## 

和 FORTY YLUPLE DROWNED OFF THE CALIFORNIA
Important BritishGainson TwoFronts

ENEMY LOSES GROUND AND MANY PRISONERS ON SOMME AND ANCRE
Highest Point of Sailly-Saillisel Hill, Baillescou Farm and Another German Trench A Captured, in Vigorous Foll

SUBMARINES TO SHELL AMERICAN COAST TOWNS


1ake Over the Railways and
Power Flants Forthwith

FORTY PERSONS ARE DROWNED; CALIFORNIA SANK $\operatorname{IN} 9$ MINUTES

## o Time Given for Passen

 gers to Take to Lifeboats, and Escape Was Impossible Owing to Presence of Two Submarines.


Wool Knitting Yarn, $\$ 1.25 \mathrm{Lb}$.


FOR the knitting of socks for men who
have been accustomed to heavy footwear for rough, outdoor work, this Canawear Wheeling, Yarn proves an excellent
dian
choice, warm, soft and satisfactory in choice, warm, soft, and service use.
every detail or military sure
It is a panadian wool of 2 -ply It is a pure Canadian wool of 2-ply
twist, thoroughly scoured, and possessing the reliable qualities of the old-time
"home-spun." Put up in $5 / 4$-pound hanks.
 Price, per lb . $\ldots \ldots . . . . . . . .1 .25$
Socks knitted from this Canadian
Wheeling Yarn on our hand-power maWheeling Yarn on our hand-power ma-
chine may be seen in the Art Needlework cideartment, second floor, centre. If you
jere interested in soldiers' comforts, ask to are interested in soldiers' comforts, ask to
be shown them, the next time you are in
the store.
Q. R. S. PianoPlayer Rolls
If you own a Player-Piano and
ave not used Q.R.S. Autograph have not used Q.R.S. Autograph
Hand-Played Roles, make it a point to try a few of them. These
it are a few selections from the colare a few selections from the col
lection in Musical Instrument De lection in
partment:
"Ireland Must Be Heaven for My
Mother Came From There"
 "Red Raven Rag
"National Emblem "Spirit of Music March"

 "Hera Girl's Dream" "Peer Gynt, Series," Including:
"Morning Mood," Death of Ae,"
"Arras Mane," "In the Hall "Anitra's Dance", "In
the Mountain King"
Song roles These rolls have the words of the song on the roll:
""Pretty Baby" "Memories" "There's a Little Bit
Every Good Little Girl".
"My Rose of Honolulu
My "My Rose of Honolulu "Silver Threads Among th

## Extra Special Saturday Are Men's Suits Reduce to $\$ 10.25$ and Ulsters Dollars Less Than Usual, at \$13.25

HERE AND THERE
IN THE STORE

Lighter. ${ }^{\text {Ligartment }}$, Ba
Refill, are

THE SUITS ARE small quantities left over from several lines, each a saving worthy a special visit on Saturday morning
There are several tweeds and worsted-finished materials with checks, mixtures or stripes in rich browns and neat business greys.
A feature of these suits is the perfect fit-carefully shaped collars, neat, natural shoulders, medium-nar

 in the lot from 36 to 46 . Saturday, clearing price
Handsome Chesterfields Exceptionally Low Priced Saturday, at $\$ 16.50$
Black Melton Chesterfield Overcoats-wwarm coats that should give years of service-single-breasted, fy front, have lapped seams wit
36 to 44 . Exceptional value
-Main Floor, Queen Street.

Cashmere Plated Hosiery, More Durable and Less Costly Than All-Wool Cashmere Hose

$\mathbf{T H E}_{\text {Plated Cotton-backed Hose kn known as "Cashmere }}$ plated" Hosiery. To those who cannot wear all-wool. this Hose gives she comfort of lisle or cotton on account of the nonirintating qualities of the
used on the inside of the stocking.
used on the same time the Australian cashmere wool yarn
 greatly to the w
Some of the EATON Values in Plated Hosiery
for Men, Women, and Children Men's Medium-weight Cashmere-plated Hosiery, black
only, all sizes, seamless finings, fine ribbed cuffs, heels and toes
reinforced. Per pair, 45 , or 3 pairs for. . .......... 1.25 Women' s Plain Plated Cashmere Hosiery, seamless
finish; heels and toes, ankles and sole extra spliced; elastic fit ting leg; medium weight; all sizes. Per pair ........... 75 Women's Plated Cashmere Hosiery, plain, black or white;
seamless finish; heels, toes, ankles and soles extra spliced, elas-
tic-fitting leg; all sizes. Per pair .............. 50


