





Shipping charges on all orders \$10.00 or over to your nearest station in Ontario and Eastern Prov. on both Mail Orders and City Packages.

# EATON'S DAILY STORE NEWS

THE STORE'S CONVENIENCES: The Waiting and Rest Room, The Information Bureau, Third Floor Post Office, Main Floor, The Free Parceling and Checking Desk, in the Basement.

## The Proper Apparel for Civic Men Who Are Going to the



### Writing Materials

A good serviceable Fountain Pen is the "Record." Has 14k nib, and black gun barrel. Price ..... 1.00  
The "Standard" is similar, but self-filling. Price, 1.50  
Writing Pads are priced at 5c, 8c, 10c, 15c and ..... 30  
Envelopes to match, in packages of 25, are, package, 7c  
—Stationery Dept., Main Floor.

### A Few Good Books to Take Along

"Jerry" Jack London ..... 1.50  
"The Dark Star" ..... 1.25  
"The Red Planet" W. J. Locke ..... 1.25  
"The Cinema Murder" E. Oppenheim ..... 1.25  
"The Yukon Trail" ..... 1.25  
"The Lifted Veil" Basil King ..... 1.25  
"Up the Hill and Over" I. E. McKay ..... 1.25  
"Over the Mountains" ..... 1.25  
—Main Floor, James St.

### BOOTS---The Strong, All-Leather Kind, That Give Lots of Service

NOT built for appearance, but for durability and comfort, are these harvesters' boots, made of light brown split cowhide. They possess the further advantage of being light in weight, and the softness and flexibility of the leather gives them the desired comfort.

They are in Blucher style with plain, wide toes, light-weight solid leather sole, and large eyelets to permit quick, easy lacing. Sizes 6 to 11. The reason you should buy your farm boots at Eaton's is explained by this low price ..... **2.35**  
—Second Floor, Queen St.

### Stronger Suspenders Are a Necessity

Extra strong reinforced suspenders with plenty of elasticity are a comfort to the farmer, and these Police Braces made of firmly sewn webbing with reinforced backs are the kind most in demand. They are plain dark shade and stripe designs, with strong leather cast-off ends and adjustable buckles, in gilt or nickel finish. Priced according to quality at 25c and 50c per pair.  
—Main Floor, Centre.

### OVERALLS

Made for comfort and ease of movement, as well as sturdiness, are Blue Denim Overalls, with full bib, elastic suspenders and two large pockets. Sizes 38 to 46. Price ..... **.95**  
In same style, but with four pockets, are Blue and Black Denim Overalls; also blue, with white stripes, in sizes 34 to 46, at ..... **1.15**  
—In Basement Section.

### Men's Khaki Trousers \$2.00

Men's Trousers, made of excellent quality fine twill khaki, with cuffs, belt loops and five pockets. All seams double sewn. Sizes 32 to 44. Price ..... **2.00**  
—Main Floor, Centre.

### SHIRTS---In Big Variety of Serviceable Materials, at 79c to \$1.25

THESE ARE SHIRTS made of materials that do not easily soil or rip, that stand insistent washings, and which are made with roomy bodies, shoulder yoke and double-sewn seams.

Particularly desirable for harvesting are those made of a Galatea material which, although strong, are light of weight and cool. They have attached collar and breast pocket, and are in blue and white stripes. Sizes 14 to 18. Excellent value at ..... **1.00**

Those of drill materials are always good for any kind of rough work. These we show at 79c have tough fabrics, well sewn seams, and are in black and white, with attached collar. Sizes 14 to 18. Extra special value ..... **.79**

Grey Flannel Shirts give satisfaction, too. In dark shades, with attached collar, breast pocket and wristband cuffs. Seams are all double stitched. Sizes 14 to 18. **1.25**

Men's English Oxford Shirts, with reversible collar, breast pocket, and double stitched seams. This shirt has gusset skirt. A variety of pleasing stripes in blue, black and grey; sizes 14 to 18 ..... **.79**

Men's Black Twilled Serge Shirts, with attached collar, pocket, and all seams are overlapped and double stitched. Sizes 14 to 18. Excellent value at ..... **1.00**  
—Main Floor, Centre.

### A Watch Will Be Found Most Convenient on the Farm

Here are good timekeepers which will stand all manner of hard wear, and are guaranteed for one year. Splendid watches to take on the farm, and save the more expensive watch from loss or injury. Of special mention is the "Roamer" watch, which has reliable 7 jewel Swiss movement. Roman or Arabic dial, and choice of nickel or gunmetal case. Price ..... **3.50**  
The New Haven nickel-plated watch, stem wind and set, with clear Arabic dial ..... **1.00**  
A reliable Swiss watch, 7 jewels, with nickel-plated case and nickel movement ..... **2.00**  
A neat gunmetal watch, with choice of white porcelain or silver finish dial; 10-jewel movement. Price ..... **2.75**  
—Main Floor, Yonge St.

### GLOVES---Especially Important to the Tenderfoot Harvester

HERE'S a collection of specially made gloves for harvesters and workmen, which are not only made to protect the hands from heat, grease, thistles, etc., and prevent blisters and calluses, but are made light enough to be comfortable, and soft and flexible enough to permit free, easy action of the fingers. Note the exceptionally low prices.



**No. 56**  
A one-fingered gauntlet Glove made from select mock buck sheepskin, with high stiff tan russet cuff. Special value ..... **.65**

### Other interesting Values in Harvesters' Gloves

Men's short, split cowhide, one-fingered Mitts, made with two-inch band top at wrist. Pair ..... **.45**  
Men's Canvas Gloves, "gauntlet style," with reinforced stiff cuff, made of extra heavy canvas. Pair ..... **.25**  
Men's Canvas "Leather Faced" Gauntlet Gloves, made of heavy white canvas with split cowhide palm. Pair ..... **.50**  
Men's Short Canvas Gloves, made of grey canvas. Pair ..... **.10**  
Men's Short Canvas Gloves, with leather tipped fingers. Pair ..... **.19**  
Men's short heavy Canvas Gloves, made of white canvas. Pair ..... **.15**  
Men's Short Canvas Gloves, made of strong canvas, with leatherette face. Pair ..... **.25**



**No. 952**  
A horsehide Gauntlet Glove, made with welted seams, from select skins, having a high stiff cuff. Price, per pair ..... **1.50**

**No. 60**  
Gauntlet Glove made of mock buck sheepskin, with stiff tan russet cuff. An exceptionally strong glove, made for heavy work. Price, per pair, **.75**  
—Main Floor, Yonge Street.

