## ST500 ...76 Constance St. <br> The Toronto World <br> $x=5$

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## COATS, \$1.29.

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## Dineen's Imported Exclusive Hats

$\mathrm{D}^{\mathrm{n}}$NEEN'S is an exclusive style and quality shop for men's hats. Only the best makes of hats are carried in stock. Dineen's are the exclusive agents in Toronto for Dunlap, the famous American hatter, and Henry Heath of Oxford Street,London, England.
Every Dineen hat represents a better value. The style, or the quality, is better. The firm has been estab-

| Motor, |
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| Gloves |
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| Brushed |
| Wool and |
| Angora |
| Wool |
| Scarfs | lished for fifty. years and in that time it has formed

world-wide connections with famous hatters world-wide connections with famous hatters.

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## W. DINEEN COMPANY LIMITED

140 Yonge Street

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Henry Heath-London's fore.

 ive agents in Toronto.
Hillgate HatsBIG REAL ESTTTE DEAL



## OUR NEW MEN

A great many new men are now in training on the street cars as motormen and conductors. The work is strange to them, and to a considerable number the city itself is strange. They will not be able to make change as quickly, issue transfers, know street names and otherwise do their work as
smoothly as they will be later on.

They could be greatly helped if passengers would bear in mind that they are trying to make good at a new job, and assist them by having their fares ready, moving to the front of the car, and otherwise lightening the
labors of these newcomers as much as possible. Both the men themselves labors of these newcomers as much as possible. Both the men themselves
and the company would appreciate any forbearance and patience the public and the company would appreciate any forbearance and patience the public d their duties.
The new men are being trained by older employes to be polite and attentive to passengers, and it is naturally assumed that the training they receive will in the future reflect credit on their instructors.

In the meantime the citizens, by a little thoughtfulness, can make their work much easier, and at the same time assist in improving the general service.


Corpl. Parker, Now at New market Hospital, Started SUGGESTS TREATMENT Different Bedding Accommo
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## Military Service Act, 1917.

 EMPLOYMENT OF MEN IN DEFAULT UNDER THE MILITARY SERVICE ACT.the Governor General in Council, obligations upon every employer TO ASSURE HIM SELF THAT EACH OF HIS EMPLOYEES OF POSSESSION OF DOCUMENTS PROVING THAT HE IS NOT IN ANY WAY IN DEFAULT UNDER THE MILITARY SERVICE ACT. An employer who is charged with having a THAT THE MILITARY SERVICE PAPERS ISSUED BY THE REGISTRAR OR MILITARY AUTHORITIES TO THE EMPLOYEE IN QUES TION WERE PRODUCED FOR HIS INSPECTION at the time when the employee was taken into lished to his satisfaction that the man was not in default under the Military Service Act. It should be Certificates given that the Canadian Registration Certincates given on June 22, 1918, at the time of man under the Military Service Act.

REGULATIONS
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100 SM00TH HAIRCUTS FOR $\$ 1.00$

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Ladies' and
Gentlemen's
HATS





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FRED WU MATTHEWS CO.
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VICTORY LOAN PROGRAM

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& \text { SAVE } \$ 49.00 \text { ON HAIR CUTS WITH } \\
& \text { NEW DUPLEX STROPPING ATTACHMENT } \\
& \$ 2.00 \quad \text { Duplex Hair Cutter and Stropper } \\
& \text { Complete Outfit For Only }
\end{aligned}
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Buy Victory Bonds to the Utmost

## A Saturday Clearing of Men's Hats

Regular $54.50,55.00$ and 56.00, for


Fairweathers Limited Montreal




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After three months' wear
That's when you can judge clothes; often within a month
alluring in outward form-who friend-all smiles and sham on close acquaintance. So it is with other thing After three months' wear, after years of acquaintance with Semi-ready Tailoring, you will like it better and judge by, and now the as well as the outside you must money, it and now that cloth and clothes cost more Give $\$ 30$ for a good suit,

Ed. Mack, Limited, 167 Yonge Street



## TO.NIGHT

Victory Loan Open Air Moving Picture Exxibition
The following are among the stars who
have contributed pictures to help Can have contributed pictures to help Can
ada win the war, and some of these ada win the war, and
will appear to-night :


THE ALLEN THEATRE, Pichmond St. E. THE ALLEN BEAVER THEATRE TJROONTO THE PARK THEATRE, Bloor \& Lansdowine

TheAllen Beaver Theatre,Toronto Junction

## Victory Bonds



THE PARK THEATRE win duplicate the and anve Lafers in iwnery particular
VICTORY BOND BOOTH





Physicians Explain Why Women Need More Iron in Their Blood Today Than 30 Years Ago and Beauty of the Modern Woman
 $=-5=$


WITH a song and a smile on his lips he has gone to France. You fondly hope that he will come back, his duty nobly done.

But possibly he will not come back. He himself knows all about that ; he has faced it without hesitation. He had no fear, though well he knew the riddled turf of France may silence his song forever.

Did not this boy, when he offered his life, offer potential fortune as well? And his fortune is more than yours, whatever your wealth may be. It is all his Youth, his Dream, his Future. He is giving more than you can give : his fortune and his life. Your worldly possessions are pitiful to that.

No---you cannot match this boy who has gone, you can only back him. Your part, less lofty than his, wholly dependent upon his, is made noble by his sacrifice. That you may have this opportunity, he has gone to the front. By supporting the boy where he has gone, you attain to something like the grandeur of his service. The ideal that led him to the sacrifice is yours as well as his, and this sacred ideal, as well as the firm steps of the boy himself, is what you serve and sustain when you buy a Victory Bond.
"A trench may be the grave of that boy-the one your bond money is backing-but your bond is safe in the old tin box back here."

> Lend the way they fightbuy bonds to your utmost


In Stock at
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New Electric OTORS



## Estate <br> 

THB TORONTO WORLD


## Keep theHun on the Run!

 Make Your Dollars Work Like Beavers-Buy Victory Bonds!The Kaiser is Doomed. There'll Be No Let-up Until He Has Been Hunted Off the Face of the Earth

## Toronto! Toronto!

## You Must Buy More VictoryBonds

Take a tip from Canada's beaver. See how it works---and works hard. My, how the beaver works!

You can make every dollar work like a beaver by investing your money in Victory Bonds.

The bonds you have already bought
 will finith the job-will seal his doom.

Ins't it great tod know that your dollars put back of the boys "over there" can bring the war to a speedy and victorious finish?

Do the big thing -the right thing by yourself and country-
Buy the Most Bonds Your Money Can Buy

## Yours for Victory bon 1918 Simpson's-

