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THE TORONTO WORLD
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# EEEEATON'S DAILY STORE NEWS 

Gymnasium Supplies for Men and Boys
HE MEMBERSHIP Campaign just
concluded by the Y. M. C. A.'s concluded by the Y. M. C. A.s
will find hundreds of men and boys in will find hundreds of men and boys in
need of the proper outfit for gymnasium work. the Fifth Floor is well equipped with
the various accessories required, the the various accessories required, the
following list giving an idea of the following list giving an
splendid EATON values: Cotton Sleeveless Gym Jereesy, all sizes,
white each
whit White Cotton Gym Pante, with elastic
top, sizes 88 to 40 Per pair .i.l. 35



 doorways. Complete, $\$ 2.00, \$ 3.00, \$ 4.00$
and $\$ 5.00$ each.

 Itsgle-End Pear-chape. Bags for above
leatroms, $\$ 2.00, \$ 3.00, \$ 4.00$ and $\$ 5.00$
 Givect
ST.00 st.

For Your Own Health's Sake Wear a Pair of Rubbers
Thousands of Pairs of Fresh New Fall Rubbers For Men, Women and Children Now Ready-F hone and Mail Orders Filled.

$D^{4}$ URING the months of wet, slushy weather that is to come it is vitally important that feet be kept perfectly dry,
if serious colds and sickness are to be avoided. Everybody should have a pair of rubbers. Strong, Serviceable Waterproof Rubbers that stay on and that grip the wet, slippery or now available in the Boot Department, Second Floor. They are all fresh, new fall, stock, made to fit the latest styles of boots for men, women and children

The remarkable fact about the following lines is che lowness of prices, which are, despite the increased cost of pure gum, the same as last year.

Exceptionally low priced are these Croquet Rubbers, for women and children. They are strongly made, and have corrugat-
soles and heels of a thickness that will give good service. Have neat medium toes and heels. Sizes $21 / 2$ to 7 . Price $\ldots . .50$ Girls', 11 to 2, 35c. Children's, 6 to $101 / 2,30 \mathrm{c}$.
Sizes $21 / 2$ to 7.s Price ....... Heel Rubbers, made of light-weight gum rubber. In stylish shapes, with corrugated heels and soies. Men's and Boys' Rubbers, firmly made, and with thick corrugated soles and heels. Qualities that will give great weat and that are made to fit boots snugly. Remarkably low priced, as follows:-

Men's, sizes 6 to 11, 65c; boys', sizes 1 to 5, 55c; youth', sizes 11 to 13. 50c.
Long Rubber Boots, for men and boys. These are made of pure gum, dull-finished rubber, and have extra thick soles and
heels. Men's, 6 to $11, \$ 3.25$. Boys', 1 to $5, \$ 2.65$. Youths', 11 to $13, \$ 2.00$.
Long Rubber Boots for Women and Children, These are made of light-weight brightly finished rubber, and are warmly lined.
en's, 3 to $8, \$ 2.35$. Girls' or Boys', 11 to $2, \$ 2.00$. Chi'd ren's, 6 to $101 / 2, \$ 1.85$.

Here and There In The Store
 packages arranged by way of suggestion for or
gifts for soldiers: These parcels are made up
from lists that have been found trom lists that have been found moost surt-
able for soldiers a and attendants will be li
charge to sive information, ofter wuggestions and to take charge of the trappering, addressing
and shipping of parcels. Some reent songs that are populai win
concert singers, include the following:-


$\qquad$

 for a gift, ask to have it put
mas. box bo extra charge.
$\$ 1.00$, $\$ 1.25$, and Make use of the store's conveniences- the
tree parceling and checkroom in basenent, the
rest room on third floor, the cale
 Let the Escalators at Yonge stre
carry you to second and third Hloors
CAL MaN 3501 when you want to tele-
phone for goods from several departments An
experienced shopper will make pour phone for goods from several deparaments. Ans
experience. shopper will make your purchases.
for vou almost as well as you could do in per-
son.



Real Smart Dress Gloves for Men, Some of Which Are Washable
T HERE HAS probably never HERE HAS probably never
been a more difficult
glove situation than that of the
present season. Importations
aer restriced and domesticmak-
ers busier than theyest veen in
years. It is, therefore, with a
dearge of ride that we offer the
foglowing Giloves at such low
 Clove, because it is smart and warm, and, when soiled, is
washabe in sop and
We feature them at $\$ 2$ ater, not once, but dozens of times
 Price, , Aer pair il.


 fastener, pique seams, gusset fingers, Bolton thumb and tome tris


 is very neatly finished throughout. Has one dome fastener,
prix seams gusse
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Today's Breakfast Menu Served in the Grill Room From 8.30 to 11 a.m. TUESDAY'S MENU.
Wheat, or Force, with Cream ried Sausage and Baco


