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ceries $\underset{\text { Wringer }}{\text { Guarante }}$ $\$ 2.98$
$=$
 FIFTY THOUSAND MORE CANADIANS FOR THE FRONT

Sir Robert Borden Makes Official Announcement of In-
tention to Send More Contingents of 10,000 Men
Each, Commencing in a Month.

# CANADA WILL SEND MORE CONTINGENTS, 10,000 AT A TIME 

 ALIIES' ARMIIES STOP GERMANS FROM ADVANCING ALONG COAST DRIVING ENEMY FROM FRANCE

Die Centre of Fierce
German Attacks on WHOLE BATTALION TAKEN
French Onslaught Dazed Teu
tons - Turcos Did

$\left.\begin{array}{ll}\text { at } \\ \text { at } \\ \text { at } \\ \text { s. } \\ \text { in }\end{array} \right\rvert\,$ wUTINOLSBCEFS

## Enemy Met Severe Reverse InAdvance TowardDunkirk



IITVEEAELDO at HuSEDOOR

Recapture of Armentieres First Step in Impor tant Coup to Rid France of the Germans -Kaiser's Effort to Swoop Down on Dunkirk Has Failed-Fine of $\$ 1,000,000$ Imposed on Ostend, From Where Germans Prepare to Retire-Two Violent Attacks Near St. Die Repulsed With Heavy Losses - Notable Advance Made North of Arras -Recent British Casualties 13,541.
 OFFICIAL FRENCH STATEMENTS. The official communication issved by the French War
Office tonight says: "During the course of last night two violent attacks were attempted by the Germans to the north
to the enemy. "No other report of any importance has yet been re-
The French official of the day.
The French official statement issued this afternoon says: The Belgian army in Belgium has vigorously re-
allies occupy a front on Givenchy. Allies from Fromelles
ares
"To the north of Arras yesterday was marked by a
"To the north of Arras
"Between the region of
progressed slightly at certain points.
BRITISH DRIVING GERMANS BACK
The British offinial press bureath issued the following progress during the last few days. In the northern area the ilies have driven the enemy back more than thirty miles."
VON KLUK DOWN AGAN. VON KLUK DOWN AGAIN.
It is again reported that General Von Kluk has lost his command, and that the German emperor is personally directing the fighting
the Aisne lines, commanded by the redoubtable Von KIuk for so many
weeks. If this news proves true, it will be hailed with delight by the weeks. If this news proves true, it will be hailed with delight by the
allied commanders, all of whom agree that Von Kluk is the ablest of
the Prussians whom they have yet face.. It is due to his masterly
strategy alone that the enveloping movement which threatened his strategy alone that the enveloping movement whi
lines was only partially successful.
 TSINGTAU MAY CAPITULATE.

 protectorate of Kiia chaus) emotr certain conditiont
 The temambitip Modeta, which pided LANDED.
 German submarine, arrived in Christiania this morning, says a
dempatch from the Copenhagen corresondent of Rexuter' Telegram
Company. The Modesta picked up the survivors from a small boat
five hours after the diester Trawler of thos itilit DEMONSTRATIONS IN TURKEY

The following depatath hat ben reecived from a Rusuinn new
 Important cour succeers.

 and went onverge herie.
 Ftranco-Britith forces borote bofore bout tewn. North of Arras the thonger hold on the raitraab in thato $t$ ection. Weit of
Rivi frovement of the Germant in an attempeted paease of the
 Who wired under dite of Saturdey nolloums



 holding heavily fortified positions which can onchy be carrid by assault
The French have been succesful in storming these positions, but The French have been successful in storming these positions, but their importance is not sufficienty. great at this time to warrant the loss of
life incidental to frontal attacks. In the past week the French advance
between Rheims and Soissons is authoritatively stated to be from one
to four miles.

The German GERANS ARE CENTRALIZING
around Lassigny, Roye and Noyon has proved futile, and they are now

It is learned on the best authority that the French advance orcen of the position. It is believed that the tremendous a bombardescape this bombardment prove that the Germans have as little faith in their own fortifications as in those of the allies, which up to the
present have been unable in a single instance to withstand any very considerable artillery fire from heavy pieces.
St. Mihiel remains in the hands of the crown prince, with the
French exerting a steady pressure on his left.

GERMANS SEIZED WAR MATERIAL
warded by the corresspondent of Reuter's Telegram Company, declares that cossiderable war material was seized by the Germans in Bruges The GeRMANS PREPARING TO RETREAT continues satisfied with the military position. Accord "Opinion here expression, Gen. Joffre is thrusting the enemy out of doors without
any unnecessary. fuss.
"It is apparent from the official communications that the enemy is being superbly held along the immense front. The enemy's attempt mans visibly are preparing to retreat by forming a line between Namur
and Metz, and a second line with a base at Aix-la-Chapelle."

BERLIN CLAIMS NEARLY 260,000 PRISONERS. BERLIN, O Ct. 18 . T The minister of war
ist of prisoners
 of 4850 officers and $254,450 \mathrm{men}$, or 259,300 in all.

