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## Society－．－Mre Conducted by

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 Miss Nori Holland has lof town on
trip
up the



## The Spirit of Music

A NEW comfort，lasting，loyal that grows dearer to you each day－for fun and frolic，for dreamy family with a thrill of pleasure and
$\qquad$ what the spirit of music－a good piano uld bring to your home？ It will temper the bleakness of
the winter hours，gladden the sum mer days，stand ever ready with a note of cheer，of courage，sym－ Gerhard Heintyman

| Canada＇s <br> Greatest． <br> Piano | Branches at Kitchener and Hamilton | Opposite <br> City Hall <br> Toronto |
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can buy it on convenient terms．

 effects． It price is unusually pianos．Y ty so unusually high． You can buy a Gerhard Heint man for the same money yo ould expect to pay for an －you will surely see Canada＇s Tone such as the Gerhard heintzman yields you have nev heard before，from any instru－
－Shading down，down to the －Shading down，down to thest whispering softness，swel ets．broadest and grand


SANITARY DAYLIGHT LAUNDRY

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New method
The Real White Way at your Service
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A Clear Skin and $=$ Hif wive
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It Cleans and Safeguards
Lifobuoy Soap is aiways on guard against dirt and
disease．In the home，at your work，for hands and sace，for shampoo and bath it will be found always on the watoli against germ and microbe．Withal， pleasure to use this＂super soap．＂
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The old proverb＂prevention is better than curce＂ asing it to－day

The mild antiseptio
odor vanishes quickly
At All Grocers－
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We Are the Family Credit Clothiers

| WOMEN＇S | SS | FOR MEN |
| :---: | :---: | :---: |
| Suite， |  |  |
| Coate， |  | Top ${ }_{\text {Ton }}^{\text {Tod }}$ |
| Waites， |  |  |
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HIGH PARK MNNERAL BATHS

## MIXED BATHING <br> All Day－－－Every Day

One Tank reserved for ladies in the forenoon，with fres
instruction in swimming and life saving by an expert．
BATHING SUITS FOR RENT 2000 BLOOR WEST

Phone Junction 4,44
Take Dundas and Bloor Street Civic Cars
PAVLOWA ACADEMY Dancing 8 to 12 Every Thursday and Saturday Ergs． 10－PIECE ORCHESTRA

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ST．MARGARE＇S＇S COLLEGE




KNOW THIŠ WOMAN？

 Wharly colery that has，gen，irosted


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## Irritated Skin-Eczema

 Because Dr. Chase's Ointment positively cures eczemis mod piles there is no place where it is better known or
more foll mhine shop or foundry.
Rolief from the itching and stinging sensations, which the ointment is applied, annoying, core comes almost as soon as patient use of this heaiing, soothing treatment. But you must be sure to get the genuine Dr . A. W.
Chiase's Ointment, for imitations and substitutes are sure

## Dr. Chase's Ointment <br> dean bari



## (10)

(I) On the light "runabout" and on the massive Limousine, DOMINION TIRES are giving a service that is a pleasurable economy.
(II Whether you choose Dominion "NOBBY TREADS", or the less expensive Dominion "CHAIN TREADS", you get tires that have proved their worth by the road test-the smoother-riding test-the puncture-proof testthe more mileage test.
(I) And after all, it's the road test, that proves the economy of any tire.

## Canadian Consolidated Rubber Co., Limited

HEAD OFFICE MONTREAL

IN FIERCE BATILE FIFTEEN YEARS Hunter Had Rheumatism
Bad Couldn't Raise Hand to Head. trouble conquered Says, Since Taking Tanlac
He Feels Just Like He Feels Just Lik New Man.
${ }^{2}$ "I mave been Hitcien years finding



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## :



You must add to the cost price of a poor tube about half the value of the casing it ruins.
For poor tubes do ruin casings. Poor tubes allow slow cause imperceptible, and so cause imperceptible, and so tion. Under-inflation is the greatest of all tire enemies. These are the reasons we advise motorists to look care fully to their tubes. These are the reasons we put thous-
ands of dollars into extra costevery year to build Goodyear Tubes by the lamination process.
This is the right way to build tubes -to take highest quality rubber inspection. Then to build up the flawless sheets, layer on layer, into a perfect tube, extra thick, extra-
well fitted for its duties.
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And because greater mileages from for us, we advise the use of Goodyear Tubes.
It is of value to you that Goodyear Tubes give additional value
in long service and satisfaction Remember the name Goodyear when you buy tubes.
The Goodyear Tire \& Rubber Co. of Canada

Goodyear Tubes, along
with Goodyear Tires ord
Tire-Saver Accessories,
are easy to get from
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## Poor Tubes Cost More Than You Cost More Than You Pay

GOOD YEAR
MADETN CANADA
TUBES














## WI FROM CTIY HUNT NEW RICHES

 AMD ITS NOISES OUT IN THE WEST


AVIATION EXPERT
FOR RREMCH FOR FRENCH ARMY

## Keeps Forces Supplied With

 Machines Always at FIGURE ON BIG LOSS Calculate Fifty Per Cent. aMonth as Basis for Month as Basis for
Repairs. Repairs.