Conservative Dressers Will Appreciate the Dignity of These Suits at 25.00 THESE SUITS are a special feature of our Men's Clothing Department, for they appeal to men of maturity, who like guiet, dignified, but distinctive, clothing. They are made of imported English woolen materials-rich worsted. cloths with a
soft Saxony finish, all thoroughly shrunk and sponged before being made up soft Saxony finish, all thoroughly shrunk and sponged before being made up. The pat-
terns and colors are noticeably new and attractive, yet not loud. Some of the desigre worthy of note being blue with a red hairline stripe about an inch apart; a black ground with a mixture of green and heliotrope hairline stripes; a light brown and groeenish mixture
with grey thread stripe and with grey thread stripes, and another with brown and black in very small check pattern.
Also included are navy bie They are all EATOM blue serge suats, dyed and shrunk, of reliable Britioh materials.

 of a medium wiath, and with or withou
EATON values. Each
Men's Business Suits, $\$ 13.50$


Any Man Can Appreciate the Wearing of a Cap These Windy Days
 T HE MAN who wears a headpiece that will stay on his head in the most violent weather, or while motoring,
traveling, etc. It's almost taveing, etc. sit's almost
impossible to soil a cap, and for present and later wear, its warm and comfortable,
and if smartly designed, has a and if smartiy designed, has a
dressy appearance that goes dressy appearance
well with an overcoat.
 Young Men's and Boys' Cloth Caps that include some new and
extremely swagger shapes, patterns and colors. They are in
 ing. Special emphasis is siven to the tashionabie with line plain English tweed caps, with large, wide peak. They are ex
tremely
smart and great favorites among young men Price 1.50 Other Caph, from both English and American makers, are in grey, greent, or brown check patterns, and plain and fan
tweed effects. Prices, $\$ 1.25, \$ 1.50$, , 2.00 and
and

## Warm, Winter Weight Socks for Men

 Men's Ribbed Black Worsted Wool Socks, made in Ireland from extra twisted glosey yarns. No seams tonurt the feet. All sizes. 3 pairs for $\$ 1.10$; or 39c per pain
 viceabele wool and cotry on muxtuore yorcks, whade from soft, ser
large size only. Per pair large size only. Per pair
Men's Heavyweight
 An ideal sock to send overseas. Per pair $\ldots \ldots . . . . . .50$
Men's Casherese Half Hoses, Multipex Brand, in phain black or
two-tone color combinations. English make, in medium two-ton ecolor
heavy weights.

- Main Floor, Yonge St.


## Serviceable Umbrellas for Men and Women

Combining Utility, Neatness and Good Style
I IT's for personal general use, during the coming season of showers and snowstorms,
the following umbrellas will be found most reliable. They're all very moderately priced and some of them make very effective gifts.
One line comprises a hurs
assortment moderately

 are in neat, close-rolling style. Tops are of silk and wool mixture and
are assolutely waterroof., Styles for the general use of both men and
women
 of these are eatractively mounted at tivs, and some of the styles for women
have tassels and fancy cords
The hyy




ST. EATON CO
Fashlonable and Comfortable Coat Sweaters for Men
Smartly Shaped Models of Warm, Woolly Materials in Some Attractive
T HE Indipensable Sweater Coat is not only a practical g

 woven into hem, and they are made to fit snugly and smartly to the
body. One ine inclues some alloover check patterns of to
 shades of maroon, brown and green. They have hings. storm or plain
shawl collar; two pockets and close-ftiting cuffs. Sizes
Pis Anothor ynio of Mero............. Smot.......... 3.50




FOSTER TELLS OF NAMIS OF FORTY IREPUBHCAN PINS TOROMTO FAISTO huge zoliverein citzensinust fath to wison obtaninuurtion

## Allied Conference Agre Have No Trade What With Enemy

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| Has Kept it From War With |  |
| Honor, But Will Fight to | Court Enlarges Motion to Trial <br> of Action Entered Against <br> the Last If He Must. |
| Company. |  |

WOODS ) LIMITED
MONTREAL

## Woods, Limited <br> Dundas St., Toronte <br> Hatch Bros <br> All Mail Orders Filled the samp day received QUICK DELIVERY, AND SATISFACTORY SERVICE

to any place in Ontario


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| Gooderham \& Woris | SPECIAL NOTICE <br>  <br>  | WALKER's <br> IMPERIAL |
| :---: | :---: | :---: |
| 3 bottles ..... $\$ 3.25$ |  | 3 bottles |
| 6 bottles ..... 5.00 |  | 6 bottles 12 bottles |
| SPECIAL |  | CANADIAN |
| 3 bottles ..... $\$ 3.50$ |  | CLUB |
| 6 botles . . . 6.00 |  | 3 .6 bottles .6 bottles .... |
| 12 bottles . . . . 11.00 | ST. dOHNST, MUNTREL | .6 bottles . ..... 7.00 12 bottles ..... 12.00 |
| Express prepaid. | C. HATCH, General Manager | bottles .... 12 Express prepaid: |



New-Universities Dictionary Nov. COUDON

Presented by

## How to Get It




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25 DICTIONARIES IN ONE All Dictionaries published preoious'to this year are out of date

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The Toronto World ${ }^{\text {"in a moment, my drowning friend; cant you see dve cot a bite }}$


## What A Manufacturer Found Out

I wish I had let you people look after our advertising three years ago.

