


## :EATON'S DAILY STORE NEWS

# Men! With Fall Top Coats the Buying Topic of the Hour 

## Men! Sweater Coats

They're Classed as "Seconds" Be ause in Most Cases Cotton Has Been Used in the Trimming
Wool Coat-..Hen an Allday's Special Price $\$ 3.45$
You'll readily see that such imper fections will not interfere with the wearing qualities. Certainly, it's a firstclass opportunity to purchase the warm comfortable kind at an unusual price They're in jumbo, plain cardigan fancy stitch, with storm or plain shaw collar; some are made of fine wool and cotton mixture, and in the lot are shades of grey, maroon, slate or brown. Sizes 38 to 44. Special, today, $\$ 3.45$

Men's Sweater Coats of wool and cotton, in plain cardigan or jumbo stitch, with shawl or storm collar, and two pockets, in plain shades of maroon, tan, brown, navy and grey or black and myrtle, black and cardinal; some in small check patterns of grey and car dinal. Sizes 38 to 44 in the lot, bu not all sizes in each color. Priced at $\$ 5.50$.

Men's Sweater Coats, in same style above, but all-wool, in grey, brown fawn and maroon, or in royal with grey bar on collar, front and pockets. Sizes 38 to 44. Priced at $\$ 8.50$.

Men's Hand-finished Sweater Coats, shawl collar and reinforced across shoulders, armholes and pockets, in fawn, brown or maroon. Sizes 38 to 44. Each, $\$ 12.00$.

Boys' Sweater Coats, of cotton and wool mixture, with either storm or shawl collar, in grey, brown, navy, car fawn, or grey with brown trim. Sizes 26 to 34 . Each, $\$ 2.50$.

Boys' Sweaters and Sweater Coats. The former in most ${ }^{\circ}$ cases have storm collars, and the latter with double cuff hades of grey, brown, navy, maroon or black, with orange, navy with car dinal, or grey with maroon trimmings. Sizes 26 to 34 . Each, $\$ 3.50$.

## Along Comes This Selection of What is New in Cloth and Style to Make Choosing Easy

Featuring "pepper and salt shiadings, plain light and dark greys, greens and basket patterns. Slipons, form-fitters with belts, and Chesterfields. Most of them are in tune with the conservation spirit of the times - -not to any extreme, but just enough to be in good taste and unaffected. They're of a weight plenty heavy enough to ward off a good imitation of winter's chills, so often met with in the Fall. Make it a point 'oo see them.
Priced From $\$ 16.50$ to $\$ 27.50$
Those at $\$ 16.50$ are top coats of dark grey or black cheviot, in single-breasted fly front style, in a length that just falls below knees; back is shaped slighty to the form Lapels are medium length. Sizes 35 to 44

Chesterfields for men of conservativ taste are in great variety, in dark, medium and Oxford shades of grey, of soft cheviot coatings, ined with twill serge or rich satin. All sizes, 36 to 46 . At prices ranging from
$\$ 20.00$ to $\$ 30.00$. $\$ 20.00$ to $\$ 30.00$

Probably you may prefer a tweed effect. theses in mony weaves, rough finishes, and smoother finishes. Thes, are show in fancy mixed patterns, overplaids and striped effects. Greys are poppuar in either the
dark or medium shades while fawn and dark or medium shades, while fawn and
greenish tints find much favor, especially greenish tints eind much favor, especialy
among younger men. The prevailing styles are the loose slip-on Chesterfield, the formfitting models and belters. Some are lined
throughout, others quarthroushout, others quar-
ter or half
Sined.
Sizes 34 to
$\$ 18.00$ to $\$ 27.50$ Prices,
. Tweed Top Coats, rubberized for rainy weather, in slip-on styles or trench style, with belt all round, in many shades, plain patterns, fancy mixtures and plaids. Sizes 34 to 46 . \$23.50.