### Summertime Toilet Preparations and Shaving Supplies

#### FOR SUNBURN AND INSECT BITES

Coronet Anti-Buzz Liquid, keeps away mosquitoes and black flies, or stops itching of bites ..... 25  
Mosquito and Fly Oil, preventive ..... 25  
Ammoniated Armon and Witch Hazel, insect bites ..... 21  
Antiseptic Salve, for prevention and relief of insect bites ..... 15  
Coronet Tan and Sunburn Cream ..... 25

#### FOR THE TEETH

Tepeco Tooth Paste ..... 37  
Bosodont ..... 21  
EATON'S Antiseptic Tooth Paste, or Powder ..... 16  
Tepeco Tooth Paste, 21c; EATON'S Cherry ..... 25  
Minty Tooth Paste ..... 25  
Pyrochloide Tooth Powder ..... 72  
Coronet's Charcoal Tooth Paste ..... 38

#### AFTER-SHAVE LOTIONS

EATON'S Shaving Lotion ..... 16  
Sealy's After-Shave ..... 25  
Taylor's Liliac Vegetal ..... 52  
Red Feather Liliac Vegetal ..... 78  
Pinaud's Liliac de France ..... 84

#### TOILET POWDERS

Shaver's Friend, a styptic antiseptic powder, per bottle ..... 11  
Mennen's Talcum, for men ..... 25  
Styptic Powders, for cuts, and to stop bleeding ..... 6

#### SHAVING CREAMS

Williams' ..... 25  
Mennen's ..... 15  
Johnson's ..... 20

#### SHAVING STICKS

Colgate's ..... 25  
McClinton's Hibernia ..... 25  
Royal Vinolia ..... 25  
Premier Vinolia ..... 25

#### SHAVING POWDERS

Colgate's ..... 25  
Taylor's ..... 25  
McClinton's ..... 25

#### SHAVING CAKES

Colgate's, cake, 2c; Williams', 10c, 12c, 15c, 20c, 25c, 30c, 35c, 40c, 45c, 50c, 55c, 60c, 65c, 70c, 75c, 80c, 85c, 90c, 95c, 1.00, 1.10, 1.20, 1.30, 1.40, 1.50  
Taylor's ..... 25  
—Main Floor, James St.  
T. EATON DRUG CO., LIMITED.

### EARLY CLOSING

SATURDAYS 1 P.M.  
OTHER DAYS 5 P.M.  
NO NOON DELIVERY ON SATURDAYS

## T. EATON CO LIMITED

### SEAMEN RECOUNT ENEMY ATROCITIES

#### Why British Sailors Cannot Associate With Germans at Stockholm.

### CITES HUN MURDERS

#### Havelock Wilson Issues Document on Some Recent Piratical Doings.

London, Aug. 14.—Havelock Wilson, seaman, today issued a document, as president of the National Seamen's Union, in a statement prepared for the Associated Press today, gave the reasons why British seamen cannot fraternize with Germans at Stockholm, or anywhere else.

The document is an account of recent sinkings of British vessels in which German submarines fired upon open boats or otherwise savagely mistreated the hapless crews.

It was explained that no attempt had been made to make a complete list, but that examples had been selected more or less haphazardly, to illustrate the reasons for the attitude of the seamen and firemen's union towards parties with the enemy. The first instance picked out was the already familiar case of the British

### SMALL BRITISH LOSSES IN PAST TWO WEEKS

Total for First Fortnight of August Not Twenty-Two Thousand.

London, Aug. 14.—Reports of British casualties issued during the first two weeks of August total 21,722, officers and men. They are divided as follows: Killed and died of wounds: Officers, 222; privates and non-commissioned officers, 4424. Wounded or missing: Officers, 1821; men, 15,254.

### HARVESTERS, READ THIS!

The best way to the Harvest Fields of Western Canada is by the Canadian Northern Railway. Special through trains will be operated from Toronto to Winnipeg, at 9:00 a.m. on August 21, and 10:00 p.m. on August 21, 22 and 23rd. Going dates August 21 and August 30, from Canadian Northern stations and agencies, Toronto and north to Sudbury and Milton, Ont., and east to Chaffey's Lock, Ont. inclusive, including branches from all stations on Algoma Eastern Railway, August 22 and August 30th, from Toronto and all Canadian Northern and T. Ry. agencies west and south of Toronto. The equipment will consist of electric-lighted coaches and lunch-coupler cars, especially designed to cater to the needs of large bodies of men at moderate rates. West of Winnipeg the demand for labor is great along the lines of the Canadian Northern Railway, and the wages are correspondingly high. All particulars from City Ticket Office, 52 King street east, or Ticket Office, Union Station Toronto, or 7 James street north Hamilton.

### MISSIONARY ON FURLOUGH.

Rev. H. D. Robertson of the Methodist Mission in China, has arrived in Toronto, where he will spend a few days before taking a short furlough at his home in Montreal.

### QUEEN'S PLANS ENDOWMENT.

Special to The Toronto World, Kingston, Aug. 14.—The executive of Queen's University Summer School has planned an endowment of \$100,000 to fund four classes to the curriculum and to lessen the cost of the course of students.

### QUEBEC AGITATORS FILLING WAR CHEST

Anti-Conscriptionists Expect to Be Jailed, So Take Up Collection.

Montreal, Aug. 14.—"The Federation of Labor Clubs," in anticipation of some of its members being sent to prison for refusing to be conscripted into the army, took up a collection at last night's anti-conscription meeting at the corner of Atwater avenue and Alber, street.

"We are not afraid of prison," said Gleason Martel, the president. He said that because of the agitation in Quebec there has been delay in putting the conscription bill into force.

Clo Thebaud said that it will take more than two regiments to crush the French-Canadian and the French-Canadian police would not lay their hands on the French-Canadian.

"One French-Canadian is as good as fifteen blokes," he said.

### CLINTON SCHOOL YARD FENCED.

The complaint laid by Manning avenue residents regarding the untidy condition of the corner by Clinton Street School will be heard no more when school reopens, as the property committee have been busy during the past few weeks, and the lot is now properly fenced in, and the whole school yard repaired.

### PROTEST SOLDIERS' EXPLOITATION.

Special to The Toronto World, Kingston, Aug. 14.—Kingston Veterans' Association has passed a resolution protesting against the exploiting of returned soldiers for political purposes.

### THREE BRITISH RAIDS SUCCEED AGAINST FOE

German Raid North of Roex is Repulsed.

London, Aug. 14.—"Our raiding parties entered the German lines last night northeast of Gouzeaucourt and at two points east of Vermelles, securing a few prisoners," says today's official announcement. A number of the enemy were killed and his dugouts were bombed.

"A hostile raid was successfully repulsed north of Roex. During the night the enemy's artillery was more active than usual east and northeast of Ypres and in the neighborhood of Combaertzyde."

### RETURNING TO JAPAN.

Miss Mary C. Scott of Toronto is among a group of five lady missionaries of the Methodist Church in Canada who are returning to Japan on Thursday of this week.

Miss Blackburn, Miss Hurd and Miss Coull are returning to the field after one year of furlough. Miss Hamilton is the only member of the party going out for the first time.

### STRICKEN WITH APOPLEXY.

Special to The Toronto World, Kingston, Aug. 14.—Albert Marks, while engaged at his work in a local furniture factory here this afternoon, was suddenly stricken with apoplexy. Dr. H. H. Huesenbergh was immediately summoned, and the man removed to his home. He is in a critical condition. Mr. Marks resides in Wisterio, and is widely known.

### AMERICAN HARVESTERS FOR CANADIAN FIELDS

Arrangement Between Ottawa and Washington Has Been Reached.

