FOR SALE The Toronto World Fixe The Toronto worid



##  Fresh, New, Three-Piece Suits fon Men from $\$ 12.50$ to $\$ 25.00$

## Comprising an Enormous Variety of Pleasing Patterns and Quiet, Sombre Colors and Made of Materials 1 hat Are Really Serviceable, Sizes 36 to 44



THURSDAY we are giving special emplasis to suits for men who have conservative ideas regardwith soft rolling medium width lapels, the more fashionable rolling to second button All have straight flap pockets, and most of them are medium close fitting in back, and a few are slightly form fitting.
A NOTABLE FEATURE of the display is the great variety of patterns and colors, comprising cheoks, large and smath, thread stripes, in all sorts of fancy designs, and fancy mixed weaves. Grey is the most noticeable color, being in almost every shade imaginable. Brown, green and blue, following in the order named, are also extensively displayed.
The greatest and most important feature about these suits is the material, for they are made of excellent quality worsted, cheviot and cassimere-finished tweeds, mostly British manufacture,
well. Priced, according to quality of material, as follows:

At $\$ 12.50$-the selection is immense, comprising a variety of soft, warm finished fabrics, tweeds and worsteds, in many shades of grey and brown, handsomely patterned in small checks, thread stripes and fancy mixtures. All are firmly lined with twill serge.
Sizes 36 to 44 .
fizes 1500 .
At $\$ 15.00$-the Suits are exceptionally good value. They are made of closely woven fancy worsteds, in medium and dark
greys, in pick-and-pick weaves, medium twills, narrow stripes and pin checks. Also dark grey cheviots. Sizes 36 to 44 .

At $\$ 16.50$-are Tweed and Worsted Suits in a big selection
of warm materials. Small check patterns, in shades of erey; also of warm materials. Small check patterns, in shades of grey; also
two-tone dark greys, showing diagonal weave. Well tailored and two-tone dark greys, sh
lined with twill serge.
At $\$ 18.00$ and $\$ 20.00$-is a splendid selection of patterns,
including greys with fine thread stripes, small fancy weaves, twills
in various widths, and neat small checks in greys and browns. Sizes 36 to 44.

At $\$ 25.00$-is a most satisfying collection of Eaton handailored Suits; made of cassimere and cheviot-finished tweeds and worsteds. These clotis are imported from famous British mills and were thoroughly shrunk before being made up by our experiand green and red in pin and green and red, in pin-check pattern; rich browns tinged with
green, with a blue-grey thread stripe, and a brown with reddish-
brown thread stripe. Strongly lined with fine molair. green, with a blue-grey triread stripe, and a brown w.
brown thread stripe. Strongly lined with fine mohair.
At $\$ 22.50$ and $\$ 25.00$-are Eaton Brand Navy Blue Suits,
made of English worsteds in beautiful finish and texture. These made on English worsteds in beautiful finish and texture, These are sponged and
tive styles.


Comfortable Flannelette Pyiamas for Men-

## a Suit $\$ 1.50$
















Mon's Undorworr for Winter Woar







## HERE AND THERE IN the store

On the Second Floor, Albert street, is estab1 1rbhed the Overreas Depot. Here you will see packiages arranged as sugsestions for gitts tor
soldiers. These parcels are made up trom lists that have been found most poppular with soldiders, and attendants will be ti charge to give Information, otter suggestions, and to tate
charge of the wrapplag, addreasing and omipoping of parcels. . . The sheet Muste Section is now in the Base-
 1y occupied on the Main Fioor is now used for
an extensive display of Christmas Cards Calendars and Books.