These words were spoken by a well-known manufacturer who had looked after and pre pared his own advertising for several yearsand thought no one else could do it as well

What changed his mind ?
Well, for one thing, he found that we knew selling onditions in Canada a great deal better than he expected.
Another, that we could make his advertisement look more attractive and-could put more human in terest and selling punch into them.

He also found that we knew more about news paper and magazine circulations and rates than he dic Then, again, he discovered that we knew all about line draw ings, wash drawings, screens, Ben Day tints, zincs, electros, stereos,
nickeltypes, mats, etc., that were pretty nearly "Dutch" to him Our knowledge has prevented mistakes and saved him money. To summarize, he found that we knew how to make adver
tising PAY-and, at the same time, relieved him of time-consumin tising PAY-and, at the sam
and, often, puzzling details.
It costs this manufecturer no more to the the arge and experienced organization than if he were doing his Since connecting up with us his advertistug appropriation ha mereased. He is using more space and more pubications. He is proven a good thing for himself, the newspapers, the magazines proven a go
McConnell\&Fergusson
Advertising Agency
London, Toronto, Winnipeg, Windsor

## ORDER FORM

Pilsener Làger
Special Extra Mild Ale Special Extra Mild Stout Old Stock Ale

In order to ensure quick deliveries of the genuine O'Keefe't Brews, your order must be sent, with remittance, to the Consumers' Import Company. Note the following prices for delivery in Toronto, and outside Toronto.



$\square$


To get Prompt Deliveries of O'Keefe's Beers Orders must be Sent Direct to
THE CONSUMERS' IMPORT COMPANY 345 Notre Dame St. Eats, Montreal, Gan
IMPERIAL
These beverages, brewed for local sales, will de found to uphold the ${ }^{\prime}$ 'Keefe standard of purity, whole-
Ale Lager Stout someness and delicious flavo ON DRÁUGHT AT ALL HOTELS ORDER BY THE CASE FROM YOUR DEALER THE OTKEEFE BREWERY COMPANY, LIMITED, TORONTO


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# Announce the opening of their NEW STUDIOS on the sixth floor 

## The New Edison

## Music's Re-creation

A recent test in Symphony Hall, Boston, where the famous contralto, Christine Miller, sang with the instrument showed con-
clusively that Edison's invention was not a talking machine-it actually performed this miracle of re-creating the voice. The new
Edison Diamond Disc Phonographs sell for the following prices
Model A100 13750 Model C250 . 32500

$200.00 \mid$ Model B275 ...... 375.00
Edison Artists



 Marie Rappola, soprano of the Met
ropoutum


In recent years, it is surprising how the best art of the world has become available to everyone through low-prieed reproductions of outstanding merit In a gallery so full of good reproductions as this one is, there is almost a new treasures each time. These remodelled studios inexpensive reproduction to the prictures to suit all good tastes; from the uch ideal gifts.

## THE completion of our new Mutual street building has given us space on the sixth

 floor that is now available for aSeries of New Studios Musical, Pictorial, Electric The chief feature of today's opening is the new Pathephone and Edison Departments.

## Members of the Homelovers' Club

 will be glad to know that these machines can be bought on the clahplan of deferred payments, which has been a boon to thousands of househotaers. Consult the secretary on the fourth floor.
## The Pathephone

The Pathephone is the great record-playing machine of France.
The invention, the s.yles, and the selections are thoroughly
French with all the artistry that this name implies .
With the Pathephone you never change a needle; all records are
played by the famous sapphire ball, and the all-wood sound played by the famous sapphire ball, and the all-wood sound
chamber gives the re-production a mellowness unnatched in
any other machines of the price. any other machines of the price.

Model 15 2100

Model $25 \ldots . .$. . . . $^{21.00} 35.00$ Model 75 100.00 | 35.00 | Model 100... |
| :--- | :--- |
| 65.00 | Model 150. | Model 225 . . . . . . . . 300.00

## 


Cotne and hear some of your favorite selections played on this
wonderful instrument.

Tumpremene

## BOOTS

There's Extra Quaiity
Intimated by the
Name "Active Service" on a Pair of Boots

 "Walkwell last."
 toe stype, heavy, Goodyear wett
 Leather lined blucher


 PATENT COLT DRESS BOOTS.


 0 bovs' "Active service" TAM

 YOUTHS' GOODVEAR WELTED
 "Jaok and Jill" and "Daintimaid"
aro high-grado shoes for children,

Your Woollens at You Can Find the Overcoat to Theyre "Pemansle," Toot Meris, Notural Wool Under




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59 double breast and back;
natura shase; 34 to $44, ~$ at
at .59




## Socks





Only a Few Days More! Frénch

## Government

 War Relics6th Floor. Admission 25c

## The Electric Studios

No purely utilitarian object in the household has had such attention paid to it lately as the electric lamp. The ideas of the very best artists have been focussed on bringing the electric fixture or lamp from the unsightly $t$ hing it once was to a traly decorative object
that is a feature in the furnishing of any Our
Our electric studios contagn fixtures that are artistic, without being expensive; fixtures to suit rooms of any period; fixtures that youll never grow tired of. The reading lamp. and other lamps, too, are as artistic a collec
these electric studios thoroughly to-morrow.

