



## TO-NIGHT

at $7.30 \mathrm{p} . \mathrm{m}$. the doors of Massey Hallwill bethrown open to the people of Toronto. They who go will never forget the meeting. It will express the feeling in Toronto's heart. It will be lofty in loyalty, deep in sentiment, stirring, triumphant.
The Duke of Devonshire will speak. The Mendelssohn Choir will sing.
Sir Wm. Mulock will preside.

## TO-MORROW

 at 6 a.m. an army of workers will go over the parapet on the great FourDay Drive to win two and a half million dollars for soldiers' families, for wounded soldiers. "Will you be with us? Dare you be against us?"Everybody in Toronto will be given a chance to do their duty. Somebody will call on everybody.

God Save the King




## Northern Fusiliers Wallop Torontos





# A German Lunatic on the Top of the C.P.R. Building 

S'pose King and Yonge was a Flanders mudhole. S'pose a German lunatic on the top of the C.P.R. building was bombarding the mudhole with shrapnel. Spose there was just you and another man to arrest him-

## Then which would you rather do?

Give the other man five cents to get himself muddy for an hour or killed, and let you go home with your boots clean? Or go yourself? Wouldn't you think five cents was cheap to keep yourself dry and clean and safe?

## Be very careful how you answer

For if you would pay five cents to escape a thing like that for one hour-if you would give "a nickle" just to keep your boots clean and escape the chance of being shot by a German lunatic-
Then you must be willing to pay five cents for the privilege of staying on a quiet back street in Toronto while other Toronto people are-in France.. That means $\$ 1.20$ a day- $\$ 8.40 \mathrm{a}$ week! $\$ 83.60$ a month ! Or something over Four Hundred Dollars a year I That, mind you, is what you are fairly committed to if you say "yes" to the question. Four Hundred Dollars a year-
And 'yet you think that a week's wage or income, paid in easy' instalments, if necessary, is a lot to give the new Patriotic Fund campaign. A lot? Why, it's comparatively nothing. I's like getting a house and lot for thirty-eight cents. It's like buying a piano with a quarter !
But, of course, there's a third course open. You could pretend you didn't see the lunatic on the top of the C.P.R. Building. You could sneak up Bay street or up Victoria street and let on you had no interest in the fight with the lunatic.
But would you? Wouldn't it be cheaper to pay the five cents-give a week's income in instalments if necessary to the Patriotic Fund-than give your conscience a stick to beat you with?

## As you read-

As you read this ad.-your brothers in France are shivering in icy mad, lying hurt under shell fire, drawing each breath in full knowledge that it may be the last, while their wives and children here;-while you-well, isn't it ridiculous to argue any further? A week's wage or income is little enough! Make your decision at once. Give till it hurts.

## Giving is serving-Serve by giving

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# cativine "SERVE•BY-GIVING"CAMPAIGN <br> Patriotic Fund and Canadian Red CrossAppeal 

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\(\begin{array}{cc}President \& Hon.Treasurer<br>SIR WILLIAM MULOCK \& E.R.WOOD\end{array}\)

Campaign Organize
W.S.DINNICK



## Tow THE $+\underset{ }{2}$ suits are coming in daily.

Today's Values Offer Great Opportunities to Early Customers

## The Sale of Men's and

 Women's BootsAt $\$ 3.24$ and $\$ 3.89$, Will Be Continued Today THE MEN'S BOOTS, $\$ 3.89$
fine patent colt viii kid, gunmetal and tan willow, made of fine patent colt, vici kid, gunmetal and tan willow or ma-
hogany colored calf. All have Goodyear welt soles, in all hogany colored calf. All have Goodyear wet soles, in all
weights, including the special viscolized damp-proof and weights, including the special viscolized damp-proof and
rubber-fibre, round, plain military English recede toes and
 BOYS' BLUCHER BOOTS, $\$ 2.75$
Boys' Tan and Black Box Kip Leather Boots, with solid leather and standard screw soles, reinforced and sewn with neat full fitting last. Sizes $1-51 / 2$. Monday 2.75
at $. . .1 . .$. ............................... WOMEN BOOTS AT $\$ 3.24$
Surprisingly good boots, both American and Canadian makes-every pair worth considerably more than this special price. They are of patent colt, kid and gunmetal leathers, with kid or cloth tops. Button and lace styles;
Cuban, Spanish and regular heels. Sizes $21 / 2$ to 6.3 .24 CHILDREN'S BOOTS
Hundreds of pairs and plenty of sizes for/all. Made of
patent colt, fire kid and gunmetal, strong McKay sewn soles, low heels and black cloth tops; button and lace styles. Sizes $5-71 / 2, \$ 1.89$; sizes $8-101 / 2, \$ 2.19$; sizes $11-2$ $\$ 2.49$.