Multiplex hosiery is made in sizes for men, "many ply" chlldren. The word itself means "many ply," and many ply means "service." See
the display of new Fall and winter welght Multiplex nostery on Main Floor:
Those miniature postcard size photos known as C.D.V.'s are gaining in popularity, because of is now giving. They are size $21 / 2 \times 41 / \mathrm{inches}$
in is now giving. They are size $2 \% \geq 41 / 4$ inches
and are very low-priced at 4 for $\ldots \ldots \ldots \ldots . .25$ - Main Floor, James Street.
T. EATON CO:

Men's Stiff Hats in a Variety of Smart Shapes From $\$ 2.00$ to $\$ 4.00$
THE STIFF HAT, if it is smartiy shaped, is considered 1 to be next to the silk hat for dress wear, and where
a touch of formality is required $a$ man should have a tiff hat.
The feature of the new Sifif Hate we are generously displaying this Fall is the soft, flexible brim. All of Crofut also withp the fexible crown that springs back into shape when dinged. They are in a variety of smart shapeshee rounc, small crown for fashionable young men, and
the full, square crown for conservative men. Made of black fur felt, with rolling brim and soft leather sweato band. Price, each
Christy's Suiff Hats need no comment other than they are made of the same quality of fur felt and in the smart. est shapes of the season, all with rolling brim and soft, Very good English-made Stif Hats are made with medium high, full crown, with, rolling, flexible brim. Made of soft fur felt, with leather
sweatband, and lined with white silk. Price...

Quite fashionable, too, are stiff hats made by a reliable Canadian hatter Quite fachionable, too, are stint hats made by a reliable Canadian hatter. They are
All neatly soft frimmed felt with hith crown, slightly rounded at top and with rolling brim.
Alow black riblon, and leather sweatband. A smart shape All neatly trimmed with nar
for the young man. Price.
A new shipment of English just recently sopened up includes orie or piece tops, with
plain back and in a big variety of colors, one with plaid effects has several red or sreen
 -Main Floor, James St.

## 



# Two Pages of Simpson Opportunities for Today 

This Morning at 8.30 Men＇s Black Stitt Hats $\$ 1.15$


No＇Phone or
Mail Orders， and only 2 Hats

Manufacturers＇samples and odd half dozen lots；al extra fine quality English fur felts，in flat and rolling brim shapes，with full and tapered crowns．Regular $\$ 1.50$ ， $\$ 2.00, \$ 2.50$ and $\$ 3.00$ ．On sale Wednesday，
A Shirt Special at 49c Men＇s Negligee Shirts，in plain and fancy hairline
and cluster stripes of black，blue，helio and tan

 1，200 Pieces of Men＇s Underwear at 98c


## An Excellent Range of New Styles in

 The Fall Weight Slip－on Overcoats

## A Winter Coat at

 $\$ 18.50$Slip－on style，double－breasted，with velvet
collar and patch pockets TThe material is
English，plain brown，with fancy 18.50 Conar an，paine brown with fancy 18.50
Enheck back．Sizes 34 to 40 ，at

Boys＇Winter Slip－on Coats \＄4．50
Smartly tailored from heavy weight tweed overcoat－
inss，in seasonable grey and brown shade，featuring diagonal and herringbone weaves；double－breasted slip－on modells，with neat self－collar that fastens close
to chin；well－formed shoulders，small cuff on sleeves， to chin；well－formed shoulders，small cuff on sleeves，
and warm durable boyd linings．A dandy warm and
shool coat for boys $21 / 1 /$ to 8 years．Sizes
sor to 26.50 Wednesday ．．．．．．．．．．．．

A Tweed Coat Made from a fine English tweed coating， mart slip－on style，with pattern，cut in a ，at ．．．．．．．．．．．．．．．．．18．00

Other Good Values in Boys＇Overcoats are fea－
tured in the season＇s latest styles and colorings，An
early visit to early visit to our bovs，An－
partment will make partment will make a goo
selection a very easy matter
 \＄7．00，$\$ 7.50, \$ 8.51$
$\$ 9.00, \$ 11.00$.

