TOWN OF ROULERS IS LAID WASTE BY BOMBS DROPPED BY BRITISH AVIATOR WIILSON PLINI RCLLAMED III
and

| EATON'S DAILY STORE NEWS

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Weep not, Housewives, in your blindnes For the Milk of Human Kindness For the Milk of Human Kindness
. Kewps deliver free of charge


THE KEWPIE KORNER By ROSE O'NEILL


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 :-: By Sterrett

## Polly and Her Pals



PA'S A MEMBER OF THE S.P.C.A.


## The Wanderer

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 The Source of Iron in the Blood






## 1917 May Be Going Fast--But Not a <br> Men's New Neckwear at 50c mine mem in xain <br> "Collar Corner' Arrow Collars in every size--in every shape, including the newest models will be found in our 'Collar Corner,' Main Floor, Yonge and Richmond Sts.

and Still Great Heaps of Arrow Shirts
-still lots of designs and colors-- the same perfect-fitting shirts and the SAME GOOD VALUES as we offered you EICHT MONTHS AGO.

We were wisely counseled to order heavily months ago-and we did. ConSequently we are wisely counseled to order heavily months ago-and we did. Con--just when the latter are soaring. Some of the good values are:

Handsome "Arrow" Brand Silk Shirts, in the popular wide cluster stripes
three-tone, effects. Also fine stripes of blue, green and mauve. Each, $\mathbf{\$ 6 . 0 0}$.
Fine Imported "Arrow" Brand Crepe Cloths, in a very wide range of new and ex-
clusive designs, such as wide cluster stripes of blue, green and mauve and many combinaclusive designs, such as wide cluster stripes of blue, green and mauve and many
tions of stripes, make these shirts interesting to fastidious dressers. Each, $\mathbf{\$ 2 . 5 0}$. Fancy White Shirts of the same brand are shown. These have the favored mush-
room bosoms, that are good form for either dress or day wear. Each, $\mathbf{\$ 2 . 5 0}$.

Repps, Zephyrs, Dimities and Percales, in a wide range of attractive cluster, plain and
stripes, are found in an excellent assortment of practical "Arrow" Brand Shirts. The fancy stripes, are found in an excellent
also have soft double cuffs. Each, $\mathbf{\$ 2 . 0 0}$.
Also Fine Percales and Dainty "Arrow" Brand Shirts, having smart single, double
and triple stripes, in the more conservatives tones of blue, biack and mauve. A service-
able, good-looking shirt. Each, $\$ 1.50$.

## There Are Overcoats and Overcoats

We are showing the kind of overcoats that you will see wherever men of discrimination gather-coats that show fabrics of wool-something you seldom hear about or see in print nowadays.

Coats that are faultlessly tailored, trimmed and finished. Men can always depend on getting THE BEST VALUE AND THE BEST STYLE-DIFFERENT HIGHER-CLASS STYLE. Prices are invari ably lower than aroundabout prices. Some of the overcoat prices and de scriptions are:

At $\$ 25$
 hreasted
At $\$ 25.50$.

## At $\$ 30$  <br> At $\$ 35$ <br>  

Men's Suit Bargain at $\$ 9.95$
They Are Made of Sir.ng, Serviceable Tweeds, and Every Sui is a Striking Bargain
 style coat, five-button vest and four-pocket trousers, with plain bottoms. Sizes 36 to 42 .
Special today, $\$ 9.95$.

## Boys' Clothing Bargains <br> Dressy Tweed Overcoats at $\$ 8.65$

Doublebreasted Overcaats, made from imported English tweeds, in
 ooseailling biex back.
specilly priced for today at $\$ 8.65$.

At $\$ 37.50$

At $\$ 40$


At $\$ 45$





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Going Like the Wind-.-Fur Caps



Hats That Dad and the Boys Wear
 -THE BURTON HAT -the rosco hat They are proven walue-zivers
ecause they keee abreast of the times and changep the thesstion to to suit men of good tastand and refine
mifne theno appreciate something
difent

The Picture Gallerie are located on the Sixth Floor. A good place to while away a little time when you have it to spare.

## Are You Muffled?



 Price, $\$ 2.00$.

 Men's Reaferf Styic Muflers




 patiterss
frice, $\$ 2.200$.
 size. Price, S2.50.
Keep Out the Cold With These Gloves of Wool



Bit Faster Than This Good

## Wool Underwear at Simpson's

## The old country yarn-spinning factories are under the supervision of the British Covernment, and the bulk of their yarn is required for clothing for the

 men of the great Navy, the Empire's bulwark, and for our great Armies-consequently many underwear factories can secure ooverplus, if any.
Some stores are finding it difficult indeed to meet even a limited demand

## Combinations

Men's Fall Weight Silk and Wool Com- binations, natural shade, Soft, fleecy lining.
binations. Extra fine quality. Soft and com- Sizes 34 to 44 . Per suit, $\$ 1.50$. binations. Extra fine quality. Soft and com- Men's Winter Weight Merino Combina
fortable. Perfect fitting. Sizes 34 to 44 .
Per Per suit, $\$ \mathbf{3 . 0 0}$.
to 44. Per suit, $\$ 1.50$.
Penman's Preferred Merino Combinations, Men's Medium Weight Natural Woo for present and wirfer
Per suit, $\$ 2.25$. Men's Winter Weight Fleece-lined Com- $\quad \mathbf{1 . 5 0}$. Combinations same as above, at $\mathbf{\$ 2 . 7 5}$.