AUSTRIA CALLS ON THE UNFIT.
VENICE, Oct. 18. - anatian Preaes Despatch. Austrian and Hungarian 3overiments have decided to summon to the colors all men between
the ages of 24 and 36 liable to service in the Landsturm who hitherto have not served owing to physical disability or other causes. GERMAN MINES IN SCHELDT.
ÂMSTERDAM, Oct. 18. mans, according to The Handelsblad, have laid mines in the River
Scheldt, near Antwerp. Skippers bound for Antwerp have been requested to ask instruction
the estufty of the Scheldt.

WASUNIVERSITY; NOW A HOSPITAL


## 

oyal Family Members $S$
ing Enemy? is One
GERMAN SPIES FEARED
Signaling and ${ }^{\prime}$ Courier Service
From London to
many Alleged




Air Damp and Chilly,
Cheery Feeling is Shown. SNAP - SHOTTERS CHASED
Dead-Line Fixed for Camera
Men - More Newspaper Eulogies Canadian Asociates Proen Cable.
LONDON, Oct. 18 .-Senday has be anything but a day of rest on Selis
burr Plains. The camp now besins
wear the aspeet of great livelines


## THIRTY - ONE PRISONERS

inking of Four German D stroyers Revenge for Cruiser's Loss.


 REPRISAL $\overline{\text { WAS SPEE }}$


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TO RADIAL BYLAWS
VOTE In Townships, Towns and $V$
lages Which Would Be Serv-
ed by Hydro Radial.




and

## To the Public-

## You Are Invited to Observe the Store Windows!

T HE retailers of this city in common with merchants all over North America are observing Newspaper Window Display Week.

```
They are showing in their windows products
made familiar to you by advertising in this
paper.
showing of the actual goods.
These store windows will be interesting and
instuctive. They will evidence live products and
live storekepers.
live storekeepers.
```

Storekeepers who observe National Newspaper Window Display Week Are Worthy of Your Consideration.

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A Letter from One of the Lomely
By WINIFRED BLACK

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## FORTY MECHANICS

TRANSFORM STAGE


The Toronto World






## Mrs. Newlywed says:

"I can't imagine how you manage to be droesed by the time your husband comes home on a wash day."

Mrs. Wise Neighbor says:
use an Eddy Globe Washboard and an Eddy ln. durated Fibreware Tub, which keeps the water hot for EDDY'S

# MICHIE'S <br> GLENERNAN <br> Scotch Whisky 

Axclend of pare hizghand malta, bottiod in seotiand
Michie \& Co., Ltd., Toronto

## O'KEEFE'S "Made in Canada."

## O'Keefe's Brews are all "Made in Canada", and everything connected with their marketing is made in Canada also

Only the best Canadian barley malt is used
Largely' Canadian grown hops.
All bottles used by O'Keefe are "Made in Cañada". All crown seal stoppers "Made in Canada"
All labels lithographed in Canada on Canadian paper.
All cases and barrels used are Canadian-made.
Thousands of good Canadians are employed in producing all these things, as well as Canadians actually
brewing the beer.

O'Keefe's Beers are all pure and healthful, brewed only from pure barley malt, choicest hops and filtered ing to the Canadian Govern are "imitation beers", accord ing to the Canadian Government definition.

## O'reefes <br> Old Stock Ale (Gold Label) Pilsener Lager Special Extra Mild Ale Special Extra Mild Stout

Order a case from your dealer.


Montreal in Big Four, McGill in Collegiate and Hamilton R. C. in O.R.F.U. Hold Clear Leads in Rugby Unions


## EATON'S

On Sale Today
Men! Shop Early for These Good Tweed Suits, $\$ 5.45$


Big Value in These Trousers at $\$ 1.00$, and a decidedly neat stripes in warm, durable wearing tweeds. Strongly; neat stripes in warm, durable wearing tweeds. Sizengy
sewn and with lasting pockets and trimmings. Sizes 32 to
42 . Pair
-Main Floor-Queen St.

For Real Headwear Satisfaction, Men Shoulld See the Stetson Hats at $\$ 4.00$

grey and brown shades and a a dressy qualities, in the new
Stetson tidea in bands the new Stetson idea in bands and the contrasting sikt trimmings. They are soft hats, and can be worn either telescope or
fedora shape. ${ }^{\text {Price ......................... } 4.00}$ Hats for big men. Specially featured is a selection
tetson's "Big Men's Hats" in correct fall styiti $\$ 4.00$ and $\$ 5.00$.
A Black Soft Hat in high-crown telescope specially designed by a Canadian maker, and it is essentially MEN'S WINTER CAPS over the ears. Navy blue, black, grey, and brown tweeds and light, dark, and medium grey and brown and heather mixtures, in blanket cloth and chinchilla. Prices .50 to 2.00

Cauntlef Cloves for the Motorist, Pair $\$ 3.00$


CORTUNE may be fickle ---but /success never is. Once achieved, it continues in the possession of those who constantly endeavor to maintain the HICKEYS standards which won it.
There are fixed standards which have made orw lines of



## Hickeg's

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| Prices. 50 to 200 |

- James street
ist, Pair $\$ 3.00$



## Dawes Kingsbeer tinugstier

Are You Helping the Empire?
There are other ways, if you are not going to the front, by which you can help ada and the Empire
You can keep every cent you spend irculating in Canada by buying Canadian instead of foreign products.
No matter what you require, it's your duty to help the Empire by insisting upon having Canadian manufactured goods.
If you do this your money will circulate in Canada and you will pay less for oodstuffs this winter.

