GEN. PETAIN'S TROOPS CAPTURE NCWT ATNC DV FDCNTC SEVERAL IMPORTANT VILLAGES 2000 ADDITIONAL PRISONERS
IN NEW ASSAULTS ON AISNE BRITISH BOMB ENEMY FACTORIES AND RAILWAYS

## $\pm$ Wh NECHSNE

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$\pm$ Srategic Vabe SURPRISE FOR ENEMY Positions Captured by Petain's
 AND BRILLIANT


Teutons Rétire So Rapidly the
Russians Cannot Keep

## FAIL TO LAND TROOPS

WAR IS JUST BEGUN, BRAZIL MAY SEIEE NORTHCLIFEE SAYS GERMAN WARSHIP
Bik ot Gem Poub
Bulk of German Population
Still Confident of Ultimate Confident of Ultim
Decisive Victory.

## EATON'S DAILY STORE NEWS

A Whole Page Full--But Merely Sug-

## CORRECT APPAREL FOR THE WELL DRESSED BOY

T'S WHEN a boy is in the adolescence period of his life-between the ages of 12 and 18 -that he builds up his character. His habits, good or bad, develop, establish themselves, and form the moral quality of his manhood. Practically any prosperous business man will tell you that a great deal of success is gained by impression, and the greater part of
favorable impression overcome by personal appearance. Is it not expedient, then, that the boy-"the boy of today, the a favorable impression overcome by personal appearance. Is it
man of tomorrow"-be trained accordingly in the matter of dress?
Mothers, Start Now-Clothe the Boy the EATON Way-Set a Standard for His Good Taste-and for Your Good Judgment of True Value

## FIRST OF ALL

Stylish Suits That Embody Two Additional Features-Serviceability and
Moderate Pricing Moderate Pricing
At $\$ 7.50$ we highly commend a line of suits made of sturdy tweeds in pick and pick patterns of medium grey. They are fancy pinch-back models with belt at waist, sewn at back only, twill serge linings and $\mathbf{7 . 5 0}$
bloomers with belt loops and expanding knee bands. Sizes 29 to 34 . Price At $\$ 15.00$ there's a Suit of unusual distinction, possess- single-breasted style, showing yoke, knife pleats back and such features as hand-felled collar, hand-made button front, and sewn belt at waist and patch pockets. Twill serge ing such fancy pleated back and three-piece belt. The material is a beautiful, soft-finished tweed, in dark brown broken check. is a beautiful, soft-1inished tweed, in dark bre pocket, belt loops
Bloomers are full fashioned, have watch pin and expanding knee bands-fine serge linings throughout. Sizes 29 to 34, price ............................... 15.00 At $\$ 9.00$-Boys' Blue Serge Cheviot Suits, in smart lining and bloomer pants. Sizes 29 to 34, price...... 9.00

At $\$ 6.00$ are checked tweed Suits for smaller boys. These are single-breasted, with yoke and two knife pleats each side of back and front-sewn belt and patch pockets. Italian cloth body linings and full-fitting bloomers. Sizes 24 to 28 , price.

1
Thick Warm Overcoats for the Cold Days of Winter
In slipon style-the boys favorite-with full, loose back, made of a heayy overcoating in deep brown or grey check. Theyite single brrasted and have convertible collar, slash pockets and strap with buckle on sleveres. Well lined throughout....izese 29 to.... 34 , price: 12.50 single-breasted and hand 36 , price . ...............................

The "Trench" Coat-this season s new model-made of a plaind dark greall pleats at back and belt and big buckle at waist. Wind strap on sleeves and centre vent in back. Sizes 29 to 34, price .......................................... 14.00

For smaller boys are swagger little Juvenile Coats, in
For smaller boys are swagger little Juvenile Coats, in plain grey or brown. They re double-breasted, button up to chin, have half bett at back and check body ............ 5.00 Cosy, little blue Whitney or dark grey chinchilla Overcoats, made double-breasted, button snugly up to the chin,

## ings. Sizes for 3 to 9 years, price . .nseoreowiono..... 7.50 <br> An Extra Pairof Bloomer Pants Are Always

Boys navy blue cheviot serge Bloomers, in full-fashioned style, have good, strong body lining, firmly-sewn seams, loops for belt and expandable knee bands. Sizes 24 to 28, pair \$1.65; sizes 29 to 34, pair ..

