## BRITISH BRTISH KEEP UP DRIVE FOE YIELDS BEAUCOURT

 Serbians Gain Advantage in Another Balkan BattlePowerful Advance Gains Already More Than Five Thousand Prisoners -General Haig's Tro ps Also Extend Line East of Butte de Warlencourt.

ONDON, Nov, 14.-The British have captured Beaucourt on
the Somme front as a result of the continuation of their power-
ful drive begun yesterday. The prisoners taken by the British ful drive begun yesterday. The prisoners taken by the British
number more than 5000 up to the present, according to the official
funletin, issued tonight. The text reads: "The Village of Beaucourt-sur-Ancre is in our hands. The pri-
soners reported to date number considerably over 5000 , and more
are coming in. Today a local advance was made east of Butte de Warlencourt;
practically all our ojeectives were gained. Some eighty prisoners
were taken in this area."
BRITISH TAKE GROUND AFTER BITTER FIGHT

Astonishing Progress Made After Intense Bombardment Penetrates Front for 1000 Yards.
or Less

19



## HUGHES SAYS INTRIGUE BROUGHT ABOUT CRISIS

"Petty Ambitions and Intrigues" Charged in Letter Containing Resig. nation-Twe Members of Cabinet Termed "Usually Antagon-istic"-Hughes Wanted Sir Max Aitkin Appointed to Overseas Post in Place of Perley.


## KEMP OR CLARK LIKELY <br> TO SUCCEED GEN. HUCHES

Sir Sam to Step Out Today and Devote Full Time to His Extensive Interests.

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BELGIANS SEIZURE SERBIAN VICTORY
STRS WASHINGTON TO BE CONTINUED
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STEAMER CORINTH SUNK.




# Is the Remarkably Low Price of This Electric Vacuum Cleaner 

## It's a Most Efficient, Satisfactory and Economical Household Labor Saving Device That Compares Favorably with Electric Cleaners at Almost Double Its Price

ALMOST EVERYONE knows what a wonderful household labor-saving device is Athe Electric Vacuum Cleaner, but few housewives fully realize its convenience, quickness, and thoroughness in cleaning all household furnishings day in and day out. The cost has probably, been prohibitive for many nomes owning one heretofore, but the price of the "Electro Vac," the machine illustrated, has practically revolutionized vacuum cleaner buying in Canada, making it possible for more homes to appreciate its wonderful convenience---in fact, this price should bring it into almost universal use.

The reason the "Electro Vac" is one of the greatest electric vacuum cleaner values in Canada is due to the Eaton polity of buying and selling for cash, thus eliminating agents' fees, commissions, bookkeeping, etc.

## Some Important Features and Interesting Facts About the "Electro Vac"

WITH SUCH an efficient machine as the "Electro Vac" it's possible to thoroughly extract dust and dirt from all household furnishings, remove crumbs from the floor after each meal, lint and thread from the sewing room or all signs of a house party. It's a combination suction cleaner and carpet sweeper and can be attached to any household cycle with not more than 115 voltage.

It has two rear roller-bearing wheels that make it easy running over any kind of rug, and a tilting device for raising or lowering the machine to run easily over edges of rugs or over thresholds.

The motor is assembled as a separate unit to the case and propels a strong, eight-blade fan at a high speed, which in turn sucks up the dirt with amazing quickness, and deposits it in a dust-bag, where it cannot leak out, even though you thump the bag. This dust-bag is fastened to the side of machine and, therefore, does not get in the way when handle is lowered to get machine underneath a bed or couich.

The casing of the "Electro Vac" is of sanitary nickelplated steel that is perfectly smooth inside and out, so as not to hold the dust or dirt.

This machine has an oiling system with an auxiliary, feed to prevent burning out bearings through insufficient
oiling. oiling.
The brush of the "Electro Vac" is a self-adjusting tension
type, located in nozze of machine. It is easily removed and type, located in nozzele of machine. It is -acily removed and
can be regulated high or low, and is very casily cleaned. Its extra attachments can be fastened to front of machine Its extra attachments can be fastenes do front
without taking it apart or turning it upside down.

It starts and stops by simply turning to top of handleIt starts and stops by simply turning to top of handie-
no danger of shock-and has $20 \mathrm{ft}$. insulated connecting cord no danger of shock- and has 20 ft .
that screws into any electric socket.

We guarantee each machine perfect, correctly adjuted, powerful and durable.

