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FOLLIES OF THE PASSING SHOW-By Mitchel


## Changed in Strength Only

THOUGH the Government's regulations have compelled us to make lighter beers, the quality, taste and purity of
O'Keefe's brews remain unchanged. The same model brewery produces them-the same sanitary conditions are observed
-and the same cleanliness in manufacture insisted on

## Orreefés

## IMPERIAL BEERS

## LAGER ALE STOUT

Are changed slightly - in strength only As thirst quenchers and refreshing, invigorating stimulants, O'Keefe's touch the spot. Mild, light and pleasant, they are deal as summer beverages
O'Keefe's modern products are made under the same ideal conditions of cleanliness and sanitation and by the same staff of competent brewers who previously made the name O'Keefe amous. These brews are just as close to our heavier beveages as it is possible to make them under the Government's

When dining at hotels, restaurants, or cafes ask fo O'Keefe's. Order by the case from your grocer O'Keefe's "O.K." Brand and York Springs Ginger Ales on sale all hotels, restaurants, and refreshment stand

THE O'KEEFE BREWERY CO. LIMITED


CITY RUGBY LEAGUE
READY FOR BUSNIESS
R.M.C. and Ottawa
Will Play McGill
 McGill Rugby Players Hold First Practice

ED. MACK,


 Clothiers to All Mankind Men's Fall 0'Coats No matter how high your
expectaions, they will be more than realized after you see the garments. That
such splendid qualities can ell for such moderate pre is the talk of the town. We have a really remarkable showing-and distinctive in character,
$\$ 20$ and up

## Men's Fall Suits

 Come in and take alook. Note the real tailor ing, the many styles, the wide choice in pattems, colors and weaves. All that is correct sizes for everyr build of man, 520 to $\$ 55$.
 ED. MACK, 167 YONGE ST.--OPP. SIMPSONS
PENNY ANTE $\quad$ Ladies' Night By Gene Knott



Seventy Eight New Members Join the
Toronto and District Cricketers Association


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## TODAY'S ENTRIES

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## Inaugural Handicap <br> Goes to Freecutter



## Your "exact" figure

It would be folly to try and fit your figure with Type A Suitif you were tall and weighed over 170. It would be ludicrous to attempt to fit a Semi-ready Type
B Suit on a man who is short and on who is short and stout.
There are Seven physique Types-seven distinct and separate designs; we have added an eighth, called a ub figure.
The purpose is to fit all men in Semi-ready Tailored Clothes-to give a fit as perfect as can be made to measure after a try-on by the best custom tailor

©
THE COST: The label price in the pocket is the same here as at the door of the Semi-
ready shops-the same price everywhere.
Ed. Mack, Limited, 167 Yonge St.

WINS CHAMPIONSHIP

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$\qquad$ SUFFERS DISASTER

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 BRITISH DROP HUNDRED TONS OF EXPLOSIVES




 STONG POINTS GAINED
TO EAST OF GAVRELLE


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Polly and Her Pals



# THE <br> FARMERS ${ }^{\circ}$ <br> $==$ DAIRY 

## Phone Hillcrest 4400

15 Tickets \$1
as a camourleur, she does the impossible ok!



# Summer's Health Through Winter 

 $\mathrm{B}^{\text {ACK home again! Back from a summer spent out in the open }}$ air; a summer of wonderful health and vigor! Back to the winter's work in home and office and school!Preserve that summer health. Fresh, rich, country milk helped to give it to you. Be sure you get just as good milk now.

Get milk from the Farmers' Dairy. It comes direct from the country, from fine farms and high-grade herds, to the wonder dairy of America. There it is scientifically pasteurized, bottled by machinery, and delivered to you with all its original goodness and quality.

Healthy vigor comes with the generous use of milk. Children thrive on it. Give your family extra rations of milk. Let them drink it. Use it in cooking. Serve dishes made with milk, Phone Hillcrest $4400-$ NOW. Have our salesman call next trip. Have him leave tickets--an extra convenience and economy.

