# ITALIANS INCREASE GAINS TOWARD TRIISSIE 

 BRITISH WIN SUCCESSES IN AN ATTACK ON PICARDY HEIGHTSAll Shod

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## Kid Lace


g Boots
Bump itit ien


ed, \$3.45 | Art Needle. |
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 Regular 3.45

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Retirement Necessary After ant Advance
Mile Front
UNDER WITHERING FIRE
Ontario and Western Batta ions Add Lustre to CanTistan

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## 4 TO 1－－SOX WON FINAL AND SERIES－4 T0 1

## RED SOX CHAMPIONS AGAIN TAKE FOUR OUT OF FIVE

Defeated Brooklyn at Braves＇Field Before a Record Crowd－Dodgers Unable to Hit Shore－Fifth Win of World Title．






These are the dapper garments
Pinch－Back Overcoats
（For the young fellows）
These garments are amongst the smartest of the season＇s designs－ just such a top coat as appeals to the young fellow who likes a little
touch of the＂jaunty＂in his dress without going to extremes． Made from the finest of Scotch
woolens． Eriust Exclusive patterns in heather
mixtures－Lovett＇s \＆Green＇s． Special Values \＄25

## A Note to the Military Man

 We are showing today an excellent consignment of the regulation＂ritish Warm＂Coats－gab．dine raincoats and the oil skin slip－on coats． Hats－Cape－Glover－Um
Travelling Bags． Fairweathers Limited 84.86 Yonge St，Tororto Montreal
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LEEAXWORTHY LOWERS THE REOORDTOAWAGON

Hickey Quality is a Fix－ ed Standard That is Never Altered HICKEY QUALITY is not I feature that is subject to fluctuation or change－it＇s rather an
immutable ideal of ours that it must always remain high．
THEREFORE，whatever good quality you have obtained here before may be had now－the
good quality you get now will be re geated later．
THIS constant standard of quality accounts for the many have－it＇s apparent in these suits and overcoats．
$\$ 15.00$ to $\$ 35.00$ HICKEY＇S

97 Yonge Street
 Officials for Saturday

##    <br> Troph inie

（CONTESTED FOR TWENTY－THREE YEARS WITHOUT SINGLE INTERRUPTION．）

STARTING AND FINISHING AT THE EASTERN EX TREMITY OF THE DANFORTH CIVIC CAR LINE，OVER A COURSE ON THE MARKHAM ROAD
SATURDAY， October 14th 3 P．M．

CItizens wishing to see the race，which，of COURSE，IS FREE，SHOULD TAKE THE CIVIC CAR LINE AT DANFORTH AND BROADVIEW．
Riders Should Be at Starting Point Not Later Than 2.30 p．m．


THE TORONTU WORLD
OCTOBER 131916

## An Appeal From the Motherland

## to the PEOPLE OF TORONTO

## To SIR JOHN HENDRIE,

Lieutenant-Governor, Province of Ontario, Toronto:
I have the honor to inform you that the British Red Cross Society, and the Order of St. John, are once more proposing to appeal throughout the Empire by street and other collections upon "Our Day," which has been fixed for the nineteenth of October. The money, received will be devoted to our wounded soldiers and sailors from Home and Overseas, at the various seats of war.

The generous response which we received last year from all parts of the King's Dominions, encourages us to hope that the constantly increasing demand for our help may be met by a corresponding increase of generosity throughout the Empire.

We shall be truly grateful to you if you will assist our work by organizing an appeal and sending the proceeds to us for our sick and wounded at the Front. I shall be greatly obliged if you will communicate the contents of this cablegram to your Ministers, and recommend the proposal to their favorable consideration. Their Majesties the King and Queen, and her Majesty, Queen Alexandra, are giving us their gracious patronage, and I trust you will also see your way to help us in the same splendid manner as you did last year.

> 83 Pall Mall, London,

(Signed), LANSDOWNE (Marquis of),
President British Red Cross Society.
(Signed), PLYMOUTH (Earl of),
Superior of Order of St. John and Jerusalem.
TO THE CITLZENS OF TORONTO:
Whatever may be our difficulties at home, the War is not yet won, and without the aid of the magnificent organization of the British Red Gross, we cannot hope to win.. Let us hope, therefore, that every citizen of Toronto will turn out his pockets for a cause which has no critics -the most superb charity in the world, (Signed), EDMUND WALKER,

## \$250,000 IN THREE DAYS OCTOBER 17th, 18th, 19th

 For OurSick and Wounded SailorsandSoldiers

Campaign Headquarters
Old Nordheimer Building, 15 King Street East
Telephone Main 4260
 We will deliver to your residence promptly from our stock at Hamilton.