## 8．30 Special Men＇s Sample Boots \＄2．89

150 pairs only，Men＇s Sample Boots，suitable for all kinds of outdoor wear；made with

extra heavy and medium weight soles；tan grain urus calf，box calf，Boston calf and hrome tanned leathers；full－fitting toe styles．Regular $\$ 3.50$ to $\$ 4.50$ boots． 2.89 MEN＇S BLUCHER BOOTS，$\$ 2.19$ ．BOYS＇EXTRA WELLMADE BOOTS， | 475 pairs，box kip and dongola kid | $\begin{array}{l}\text { Boys＇Blucher Boots，made of oil grain，}\end{array}$ |
| :--- | :--- | :--- |
| Blucher boots，made on full round toe last， |  | \(\begin{aligned} \& box kip and dongola kid leathers，These <br>

\& boots\end{aligned}\)
 Blucher boots，made on full round toe last， dium heels．Sizes 6 to 11．Regu－ 2.19
dar $\$ 3.00$ ．Wednesday ．．．．．．．．

Hosiery and Gloves for Fall Wear Men＇s Plain Black Cashmere Socks．no seams．fine
English yarn，closely knitted in a good weight
close fitting ribbed cuff，spliced heel，toe and


## English Tea Sets

 Priced Specially Low Wednesday





 Linens，Blankets，Etc． Temptingly Priced
 Things YouMayNeed at the Drug Counter
 95 c for Corset Waists Worth Againas Much

 ＊Fashionable Dress Goods，Silks，虚 and Velvets in a Most Comprehen－ sive Display，Directing Attention

Warm，Cosy Cloakings，Fashionable Dress Goods and luxurious Silks in gorgeovs colorings will
be the centre of interest to－morrow at Simpson＇s，when a host of newly－arrived materials will be shown be the centre of interest to－morrow at Simpson＇s，when a host of newly－arrived materials will be shown for the first time，and a number of specially priced fabrics will be featured for this one aay

Cloakings that are in Greatest Vogue
R

| Two Rousing Specials in Dress Goods |  |
| :---: | :---: |
| black and white check dress goods．They are |  |
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Truly Wonderful is this Season＇s Showing of Silks and Velvets
 Andind


Most Parisian Garments Show Touches of Velvet


Charming Silks and
Wool Fabrics
charmina BROADCLOTHS
In rich， BROADCLe to tich，dep tor the
In
smart suits and coats；shrunk smart suits and coats；sh
and spotproof．
GUARANTEED NAVY GUARANTEED NAVY ANDpson＇s noted qualitites，from
Simplems．
England＇s famous looms，thor－
oughly soap shrunk men＇s wear England＇s famous looms，thor－
oughly soap shrunk men＇s wear
cloth．Also gabardines in mid－ night navys and rave TAILORED SUITS．
In a choice range of new shades
for Fall and Winter；beautir fully fine in finish．


FRUIT SECTION．


 We Bid Adieu to Our Earlier Trimmed Hats On Sale Today in Four Great Groups at Half Price
Ow Millinery tocks mut alvass look freat and new．All he trim．
med hats that have been in tock for

 the half of what we anked for them Cormery，They will be in four
耳roent，at the following prices： $\begin{array}{lllll}2.95 & 3.95 & 4.95 & 5.95\end{array}$ Flannelette Nightgowns


TheseDaintyWaists at $\$ 1.95$


## 』

he Suitings that are
in High Favor
FLEUR DE POPLIN．
In dilightu new tones fo
suits ind dresses．
NEW NDINE CORDS．
Nerns the martest

silky finish．Shades．suitable
NEV CREAM FOR
NPORT COATS．

ELEGAANT EOLIENNE
In fashion＇s favored shades．
Specially adapted for the new
styles or pleaug．
NEW PERMO FABRICS．
For dresses and suits，abso For dresses and suits，abso
lutely uncrushable．Ask to se
them in the new shades． CLOAKINGS．
Special Showing of Creams fo
Little Folk．
In bear cloths，fancy shel
effects，blanket cloths，fluffy
chinchillas，plush cords and
lamb curls，etc．
lamb curls，etc．
POPLIN DE CHENE．
And Bengaline and Arora cord


$\qquad$
$\qquad$
Linens Featured at Special Prices




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JOHIN CATTO \& SOIT

| PLAYS, PICTURES |
| :---: |
| AND MUSIC |




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## Curling Clab. Ready For Winter

## Turt

 At KenilworthDETROIT MAN WILL BE PRESIDENT
OF ONTARIO CURLING ASSOCIATION F. C. Burden is Elected
Second VicePresjdent at
October Meeting-Gold Second Vice-President at
October Meeting-Gold
Medal to J. D. Flavelle.