Therefore, don't drink imported lagers, but KINGSBEER-a real Canadian product made by Canadians for Canadians. If your dealer cannot supply KINGSBEER order direct from us.

## Dawes Breweries

617 ST. PAUL STREET MONTREAL

That Son-in-Law of Pa's


## RINGLING LANDS <br> THIS ST. LEDER

## Feature Race at Louisville Fast Time - Results

 Fast Time - Resuat Laurel.

Today's Entries

OCTOBER 191914 -


By G. H. Wellington


GERMAN DESIGN TO PORCUPINE CAMP GET BRITSH GOLD OUTPUT GROWING

MONDAY
SANGRY
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## GARDLCOTT PLANNED BOYC

THE TORONTO WORLD

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# the Robert Simpson Company, Limited 



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& \text { A Ring Sale }
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[^0]Lace Bedspreads $\$ 5.00$





## Furniture--A Saving List

Dresser, in quartered oak, finished rich golden color, has three long, deep drawers, British bevel mirror. Regularly
$\$ 12.00$. Tuesday special ........................... 9.85 Princess Dresser, in selected elm, zolden finish, large Brit ish bevel mirror. Regularly $\$ 16.35$. Tuesday special $\mathbf{1 2 . 3 5}$ Princess Dresser, in rich mahogany finish, shàped British bevel mirror, serpentine shaped drawer fronts. Regularly
$\$ 25.50$. Tuesday special.....................75

Chiffoniers, three only, in Circassian walnut, has four long drawers and two short drawers, two have British bevel mir Extension Dining Table, in solid oak, golden finlsh; ha 45 -inch round top, with deep rim, extending to 6 feet, on easy
running slides. Regularly $\$ 13.50$. Tuesday specia1 ... 9.85 Dining-room Chairs, cansisting of five side and one arm chair, made of solid quarter-cut oak, in golden finish; the seats
are well upholstered, and covered in genuine leather. Regu-

## 300 Men's Tweed Suits at $\$ 5.95$

## Sale of Men's Ulster Coats at $\$ 8.95$

Winter Ulster Coats; in the lot are splendid English tweeds, in grays and a manufacturer's clearance of showing striped patterns; as well as a number of diagonal weaves; also chinchilla cloths that give warmth without excessive weight; they are made in double-breasted ulster style, with shawl and notch
collar and heavy twill mohair linings. Sizes 34 to 44 . To clear ......................... 8.95

## Boys' Ulsters $\$ 4.85$ Lace Curtains in the

 Autumn DraperySale
Fine Bunglow Net Curtains at $\$ 1.69$
Pair -Nearly all of these are fine lacy pat-Pair- Nearly all of these are fine lacy pat-
lerns, though the quality of the net is very substantial; 234 and 3 , 3 yards tong, and from
40 to 48 inches wide. Regury 0 to 48 inches wide. Regular value $\$ 2.00$
pair. Autumn Sale price, per pair .... 1.69 Novelty Net and Muslin Curtains at uslin, Net and Sciim pairs of verty pretty with pretty lace edging and insertionde up manufacturers. Regular one of the brice $\$ 2.00$ biggest
$\$ 2$ and $\$ 2.50$. Autumn Sale price.

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& \text { SPECIAL ITEM FOR RUSH SELLING AI } 1.18 \\
& \text { 8.30 MONDAY MORNING }
\end{aligned}
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& 500 \text { Yards of Fine QING. } \\
& \text { Madras, in white or cream inality }
\end{aligned}
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500 Yards of Fine Quality
Madras, in white or cream, of pretty and useful cresigns. in a wide range
markable value, as are
are $25 \mathrm{c}, 3 \mathrm{c}, \mathrm{c}$ and 35 c c a regular stock prices Is limited, and we have priced The quantity
rush selling Monday morning for At this price we canday morning at 16 c a yard.
mail orders. ity of Madrase we are selling a special qual-
ends. Regular price 25 c , Rod, at, with curved

Cashmere 'and Girls' English Black tocking, sizes $51 / 2$ to $81 / 2$. Rehegu-
larly 23 c. Tuesday, 3 pairs...4. Men's Silk and Wool Mixture an and silvere, blue and and black, and
other colors; sizes $91 / 2$ to
the Children's Annuals Now Ready


## A Suit Case Um brella Sale

## Man wixicisini

Blue and White Graniteware, 39c



## Jelly Glasses


The Grocery List



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Tues-
5.95
$\qquad$


[^0]:    Ribbons, 19c
    

