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| Cy Warman in Town. On his way home from Lakeof Bays yesterday Cy Warman was the guest of the To ronto Womens Press ClubbHaving had many Courtesieat the hands of Mr. Warmain during the late western trip inmind, a most cordial welcomewas given the guest of the day and many happy reminiscenceswere recalled over the tea-cups. Mr. Warman left forMontrear last evening. ning. |
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Don't Be A Goop! HINTSI BY MAY MANTON


| To Overcome Sunburn, |
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| Tan, Freckles, Wrinkles |





## FIRST PEACHES ON LOCAL MARKET



Save, Because -


If You Only Had Had This Iron Yesterday
What a difference it would have escaped all the arm-xching, nerve-straining drudgery that unde: ordinary con arm-xching, nerve-straining makes ironing one of the most dreaded of household tasks.
Therapill introdu :tion of Electri
Irons during the past few years cal and later tor-saving ecoalure has made th's a thing of the pas: in thousand, of Canadion
homes. It is well within the mark to say that no other househlld imp:ove nent within recent years is be $n g$ so wide $y$ and gen-
erally adopied. In fact erally adopiel. In fact many
are puting i.2 electric service jus? to uss elostric irroning. No eectrically lghted home is compiete w, thout ay Eectric Iron,
Its freedom from flame, smoke <br> \section*{re. <br> \section*{re. <br> The Toronto Electric}

Light Company, Limited
"At. Your Service"

The Sterling Bank
of Canada
No. 33 The man or woman who has shared the respon-
sibilities of life until middle-age is entitled to the comfort and ease of a savings account. HEAD OFFICE : COR. FING AND BAY STS., TORONTO


The Toronto World
 Goodness
Says The Pure Food Expert-
"Of all the brews I have ever ested, "I score them $100 \%$ beer goodness because
0'Keefe's Pilsener Lager O'Keefe's Special Extra Mild Ale O'Keefe's Gold Label Stock Ale 0'Keete's Special Extra Mild Stout are brewed only with our good Canadian Barley, choicest use of $h$ ith pert $h$ oprig wat
Because of the high percentage of nutriment they contain, I cordially
recommend them as the best health-drink for the whole family.
'The, Beers That Are Always O. K., THE OMEEFE BREWERY CO. LIMITED,


The Philosopher som mas man_of Folly

For Safety's Sake
Stop using Poisonous Matches. Pro-
tect Yourself and Your family, by
demanding the new "SES-QUI"---
positively danger-proof brand of
Eddy's
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MICHIE \& CO., Ltd. 7 King Street W.

| HERES THE COUPON....CLIP IT NOW the world's popular pennants <br>  |  |
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| GREAT EXPLORER'S SON DEAD AT SOO | $\begin{aligned} & \text { ORANGEMAN SUES } \\ & \text { MAYOR OF SARNIA } \end{aligned}$ |
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## ELECTRICITY IS THE SOURCE

OF PHYSICAL AND MENTAL ENERG

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DR. MCLAUGHLIN'S ELEOTRIC BELT



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Doubles Final $\div \cdot$ Chess


Canadians 130 Perthshire 97




## Another From Montreal, 6-3:::Bill Carrigan is New Boston Manager






## A CALL FOR 8.30 SHOPPING AT SIMPSON'S

Corsets at Cut Prices
 of Tourist Coats for Women

FETCHING SUMMER SILK DRESSES IN NEWEST MODELS.
 REPP SKIRTS FOR MISSES, $\$ 1.49$.
A.
A limited
quantity of splendid Skirts, made in six-gore

20 Inch Long Silk Gloves


Crepe-de-Chene Blouses

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## Colored Petticoats 95c

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| S3,0 P FELANNELETTE KIMONOS, $\$ 1.79$. | section on main floor, just in | Flouncings Underpriced 2,000 yards of 27 in. Flouncing, beautifully fine, openlet patterns; all new designs; a manufacturer's left-overs of all this season's Flouncings; on sale

Thursday at less than Thursday at less than
half-price.



The once-dull month of July has become the great-
est sale month of the season, and we have arranged to est sale month of the season, and we have arranged to
make TO-MORROW THE RECORD DAY OF THIS make TO-MORROW THE RECORD DAY OF THIS
RECORD MONTH. Manufacturers have been taxed RECORD MONTH. Manufacturers have been taxed
to supply stunning specials; stacks of goods are priced near or below cost; every facility of space and staff hear or below cost; every facility of space and staf
has been given to make your shopping easy, comfortable and successful. Our guarantee of satisfaction is only limited by your own judgment.
COME AT 8.30 OR AS EARLY AS YOU CAN
Men's Blue Suits at $\$ 15.00$
These suits are splendid value and extra qualit the same cloth for the past ten years, and have quever. We had a comp used
aboutitint
abe about it. We guarantee absolute satisfaction. It is a fine Botanp wool,
in mall twill weave; colored with pure indigo dye, and is 17 to 18 oz in
 Full cut BOYS' KHAKI DUCK BLOOMERS. Full cut; splendid outing pants for boys; strongly made, with well
stitchedseams; belt loops and strap and bucke at the knee. Sizes
6 to 13 years, Thursday ... ................................... BOYS' KHAKI SUMMER SUITS. Smart single-breasted Norfolk style, w
pants; sizes 6 to 14 years. Thursday
(hant Fioor

## Odd Outing Shirts 89c



Big Values in Serviceable Closely Woven Union Rugs



## Bring the Children for Boots

 To-morrow
## cat privect toumand partor of Misase and Chilerer

(Phone Orders Filled.)
CHILDREN'S $\$ 1.25$ BOOTS

 Button or laced missess sis sti.s Boors, 99 .



800 pairs, in an all popular colors, in in sither plans, oss


## Cream Serge Suitings 67c


ALL-wool black french voiles priced thursday,
Auatisesecial purchase of these sheer sum


## Natural Shantung Silks





New Wash Fabrics


250 Men's Straw Hats


## Matting Suit Cases

Box frame, leather corners, umbrella straps, linen lining, with shirt or blouse poekets, Thursday -24-inch ...... 2.10
26 -inch …... 2.30 TOURIST TRUNKS Canvas covered, hardwood slats, sheet iron bottom, two wide side, linen lining full side, linen lining, full covered top tray and 32 -inch ....... 6.95 32 -inch . . . . . . $6.95^{7}$








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## The Groceries



"Just Out" Novels
 CANDIES

Striped Flannelette 16c yd.



 and
"Wm. A. Rogers" Celebrated Silver Plated Tableware


