



GREAT CROWD THRILLED
BY BIG DEMONSTRATION
Toronto Turns Out En Masse for Service of Prayer and Praise in Queen's Park, Led by U.S. Nayal Band,


## RESULTS IN ONTARIO

Showing Divisions, Districts, Amounts Collected Special Subscriptions and Percentage of Objectives.








HOLD BIG PARADE IN TORONTO TODAY
Half Holiday Gives Every
body Chance to See
Great Spectacle.
U. S. band a feature Will Be Followed by Military
Units and Returned Units and Returned
Heroes. Heroes.




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## 

## Supply the Working Capital And Maintain Canada's Prosperity

W ${ }^{\text {ITHOUT the money supplied }}$ by the Victory by the Victory Loan, Canada's farms would lose their profitable market; hundreds of our factories and shops would be closed.

Canada is in the position today of a big business house with a rapidly growing trade.

She is making money.
But the success of her business depends entirely on her ability to procure working capital.

She distributes millions in purchasing food, clothing and supplies for her splendid fighting men

She distributes other millions in paying for goods for Great Britain. for, at the moment, Great Britain, her best customer, cannot pay cash for her purchases in Canada.

All classes of Canadian people and all trades benefit directly by this distribution of money-the farmer, the artisan, the manufacturer, lum berman, miner, fisherman and merchant.
The working capital needed for this gigantic business can be obtained only by borrowing from the Canadian people through the Victory Loan 1918.
On the success of this loan depends the continued prosperity of the whole country

Help Canada provide the working capital and benefit yourself by buying Victory Bonds to your utmost. Urge others to buy. Do everything in your power to "go over the top". with the Victory Loan 1918.

##  <br> BUY VICTORY BONDS \%



## page six

The Toronto World









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## CANADA ON EVE

OF A NEW ERA

## Vo Failure of Markets for <br> Says White.

## CAN LEND ABROAD

 Measures Must Be TakenMeet Dislocation

## Industries.

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MONDAY MORNING NOVEMBER $111918^{\circ}$




School Boys
Students
and others an add
to their arcan and
by healthful worke. The Moring The Morning World before breakfast
 THE WORLD



## The Sterling Bank <br> of CaNaDA

## Victory Loan

Loyalty means more than talk-ou men are giving their ALL for the cause of Justice

## THE TORONTO WORLD <br> "THE BETTER' OLE' <br> It ALLEN N NEF NOV. 25th

|  | SECOND AND LAST WEEK <br> CINDERELLA |
| :---: | :---: |
| Oh, Lady! Lady 11 |  |
| Week-Seats Thur |  |
| Mrs, we. ancosid |  |
| EXPERIENCE |  |
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| HIPPODROME |  |
|  | BIC BEAUTY SHOW |
| Geo. Larkil nat Betty Compson |  |
| NEF |  |
| SHEA'S ${ }_{\text {WELK }}^{\text {ALI }}$ | BURLESQUE |
|  | THE MILE A MINETE GIRLS |
|  |  |
| PRINCESS-Next Week | TO |
| "LISTEN Emma ${ }^{\text {Emasus }}$ |  |
|  | ANSSO |

Massey Hall -

## PETITION FOR CLEAN BREAD

## THE MAYOR AND CITY COUNCIL,

City Hall, Toronto
WE, the undersigned, request you to pass a By-Law at once to compel the wrapping of all bread, so as to protect it from the dust and dirt of the City and the contamination of human hands.

Respectfully,
Respectfully,

$$
\text { NAME }
$$

UTS. TAKE LONG
LEAD TO HAMLTO
Beaches and Central Tie Up
City League-Satur-

DR. SOPER DR. WHITE


SPECIALISTS

 DRS. SOPER \& F WHITE


## ED. MACK

CLOHIERS TO ALL MANKIND


## ED. MACK

167 Yonge Street
pposite Simpson's
$\qquad$

| British Athletes |
| :---: |
| In the Casualties |






Lawn Tennis UP to
Thirty-..Then Golf



KEEP MOVING
Don't let your organizationy lage Get your Honor Emblem early. Beamone the very first
to show a 100 per cente Honor Roll.