Washington, Aug. 14.—American labor will be supplied for harvesting the Canadian grain crop, under an arrangement reached today between W. W. Cory, Canadian Deputy Commissioner of the Interior, and department of labor officials.

American harvest hands will be permitted for the first time to enter Canada, and immigration regulations will be waived by both countries.

Thousands of Americans are expected to go across the border to help save the Canadian crops.

### KITCHENER HOTEL SOLD.

Special to The Toronto World, Kingston, Aug. 14.—The property of the Grand Union Hotel, which belonged to the Mittel estate here, changed hands today being purchased for \$20,000 by I. K. Roos, a Montreal hotel syndicate, which was negotiating for the property, with a view to erecting a large hotel on the site, was half an hour late in an endeavor to make the purchase.

### KILLED BY FLY WHEEL.

Special to The Toronto World, Kingston, Aug. 14.—Reuben French, aged 36, had his trouser leg caught in the pin of a fly wheel of a threshing machine while working at Sullivan, and received terrible injuries which caused his death while being removed to a Kingston hospital. He was whirled around the wheel several times before the engine could be stopped. He lived in Napton, and was a wife and child survivor.

### STATES MUST RAISE THIRTEEN BILLIONS

Conscription of Wealth and Exemption of Workmen's Earnings Urged on Senate.

Washington, Aug. 14.—Conscription of wealth to pay for the war and the exemption of the earnings of American workers are urged in a report to the senate today by three members of the finance committee, who disagree with the revenue raising methods proposed in the pending \$2,000,000,000 war tax bill.

The report, signed by Senators La Follette, Gore and Thomas of Colorado, asserts that the sum the committee bill proposes to raise is only half enough to meet governmental needs for the present fiscal year. The report says that to take care of loans to the allies and interest on bonds issues this country must raise more than \$13,000,000,000 this year.

### DIES FOLLOWING OPERATION.

Special to The Toronto World, Kingston, Aug. 14.—William Gedgok, a well-known resident of this city, passed away at the K. W. Hospital here following an operation. He was 89 years of age and was popular. His funeral will take place Friday.

### BEEF AND BACON OBTAINABLE.

Special to The Toronto World, Kingston, Aug. 14.—Beef and bacon were on bill-of-fares at all the hotels and restaurants today, the proprietors stating they had no official word concerning Hon. Mr. Hanna's regulations.

**WATER HOTEL**  
ONT.  
ROOMS, NEWLY  
EAM.  
Months on Credit  
25. 25 Weekly  
Write or call for  
Catalogue.  
ACOB'S BROS.,  
Toronto Arcade,  
Opp. Temperance.

**TAN DEALER**  
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**Day World**  
ALL NEWS-  
NEWSBOYS.  
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**REFERENCE**  
**DISTRIBUTION**

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LATE EX-GOVERNOR IS LAID TO REST

Funeral of Sir William Mortimer Clark Marked by Simple Dignity.

MANY TRIBUTES PAID

Principal Gandier Tells of Deceased's Interest in That Institution.

With simple dignity and brevity the remains of the late Sir William Mortimer Clark, former lieutenant-governor of Ontario, were yesterday afternoon laid to rest at Mount Pleasant Cemetery.

Sympathy Wide-spread. Dominion-wide messages of sympathy have been received by the bereaved family, which included a message from their excellencies the Duke and Duchess of Devonshire.

Grand Trunk Railway System Week-End Trips. Most convenient opportunities are offered for parties wishing to spend the week-end in Georgian Bay, Muskoka or Lake of Bays districts.

Another New Scheme Found For Defeating Temperance Act. Each day brings forth some new scheme to violate the Ontario Temperance Act.

ST. THOMAS WOMEN PERSISTENT. No Let Up During Summer Months in Efforts to Supply Comforts.

Special to The Toronto World. St. Thomas, Aug. 14.—There has been no relaxation in the efforts of the women of St. Thomas and Elgin County during the summer months to provide comforts for the soldiers at the front.

Alkali in Shampoos Bad for the Hair. If you want to keep your hair looking its best, be careful what you wash it with.

Two Foremen of Munition Plant and an Outsider Held Under Secret Commission Act. Acting on a complaint laid by a munition company of this city, Detectives Cronin and Walter McConnell took into custody last night Arthur McBurney, 482 Spadina avenue, and J. C. Locklin, 123 Montrose avenue.

Alkali in Shampoos Bad for the Hair. If you want to keep your hair looking its best, be careful what you wash it with.

Society --- Conducted by Mrs. Edmund Phillips

His honor the lieutenant-governor was in Hamilton at the end of the week.

The Right Hon. Sir Robert Borden and Lady Borden spent the week-end at the Hon. Dr. Reid's cottage near Rockport.

Mr. and Mrs. Henry Joseph are giving a dinner tonight at the Algonquin, St. Andrews-by-the-Sea, in honor of the Ladies Blanche and Maud Cavendish.

Miss Evelyn Hearst, who has been visiting Mrs. C. W. Jarvis Court Fort Saskatchewan, left the end of the week for the coast to join the private car Ontario.

General Lyons Biggar has returned to Halifax, Nova Scotia.

Mrs. W. H. Cawthra, before leaving for home, gave a luncheon at the Halifax Hotel, when the guests included Mrs. Grant, wife of his honor the lieutenant-governor.

Mrs. Charles Walker, Oriole road, has returned from Caccova, where she has been spending some weeks with Dr. and Mrs. Montzambert.

Mrs. Dack and Miss Dack have returned from a motor trip to Walkerton, where they spent a few days.

Mr. and Mrs. Boone, Mrs. Doolittle and Mrs. G. Frank Beer have returned from a motor trip thru the Berkshire Hills.

Dr. Henry, the Mayor of Harrison, is in town for a short holiday.

Sir Wilfrid and Lady Laurier will spend a few days this week at "Pulford Place," guests of Mrs. G. T. Fulford.

Mrs. Guy Toller is spending a few weeks at St. Andrews-by-the-Sea.

Mrs. Guy Toller, Ottawa, is spending a few weeks at St. Andrews-by-the-Sea.

The Hon. Sir Frederick Haultain, Chief Justice of the Supreme Court of Saskatchewan, is in town for a short holiday.

Lady Beck returned to her home in London, Ont., Monday, after spending a few weeks with her mother, Mrs. F. D. Cross, at Dumfries, Hamilton.

General John Hughes is in Ottawa for a few days, staying at the Chateau Laurier.

Mr. and Mrs. James K. Hackett, New York, who are at Alexandria Bay, entertained at dinner at the Thomson Hotel, on Saturday evening in honor of the Earl and Countess of Aberdeen.

The Countess Eleanor Moroni has gone to the Mount Washington Hotel, near Woodstock, N.Y., to spend some time.

When Shopping. When down town shopping why not have a few Victrola records played at the Victoria Palace of the Old Firm of Heintzman & Co., Ltd., Heintzman Hall, 192-195-197 Yonge street?

To Quickly Remove Ugly Hairs From Face. Beauty destroying hairs are soon banished from the skin with the aid of a delicate paste, made by mixing some water with a little plain powdered detolone.

