Official Nevs Indicates That, Official Nevs Indicates That,
With Approach of Decisive With Approachof Decisive
Battle on Land, Kaiser's Navy Will Seek to Gain
Sea Supremacy-Germany Sealis Bottled-up Cruisers to Turkey.

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# 0 FFICIAL Formidable War Operations Are UFriCIAL Now Proceeding in the North Sea Greatest Conflict in History Now On 

 GERMAIS ARE DETERMINED TO PUSH ON TO PARIS Germany's Fleet Moves Out Great Naval Battle is Near Britain Confident of Result
## Two Immense German Armies Of Half Million Men Each Advance to Meet the Allies

## LOOKING AHEAD

 No. IIThe Need of a New Map of Europe
BY H. G. WELLS


Greatest Conflict of the War, If. Not in All History, Will Be Fought on Battle Line Three Hundred Miles Long, and Now Is Said to' Be In Progress --War Office Issues Official Bulletin Giving Warning of "Formidable War Przparations In the North Sea"--.Germans Will Altempt to Trap Allies at Namur, and Invade France by Way of Brassels and Lille--Terrific Artillery Firing North of Liege---Belgian War Office Says Germans Retreated After Failing in Attack On Belgian-French Centre -- Servians and Montenegrans Combine For Immediate Attack on Austrians at Visegrad.


 million men against the allied darmies osmewherer between Nomur and
Louvain, and that another equally as large or larger is attaching the Louvain, and that another equally as large or larger is attacking the
French along the entire Franco-LLuxemburg frontier.


 "Mghard FORMDABLE WAR OPERATIONS.
 press bureau this evening, "and no guarantee can be given for the offe
 ships, and then goes on to say: "In the North Sea, where the Germans have ecatereed mines indiscriminately, end where the most formidable
operatioss of the naval war are proceeding, the admiralty can give no
guarante. guarantee. DENIES LOSS OF 20,000 .

 and they only to mask the movements of the memin army. The German commander said the attacking force of the Belgians.


 near oTnnres and puhbed on toward Waterioo and Brussels. It believed that this army will attempt to push north of Narur
 with the assistance of the German army operating thru Belgian-Lux-
emburg
Heary fighting has been going on all day near irlemont, accord-
 is composed largely of infanty supported by heavy ag
Reclgins are putting up a heroic resistance, it it said

 SIR GEORCE PAISH TO HELP.



## British Soldiers In First Engagement

## TWOSHOTS SUFFICEDTOSNK HOSTILE GERMANSUBMARINE <br> $\left.{ }^{\text {NE }}\right|^{\text {T }}$

Attack on British Squadron From Under Water Foiled by Superb Gunnery-Only Mark Above Water Was Peri-
scope, Which Was Shatte red by First Shot - Second scope, Which Was Shatte red by
Shot Sent Boat Down Like a Stone

OSTEND POPULAR FEARS NO INVASION SUMMER RESORT

Only Three Hourss Ride Fro Dover - Visited by Many.
ON BELGIAN COAST
Was Fortified at One Tim But Conditions
Been Changed Leaving Charing Croses Station by
nitist boat express for Dover the paes



OF BRITISH SHORES

Naval Expert Says No Large
Attempt is Possible at
Present Time:
SMALL FORCE USELESS
Such Enterprise Would Have

Hiram Maxim Heard Code Clerical on Way to War Zone,
Signaling From Saville
Wireles. Station.


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| FAR INTO FRANCE |  | BERLINIS NERV |

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RMAN INVADERS
FAR INTO FRANCE






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IDLEGERMANSHIPSTO BE BOUCHT BY AMERICAN FINANCIAL MEN

Negotiations Now on to Put Many of These Vessels Under Stars and Stripes - Ger man Line Owners Forced to
Sell to Maintain Expense of Carrying Ships Not Offered

ITALY MAY FIGHT TORONTO MADE
TRPLE ALLIANCE
GREAT RESPONSE



# BRITAIN TO CLEAR TRADEROUTES OF GERMANCRUSERS 

GERMANY WANTS CENSORSHIP TAKENOFF WIRELESS STATIONS at dawn develops into PROLONGED, TERRIFIC BATTLE

WHERE FIGHTING MIGHT TAKE PLACE


In Engagement Near Verdu ing and Victor


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German Ship Sunk by Min
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 FRENCH SUCCESS ON GERMAN FRONT


ORANGEMEN OFFER KAISER BECOMES

| THEIR SERVICES | HUMANE FOR ONC |
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| Have Many Veterans Who Will Fight for the Empire. | Hearing of Heavy Loss Liege, Orders Troops to Retire. |
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ENgLAND ALSO HAS HER DIRIGIBLES


The British military dirizible, known as plain "'No. 2 .;" England, it is known, has

Bryan Agrees to Submit Ques tion to President Wilson at In stigation of German Char ge Enmy Great Advanta Over Britain and France.