Good, sturdy tweed Bloomers, in a big variety of grey

## Underwear, Sweater Coats and Other Such Seasonable Accessories for Boys

 WE could scarcely begth to put the huge assortments into item-ized form in the space allotted here-but note the exceedingly
moderate prices on those chosen for mention. Come to the store
and examine the good qualities of the goods and you'll even more appreciate the values.
In two-piece underwear there are comfy and cosy garments of "Penangle" brand. They're in a dark natural color and the texture of the material should prove particularly agreeable to even the tenderest of skins. Shirts have double breasts, bound to 28 . Garment 85 c . Sizes 30 to 32 . Garment $\$ 1.00$

A Combination Suit of "Tiger" brand, is of good heavy weight, in fine elastic rib. They're made with closed crotch and tight-fitting ankles and cuffs. Sizes 22 to 26 , suit, $\$ 1.50$; sizes 28 to 32 , suit

Good, warm, tight-fitting, pull-over Sweaters, in plain cardigan stitch, made with doubble roll collar, ribbed cuffs and cardigan stitch, made with
skirt. Plain grey only. Sizes 26 to 32 , each

Sweater Coats of plain stitch or big, thick, fancy weave, are made with shawl or storm collars, two patch pockets and close-fitting cuffs. Grey with purple trimming, black with orange, brown with green, royal with white. Sizes 26 to 32 , 3.50 each

Shirtwaists, made from shirting fabrics that wear and wash splendidly. Most have light grounds with single or wash splendidy. Mot hae black or mauve. All are made cluster stripe designs of blue, black or mauve. Alre are made
with attached soft, turn-down collar, soft cuffs, breast pocket with attached, soft, turn-down collar, soft cuff, breast pocker and draw string at waist. Sizes for ages 6 to 16 years,

Fancy colored Shirts of good wearing and washing materials, in stripes of blue, black and mauve. Made with separate soft lounge collar and soft double cuffs, coat style. Sizes for ages 12 to 14 years, each.................. 75 Pyjama Suits, made of a cosy flannelette, of medium weight, in neat stripes of blue and white, blue and pink and pink and white. They have military collar, frog trimming


Boys' Bathrobes, made of medium weight flannelette, in plain shades of brown, blue and pink, with fancy border and picture designs. Have neat turn-down collar, two pockets and girdle at waist. Sizes for ages 6 to 14 years, each, 1.25 Strong corded silk Neckwear, in narrow four-in-hand style. Obtainable in plain shades of helio, navy, brown, cardinal, royal, sky, gold, grey, olive and black, each ....... 25

Laundered Collars, in a variety of stand-up-turn-down


Boys'
Clothing
Department
Main Floor
Queen Street
and
Furnishings
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Main Floor
Centre
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BIG LEAGUE CLUBS TO CUT EXPENSES
Teams B RTrina Rosters and Pare

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## Smoke <br>  <br> 4 -for- 25 c .

## Cigars

A new Davis blend guaranteed to contain only the best of Havana tobaccos.

## Very Mild

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That Son-in-Law of Pa's



THE R. S .wiulums s sons

## Sale of Pianos

Seventy used and nearly new square pianos, and finishes, very low prices and on special terms.
At 8.30 tomorrow morning Toronto's grea test annual sale of used pianos will open
to the public. Each fall sixty or seventy families secure bargains thru these great sales, on
East year we broke all former piano-selling records, and this year the demand looks even greater



|  |  | Upright Pianos |
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| Save at Least \$50.00 |  | - |
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## Society

PREPAREDNESS, POLLY AND PA'S POCKETBOOK ALL BEGIN WITH A "P"

## Atale of two Iradem Marks








Tumbullt two band

UNDERWEAR


The C. TURNBULL COMPANY of GALT, Limited galt, ontario


## IMPERIAL BANK

DIVIDEND No. 109
Notice is hereby given that a Dividend at the rate of
ive per cent. (12\%) per annum upon the paid-up Capit Stock of this Institution has been declared for the three months
ending 3 1st October, 1917, and that the same will be payable ending
at the Head October, and Branches on and after Thursday, the
first The transfer books will be closed from
1st October, 1917, both days inclusive.
By order of the Board, By order of the Board E HAY


Deliver or mail THE TORONTO MORNING WORLD to mander

## Address

R. M. D. or Street $\ldots$...............................................
Subscription rates are: For delivery by carrier in Toronto, Subscription rates are: For delivery by carrier in Toronio
Hamiton and Brantford, $\$ 5.00$ per year- 50 c per month. For delivery by R. M. D. or to Postoffice, $\$ 4.00$
month. Address THE WORLD, Toronto.


## Polly and Her Pals

By Sterrett
 POLITICAL NEWS LBERALMETING . POLITICAL NEWS LIBERAL MEETING
POIITICAL PARTIES LALOR, WIN-THE-WAR Toronto Star Publides inter CLOSE UP OFFICES HALDIMAND NOMINEE

LT, Limited 2maxym

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TORONTO POTATO
PRICES LOWEST

| Buffalo People Pay Sixty to Seventy-Five Cents More. | Labor Men Say Trade Unionist Supporters of Capitalists Exploited. |
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Had Piles


## Sterret <br> 


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## When the Boys Come Home

 Toronto Y.M.C.A.'s, so peeculiarly fitted for the enormonsly important
 soldiers enjoy full member-
ship privileges free. $\begin{gathered}\text { selves and the community. } \\ \text { 3-To develop young boys fo }\end{gathered}$ 2-To enable business men and
young men unaceptable for $\begin{gathered}\text { To develop young } \\ \text { greater future suff } \\ \text { home and country. }\end{gathered}$