These Mid-Season Prices on Men's Furs Offer Exceptional Savings

## Men's Fur-Lined Coats at $\$ 34.50$; Persian Lamb

 XAMINE the rich black beaver cloth shells of these coats; the superb Northern Canada muskrat lining, and the careful wain which it is matched; notice the Glossy Persian Lamb coll in which it is matched; notice the Glossy Persian Lamb collar in shawl or notch style, she cost of several years' service of one of
it fits, and then figure out the co se.
these coats at this price. these coats at this price.


Goose Dinner Today, Lunch Room, 40c
Puree Split Pea Soup
Roast Stuffed Young Goose

$\qquad$

COWER MEWS Prettily Color-
ed Four-in-
Hand Tie $\mathbf{T}^{\mathrm{HE}}$ Tried illus of silk, well sewn
throughout, with extra strong nethrich shade of blue, with
diagonal stripes of gold tobacco brown, chest-
nut brown and light
blue, and when tied
torn a distinctly smart cravat the would ionable dresser. At . 50
-Main Floor, Centre..
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Trio Rite Lit


Good Values in Sport Gloves for Men, Women and Children
To give comfort to the hands and keep out the snow and wind while tobogganing, skating, div ing, etc., is the purpose of these gloves. They re made for service,
too, being all carefully and firmly too, being all carefully and firmly
sewn of the very toughest ma. trials For men are Cream Horsehide Mitts, coaly low priced, per pair
Also for men are Fleece-lined Sm... 65 Also for men are Fleece-lined H moke
Horsehide Gloves, with split back, band top and cord fastener at wrist. pair Angers, double knitted cuff; in natural shade. Price, per pair
gauntlet style, to are Wool Gloves, made in in brushed finish, in ca
6 to $77 / 2$. Per pair .
For children are extra strong, thick, woolly
gauntlet style Knitted Mitts, in cardinal or scar
let. Sizes 8 to 10 years. let. Sizes 8 to 10 years. Per pair....... 39
-Main Floor, Yong Street.


## MILITARY HOSPITAL

## Westminster Chapter, I.O.D E., Presents Handsome Yehicle for Soldiers' Use.

WORK OF WOMEN
|r Henry Pellatt. Speaks


CALL FOR ACTION Coal Situation Demands That Its Full Power Be Ex erted Now. SHOULD FIX WAGES

## Business Men Say Grand

 Trunk Should Meet HighTrunk Should Labor Costs.er Ler

OF RALLWAY BOARD

 Outro toind Thate coal.
 Among Canadian Positi


 ance Concerms. ASSETS ARE INCREASED Business in Force Totals Over Two Hundred and Eighty
Milion.

## Sun Life of Canada Sets New Records

ESULTS secured during the year 1916 re-affirm the position of the Sun Life Assurance Company of Canada as the leading life assurance organization in the Dominion. Once more it leads the field among Canadian Companies in each of the following respects

## largest New Business. Largest Basiness in Force. Largest Assets. largest Surplus Earnings. Largest Net Surplus. Largest Distribution of Life Assurance Benefitis.

## THE YEAR'S RESULTS

The following large and uniform increases registered during the year 1916 clearly prestige it enjoys in the public mind:


The Company's Growth


## SUN LIFE ASSURAMCE Conmanv OF CANADA <br> HEAD OFFICE MONTREAL

 1871 B. MACAULAY, PreadenJOHN A. TORY,

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& \text { CATTLE TUBERCULOSIS } \\
& \text { DEMANDS ATTENTION }
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STATUTE BOOKS



## That "Pull-together" Spirit-

 Tearn-work is the keynote of Bell serviceWe require good operatives and good tools. Back of the switchboard operators who army of skilled workers, to keep the mechanism always in good working order, Our employees, co-operating in the true spirft of
service, put through 550,000 calls daily in Torontoservice, put througe bsiness and social life of the city.
calls that direct the busin