##  Style and Quality

 Men usually express their taste in dress in thehate they wear.
Men who selet head dress from a Fairweathers
stock must be counted amongst the well-dressed

 English, American, French and Itaian make--
exdlusive and hiighest nuality
 Fashionable London t Coats.................. $\$ 25$ to $\$ 35$
$\$ 10$ to $\$ 30$

## Fairweathers Limited

Montree

84-86 Yonge St, Toronto

## AZORA AXWORTHY WON TWO IN THRE HHATS




The Hiskey Quality Mark is a Mark of Detinite Superiority

IN our code the word quality becomes a definite characteristic of the merchanrague about it-it's as clear to us as our ambition to give good service.
O NLY quality that is up to or above sadmitted to our stocks-in many instances our profits are affected by the procedure. but never our prestige.
WE'RE earnest about our quality--we see that none of them are disappointSuits and Overcoats at

## $\$ 15$ to \$35

HICKEY'S
97 Yonge Street

Dr. Sitevenson's Gapsultes


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The British Red Cross Society Require $\$ 25,000$ a Day to Carry on its Work. Can Toronto Subscribe $\$ 750,000$ to take care of the Outlay for One Month?

Here is a great work in which all can share. The Joint War Committee of the British Red Cross Society and Order of St. John is the only institution which carries voluntary aid to the sick and wounded of the British forces on land and sea in every region of the war. Thousands of lives of our bravest and best are saved through this splendid work. YOUR gift may save a life. Isn't it worth doing? It is. GIVE!

The Red Cross looks after the transportation of sick and woundedit equips thousands of hospitals, rest and convalescent homes, it supplies countless requisites for hospital work, clothing and other comforts. Over 2,000 Red Cross Motor Ambulances are at work on the various fronts, while "rest stations," hospital traims, steamers and launches, food for prisoners, books, special work for the blind, etc., etc., are a few, only, of Red Cross activities.

Our Sick and Wounded Soldiers Call for YOUR Help. Give TO-DAY and Give Generously.

| PATRONS: <br> THOM MAJESTIES THE KING AND QUEEN <br> LOLED LANEDOWNE <br> SE JOHN S. HENDRTM <br> WOMĖN'S COMMITTEEE : <br> MISS CHURCH, Hon. President <br>  |  |
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And Continuously Until 11 P. M.
THE TORONTO DAILY WORLD presents the official British war pictures of the Battle of the Somme, being a record in film of the opening phase of, the British offen-
sive, when the German lines were smashed on July 1 tat , sive, when the German lines were emasted on july hot,
and giving a vivid idea of the terrible preliminary bombardment. These pictures are guaranteed authentic by
Sir Douglas Haig. They are endorsed by the King and released by Mr. Lloyd George, Secretary for War, on condition that they be shown exactly as they were issued.
The World presents these pictures as the first official moving pictures of a British battle ever shown, and a living illustration of the biggest news event to British eyes since Waterloo.