## Ship Ahoy

pecial Display of Sailor Suits and
Weige Reefer Coats-..Winter The sailor is a well-known figure The sailor is a well-known figure in
the city these days. With the completing of the big sailors' week campaign, it is natural there should be increased interest in the sailor costume for boys.
EATON'S have arranged a special display of such clothing, and invite a visit of inspection today. Made from dark bue navy cheviot serge, in smooth or
rough finish. These boys' sailor suits are exactly the same as the style worn by the British navy. The suit consists of a jumper blouse and long or short pants. The sailor collar is detachable,
and is trimmed with white braid. There and is trimmed with white braid. To white drill vestee to suit.
is and also a black tie. The finishing touch is provided by the large fancy metal whistle attached to a white cord. Altogether, a very smart little Jack Tar suit.
Obtainable in sizes for 3 to 9 years Long pant suits, $\$ 15.00$ and $\$ 16.00$. short pant suits, $\$ 13.50$ and $\$ 14.50$. This is the coat a boy would like.
Smart navy blue cheviot reefers, in fall Smart navy blue cheviot reefers, in fall
weight, double-breasted style, with shapely lapels and loose-fitting box
back. The emblem on the sleeve and the brass-finished "Anchor" buttons give the coat quite an important appearance. Side vent at back and strong, durable body linings. Sizes to suit 3 to 10
years. Price, $\$ 7.50$ years. Price, $\$ 7.50$.
Another popular ki
Another popular kind for the boys
winter weight reefers in dark blue nap cloth, double-breasted style that buttons close to the neck. Two-piece belt at the back. This coat has brass-finished buttons, with G.R. and crown. Care-
fully finhed with red lannel linige fully finished with red flannel linings.
Offered in sizes from 3 to 10 years. Offered in sizes from 3 to 10 years.
Price, $\$ 11.00$.

Men! Save on Hats and Felt Hats for Fall at $\$ 1.39$; Golf If a hat fits well-looks well-becomes the wearer, and is obtained at the right price, what more could be desired for complete satisfaction? Try one of
these on before buying yours for fall these on before buying yours for fall-
they're a favorite type with a great many men! They're of fur felt, in crease crown style, with choice of welted or bound edges. In grey, brown, navy, pearl, black, and some in green.
Sizes $65 / 8$ to $71 / 2$.
Cannot take or mail orders, the quantity being limited. Only one hat to a customer. Special, today, each, \$1.39.
Golf Caps ! 'A clearance of factory overmakes and broken lines, with four or eight-piece tops. In grey, brown
and fawn. Sizes $63 / 8$ to $7 / 3$. Speand fawn. eaizes 6 .
cial, today, each, 45 c .




Ready-to-Wear


## Wool Suitings

 Silks

Dresmaking and Tailoring Departments



## Street car delays



Ladies and Gentiomen's HATS
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 TORONTO ARMMAN HOME WITH ITALLAN HONORS



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## DODD'S

KIDNEY
PILLS





This ensures full quota of natural 'goodness'

in your cup. Old, dusty teas have lost their | 'nature' through age and can never yield like |
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| the fresh, young Salada leaf. |

GERMANS AFRAID STRETCHER MEN WORK
OF NEXT SPRING


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"MONEY MAD"
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"The rea'son why"
THE CHURCH AND THE WAR MASSEY HALL
Open to Pyblicioditer Elight

## NOTICE

War Gardens Show
Time for entries extended till ing to great numbirg of ex-
hibits and to bad weather.

## CLAIMS EXEMPTION


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CROATIA SEETHNG
WITH DISAFFECTION

## ing to Spread of Revolutionary







PRUSSIAN SRAINS COLLIDE.


The Boston Red Sox Win Deciding Game by 2 to 1

## .̣. BASEBALL

Charlie Pick Real Leader In World's Series Batting

MAY'S SUBMARINE DELIVERY DDD IT

An Error Helped Boston Along, and Cubs
Hit Mays.

The Fellow Who Lost Last Time
PENNY ANTE


## One Postponed C.L.A. Game Yet to Be Played

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chicago helpless CROWD GAVE GEO. WHITEMAN
GREATEST OVATION OF SERIES
or Spectacular Catch in Eighth From Pinch Hitter Bar ber's Bat, Which Was Easily Feature of Contest, and Probably of the Games Between the Sox and Cubs.

