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##  <br> HALF OF BERLIN OF ONEROOM



## Save Half Your Furniture Bills Sale of "Bedell" Stock Makes It Possible

 Your inclination to have the best in home turnishings without paying much will be satisfied at this CLEARANCE SALE OF THE BEDELL STOCK. It does not take much of an expert to appreciate these true, genuine bargains. If you have ever bought much of an explyiture at all you'll realize at a glance how extraordinary are the reductions. Here is a clearing sale any furniture at all furniture, and as we have explained to the readers of this paper before, we bought it for, of the very finest furnit worth, and to dispose of it quickly we make big price concessions. This sale far, much less than it was worts, movement in furniture, and if there is anythrowing away an opportunity by not taking advantage of the reductions.
$\frac{\text { No ExTRA Charge }}{\text { Electric Fixtures at }}$ \$17.45 Six only, assortbrass finish, fitted with beaded, amber Regular prices up Regular pren
to $\$ 22.50$. Electric Brackets
55 c - 50 only, assorted, in brush
brass, fitted with
globes. Reg. price

Carpets and Rugs



| A Comfortable just like illustration grass, just the thi verandah use. Re$\$ 10.00$. To clear at ... . ........... Arm Chair to match ularly $\$ 9.25$. Spe- |
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52,

Carpets and Rugs Fibre Carpet Squares - 33 only,
closely woven, very choice designs, suitable for bedrooms,
cottages, etc., in the following sizes:-


 Napier Matting-150 yards, yard wide, natural tan color,
suitable for steps or verandahs.
Regurar price 65 c a yard. Regurar price 65 c a yard. 39
To clear at, per yard..... Hall Runners- 5 only, Wilton and $\mathrm{Smyrna}$, ,
patterns, in sizes $3 \mathrm{ft}$. by 9 ft .
and 3 ft . by 12 ft . Regular
prices up to $\$ 20.00$. and $3 \mathrm{ft}$. by 12 ft . Regular
prices. up to $\$ 20.00 .10 .90$
Clearing at, each....

Bedroom Furniture Reduced













Extraordinary Sacrifices in Dining Room Furniture--On Sale Monday
$\qquad$
 heavy supported by by carvod
carved price
peatiment
top.
CITY HALL SQUARE Store Closes Daily 5
p.m. Saturday 1 p.m.


## SUMMER RESORT NEWS

See Aloo Pages 4 and 5, City and Feature Section

## RRLLIA ATTRACTS SUMMIER VISITORS

 Many Arrive to Spend Long-looked-for Vacations-Cottagers
Busy Housing Guests.

## SATURDAY NIGHT DANCE IS POPULAR AT JACKSON'S PT.

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Nowhere Is Lite So Good
As in a Northern Tent


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## sunday morning

THE TORONTO SUNDAY WORLD

MANY PEOPLE


PEACE IN MEXICO ROGUES' GALLERYIN WITHINTWO WEEKS AFEDERAL BUREAU IS U. S. PREDICTION


## Motoring Dust Nuisance Mastered

You must have noticed that the grass and flowers which grow within fifty yards or more of much-used macadam roads are ofttimes as grey-looking as the road itself.

Motoring Did That!
Because all tires create a certain amount of dust, some motorists are unaware that one make of tire creates less dust than the others. That Tire is DUNLOP TRACTION TREAD.

Less dust in motoring means more comfort for everybody---those in your car, those in the passing car, those in the on-coming car, those wending their way as pedestrians.


66 Cubic Inches Larger


Never Did Rim-Cut Only Real Anti-Skid
Road suction is the cause of the dust disturbance. It is also the cause of heated treads. Naturally a tire which churns up less dust because it comes in less contact with the road also heats up less and air-cools itself that much quicker

Well, to see the point we are leading to all you have to do is examine the first DUNLOP TRACTION TREAD you come across. That will be very soon.

Once you press one of your fingers on one of the DUNLOP TRACTION TREAD " $V$ 's" and note its solidity, you will quickly see that the air space between it and the next never touches the ground---is always clear for the circulation more dust than DUNLOP TRACTION TREAD.
"MOST ENVIED TIRE IN ALL AMERICA"


Let George Lawrence Bake Your Bread

Of course you want the best bread you can get, regardless of price. But when you can get the best bread, at the lowest price and get the biggest loaf into the bargain, please tell us of any earthly reason why you should not get it-every day. Lawrence's Home-made Bread keeps well in hot weather-is a big, firm
loaf-and is delivered fresh daily, direct from the bakery, daily, dire
clean, for

