# TURKS AR $=\ldots$ EPARING FOR REOPENING OF DARDANELLES 

GERMAN RAIDER MOEWE SLIPS PAST WARSHIPS INTO WILHELMSHAVEN Enemy Infantry Attacks if Two Zeppelins Raid \&ermansUsed2,000,000 At Verdun Have Stopped The English Coast Shells in Two Days' Fight


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Early Official Report Says Two Airships Dropped Bombs Into Sea Near Shore on Northeastern Coast of England.



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little things count
 EDDY'S MATCHES
 All EDDY products are dependable-aliwajs.

## This Certificate



The World's Morning Delivery to Apartment Houses

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& \text { World subscribers in Apartment Houses can have the } \\
& \text { morning edition left at the apartment door. World carriers }
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have instructions to make direct delivery in all Apartment
Hors. Subscribers should instruct janitor to permit World Houses. Subscribers should instruct janitor to permit World
carriers to take the paper direct to their door. The Mornimg World is delivered in all Apartment Houses in the city and
suburbs before 7 a.m. Phone all complaints of irregular de-
tivery to Main 5308, Circulation Department.
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 By G. H. Wellington
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## THE SIMPSON ${ }^{\text {COMPANY }}$ ROBERT SIMPNON LIMITED

## Our Demonstration Sale Begins Today at 8.30 a.m

Men's and Boys' Wear

 knee, assortment of patterns Mo grays and
throughout; sizes 24 to 3 . Monday
BOYS' WASH SuITS,

350 only, for boys of $21 / 2$ to 6 years, Oliver
Twist style, in doe and white or tan and white tripes, pearl buttons; sizes $201 / 2$ to $24 \ldots \ldots$ $\$ 1.00, \$ 1.25, \$ 1.50$ SHIRTS AT 69c. Men's Neglige Shirts, blue or black hairline
stripes coat styles; sizes 14 to 17 . Regular $\$ 1.00$, $\$ 1.25$ and $\$ 1.50$. Monday

MEN'S UNDERWEAR, 69c
Scotch Wool and Lambsdown Fleece Underwear,
Penman's, shirts and drawers; sizes 34 to 44. Regular 89 C and $\$ 1.00$. Monday

MEN'S FLANNELETTE NIGHT ROBES Pink, blue-brown and gray stripes, collar attached;
sizes 14 to 20. Monday ... ... ... ... ... .... 69 MEN'S ITALIAN SILK NECKWEAR Made from hand looms, grenadine and moires, crepes
and failles. Regular $\$ 1.00$ and $\$ 1.25$. Monday .... 69

First Demonstration Sale of Boots
MEN'S BLACK HOCKEY BOOTS. soles and spring heels; sizes 8 to 10. Regular $\$ 2.75$. Monday

MEN'S LEATHER SLIPPERS
300 pairs, tan and black, Everett style with patent
ck. Regular 80 . Monday back. Regular 80c. Monday

WOMEN'S EVENING SLIPPERS.
300 pairs, in patent leather, dull kid and colored satin, pump and strap effects, Spanish heels, broken lines but day

No phone or mail orders filled.
250 PAIRS WOMEN'S SLIPPERS Natural Felt and Camel Hair House Slippers, in difand flexible leather outer soles, low and over ankle and flexible leather outer soles, low and over ankle

500 PAIRS MEN'S PLAIN RUBBERS. Regular stock goods, made with heary corrugated
soles and heels; sizes 6 to 11. Regular 90c. Monday. . 69 100 PAIRS LIGHT WEIGHT OVERSHOES. Jersey top, one buckle, suitable for either girls or
boys; sizes 11 to 2 . Regular $\$ 1.10$. Monday ..... . 69
gloves and hosiery.
WOMENS ELACK CANHERE HOSE, 3 PAIRS 690
 T50 SILK HOSE AT 69
 T20 Pairs of Children's Cashmers Ail-Wool Hosiery, for chil-
dren, made in in ingland, strons an-wool yarn, finished one-and-one





150 SAMPLE EVENING SCARFS
 We cannot fill maill or phone orders.
 CORSET COVER EMBROIDERIES.
Tork and small loral patterns. Monday, 3 yards for fi....... 69 HAND BAGS AT 69c.
 In milyor, with gate top clasp; BAGus.
Monder



 SILVERWARE AT 69c.
Rogers' silver-plated, in linea case. Resular. $\$ 1.00 .1$ Monday, SIX FIVE O'CLOCK TEA spoons. SIX COFFEE SPOONS.

 AMED PICTURES, 690.

Come and See Our Re-Arranged Men's Store---It's Easy of Access and the Stocks Are Full and Attractive-- THESE VALUES FOR TODAY.