The Bell Telephone Co. of Canada

## UTY OF POLICE <br> TO HELP GROWERS

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## Made In

Would you have our Canadian Soldiers clothing and equipment made in foreign anada
idea would be absurd
Is it not just as absurd to spend money on foreign countries, when you can buy the finest and best that science, experience and skill can produce, made here in Canada, from British formulae and materia

Think It Over ! Royal Vinolia Shaving Stick or Powder Royal Vinolia Tooth Paste

Vinolia Toilet Soaps-in a number of odours and varieties, at 3 cakes for 25c. and upwards.

> You can buy these from any first-class druggist or
store. If your druggist does not stock please write us.

INOLIA COMPANY LIMITED
Fon soap Makers to Do.as. ©be king paris
suan suma

## ages of 18 ut children

©m


THE TORONTO WORLD


## The CANADIAN ARMY in Action

 C and the Adrance ofTHE TANKS
 COURCELETTE

EGINNING MONDAY and continuing throughout the pictures of the Canadian War Records Office will be presented by Jule and Jay J. Allen, under the auspices of The Toronto World.

An extraordinary attendance is expected as tures transcend in interest the "Battle of the Somme. All re ports from England unite in declaring them to be the most successful moving pictures of the war yet secured, being thrill ing, close-up-daringly so-and remarkably clear and distinc

The Regent Theatre will be the scene of the presentation of these pictures in Toronto, and the doors will be opened a day-morning, afternoon and evening-until : 1, p. m throughout the week. The film is 5,000 feet long, and from first scene to last will occupy about one hour and a ations per the screen, which allows for eight or nine presestations per day. The theatre seats 1,680 , and day. Those who can pos the pictures to sibly do so should come during the early hours of the day, as the rush of those wh

While the film as a war film is the best as two special features-for us and for all the world.
1st-The Canadians

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\begin{aligned}
& \text { This is the first moving picture } \\
& \text { This is the first moving picture }
\end{aligned}
$$ of the Canadian army in France, tanks-those wonderful new enactually engaged in battle, It

shows the Canadians in the attack $\begin{aligned} & \text { gines of war which the British } \\ & \text { threw into the battle on.September }\end{aligned}$ f September 15-16 last, when, in 15 last. They were distribut njunction with the imperial was known the German lin orces, they swept the Germans
out of their fortified trenches and were strongest and opposite the villages on a total front of 23
machines Several of them were
villages miles and to a depth ranging up apportioned to the Canadian sec-
to six miles-the greatest gain of andion, and the film shows them in
tions. any single British operation dur- action with our own sndiers. The men will be recognizable in thou- a thing a tank was. Toronto,
sands of cases by people in To- Montreal and Ottawa will. see sands of cases by people in To- Montreal and Ottawa will see
ronto and throughout Canada., them on the screen simultaneous ronto and
Children will see their "daddy,",
pid for the first time on this side
parents will see their boys-there
of the Atlantic. The moving picwill be friends, neighbors, sweet- tures show them in action, cross the screen in every theatre in Can- the Germans out of their dens in ada where the pictures


Beginning Monday, February 12, daily, continuously, from 10 a.m. till 11 p.m

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\begin{array}{ll}
\text { Afternoons: 25c } & \text { Evenings: 25c, 35c } \\
\text { Loges: 35c } & \text { Loges: } 50 \mathrm{c}
\end{array}
$$

## Clegent





|  |  |  | Notables Boosting Horse Show On This Mo.ath Down in Havana Classes Expected to Fill Well-Fashionable Attendance is Expected - Cuban Polo Association An nounce Dates for Tournament. |
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| ANOTA WINNER | The World ${ }^{\text {orceselections }}$ | Darcy Talks It Over With Mike Gibbons |  |
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|  | Sunday World |  |  |
|  | WHM1? <br> Because there's something <br> to interest every <br> member. |  | Sporting Notices |
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|  | 98,000 copies are osld every week. |  |  |



That Son-in-Law of Pa's
8-9 Porterthouse and Pa Are Campietely Divorced
28

## By G. H. Wellington



ROTEST BUNGLING
:
Associatio
er of ProAn -


ars may come and go, Prices advance and recede, Wars may come and go. Prices ady sery sealed packet of
but youn cabsolutely rely on every
Salada Tea containing the same high quality that has

Drive Off Strong Party From
Post South of
Dixmude.