## 5 <br> Cents a Loaf

Twenty-four Ounces

## HUGE HIPPODRONE MAY BE BUILT BY

 Criest Sucture in AmericaGreatest Structure in America All Kinds is MANY MIILLIONS ARE INVOLVED IN PROJECT Spooial to The Sunday World.
MoNTREAL,
July
$18,-$ Montrea man have the greatest, , inppodrome
America at an earily date, 4 the thell
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the great

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"CHEATERS" FIND IN SECOND CLASS
 eling Themselves, Says a
Detective.

tudebaker SIX manufactured value is rea "Six" value.
asks but one profit,
and in return gives you better steels, heat-trea
ed parts, scientific a curacy, greater strength
with less weight, and longer life



## expressed in the perfect balance

 balance of the Studebaker roadability, in its perfect omy of gasoline, oil and
tires, in its riding No method short of Stude
baker complete man facturing can combine
all these elements all. these
value in This is a fact you can readily
prove by
and
diemonstration and comparison, and by
talkikn with owners, wfoo
names

SHAMROCK IV.SALIS FOR UNITED STATES

New Challenger Passed Thru Lines of British Fleet and
Given Hearty Send-off LOOKS SHIP-SHAPE

Earl of Hardwicke Will Work His Passage to America








## CLIMAX OIL COMPANY, LIMITED

AUTHORIZED CAPITAL $\$ 500,000$
Par Value of Shares, \$1.00
The Company holds leases for 1920 acres of valuable oil lands 3 miles from the proven Monarch Well, on the same anticline.

For the purposes of development, the Directors are offering 55,000 shares at par, which are being rapidly subscribed for $\mathrm{Mr}, \mathrm{C} . \mathrm{H}$. Dodd, the Californian Geologist, has reported most favorably on the Companys property.

## REASONS FOR BUYING CLIMAX SHARES

Because a firm offer of $\$ 150,000$ cash was made for the Company's holdings, the night of the "Monarch" strike
2. Because if they are worth that much to others, they are worth many times more to our shareholders for development purposes
3. Because results prove that the Company's holdings are right on the exact spot in the best proven districts in Alberta-NOT NEAR

The Company is employing the highest skill to superintend the development of their properties and drilling will commence immediately

Shares will rise in value before many days. The time to buy is right now. Do not wait. This is your golden opportunity

CLIMAX OIL COMPANY, LIMITED
Ontario Office, 803 Traders Bank Build
TORONTO BRANCH OFFICES
$\qquad$
H. K. McKenzie, Queen Street and Broadview Avenue
E. M. Croker, Queen Street East and Boston Avenue

Willowvale Real Estate Company, 726 Bloor St. West
Agents Wanted

Application for Shares. 03 Trader Bank Companv, Limited And Bind Buidins, tororoto The Torento World, please advertishement in
 Which kindly reserve will find $\$ \ldots \ldots$..... for
Capital Stock of the Climax Oiil Company, of
ted, at $\$ 1.00$ per share it beinthese shares are fully paid and non-assessable. that


## Sporting section of CDe coronto Sunday zaorld








## SEASON ON IN EARNEST AT ONTARIO'S FAVORITE RESORTS

THE MOST POPULATED HESORT
OF MLE-ISLAND PAREV, TORONTO

VACATION TIME
AT BEAUMARIS
ungalows Are All Painted Occupied-Many Visito at Hotels.
bimatmaris the weather ts becoming very 18 . Nowe that
 tagers aro becoming settled for the
scason, and there are some protty
sungelows to be seen in this vichntry.
some of the guests at the Beaumaris

## Power Boat Racing

At Thousand Islands

Costly Cup Presented for Motor Boat Races - Heat Wav Sends People to the Water-Many Visitors From Tor onto.

aree. Mr. T. Clydes Black, Moronto;
Mr. LL A. Loughey. London; Mr. . N.
schras, Toronto Mr. and Mrs. Schrag,
















## patties, were numbered among the gutusises bernice and Aleda Farrow Nisses






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Hundreds of Films Have Been Imported Into China, Showing European, American and Other Cities - Pictures of Baby Ex-Ruler's Education.



