

## The First Great Shock Over! <br> Now that the firts thock of the cold plunge inito war in over, and  

Organize For Comforts Of Canadian Forces

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| TO VOLUNTEER FUND |  |
| MAYOR HOCKEN SAYS |  |
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| LOCAL INFANTRY REGMENTSTOENCAMP ATLONGBRANCH RANGES |  |

Col. Currie Will Act as Brigad ier of Force Which Will Be Under Canvas by First of W eek-Effort Will Be Made to
Give Militiamen an Insight Into Real Soldiering Give Militiamen an Insight Into Real Soldiering.


SUGGESTED THAT MEMBERS CONTRBUTE ALLOWANCE TO AUGMENT PATRIOTIC FUNDS

War Budget May Be Larger Than at First Anticipate -Getting Camp at Valcar- tier Ready-Splendid Water Available--Militia Depart ment Holds Important Conference---Big Shipment Conference---Big Shipmen


s. Herman Fietcher, whot tafged everyone in sight on West Rich

## 

HOSPITAL SHIP TAG DAY


## ID

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THE PLANET THAT HAS BEEN SOUGHT AFTER FOR YEARS

TORONTOPEOPLE
WRITE TO FRIENDS

## Away From Conti to England．

## CRDMAN BATM，GATUDAY Mornat ENERGETIC WOMEN CANVASSERS COLLECTED MONEY IN BUSHELS FLAG DAY WAS A HUGE SUCCESS <br> CRDMAN BATM，GATUDAY Mornat ENERGETIC WOMEN CANVASSERS COLLECTED MONEY IN BUSHELS FLAG DAY WAS A HUGE SUCCESS <br> CRDMAN BATM，ERTRDAY MORNa ENERGETIC WOMEN CANVASSERS COLLECTED MONEY IN BUSHELS FLAG DAY WAS A HUGE SUCCESS

SEND OATMEAL
TOMOTHERLAND

## Lockie Wilson Thinks Pro－

ince Could Assist by This Means． EXCELLENT OAT CROP Ontario Could Easily Spare Thirty Million Pounds for Old Country，
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the motherland
trom twenty to

 FRENCH ．LINER WILL

GO WITH RESERVISTS Owners of Rochambeau Believe
British Patrol of Atlantic is Canedian Prose Decopatch．
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structions for her to sail for Harte
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 LITTLE ERROR MADE BY GERMAN MINISTER Didn＇t Leave Brussels Because
Expected Troops to Ar－
rive Speedily． Candian Pross Disiontoh
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onversation took place
FRENCH AVIATOR ELUDED FRENCH AVIATOR ELUDED

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FOUR SLIGHTLY INJURED
IN ERINSVILLE WRECK

## NEW ZEALAND MINISTER ENDORSES SINGLE TAX

## BELCIANSJOKNGLY WONDER WHEN GERMANSKIIL WLL SHOW TSEEF

Morning Post Correspondent Found Liege Accessible-A Dread of Germans is Gone-Peasants Still
vest to Save It Being Tram pled by Armies.













## FRENCH GOVERNMENT ASSUMES WAR RISKS ON MARTIIIETRADE

 This Will Be Done Without Pr emium - Americans in Paris Form Regiment of Rough Riders or Service at rontStranded Tourists Are Bei ing fforded Substantial Reliee









## AMERICAN RESIDENTSIN TORONTO

 DECIDETO AIDBRITAN'SCAUSEHave Called Mass Meeting at King Edward to Formulate
Plan in Regard to Rendering Assistance in Great Fight Plan in Regard to Rence
for World's Democracy.


DEMAND REVIVED
FOR HIGHER RATES

$\qquad$

## Ask for

Stenhouse ScotchWhisky


RECRUITS WANTEDI Princess Patricia's Canadian Light Infantry RAISED bY A. hamilton gault, esQ.