## BUY VICTORY BONDS

tor

## How Many Bonds To-Day?

That's the pertinent question being asked.
And it's Canada that's doing the asking.
Canada's jaws are set, and looking squarely into your eyes---she asks:
"How Many Bonds Today ?"
Canada wants plain talk, no quibbling.
Canada is through with "conversational" help---words are fine, but they won't buy food or materials needed.
Advice---Canada has more than plenty, little of which can be traded for continued prosperity.
She wants a direct answer to this question.
An answer that will spell action.
Such action as will fulfill your duty as a citizen.
Yes, and help pay the obligation you owe to your country. And when you have answered---
Stand erect in all your manhood--
Proud of the flag under which you live---loyal to the country you call your own---ready to help and protect to the last dollar.
To buy your quota---your equal share---is a simple duty---patriotism suggests that you do more.
If you fail Canada now---you are shifting your just burden on to another man's shoulders.
Endangering the Patriotic Spirit of Canada.
Put every dollar you have saved, and can save, and every dollar you can borrow, at work--at work saving lives, and bringing our fighting men, sons, husbands, brothers, friends, home alive and victorious. If you cannot fight it's your bounden duty---your very self-preservation demands that you lend your money to your country-If your income is $\$ 2,500$ and upwards---do not buy a couple of bonds and sit back with a look of self-satisfaction. DOUBLE your first figure. You are not giving, you are lending---at good interest--.on the best security in all Canada.

## BUY VICTORY BONDS---MORE VICTORY BONDS STILL MORE VICTORY BONDS

| This space contributed to the success of the Victory Loan by the following members of the Automobile Industries; |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| S. F. Bowser a Coply Oo., Uimited. <br> Onmeds Motor Car Co., Itd. <br> Canadian Fairbanks-Morse Co., -Itd. <br> Canadian F. W. JohnsoMianville Co., <br> Oanadian On Companies, Ltd. Canadian Storago Battery Co.y Lhd. Wm. Candler Co., Itd. | Carriage Factories, L Ld. Cautene Foster, Ita. Doer Park Garage \&. Livery. Ford Motor Co. of Canada, Ind. Fridge Motor sales. Gibbons Motor Car Coo., Itd. <br>  urrace Motors, Itd. Hyslop Bros, | D. F. Johnston. <br> Kargo Compoind Co. H. M. Kipp \& Co. Ltd. McDonald \& Warburton. McLaughlin Carriage ODos Ltd McMullen . Lee, Ltd Metropolitan Motors, Ltd. John Millen \& Son, Itd. Ontario Motor Car Con Ltd. Urerland Sales Co., Itd. | Parkdale). Motors (Moore at Bes. s. L. Pearson \& Co. <br> Penctang Carriage Co., INed. <br> Prest-O-Lite Co, Inc. <br> Reo Motor scales Co. of Torento, Itd. <br> Reppublic Motor Car Co. of Canada, Ltd. <br> Rolls-Royee, Itd . See \& Smith Mot | Unted Ama sales Oa. Wher Toromio Ganco Altred 8. Oathoy <br> A. W. E J. H. Shater White ${ }^{2}$ Thome 1 It. Wilson Mocor sales ©o. Wolecley Motors, IMd. |



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## OUVER

## an Pacific Rockies

## SIMPSON'S

Women's Better Suits at $\$ 37.50$
Formerly $\$ 50.00$ and $\$ 60.00$
Made in winter weight serges, velours, popins and silvertones. ABeautifuly silk lined
and warmiy interined. Examples of New York's newest designs. Colort brown,
greys,
Women's
Warm Winter Coats Imported Serge Dresses $\$ 35.00$
browns, taupe, burgundy or green. A var-
iety of styles. Price $\$ 35.00$.
Women's Imported Novelty Silks $\$ \mathbf{2 5 . 0 0}$

Two Good Values in Misses' Serge Frocks
$\$ 22.50$ and $\$ 25.00$
Something "different" in style, material and workmanship. Strictly tailored styles,
bone button trimnef. Novelty styles, draped, panelled and fringe trimmed. Made from
all-wool serge in navy; black, brown and green. Prices $\$ 22.50$ and $\$ 25$.
Junior Misses' Coats Misses'VelourCoats $\$ 15.00$
Regularly $\$ 22.50$ and $\$ 25$
Made of all-wool cheviot in several
smart girl
muffier collars, syates, with cross-over or
mather backs and snapy
trimmings, Sizes 13, 15 and 17. Today $\begin{aligned} & \text { novelty cuffs and belts, and trimmed 'with } \\ & \text { then }\end{aligned}$

VICTORY LOAN HALF HOLIDAY TODAY STORE OPENS AT 8.30 A.M. AND CLOSES AT 1 O'CLOCK Flannelette Blankets Less Than Mill Price---\$2.95 Pr.