And begin now to get that extra bottle of fresh, rich milk for the children's sake.
ARRESTED ON CHARGE OF CRUELTY TO ANIMALS


## FOR SOLDIERS NEEDED

HISTMAS STOCKING
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WOMENS EMPLOYMENT.




## ADOPTING ORPHANS.




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STRUCK BY STRETT CAR.




## ANNOUNCEMENTS






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| ADVERTISING |}

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| Farms for Sale. |
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| SUBURBAN LOT FOR SALE $\qquad$ <br> SMALL CASH PAYMENT <br> Bargain, but munt be so Box 62, Toronto World. |
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CANADIAN ONIONS DAWSON-ELLIOT

 RICE \& WHALEY, Limited UNION STOCK Yord ว-

JOSEPH ATWELL \& SON LIVE STOCK DEALERS



## THE CORBETT, HALL, COUGHLIN CO.

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CONSIGN YOUR LIVE STOCK T
SPARKHALL \& ARMSTRONG
rmand UMION STIOCK YARDS, TORONTO, ONT.


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H. P. KENNEDY, LIMITED

SHIP YOUR LIVE STOCK TO
C. ZEAGMAN \& SONS




The Simpson Men's Store Specializes in

# Suits and Overcoats of Lasting Excellence 

For Men and Young Men

## The New Models for Fall and Winter Are Here in Unsurpassable Variety, Offering Splendid Choice at Prices From \$15 All the Way to \$70

We are passing through serious times in the clothing world, when unprecedented circumto expect. They are developed in reliable fabrics-they hold their shape because form is needled right into every garment. The styles are authoritative.

There is a refinement of detail-an air of tailoring thoroughness in Simpson Clothes that is a continual source of gratification as long as you wear them.

Come in today and see the unsurpassed variety of new Fall and Winter Models at moderate prikings.

New Fall Topcoats $\$ 25.00$
Authoritative Styles for Young Men
For the young man who prefers an imported English cravenette cloth in a topcoat, this is the model.
It is in popular trencher style with all around belt, raglan shoulders, convertible collar and slash pockets. Quarter lined. Sizes 34 to 42 . Price,
$\$ 25.00$.

## Cheviot Topcoats $\$ 22.00$

Styles for Men and Young Men
The price appeals to the average man's pocketbook, and the coats are great value at the price.
They're made up in fine dark grey cheviot, standard Chesterfield model.
$\$ 22.00$

## Good Positions

Now Open
offer splendid opportuni-
ties to
ties to
Women and Misses who would like part time

Fridays and Saturdays The Robert Simpson Company Lid.

## Chesterfield Topcoats \$35.00

For Men and Young Men These topcoats not only embody the latest
fashionable style, but they are faultless in fit perfect in fabric.
The Chesterfield model has the endorsement every well dressed man. These topcoats are developed in fawn covert pockets with flaps. Sizes 36 to 43 . Price, $\$ 35.00$.

## Young Men's Suits $\$ 25.00$ <br> Developed in All-Wool Mill Finished Worsted

Right up to the fashion minute in every detail. Single-breasted, two-button, trencher model.

All around belt and slash pockets. Dark grey shade of fabric, or

## Dark Navy Blue Suits \$25.00

For Men and Young Men
The navy, blue'suit is a man's standby-it is always in style.
These suits are developed in dependable fabric, single breasted, three-
on model. Sizes 36 to 44 . Price, $\$ 25.00$. button model. Sizes 36 to 44 . Price, $\$ 25.00$.


Trousers can be finished up to $361 / 2$ inches in
length. Price, $\$ 25.00$.

## Youths'Suits

 $\$ 15.00$ Styled in, accordance with young men's ideas of gooddressing.
They are developed in dark grey tweed mixture, trencher
model, with all around belt.

Young men will do well to Young men will do well to
investigate these values. Sizes investigate these values. Sizes
32 to 36 . Price, $\$ 15.00$.

| Dine in Simpson's <br> Palm Room <br> Canada Food Bogrt <br> breakfast, 8.30 to 10 a am . <br> DINEER, 11.30 am , to 2 p.m. <br> AFTBRMYOON TEA, 3.00 to 6.30 <br>  hours.-Sixth Floor. |
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