Send orders to us at Montreal.
$\$ 1.70$ a case ( 2 doz.) reputed pints.
$\$ 2.50$ a case ( 2 doz ) reputed quarts. and expreses charges fom Hamillon.

It will pay you to order two cases, as express charges are only slightly higher than on one. GEO. SORGIUS, 35 Rivard Street, Montreal


THE TORONTO WORLO




British Troops Going Into Action at the Somme
THE TORONTO DAILY WORLD by authority and sanction of the British Govemment and the endorsation of Their Gracious Majesties presents to the citizens of Toronto and environs as a living supplement to the cabled news despatches, the official front line moving pictures as produced at the direction of the War Office under military supervision by special operators selected from the staff of the topical committee.


POPULAR PRICES WILL RULE

## EVENING PRICES:

Balcony Rear, ${ }^{15 c}$
3alcony Front, 25 c .
AFTERNOON PRICEES:
Lower Floor, 25 c
Balcony, 25 c
Lower Floor, $2:$
cifegent
October 16-21

## $=$ <br> \section*{$=$}


"thie geeatest MOVITG PICTURE IN TIE WORLD?

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## 150,000


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## Today is Bargain Day at Simpson's



A Remarkable Sale of
500 Women's and Misses' Suits
In Which Many Are Offered for Less Than Their Value at the Factory

 dat, but some arre worth more than
 Woment' 512.50 Velvet Dreeses, 56.95. 75 Dresese in four new stiles, made frow
good twil back
Engisish velveteen, in thack


 all new goods just in from the manuractur ers. Would sellin in the orimary way 3.49 Girlt 69c Coltoon Middies, 19c

 Woment' 522.50 Pluuh Coate for $\$ 15.00$.

 | have elarge convertible eolara, and deep curfs |
| :--- |
| Nop phone orders. Frialay ppecial |
| 15.00 | Other Coat Specials.


 Woments 522.50 to $\$ 30.00$ suith, $\$ 15.00$. Hit not often that you get such an opportu-

 Made of good ounaity serre. nawy


 We have only 60 of these s. 58.98 .
 loose Alaring backess many witht beetit and larse
 Misea' s4.00 and 84.50 Skitts, 51.98 .
 cellent wear. A rush special for fri:
day 1.98
\$2.00 Bedspreads Clearing at $\$ 1.25$

 20c Flannelette, 10 Yards for $\$ 1.48$

## Snowy White Phone or Mailedele, Ordere






 inches wide. Friay bayzain per yard 20.9 der deign, Size $4 \times 54$ inches. Clear. 75


A Maker's Entire Stock of Silk Velvet Hats on Sale Today at \$1.95

Over 3,500 Hats in the lot, most of them of
Lyons silk velvet, which is so entirely difLyons silk velvet, which is so entirely dif-
ferent from the cheaper grades; others are of silk hatters' plush, all fresh and siossy,
and with Lyons silk velvet underbrims. Many of the very, best shapes of this season will be
represented, and most of them are in black. The regular price of these hats would be

from $\$ 3.00$ to $\$ 3.50$ each. On sale 1.95 | Shapes, regular $\$ 4.00$ and $\$ 5.00 .2 .95$ |
| :--- | :--- |
| On sale Friday .............. 2.95 | Clearing Out Two Tab All are of velvet and mostly in black. 95

Regular $\$ 1.50$ to $\$ 1.75$ hat. Friday at 95 Fancy Feathers and Wings Clearing at 29c, 39c and 59c Including imitation numidi, imitation goura,
imitation paradise, also wings and hackle imitation effects. R
Our Sale of Ostrich Neckw Continues Today An extra good line of Ostrich Boas in assort-
ed colors at $\$ 2.95$ OOther prices $\$ 1.25$, ${ }^{51.95,} 53.50$
4000 Yards of Narrow Fancy Ribbons at 10c
A wonderful variety of patterns and guali-
ties, fancies with gold or siver; fancies in self colors, and cords with picot edge; these
ribeons are
much used for
milliliery chile