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THE TORONTO WORLD


RETURNED SOLDIER
CANNOT BE FOUND
Pte. Frank McDonald, Belleville,
Has Not Has Not


ed in Spectacular Blaze at Norfolk County Town.
VERY HEAVY LOSS lars' Worth Thousand Do Machinery Destroyed.




## REE WOUNDED MEN <br> Officials Give Warm Wel



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OF NEWS PRINT PAPER Manufacturers and Pusisy
Have Effected Results by

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STREET R


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There's Something Interesting on every page of The Sunday World Every Week

F. H. Southam's Offer of P perty to Rogers is COURT FULL INQUIRY Light on "Notorious Carslak Deal" is Demanded by Paper.




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# SIMPSON'S BARGAINS FOR YOU TODAY! 

Men' God Warm Ulsters $\$ 11.95-$ That were baust to
Men's Good Warm Usters $\$ 11.95-$-hait

## We have left a quantity of warm winter ulster

 We have left a quantity of warm winter ulstersthat were bought to sell at $\$ 15.00$ and $\$ 16.50$, and we want to clear them out quickly, hence
this low price. They are big, double-breasted this low price. They are big, double-breasted
coats, with convertible collar and belt. Made coats, with convertible collar and belt. Made
of heavy English tweeds, grey or brown, and are durably lined. Sizes 36 to 44.11 .95
Now reduced to .................. 11.
Black Dogskin Coats $\$ 22.50$ Seiect Dogskin Coats, with, large shawl colla and trimmed with good quality Italian
linings. Regular $\$ 27.50$. Friday . 22.50 Men's $\$ 50.00$ Muskrat-lined Coats $\$ 36.50$ Attractive Coats, lined with good quality muskrat skins; the collars are of select French otter
and the shells are of good quality imported and the shells are of good quality imported
beavercloth. The workmanship on these coats Friday .

Men's $\$ 13.50$ Suits at $\$ 9.95$
This is a lot of odds and ends of men's tweed They are all in the prevailing single-breasted, hree-button sacque style, and come in sizes 36 to 44 . An ppportunity to get a good, 9.95 1300 manufacturer's samples of new flat set and slightly curled brim fedoras with welted, raw
and silk bound edges. Shades of grey, green, navy, brown and black. Not all sizes in any
one line, but all sizes in the lot. Clearing
Fiden Friday at
Winter Weight Caps 79c. R
Warm winter caps, with inside bands of fur and
sanitary wool, made in four and eight-piece sanitary wool, made in four and eight-piece
shapes from cloths such as chinchilla, meltons,
tweeds etce tweeds, etc., a good choice of plain shades
and fancy mixtures. Clearing Friday at... 79


Extra Values in Men's Trousers jor pairs of strong, durable, neatly tailored tronsers
for men. A cood assortment of tweed cloths in a number of splendid shades of browns and greys in 1.98
stripe designs. Sizes 32 to 44 . Special price Men's $\$ 10.50$ and $\$ 12.00$ Dressing Gowns $\$ 8.50$ cown-up of odds in Men's Combination Dressing of blanket cloths. Edges fanished with cord to 8.50

Bargains in Men's and Boys' Furnishings Men's Negligee Shirts, broken ranges from our regular stock, single hairline and clus
ter stripes; laundered sizes $131 / 2$ to 17. Reduced for
Friday ......................... . 69 Men's and Boys' Four-in-Hand Neckweer, consisting of plain and fancy stripes, alle
over and floral paterns, in inere,
rec, bluee over and floral patterns, in grey, red, blue,
brown, helio, etc.; large flowing end apes. Friday, each

