


## "His Master's Voice Records



## These Three Artists

who sing at Massey Hall tonight, make records exclusively for "His Master's Voice
"His Master's Voice" Red Seal Records Sing Me Love's Luillaby Madama Butterfly-Un bel di vedremo Frances Alda 7433 Rigoletto-La donna e mobile Giovanni Martinelli
Aida-Celeste Aida Aida-Celeste Aida $\begin{array}{ll}\text { Pastorale } \\ \text { Masked Ball-Eri tu } & \text { Giuseppe de Luca } 74526\end{array}$ Ask to hear them at any "His Master's Voice" dealer
 Mase

## Berliner Gram-o-phone Company

 90 Lenoir Street."His Master's Voice" Toronto Dealers


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FULL SELECTION OF
Victor Records and Victor Victrolas
obtainable EATON'S

## * WAR SUMMARY * <br> THE DAY'S EVENTS REVIEWED

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ALL HIS SURPLUS COA



## ALL THESE <br> VICTOR RECORDS <br> Whaley, Royce <br> \& Co., Limited 237 YONGE STREET

Come to Simpson's for your Victrola Tnom SIMMPSON

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 TO ENFRANCHISE WOMEN London, ont. Sept. 25, The en-



## Men's

 FursThe prices of skins have ad last year-Our patrons can
est assured we will do the best for them We have a complete stock Fur Lined Coats CoatsCoats and other heavy Fur Coats - also Fur Robes Auto Rugs - Fur Caps and separate Fur Collarsrequirements in Men's Furs Hequirements is the price of two spe
cial lines that won't las Extra quality Coonskin Coat- 50 ins. $\$ 175.00$
long, large collar-good lining ..... $\$ \$ 20$ Fur Lined Coats- -black beaver cloth shell- -good

muskrat lining - otter or Persian $\$ 110.00$ | mulkrat lining - otter or Persian |
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| mimb collars | $\mathbf{1 1 0 . 0 0}$

THE D. DINEEN LIMITED
140 and 142 Yonge St., Toronto







# THE TORONTO WORLD 

## TODAY EATON'S CLOTHING SECTION

Heralds the Arrival of Fall With a Showing of All That is in Favor, in Cloths, Shades and Models for Fall, 1918

Albo as is Fitting in There Economizizng Dayy
These Astonishing Saving Offers That Will Be Made Sharp at 8.30 o'Clock

These offers are intended to make the "men's show" of greater interest-so it will have a double appeal, one for the man
who is curious as to what the fall of 1918 has ordained in cloths, shades and styles in men's clothes. The other to the great majority who are on the lookout for a suit at no higher price than is absolutely necestary for satisfactory fit, quality and style.
Men's Suits, Reg. $\$ 20.00, \$ 22.50$ and $\$ 25.00$, Today $\$ 17.75$
 - First Longers and Young Men's Suits, \$12.50 to \$27.50
 stripes, pin checks and fancy weaves. Sizes 33 to 37 .
stripes, mixtures and fancy wearefiting, ind bind bingled sndyles, with patch or flap poreasted styles. pockets, in tweed effects in dark and medium greys; in At s1.650 ares esuitis in single or double-breasted effects, with slash pockets, or with fap, in various finishes, such as At $\$ 20.00$ are single-breasted models, with belt all round, of grey cassimere-finished material, in black, with a green
tiread mixture; also in medium grey with 2 fancy woven soff stripe.

"The Sport," Another Sterling Type of Suit at $\$ 25.00$
With fancy fap pockets on coat; fits suysly to form,
h the three-quarter belt at waist. The material is a dark'
with the three-guarter weet at waist.
"The Cadet," a Young Man's Sult In Twill Weave at $\$ 35.00$

Suits for Mon in Three-Butcos. in sol shades of green, Price, 335.00 .
Of soft warm tweeds, in handsome brown and heather mixtures and Oxford greys of good weight, in twill pattem; also worsted materials in firm weave. In singlebreasted conservative

At $\$ 32.50$ are Two and Threebutton Sack Suits, in singlebreasted style, with notch or step-shaped lapels; of worsteds in twill finish, in rich greys and greenish tints, with colored stripes,
Navy Blue Worsted Hand-Tailored Suits, EATON Brand, $\$ 40.00$ In single breasted, three-button models, shaping silghtly to the figure, have well
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and couldes

Men's Trousers, Reg. $\$ 4.50$ to $\$ 5.00$, Today $\$ 3.85$



Young Men's and Men's Tweed Topcoats, $\$ 18.00$ to $\$ 35.00$
Smartly Styled Slip-on Topcoats, made from natty tweed effects-a dark fawn mixture or'a medium grey, showing an indistinct stripe, easy-fitting back and close-fitting collar. Sizes 34 to 44 . Price, $\$ 18.00$.