## A Story That Will Stir You To the Tips of Your Toes

## COME BACT TO ERIN VICTORIA THEATRE

## "SHATTERED TRE" <br> AT THE MADISON

The Sunday World has secured for its 90,000 subscribers-over 300,000 readers-a story that will create the greatest sensation in years. It will set a pace in literature that they'll be trying to beat years hence.
This is merely its advance notice. Next Sunday-more particulars. The following Sun-day-the story starts. And right after us will coine the films. The Universal people who are putting them on, say the story is the greatest for film purposes they had seen in three years. Their judgment is final in the moving-pieture ceurts.
Read the serial in The Sunday World, then see it in your favorite theatre,

## "The Trey of Hearts"

By Louis Joseph Vance
A Punch in Every Foot of Film Red Blood in Every Word

COLONAL THEATRE NEW FANS AT BIG "HIS SYMPHONY"AT TO RUN BIG SERILL NCKEL THEATRE CARLTON THEATRE

## COLONIAL THEATRE

OPPOSITE CITY HALL
Attractive Foatures All Wook of July 20 Mon TuEs, and weo., THE Luer senies or "Alla 331 ${ }^{\text {then }}$.
"The Trey of Hearts"
POPULAR PRICES OF ADMISSION

## MADISON Theatre



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BIG NICKEL THEATRE

Mm mise



## CARLTON THEATRE

## The Baited Trap







| "Mary Jane's Pa " Aléxandra. |  |
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| a plucky and energetic woman |  |
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MisS adele blood, who will have pleyty of soope for her
EMOTIONAL TEMPERAMENT IN THE HIGH-CLASS REVIVAL OF EMOTIONAL'S CAB
"ENCLE TOMS THES WEFK.
ATRE

NIGHTS, $25 \mathrm{c}, 50 \mathrm{c}$ and 75 c


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## LOOK AHEAD--YOUNG MAN

Choose a vocation that is befiting Ind profitable-one that
has future to it and gives you an opportunity to realize


 NEXT CLASS BEGINS JULY 20th TORONTO AUTOMOBILE SCHOOL


## SCRIPPS-BOOTH <br> Cyclecars <br> $\underset{\substack{\text { New } \\ \text { PRICE }}}{ } \$ 395$ F.O.B. TORONTO <br>  <br> GREATER SPEED WITH LESS POWER COMFORT ON THE ROUGHEST ROAD 40 Miles to the Gallon SECURE A DEMONSTRATION Miles an Hour SECURE A DEMON fistributing Agents for Ontario: The Kel-Kee Cyclecar Company, ${ }^{\text {Limited }}$ 23 Adelaide St. Wert

MO里ORING


## CYCLE CAR

 IS PROVING ITS MERITSSALESMEN FIN CARS GREAT HEIP

- Many the Small, Ligh ght Car Has M No man, with this new vehicie im
minent, can anflord to accept hearsay oo Thousa) ds of salesmen thruout the thon the word of those Jumping at conclu-
sions as fnat in juaging the cyclear.
Even the enthuisiasm of the drivers of


















## PAIGE

The Paige for 1915 and the Manufacturing Policy of the Ten Associates
Ten men are responsible for the Policies of the Paige Com-pany-whether
These men represent twenty different fields of Industry and each one is a recognized leader in his particular field. When they rganized the Paige Company, these men had national Gian Industries.
They represent the highest ideals of American Business. They know-from actual experience-the pitfalls of extravagant man hands on the weaknesees-the leaks and the general "mistakes" of manufacturing business.



 of the Prise men who announce a still These are the men who announce a still
freater Paige " $36^{\prime \prime}$ fof 1015 at no increase in Many manufacturers-about this time-
are offering their car it the pubbic with
 erous refrements-and a eelling price from-
ten to thirty per cent lower than lase year. heyexplain that such reductions in price
 quadrupled in production and We have no criticismm to offer in regard to
a. policy of this kind.
But
 is the Paige Policy to build a good
car- not a choas car. Prige production


Paige-Detroit Motor Car Company, Detroit, Michigan
The Automobile and Supply Co., Limited 22-24-26 Temperance Street, Toronto



Sunday World Garage Directory


Morris Motor Sales Co.

DOMINION AUTOMOBLLE CO, Limited


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## A Message To Motorists






## The World Window

Business
Clouds
Rolling by

That the United States is on the eve of a

 the United Kingdom, according to Brit-
 determined art of aviation, it is evidently determined to make upfor lost naval aid reyal navy. Not orly will lieutenants of the regular service be allowed to qualify in aviation, but young civilians will also be accepted, and the good pay offered will tempt many to join. Much money is being spent on the air service, and the craft of British manufacture are believed to se superior in importan is proposing to det the coastline of the United Kingdom with is proposing to dat the coastline of the United Kingdom with
high towers, mounting special guns, designed specially for the
destruction of airships and aeroplanes. Thus the game of destruction of afence goes merrily on, to the great profit of the
offence and dement
armament manufacturers, the gunsmiths, and allied industries.