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| :---: | :---: |
| Than Wholesale Price | Less Than Mill Price |
| cotton down. Attractive, serviceable colorings. Size $72 \times$ | Sidtericeatie qualit crash for rollers, etc. Neat |
| - |  |
| linited number of serviceable yuaity Dimmesk Clouts, |  |
| Sored | Milamile |

## Great Sale of Silk Coating Seals at $\$ 6.95$

Regularly Up to $\$ 10.00$ Rich đeep blacks in superfine spotproof finish. Also beaver, taupe and browns. Our regular stock of high-grade silk seals
reduced for today's selling only. 48 inches wide. Yard, \$6.95,

Five Good Values in Satins and Suiting Silks
 $\qquad$


Women's Heavy Sweater Coats $\$ 9.00$


Women! Fur and Fur-Trimmed HATS at $\$ 17.50$
and mink have been used to fashion this new moderately priced assemblage of lovely winter millinery.
Close-fitting and small brimmed styles Close-fitting and small brimmed styles are mostly seen
-the fur being exquisitely combined with plain satin, -the fur being exquisitely combined with plain satin,
new metallic and satin brocades, etc. Every hat bears new metallic and satin brocades, etc. Every hat bears
the hall mark of distinctive style, and wonderful value

Rich Silk Beaver
Hats, Special $\$ 7.95$
 aney need to bring them to a delightfully tailored finish
the the corded silk bands and severe bows. Extra are the corded silk bands and severe bows. Extra
special value today, $\$ 7.95$.

Art Glass Domes $\$ 9.95$

Table Lamps $\$ 5.95$
man momen mis.

Drugs and Toilet Goods Phone Main 7841

## Big Saving on Black Silk Corset Covers $\$ 1.35$

On Sale at 8.30 a.m.---Regularly $\$ 2.50$
Serviceable quality, well-made and finished at neck and arms with dainty hemstitching. Elastic gathered waist.
Extra special value today, $\$ 1.35$.




## \$5.00 Striped Silk Blouses \$2.95

A Value Nothing Short of Extraordinary, as the Sily Alone Would Cost More Than the Waist Complete. Made of heavy, brilliant pure silk, in white, with ex quisite colored and white satin stripes. Wide hemstitched vest of plain white silk fastened with three solid pear buttons. Large sailor collar with broad hemstitched bor
der of white, hemstitched 44. Marvelous value today, $\$ 2.95$.

## Hoover Conservation

 House Dresses $\$ 1.95$ A dress that can be slipped on in a moment, and always looks well. Made of prints and percales in a good variety of attractive light stripes; checks and tiny floral designs. Finished with large square collar of plain blue two handy pockets and turn-up cuffs edged with blue. Sizes 34 to 44 . Extra value today, $\$ 1.95$.

## L-E-N-D END E-N-D

 the War So Much Sooner BUY VICTORY BONDSSpecial Values
Today in Warm
Infants' and
Children's
Wear Infants' Pure Wool Bands,
with shoulder straps and shaped
s. diaper tabs. Sizes 3 months to 3
years. Regularly 50 c . Today 35 c . Children's White Pique
Dresses, with pretty embroidered front, fancy neck and sleeves,
patch pockets, and detachable belt.
Sizes Sizes 2 to 6 years. Regularly
$\$ 2.50$. Special, today $\$ 1.95$ \$2.50. Special, today, $\$ 1.95$.
Infants' Wool Bootees knit in a two and oneteses, closely
filo of very fine wool, and mercerize. sily
thread. White, pink and bile Infants; Fine White Flannel-
ette Long Skirts, with attached. Regirts, with cotton waist

day 85c. | atitache |
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| day 8 |

Four Specially Good Values in Men's, Girls' and Children's Boots Women's Boots, T T
$\$ 4.95$
$\$ 5.95$
\$1.39
$\$ 3.25$
$\cdots$




Special Values in Men's Working Pants Today---Also in Bath Robes


 Yours for Victory boan 1918 - Simpson's