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Fresh from the Gardens

ROSEDALE LODGE I. O. O. F. Rosedale Lodge No. 357, I. O. O. F., held its regular business meeting last evening in the Foresters' Hall.

THE BIRD OF PARADISE. The old saying "the play's the thing" has never been more forcibly illustrated than in Oliver Morosoff's perpetual success play of the Hawaiian Islands, "The Bird of Paradise."

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TORONTO VERY PROUD OF WOMEN'S WAR WORK

Residents of This City Who Are Busy With Belgian Relief Within Reach of the Hun Shells.

Toronto has many women who have done and are doing exceptional work along patriotic lines, but there is no one anywhere of whom other women are more proud than they are of Mrs. Agar Adamson and those who were or are associated with her—Mrs. Irene-Taylor and Miss Margaret Saunders—in the work of caring for Belgian children and refugees at Furnes.

Most since the war started this special work has been carried on with Mrs. Adamson as its directing head. The extent of the labors involved and the responsibilities that came with it can be only gleaned on this side of the water, yet, from letters from the Belgian Government, under which the schools and other benefactions are carried on, and thru letters, some of which have humor and pathos most interestingly mingled, sent from time to time by Mrs. Adamson herself, we get some very vivid glimpses of the splendid things being done by women from Toronto.

In a letter published this week the public is given one of the most graphic pictures of the results of a bombardment, yet the plight of the refugees, of whom Mrs. Adamson herself is one, is described so humorously that half the sting is taken from the recital without in the least minimizing the vision of the dangers to which the group of children, nurse and villagers were subjected.

Mrs. Irene-Taylor, it will be remembered, was honored by the King of Belgium with the Military Medal for her many offices, among which was attending the sick, in the course of which she contracted blood-poisoning. Miss Saunders was wounded by a bomb, which killed the girl with whom she was walking. Mrs. Adamson so far has escaped severe injuries, but has undergone many privations during her nearly three years of exceptional work for those whom she took in hand to serve.

It is well to concentrate on this idea of bread, for the household keeper that does her "bit" even to the extent of reducing the consumption of bread in her home to the appreciable amount of one-fourth of the quantity used up to the present, is doing something tangible and is showing an appreciation of the message sent out by the food controller, that "Victory is dependent upon the extent of your food service."

WOMEN DISCUSS ECONOMY. Special to The Toronto World. St. Thomas, Aug. 14.—An enthusiastic meeting of women, including the president of the Doherty Act League, Mrs. Thomas and Elgin County, was held in the city hall today for the purpose of discussing the purpose of the Doherty Act.

NOT AT ALL SATISFIED. Says Doherty Act Governing Liquor Advertising is Little Less Than Gold Brick. That the Dominion has not done anything to help temperance in prohibition provinces is the opinion expressed by Ben H. Spence, secretary of the Dominion Alliance, when speaking of the legislation adopted at the Doherty Act.

CHARGED WITH WOUNDING. Patrick Martin, 38 Stafford street, was arrested last night on a charge of wounding John Graham, 47 Bartley street, by hitting him during an altercation on Strachan avenue.

ALGONQUIN PARK. The Highway to Health and Happiness. No better place could be devised for a real holiday for red-blooded men and women than Algonquin Park, situated about two hundred miles north of the City of Toronto.

FORGET-ME-NOT. Kitty Gordon never had a stronger following than that which is greeting her portrayal of the story "Forget-Me-Not" at the Regent this week.

TORONTO'S OLDEST CHINAMAN. Toronto's oldest Chinaman, Dr. Tom Sing, living in the rear of 192 York street, was taken into custody last night by Plainclothesmen Inist and Jackson on a charge of having opium in his possession.

ORDER BLANK--- TEAR OUT--- MAIL TODAY. Gentlemen: Enclosed find \$1.00, for which please ship me, all charges prepaid, one complete set of RIDPATH'S LIBRARY OF UNIVERSAL LITERATURE.

No Collectors to Annoy You. I understand that in order to economize in clerk hire and other collection expenses, the United Newspaper Association has consented to send out all notices of monthly dues and issue receipts therefor, and to whom I will make all future payments direct by mail.

Form for ordering Ridpath's Library of Universal Literature, including fields for Name, Street, Occupation, Town, and a section for firm connected with.

HOME FOOD CONSUMPTION MUST NOW BE REGULATED

Campaign to Encourage Thrift in Use of Wheat Flour Will Begin Shortly.

"Victory is dependent upon the extent of your food service." This is the slogan that is being sent broadcast thru Canada on a card which bears the signature of Food Controller W. J. Hanna.

For a time it will be difficult to understand this. Many will receive the cards which emphasize so strongly the importance of that food is so scarce in the present campaign of world-warfare, without realizing that the statement really means that victory depends upon anything else but the supply of men that we might have at the front.

One of the things that the committee will be asked to do will be to lessen the usual consumption of wheat foods 25 per cent. To make this practicable the easiest means suggested itself for housekeepers to increase their home-baking by making bread from several meals is only one of the ways suggested for the conservation of the food that must be sent overseas.

It is well to concentrate on this idea of bread, for the household keeper that does her "bit" even to the extent of reducing the consumption of bread in her home to the appreciable amount of one-fourth of the quantity used up to the present, is doing something tangible and is showing an appreciation of the message sent out by the food controller, that "Victory is dependent upon the extent of your food service."

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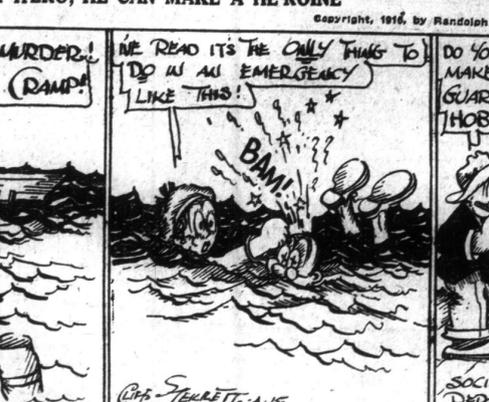
Polly and Her Pals



IF ASHUR CAN'T BE A HERO, HE CAN MAKE A HEROINE



By Sterrett



SOCIETY REPORTERS



WHEAT CONSUMPTION WILL BE REGULATED

Encourage Thrift in Wheat Flour Will Begin Shortly.

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SCUUS ECONOMY.

toronto World. us. 14.—An enthusiastic including the pres- erent societies from St. in County, was held in day for the purpose of nization for the conser- A sample of war bread it was decided to hold in order to discuss the economy in food and the people the great ne-

BEACH INN

in a Chicken or Fish Ice Cream Soda served every Dining-room, over- SHORE ROAD HUNBER BAY.

Announcements

Character relating to the purpose of which is money, are inserted in the mns at 25 cents an agate for churches, societies, organizations, etc. A notice for a purpose is not the rais- ing a word, with a min- ute for each insertion.

MAIL TODAY

Ship me, all charges by OF UNIVERSAL and I agree to pay beginning on the first I have paid for the

You

and other collection sent to whom I will

Perrell

Hold it!

Perrell

Perrell

DAILY MAGAZINE PAGE FOR EVERYBODY

WINIFRED BLACK WRITES ABOUT Your Aladdin's Lamp

Copyright, 1916, by Newspaper Feature Service, Inc.



