


| THOUSANS VISIT |
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| CAMP AT NIARARA |

## CITIZENS, HALT!



## QUICK MARCH

 TO THE BEAVER HEADQUARTERS 155 RICHMOND ST. WEST Don't Wait To Be Called For


## VDS VIST

 AT NAGARA' ng Advantage of Weather, Go to Soldiers. MP ORDERS ardens and Cultids Will be OBounds. Bounds.


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EATON'S DAILY STORE NEWS - camen i, im

## Some of the Styles in the Season's Showing of Wash Suits for Boys

 Immense assortments, showing the popular Junior Norfolk, Vestee,

litill
 T. EATON CO

13. Palm Beach Suit, Plain Grov, Blue woth white Thread Stripe, and Tan with Black Thread Striben
Sese 7 to lt. 14. Plain Linen or Linen with Black Thread Stribee
Sises 7 to 14 .

31. Blue and White or 132. Blue and White 33., Plain B. ue Reps
 -Main Floor, Queen Street.


DULD SHARE DEN OF WAR

## Lucas Speaks, Mecting Saturday

 Night: resentation Beaver Field Day eive TheMedals.

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MONDAY MORNING



## A Tale of Two Widows

WAY 224926 E

One receives each month a cheque for $\$ 100$ from The Imperial Life. She lives comfortably in her own home, free from worry or anxiety over money matters.
Her husband, when alive, invested his savings in Imperial monthly income assurance, adding an extra policy every time he felt he could save another dollar a week.
The other woman is a janitress in a down-town office buillding. Her husband earned just as much as the first man. But he speculated with his savings, and at his death
his widow penniless-in fact, with family debts to pas.

Now what about your widow ? Will she be the respect-
ed and welcome guest of your present nelghbours and requaintances? Or will she be forced to join the ranks of poorly paid female wage-earners? - There's only one

THE IMPERIAL LIFE ASSURANCE abad office Company of Canada

Branches and Agents in all important contres


GOLD WATCH COUPON TORONTO WORLD RECRUITING COMPETITION. 1 think
town or cit
would make a good recruit for the 216 th Bantams Battalion. My name is
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| The Toronto World |  |
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THE TORONTO WORLD


SEVEN RECRUTSS
AT BAND CONCERT

## asn OKYeefés ar uncen FOR pilsener lager before you START FOR THE RACES

Add to the day's enjoyment by taking a bottle of O'Keefe's Pilsener Lager with your lunch

It is a positive mental and physical refreshment, fortifying you against the physical and mental strains of the day.

Brewed only from pure Barley Malt, Choicest Hops and filtered water, filtered again after brewing and pasteurized, it is ideal in tood values-an aid to digestion and a builder of Health and
Strength. Strength.

As a home beer it has no equal. Order a case from your
THE O'KEEFE BREWVERY CO., LIMITED, TORONTO PHONE MAIN 4202


## YCH -DAY

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| ADIES' CLOTH SUITS | THE WEAT |
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SOCIETY


SOC.ETY AT THE RACES


## The Sterling Bank <br> of canada

Save, Because--
Fortune favors the careful saver.

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| Straight for Giants | ReachPark |

Creatore's Band
Concert This Afternoon and Evening

## OPERAPHONE DOUBLE DISC RECORDS <br> 

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PLAYS, PICTURES AND MUSIC


## Even Lower Now is the Price of This Better Milk

Now that the price of milk from the Farmers' Dairy milli at once.

Alrays it is rich-really rich-In cream, orought fresh from the finest farms in On. laro, scientiflically pasteurized in the And now it is reduced in priceprice which allows you to tive everyone In your housea
fold more of the goodness and strength this better mille afforde

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HEARTY WELCOME TO RETURNED MEN
 Sevice Arived in PROMISED ASSISTANCE Mayor Church and Prominen
Citizens Take Part in Citizens Take Par Greetings.

Do Not Risk Y our Favorite Linens at

 Have the vork doese at home ander your Pertoona separyilion with
INDURATED FASHBORD.