Should you not deem it a proud pri:
vilege to be identified with this magni fiecent work for Can
fresent and future

## Join the Y.M.C.A.

By so doing you directly help to win the war. To carry the unpremembership of the Toronto YM.C A.'s must be maintained at maximum strength
By joining now you strengthen
the Y.M.C.A. for its great task of
the present-for its greater task
when the boys come home.
Thousands of soldiers, old memers and new men, will come baek
expecting the same Y.M.C.A. guid
amp from Vancouver, B.C, to to th trenches in France. To
C.A.'s must be prepared.
Identify yourself with this splen and future The YMCA and future. The Y.M.C.A. need
4,000 new members. You need th Y.M.C.A.

Visit the Business Men's. Class, the
Young Men's Departments and the Boys' Departments. See the gym
nasiums, swimming pools and social nasiums, swimming pools and social
departments. Bring your boy. Ge
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Toronto Young Men's Christian Associations WEST END Y.M.C.A.
College and Dovercour
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3ROADVIEW Y,M.C.A.
275 Broadview Avenue

CENTRAL Y.M.C.A.
40 College Street

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Cuts Down Fuel Bills

The "Pandora" requires less fuel than other ranges because the McClary Flue System directs the heat Twice Around the oven and stops the usual wastage. Send for illustrated

## McClarys <br> PANDORA RANGE

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## SIMPSON'S FRIDAY BARGAINS

Join the Home-Lovers'Club Today
Applications for membership are now being received by the Club Secretary on Appicaionor. Homemberorer. Clubu members mamy purchase home fumidings.
 over an
today.


Club Members May Share in These Friday Bargains in Rugs, Furniture, Curtains, Electric Fixtures.

## In the Furniture Department

Kitchen Cupboard, elm, golden finish, base has double doors, good cupboard space, two
drawers for cuttery, glass top, fitted with

Kitchen Tables, hardwood legs and rims, in golden finish, top of natural maple; size 4 ft ,
Regular price $\$ 4.00 . . . . . . . . . . . .3 .40$ Mattresses, seagrass centre, jute top and oottom, deeply tufted, in good art ticking. Reg-
ular price $\$ 4.50$.................. 3.55 Buffet, in genuine quarter-cut oak, fumed inish, colonial design, heavy plank top, 54 in., colonial pillars, 2 top drawers, shaped,
back fitted with large beveled plate mirror. Regular price $\$ 46.00$. ................ . 34.00

Extension Table, solid quarter-cut oak, top 45 in., heavy pedestal, shaped feet, 6 feet when
extended, fumed or golden finish. Regu:ar price $\$ 19.75$............. .......... 14.50

Extension Table, 42 -in. top, square pedestal, shaped feet, made of solid oak, fumed
finish only. Regular $\$ 13.75 \ldots \ldots . . .9 .90$
Extension Table, solid quarter-cut oak, octagon barrel, heayy plaiform base, colonial
feet, supplied in fumed or golden finish; table fext, supplied inds to 6 feet. Regular $\$ 21.50$.. 16.50

Men's $\$ 1.00$ Shirts, 69c



Flannelette Pyjamas

Great Sale of Rope Portieres




Curtains---Odd Pairs Lace Lambrequins
of each style, in durable scrim, strong Not-
tingham and dainty muslin curl'ains, in white, ivery and lecru colors $21 / 2 /$ to 3 yards long;
inge
some are slightly soiled-one-third to onesome are slightly soiled-on
half less than regular prices. Mricto iny are intended for use across the top of the
window in tichens, etc.
friday bargain,
each ..........................
Last Day of Electric Fixture Sale Today is the last day of the October Fixture Sale. We are offering values that will
make it one of the biggest events of this sale. These values are spread clear through our lines,
but we will indicate a few to give a general idea of the economy of buying today.


The STjMr] SOMN Company nime whrellas

## Trunks



## Club Bags


 Suit Cases

 Umbrellas


Prepare Now for those Cold, Blustery Winter Days Ahead
OVERCOATS
Custom Tailored to Your Measure ---From No Less Than 75 Newly Imported Overcoatings

## $\$ 28.50$

Men who will see the handsome patterns and the good quality fabrics they may choose from at this low price will know that this is an extraordinary offer and may not happen again in years.

At your disposal are seventy-five of the season's most demanded weaves and patterns, consisting of fine English meltons, in grey and black, also blue-black or grey Whitney cloths, as well as plain and fancy cheviots, which sell regularly made up at $\$ 36.00$ to $\$ 40.00$ a coat.

Furthermore, you may choose any style you wish, in any length, made to your measure, complete, for this low price.

Any one of these overcoat lengths if made up and trimmed in the same highclass manner as we will give each order, would cost you at least five dollars more than you need pay here today or Saturday.

Every garment will be tailored by expert custom coatmakers-fit and workmanship guaranteed. Today and Saturday offer - . . . . 28.50



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