By Patrich MacGal, Author of "The Great Push," Etc.,
USTRATIONS BY CAPT. BRUCE BAIRNSFATHER

## German Lunatic Advises Authorities What To Do

Would Send a Submarine' up the Thames With Instructions to "Sink the Bank of England With a Torpedo.
 NO SUBMARINE DIVERS LEFT ? (1)


WRITER FORESAW IN STORY THE GERMAN U-BOAT WAR
Admiral Von Capelli, the German Naval Secretary, Say Sir Arthur Conan Doyle Was the Only One Who Sus pected German Methods.



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THE TORONTO SUNDAY WORLD


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MAROUS' VAITTT DESPOLLED BY HUNS French Coffins Robbe
While New German


SUNDAY MORNING AUGUST 1919
 ALittle Stick of WRIGLEYS Makes the Whole World Kin!

No climate affects it for the packase prorects it . . . so WRICLEY's soes to all parts of the world: hlah, low, hot. colds In all seasons, to all classes-
And the contents are fresh, clean, wholesome and delicious, always.
It alds appetite and disestion, allays thirst. Eives comfort . . . and best of all The Flavour Lasts!




## Page pour

SUNDAY MORNING AUGUST 191917

Another III Advised Attack Was "NeglectedFields for Ecoonmy mantar wat en -ion
 Mrother oatitorial "wat" "at the motor Induutry, as foriowe
 Tould mey that encouragees any serious efort to economize, or teondency on the part of those who have to sacrifice tor thoose who have not, when It means their own pleasire. People may talk tin public and write to bertious movementi; or apparent seneral feefre, to make any here to ac Hirces toward economy in the preseat moses of livisg. Extravagance has become chronic."
11 hhttul vistar of Saturday Night, to whom we are indebted for this de same quaint person whose erudition we sought to o mprove recently. We
have no intention of reiterating herte what we had to but will simply take up Saturday Night's assertions and correct them. during the last year or so authomobilies have been sold in western Canade that encourages any serious aitort to ecoonomize-1n practice there is toward soonomy in the present mode of diving, to shake any, great sacrince ehronte." What a parade of lgnorance! . "No one can say" forsoothbut we do, as all must needs do who tace the situation of today as it is.
The conservation of time and labor io of more vital importance to the mattion today than ever before. This is especially true of the weot. It is
of the utmost importance that the western farmer be able to spend a mat mum of time garnering his erops. To tharer the the able to spend a mati-
means. That is the sound, economis the onitet been sold in Western Canade during the laut yoar or so than for any other
similar time in its history". ty that "rine-tenths of the cars belng bold ad the wed by an excellent authorlThose who have seen the vast reaches of the western his hands to and from work and to hours a weok in getting the farmer and Indeed, in this day and generation it is more than pasesing strange tha athlity, ranking with the railroad, street raliway, telegraph and telephon tor p pleasuity and purposes. $A$ decade and a-1
Then why, In all conselence, shourd it be singled out for editorial Industrial and agrarian life, while scores of of non-essential luxuries are bee
nog merchandised? There is a time and a place tor mentia, it its attacks on the motor car matters is symptomatic of senilie deSaturda Yght reserves the right to exelude advertisements it deems columns open to automobblite advertaring. Then why in alt equity are
baneful thing tits editorials Imply? baneful thing its editorials imply? . Why, too, does the house that pub
lighes it continue to poblish a motor magazine and a moteres And, above all, why is it bringing out a new motor trade paper? There Howver that may be it would seem
tementi segarding ter cittor of Saturday Nigh

## DUNLOP OURES

 What "Dunlop" Means PEOPLE never speak of over-pro duction in Quality, yet we might trim down" "Traction" or "Special" and conscientiously sell them to you as good tires. But we could not still call them "Dunlop." That word in tire value means more than merely making a tire. It means a reputation
##  <br>  <br>  <br>  <br>  <br>  <br> PHONES: Main 6354-5-6 DUNLOP TIRE \& RUBBER GOODS CO, <br> Toronto Uptown Branch, 210 Victoria Street (Near Shuter Sc)