Winifred Black

THEY'VE been looking for the heir to the big Swiss estate for years and years. A hotel on a blue lake, a tiny farm with a brown chalet on it and yodling shepherds, a well established business in wood carrying and many, many thousands of dollars in gold, honest gold in the good, honest banks of Switzerland. All this is waiting for the young heir to be found.

From town to town they traced him, and from country to country, across the sea, beyond the wide, wide plains and over the mountains. Yes, he had been heard of in a little town. No, he had gone down the valley. Yes, the description fitted the young stranger who they finally found him, the heir to the fortune, in prison in a suit of stripes. Already he walked with the strange, sidelong, furtive gait of the convict.

He'll have to wait for that fortune, and while he's waiting what will he do? Prepare himself to handle it or will he just plan to spend it right and left, hither and yon, like a little boy letting the sand sift through his fingers at the seashore?

What Were His Dreams?

How was the fortune made, I wonder, and who made it? Some sturdy, honest burger who saved, pinched, planned and schemed to found the family fortune?

Did he think all the time of the heir, what a great man he'd be some day and how proud the old aunts and uncles would be of him? Did he watch the heir grow from a little fat cherub to a gangling boy and then to a man? Did he preach to him and try to make him follow in his own footsteps?

Now, if the old uncle could only have bequeathed something real to the boy, something worth while, there wouldn't be any prison story. Character, courage, resolution—why can't we put them in a will and hand them down?

Don't you remember the story of Aladdin's Lamp? Oh, yes, and there was another one about the peasant boy who learned the magic words. Don't you recall the time he sat down in the desert and said, "Table, table, spread for me," and said them exactly the right way, with exactly the right inflection, and, lo, before him stood a table spread with all the best things to eat in the world.

Mine always had chicken poise, strawberry shortcake, hot biscuits and honey. You don't have to wonder why I don't grow slimmer as I grow older. What did you have on your table when you read the story? Squab, caviar and Gorgonzola? Pshaw! No wonder you've not kept your figure.

I remember once some one told that story on a soft day in June when the cherries were ripe. We sat on the grass under the tree and ate red cherries and listened.

She Learned the Words.

"Gee!" gasped the freckled-faced boy who sat next to me. "Gee! If I'd been there I'd a grabbed that table and run off with it—just like that." And he snatched a handful of cherries from the girl with the blue eyes who leaned slenderly against the brown bark of the cherry tree.

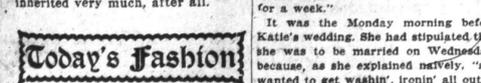
"I wouldn't," said the girl with the blue eyes. Her voice was very soft, and it had a silver thread in it like the voice of the brook when it is determined to run swiftly to the sea. "I wouldn't. I'd have listened and found out what it was said and how he said it. Then I wouldn't have had to grab anything from anybody."

When they grew up, they went on being just exactly the same kind of people. The freckled boy is freckled no longer, but he grabs just the same, and he's always getting into trouble—grabbing what does not belong to him. The blue-eyed girl listened and found out the words of the tall man. She works and she doesn't have to grab.

The wonderful lamp—what is it they meant by it in the old story of Aladdin? Be sure they meant something, they always do, those story-tellers of the far, mysterious east. Genius, work, courage—what is the name of the lamp you rub when you want, suddenly, a table spread for you in the wilderness?

I'm sorrier for the lost heir, now that he is found, than I was when they were looking for him so hard. He doesn't appear to have inherited very much, after all.

Today's Fashion



A "Different" Kimono of Pink Crepe de Chine.

If you want a kimono which is just a little different from the usual, this attractive one of pink crepe de chine will meet with your approval. There is a graceful drapery at the back which is drawn in with corded shirings to form kimono sleeves in front. The pointed neck-line is drawn in with a silk, tasseled cord and other tassels hang from the sleeves. The kimono is quite long and boasts of a short train.

GIVING SPECIFICATIONS

By Will Nies



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WHAT have you told Love to bring you? Are the tablets of YOUR heart filled with descriptions of the one you wish "to have and to hold"? Have you specified "looks" and forgotten that "handsome is as handsome does"? Is your order big, with "wants" and small with "I'll give"? What is the girl of the picture telling Cupid she MUST have? Will he bring her whom she asks? We doubt it. Being a most mischievous personage, Cupid probably will give her just the sort of man she has NOT specified. And miracle of miracles—for love IS blind—she'll believe him to be just what she ordered.

REVELATIONS OF A WIFE

By Adele Garrison

Why a Stranger's Stare Made Madge Most Uncomfortable.

IF you say you wanted to go into town with my morning, Madge? If you do, you'll have to get a move on. I want to catch that 8:21 train. I've got a lot of work I want to finish up before we start Thursday morning, then I won't have to think of the study for a week."

It was the Monday morning before Katie's wedding. She had stipulated that she was to be married on Wednesday, because, as she explained naively, "she wanted to get washin', ironin' all out of way before she left." As she was to be married early in the morning it gave me a chance to wish her godspeed, and to go to the city in time to attend the history section of the Lotus Study Club, before which I lectured every Wednesday. We were not coming back to the house at all.

Dicky's mother had at last sulkily agreed to go to a New York hotel. She was feeling unusually well, and I knew that she was secretly very glad of the chance to live luxuriously at a metropolitan hostelry for a week. Dicky and I were to stay at the hotel with her the first night and take the Hudson river boat Thursday.

Dicky had written engaging a room for us at the farmhouse, of which he had spoken to me. A trunk containing all the things he and I would need had been expressed up there, so that a small bag was all the luggage we had to bother with.

Dicky was to escort his mother to the city early in the forenoon, while I, after seeing that everything was safely locked up for our absence, was to follow on a later train.

"I'm Ready Now."

The puppy Dicky had brought me I intended to trust to the care of Eddie Hoch, the good-natured, freckled lad who did our errands, and whose mother and sister had caused me such discomfort by their gossip. I did not quite like to give the dog into Eddie's care, but I had found that he was an unusually good-hearted boy and very fond of animals, so I ventured it.

The beautiful Angora which was Dicky's first housekeeping present to me, and which had been the cause of our first quarrel, Dicky had carried in a basket the Saturday before to Lillian Underwood's home. She had promised to care for it during our absence, and threatened to keep it ever afterward.

The meeting of the Lotus Club, which I was to address on Wednesday, was the first meeting of the season, and, en-

How You Can Simplify Your "Fall Cleaning" Task

HOUSEHOLD HELPS By ISOBEL BRANDS

BEFORE you launch your fall house cleaning campaign take stock of your cleaning supplies. Perhaps there are a few things which you still lack— inexpensive brushes, dusters, etc.

The felt sport sailor I had been wearing, when I wore a hat at all, was just the thing for my mountain trip, but I needed something more pretentious for the critical eyes of the women of the study club. Therefore, I had told Dicky that I intended to accompany him into the city, and, as always, when he had a train to catch, he was somewhat irritable.