See demonstration in Drapery Department,
T. EATON C:


# TO THE TRADE <br> NOV. 15th <br> STOCK-TAKING SAIE-LOTS WE WANT CLIEARED BEFORE DECEMBER 1st, 1916 



## Finish Stock-Taking November 30th, 1916 PRICES WILL BE ADVANCED John Macdonald \& Co., Limited toronto

THE HIGH COST OF LIVING
 NORTH BAY TRANMEN

| TOFLIV | and it has saved 30 per cent. on their MORE COLD STORAGE. |  |  |
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> Have You Ever Had Frozen Milk for Breakfast ?

Day Delivery Will Be in Effect On and After November 15th

18 Tickets \$1

The milk man came about three o'clock -on a bitter winter morning. At breakfast time the milk stood in a frozen mass out of the neck of the bottle. Breakfast was delay-ed-and you were annoyed.

Perhaps it never struck you-but in addition the salesman and his horse had to battle their way through winter storms in the dark.

We believe day delivery will do away with these evils. You can easily keep enough milk overnight for breakfast. And when our salesman comes in the morning you can take the milk in at once.

Our salesmen will appreciate the change. Delivery will be surer. Both you and we will benefit.

On Wednesday, November 15th,' we will commence day delivery. Please save enough milk for breakfast.
T可邑 HILL. 4400 FARMERS ${ }^{\circ}$ mem DAIRY BRIDGMAN
STREET


Read the happenings of the previous twenty-four hours before
The business day commences by subscribing for The Toronto Morning Werld, delivered before breakfast to any. adraess in Toronto of
Wenburbs for twenty-five cents the month. Telephone your order to suburbs for twenty-five cents the month. Telephone your order to
Main 5308, or cut out following order blank and mail to The World
Office 40 West Defice, Deliver The Toronto Morning World before ...... a.m. hily, liame ..

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Minor League Magnates Get Down to Business


## Michie, Mara Co. <br> 236 Lemoine Street Montreal <br> Michie, Mara Co.

## 4 and 3 Bottle Assortments

We give below a list of 4 bottle and 3 . bottle prices on the


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## NODPEDOEN LEGGUE

Would Hook Up With Smith's
Falls and Perth-News of Falls and Perth-N
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## PLANK WOULD LIKE

TO BE A HIGHLANDER





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A Favorite Style For Men, $\$ 2$


THE EFFECT of good aphat out amath ineoming appealing, for its a favorite
with men, both young and old,
this fall.

## ther the

Exceptional Values in OVERCOATS

In your own interest, if not in ours, do not buy find here the masterpieces of the season; the leading fabrics for Overcoats; the most diversified styles. In other words, the perfect weaves and designs of England, Ireland and Scotland made into Chesterfields, military styles, belt backs, belt all round, Raglans, single and double-breasted ulsters, tine dress overcoats, form-fitting styles and loose
effects. Warm, durable overcoats which will give you splendid service-we offer them at prices which represent exceptional vaiues.
$\$ 15$ to \$35 HICKEY'S 97 Yonge St.


When You Dine at TIE円 T A CIK

Ask for a bottle of the new sparkling

## COSGRAVES LIGHT ALE

It is equal to any beer or ale you have ever tasted
On Sale at Dealers and Restaurants Every where


## Remember watwom British Navy

BRITISH SAILORS' RELIEF FUND


CANADA
Patron : H.R.H. THE DUKE OF CONNAUGHT HONORARY PRESIDENTS: RIGHT HON. SIR ROBERT L. BORDEN hon. J. D. HAZEN

## TORONTO EXECUTIVE COMMITTEE :



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A. F. RUTTER
J. S. M. RIDLEY
G. P. SCHOLFIELD G. P. SCHOLFHELD
SIR EDMUND WALKEB
G. H. WOOD

THE Committee whose names are appended have undertaken to present to the people of Toronto the claims to our support of the British Sailors' Relief Fund. They are fully aware of the repeated calls upon your generosity, but do not hesitate to urge the absolute necessity of placing in the front rank the cause of the British Navy and the British Mercantile Marine. Without both we could not carry on our national existence in Canada. We all know beyond controversy that our foreign trade, our mails, our right to cross the seas, our protection from assault at our ports, our credit in the markets of the world, our liberties in every walk of life, depend upon the British sailor, and it is also a fact that owing to the protection of the British fleet nearly 300,000 of our Canadian soldiers have arrived in England without the loss of a single life. Under such circumstances we should be thankful that the number of sailors has increased largely since the war began, and that Britain, because of them and of our ships, still controls the seas, but we must not forget that the sailor and his family suffer the various ills that flesh is heir to, and that he cannot keep his watch on the grey seas in comfort if we do not alleviate these ills as much as possible.

The increase in the number of sailors afloat has, of course, made the demands on naval relief societies much greater than ever before. Any subscription made in Canada will be divided between the Navy and the Mercantile Marine, and as the Government of Ontario, and also the Toronto City Council, have fully reeognized the importance of this Fund by each granting a subseription of $\$ 25,000.00$, making $\$ 50,000.00$ in all, it will be seen that a fairs start has been made.