Men's Heavy Elastic Ríb Knit Shirts and
Drawers, made from heavy wool and cotton mixture. Sizes 34 to 44. Friday, 59 Men's Merino Shirts and Drawers, Tru Knit make, natural shade, winter weight.
Sizes 34 to 44 . On sale Friday, Sizes 34 to 44. On sale Friday, a 59
garment ....... ............... . 59
Men's Flannelette Nightrobes, collar at tached style; pink, blue, brown and grey
stripes; large roomy bodies and full stripes; large roomy bodies and full
length. Sizes 14 to 20. Friday.... 98 Men's Work Shirts, of English and Canadian drill, collar attached style; blue chambray, black and white stripe,
and engineers' blue shirts. Sizes 14,69

Extra for Boys
Norfolk Suits $\$ 2.95$
The values are immense, and the quantity sufficient for only one bour's selling, so we advise you to come at 8.30 a.m. Very smart suits, made of winter weight grey and brown tweeds. Norfolk coats and bloomer pants. For boys 7 to 18 years of age. On 2.95 sale Friday at

Overcoats $\$ 3.95$, Formerly $\$ 7.50$ to $\$ 9.00$ Grey and Blue Chinchilla Coats, in slip-on and double-breasted ulster models, convertible collar, half belt and patch pockets. For boys 6
to 10 years of age. These are $\$ 7.50, \$ 8.00$ and $\$ 9.00$ over- 3.95 to 10 years of age. These
coats. On sale Friday at.

Boys' Bloomers 95c
Full fashioned, strong wearing bloomers, tailored from winter weight Fuleds, in serviceable grey and brown colors; warmly lined through-

out. Sizes 23 to 34, for ages 5 to 16 years. A bargain on 95 | out. |
| :--- |
| Friday at |

§NeverStay in Bed on FridayMorning! Simpson'sFriday Bargains


Only Two More Days to Place Your Order for Having Your Furniture Re-covered Free.
We already have so much work ahead that
after Saturday evening we shall be afe already have so much work ahead that
able to accept anening we whore shall be un-
offer. If your order in or placed ond this
oferials selected before Sturd and We will rected before Saturday evening
will charge only your furniture free we
will materials and for
other necessary rep Slip $\begin{gathered}\text { Covers and Chintz } \\ \text { at Very Special Prices }\end{gathered}$ Over Cuins Slip Covers for any chair $\ldots \ldots$. $\mathbf{1 . 0 0}$
Slip Covers for Chesterfield $\ldots \ldots . \mathbf{2 . 0 0}$
Pair of Curtains to match. $\quad . . \mathbf{1 . 0 0}$ (Plus the cost of material)
Friday Bargains in Draperie New Valances for Kitchen WindowsOne yard wide, eacn ............ 2
Bathroom Curtains-65 pairs only, eac
curtain being one yard wide. Good quality scrim, with doub
hemmed top, ready for hanging, and hen
stitched one side and bottom pair ............................ 23 pairs only; $21 / 2$ yards long; white only.
English Lace Curtains at $\$ 1.23$ a PairEnglish Lace Curtain Artistic patte
3 yards long.

Wallpapers and Paints Soin thin itam of tou

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 Sconio Block Paper forkitchens, drab and green
color

 The Robert Simpson Co Ready Mixed Paints Quality Guaranteed
Quarts Pints $1 / 2$

 をwew = For Interior and ExteriorUse


Solors, very suitabie for crumb cloths over any carpet, or or forgs general
befrom

 English Tapestry Rugs
 $\qquad$
 Are Worth Rising Early For. Today's Furniture List

 | mission design. Five side and one arm |
| :--- | :--- |
| chair to to the set. Regular price is |
| \$36.o. Sale price .......... |
| \$2.9. |

All Homefurnishings May Be Charged to Your Account if You Are a Member of the Home-lovers' Club

In the Carpet Department---Today's Bargains

Wool and Fibre Bedroom Rugs
50 only, useful reversible bedroom rugs in two-tone effects of blue,
green and fawn coloring; size 24 in. x 48 in. Friday special $\mathbf{6 9}$
 A good assortment of plain colorings with lined borders in a heavy
make of reversible cotton chenille rug. There is a a great assort- 98
ment of shades and the value is very good Price Oilcloth at 42c Square Yard 200 rolls of a good wearing oilcloth, in tile, block, floral or wood
patterns, all new goods from one of the best known manufac-
turers; in all widths. Friday, a square yard ................ 42 The ST[MVTMSON Compony