## Men's Two-piece Underwear

Men's Fleece-lined Under-
wear, shirts and drawers; $\quad$ Per garment, $\$ \mathbf{1 . 0 0}$. Men's Elastic-ribbed Wi winter weight; natural shade.
Sizes 34 to 44 . Per
ment 65 and
sizes 34 t.
ment, 65 .

| garment, \$1.00. | Men's Elastic-ribbed |
| :---: | :---: |
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| Men's Winter We |  |
| Cashmere | ment, \$2. |
| its and drawers. Bod | mbinat |
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| Sizes 34 |  |
| n's Soft, Fine |  |
| Shirts and | mere, natural shades, |
| weight, ela |  |
| 4 to 44 |  |
| \$2 |  |

## Men's Boots \$2.95 <br> A Wonderful Opportunity to Save on Good, Stout Boots That Are Also Neat Appearing We are clearing out 375 pairs of Men's Boots that are worth $\$ 4.50$ $\$ 5.00$ and $\$ 5.50$ in the reguar way. There are straight lace and Blucher styles, with narrow toes and Goodyear welt soles; patent, gunmetal and vic kid leathers; all well-built, substantial boots, of wonderful value at this extra ordinary sale price. On sale today at $\$ 2.95$. <br> Stout Boots That that are worth $\$ 4.50$, ht lace and Blucher ent, gunmetal and vici rul value at this extra- <br> A Wonderf

## Winter is Coming With a Rush!

Buy Sweater Coats While the Buying is Good We purchased these splendidly warm Sweater Coats for men many mon ago, and are therefore able to offer them at very moderate prices. And when you consider the constantly increasing cost of wool and labor, you realize that it is wise example:

There are Heavy Winter
Weight Wool Sweater Coats
of the fancy kind, with high storm collar. Extra value at $\$ 2.00$.
Again there are Union Elastic Knit Sweater Coats in slate or khaki shades, with storm coliars.
priced at $\$ 2.00$.

> Men Who Buy Wisely, Thoroughly, Carefully, Know the Comfort of Silk Pyjamas
> Men's Pongee Silk Pyjamas, French co
pearl buttons. At $\$ 4.00, \$ 5.00$ and $\$ 6.00$.
> Men's "Delpark" Pyjamas, 12 -mummy weight, tuib
silk, French collar, silk frogs and pearl buttons. Each at $\$ \mathbf{7}, 50$.

Even on the Coldest Day
These Great Big Auto Rugs Make One Feel Warm All Over
A long motor ride on a real cold day, to be thoroughly
enjoyed, demands more than warm arpparel. Big robes are
not enough-they must not
These big black dogskin robes, made from glossy, evenreen and black linings, are double-lined and windpav also they are weil-sewn and well-finished throughout. They will keep out the cold in the severest clime.

Two sizes, $54 \times 60$ and $54 \times 72$, at $\$ 15.00$ and $\mathbf{\$ 1 7 . 0 0}$.
These grey Goat Robes are also coldproof. They are made especially for us from No, 1 goa'skins. The pelts are with heavy wool plaid and dark green plush

Cutter size, $60 \times 54, \$ 11.50$; auto size, $60 \times 72, \$ 20.00$.
These Union Knit Elastic big storm collars, are big storm collars, are
worth-while value. At $\$ 3.00$
Splendid warmth in thes Winter Weight Woin Cotton Sweater Cools an ished with military collars ished with m
Price, $\$ 4.00$.
 garment, \$1.15.
$\qquad$ shade, fleecy ind. cream ombinations, $\$ 6.50$.
and drawers ,ined;

- $?$

Pure Wool Sweater Coa that defy winter blasts are
these with great storm lars. Maroon and gre
Price, $\mathbf{\$ 6 . 5 0}$. Then there are Hand-
made All-wool Sweater Coarts of heayy English-spun
yarns preciate. Hikh storm colliar.
Fancy knit stitch style, $\$ 8.00$

## Don't Get Cold Feet ---Buy  ticular with reoarare a to the par kind of hose you wear, and want the best quallites obtainable for the money you expend, shop in thte mone well stocked Hosiery Section of ours. Among the excellent as- sorment of winter socks you will find: All-wool plain black cashmere, excellent weight. Per pair, 760 . All-wool plain white and bla cashmere. Per palt, 65 . Al1-wool heather mixture wor- sted. Very 50 c and $590 \mathrm{copular}$. Per palt, Lovely silk and wool cash- mere, grey shade, Per pata, 850 . Pure silk socks in splendid quality and weave. Leadng shades. Per palr, 750.

## The Simpson Opti-

 cal Store is located on the second flooradjoining millinery adjoining millinery found everything in optical goods.
Have your eyes at
tended by an expert