Sir George Perley, G.C.M.G., Canadian High Commissioner in London, will have entire control of subscriptions from Canada No public campaign will be conducted, as it is felt that the cause of the British sailor will at once appeal to everyone in a position to contribute, and the Committee therefore ask that you send us as liberal a subscription as possible for this cause, so vital to the maintenance of the British Empire.

## Our Safety is Due to the Navy

## Our Prosperity

 is Due to the
## Merchant Marine

## Will You Do Your Bit for the Bailors? <br> Whoguard our shores from attack, <br> Who risk their lives that Canada's

Who carry our Canadian troops safely overseas,

## He Gives

letters to and from our loved ones at the front,
exports may be safely trans, ported.

Coñtributions may be sent to the Treasurer, C. A. BOGERT, General Manager Dominion Bank to FREDERIC NICHOLLS, 212 King St. West, or to AEMILIUS JARVIS, 103 Bay St.

## WGHTEENNAMES

 NCASUATTY
## ORDÉR YOUR HOME SUPPLY of Delicious <br> DIRECT FROM THE BREWERY

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Total. TWO STATED KILLED Lieut. John Gilmour Hay, ronto Wound Wounds.
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Each of the FRONTENAC BRANDS has a distinctive and individual character and is brewed to take the place of the corresponding types of imported beers.

| "SPECIAL" <br> Blue Label | "TRIANON" <br> Brown Label |  | "STANDARD" | FRONTENAC STOUT |
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|  |  | Enclosed \$........ for which ship to me for personal |  |  |
|  |  | - Barrel; 5 doz. Quarts STANDARD ..... $\$ 9.00$ |  |  |
|  |  | Barrel, 5 doz Quarts ST <br> Barrel, 10 do |  |  |
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|  |  | Cases, 2 doz. Pints, SPECCIAL (blue label) ${ }^{3.00}$ |  |  |
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|  | K B | It is undersfoo you will give me credit for empty botties returned 40 cents per dozen tor cuarts 25 cents per dozen tor Pints. | family bee |  |
|  | An , all malt beer, | Signod .... |  | the Highest Quality |
| Type of Budweiser, Schitz, Pabst, etc. | and creamy, with a delight- |  | some and delicicious type of |  |
| In PINTS only | PINTS only |  |  |  |

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MONTREAL, P. Q.
 ILEAVE TORONTO 4.30 P.M. Thie endeql route to the Capital of the United States, qualy good service in opposite direction
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NEW YORK EXCURSION


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Record of Yesterday's Markets.

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SAVINGS BANK ACCOUNTS Interest $2 t$ the current rate is allowed on all deposits of $\$ 1$ and
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Accounts may be operred in the names of two or more pertions, Accounts may be opered in the names of two or more pers
withdrawals to be made by any one of them or by the survivor.

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## OUR MARKET LETTER


f. C. Sutherland and company,


## These Are Some of the Reasons, for a Visit to Simpson's Toda

## Smart Overcoats for

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8.30 a.m.Special


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Men's All Solid Leather Boots $\$ 2.79$
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## An Extraordinary Service is Afforded By Our Men's Store. Try it.

| At \$10.50 | At \$15.00 | At |
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| An English tweed, in a good shade of brown, in small check pattern; cut in a smart single-breasted three-button sacque, with vest and trousers that will fit perfectly; twill mohai: linings. 10.50 Sizes 42 to 50 , at | Máde from a good quality English tweed, in medium shades of brown, in small check pattert; cut in a splendid stylish single-breasted three-button sacque. The tailoring and finish are both good. Sizes 42 to 15.00 50 breast, at ..... | Made from an English wors ted, in brown, in small neat pattern; cut in a smart sin- gle-breasted sacque that is ightly proportionate for the tall stout man. Trousers and vest are good-fitting and the linings are fine twill mo. hair. Sizes 42 to 18.00 50 ........... |

You Can Buy Men's Negligee Shirts Today at 39c
 MEN'S FLEECE-LINED UNDERWEAR AT 43c. This is a special price for one day only. They are the kind of underwear that defy the coldest
weather; natural colo, with heavy, soft, fleecy lining. Sizes 34 to 44 . Shirts and draw- 43
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Special Price Today $\$ 1.18$


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## BasementNotes of Interest to AllHousekeepers



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## Duntr colises




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Women's Extra Light Plain Rubbers

## Women's Bright Finish Rubber Boot



Men's Low Clog Rubbers
Men's Heavy Plain Rubbers

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