"Hurry now," he repeated, as he drank his second cup of coffee, and rose from the table. "I'll give you just two minutes, for I won't have you running and panting along as you did the last time we tried to get the train together. We've got to allow plenty of time for you to walk in or I won't wait for you at all. You can just take a later train."

"But I'm ready now," I said, smiling. I walked by his side into the living room. I caught up my hat from the table where I had laid it, fastened it upon my head, slipped on my coat and took up my gloves and purse.

Dicky grinned good-naturedly. "That's the time you put one over on me," he said, "but it's a good thing you did or you'd be doing the trailing act after me."

"What Lillian Said."

"Do you think we'd better try to lunch together?" Dicky asked, a little later. "I'm going to be fearfully busy, but I can get away for a little while if you like."

I should dearly have loved to have lunched with him, but I have learned to recognize the conventional preoccupied inflection of his voice when he proposes something for which he really has no time.

"I don't think we'd better try it today, Dicky," I returned. "I haven't the slightest idea how long it will take me to find the hat I want. The styles they have are simply atrocious."

"I know," Dicky nodded. "They look as if they were designed in a foundry." He had all the artist's genuine aversion to ugliness in dress. He turned to me with sudden good-humored vengeance.

"Now, for heaven's sake, Madge," he said, "don't go to looking at prices first when you get this hat. Find out what suits your face and hair, and then pay the price. If you're bound to keep up those fool lectures before those old frumps, at least let them see that you don't need the money they give you."

I tried to follow Dicky's advice and another my own more economical instincts as I went from store to store in New York's great shopping district, but the prices of the creations that I knew would suit Dicky's fastidious taste sim-

Secrets of Health and Happiness Vaccination Against Colds Now a Scientific Certainty

By DR. LEONARD KEENE HIRSHBERG

A. B., M. A., M. D. (Johns Hopkins University)

IF colds are eternally associated with germs, asks one of my witty correspondents, "why not put salt on their tails, snare them, parboil them and prepare them as you do typhoid and other bacteria, which have become vaccines and sure preventives against the diseases they cause?"

This very thing has been done, but not with the awaited and hoped for results. It failed so triumpantly in the instance of typhoid. Nevertheless, it seems to help sometimes, and there is no reason why vaccines should not be tried for "colds." The worst that can be said about them is that they are harmless.

"Man," says a clever scribe, "is a very noble piece of work; is, indeed, king of kings, except at those times when he is troubled with a cold in his head." Perhaps this is not original and harks back to Strabo, Horace, Persius or to the Cymbeline, but it gives a glimpse of a fellow's feelings when he is "cold."

Very Common Trouble.

A "cold" in the head has robbed many a man of more things than dignity, comfort and wellbeing. When a real, honest-to-goodness "cold" sets in he is grateful for a good fire, a hot mustard footbath, heavy comforters and an early-to-bed retirement, as well as a long night's sleep.

"Colds" are among the commonest things in creation. If it is possible to vaccinate humans against them and make men immune to these germs, it seems strange that, like fevers and measles, they should return, like a bill you season in and out. "Colds" cling to you and revisit their inhospitable quarters times out of mind. If you manufacture some sort of chemical extractum in your blood and tissues against these unwelcome visitations, their presence may be shortened.

Catching the Bacillus.

Somehow or other, either the particular group of microbes which cause "colds" have not been identified or the membranes of the nose, mouth and other respiratory parts lack the stamina, resistance, instinct or capacity to form those curious enzymes or chemical juices which the rest of your anatomy makes and puts on the physiological market.

Your nose or your throat may not be well made or well manned. These have not been paragon of perfection. Often they lack certain essentials which the blood of the human form divine may need to produce a commodity able to compete with and to put to rout the hereditary enemy, "colds."

An American army surgeon has found that a cold in the head is caused by a bacillus which cannot abide fresh air. It moves and has its being deep down



Dr. Hirschberg

Answers to Health Questions

F. F. Q.—What will relieve a blood-shot condition of the eyes?

A.—Loss of sleep, drinking or some other excess may cause this. Rest and applications of crushed ice to the eyes usually help.

K. M. Q.—What can I do for rheumatism in my feet?

A.—"Rheumatism" is a carelessly used name given to the symptoms of many different diseases. It is generally used only to mean pain. If you will describe your symptoms closely and precisely and forget this vague term I will try very gladly to help you. I could tell you more than 20 ailments which are falsely called "rheumatism." Dry heat, hot applications, Swedish movements, the electric battery, manipulation and massage may help to assuage the pain while a search is made for the real disease.

Dr. Hirschberg will answer questions for readers of this paper on medical, hygienic and sanitation subjects that are of general interest. He cannot always undertake to prescribe or offer advice for individual cases. Where the subject is not of general interest letters will be answered personally, if a stamped and addressed envelope is enclosed. Address ALL INQUIRIES to Dr. L. K. Hirschberg, care this office.

Advertisement for Perrell featuring a woman in a kimono and a small illustration of a man.

CLASSIFIED ADVERTISING

Help Wanted

BLACKSMITH for British Remount Commission. City Stock Yards, Wellington street west. Special wages. Apply at once.

Articles for Sale

ALVER'S Pile Ointment will relieve your suffering from piles. Sent to you on receipt of fifty cents. Write O. P. Alver, 501 Sherbourne street, Toronto.

SCALES, Meat Slicer and Account Register, slightly used, a snap. They can be seen at 425 Spadina avenue, Toronto.

FIVE-TON SCALE, complete with frame and plank, \$75. 43 Northumberland street.

THRASHER BELTING, endless, any length; also 2 1/2 inch canvas covered suction hose at 5 cents per foot. N. Smith, 122 York street, Toronto.

WATERLOO THRESHING OUTFIT for 18-20 engine, Blizard and China boxes; everything in excellent shape. Jas. Alpine, Downsview, Ont.

Articles Wanted

B. H. MARSHALL & Co. pay highest cash prices for contents of houses. Phone College 8600. Broadway Hall, 450 Spadina Ave.

Business Opportunities

INVESTORS—Propositions carefully investigated. Box 17, World.

Building Material

LIME—Lump and hydrated for plastering and masonry work. Our "Seaver Brand" White Hydrate is the best finishing lime manufactured in Canada and equal to any imported. Full line of builders' supplies. The Contractors Supply Co., Limited, 183 Van Horne street. Telephone Junct. 4008, and Toronto 4147.

SECOND-HAND brick, lumber, doors, sash, and all materials from houses, 449 Wellington street and Spadina and Dundas streets. Blizard and China stock at our yard, Dominion Salvage and Wrecking Co., Ltd., 20 St. Lawrence street. M. 7708.

Bicycles and Motorcycles

ALL KINDS OF MOTORCYCLE PARTS and repairs. Write H. M. Kipp Co., 447 Yonge street.

BICYCLES WANTED for cash. McLeod, 151 King West.

Contractors

J. D. YOUNG & SON, Carpenters, Builders, General Contractors, Repairs, 835 College.

Dancing

G. T. SMITH, 4 Fairview Boulevard, private academy. Riverside Macdonald Temple. Telephone Gerrard 8587.

Disinfectants

ROSEALINE kills all odors. Nothing better for sunburn, prickly heat, poison ivy, eczema, all skin abrasions.

