-popular black. In a Jenny
model silver tissue and black model silver tissue and black
net embroidered in sequins forms the skirt, with a girdle
of peacock blue and gold brocade, and long-waisted bodice of silver embroidered net -
making a most making a most alluring whole.
Others are every one distinc-
tive in design, and beautiful of

## EXCHANGES AND REFUNDS COMPORTANT NOTICE fabric, whether they be elabor- ate aftairs or youthful and un- sophisticated sophisticated. And they were formerly marked, at prices very

 Commencing Today, Feb-ruary 12 ih Store purruarglzith Store pur-
chases may be exchanged in the usual way at the Department Exchange
Office within ten days Office, within ten days
from date of purchase if accompanied by the bill. Should there be reason to
exceed the ten-day per:od, exceed the ten-day per'od,

or should the bill be miss| or should ihe |
| :--- |
| ing, $i t$ |
| we necessary to | iapply for exchange at the

adjusting Bureau, Base| Adjust. |
| :--- |

## Brown Fibre Suit Cases

 Offered at $\$ 1.55$ Eac much greater than their presentfigure of ......... 35.00 (To be placed on sale promptmorning.).

Men's Black Cashmere Plated Socks, 39c This medium weight cash mere plated half hose, knitted from wool-faced cotton-centred value at the price. All sizes Wednesday, to clear, pair, 39c,
or 3 pairs for ......... 1.00 Good Hosiery Values for Women and Children
Children's Ribbed All-wool
Cashmere Hose, knitted with Cashmere Hose, knitted with
honeycomb knee, with 4 -ply yarns, heels, toes and sole ext pliced.er, special value, pair.

Misses' and Small Women's Union Cashmere Stocking
Feet, made from wool and cotton mixture yarns. Direction
for sewing on to the legs for sewing on to the legs of o
stockings on every envelo stockings on every enver pairs in envelope,
Three sizes 8 and
pairs for
Women's Plain Black Cotton
Hose, 200 dozen pairs, in
Hose, 200 dozen pairs, in
medium weight. Sizes $81 / 2$ to
10. To clear, 3 pairs for 50 c,
or, pair ................ 18
Women's Fibre Silk Hose, in
new shades, including bronze, pearl grey, taupe, champagne,
black, white or tan. All sizes.
Made in a close, strong, even blac
Mad
wea

## c



Smartly Trimmed New York' Satin Hats, \$2.95

appear in black and a number of pretty colors, blues, greens,
browns and sand. Trimmings mostly constitute ribbon smartly


Smart New White Voile Blouses $\$ 1.50$
the popular long pointed effect, which fits closely to neck a back. The fronts are in a variety of pretty embroidered de signs. One style has pretty colina ond tucked front. Other finished with wide guipure edging, and tucked front. Others
have sailor collars, lace trimmed or with insertion. Also numer

Imported Lingerie Blouses of White Voile \$2.95

- One particularly smart style has rows of guipure inser tion set in to give yoke effect, and finished with arrow-head
embroidery, and the coilar, which is round in shape, is finished with lace. Another smart blouse has front effectively adorne with tucks running horizontally and vertically, and a scalloped
collar, with sailor effect at back, finished with lace and adorned with embroidery in tiny dots. All fasten with pretty pearl but tons. Also other styles showing convertible collars and plain
tucked effects. Sizes 34 to 46 . Each ............ 2.95

Crepe de Chene Blouses at $\$ 3.95$ Blouses of crepe de chine are procurable in several pretty
styles, some having large hemstitched collar, open front, with styles, some having large hemstitched collar, open front, with
clusters of cross tucking, long sleeves, and neat cuffs. Others have convertible collar with silk tie, front trimmed with deep
tucks. Also plain-tailored style in tub silk with new roll collar.

Middies of White Jean, 79c They are fashioned of good white jean, in the popular
"Admirat" and "Jack Tar" brands, made in straight regulation fines with colored collars
have band trimmings.

Grand Clearance of Women's Neckwear, Wednesday, Each, 57 c
French Veilings, Wednesday Away Less Than Half-Price at $50 c \mathrm{Yd}$ and offier a splendid variety of styles. Some are in the popular roll effect, with square front; others are in the which fashion has chosen. Here pres. They are dainty French popular sailor style; some have points over the shoulder, and also numerous ot
Some are trimmed with Swiss edgings, others with filet lace, and some show
sets of shadow lace, others lace insertions, and finished with edge to match. W T. EATON CO sets of shadow lace, others lace insertions, and finished with edge to match.