At $\$ 22.50$ are very stylish tweed to-date in styles, patterns and colorings. effects, in many weaves and finishes, in Some have slash pockets, others flap fancy mixtures, in brown and greys, pockets.
mediums and the lighter shades. Slip- At $\$ 35.00-A$ Young Man's Highon styles, well finished with choice class Topcoat-a form-fitting model, linings.
$\begin{array}{ll}\$ 25.00 & \text { with patch pockets made } \\ \text { fawn English covert cloth; seams taped }\end{array}$ At $\$ 25.00$ are form-fitting models- with silk same as sleeves. Lining very
Burberry's English Ulsters, So Rich in Appearance and So Comfortabe, $\$ 50.00$ to $\$ 70.00$
These are of a thick coating material-soft as a blanket and somewhat similar in finish. In self shades of OXfords or Cambridge greys, brown and heather mixtures.
Are double-breasted, with heavy convertible lapels and storm collar. Back is full-fitting Are double-ereasted with heary convertible lapels and storm collar. Back is full-fitting
some having half belt. The sleeves are mostly set-in style, have wind shields inside and storm straps on outside. They are half lined with a rich twill. The ideal coat for motor
ing or winter wear. Sizes 34 to 44 . Priced from $\$ 50.00$ to $\$ 70.00$.
The Fur-Collar Overcoat Promises to Be Stylish for Winter Wear, $\$ 27.50$ to $\$ 47.50$ They are double-breasted, fitting fairly close to figure, are about 42 inches long
some have slash pockets, others flap pockets. The materials consist of soft warm some have slash pockets, others flap pockets. The materials consist of soft warm coat
ings, in light brows, grey and greens. The collars are a Hudson Bay seal (seal rat)
beaver or nutria. Sizes 35 to 40 . Price, $\$ 27.50$ to $\$ 47.50$.
Fall Weis T
Fall Weight Topcoats for Men, the EverPopular Chesterfield, \$20.00
In single-breasted, fly front (shape slightly to the figure, with self collar), close-
fitting and medium length lapels of cleviot-finished coatings, in shades of Oxford and dark greys. Sizes 35 to 44 . Price, $\$ 20.00$. . EATON-made fly-front Chesterfied, of Oxford grey cheviot-finished materials, with medium notch shaped lapels and twill serge linings. At $\$ 22.50$.



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## 3 <br> TODAY'S ENTRIES













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CLASSIFIED CVERTISINC


THE TORONTO WORLD

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WILLIAME SUPPLY DEPARTMEN

## CUTTING COST

## WITH THE PROPER TOOLS


The A. R. WILLIAYS MACHMERY CO., LMMITED 6\& FRONT ST. w .



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## AND VEGETABIES <br> Rextan ming mom

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## That Bully Feeling of Being Smartly Dressed, Comes From a

 Classy New Fall Hat. Choose Yours Today at Simpson's

Simpson Hats for Men Possess the Newest Fashions of the Fleeting Moment and Suit Every Whim of the Present Hour
Particular men prefer hats of known quality--that fit right from the start and retain their good looks. The hats you buy at Simpson's are the inspiration of expert hat designers. In beauty of finish and perfect comfort these hats have the endorsement of every wearer.

## Men who appreciate individuality and distinction in hats should

 not miss seeing these new autumn and winter styles.The Vanity Hat of New York, $\$ 6.50$ John B. Stetson Soft Hats, $\$ 6.00$.
Lincoln Soft Hats, $\$ 5.00$. John B. Stetson Stiff Hats, $\$ 6.00$. Other Styles, $\$ 2.50, \$ 3.00$ and $\$ 3.50$. Leeds Soft Hats, $\$ 4.00$.