Dentistry

DR. Knight, Endodontic specialist, practice limited to painless tooth extraction. Nurse. 157 Yonge, opposite Simpson's.

Foot Specialists

AN EAST INDIAN carpenter, and also a West Indian electrical massager, 224 Yonge street, care Thompson's Drug Store.

Foot Specialist

Foot Specialist—Medical Electricity—Treats various forms of foot ailments; Tumor-Lesion destroys superfluous matter; Gouty cure discovered by Mile. Ella Lambert, 2 College, North 78.

Fuel

STANDARD FUEL Co. of Toronto, Limited, 58 King Street East. Noel Marshall, president.

Hotels

HOTEL TUSCO—Toronto's Best Assistance hotel; splendidly equipped; central; moderate. 225 Jarvis street.

WINCHESTER HOTEL—Winchester and Parliament; rooms, European, day or week.

House Moving

HOUSE MOVING and Raising Done. J. Nelson, 115 Jarvis street.

Legal Cards

MACKENZIE & GORDON, Barristers, Solicitors, Toronto General Trusts Building, 56 Bay street.

Loans

\$1 to \$5000 LOANED on personal goods. McTamney, 139 Church.

Live Birds

HOPES—Canada's Leader and Greatest Bird Store, 145 Queen Street West. Phone Adelaide 2573.

Lumber

LUMBER—Quarter-cut white oak veneer flooring, leaves board, pattern, George Rathbone, Limited, Northcote avenue.

Rupture Appliances

CONSULT J. Y. EGAN, Specialist, 443 Connaught, Toronto.

Summer Resorts

CEDAR HILL SUMMER RESORT—Refrigerated, fully equipped, 1000 acres, 15 miles from Toronto. Write H. Sawyer, Millford Bay P. O., Ont.

Typewriters

American rebuilt Underwoods rented or sold; lowest prices. Dominion Typewriter Co., 58 Victoria St.

Patents

CHARLES H. RICHES, Solicitor for Canadian and foreign patents. Suite 504, Confederation Life Bldg., Toronto. Books on patents free.

H. J. DENISON, solicitor, Canada, United States, foreign patents, etc., 18 West King street, Toronto.

Patents and Legal

PETHERSTONHAUGH & CO., head office, Royal Bank Building, Toronto. Investors safeguarded. Patent and legal services. Practice before patent offices and courts.

Personal

LADY, husband away all day, would take a child to board; best of care given. 79 Giesbreght avenue, W. Greenwood, East Toronto.

Marriage Licenses

PROCTOR'S wedding rings and linens. Open evenings, 7 Yonge.

LINENS AND WEDDING rings at George B. Holt, uptown jeweler, 776 Yonge street.

Mineral Sulphur Baths

DON'T GIVE UP. Sulphur baths will rid your system of rheumatism. North 27, 65 Bloor West.

Properties For Sale

House and Garden

TWO ACRES OF GARDEN land and enough lumber to build a house, close to Yonge street, short distance from Richmond Hill; \$10 down and \$10 monthly. Open evenings, Stephens & Co., 126 Victoria street.

Lot 200 x 420, Oakville

EXCELLENT GARDEN SOIL, only short distance from station, rare to Toronto only houses on lot; terms \$5 down and \$5 monthly. Open evenings, Stephens & Co., 126 Victoria street.

Florida Properties for Sale

FLORIDA FARMS and Investments. W. R. Bird, Temple Building, Toronto.

Farms Wanted

FARMS WANTED—if you wish to sell your farm for quick results, list with R. Bird, Temple Building, Toronto.

Rooms and Board

COMFORTABLE, Private Hotel, Englishwood, 235 Jarvis street; central; heating; bath.

Motor Van Moving

MOTOR VANS FOR MOVING is an ideal way. We move your goods from one city to another without burping or creating your goods. All work guaranteed. Get our estimates before you. Supply Co., Limited, 183 Van Horne street. Telephone Junct. 4008, and Toronto 4147.

Motor Cars and Accessories

BREAKEY SELLS THEM—Reliable used cars and trucks, all types. Sale Mar. 45 Carlton street.

SPARE PARTS—We are the original spare part people, and we carry the complete line of slightly used auto parts in Canada; magnets, coils, car-burners, gears of all kinds, timken and roller bearings, valves, pistons, crank shafts, cylinders, pistons and rings, connecting rods, radiators, springs, axles and wheels, presto cases, storage batteries, Shaw's Auto Salvage Shop, 515 Dundas street, Junction 3324.

TWO OLD TIRES make one by latest method. Toronto Tire Stitching Co., 127 Church.

WE BUY, sell and exchange all kinds of used autos. We specialize on repairing and rebuilding old cars. Exchange and Tire Sales, Dept. W., 1455 Yonge street, Belmont 1919.

RADIATORS, MUD-GUARDS repaired. C. 144 Simco.

FORD OWNERS—Dunlop Traction, \$2.50; specials, \$10.50; guaranteed. 45 Carlton street, Victoria street, opposite Low's.

Motor Cars For Sale

FOR SALE—Hudson, Model 33, in first-class condition. Two extra tires. Price reasonable. E. C. McCann, 153 Victoria street.

Midwifery

CLUMBER HOSPITAL—Private rooms; good care. Mrs. Anderson, Coxwell avenue.

Massage

MRS. COLBURN, Swedish masseuse. Telephone North 4729.

SWEDISH MASSAGE, Osteopathy and Naturopathy. 872 Jarvis street, North 4265.

VIBRATORY MASSAGE, 488 Bloor West, Apartment 16.

Medical

DR. ELLIOTT, Specialist—Private Diseases. Pay when cured. Consultation free. 81 Queen street, east.

DR. DEAN, Specialist—Diseases of men, piles and fistula. 83 Gerrard east.

DR. REEVE—Genito-urinary, blood and skin diseases. 180 Dundas street, west. Give satisfactory results. 18 Carlton street.

Thompson Typecaster

FOR SALE

With Equipment and Matrices

Apply to World Composing Room For Further Particulars

Mortgage Sales

MORTGAGE SALE. Under powers of sale in a certain mortgage to be produced at time of sale, auction at the auction rooms of W. Ward Price, 40 Adelaide street, on Monday, August 20, 1917, at 3 p.m., following: 1. A certain lot of land, 3 1/2 blocks "A" on the south side of John's road, plan 615, York, described more fully in registered instrument No. 95181, York, dated Nov. 29, 1916.

On said lands is to be erected a semi-detached, brick veneered dwelling house, containing about six rooms, and the said lands will be offered for sale subject to a first mortgage of \$80.00 at 6 1/2 per cent, and to a reserve bid. For further particulars and conditions of sale apply to:

HARVEY OBBE, 404 C.P.R. Buildings, Toronto, Solicitor for Mortgagee.

MORTGAGE SALE OF HOUSE AND PREMISES No. 98 Oxford Street, Toronto.