The Sunday World consisting of all the Leap Year Babies who have been
awarded the Toronto World's Leap Year Mugs. The set of pictures consists of three groups, representing those
born in 1904, 1908 and 1912. These pictures are unigue for the reason that these chilidren have but one real birth. ay every four years, viz. February 29 th, and that it is ever gotten together. They wif occupy almost two paaces
of the art section. Be sure you order next weak's Sunday
World and see this interesting exhifbitition."

| $\begin{aligned} & \text { The laundering and the finishins of } \\ & \text { sentiemen's, Inen is realiy an art, at } \\ & \text { leat we make it so, Throush years } \\ & \text { of experience we have learned how to } \\ & \text { Impart a touch of refinement to shirts } \\ & \text { and collars which every well dreased } \\ & \text { man apprecates. That's why our } \\ & \text { laundry work is difterent from others, } \\ & \text { and why it will give you the highest } \\ & \text { matiofaction. } \end{aligned}$ |  |
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| Pte. H. A. Sye, 2nd Pioneers; Lance Corp. G. Sim, 15th Batt., Toronto. Out-of-Town Mon. Hamilton.-Pte, S. Solomon, 139th Brampton-Corp. J. Woodhouse, 4 th Brtt. Cheltenham,-Pte. N. F. Lewis, 36 th Georgetown--Pte. J. Hepburne, 2nd Bracebridge.-Pte. A. Harden, 2nd Brantford-Pte. E. Edwards. $4 t h$ Coc ochrane,-Pte. A. F. Franklin, 20 th Osh |  |

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## Linensat s. Canada! home unde yomit with ain EDDY viko. sp pive of ther  <br> BEAVER" <br> rld <br>  ess are unique nen ceal birth nind that and that it is and spupper ost two pages Don'tLook <br> Diary of a Well-Dressed Girl 

## 

Little Stories Told in Homely Rhyme

## THE NEW JOKE.

FUNNY fellow on the stage, whose jokes were gray and bent
with a aeg, once hit upon a scheme to try a brand new joke some night. 'Twas really nêw and crisp and bright. He felt 'twould be a scream. 'Twas heralded about the town, and hundreds
of his friends went doon to hear this brand new joke, They chuckled
for an hour before, believing they'd a treat in store. With laughs they thought they'd choke. The funt man appeared and sprany the
ioke and out in front the gang sat quiet as the grave. The jester
furried to the wings; the manager was saying thing "You've thrown an "Yusule spoiled my show, you fool," he vowed. crowd. Go back and square it
Thuck funn man returned and tripped; then fell, arose and
quick and slipped. The laughs came fast and thick. Then
slid side and siipped. The laughs came fast and thick. Then to the lights
he proudy strode, and asked why chick ens cross she rood. They
roared at him in glee. He totd another of tis kind and then retired
just to find a famous man was he. A vivid moral's in this rhyme. ear reader, when you have the time, youvd bebteral's iook this ror thyme. And
d suggest to funny men they read this over once again and pond
st a bit. ust a bit.

CHARLIE CHAPLIN'S STORY by rose wilder lane.


CANADIAN ENGINEERS DO GOOD WORK.


The Amateur Gardener
$\qquad$
 MOVIES-PROGRAMS FOR TODAY-SCREEN GOSSIP

$\left|\begin{array}{l}\text { Questions } \\ 1\end{array}\right|$ Qud Answers
MOTION PICTURE

RECIPES FOR THE CARD INDEX COOK BOOK

Cauliflower With Mushroom Sauce

INGREDIENTS
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deesertepoontul chopped a parrley.
mushroome.
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## 95c SALE AT SIMPSON'S TODAY

5 Yards sheeting. Fully bleached, , plain weave, about 70
inches wide. Monday. yarde 95

 pair $\ldots$...................... 95
single beds. Mocondalts. hemmed, for
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Lace curtains, 9sc Pair.









 ROOM LOTS OF WALL PAPER.


half.gallon/Paint, 95c.

MIXED FEATHER PLLOWS.
CUT-GLASS BON-BON DISHES.


 Monday

SETS OF KITCHEN OLASSWARE.

 BOOKS AT 95c. "Chatat on Engilian Chiras.".............: 95






 FRAMED PICTURES.


## Store

In preparing for the holiday these one-price specials will prove wonderfully helpful and economic for 8.30 a.m. shoppers.

| Reading <br> Classes |  SILK CORD POPLIN BUITING. |  |
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| Monday ........96 school cases | S Combinations. |  |
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 MENS $\$ 1.25$ AND $\$ 1.50$ SHIRTS.



## SILVERWARE SPECIALS.





"SHOO.FLY ROCKERS" AND EX-
PRESS WAGONS.




## TOLLET GOODS.











Goods at Other
Prices Holiday Wear for Boys and Men



 men's motorcicle sity for tibe

 Have You $A$ SPORT COAT?




sion panrs TWEERD trouskers
Summer Needs From the Basement






New Market









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