TuESDAY MORNiNG FEBRUARY 12 I918

Here's a Money Saver for Today
Men's Suits on Special Sale at $\$ 14.95$
For those men who were prevented from benefliting by For those men who were preved weed we have assembled
our Special Suit Sal of lat
an asorotment of tweed and worsted suits which we shall place on sale etoday. They are staple patterns
and colors with the sizes well assorted, and any man and colors with the sizes well asoorted, and any man
who contemplates the purchase of an extra suit for who contemplates the purchase
spring will do well to see these.


John S. Brown's Damask Table Napkins All Pure Linen, \$15 a Dozen Regularly, for \$8.50 Gather ye linens while ye may!. The next few years' famine will make you rejoice greatry yif you ve done e atit of "hoardin" in this direction, and your powers
cermment will how you clearly the wisdom of sharing in such a sale as this: JOHN S. BRown \& SoNs' DOURLE DDMASK TABLE NAPKINS, , umbers that weve
 the eize
priee, per dozen

Other Specials for Today's Selling




## New Laces and Trimmings of Great Charm


 want mos seelectable There ance Filet Edgings
 Goid and siluer Lueo Foioncingot ato black


# A Sale of Boys' Norfolk Suits, $\$ 9.85$ 

 Each Suit with Two Pairs of BloomersCan you realize what this wonderful value means? While woolens and cost of manufacture are soaring almost beyond ren
traordinary offer
We cannot urge the importance of this sale too strongly. The egrowing boy's well-known capacity for wearing out his
clothes makes secessary the frequent purchase of suit after clothes makes necessary the frequent purchase of suit aftee
suite. Even if your son doesn't need a new suit at the pre suit. Even if your son doesn't need a new suit at the pre-
sent time, be very sure he soon will, so come to our Boys' Sent time, be very sure he soon will,
Outititing Section today for this sale:



White Nainsook; White Flannelette and Wool Flannel, All Specially Priced

Scetion todoy-provided they come early enough! !
in paritiularar is a small lot which may not tast long.




At Our Special Skirt-making Sale Our Charge for Making Only is 52.00 Our Skirt-making Sale is on on of to a good start. Every one
agrees that the isix models drayughted for the ocasion are the smantest yet, and the orderes already received augus well for the



See Fur Sale Advertisement on Other Page

## Women's Smart New Spring Boots

Two Lines for Today at $\$ 7.95$ and $\$ 6.95$ A choice of two prices in the Spring Boots for Women to be on sale today In the first place we shall offer a special lot of Women's Boots, including included. Regular prices, $\$ 10.00$ to $\$ 15.00$ a pair. Today's $\$ 7.95$ price.

Women's 85c to \$1.25 Underwear 59c Also \$5.00 Silk Combinations at \$2.50


Wonderful Silk Values for Today
Including Lines at 988 , s1.35 and 51.69 very few women can resist a real argain in silks-and here are
three to choose from mach one as striking as the other two:




Here Are Men's Pyjamas at $\$ 1.95$ Broken Lines of $\$ 2.50$ to $\$ 3.00$ Qualities





See Fur Sale Advertisement on Other Page

| officer home on leave. | ea in desenateses mmeeo onco in Jone. | Elahtr-Two Examineb | O- Work in france. |  | H |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | been assigned to Y.M.C.A: wrok in IFance among French soldiers. He |  |  |
| vasamm |  |  |  |  |  | cosevelt |
|  |  |  | 边 |  |  | Traters |
|  |  |  |  | 14 wa | R | 000 |



## Hockey Toronto 3 . . Curling Singel Rinhe ic. Baseball Ed Barrow Manager

LOCALS TAKE LEAD IN SECOND SERIES Defeat Ottawa at Arene-
Have Margin in All






 Matwin wix


 Hockey scores JUNIOR GROUP IS J STILUNDECIDED


 | ST. THOMAS RIINS |
| :---: |
| WINONE, LOSE ONE |
| Played Challenge Cames With |
| Aberdeens on Cood |$|$

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## THINK WELL OF THE <br> 

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HOPE TO CONTINUE
THE INTERNATIONAL
Chapin of Rochester, Acting
President, Says Contracts

- Will Be Sent Out.




