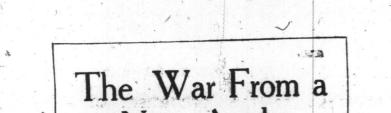


This applies to all our Stores throughout the city. For every dollar spent in our Stores Tomorrow, Saturday, August 29, one-quarter will go to the Fund. Coupons with all purchases.



1815 formally recognized; "Therefore, by virtue of a special authority given it by the federal as-sembly, the federal council formally declares that thruout the course of the impending war the Swiss Confedera-tion will maintain and defend, by all the means in its power, the neutrality and inviolability of its territory as out-lined and recognized by the treaties of 1815. To Respect Treaties.

To Respect Treaties. "The federal council will not fail to scrupulously respect in the exercise of the rights in question all restrictions

New Angle

F ROM week to week The Sunday World has told in illustrated articles of the new sciences that have entered into this war, and has featured the fighting equipment of the nations engaged. Next Sunday the War of the Millions will be lighted from a new side.

A SERIES of four of five articles on the history of modern Europe starts this coming Sunday; from these you may get a grasp of the great underlying causes of the world-tumult and insight into the political changes that are certain to begin as the war ends. The first tells in a comprehensive, complete way of the French Revolution, the frightful period of history that some are prophesying will be repeated in Germany. Another striking article this Sunday tells of Frederick the Great, who fought, back to wall, against almost all Europe for seven years. Interesting parallels and comparisons with his descendant, the kaiser, are drawn.

B IG men and big incidents of the present war are pictured or written of also. A^N illustrated article that has most interest for women tells of the martial note that has been struck in millineryat the fall displays will be seen hats that closely copy those of Canadian and continental regiments.

Toronto Troops in Camp and on Their Way

THE going away of Toronto soldiers and life in the mobilization camp at Valcartier are portrayed in many vivid photos. These are pictures of Canadian history, pictures that you will want to send to friends outside The Sunday World's circulation zone, or preserve for the years to come.

The Last News Before Monday

The Sunday World cables give you the last news as the week ends. These cables complete a six-section newspaper that is keenly alive to every feature of public interest as befits a paper entering eighty per cent. of the English - speaking homes of Toronto.

Five Cents Every Place.

named in the treaties, matters concerning the administration of this territory, the council will endeavor to act in concert with the French Government. The federal council has the firm conviction that the present declaration will be favorably received by the belligerent powers, as well as by the United States, and regarded as an expression of the traditional love of the Swiss people for the principles of neutrality, and also of the loyal affirmation of the consequences resulting for the confederation from the treaties of 1815."

CANADA BREAD COMPANY

The President, Cawthra Mulock, States the Policy of the Company With Regard to the

The annual general meeting of the Canada Bread Company, Limited, was held yesterday when the reports for the year ending June 30th were received and adopted. The president, Mr. Cawthra Mulock, presided at the meeting, and the financial statement and general manager's report was pre-

sented by the vice-president and general manager, Mr. Mark Bredin. The proceedings of the meeting were largely routine, with the exception of an interaction statement by the proceedings. an interesting statement by the president who moved the following resolu-tion, which received the unanimous support of the shareholders:

In moving the adoption of the report, the president, Mr. Cawthra Mulock, said:

"Gentlemen: Because of the critical situation that we are all experiencing and the resultant alarming increase in the cost of living, I desire to say a word as to the present and future policy of the Canada Bread Company with regard to its own product. We

have all along maintained, and are proving, the desirability of providing the public with a first grade article and of having a large output produced at a minimum profit. "It has been demonstrated that the

ciently managed; the cost of operation has been reduced from time to time, and it has given to the public a high quality of bread. The business ci the company is constantly increasing, and I am pleased to tell you that the sales continue to show gains. Your direc-tors are well satisfied with the progress that has been made, and what pleases me much more is that the board has unanimously decided that this year we ask the shareholders admiralty has issued the following: especially consider our obligations to "The light cruiser Magdeburg ran ashore in a fog on the island off Od-ensburg, in the Gulf of Finland. On our customers. We will continue to exercise all possible economies, but we do not intend to take advantage of the present situation, and we will endeavor account of thick weather other Gerto keep stable the price of bread, even if, on a larger volume of business, man warships in the vicinity were un able to render assistance, and all ef-forts to float the vessel having failed. there is a possible sacrifice of profits. "I would like to be able to make the the captain decided to sacrifice his ship, as a superior Russian naval force statement that the price will not be ship, as a superior Russian naval force increased: I regret, however, that I was preparing to attack. cannot but I do say, on behalf of the "Under a heavy fire from the Ruscannot but I do say, on behalf of the company, that we will guarantee the public that no increase will obtain the ta not forced upon us by stern pedo boat "V 26." Seventeen men which is not forced upon us by stern necessity. We recognize, both indivi-were killed, twenty-five wounded and