New Fall Caps for Men Are Here in Splendid Variety.

| Friday Bargains On Sale Today |
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| $\begin{aligned} & 8.30 \text { Special } \\ & .00 \text { Scart and sad Suares } \end{aligned}$ |
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| Fibs size $18 \times 504$ in |
| larly $\$ 1.00$. |
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| Ruah price today |

\$15.00 Blankets Now $\$ 12.45$ Very interesting value this for Friday shoppers.
White Union Wool Blank-ets-large size,
inches. value. Friday bargain, pair,
$\$ 12.45$.
$70 \times 84$ Flannelette
Blankets, $\$ 2.95$ Pair Blankets, \$2.95 Pair These Blankets could not
be bought at that price tobe bought at that price to-
day from the mill. Larkest day fom the mill, Larges
size, $70 \times 84$ inches. Best size, adian uality-white or
grey. 500 pairs to clear. grey. 500 pairs to clear. a customer. Ru
day, pair, $\$ 2.95$
$\$ 5.50$ Comforters Clearing at $\$ 4.45$ Including light and
colorings- all extra
well colorings-ali extra wel
quilted, and filed with white
fluffy ootton down. Sizz 72 x 7 in inches. A limited quantity to clear. You save
more than a dollar on these more than a dolli
5 Yards Towelling at 95c Less Than Mill Price
Bordered Crash, 16 inche Bordered Crash, 6 inches
wide. Made in Soctand; wide. Made in Scoll
good, strong guality for roll.
erre, etc.
2,000
yards ciear. Get your share of
Today, 5 yards for 95 .

Fixture Bargains Flexible Stem Table
Lamps, brushed brass finish Lamps, brushed bite green out-
wide gass shade with glass shade, $\left.\begin{array}{l}\text { side and white } \\ \text { ularisly } \$ 6.00 \text {. Today, } \$ 5.25 \text {. }\end{array}\right]$. 60 -watt "Mazda" Tungs ten Bulbs. Today, 45 c. 25 and 40 -watt Tungsten
Bulbs. Today, 35 c . Buibs. Today, 35c.
15 and 25 -watt
Round
Fred Froxtension Cords, 6 fee long, with 2 2piece plugs and
key socket. Today, $\$ 1.00$

| Have You Had Breakfast In the Palm Room? One cannot help but thoroughly enjoy the welt prepared food-the appre environment of the most restaurants - The Palm Room. <br> Canlada Food Board License No. 10-4322 <br> Breakfast, 8.30 to 10 a. m <br> 2 p.m. $\qquad$ <br> A <br> 5.30 p.m. Tea, A hours. |
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Special Men's $\$ 2.50$ Soft Felt Hats Today $\$ 1.85$ You may choose from of colors, such asSteel Grey, Pearl Grey, Myrtle, Green, Fawn, Brown and Black
In popular rough and smooth finished shapes. A Friday
$\$ 1.85$.


## Positively the Last Opportunity

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New arrivals of stock from the publishers at increased prices, owing to scarcity of paper, make it absolutely necessary for us to increase prices $50 \%$. Our present stock we offer you at old prices. Buy today and lay in a liberal supply for your Winter reading.
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Porter. The Gorter.
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The Harvester, by Gene Stratton-Porter.
 The Laughing Cavaiier, by Baroness Orcz;
The Lieutenant and Others, by Sapper. The Lieutenant and Others, by sapper.
Love Mary, A Alice Hegan Rice. Lavender and Odd Lace, by Myrtile Reed.
Lady of Decoration, by Francis Little. Lady of Decoration, by Francis Little.
The Little White Birid, by J. M. Barrie. Mrs. Wiggs of the Cabbage Patch, by Alice
Hegan Rice. The Master's Violin, by Myrtle Reed.
The Net, by Rex Beach. Oh, Christinal, by J. J. Bell.
Old Rose and Silver, by Myrtle Reed.
Pte. Pinkerton, Millionaire, by Harol
Penrodshton. booth Tarkington.
Richard Chatterton V $V$. Richard Chatterton, v,C., by Ruby Ayres.
Shepherd of the Hills, by Haroold Bell Wrigh
She Shorty McCabe by bewell Ford
A Spinier in iht Sun, by Mrtie Reed. A Spiriner in the sun, by Myrtie Reed.
The carie Plague, Jy Jactlonon.
Sergeant Michael Cassidy by by Spper. Sergeant Michael Cassidy, by sapper.
The Silver Horde, by Rex Beach. The silver Horde, by Rex Beach.
The Trail or of, Roberte. W. Serice.
Wee macgregor Enilsts, by J.j. Bell. Wee Macgregor Enisst
And 112 other titles.