$\square \mathrm{Q}$
in the world" ALL THIS WEEK

Every Day from 10 a.m. Until 11 p.m. THE DOORS OF THE REGENT THEATRE, Adelaide Street, just west of Yonge, will be opened each day at 10 a.m., when the sale of tickets will begin The showings will follow one after
the other all day until $11 \mathrm{p} . \mathrm{m}$. in constant succession, with a period of one hour and fifteen minutes for each complete presentation.
Regent and an augmented orchestra will render a fitting accompaniment to the pictures, a special programme
having been prepared for this engagement. The theatre, which is having been prepared for this engagement. The theatre, which is
one of the largest, most commodious and artistically appointed mov-
ing picture houses in America seats 1,680 people, giving a clear, unbroken view of the screen from every seat. No one with rela-
tives at the front, or conessing any interest whatever in the greatest tives at the front, or confessing any in terest whatever in the greatest
Bitith battle of all time, should miss seeing these wonderful pictures. They show' exactly what modern war is, carrying you right to the
front line trenches and across "No Man's Land" under fire. You see it all as through a great plate glass window commanding the







## Two Pages of Simpson Opportunities for Todas

Seasonable W ash Goods

house dresses and children's
wear; fast colors; io ironing
needed 40 in
near, fast colors; no iruning
neded, 40 in. wide. Formerly
sold for 75 c per yard. Per
Yard Wectinesday I...... 25

Art Needlework Thii departuent in now ort it
Fourth trom all ouspition
cushion forms. Of whitc cambric, fifed with
 HEAVY BLACK EIDER
 Gloves and Hosiery Momend Gloves, Englisid cham,
 seams, and neats; stitched point on back; cream shade. Sizes
$55 / 2$
50 orys' and Girls' Chamojs Gloves in white; good weight chamosis;
ave dome fastener, and pique ewn seams; strong and pique
inished. Sizes 1 to 7 . 85 Women's Fibre Silk Ankle Made in Canada; seamless fin-
ish; 17 -inch silk, leg, and deep hise thread top; reinforced heep me in sole. Sizes $81 / 2$ to 10 Wednesday ... ........, 29 Women's Hose, black cotton
natural wool sole; guaranteed ast dye, and seamleass finish; ; a spliced heel, toe and sole. Women's "Llama" Hose, cash nere, fine yarn, closely knitte roidered "Llama" on each toil spiceed heel, toe and sole, sizes
p1/2 to 10 . Selling Wed- 39
nesday Boys' and
Stockings, plain black
"Pen-Angle" tockings, plain black cashmere,
seamless $f$ finish: knitted and extra fine; reinforced heel
toe and sole. Sizes 6 to 29

## Alarm Clocks at

 $\$ 1.12$200 only American made Alarm
Clocks, with 廿ud, clear bell on top, and shut-off lever ; thor oughy yested, and guaranteed
for one year. Regular 1.12
\$1.50. Wednesday . Silverware Set of 6 Tea Spoons, Rogers'
" 877 silver plated; "Avon" and "Faneuil" patterns; put up in a satin-lined eatherette case. Reg.
ular
urestay price
n. Set of 6 Dessert Spoons, Rogers
1847 silver plated satin liner plated, to match; in
ular price $\$ 5.00$. Wed

Extraordinary Values in Bedroom and Living Room Wall Papers Conduroy Stripes for bedrooms,
pink yellow, grey and blue shades. Regular 5 cc . Wed-
nesday, single roll .15 Cut-out Borders, floral designs all colorings. Regular 15 c . On .5 English Wall Paper, clouded ef. ect; two-tone colors of green,
blue and red; suritable for living, room decoration. Regular 50 c . Wednesday half price, per .25
single roll ....... ... Chintz and Floral Bedroom:
Papers, good range of desirable colors; some on grey grounds.
Regular 15 c to 25 c . sale price, single roll Special 9 Tapestries and Fabric Weavee or living-rooms; indefinite foliwe desizns, grass cloths, baske1 nent of styles and up-tsodatWednesday, per single values
on
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## Beginning This Morning at 8.30o'Clock A Half-Price Sale

