WHREHOUSE FOR REUT


 French Artillery Fire Prevents German Attacks in Picardy RUSSIANS CAPTURE TOWN OF HALICZ, THE GATE OF LEMBERG
 PUT TO FILCHT FOES HEDOMS


BRITISH PREPARE TO LAUNCH DRIVE UPON LENS AND LILLE
Artillery and Trench-Mortars Open and Maintain Continuous Bombardment of German Lines Between Souchez and La Bassee Canal and of Ypres Bridgehead as Preliminary to Offensive.

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| HALICZ CAPTURED |  | ALLIES' AEROPLANES |
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| d |  | BOMBARD BRISSELS |
| confirmed Report Says Im portant Galician Town Has Fallen |  | Planes Take Germans. German |
| T $\quad 10$ |  | St |
| Slavs Carry Austrian Defences on Twenty-Five Mile Front. |  | Attack Made in Early Morn ing Hours-Damage Not Ascertained. |
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THE GREATEST OF ALL THIRST
QUENCHERS It is in great demand. Every,
one is buying it Repeat orders
are are received dally. Because
it is the it is the best Cinger Ale made
-because it is right up to the O'Keefe standard of
wholesome beverages.


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# $\equiv=\underline{E}=$ <br> Store Closes Saturday at 1 P.M.--No Noon Delivery The Formal Autumn Display of Men's Hats Takes Place Saturday <br> With an extensive showing of smart new styles in both soft and stitf hats from such celebrated makers as Stetson, Crofut and Knapp, Mallory, also Battersby, Christie and other English Hats 




Criterion $\$ 4.00$



Belmont $\$ 2.00$


Broadway $\$ 2.00$


Strand $\$ 2.00$


Bates $\mathbf{\$ 2 . 5 0}$ $A^{\text {LL }}$ SHIPMENTS have arrived and we will be in readiness Saturday with one of the finest and most extensive arrays of distinctive fall hats that we've probably ever The latest models from all the foremost hatters of America will be represented in a galaxy of fashionable new shapes and colors, partioularly colors, for we've never seen such a variety of shades in soft hats as contained in these, this season. It's ar easy matter for any man to choose a
attend. Come-try on the new shapes-see how you look in them-no obligation to buy.
. The Soft Hat featured by all the manufacturers this fall and the style that will be foremost among the well-dressed men has a WIDE, FLAT, SELF-CONFORMING BRIM WITH VERYLITTLE, AND IN MOST CASES WITHOUT ANY CURL AT THE EDGE. AN Typical Example of the ewide flat brim is shown in the illustration
of the Bersalino This celebrated talian make is in shandes of light and
of dark green and dark. grey. Price
The Criterion is a Stetson hat with medium high crown and flat set
brim with weted edge. In dark krey, brown or fawn. Price $\ldots 4.00$

 The Strand is an English made stiff hat, made of fur felt sit has me-
dium high, full crown and slightly rooling pencil brim. Has silk trimming and cushioned sweatband. An exceedingly popular shape that will please light and dark green. An American-made hat and one of our leadin
values at



Announcing the Fall Styles in Society Brand Clothing for Young Men
Three-piece suits with the smart youthful appearance that dressy young men desire- $\$ 20.00$ to $\$ 25.00$ T HESE SOCIETY BRAND SUITS are famous among young men, not only of those strong Britioh materials that keep their shape and pattern so long and because they are modelled after the most fashionable of smart American styles. The materials are tweds to various finisfose and soft finished navy blue cheviots in medlum wale. Really distitictive are the patterns, most of which are
signs in tich brown, blue, grey and dark grounds, with thread stripes.

The coats are two and three-button modelsl, with medium width, soft rolling lapels; fronts slightly rounded at bottom and neat. form fitting backs. Vests are high, with five but
ons. Trousers are straight and narrow and with or whout cuffs. AII are firmly lined with
ort tons. Trousers a are straizht and narrow and with or with
fine lustre. Sizes 34 to 38 . Prices, $\$ 20.00, \$ 22.50$ and

Men's Eaton-Made Suits of blue worsteds with fime thread stripes of grey, also a rich


Smart Fall Weight Top Coats for Men and Young Men
UST THE RIGHT WEIGHT FOR Fall and early Winter wear and tailored in dressy
 cheviot material. Atits close and is cleverly
low priced at
 length. Twill serge lining. Sizes 34 to 44 . Prices, $\$ 15.00$ to .............. 20.00
 ders and sleeves only. Dark grey in a soft che iviot; ilives, browns. and , P greys, tinged with
green, cassimere finished coatings, with large indistinct overplaid. For Dresswear - Chamois Gloves Are SuThese at $\$ 1.75$ armair Are W HAMOIS GLOVES are great favorites among men, always
Chave beend probably alwys will bee One reason be be
ing that they ing that they are washable in soap and water without in-
jury.
Another that they look smart and fashionable for any

