PHUN-PHIENDS

Box Seats Can be Reserved in Advanc

LEXANDRA | MAT.

THE ROBINS PLAYERS

"GIRLS" THE JOLLIEST OF ALL LAUGHING SHOWS.

Eves., 25c to 75c; Sat. Mat., 25c and 50c. NEXT—"NEARLY MARRIED."

STRAND

KATHLYN WILLIAMS

'THE NE'ER-DO-WELL'

By Rex Beach, All This Week.
Mats. 5c, 10c, 15c and 25c. Eves. 10c, 15c,
25c and 35c, and a limited number of
mezzanine seats at 50c. Show commences
10.05 a.m. and 12.15, 2.25, 4.35, 6.45 and

MADISON | BLOOR AND BATHURST Artificially cooled and ventilated.

George Beban

Scarboro Beach Park

Last Week of

Famous Banda Roma

Aerial Artists.

OPEN AIR MOVIES.

Raemakers' Cartoons in Colors

Paul

and Paulino

"PASQUALE" tines Saturday. Evenings at 7.15 and Prices—10, 15 cents; boxes, 25 cents.

ty-five years ago the f nadian - made Match e made at Hull by EDD since that time, for m als and striking qualiti DY'S have been the wledged best.

IEN BUYING MATCH SPECIFY

Now Command of the Somme Feuilleres.

UMPHS IN PICARD

ption of French Adva orth of the Somme is a Feature.

S, July 6.-The Anglo-Fre e in Picardy has had an substantial progress, outs tures being the resump ench advance north of and the capture of Ge

positions there. plete preparations had quietly in this section virt ered by the Germans, while forces south of the river level and got a thoro grimans' second positions, was accomplished by the of the Germans from rees they still held and f their communications and Belloy.

so demolished by artiller were unable to make a which had been stro Here the attacking troop ate opposition. Each ho was fiercely disputed, but f hard fighting the village well as Monacu Farm to

Important Capture. French consider the captur s of considerable impo commands the passage Feuilleres already in Its possession thus assur bond between corps on

the stream. Germans are beginning ore vigorously as reserves French advance there is h sted. French critics e Germans will concentrate nergies in defence of the of Barleux and Villers-C

The former bars the rav etween the two plateaus whi e the French line from P while the latter, a village abitants, stands on the sou t of the two plateaus, the different high, and rakes Valley of the Somme as far

white grub does much de season. If plants in the flor op growing and turn yellow bout the roots and look for



WELLA FLANNELS

# AUTOMOBILE AND TRAVELLING RUGS

Grand display of fine Wool Reversible Rugs in immense range of Scottiss Clan and Family Tartans. Special values shown at \$4.00, \$5.00, \$6.00 \$9.00, \$12.00 to \$18.00 each.

#### AUTOMOBILE LINEN DUSTERS

Good size Linen Dusters in plain colors and fancy checks, with borders of darker shades. Comes in assorted colors. Very special values, \$1.50 and \$2.50 each.

## WHITE LINGERIE WAISTS

A spiencial assortment of White Sheer Volle Walsts, are shown in great range of styles. They are all beautifully made and show handsome embroidered fronts, collars and cuffs. The quality of volle is extra fine and every style is new and up-to-date. Full assortment of all sizes up to 44 bust measure. Prices range: \$1.50, \$1.75, \$2.00, \$2.50 to \$3.00 each.

LETTER ORDERS CAREFULLY

# 1 KING ST. EAST TORONTO

# **EDUCATION BOARD** IN QUIET SESSION

Expected Discussion Did Not Materialize at Meeting Last Night.

### APPOINTED TEACHERS

Dr. Noble Protested Against Giving Positions to Eligible Men.

The expected did not happen at the board of education meeting last night, J. G. O'Donoghue's demand for an increased schedule of wages for plasterers on school contracts was referred to the management committee for discussion and the expected debate on the failure of the school inspectors to recommend Miss Daisy Dorrien of Bolton avenue school for promotion because of her religion did not materialize. Miss Dorrien, it was said, did not want promotion. So far as prejudice against her religion was concerned, Dr. Steele said he did not even brow she was a Bonna Catholic when know she was a Roman Catholic when she was passed over in the selection

Dr. Noble again protested against the appointment of men of military age to the teaching staff. When the recommendation to appoint seven male teachers was reached, he said: "Is it represed to secure these men to teach teachers was reached, he said: "Is it proposed to secure these men to teach "Safety First" to the children? They are all of military age, unmarried. We should get women teachers until the war is over."