Wall Papers Greatly Reduced Prices


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Decorative Borders



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Wash Goods
at Old Prices White Voiles, suitable
waists and dresses. Mon at the
yard
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British Galatea, fast colors
plain nay y and
Coven,
 house dresses, aprons and
swift suits, etc. Regular 25c. 15
Monday, a yard ....... 15 1 cares only of White Lawn
Mill Ends, all 40 inches wide.
 All White Corded Crepes, for
waists and dresses; four differ-
 The Registered "Near Linen,",
an all white material so much an demand for nurses uni-
in
forms chit forms, children's wear, etc.;
36 riches wide. At old
price, yard ...

## Young Men's First Long Pants <br> Suits

Here are a few choice Suits that will be found in our Young Men's stock. The vast
assortments and the reliable qualities and values make Simpson's Men's Store a good place for Young Men to get their clothes.

## A. SMART SUIT FOR $\$ 9.00$

A young man's suit, made of black and white check English tweed. The coat is a
single-breasted three-button style with soft roll lapels. Single-breasted vest and the new straight-cut trousers with cuff bottoms. A splendid model for 9.00 33 to The price is only

## HANDSOME TWEED S UT FOR $\mathbf{\$ 1 0 . 5 0}$.

A very fashionable suit in both material and style, made of good wearing and good


SUIT WITH DOUBLE-BREASTED VEST One of the very smart and attractive styles for young men is the close-fitting coat with natural width shoulders and soft roll lapels. The new double-breasted vest with collar and three buttons, and narrow straight pants with cur bottoms.
material is an English worsted in medium shade of grey in Glen Ur- 18.50 quart $p$

## A SUIT MADE BY MICHAEL STERNS, $\$ 22.00$

Young men will find this a desirable suit, a close-fitting sacque with soft' roll lapels, one button, collar on vest, and straight cut trousers. A good quality tweed 22.00

Are You a Boy?

## Have You a Boy?

Then Read This:

## 139 Slip-on Ulsters

## 1. Clear at $\$ 7.95$

Regular \$10, \$11, \$12.50
$\$ 14$ and $\$ 15$ Value
This offering this morning is made if order to clear out our odd lines of goo overcoats. The lot consists of our rich est coatings, in browns, greys and fancy weaves. The models are the new slip-ons, tailord wit- convertible collars, natural shouldinct
and full-fiting box back wide wale serge linings sizes 27 to 35 , for ages 9 to $18-8.307 .95$ N.B.: It will be necessary to come in as early ae poubibe
These coats well be picked up quickly at this prico-finit come-first choice.



Women's Habutai Silk Waists $\$ 1.99$ Wonderful value and beautifully made. The style is semi
tailored, open front, fastening with large ocean pearl buttons,
and


Crepe de Chine Waists at $\$ 3.29$ A brilliant quality, pure silk crepe, in ivory, flesh, mails, cerise
frei, etc. Plain semi-tailored style, with hemstitched front vest, deep graceful collar, long sleeves and fancy cuffs. 3.29
Sizes 34 to 42 bust. Monday special at ...........

Art Needlework Department



 The STIMIDSON Company


Come to Today's Basement Sale That $=\approx=515=5$







 No. 8 size, Mon asa
No. 9 ale, Monas







Bargains in China and Glassware Today 500 Odd White Cups, 5 c
 Kitchen Table Glassware


 Bridal Rose China Regular 300 Soup Plates, for Regular soc soup Plates, tar.
Regular 755 Sugar Boole, for .
Regular 500 Sugar Bowie, for Regular 500 Sugar Bowie, for .
Regular 30 Afterdinner Cups a
Saucers, for .............

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 Each for any
article in this group:
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