## NEW PACKARD TWIN-SIX A BEAUTIFUL CAR



How To Prepare for Successful and Enjoyable Automobile Tour

Automobile Touring Season Is Now at its Height-Simple and Money

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Refining the gear cabees Both the
transmission and aiferentlat


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## CHANDLER SIX

Do You Know Why More People This Year Are Buying The Chandler Six Than Are Buying Any Other High-Grade Car?
Do You Know Why in Four Years Time The One, a Long Line of Other Well Known One by

##     






 Years ago-the
win out.
Neverthele




Your own obumation ot hibb-rato anm

















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Wo canot corver to po to to pritas pos.







 absolute ristidity to the trame to trame and giving
 How Chandier Leads SHOWING AT TORONTO EXHIBITIO

FIVE BEAUTIFUL BODY TYPES
Seven-Passenger Touring Car, s2225 Four-Passenger Roadster, s222

MOTOR SALES
FUDGE MOTOR SALES
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ofandurr motor oar company, Cleveland, ohio


Modern Motorists' Entour Not Cramped By Excess Baggage Motoz Tourists Have Learned Wisdom of Traveling Light Englanest Anti-Car Theft Association for States England's Post Bellum Cars to Be Light-General Mo tor, Touring, Trade, War and Aviation News From De troit.
 bition of a groat majorty on ow the am
Who tind meana to escapy












## Is the Small Car an Economy When You Have to Sacrifice So Much?

EXT to buying a home, a car is perhaps the
largest purchase you'll ever make. It involves
real money. It ought to be correspondingly considered.

The amount involved in the purchase of an automobile is too big a sum to spend just on some friend's recommendation of next week, next month, next year
Think whether you are going to climb out of the new car
week from now, tired and cramped because it is too small for a week from now, tired and cramped because it is too small for friends on a trip and have them comfortable Whether the car will stand up for years of hard service and ALWAYS be ready or use, and if you should desire to re-sell or trade in, will have
Think of the future-think of the way you would buy
our home-how you wouldn't let a few dollars stand between your home-how you wouldn t let a few dollars stand between economy to buy a car that you will soon find lacks the essentials of motoring satisfaction.
When you buy such a car you may save a little money on original price, but you must make sacrifices.
In a Studebaker car you get power enough for any hill, power any speed, roominess that small cars do not have; and high qualit materials and accurate workmanship combined with the accessicharges for a period of three years less than upkeep and operation

Thil $T$ )
Think it over. Then see the car that is built to give all the
cessary essentials at the lowest possible price, the car with necessary essentials at the lowest possible price, the car with :
twelve months' guarantee.

Nearly every automobile manufacturer has made an increase in prices, but Studebaker prices still remain the same as
they were last Springe This further increases the value of Studebaker cars in comparison with all others, but the
increased cost of materlals and labor may force Studebaker to make an advance in prices at any time mithouthen

## -airbanks-Mprse

 Automobile Accessories For Every Automobile ---for Every Truck

## etudebaker

Nour-Cylinder Modeh - "Built in Studebaker Factories at Walkerville, Ont."

<br><br>YONGE AND GRENVILLE STREETS PHONE NORTH

## MARMON'S BRAKES <br> VERY EFFICIENT

Total Braking Area of Ligh weight Car, 360 Square
Inches.


## 

Demand for Saxon SXX MCRERASB Augmented Suntract Everywhere.

Which Saxon deediers trom the coast
coast and sulf to the Arctic are con
tracting for next year's allotment of
In the last two weeks many big con-
tracts thave been closed with dealers

## Quick service Reasonable prices Garefully tested goods THE CAMADIAN FAIRBANKS-MORSE CO., LIMITED <br>  <br> 




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Auto Tire Steam Vulcanizing Co.

AUTO TIRE EXCHANGE, Inc. TIRES AND TUBES OUR FREE TRE SERVITE No Notith BO1 YONGE ET.

## THE VULCANIZING HOUSE

 Imperial Rubber \&hent vilcanizizing Co., 569 Yonge St
TIRES, TUBES \& CUSTOMERS


DOMINION AUTOMOBILE CO., Limited
BREAKEK? USED CAR MARKET
 AUTO TIRES $36 \times$. $41 / 2$, Non Skid, $\$ 20.00$


CARBURETOR SERVICE STATION
 HALL CARBURETOR ECO., 11 AMES ST. Main 880

## Maxwell Betters Montreal-Queb Train Record

## 51 Automobiles Now Cost More

Former $\$ 1600$ to $\$ 1800$ Cars Advanced to Super-Six Price---Hudson Cost, Too, Must Soon Go Up

## Material costs have increased so much and so fast lately that all automobile price

 must'be advanced.So far the Super-Six remains at the price it has sold at all this year. That is because present cars are built of materials contracted for last year before the biggest increases became effective.
Since January some car prices have been advanced twice. Increases run from $\$ 200$ to $\$ 300$ on cheaper cars than the Hudson, and from $\$ 350$ to $\$ 700$ on cars which sold above the Super-Six price.