Dr. Hunter characterized the trustee's satire as unfair and miserable. The country was under the voluntary system of enlistment, he said: the

system of enlistment, he said; the board of education could not take it

upon themselves to force men to go to the front.

'Dr. Noble: "We are not forcing Dr. Noble: "We are not forcing them to go to the front. Let these men do what they like, but don't bonus them to stay at home."

The report was adopted without resorting to a vote on the issue.

Dr. Noble raised the question of whether teachers on leave of absence for military service would be taken.

whether teachers on leave of absence for military service would be taken on the staff and given their salaries back immediately they returned from the front. He wanted it clearly understood that the day they reported back to the board their salaries should continue. The board agreed that this should be the understanding.

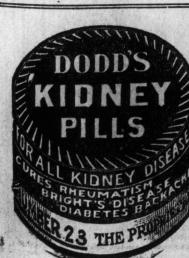
The board adjourned after a very peaceful session, not to meet again. peaceful session, not to meet again until September.

# A CONVENIENCE FOR SHOPPERS AT NORTH TORONTO STATION.

Those who so desire may, when shopping, have their parcels sent direct to Parcel Room, North Toronto Station. A duplicate tag is used by merchant, one portion being attached to package, the other given to passenger, who pays five cents for each package when claiming at Parcel Room. 456

Harper, customs broker, 39 Wellington st., corner Bay st. BRANTFORD REVENUE RETURNS

BRANTFORD, July 6 .- The inland revenue returns for the past month totaled \$8851.90, an increase of \$1697 over the month of June last year, when the receipts were \$7154.48. Practically all the increase is due to spirits, which would indicate that a supply is being laid in.



## THE WEATHER

68; Halifax, 54-60.

—Probabilities.—
Lower Lakes and Georgian Bay—Moderate winds; fine and warm.
Ottawa Valley and Upper St. Lawrence—Westerly winds; fair and warm.
Lower St. Lawrence—Fresh westerly winds; local showers, but mostly fair and warm.

Gulf and North Shore—Fresh to strong southwest winds; local showers, but part-ly fair; not much change in temperature.

Maritime—Southwesterly winds and for the most part fair and a little warmer.

Superior—Mcderate winds; local showers or thunderstorms, but mostly fair.

Manitoba, Saskatchewan and Alberta—A few local showers or thunderstorms, but mostly fair.

THE BAROMETER.

STEAMER ARRIVALS.

July 6. At. From.
N. Ams'dam.New York. ... Rotterdar
Corinthiah ... London ... Montreal
J. States ... Christiansand .New York
Bergenst'd ... Bergen ... New York
Calabria ... Gibraltar ... New York

## STREET CAR DELAYS

Thursday, July 6, 1916.
Yonge, Avenue Road and Dupont cars, southbound, delayed 11 minutes at 11.29 a.m. on Yonge from Bloor to Albert, by parade.

Carlton cars delayed 5 minutes at College and Yonge at 11.35 a.m. by parade.

In addition to the above there were several delays of less than 5 minutes each, due to various causes.

MARRIAGES. dence of the bride's parents, Church street, on Wednesday, July 5th, 1916, by the Rev. Byron Stauffer, Bessie Catto only daughter of Mr. and Mrs. John Hawley, to Douglas Carroll McKnight, son of Mr. and Mrs. J. H. McKnight, Russell Hill road, Toronto.

DEATHS. BURRUSS-On Wednesday, July 5th 1916, at his late residence, 87 Roxborough street east, Toronto, Grayson

Burruss, in his 50th year. Funeral (private) on Friday, July 7th, at 2.30 p.m., to Mt. Pleasant Cemetery. CROSBY—On Wednesday, July 5, 1916. suddenly at her residence, 633 1/2 Spa dina avenue, Toronto, Mrs. Hannah C. Crosby, in her 77th year.

Service at above address at 12 noon Friday, July 7. Funeral leaving 1.30 p.m. train for Barrie. Interment on arrival of train. Barrie papers please LOOD-At St. Michael's Hospital, on

Thursday, July 6, 1916, Martin Flood, beloved husband of Margaret Murphy, in his 52nd year (late G.T.R. conduc-Funeral Saturday at 8.30 a.m. from his late residence, 14 Swanwick av-

enue to St. John's R.C. Church. Interment Mt. Hope Cemetery. GARDHOUSE-At the residence of his son-in-law, J. L. Newlove, 17 Tyndali

avenue, on Thursday, July 6, James Township, in his 85th year. Funeral from above address Saturday July 8th, at 2 o'clock, to Riverside Cemetery, Weston. (Motors.)

