


## What Will We Do for

 Blue Serges If the War Holds On?Every nook and corner of Canada and Great Britain is being scoured by our buyers in their efforts to keep a show ing of Blue Serge Suits for our customers. As yet the buying public have not felt the real pinch in the scarcity of these materials, but it's coming and our advice to you is buy today while values are fairly normal. We will place in our cabinets today four or five lines of Blue Suits at $\$ 15.00$, \$18.00, $\$ 20.00$, $\$ 22.00$ and $\$ 25.00$ that six months from now will be easily worth half as much more, and we don't say this to scare you. Just a fact, that's all. There is no house in Toronto better able to take care of your cloth ing needs than we are, because we are backed by the largest cloth ing manufacturers in the Dominion of Canada, and these are the days when money talks, combined with skill on the part of our buy ing experts and a lifelong connection with the best woollen centres of the world. Buy Serges Today

## OAK HALL, Clothiers

Yonge and Adelaide Streets
"THE LUCKY CORNER" . J. C. COOMBES, Manager
More About Our Wheat Crop


HEAVY FIGHTING
IN DARDANELLES

## Turks Claim Allies' Land and

 Sea Attack Gained No




## NATURES CREATION

A TREATMENT FOR TUBERCULOSIS
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NATURE'S CREATION COMPANY

THE TORONTO WORLD

## HAMILTON

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## George Gallagher Touched

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Exhibition in the World Exhibition in the World
Under Way - Everything Under Way-Everything
is Ready to Receive the First Day's Guests.

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## Thuila

 Lieut.-Governor of OntarioWill Officially Open Today Exhibition's 'Patriotic Year'

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## OMNMCIIM

 HOMEGURD

THE TORONTO WORLD

##  <br> Extra Money Hidden In Goodyear Fortified Tires

Goodyear prices are 37 per cent less than two
years ago. As rubber came down and Goodyear sales. kept growing, we lowered our factory year sales kept growing, we lowered our factory
cost per tire. So we've given motorists a tremendous saving.
Yet we've also built five great defenses into
Goodyear Fortified Tires. These Goodstear Fortified Tires. These combat the
Where the Money Goes
Four of these extra values are hidden from
view. In a poor tire skimping likewise goes un-
seen. The differenceis enormous, but it doesn't
show till you run a Goodyear and some rival
tire on opposite wheels. show till you run a Goodyear and some rival tire on opposite wheels.
Then you learn what thou-
 gives the longer mileage and
greaterresistanceto punctures. Orear "On-Air" Cure-a costly process-eliminates
blowouts due in rival tires to

Our No-Rim-Cut Feature avoids rim-cuto ing in the only successful way. We would Our Rubber Rivets, vulcanized between the read and "carcass." make the, two practically
Our Braided Wire Bands of 126 piano wire: are vulcanized into the beads of each tire. This
feature makes the base unstretchable. No other method holds the tire on the rim so securely. Off With Habit

The Goodyear Tire \& Rubber Co. of Canada, Limited Head Office, Toronto, Ont. Branches. in all Parts of the Dominion Factory, Bowmanville, Ont
Goodyear Service Stations-Tires and Tubes in Stock

FRESH ARTILLERY

BATTERSGERMANS

Enemy Suffers Severe
Bombardment.
BATTLE IN LORRAINE

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HANDSOME COATS VELVET AND FUR Wraps for Formal Wear Are
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it means irreproachable quality and value.

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OF YOUNG ACTRESS Carlotta Monterey Will Un.
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Audience Tonight. FIRST TIME ON ROAD Star in "Bird of Paradise" Has Always Played in London

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Polly and Her Pals
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Even at 20 Per It Was Worth It





## Fabre of Montreal Wins the U. S. National Marathon



Men's Suits, Rush Price, $\$ 5$ Price Wouldn't Pay for Material - -Good Selec
tion of Patterns---Some Blue and Black tion of Patterns---Some Blue and Black
Cheviots. Sizes 35 to 44. Come Early.


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MONDAY MORNING

Nowhere Can You Buy Better Fall Clothes Than We Offer You

The won't be difficult for us to prove clothes prove the statement when you see them
here, and when you judge them after long and hard
OU get good values, too-as our we're able to lower our percentage of ex-
lese - we give you the benefit in the form of HE man or young man who takes joy the coooperation we can mive - will the values we offier. Suits at $\$ 12.50$ to $\$ 25.00$. Over-
coats at $\$ 12.50$ to $\$ 35.00$-duplicates of the popuEnglish Haberdashery for Men.習ickegis

No petty annoyances, no unnecessary delays-that's the programme for the Dunlop Traction


That Son-in-Law of Pa's

## Lacrosse $\begin{aligned} & \text { Collingwood } \\ & \text { Port McNicoll } \\ & 0\end{aligned}$

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| Splutter Beat Hampton Dame, Sea Lord, Favorite, Third in Handicap at Ottawa | Successful Meeting Comes to a Close at Saratoga-Cup <br> to Roamer. |  |  |
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By G. H. Wéllington
Now, If You Listen Real Hard, You'f1 Hear It Ha ppen



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## ON SALE TODAY AT SIMPSON'S



Canada First
But Not Exclusively

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Close to Production Cost Row mox

Simpson's Economy Prices
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Carpets at Clearing Prices

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BASEMENT SALE---HARDWARE


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## SLIP-ON OVERCOATS FOR MEN



## SCHOOL SUITS FOR BOYS

## 

 English Tweed Suits, $\$ 3.49$. Sizes 24 to 28. Bloomers, Norfolk coats.Suit With Two Pairs Biomers, $\$ 4.95$. Norfolk coat, cheviot tweeds. Sizes 26 to 35 .
Small, Boys, Oliver Twist Surss, $\$ \$ .95$. Regular $\$ 4.50$ to $\$ 6.50$, Sizes $21 / 2$ to 8 years. Tweeds and serges.
Boys Raincoats, $\$ 3.95$. Sizes 24 to 35 .

## Featured in Today's Shoe Sale

| Women's \$6 Shoes Boys' $\$ 2.29$ Boots WOMEN'S "QUEEN QUALITY," "DOROTHY DODD," "BOSTON FAVORTIE,"GOLD MEDL" |
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Fall Silk Corsets $\$ 3.50$





 New Blanket Robes $\$ 3.95$



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## Hosiery and Gloves

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Marabou Neckwear


Only I wo More Days in the August Furnshing Sales
7 he Homelovers' Club Privileges have been taken by hundreds of families. Arrange with the Club Secretary, Fourth Floor.


Simpson's New Market Telephone Orders for Provisions to Adelaide 6100


BASEMENT SALE--THE CHINA


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The Robert Simpson Company, Limited

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