Until Hudson prices must be advanced a Super-Six can be bought for about the same price as cars which recently sold at $\$ 1600$ to $\$ 1800$.

Hudson Choice When Others Cost Less
Even when such cars sold at $\$ 200$ to $\$ 300$ less than he Super-Six its sales were greater than those of any two makes of their class. Everyone who knows will choose a Hudson as against such cars, now that there is so little differende in their cost. No material change has been made in design or construction. They are practically the same as when sold for much less than present prices.
Hudson leadership is understood by all motorists. All know the effectiveness of the Super-Six motor. No other car has or can have a motor like it. That is why no other car has ever equaled its records for endurance. Almost 40,000 owners now drive Super-Sixes. They have made records that to many are quite as impressive as those made on the speedway and in contests which have been extensively advertised.
The Super-Six is a lifetime car. Its great endurance is due to the smoothness of the Super-Six motor tive force in a motor. All Hudson tests show how by minimizing vibration endurance is obtained.
The Super-Six is the most powerful automobile
motor of its size known. By minimizing motor of its size known. By minimizing vibration most of the power is delivered and is not as with qther
types, consumed within the motor

## More Proof for Hudson

If you have followed Super-Six history you have been interested in each succeeding test and know it has called for greater and greater endurance. At first we did not know the limits of Hudson endurance. Then we felt
we could rest content if the car would we could rest content if the car would hold up in the
one hour and the 100 -mile trial. That was greater one hour and the 100 -mile trial. That was greater than any other car had done. But the Super-Six
showed no wear at the end of those runs. We wated to know just what its true limits runs. We wanted were made. Each succeeding trial was made harder in an effort to reveal the real limits of Super-Six endur-
ance. No such test has yet been found:

V
The Dominion Automobile Co., Limited 146-150 Bay St., Toronto.

Tel. Adelaide 2715
When there were no more revealing stock car testo
to be made then special racing cars were built. The same principle which accounts for the endurance in atock cars was built into the racing cars. On the speed built in comperition with the fastest, most carefully made records unequaled by any racing cars in speciale tory of racing.
In nine championship races twenty-two entries were made. All save one finished within the money; an acci. Hudson specials won first in four events; second in six; third in two; fourth in three; fifth in three; sixth, These records mean much to all who are familiar with the terrific strains encountered at high speeds. One hundred miles at racing speed calls for greater endur-

Almost 40,000 Cars Prove It
But, if these records do not mean so much to you owners are using. Recall what you muet have heard in the way of praise for the Super-Six from those ownars you know. The Super-Six is known in every comSix enthusiast Yo not have to go far to find a Superof improved roadway in A Auper-Six for every six miles Can there with such evidence
be any choice'now when compared to Super-Six quality in the Super-Six price class did buy there was a difference of $\$ 200$ to $\$ 300$ some did buy other cars because, of the apparent saving will soon exhaist the the Super-Six. Such preference year's more favorable market materials bought in last Super-Six must be advanced. Until the price of the by the standards of other cars in performance and the Super-Six is the best automobile value on the price,
But, you must not delay if you are to get a Super-Six
at its present advantageous price.




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## HIPPODROME



 Will be the Aesthetic Dancerse，presenting a series of ancient and modem
dance creations．Berrice Le Grande and six other beautitul coryphees are
featured in
 Green have a variety of feats that contain skill，grace and agility． Guy Bartiett Trio of singers offer a number of new song successes，togethoer
with the best of the older numbers． in a dainty singligg añid daneing ofering will prove very the rish coillow Stewart and Oliver orfor a merry musical melange，and with new flm come－
dies，complete the bill GAYETY
$T^{\text {N Striking merty one will discover the contrast in the＂Great Star and }}$ Garter Snow，＂the oferig commencing a