STOUTENBURG-Suddenly, at his late residence, Sutton, Thursday, July 6, 1916, Ellmer Charles, beloved husband of Nellie O'Connel. Funeral at Stouffville on Saturday, July 8.

#### WANAMAKER BELIEVED IN NEWSPAPER ADVERTISING

Tells Associated Advertising Clubs How He Built Up Mammoth Business.

big department store man of New York and Philadelphia, told how he had built up his mammoth business by newspaper advertising. He related the story of how the first day's returns of his first store in Philadelphia were \$24.67, and \$24 was used in advertising the next day. His argument is that newspapers offer the best medium for the retailer. The veteran insists the main thing is truth, keeping faith with the public, without which all advertising, whatever the medium, is liable to work injury rather than benefit to the man who spends his money for publicity.

#### **FARMERS ARE TAKING** ADVANTAGE OF WEATHER

Those in Vicinity of Goderich Are Making Every Hour Count.

GODERICH, July 6.-The farmers of the district are taking advantage of the splendid weather and are making every hour count. Altho some weeks ago the prospects were none too bright for the hay crop, the farmers say that the crop is very fair and extra good in some parts of the adjoining townships. The alfalfa is especially good. The crop of raspberries and strawberries in this locality promises to excell that of some years past.

EXCURSION FARE TO GODERICH

Sir James and Lady Grant and Miss Harriet Grant, Ottawa, are spending a month at Algonquin Park. Mr. and Mrs. J. A. M. Alley and their family are spending the summer at the Village Inn, Oakville.

Mr. and Mrs. Charles B. Murray announce the engagement of their second daughter, Helen Monroe, to Mr. Norman Bell, licutenant 123rd Battalion, C.E.F., son of Mr. and Mrs. Edward Bell, Roxborough street. The marriage will take place quietly at the end of the month.

Mr. Huson Murray, who has been on leave from the front, is returning to his battalion next week.

Mrs. Sullivan is visiting her son, archie Sullivan, in New York. Mrs. Cecil Horrocks and Miss Audrey Horrocks have left to visit Mrs. Reynolds in Brockville.

Mrs. Burges Browne has left town and will be at Ovenden College, Bar-rie, Ont., for the summer. Captain Burges Browne is at Camp Borden.

Mrs. George Bunting and children, who have been the guests of Mrs. Miller Lash, left on Tuesday for Port Hope to visit Mr. and Mrs. John Bunting.

Mr. and Mrs. Peters, San Lucia, W.I., who have been spending a few weeks in town, have gone to Cleveland. Mrs. Charles Murray is visiting her mother, Mrs. John Foy, at Niagara-on-the-Lake.

Miss Grace Arnoldi has returned to Toronto after a visit to Mrs. E. C. Arnoldi at Rockliffe.

Mr. Albert O. Beardmore, his son, Mr. A. O. Torrance Beardmore, are spending a few days in Ottawa. Mrs. R. S. Wilson was in town yes-terday and returns today to the Cale-don Club.

Mr. and Mrs. George A. Reid have returned from the Catskill Mountains, and will spend the remainder of the summer at their house in Wychwood. Mrs. Walton St. John Suddieth, Virginia, is visiting her aunt, Mrs. J. J. Kelso, Prince Arthur avenue.

Mrs. C. P. Anderson, wife of the Lord Bishop of Chicago, is the guest of Miss Caswell, in Parkdale.

Mr. and Mrs. Robert Brydges, St Catharines, announce the engagement of their eldest daughter, Eva Margaret, to Mr. John McGregor McHardy, only son of Mr. John McHardy, Toronto. The marriage will take place towards the end of July.

Lady Gibson has been in town rom Hamilton this week.

Dr. and Mrs. Sheard are in New Dr. and Mrs. Thistle have left for their country house at Go-Home Bay. After visiting Valcartier and Camp Borden Sir Sam Hughes will sail for

Mr. and Mrs. R. S. McIndoe and Mr. and Mrs. Arthur Meredith and their baby are at Mrs. Pierson's, Centre Island.

England next week.

Mr. and Mrs. H. V. Tilley, Toronto, are at the Banff Springs Hotel, Banff. Miss Marjorie Orr, Homewood ave. is spending a few weeks Mary Dean, at Bala Park.

Mr. Arthur Hills, Mr. Soames and Col. Frederick Nichols, were at the Caledon Club last week.

Mr. and Mrs. C. Langton Clarke are spending a few weeks at the Highland Inn, Algonquin Park, others there are Miss Sarah Burke, Mr. M. A. MacLean, Mr. and Mrs. S. U.