UNEO, LID. THOUSANDS TO GET CANADA'S RESPONSE Most of East Prussia **JOBS ON ROADWAYS** LAUDED BY OFFICER • Overrun by Russians Saskatchewan Will Take Ac-British Army Man Praised Canadian Press Despatch. ST. PETERSBURG, Aug. 26.—(Via London, 2.15 a.m., Aug. 27).—The Novoe Vremya says today that altho the gen-eral staft has made public only the barest details regarding the striking success to the Russian arms in East Prussia, it is apparent that the greater part of that province is now occupied by Russians and that the Germans are in a condition of demoralization. "Altho no figures of the casualites have been given," the newspaper adds, "the fighting was most obstinate and sanguinary. The German retreat finally degenerated into a rout. The evacuation of the western part of Russian Poland is now virtually complete. The Germans eridently; were disappointed and non-plussed by the failure of the Russian Poles to rise against Russia. "The German prisoners are reported to" tive Steps to Relieve Un-Canadians for Their Ans-SHAREHOLDERS MEET employment Situation. wer to Britain's Call. Lieut.-Col. Aide Bray Hassell of London, Eng., who is visiting Toronto in conjunction with other military gentlemeen wit hthe object of purchasing horses for army purposes. when seen by The World last night expressed his great admiration for the Price of Bread. manner in which the young men of Canada had answered to the call of the mother country. He spoke in the highest terms of the splendid physi-que of a Highland regiment which he crew had seen arrive at Montreal yesterday. When asked as to the manner in which the call had been answered in Engdually and collectively. in this very severe time that we bee a duty to the public, and in our small way we are going to carry it out. "The directors,owning large amounts of securities in your sompany having DUI UTH-SUPERIOR State land, he stated that there was not the slightest difficulty in securing all the men that Kitchener had asked for. the slightest difficulty in securing all the men that Kitchener had asked for. DUNNVILE RAISES MONEY. DUNNVILLE, August 27.—The ef-forts of the women of Dunnville to haise funds for the Hospital Ship Fund was a success in evry way. The fund was a success in evry way. The of securities in your company, having unanimously agreed upon this policy. I trust that all the shareholders will be prepared to join with us and sacri-Duluth-Superior Traction earnings or the third week of August wer Fund was a success in evry way. The and allow other men to take their places fund now amounts to \$410 and more in order that the funds may be distributed in the success of the succes of the succes of the success of the success of the success of t \$26,709.33, an increase of \$117.96. Since January 1 earnings were \$825,702.60, an increase of \$42,303.85. fice a little under the present circumstill coming in. tances.' The board of directors were re The board of directors were re-elected as follows: Cawthra Mulock, president; Mark Bredin, vice-presi-dent; George Weston, H. C. Tomlin, W. J. Boyd, Alfred Johnston and E, H. 2 DAYS MORE TO TAKE ADVANTAGE OF THE Laschinger SPECIAL 15-day 'WAR' OPPORTUNITY **GERMANS FORCED** FILL OUT THIS COUPON and send to THE WORLD Office, 40 Richmond Street **TO DESTROY SHIP** Canada Bread Company is most effi-Light Cruiser Magdeberg Ran Aground When Russians Came Up. **ITED** (any branch), will pay the finder of the article (if lost) the sum of \$1.00. NOTE THE FACT THAT THIS OFFER 1S ONLY GOOD FOR 2 MORE DAYS. Canadian Press Despatch. BERLIN, via Amsterdam and Lon-don, Aug. 27, 8.09 p.m.—The German



Canadian Press Despatch. REGINA, Sask., Aug. 26.—Employment for more than 2500 men in the areas in the west and southwest of Saskaichewan will be found during the fall by the pro-vincial highways commission, who are spending \$500,000 on road work and bridge construction. Many of the road crews are already at work, and by Sept. 1 at least 150 crews of from fifteen to twenty men each will be engaged. There will be from ten to twelve teams with every crew. In accordance with the plan announced

In accordance with the plan amounced by Premier Scott about a week ago for affording relief to settlers whose crops have been a whole or partial failure, the whole of the road organization in Sas-katchewan is now being moved into the

West, with \$1.50, and receive THE DAILY WORLD for the balance of the year, delivered to your door before breakfast every morning, or by mail to your rural route or postoffice address, and a \$500.00 ACCIDENT INSURANCE POLICY, guaranteed by THE NORTH AMERICAN ACCIDENT INSURANCE COMPANY, enclosed in a neat leather case, and an IDENTIFICATION and PROTECTION TAG, which can be attached to your keys, suitcase, purse, umbrella, or any other article of value. Both POLICY and TAG good for one year, and the KEY REGISTRY OF CANADA, LIM-

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