 Other Popular Fall and Winter Gloves for Men
 tener, prix seams, gusset fingers, Bolton thum and twotone
silk embroidered oponts, Very fathionate. Per pair .2 .00



Plain and Fancy Umbrellas for Men All Featuring the Neat Rolling Frame-Prices s1 to $\$ 20$

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The Smartest of Fall Footwear for Men
 New Models from Packard, Howard and Foster and
other Reliable Brands other Reliatle Brands from $\$ 5.00$ to $\$ 8.00$ THE ELECT, a recede shape, made of gunmetal cal
or tan and mahogany calf, in or tan and mahogany call,
lace style. Also patent leather
and lace style. Also paten.
button or lace top. These
are Goodyear Welted, which are Coodyear welect, which
means perfect smothness in-
side. 5 to $11-B$ to $E, 5.00$
 THE RAGE-Another smart recede style, made alf. These have double soles. Sizes 5 to $11-D$ and $E$
 bot for this sin has a neat wing to gunme or tan mahogany The




 ~T.EATONCO

A Complete Display of Fall and Winter Underwear: for Men
"Wolsey," "Ceetee", "Penangle," "Tiger," "Mercury" and other Reliable English and Canadian Brands W HEN THE COOL, chilly days of fall arive there's always a big demand for heavy-weight Underwear, and so to avoid the rush and crowd, we advise men
to buy now while stocks in every line are complete and when quick and easy selecto buy now while sto
tion is possible
II Is interesting to know that regardesse of the increase in wool materials, most of our lines are still at the same prices as last season. How long these low pr
not tell, so we advise buying right away. Some of the present values:

 "Wolevs" B Band, mate of pure Australian wool, in clean natura1 color. Double"Tiger" Brand Combinations in ine elastic

"Coete"" Brand Combinations of dark natural wool. Have closed crotch. Sizes 34 to
 Sizes 44 to 46 , per garment ...................................... Fioor, Centre. ${ }^{3.50}$
An Arrival of New Shirts for Men at \$1.50 and \$2.00
 lar pleated front; have elandered
of blue, helio, black. Sizes 14 to
at
At $s 2.00$, the celebrated "Emery", Brand, made of fine Russian cord materials; light groumds,


## -Men's Wear Annex, Main Floor, Yonge St.

## Fashionable Fall Hosiery for Men

 All the Famous Multiplex Brand-50c to 85c Pair $\mathbf{A}^{\text {PART from being stylish, Multiplex Hosiery is far-famed for }}$ comfort, appearance and durability. The following Multiplex lines possess these desirable qualities as well as being very low in priceOne line in particular is made of twisted yarn that is so woven that it it gives the appearance of silk on the outside and cashmere inside. They have double soles, linen toes and fine -ribbed cuffs. In shades of fawn, mahogany, navy, black, grey
and range in size from $91 / 2$ to 11. Price, per pair ...... Other Prominent Lines of Fall Hosiery for Men Men's Fancy Silk Half Hose, made from a medium weight
thread and extra fine weave. This line is full fashioned, silk thread and extra hine weave. . asters hing perifect fit. Have double sole, heels and toes of lisle.
 embroidered clox and black with white clox or white with black
clox. Sizes are $10,101 / 2$ and 11 . Pair $\ldots$.........85 Men's All-wool Black Cashmere Half Hose, made of good
English selected yarns. They have double soles, heels and toes
 Men's Accordion Ribbed Half Hose, showing the two-toned and purte. An all-wool sock with mercerized silk mixture. A sizes, 65 c, or 2 pairs
Men's Uuion Cashmere Half Hose, made from a mixture
of coton and wool are seamles, with double soles, heels and toes and ribbed curfs, black and natural color only. All sizes
from $91 / 2$ to 11 . Pair, 35 c, or 3 pairs .......... 1.00





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Now is the time to buy the needed accessories and supplies for your car at Special
Prices.

HORNS
TIRES

$\$ 3.00$

## FRIDAY MORNING

OBOLUS DISOUUALIFEE BUMPING AT MONTREAL Robinson Continues to Ride Win-
netrs-Sun King Lands the ners-Sun King Lands
Steeplechase.
















 Baby Lynch, Outsider, Wins Last at Windsor







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RICORD'S SPECIFIC




That Son-in-Law of Pa's



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All Brand new this year. 25 Dictionaries in one.
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## 1o Visitors From Out of Town <br> 4 Birgin Doy with olued tuch  Remmber that wis pay charizeon all purcheaso of slo. and ooer tio  attend to all details of packing

For Women and Girls
Extra Special

300 Waists at $\$ 1.79$ まivaixizizaw

These Reduced to 79c


In the Misses' Section
Young Women's Fall Suits Specially Priced at
$\$ 12.50$ and $\$ 15.00$

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Women's $\$ 25$ Plush Coats, $\$ 18.50$


These Muffs and Stoles Are Friday Bargains



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Kitchen Utensils and Other Basement Bargains