Mrs. N. C. Pilcher (and her little son), widow of the late Major Norman Campbell Pilcher, 5th C. M. R., who was killed at Ypres, was met in Montreal last week by her sister. Montreal last week by ner sister, Mrs. Wilkinson, Toronto, and Mr. John Pilcher, Montreal, on her return from Folkestone, where she was waiting to meet her husband on furlough. The day he was expected to arrive In an open letter to the Associated Advertising Clubs of the world at Philadelphia, John Wanamaker, the big department store man of New York and Philadelphia, told how he had built up his means the late Major Pilcher was general manager of the Sherbrooke Ry and Power

> Mr. F. L. Tate, of the Camero Highlanders of Canada, Winnipeg, is visiting his mother, Mrs. Andrew N. Tate in Toronto. Mr. Tate is on two weeks' leave from Camp Hughes, Manitoba, where the 179th Overseas Battalion is now

#### GODERICH CANADIAN CLUB CLOSES SEASON

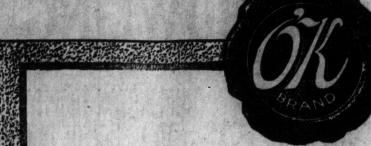
GODERICH, July 6 .- A social evening was spent in the rooms of the lo-cal Canadian Club tonight preliminary to the closing of the second success-ful season. Nearly all the members of the club were present. A luncheon was served and the evening's program consisted of toasts, songs and other forms of entertainment. Short and interesting addresses were delivered by M. G. Cameron, K.C. Rev. Dr. Dickie of Montreal, Dr. Macklin and Major Rance recently returned from the battle front, Robert Henry and O. E. Fleming of Windsor, and Dr. W. J.

"Y" SECRETARY HONORED. George L. Goodwin Leaving Brantford to Become Superintendent at Maryland.

Goderich, \$3.25, via Canadian Pasific Railway, Saturday, July 8. Tickets good leaving from North Toronto via 8.20 a.m. train, return limit July 10. 56

FORMER INMATE CAUGHT.

Miss Ella Ewart, who strayed from the Mercer Reformatory over three months ago, was located in West Toronto yesterday by the police of No. 9 station. According to the police of the girl has worked in a local restaurant during this time.



FOR over sixty years O'KEEFE'S beverages have maintained the highest standards of purity and wholesomeness—they have always been O'K. Now comes O'KEEFE'S Special Pale Dry Ginger Ale—also O'K.

There is a pleasing experience waiting you in



CREAM SODA LEMONADE

ORANGEADE SPECIAL SODA

Toronto O'KEEFE'S

### PROGRAM OF SHOW WENT THRU ZILLEBEKE FIGHT

How It Got There and Returned in Seven Weeks is a

Puzzle to Many. How a program of a show produced n Toronto went from here to France, got thru the Battle of Zillebeke in the pocket of a soldier and returned to Toronto all in seven weeks is the question puzzling Alexandra Theatre attaches, actors and other persons hav-

ing knowledge of the matter. The owner of the program does no want her name disclosed, but informed Edward H. Robins that she received it from Lieut. E. C. Burness, who wrote that he picked it up on the battlefield.

The program is that of the three-act farce comedy, "Widow by Proxy," produced by the Robins players seven weeks ago, during the week of May 15, Edward H. Robins and Miss Frances Neilson both scored successes in the presentation. Except being slightly worn and frayed the program shows

no evidences of hard usage.

It is probable that a person who saw the play sent the program to a relative or friend in France, who in turn lost it during the battle. The program will be saved as a memento.

Burness left Toronto as a sergeant in the Princess Patricia Canadian Light Infantry.

BRANT TOWNSHIP TAXES. ncrease of One Mill, Due to Patriotic Fund and Grants for War Pur-

poses. BRANTFORD, July 6. — Brant struggling for his country and for a Township taxes this year will total section of the dollar. This is one mill increase his own and settles down to enjoy life. the dollar. This is one mill increase his own and settles down to enjoy life over last year, due to the township's is a splendid and fascinating actor, share of large grants for patriotic and war purposes made by the council, the ordinary expenses being pared to the well balanced cast of stars and the limit. Main roads in suburban sec-tions will be oiled to keep down the dust nuisance. During the past year the population of the township increased by 99 despite the many en-listments, and the number of males, 21 to 60, increased by 102, the records show that very many from the city's outskirts enlisted.



Low spirits, discouragement, the blues usually result from a tired brain and exhausted nervous system Start the upbuilding process to-day by beginning the use of the greatest

Chase's

# Imperial Bank of Canada

**DIVIDEND NO. 104** Notice is hereby given that a Dividend at the rate of twelve

per cent. (12 p.c.) per annum upon the paid-up capital stock of this institution has been declared for the three months ending 31st July, 1916, and that the same will be payable at the Head Office and Branches on and after Tuesday, the 1st day of August next.