## Commanded by Lt.-Col. F. FARQUHAR, D.S.O. eam Guards)

This unit will be equipped, as soon as poscible, and placed at the disposal of the Imperial Authorities. South QUALIFICATIONS: (1) Physically fit. (2) Age limit, 40. (3) "Good" Certificates of discharge for CONDITIONS: Enlistments for one year or the war. Pay Camadian rate. Men desirous of volunteering should apply to one of the following officers: TORONTO-Lt.-Colonel Elliott, 215 Simcoe Street CALGARY-Lt.-Col. Saunders, District Magistrate. || OTTAWA-Captain Buller, Government House WINNIPEG-Count de Bury, Government House. MONTREAL-Lieut. Do LONDON, ONT.-Col. Hodgins, D. O. C.<br>Those applying in writing should state age, character, former regiment,<br>Those applying in writing shouid staticase, obtained while in service.

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## WANTED

 A Few Expert Signallers Expert Telegraphers Expert Motorecclitits
36th Regiment Overseas Contingent
Ravina Rink Volunteers Wanted

SPECIAL 15-day 'W AR' OPPORTUNITY FILL OUT THIS COUPON and send to the "WORL" office, 40 richof the year, delivered to your door before breakfast every morning,
and a $\$ 500.00$ AOCIDINT IITSUR ATOE POITOY, guaranteed by the TORTH AMERICAN ACOIDBNT INSURANCE COMPANY, enTEOTION TAG, which can be att ached to your keys, suitcase, purse, umbrella, or any other article of value. Both POLICY and TAG good
for one year and the KBY REGISTRY OF CANADA, LTD. (any branch) will pay the finder of the article (if lost) the sum of $\$ 1.00$. NATE


Start sending the "WORLD" today to: NAME
ADDRESS
Also send me the Poliey, Tag, etc., by first
POLIOY TO BE VALID FROM DATE.


## The Picture Side of War

There are two newspaper sides to war-the cable news and the picture news. The Sunday World will contain many pictures of mobilization and movement of troops, besides special articles on various aspects f warfare. Subscribers will see full pictorial representation of Canadian military preparations, Toronto ecruits, drilling, patrols on duty, nurses receiving lecture training.

The Sunday World is a complete week-end newspaper. of Sunday reading, and a double-size comic section.

Last news Saturday of the big battles.
Order early for delivery to your home-the advance orders are
large. Five cents a copy.




## Colf Ottawa Golfer Wins by 1 Stroke <br> Australasians Lead by 2 to 1

Only Scotch Doubles Remain
in Canadian Lawn Bowling Tournament.



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 Anve AuATics.
 Tcday at the Island

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MOTOR- Greatest DROME $\begin{gathered}\text { Roce Might } \\ \text { TONT }\end{gathered}$ $\$ 2,0005$-mile Final 2-mile Match Race 20-mile Free-for-all 10-mile Bike Grind
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KARL KEFFER WINS

"The Overcoat Shop"

## English Light-weight

 OvercoatsBalmacaan, Connemara and Chesterfield styles.
Scotch cheviots, homespuns, in grays, greens, Scotch cheviois, homespuns, in try cotatings.
browns, heather mixtures and fand
Snappy London-Tailored Overcoats with a distinctive appearance, pleasing to every man. Your Overcoat in the size and style you want is
here-at great reduction. Regular $\$ 20, \$ 25, \$ 30$ and $\$ 35$
\$16, \$20, \$24, \$28
English Light-weight Raincoats
 "The Het Shop"

| Soft Hats | Panamas |
| :---: | :---: |
| Pearl and Light Gray |  |
| Soft Hats, in variety, of shapes. Regular $\$ 2$, | Regular \$10 Hats |
| \$3, \$3.50 and \$4, | for ........ $\$ 4.00$ |
| for ........ $\$ 1.50$ | Regular $\$ 12$ and $\$ 15$ Hats for .... $\$ 5.00$ |
| Outing Hats | Straw Hats |
| All Men's Silk Outing | Men's Straw Hats - |
| Hats and Caps-good | sizes $69 \%$ and 634 |
| variety - One-Third | only, Regular |
| Of. | \$4, for . .... $\$ 1.00$ |