## of Women's and Misses' Suits

 This has been the greatest suit season in the history of the Simpson Store-and after weeks of enormous selling our lines are badly broken and we have scores of small lots consisting of broken sizes and broken color ranges amounting all told to hundreds of suits. Today we intend to dispose of these suits and will place them on sale at exaetly one half of our former prices. You will find every suit offered in this lot to be a correct, fashionable model. Our original price tickets will show you what we have been getting for them-the sale prices will be exactly one-half of what the tickets call for.
## A Few of the Styles on Sale in the. Women's Section



There are serges, poplins, gabardines and broadcloths, all sizes and the popular colors-. but not all sizes and all colors in every style--on sale at the following prices 40.00 Suits at 20.00
35.00 Suititat at 17.50
32.50 Suits at 16.25
30.00 Suits at 15.00
25.00 Suits at 12.50 20.00 Suits at 10.00

### 18.50 Suits at 9.25 <br> 17.50 Suits at 8.75 <br> 15.00 Suits at 7.50

## A Few of the Styles on Sale in the Misses' Section



In the Misses' Section there are suits of broadcloths, serges, poplins and gabardines--an enormous lot of wonderful good suits at half-price.

##  <br> 13.50 Suits at $675 \quad 1750$ Suits at $8.25 \quad 2250$ Suits at 11.25 25.00 Suits at 12.0 <br> 32.50 Suits at 16.25

 37.50 Suits at 18.75 45.00 Suits at 22.50
## 

See Our Othe PageElsewhe in this Paper
Wide Fancy Rib bons at 23c,33c and $43 c$
Over 3000 yards of ris ribbons in the rig qualities and colo Hundreds of novelif from New York sho the very many uses which this ribbon Ce
be put. See these ribbons our window. In the recular
they would sell at nearly dout

Children's Whit wear Values
Girle Onderskirts, made of beay
tiful quality soft white flannel ette, with attached cotton wails with. pretty silk scalloping, white, pink or blue; sizes 6 t
16 years. Regular 85 . Girls' Nightgowns, made of sof white Saxony fiannelette, in
dainty high neck style, yoke, with lace insertions dainty pin-tucking; frill of good front and cuffs; sizes 6 neck esday .........2.. . 85

Women's Sweater sleeves, for wear under cos made of pure wool; waist leng th Close fitting. They have smar pearl buttons; colors black of lot. Regular \$1.50. 10 Women's Sweater 'Coats, made of heavy fine wool yarns in sev-
eral dainty weaves. High neck styles, with smart turn-down coilars, double cuffs and two grey, navy and maroon; sizes 36 to 42 bust in the lot. No phone
or mail orders. Regular $\$ 4.50$ or mail orders. Regular $\$ 4.50$
and $\$ 5.00$. Wednesday 2.95
at...........
Lined Petticoats Comfortable, good wearing
Petticoats of mercerized sateen, black only; top lined with red flannelette; full two-piece flounce of knifepleating and pin-tucking;
lengths 36 to 42 Wednesday .............. 1.00
Offerings in Laces Laces, immense range of hen patterns, widths from 1 inch to
$31 / 2$ inches wide. Laces for prons, children's undergar-
garments, dresser scaris, men's underwear. Wednesday
Sale prices, 12 yards for 25 c , 2 yards for $35 \mathrm{c}, 12$ yards for
$45 \mathrm{c}, 12$ yards for 50 c . Fine Spotted Net Allovers, in
ivory, spot embroidered on fine Brussels net, 18 inches wide;
also shadow lace and embrid ered net laces, 12 inchembroid-
Regular 35 c and 50 c . ered net laces, 12 inches wide.
Regular 35 c and 50 c yard. 19
Wednestay sale price 22 -inch Embroidered
Houncings, embroidered inest of net ivory or ecru.
Regular 75 c and 85 c yard.
Wednesday sale price
$\$ 6.50$ Maternity Gowns at \$3.95 All-wool French Cashmere and
Crepe Tea or Maternity Goowns;
black, navy, cardinal black, navy, cardinal and Cowns;
hagen; cout amply cuffs, vestee anply girdle, which is
on elastic of lot. Regular; all sizes in the