 the costly wardrobe and scenic equilpment that go with such productions
The management have secured a two－act mustial and＂Hingle＇DIngle，＂，and there ere laughs so plentiful that the auditence
usually welcomes the interruption by the chorus or musical and dance Wumbers to stive an opportunity to rest for the hearty laughs to come
While special attention has been given to the feminine allurement of the
organization this is meroly sin
 lery，and James Coughilin，who never tails to provide his audience with
laugh a minute when he is in evidence． STAR
 （ans，vocalists and burlesquers will play an engagement．Known trop．
coast to coast as the strongest ofganization of its kind on the circuit，to company this season will make a strongor bid for popularity．That th mill
meet with suecess is conceded in vew of the fact that the entertalpment
oftered is a direct departure from the cast includes such capable dispensers of mirth as Geo．A．Clark，Mis
Leona Fox，the ancers in the businoss；Mytile Fratks，black－face comedienne；Ben
Holmes，James Hilbert，Caroline WWarner，Louise la Booth and Harry Van


DISPUTED PEER OF ALL WESTERN CHARACTER ACTORS WILLIAM S．HART ＂WOLF LOWRY＂
as king of the wild desert country he throws fear into his enemies
THE AESTHETIC DANCERS $\mid$ VALENTINE VOX，JR．\＆CO，
 MARGARET SHANNON，the Dainty Irish Colleen AND THE LATEST RELEASES OF THE BEST FILM COMEDIES


STPANDWEEK AUG.20TH

MON.TUES

THOMAS H.INCE
Biessin Bprassant HATIR OF

A COMEDY OF NEW YORK'S BOHEMIA

WED. THURS.
JESSE L.LASKY
Walliceried
Anita King "Gquinumhans on

EDWIN MILTON ROVL亡̈
FRI. SAT.
PARAMOUNT PICTURES IINNITMARD ith Crystil Cazer

WARIAN FAIPFAX

MA DESON $\begin{gathered}\text { BLOOR AT } \\ \text { BATHURST }\end{gathered}$ fors finest uptown theatre monday, terespay and wednespay
GEORGE BEBAN The Cook of Canyon Camp

ALLCE JOYCE and HARRY MOREY
Richard, the Brazen

[^0]and

## 

 RE-OPENS WITH AN ALL-STAR BILLMATUEES DALY 25 CENTS
SATVDDAY MAT. 50
CENTS MONDAY MATINEE, AUG. 20
EVENING PRICES
$25-50-75$ CRNTS


HEADLINE ATTRA
Presenting

 "A BIT OF MUSICAL COMEDY ${ }_{\text {A }}^{\text {IN }}$ VAUDEVILLE WAY" | PHINA AND PICKS |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Classy Singers and Dancers | VAL---STANTON---ERNIE |
| Droll Daffy Dils |  | SULLY, ROGERS, SULLY Classy Singers and Dancers $\quad$ Droll Daffy Dills $\quad$ Trampoline Bar Experts

 "WHO IS SHE?" A New Offering The Three Bullawa Girls, in Feats of Skill, Grace, Agility

NEWEST AND BEST FEATURE FILM COMEDIES

GUST 191917 RRISCALE IN "HATER OF MEN" of New York's Bo Be Seen at the Strand.










 nd her eyes op
ally boves.
AME WHO AME WHO?"


 ON THE SCREEN.
 8


## The First Thing He DidWas To Spend $\$ 2500.00$ for MUSIC

Sam J. Massoud had some original and earnest ideas as to how a Picture Theatre should be run. He believed that good pictures, goormusid, courtesy, comfort and resh air
were the prime factors for success and he determined to prove his beliefs; so he purchased

## EMPRESS THEATRE

 317 YONGE STREET, Near Wilton and stares in to SHOW. He arranged for beter ventitation, secured assistants im Co, Llda, and purchased a new
## STYLE "0" ELECTRIC ORCHESTRA

-for $\$ 2500.00$, that will provide a musical program equal to a six-piece orchestra, with special equipment, to give REALISM to the pictures. This wonderful instrument wit
PLAY ALL BY ITSELF, and the pressure of a button will switch the music instantly to fitt the film, from lively to sad, from ragtime to overture, etc. Or, a single musician, seated at the keyboard, has all six instruments and a dozen "effects" under his absolute life not possible by any orchestra.
Big Program-..-Special Music
For the week of August 20th, Mr. Massoud has engaged a special musician for this

| E.H. Sothern \& EdithStorey "AN ENEMY TO THE KING" 1st Clapiter--SCCALLT RUWIER |
| :---: |
|  |  | AND AN ALL-STAR CAST

## THE MLITART MAIDS CEO. A. CLARK

SCENES FROM $\underset{\text { rrodiction }}{\text { wilam fox }}$ 'A DAUGHTER OF THE GODS' wiTh ANNETTE KELLERMANN


[^0]:    