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GRRMAN FVGGTIVE DESCRBBES HORRORSOF ATTACK ON LIEGE

Mass Formation Insisted Upon by Those in Command Re sulted in Needless Sacrifi ce of Hundreds" of Live



## POISONOUS MATCHES

 EDDY'S NON-POISONOUS "SEEQU" MATCHES

## GLENERNAN

Scotch Whisky A beond of pure Hizhland malte, bottled in seotiand
oxclusivoty 7 or
Michie \&z Co., Ltd., Toronto
Established 1835
USRRYVEVETOO HOF B RAU

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 EXTRA MILD ALE"It has done me a world of good. My appetite is better - digestion is sound -
sleep well-and have gained in weight" I sleep well-and have gained in weigert was right when he said-"Beer is a veritable food product.'
Order today from your dealer.


## Bowning A.E.Walton, 15 <br> Geo. H. Orr, 10 <br> - Colf The Entries for Open Championships Today

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Men's Outing Shirts, in Rush Selling, Today, at 37 c













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 OverallsNot only to the workingman which but to the hundreats of men who
 These overalls are made of extre strong materiat, with


Fine Quality Panama Hats, \$2.95,


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nogn deliveny
T. EATON C:

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Men's Summer Suits and some 3-Piece Suits, suitable for Fall and Winter wear, former values $\$ 15$, $\$ 18$ and $\$ 20$, now at

## \$10

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For the aged, who need a gentle stimu lant, this famous Toronto brewed stout is unsurpassed in nourishment. Get the right kind$\overline{\text { Invalid }}$ Stout from dealers or at hotelsthe smoothest, most digestible health drink of all.

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Barnegat and Goldcrest Boy
Win Handicap on Closing Day at Fort Erie.



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Abbotsford Wins the


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## DAILY MAGAZINE PAGE FOR EVERYBODY

"Courage, Comrades All, The Devil Is Dead!' By Winifred Black







 of interesting things.
 or interesting things.
ha buok to neither a
 When the fight tip the thickeest and everything te going the wrong way-
enter my solder-with his one motto on his bearded lips. And all af once


$$
\begin{array}{|c}
\hline \text { Killed by Courage. } \\
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$$







 a wreath upon his grave, it that ts your whimsie. and your


It took nerve to say "No, thank you,", to the old pal who asked you th
to drink with hmm-when he knew and yout knew what that first drimk would to arnk tou and yours
mean to yout, you had the


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tell you: "courag

## HERE'S THE "PAVLOWA GAVOTTE



Latest Step Refers Dance Craze Back to-Olden Days

## by HELEN STARR


Peter's Adventures in Matrimony

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Secrets of Health and Happiness.
Why Some Children
Actually Feed on Dirt by dr. leonard keene hirshberg

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Simple Freckle Remedies and Summer Tan Removers by Lucrezia bori


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For Sale



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## SMALL ERUITS ARE JUST ABOUT DONE

THURSDAY MORNING THIE TORONTO WORLD



## That Son-in-Law of Pa's

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 STOCKS AND BONDS LYON \& PLUMMER


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## CANADIAN CITY BONDS

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## FRIDAY BARGAINS IN THE AUGUST SALES AT SIMPSON'S

Right through the war excitement the Simpson Store is staying with the central idea-confidence and steady business. Are you ith us? You will find the prices just as heavily cut on imported as on other lines in these August Sales. Better than ever before, as on other ines will prove full of profit for you, with a veritable harvest of Bargains.

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## Smallwares

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August Snaps in Carpets and Rugs

Wall Papers


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$\$ 13.50$ and $\$ 15$ Suits for Men Friday $\$ 7.95$
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Men's Underwear and

Men's Straw Hats at 75c Mon sex



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