BY GENE KNOTT


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WORLD'S RECORDS BY TROTTING TEAMS

Old Mark Broken Twice on Third Day of Circuit Races at Syracuse


Bindare, at Ottawa,
Wins in Straight Heats


THE TORONTO WORLD
THURSDAY MORNING SEPTEMBER 121918

## Rage tein

 WHY THE WOMEN WENT TO RUSSIA Mrs. Pankhurst's Address Canadian Club Enthusiastically Applauded. URGED INTERVENTION Government of CountryThat Time Not Friendly to Allies. The British people, with insigniti
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wanted war
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 MILITARY POLICE GET ITEVEN WITHOUT PAPERS

## Polly and Her Pals <br> Yea All

The Safest Matches
in the World
Also the Cheapest
are "SILENT 50O'S"

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 E. B. EODY GOMPANY HULL, CANADA

## : SOCIETY:

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but some secrets get out without telling, aunt magcie.
By Sterrett

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## NEW GOLD PRODUCERS OFFSET CLOSED MINES

Ontario's Production of Yellow Metal for First
Months of Year Shows Slight Increase--Silver Months of Year Shows Slight Increase--Silve

LA ROSE SELLS OFF
AFTER FRESH RISE
Gifford is Strong and Active
-Hattie Makes Bow

> WA ATKA'S FORMATION IMPRESSES GEOLOGIST

Reginald Hore, a Recognized Authority, Pronounces Ribble Vein
Wasapika One of Most Promising Deposits in West Shining Wasapika One of Most Promising Deposits in West Shi
Tree Area---Camp to Strike Lively Gait After War.


## MATACHEWAN IS RICH

 IN PROMISING CLAIMS
## District Will Have More Than Average Quota of Payin Properties, and All That is Needed to Obtain

 Properties, and All That is Needed to ObtSplendid Results is Proper Development.


## The "Golds" Coming Back

The advance in the price of the leading gold the gold securities has confirmed our expressed the goid securities has conirmed our expressed
belief in the power of the gold stocks to "come back.'

For a long time we have advocated the purchase of the stocks of the "golds" of Northern Ontario, especially the leaders like Dome, Hollinger and McIntyre.
At times it may have looked as if we were allowing ourselves to be carried away by ove

It did look that way sometimes.
But we based our predictions on the future We believed that things would not always be a they were then, so we advised our friends and clients to buy the leading gold shares and make .
did not take much foresight to predict highe prices for such stocks as Dome, Hollinger and
McIntyre. These issues were literally "trailing along bottom,"" and with the intrinsic values in most cases higher than the prevailing price per
share, it was a "cinch" that the only thing that share, it wappen would be higher prices.

When stocks decline to a fraction of what the were formerly, while at the same time the physical
condition of the properties is improving, there is only one conclusion to come to
ond

That is why months ago, when Hollinger $w$ McIntyre at $\$ 1.25$, we told our clients to buy them without hesitation.
At that time the war outlook was not so good was most acute. So that many glomily mine was most acute. So thed many "thoomily shook dropped out of everything."

Fortunately, the managements of the gold producers were notymoved by the same spirit. Th
Hollinger is today a bigger mine than it was before so is the McIntyre, and, while the Dome is not producing, its developments underground have been of sensational kind.

The McIntyre has continued to pay dividends a he rate of it annually to shareholcers; the

The Lake Shore of Kirkland Lake has also gone on a dividend basis.
These are the bright spots in the record of the gold mines during a period of adversity.
The rise in the price of the gold shares which has taken place is, we believe, merely the forerun ner of what is to come. It is a warning to thos
who failed to take our advice months ago
It is just as we have said before. The future of the gold stocks is based on the outcome of the war. If we have faith in an ultimate victory we should not hesitate to buy the gold securities. We is now, and recent events have borne out what we said then.

The Allies are now on the Road to Victory.
The spirit of triumph that permeates the Allied armies is transformed into irresistible drives against enemy
The weight, not only of numbers and guns, is on our side, and what is more, the will to win

It is only a question of time now.
As the Hun is driven out of France and the end of the war approaches, the gold stocks will gradu ally recor the losses suffered by them

We again go on record as advising the purchase
Isbell, Plant \& Co.
15 King St. West

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## CONSERVE YOUR FINANCES

The advantages of a SAVINGS account are now within the reach of all, even those account can be operated quite satisfactorily by mail. Interest at current rates allowed.