Whito Enamel Salt. Boxes, whth hinge....... . 39
for hanging on wall. Regular 49e. Friday. .39
Extraordinary Bargains in Wall Papers
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## AT SIMPSON'S TO-DAY

Here Are Bargains and Bargains, and More Bargains-Men's Wear, Women's Wear, 1 hings for the Children and Things for the House, All at Prices 7 hat Mean Savings to 1 hose Who Buy 7 oday

## Come and See These Bargains for Men --Good Business Suits at $\$ 7.95$

They are suits that you can wear every day to business or to your work; and feel that you are neatly
dressed. They are our $\$ 10.50$ and $\$ 12.00$ suits marked down to $\$ 7.95$ as a special bargain. The materials are strong English tweeds, in grays and browns, small check and broken patterns. Coats are
the the usual single-breasted sacque style, carefully made, and will fit nicely. Sizes 36 to 44. They 7.95
look well, and are good wearing, and are real bargains at ......................... 7.9
Men's Two-Purpose Tweed Waterproof Coats, Today at $\$ 7.49$
bothras axceptionally low price for so good a coat. it is a fashionable slip-on model that will serve bothras a top coat and a raincoat. Made of reliable English tweed, in gray and brown; thoroughly
rubberized to protect you from the rain; has faglan shoulders and slash pockets, ane is really remarkably good coat, both in appearance and quality. Sizes 32 to 44 . Friday, each ....... 7.49

## Special Work Pants $\$ 1.49$

They are made from a worsted finished tweed, in a dark brown and black, mixed with stripe
patterns; strong and reliable: Sizes 32 to 44. Friday, per pair ........................ Our Custom Tailoring Dept. for Men
If you priter tonave your clothes made to
You will like our work, and also our prices.

Boys' Wool Sweat ers at $\$ 1.49$



Boys' Tweed Rain coat Bargains
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## Splendid School Suits


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Pridy bargain at
3.85

## These Blue Serge Reefers at $\$ 5.95$

Are very atractive litite are iceabie.



Five Big Furniture Bargains

edid Reylial si9.75: 14.75













## And Here Are the Bargains in Good Shoes.

## EXHIBITION VISITORS will find practically

a New York Shoe Store on our precond Floor This Morning
The cream of the production of four or $f$
offered in this Sale. The latest novelties in for American factories is at Coney Island and Atlantic City Board Walk may be had in nearly all sizes today at onsehalf top one-third of New York prices plus anadian duty.
Be sure to
Be sure to take home with you a sample of this fascinating
footwear.
Women't Lov
They have the style and graceful

 Friday bargain
 .
WOMEN'S $\$ 3.50$ AND $\$ 4.00$ BOOTS.
675 pairs Women's Boots, made on narrow and
wide top; stylish lasts; in patent colt, dongola kid
and gunmetal leathers. dull kid and gunmetal leathers; dull kid and black cloth
tops; medium and light-weight ckay sewn soles;
plain and tece


GIRLS' GUNMETAL BOOTS.
575 pairs Girls' Soft, Easy-fitting Gunmetal Lace
Boots, made on College Girls' last, with heavy McKay sewn soles; solid insoles; dull wid uparsy;
low heels. Sizes 8 to $101 / 2, \$ 1.85$. Sizes 11 to
$2, \$ 2.29$.

TODAY'S MARKET
Telephone tonight untily o, oclock for Providions to
by early delivery Saturday. Call Adelaide 6100 .








firm SIMIPSON Cimitad

650 pairs Mertir boots, s2.19.


 boys' school boots.



## Two Big Dinnerware Bargains

 \$15.00 PINK BORDER SET, s9.95.


 actasion

Friday Dinner 30c Served in Our Lunch Room o
Sixth Floor, from 11.30 Sixth Fior, from
to $20^{\prime}$ Clock MENU - Eaked Frosh salmon Trout, with
daitico sauco, or Prime Rooutt Ribs of Bool
 Men's Furnishin Bargains $4=5=5$ $=5=4=5$ $=2=2=$
Bargains in Smat Fall Hats for $\mathrm{Me}_{\mathrm{e}}$ = 5ymis= $=-$ minn $\pm=5=5=$
 boys varsity caps, 190.


Mechanical Books Less Than Half Price We orfer a limited number
ruush at less than, hall price.
 "Framing," resular si.1.0. Friday. "Elemontary Loseons ines," Eloetrioity," resular
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she Light and Hoayy Lumber Framing Mado Eacy"
ular 82.00 Fiday "Comont Houseos," regular sil...... Fritay
 "Radfords, Garagoen, resuar s1..0. Fritay
 "Brioklay ors' and Masons' Guide," rees....... . As "Preotioal Tolephone Handbook," reg, ${ }^{\text {sind.00. Friday } 49}$ "Tolography Solf Teught", rees, s1.00. Friday....

 "Pratioal ŝtone Masonry"" res, s1.00. Frida

## Friday Bargains in Carpet Section

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