## SOCIETY

the marriage took place at 2 ) ${ }^{\text {cocloc }}$













 Mr. Paul Sheard, Heutenant, A.S... balliroom incluxded Mrs. Ruturter, in the






## OGILVIE'S STANDARD SPRING WHEAT FLOUR

HIS is the WAR FLOUR of the OGILVIE MILLS-a loyal product to conserve Canada's resources and, at the sume give the public Covert posible four
This War Flour is excellent in quality and flavour-but it is slightly darker in color than "ROYAL HOUSEHOLD". o which you have been accustomed

It is just as hard for us to give up milling "ROYAL HOUSEHOLD" as it will be for you to forego your favorite delicious bread, rolls, biscuits, cake,pies and pastry. If you have any difficulty-just drop us a line; we have a staff of expert chemists and bakers, whose experience is at your service. Just as soon as the Food Controller will allow us to mill "ROYAL HOUSEHOLD"

In the meantime, the new regulations-being in the best interests of Canada and the British Empire-demand the whole hearted support of the Millers and the Public. Certain stores and dealers have stocks of "ROYAL HOUSEHOLD" still on hand. In order to avoid any confusion or misunderstanding, all "STANDARD" FLOUR will e plainly branded as such.

When all your "ROYAL HOUSEHOLD" is gone, make sure of getting the next est grade by ordering

## OGILVIE'S STANDARD

Grocers everywhere have it,-don't forget to stipulate, "OGILVIES". It will be The Ogilvie Flour Mills Co., Limited
Montreal - Fort William - Winnipeg - Medicine Hat. Daily Capacity, 19,000 Barrels
The Largest Millers in the British Empire.

Polly and Her Pals






## ON SALE TODAY AT SIMPSON'S



## Home-Lovers

 Homilies



3000 Pairs of Towels 19c Pair







 Mide;



Seconds of \$6.50 to $\$ 7$ Table Cloths at $\$ 3.95$




## 5000 Rolls

 Of Wall Paper Away Less Than Half Price over 70 Up-to-Date Patterns andColorings for Living-rooms, Halls and Bedrooms. Floral Patterns, in stripes and
chintz effects, conventional designs in rich colorings, large range for
bedrooms and sitting-rooms. Regu-
lar 2oc to 35 c . Extra special, toa day, per single roll, 11 c .
Imported Wall Papers, silk treat-
ments, tapestries, and two-tone indefinite patterns; newest color ar.
rangements. Regular 50c to 75 .
Extra Extra s. secial today, per single roli,
Hith
High-grade English and AmeriHighlhgrade English and Ameri-
can Wall Papers, heavily embossed
leatherettes, new scenic tapestries


Men's Correct Style Suits of Tweed, On Sale Today $\$ 14.95$

 styles, showing neat-appearing tweeds and worsteds. There are plain greys,
browns, and grey and black hairline stripe suits. Some have pinch-back, some
have all-round belt. have all-round belt.
Most of them are form-fitting models. They are solidly made, quite clever

## designed, and

## To Every Householder the February Sales Mean:

 Furniture, Rugs, Carpets and Draperies of Practical Dependable Quality at Special Savings
## An outstanding feature of this Fumiture Sale is that the specially priced articles are the everyday, practical kinds

 that most people want for their homes--the kind of furniture that is to the furniture business what sugar and floru are to the grocery business. Another feature is that these low sale prices may be taken advantage of by any re-sponsible person on the deferred payment plan, by joining our Home-Lovers Club. There is no interest to pay sponsible person on the deferred payment plan, by joining our Home-Lovers' Club. There is no interest to pay on deferred payments.


Wilton and Other Good Rugs Considerably Reduced---Purchasable Through the Home-Lovers' Club $\$ 55.00$ Wilton Rugs for $\$ 42.95$
 $\underset{\substack{\text { reswar } \\ \text { s.2.0.5. }}}{ }$


Chenille Art Rugs $\$ 4.50$ Each


Heavy AxminsterRugs

> Men's Sweater Coats Reduced From $\$ 4.50$ to $\$ 3.89$, OnSale Today

250 Men's Sweater Coats, broken lines from regular stock, are includ ed in this offer, made from good quality yarns; fancy knitted; good weight for winter weather. Have closefiting sto ed in this offer, made from good quality yarns; fan for winter weather. Have close-fitting storm collar. he colors are navy and Oxford grey, maroon, bro

44. Reduced from $\$ 4.50$ and $\$ 5.00$ to $\$ 3.89$.