Women's Waists Specially Priced Today

 lesserinan ourf forwexid stock of heavy weikht
 Sise





## Friday Bargain in the October China Sale








## Bargains in Glassware




## Bargains in Boots

 for EverybodyWomen's \$3.50 and \$4 Boots, \$1.99 Woment, Splendidfiting Boots, made on



 Men's Boots, \$e, 19 Men's Boots are priced for Friday at less
than they can be bought wholesale. They are made of heavy box kip leather Blucher
style. have neat, good-fitting style, have reat, good-fitting last, with
heavy standard screw soles, medium
height heels. Sizes 6 to 11 . Fritay 2.19

Youths' Sample Boots, $\$ 1.85$ 125 pairs only, Youths' Boots, in genuine
box calf, gunmetal and patent leather. These are samples and only the best grade of lea-
ther is used in them. Sizes 12 to 13 . Reguther is used in them. Sizes 12 to 13. Regu-
lar $\$ 2.50$ and $\$ 2.75$ boots. Friday 1.85
bargain at..............

Boys' School Boots, $\$ 2.29$ Strong, good-looking box kip and Casco calf
Blucher boots for boys. They have standard screw soles, Sizes 1 to 5 . Friday
bargain, ....................... 2.29

Small Boys' and Girls' Boots 115 pairs only, button and lace boots for
small girls and boys. Patent coll, box calf, gunmetal and dongoota. klid leathers; likht
and McKay sewn soles. There are not many and McKay sewn soles. There are not many
pairs of apy one line, but a good assortment pin the lot. Sizes 8 to 10 Regular 1.39
$\$ 1.50$ to $\$ 2.25$ boots. Friday bargain
Boys' Tweed Suits $\$ 3.95$




## Russian Overcoats at

 $\$ 2.95$250 coats in the 10 ot wit titioref from stighg plain and diagonal weìes. Warmiy finishto 10 years. Fridiay t targain at ... 2.95

## Boys'School Ulsters,\$4.85

 Double-breasted ulster style coats, withwide convertible collars and belt on back.


Boys' Odd Bloomers, 85c

 good wearing materials. Sizess 525 to 35 ,
for boys 7 to 17 years of age. Friday
bargain ..................


## Electric

 FixturesMen's $\$ 15, \$ 16.50$ and $\$ 18$ Fall Weight Overcoats at $\$ 10.95$


Broken lines from regular stock, including
a number of coats left from different Broken lines from regular stock, including
a number of coats serf from different sales.
A git splendidly tailored garments, in a A group of splendidly tailored garments, in
number of the season's new and best styles:
Slip-ons, with the loose box back and patch pockets, single-breasted, fly front Chester
field, and double-breasted field, and double-breasted form-fitting young
men's models. The materials include light grey mixed and brown tweed coatings;
black cheviots, black and white Donegal ef.
fects fects, and some fine quality English craven-
ettes. Every detail of finish is 10.55
good. Sizes 34 to 44 . Friday .. Men's and Young Men's Tweed Suits at $\$ 7.95$
A work suit of good wearing quality, durable Engill patterns. Carefully tailored in good fit ting single-breasted three-button sacque
style; single-breasted vest and neat good style, trousers. The linings are strong. In
the young men's sizes the styles are just suitthe young men's sizes the styles are just suit-
ed to them. Sizes 3 to 44 . Bar- 7.95
Men's Hunting Coat's at $\$ 2.25$ Made from a kliaki color duck, single-breast-
ed, with game pockets and corduroy collar ed, with game pockets and corduroy coilar,
wear it over your ordinary coatt when 2.25
hunting. Sizes 36 to 42 . Price ... Men's Work Pants at the

Special Price of $\$ 1.49$ Made from strong worsted finished tweed,
in dark brown and black mixed stripe pat in
tern, well tailored in every detail. 1.49


Bargains in Men's Hats Mert Twod hat, with stitheced brim and
 Mert, suif Hat-Clearing all odds and




## Men's Sweaters



## Men's Shirts




## Men's Underwear


Somi- hdirect Fature with Fiorertine class

 shaters) Regulat sil............ 9.50



Curtain Scrims at 12 1-2c



 vory or ecrui. Friday special per yard 23




 Bargains for Friday


## Market

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