"The Golden Bough," by George Gibbs A Stiring New Book by the Author of "The Yellow Dove"   <br>than

## Bargain in Men's Tweed Suits \$14.95

Made from serviceable tweeds in popular shades of brown, grey and fawn. Two and three-button semi and form fitting suits. Today's the day to get these suits at $\$ 14.95$. Youths' First Long Suits at \$11.95.
Developed in attractive tweeds-pattern is a mixture ef-
fect. Trencher, half-belted and form-fitting models. Today fect. Trencher, half-belted and form-fitting models. Today they are marked at price
only. Today, $\$ 11.95$.

Men's English Tweed Trousers, \$2.75.
Made from dark serviceable tweeds, finished with five Bath Robes and Lounging Robes at $\$ 6.50$.
Made from soft, comfortable blanket cloth in a variety of shades and patterns. Finished with cord at neck; fancy girdie.

## Bargain in Boys' Suits

Boys' Tweed Suits at $\$ 6,35$
Handsome fawn mixed tweed with silver, double and
le hairline stripe pattern. Single-breasted, 3 -button model single hairine stripe paltern. single-breated, 3 -button model
with pleats in back, all-round, three-piece belt at waist (stitch ed at back only) full-fitting bloomers with belt loops and governor fasteners. Sizes 27 to 35,9 to 17 years. Extra special valuc for today, $\$ 6.3$ this line.

## Boys' Raincoats, $\$ 6.95$.

Rubberized Tweed Raincoats in dark grey pinhead check pattern. Made in Trench model, vertical pockets, convertible
collar, all around loose belt with buckle at waist, Sizes 26 to collar, all around loose belt with buckle at waist. Sizes 26 to 36,8 years to 16 years. Friday bargain, $\$ 6.95$.

Boys' Pull-over Sweaters, 49c.
Grey union elastic knit, roll collar. Sizes 28 to 32. Friday bargain, 49

Boys' Sweater Coats, 98 c
Grey yarn-fancy stitch shawl collar-two pockets. Fall and winter wei
Friday bargain, 98 c .

ThomsIMPSON Cantion

Friday Bargains On Sale Today
$\$ 4.00$ to $\$ 7.00$ Dining - Room Chairs at $\$ 2.95$
40 Odd Dining-room Chairs, in solid oak, golden
and fumed finish, Arm and fumed finish, Arm
chairs and side chairs chairs and side chairs. Leath-
er 'seats. Regular values er 'seats. Regular values
$\$ 4.00$ to $\$ 7.00-\$ 2.95$. Living-room Chairs, solid oak frames, massive design.
Seats and backs are covered Seats and backs are covered
in good grade of tapestry:
p Regular
$\$ 11.65$.
 oak, fumed finish, slai backs, deep springs. Seats
covered in tapestry. Special,
$\$ 6.00$. \$101.25 Living-room Suite at \$74.8

## Suite, Onsly, Living-room

 chair, and rocker. Deep comfortable seats, highbacks, all-over upholstered in good tapestry. Regular gain, $\$ 74.85$.
Library Tables, of solid quarter-cut oak, fumed fin-
ish. Size $44 \times 28$ h double book shelves at each end and drawer on each
side. Regular value $\$ 23.75$ - $\$ 17.95$.

Curtains, Marquisette and Scrim,\$1.49 Pair 150 pairs double hems, - dainty lace, trimmed Dutch valance. Ivory only $21 / 2$ yards long. Friday
bargain, $\$ 1.49$. bargain, $\$ 1.49$ Curtain Lengths of Mar quisette, Complete With
Edging, Each, $\$ 1.39$. That's nearly half price. ty mercerized marauiset in white only-measuring yards=enough for a pair of curtains. The price include trimming same. Friday ba gain, each length, \$1.39. Fine Marquisettes, 39c Yd. A maker's clean-up of 600 yards of richly mercer-
ized marquisette for curized marquisette for curtains. Sells regularly up to
79 c yard. 36 inches wide. 79 c yard. 36 inches wice,
in white, ivory and ecru. About half price today at, About half
yard, 39c.