## The Regenerati

Regeneratio
of Egvpt years have passed since the recovery of
the Sudan from the power of the Mahdi, and already that devastated region is beginning to fill up with a contented peasantry. Thi wonderful transformation has been largely the work of two men, benevolent rule of the latter has the regeneration of agriculture been achieved. Lord Kitchener has a supreme gift
of administration, and, strict disciplinarian as he was during his ture been adchieved. administration, and, strict disciplinarian as he was during his army career, he has known how to deal tactfully and successfully
with the ignorant fellaheen. Speaking Arabic fluently, he can converse with them in their own tongue, and they know him as the that the Dominion government was and the proposal matter of their deportation has been welcomed, and the proposal generally supported. These men are unskilled
laborers, and that line of work is none too plentiful this year. laborers, and that ine of work is none too plentiful this year.
They would probably be much better off in their own lands, and
at least would be among their fellows. The situation affords at least would be among their fellows. The situation affords
proof that the policy of inviting and encouraging ndiscriminate
immigration should no longer be followed immigration should no longer be followed. Canada is over-
stocked with manual laborers, who will not or cannot go on the land-the one place where they become producers and profitable citizens. Immigration must be taken under charge by the Can-
adian government, and not left to agents, whose only concern is
earning the money, earning the money.

American companies have begun to fo British arms like Cadbury and Lever, providing mode One of the tatest is at Washington ers. One of the latest is at Washington
Park, New Jersey, where a model village
$\square$ Mode Vill_ges
for Workers is in operation, housing 200 workmen and their families. This large concern have found it profitable to look after their
employes, and that too, on a strictly business basis. For these employes, and that too, on a strictly business basis. For these
villages are not philanthropic institutions, but intended to provide
that healthy and desirable environment which maintains the workvillages are not philanthropic institutions, but intended to provide
that healthy and desirable environment which maintains the work
er tn the hilghest state of efficiency. Some employers, too, are now erecting sdistributing stores, conducted practically on the
coo-operative princlple, where the residents an buy supplies of all
kinds for about two-thirds the prices charged in other places. Is co-operat ve principle, where the residents can buy supplies of all
kinds for about two-thirds the prices charged in other places. Is
N not currous how the manufacturers, who were long regarded as
the 4 not curious how the manufacturers, who were long regarded as
the mainstay of the middemen, are now assisting in bringing pro-

Watchful Waiting
Wins Out waiting "seems to have prevailed at last, at least so far that Huerta is eliminated only possible successor is Carranza, since is voluntarily even more for his commander-in-chief, Villa, the deposition of the dictator would have been a serious business, and probably
never would have been accomplished without the intervention of the United States. Carranza is believed to be, in many respects, fitted for the post of president. He has to be delivered from unrest and revolution. If Carranza returns to the peasantry the holdings of which they were unjustly Diaz, he will have the sympathy and support of question Whison, who has time and again declared the land

Britith
Naval Air

## Service

Britain has never done mie did work in the way of helping back-
ward peoples than has been accomplished in the uplifting of Egypt. Only fifteen man who has
of the Nile.
British
Naval Air
Service



Gikl near ihe kight clearly showed her piowe be carkying ofe the prize in the race




THE MATCH BETWBEN VICTORIAS AND PORT CREDTT IN THE DOUBLES AT NIAGARA. E. S. MUNROE,


AS end in the association final match between london thistles (winners)

yictorias playing balmy beach in the consolation matches fictorias were


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PERSONALITIES AND EVENTS IN THE NEWS FROM OTTHER PI.ACIES


CURIOUS CHAPERONES OF EUMOPEIN WOMEN ABOVE
ROUMANAN NOBLEWMAN IN PAREN WITH HE
LEOPARD, BELOW A LONDONER AND A PET MONKE


BELLE OF TAE SEASON IN LONDON-A new picture of the
Hon. Monica Grenfell, eldest daughter of Lord and Lady
 tavorites of this season
man who swam Niagara


A CHARMING HOSTESS WELCOMED BAC
AFTER TWO YEARS' ABSENCE-MRS


MARY COUNTESS OF ILCHESTER, QUEEN ALEXANDRA AND THE DOWAGER EMPRESS
MARIE OF RUSSA, PHOTOGRAPHED AT THE ROYAL HORTICULTURAL SHOW AT




AFTER THER WEDDING AT NEWPORT, R. I., MR. AND MRS. PHILIP STEVENSON, LEADERS IN THE LOCAL SOCIAL COLONY, HELD A TANGO TEA AND RECEPTION ON THE LAWN
OF THEIR HOME, AND so introduced ANOTHER FAD.



the laun


THIS COAT OF THE FHLAGS OF ALL NATIONS WAS THE HIT OF THE EVENING AT A SOCIETY FAR GIVEN IN
PHILDELPHA RECENTLY IT WAS MADE AND
WORN BY MISS NANCY LONG.

T. G.