Men's Suits $\$ 15.00$
Regular $\$ 18.00$, $\$ 20.00$ an $\$ 22.00$; English tweeds and worsted, in the new browns and grays, all in the season's best stripe and small check designs, tailored in fashionable single - breasted, three-button sack syle, with sof roll lapels; the yest is single-
breasted and high cut; sizes 36 to 44. Monday $\quad 15.00$ MENS DAMAGED OVERALLS AT 69c.

Regular 95 c and $\$ 1.00 ; 360$ pairs, Overalls and Smocks,
slightly damaged by the bursting of a water pipe in our stock room; made from heavy blue and black denim, with shoulder braces, bib
and pockets; sizes 32 to 44 , and pockets; sizzs 32 to 44. Mon-
day.... ... ... ... ... . 69
$\$ 3.00$ AND $\$ 3.50$ WORSTED
TROUSERS AT $\$ 2.49$
Good English trousering, in splendid gray stripe patterns; sizes
32 to 44 . Monday... .2 .2 .49 Boys' Single Breasted Spring Suits \$3.95

## dit dark brown, blue-gray and gray, spring weight

 pleats to sizes 25 to 34. MondayBOYS' DARK KHAKI SPRING REEFERS, $\$ 3.50$
100 New Double-Breasted Reefers, trilored from ported khaki tweeds, in dark shades, emblem on sleeve and self collars; sizes $20^{1 / 2}$ to 28 . Monday . . . . . . . . 3.50


Fireplace Fittings Underpriced $\mathfrak{c}$ and



## Many Good Values in Furniture

## Brass Bed, 2-inch posts and top ragur $\$ 24.75$. Monday <br> 15.45

$\$ 5.00$ Fancy Linens at 98c
Brass Bed, heavy posts and top rails. Regular $\$ 32.50$. Monday
Brass Bed, 2-inch posts. Regular $\$ 34.00$. Monday Sed Spring, heavy steel tube frame. Regular $\$ 4.25$. Monday

1000 pieces, regular $\$ 1.50$ $\$$ Cluny, Madeira centres, Jápain drawnwork, Irish embroideres, Battenburg, etc. Lunch Cloths, Shams, Scarfs, etc. Were $\$ 1.50$ to $\$ 5.00$. (See Yônge street win dow). Monday ... DAMASK TABLE CLOTHS Assorted designs, size $2 \times 21 /$ yards. Régular $\$ 1.65$ and $\$ 2.0$ Monday selling
\$2.50 BED COMFORTERS, $\$ 1.48$.
Heavy English cambric cover ing, filled with white fluffy co
ton; size $72 \times 72$ inches. Regula $\$ 2.50$. Monday ........ 1.4
CROCHET BED SPREADS
White, hemmed, size $70 \times 90$
inches. Monday Fourth
Mattress, all cotton felt, built in layers. Regular $\$ 7.50$. Monday Mattress, all cotton felt, built in layers. Regular $\$ 10.00$. Monday .......75 Box Spring, the best oil-tempered springs. Regular \$16.00. Monday .... $\mathbf{1 2 . 0 0}$ Extension Couch Bed, steel frame; green denim cover; extends to a full size bed.
Regular $\$ 9.75$. Monday ..... ................ eguar
Divanette, "The Famous Kindel," solid oak frame; fumed finish; upholstered in Extension Dining Table, quarter-cut oak, fumed or golden finish; 45 -inch top. Extension Dining Table, quarter-cut oak, fumed or golden finish; 48 -inch top.
Regular $\$ 23.50$. Monday ..... ..... ..... ..... ...... . . 14.50 Buffet, quarter-cut oak, fumed or golden finish. Regular $\$ 35.00$. Monday $\mathbf{2 7 . 0 0}$ Buffet, "Colonia1" design, quarter-cut oik, fumed or golden finish, 52 -inch case.
Regular $\$ 38.50$. Monday ...... ............ ...... ........ 29.50 Dresser, quartef-cut oak finish, golden color. Regular \$8.00. Monday . . 5.95 Dresser, white enamel, cane panels. Regular $\$ 20.50$. Monda Parlor Suite, mahogany finish, upholstered in mixed silk tapestry. Regular
$\$ 42.00$. Monday ........... ........................... 24.95 Parlor Suite, mahogany finish, settee, arm chair and arm rocker, in mixed silk
tapestry coverings. Regular $\$ 34.00$. Monday ....... ............ 25.00 Parlor Suite, mahogany finish, settee, ar m chair and arm rocker, covered in mix-
ed silk tapestry. Regular $\$ 25.00$. Mon day $\ldots \ldots . . .1$..........14.15

Some 69c Items From the
Demonstration Base ment Sale
5-inch Brass Forn Pots, with three claw fee
head handres with rings, earthenware linings,
 980 SUGAR AND CREAM SET FOR 690.
Royal Nippon ehinal. in various pretty fora
decorations. Regular 98c. Monday, palt ROYAL NIPPON CHINA HANDLED BASKETS,







NEW MARKET
Telephone Adelaidः 6100