Fairweathers Limited
${ }^{84-86}$ Yonge Street, Toronto

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TOLEAVEU.S.

| KARL KEFFER WINS |
| :--- |
| SECOND OPEN TTLE |

## EATON'S <br> On Sale Today

Men's Two-Piece Sults, Today, $\$ 3.95$


Hollow Ground Razors Priced Saturday for Clearance at 48c ITS A SPECIALLY PURCHASED LOT OF RAZORS
THAT WOULD SELL IN THE ORDINARY WAY FOR Arned them our way at our own price. Take your choice
turne
Saturday at, each, 49c. All are full hollow ground, 5 sinch Salurde, of best quality of Swedish steel, and guaranteed to
give a soft, velvety shave. Today..................... Main Floor-Yonge Street.

Men's Shirts, 50c! Outing Shirts, 69c


STORE OPEMS 8.30 A.M. AND CLOSES AT 5 PM. MOON DELIVERY
T. EATON CO

HOTEL LAMB

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Dr. Stevenson's Capsules



## THE TORONTO WORLD



ONTARID And Ontario Corservatory of Music and Art LADIES' college

iby, Onfario, Ganada GOLLEGE $=5=5=$

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 Walter Johnson Breaks Athietics' Win Streak


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 thileics Win Streak



# ITS—FUNNY STORES LIMITED No-One 

## Double Coupons With Every Purchase Saturday AT THIS STORE ONLY UNITED CIGAR STORES, Limited DROP IN AND LOOK AROUND

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$\xrightarrow{\text { At }}$








## Cigars Pipes Canes

Thought-of-It-Before "AN ALL MAN'S STORE"
Open Saturday, Aug, 15.
209 YONGE ST., OPP. ALBERT ST. "AN ALL MANS STORE"
Open Saturday, Aug. 15
209 YONGE ST., OPP. ALEERT ST. "AN ALL MAN'S STORE"
Open Saturday, Aug, 15 .
209 YoNGE ST., OPP. ALBERT St.

Flōwers: Soda Fountain Magazines
Flōwers: Soda Fountain
Hats
Candies
Men's Furnishings PREMIUM STATION

## $+$


and


Some Trenchant Price-Cutting in Fine Furniture




 Parlor Suite, in mahosany veneered, yery massive design; the seats of the set-
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 deep, and covered in silk-striped material. Reegularly 880.0 . Augur uer, standard sizes, Regularly $\$ 12.00$. August Sale price.............. 6.85 y $\$ 7.50$ August sale price. . . ..................................... 3.65
Mattress, well filled with ail pure cotton feit, carefully selected, and built layers, deeply tufted, and covered in high-grade art ticking, in all sizes. Regularly

 | Bed Spring, frame of 114 -inch steel tubing; the spring is fine woven steel |
| :--- |
| wire, with steel rope edge, reinforced and fully guaranteed; made in all sizes. Regu- |
| , .95 |


 nisherandouble woven cane seats and backs; including arm chairs, arm rockers,
nairs and rockers. Regularly priced from 95 c to $\$ 3.75$. Monday ... Half-Price

Framed Carbons and Facsimile Water Colors 79c


## Reductions on Wall Papers







## The Linen Sale is a Feature


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High-Grade Shoes Low Priced


 Ewivazuzaw



Eyeglasses and Spectacles


Now's the Time for Draperies






## August Carpet Sale---3rd Week

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## The Annual Sale of Silks

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Announcing the New Dress and Suiting Fabrics



## Recruiting Goes On

With August Sale values in the
front rank and reductions in prices all along the line. Here and there some particularly choice bargains will be picked off early in the day, and in some cases as cheaply for another year

Fall in step with the August buyers who are purchasing real needs at heavy discounts, and use these Monday lists for your guide:-