THE CANADIAN BANK OF COMMERCE


## STANDARD BANK

General Banking Busines conducted, offering special facilities in the handling of business accounts.
MAIN OFFICE: 15 King St. West.

## Store Opens at 8.30 a.m. SIMPSON'S $\quad$ Telephone Main $7841 \quad$ SIMPSON'S $\quad$ Store Closes at 5.30 p.m

## Some Day You Will Surely Own a Victrola--Why Not Enjoy it Now?

## Choose From a Complete Variety of Models, $\$ 34.00$ to $\$ 340.00$

Buy Through the Home-Lovers' Club If You Prefer---No Extra Charge For This Service Do You Know That Caruso, Melba, Galli-Curci, Paderewski, Elman, McCormack, and Many Others Perform Exclusively for the Victrola?
THESE artists have attained their commanding positions by reason of their superb artistry, and it is no mere coincidence that they have chosen the Victrola as the instrument to carry their sublime art into the home with the utmost fidelity. Millions of music lovers are today, through the instrumentality of the Victrola, enjoying the entertainment of the world's greatest artists, whose transcendent genius places them in the forefront of their profession.
Let Us Play a Few Victor Records for You by Way of Demonstration on the Victrola
Just ask to hear your favorite records played on the Victrola, then you will best realize just why this is the prime favorite the world over
Your own ears will decide for you that the


Have You Heard the New September Records? 90 cents for 10 -inch, double-sided


$\$ 1.50$ for 12 -inch, double-sided

Notables Red Seal Selections



| 85c Towels Clearing 69c Pair |
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To the Young Man Who is Thinking of New Fall Clothes Simpson clothes mean style leadership at moderate cost. The increasing patronage of our Men's Store shows the popularity and performance
clothes themselves. he clothes themselves.
Now, as always, the new fall models are superb productions-they fit-hold their shape-and have "the look" which young men insist upons
unanimously.
Suits at $\$ 32.50 \quad$ Suits at $\$ 40.00$

Young Men's Fall Top Coats
YOUNG
COATS, MEN'S FALL TOP
$\qquad$
$\underset{\text { Telephone Adelaide } 6100}{\text { Simpson's }}$


New Fall Suits
For Boys
Boys' Tweed Suits \$12.00, \$12.50, \$13.00 Fancy Norfolk 2-button models-medium weigh grey and olive mixed tweed-fine red stripe forming a
check pattern.
Single-breasted-military back - all around belt. Twill serge body linings. Full fashioned around be

Boys 7 years to 12 years, $\$ 12.00$.
Boys 13 years to 16 years, $\$ 12.50$.
Boys 17 years and 18 years, $\$ 13.00$.
Boys' Worsted Suits $\$ 14.00, \$ 14.50, \$ 15.00$ Fine grey worsted serge-single-breasted modified
pinch-back-2 breast and side patch pockets with top pinch-back- 2 breast and side patch pockets with top
flaps, all-around belt. Twill serge body lining ting bloomers.

Boys 7 years to 12 years, $\$ 14.00$
Boys 13 years to 16 years, $\$ 14.00$ years, $\$ 14.50$
Boys 17 years and 18 years, $\$ 15.00$.
Boys' Blue Serge Suits, $\$ 14.00, \$ 15.00$ and $\$ 16.00$ A-dressy Trencher model-developed in dark navy
blue cheviot serge. Single-breasted-yone in blue cheviot serge. Single-breasted-yoke in back, with
cluster of knife pleats down each side to waist. Slash cluster of knife pleats down each side to waist. Slash
pockets and disappearing belt, fastening with buckle pockets and disappearing belt, fastening with
Twill serge body lining-bloomers are full fitting.

Boys 7 years to 12 years, $\$ 14.00$.
Boys 13 years to 16 years, $\$ 15.00$.
Boys 13 years to 16 years, $\$ 15.00$.
Boys 17 years and 18 years, $\$ 16.00$.