The transfer books will be closed from the 17th to the 31st July, 1916, both days inclusive.

E. HAY, General Manager. By order of the Board. Toronto, 21st June, 1916.

#### GEORGE BEBAN IN FINE FILM AT THE MADISON

A STATE OF THE STATE OF THE STATE OF

'Pasquale," a Story of Love for Family and Country, is Splendid Vehicle.

George Beban in "Pasquale," a story that uses the Austro-Italian conflict to introduce the great Italian impersonator of character parts, was shown for the first time at the Madison Theatre last night. It is a powerful play of love for family and native country, and George Beban as the small grocer in a western town is torn from his home and friends in order to answer his country's call. George Beban, either as the grocer, the fighter production is up to Paramount stan-

## FOOT CRUSHED BY CAR FOUR TOES AMPUTATED

George Kulyk, 157 Bathurst street, had four toes on his left foot so badly crushed when run over by a Belt Line car at Adelaide street and Spadina avenue last night that it was found necessary to amputate them at St. Michaels Hospital.

Kulyk was riding his bicycle and dashed into the rear of the car, which was backing at the time. He was thrown against the rear wheels and they passed over his foot.

EX-SOLDIER SENTENCED FOR THEFT.

Special to The Toronto World, ST. CATHARINES, July 6.—John Matthews of Toronto, who said he had been discharged from the 35th Bttalbeen discharged from the 35th Bttalion, was today sentenced to three and
a half months in Guelph Farm for
selling a bicycle which Alfred Studwick had stolen in this city. Both admitted that proceds were to have been
divided between them. Studwick was
given three months' sentence by Magistrate Campbell.

## ALEXANDER DAVIDSON DEAD.

GODERICH, Ont., July 6.-Alexan der Davidson one of the most respect-ed residents of Goderich, died at his frome on Waterloo street this morning, aged 69 years. The funeral will be held Saturday.

Announcements

Motices of any character relating to future events, the purpose of which is the raising of money, are inserted in the advertising columns at fifteen cents a line.

Announcements for churches, societies, clubs or other organizations of future events, where the purpose is not the raising of money, may be inserted in this column at two cents a word, with a minimum of fifty cents for each insertion.

6TH CANADIAN HOWITZER BRIGADE Auxiliary, 2 o'clock, today, at No. 9A Wellington east. Tea hostess, Mrs. E. N. Bate.

CHILD HAD LEG BROKEN.

Phillip Lubinoff, four years of age,

190 St. Patrick street, sustained a broken leg when knocked down by an unknown cyclist at the corner of St. Patrick street and Augusta avenue last night. He was taken to the Wester nHospital.

Scarboro Beach IDEAL FOR PICNICS Groves and Open Grounds for Sports. Hot Water Free-Dishes Provided. SPECIAL TERMS.

# HANLAN'S POINT

TODAY—3.30 p.m.
RICHMOND vs. TORONTO.
Ladies admitted free.
Double-Header Saturday.

New York Hotels

HOTEL EARLE

HOTEL EAKLE

102-5 Waverly Place, New York.

Pacing over Washington Square. One block
from Fitch Avenue.

American and European Plan.
All Rooms with Private Bath.
Single Room, meals for one, \$2.50 per days
without meals, \$1.

Double Room, with meals for two, \$4.50
per day; without meals, \$2.50.

Booklet, including map of New York,
gladly sent upon request.

EARLE HOTEL CO., Props.

FROM CHICAGO TO ENLIST. At the present time it is refreshing to find some men to whom the call comes very clear. Yesterday an Englishman, previously resident in Canada, but who has lived in Chicago for some years, arrived at the Union Station about 9.30 a.m. At 10.30 a.m. he had enlisted with the 70th Overseas Battery, Canadian Field Artillery, and was in khaki.

The story of Canada's first line troops is the history of the Princess Pats. A review of the original battalion from mobilization to St. Eloi will appear in this

# Toronto Sunday World

The story is written by a World staff man from infor-

mation gleaned from survivors, How they filled the gap at St. Elol and saved the day for the allies. Raised and equipped by Major Hamilton Gault of

### Montreal and commanded by the late Colonel Farquhar, and later by Colonel Buller,

The Princess Pats blazoned the fame of Canada on the battle-scarred fields of Europe, which has been so ably maintained by the succeeding contingents. If you would help to fill the gaps and encourage recruiting, read the story in

THIS WEEK'S SUNDAY WORLD