


## THE WORLD

Believes this is the most liberal bargain ever offered by any newspaper.

## LUXURIOUS and BEAUTIFUL

## SUCH tableware marks a home with cultured dignity. It shows good

to the enjoyment of refreshments served to your family or guests.
Think how much it means to dispense lemonade, iced tea or cool, sparkling water in iridescent crystalware, decorated with sterting sulver rim
unobtrusively you thus make a big hit with your friend.


> Packed in corruga- FREE ted cartons-Safe delivery guaranteed Mail Orders $\begin{aligned} & \text { FILLED ON TERMS EXX } \\ & \text { PLANED IN COUPON }\end{aligned}$ PLAANED

COUPON APPEARS DAILY-CLIP TODAY FROM PAGE 2.
The World, 40 West Richmond St, Toronto, and 15 East Main St., Hamilton

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## M TELLS SECRET <br> Detroit Beauty Dootor Gives Simple Recipe to Darken Gray Hair <br> Recipe to Darken Gray Hair and Promote Its Growth. <br>      

## AMERICNS SN CONOD.

















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The piow own Row



Polly and Her Pals






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## BOWLING Trophy Rinks $\approx$ BASEBALL ${ }_{\text {Toronto }}^{\text {Tin }}$ 4-2 Down to Fours ea BASEBALL Rochester 2-8

GOODBYE TO THE HUSTLERS
LEAFS TOOK TWO OF THREE
Divided the Double Bill Yesterday-First Game Wo By Locals 4 to 2-Manning's Poor Pitching Lost the Second Fixture.


| Cleores Glothed <br> MADE TO YOUR MEASURE <br> Sufficient in every par- ticular of quirements without being <br>  |  |
| :---: | :---: |
| - | R. SCORE \& SON, LIMITED |



## ON SALE TODAY

Men! You Heed an Oiliskin Coat


T
HERE'S hardly a man who doesn't feel the need of an
oilskin coat at times and they're so low priced now
and so comfortable that to buy one is a dood and so comfortable that to buy one is a good invest-
Therents an assortment here that permits of wide selection. Whether you want one for motor wear, for
camp life, for summer every-day wear these tainy days, see this display, Wednes-
OILSKIN JACKETS, about 32 inches long, with corOILSKIN COATS, three-quarter length, olive shade,
standing collar, with corduroy lining opening to inner pockel, pratected by fap, clasp fasteners. Price ${ }^{2.75}$
LONG COATS OF OISSKIN, olive shade, flexible fin ish, buttons close up and close with clasps from centre of
neck neck, runhr double through front, making them weather and waterdouble throug front, making them weather and water-
proof; a favorite with military men and those who use
 NEW RAINCOATS FOR MEN, $\$ 10.00$ The weather lately makes a raincoat ay absolute neces-
sity. See these good values Wednesday. English Paramatta cloth, ourefe fexture, ork fawn shade; oxfords, grey cheviot tweed or a smooth surface whipcord finish in
darkd grey or fawn with check back, with military -collar all seams sewn and cemented; thoroughly waterproof,
Sizes 34 to 44 . Price ................ 10.00 At $\$ 12.50$ - English Paramatta cloth, dark fawn, sin-
gie-breasted, buttons showing through, full fitting back,
side patch pockets with flaps and buttons, side patch pockets with flaps and buttons. fawn ; has satin yoke lining, doubbe stitched seams, giving
raised seam effet pockets.
At
$\$ 15.00$ set-in sleeves, full back, deep yoke of satin through shoul-
ders, splendid value ders, splendid value.

- Main Floor, Queen St.

Men's Colored Shirts at 50 c

 Price, per garment .............................
MEN'S SWEATER COATS of pure wool in the heavy Jumbo

 OF SPECIAL INTEREST-MENY WORKING SHIRTS, SOC.
A special purchase of a factory's broken lines and overmakes



Main Floor, Centre.

Big Boys' Suits, $\$ 8.00$


 SMALL BOYS' NAVY BLUE SERGE SUITS, in same quality
above. Coat is styled with yoke, box pleats and meit as above. Coat is styled with yoke, box pleats and belt; natty
shaped lapels and well formed shoulders; black twill Bloomers have loops for belt,
buckle at knee. Sizes 24 to
T. EATON C:




## The Robert Simpson Company, Limited

Imported Curtain Nets in the August Sale
 English
Eng ilith Camement Noes, ige Par Yard, in New Soctesh Lace Notect

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 Oiner drapererum mate
FURNTUUE CRETONNES AT 28c YARD. Spocill a auility ynibid Cretomne, 30 in. wide Bedding and Staples



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| :--- |
| 1.00 |




## BLACK SILKS

## 1,000 Yard Palletete, 30 inches wide. Regularly $\$ 1$



 COLILRED DRESS FABRICS. silk Cord Popinime and Eolienese, range Sill snd Wool Bafford Cord, new wireens



Wash Goods


## what you need in

Embroideries
 and and
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## Comfortable Midsummer Clothes looking worth every cent of their former prices, $\$ 20, \$ 21, \$ 22$ and

 $\$ 24$. Today clearing at $\$ 15.00$These suits comprise the best styles of the season and are made up of English Tweeds and Worsteds in brown and gray checks and Bannockburn patterms. Some in dark blue with double hairline stripe, cuff trousers, sizes 35 to $44 . \$ 15.00$
Clearing today at .
 Boys' Norfolk Suits \$1.95 Gray and hrown twe
0.28, or 6 to 10 vears.

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\begin{aligned}
& \text { Furnishing Values }
\end{aligned}
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Men't Outing Shirt, white of ter
Mere Outing shith, white or fancy stripes. all

Straw Hats 50c


## The One Boot Store Known From

 Coast to Coast is SIMPSON'SIf you want the reason just read over this list of values for Wednes day and make an early visit here today.


REALIZE ON YOUR INCOME BY JOINING HOMELOVERS' CLUB lor you mat pend on your homen every do
 privilegesenaty yet pay onlys bee wonderfully low alo $m$
The Club it open to outo



 STORE DIRECTORY For Visitors
 Telefriphn ofico in the Basement

## Ress Rom on Third Floon Hosiery Sale, First Floor

 silk Sile, second Floo

 $\substack{\text { charlyes } \\ \text { and } 2 \text { 25c. }}$
August Hosiery Sale国


 and

$5=4$

## These Extra Values in Home Furnishings for Today



The Robert Simpson Company, Limited