By virtue of the power of sale contained in a certain mortgage which will be produced at the time of sale, the following property will be offered for sale by public auction, at 12 o'clock noon, at the auction rooms of C. M. Henderson & Co., 123 King street, East, Toronto, the following property:

All and singular that certain parcel of land and premises situate, lying and being in the City of Toronto, in the County of York, and being comprised of the west half of lot No. 96, on the west side of Oxford street, as shown in plan D. 55 of registers, and the office of the registry division of the City of Toronto, which said lands and premises are known as the "Oxford Street" property.

Tenders are invited to purchase the above property on the day of sale, for balance terms will be made known to be bid down on the day of sale.

For further particulars and conditions of sale apply to:

IMPERIAL BANK BUILDING, Corner Queen and Yonge streets, Toronto, Solicitors for the Mortgagee. An investment. Dated at Toronto, this 8th day of August, 1917.

Wool and Hides

direct to us. We pay highest market prices and SPOT CASH.

Present prices are: Wool, washed 70c to 72c per lb. Wool, unwashed 65c to 67c per lb. Hides (cured) 24c to 26c per hide. Hides (green) 22c to 24c per hide. Lamb and Petal... \$1.25 to 1.75 per hide. Fallow... 1.75 per hide. No shipments too small or too large for us to handle.

John Hallam TORONTO

Department of Militia and Defence. SALE OF OLD STORES.

By direction of the Hon. the Minister of Militia and Defence, the following stores are for sale by Public Tender:

Canvas, painted, lbs. 350. Canvas, old, plain, lbs. 2319. Canvas, old, mixed, lbs. 5719. Leather, old, miscellaneous, lbs. 127. Metal, old, lbs. 419. Metal, old, steel, scrap, lbs. 325. Metal, old, iron, scrap, lbs. 37. Metal, old, steel, scrap, lbs. 37. Metal, old, iron, scrap, lbs. 37. Metal, old, iron, scrap, lbs. 37. Metal, old, iron, scrap, lbs. 37.

Higher prices on the Buffalo market and a light run of hogs gave them another boost. The interior market was all over, drovers from all parts of Ontario, and the market was a snap. That there will be an abundance of food of all kinds.

There was a good strong calf trade for all but the grassers. Real choice calves were scarce, and a few with extra ones at 18c. There was a fair trade in hogs, with extra ones with the close at 14c to 14 1/2c, and extra lams brought 14 1/2c.

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LIVE STOCK MARKET

There was a steady but quiet market out at the Union Stock Yards yesterday, the receipts being only about 300 cattle, together with an ordinary Tuesday run of small stuff, being in striking contrast to Monday's big rush, the largest of the season.

But the 400 head of fresh stuff added to about 150 left over from Monday made quite a fair run, which was, however, well cleaned up in good time. There were none of the extra choice lots of export cattle on hand, which marked the prices of trading, and for which fancy prices were paid. A lot of good use of inferior cattle, all of which, however, were sold.

Fair to good butcher cattle held steady and a feature of the market, which is the result of the heavy receipts, is the improved demand for the better grades of stockers and feeders, and the former prices quoted yesterday fully reflected a great part of the splendid outlook. The market was a snap, all over, drovers from all parts of Ontario, and the market was a snap. That there will be an abundance of food of all kinds.

Sheep and lambs were steady at Monday's quotations.

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SONS... UNCHANGED... PRICES FALL... Chicago Grain Market.

SHARES SUFFER FROM STEADY LIQUIDATION AT NEW YORK.

New York, Aug. 14.—The stock market was active today with a steady liquidation of shares...

SILVER NEW RECORD

One of the Cobalt mining companies yesterday arranged for the sale of 141,000 ounces of silver at 85c per ounce...

Record of Yesterday's Markets

Table with columns: TORONTO STOCKS, NEW YORK STOCKS, and MONTREAL STOCKS. Lists various stocks and their prices.

MARKET CLEANED UP OF LOOSE STOCKS

Mining Brokers Well Supplied With Buying Orders Slightly Below the Market. Many of the mining brokers' books are well charged with buying orders...

THE CANADIAN BANK OF COMMERCE

THINK WELL BEFORE YOU SPEND Each dollar saved will help Canada to do her share in the War. Interest allowed at 3% per annum on Savings deposits of \$1 and upwards at any branch of the Bank.

HERON & CO.

Members Toronto Stock Exchange TORONTO WILL SELL CANADIAN MORTGAGE BLACK LAKE ASBESTOS BONDS...

ISBELL, PLANT & CO.

Standard Bank Building, Toronto. Formerly Mark Harris & Co. Members Standard Stock Exchange.

5% DEBENTURES

New York Stocks Mining Stocks Curb Stocks. This is worthy of note—our assets provide ample security for the funds invested in these debentures.

KEMERER, MATTHES & CO.

Members Standard Stock Exchange. 108 Bay Street - TORONTO.

LOUIS J. WEST & CO.

Members Standard Stock Exchange. MINING SECURITIES CONFEDERATION LIFE BLDG. TORONTO.

GEO. O. MERSON & CO.

Chartered Accountants. 807 LUMSDEN BUILDING.

HAMILTON B. WILLS

Member Standard Stock Exchange. Specialist in Cobalt and Stocks. 1504 ROYAL BANK BUILDING.

W.M. A. LEE & SON

Real Estate and General Insurance. All kinds of insurance written. 26 VICTORIA STREET.

EDWARD E. LAWSON & CO.

Members Toronto Stock Exchange. NEW YORK AND CANADIAN STOCKS AND BONDS. 801-3 C.P.R. BUILDING.

KERENSKY CONFIDENT

Assurances Are Given in a Message to King George. Petrograd, Aug. 14.—Premier Kerensky, in replying to a message of goodwill King George sent him at the beginning of the fourth year of the war, said: "I am certain the Russian people will find the necessary strength to surmount the serious trials of the present time, and conduct the world war to an end which will be worthy of the terrible sacrifices already made by every nation which is struggling for right against might."

Notwithstanding the fact that the market closed nervously at 11.15%... Buffalo Interests Finance Lake Shore.

It is understood that a deal with Buffalo Interests has been consummated for three hundred thousand shares of Lake Shore stock at a price of about forty cents a share.

Teachers' Manual. Addressed to the unmarked on the envelope, until noon of Saturday, or the printing and publication of a period of six months from the 2nd day of August.

For Carpentary Work. Also for publication of Teachers' Manual.

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BUFFALO INTERESTS FINANCE LAKE SHORE

It is understood that a deal with Buffalo Interests has been consummated for three hundred thousand shares of Lake Shore stock at a price of about forty cents a share.

KIRKLAND LAKE CUTS ORE AT LOW LEVEL

The downward continuation of the main ore body of the Kirkland Lake Gold has been encountered in the course of the 700-foot level.

CHICAGO MARKETS

J. P. Bickell & Co. report the following on the Chicago Board of Trade: Wheat, 200 205 200 204.

PRICE OF SILVER

New York, Aug. 14.—The price of silver advanced today, being quoted at 83 1/2 cents per ounce, or 1/2 cent above last week's price for the metal in 30 or 40 years.

LONDON METALS

London, Aug. 14.—Copper, spot, £125; futures, £124 10/16. Tin, spot, £242 5/8; off 5s; futures, £238 15/16; off 5s.

GRAIN IN STORE IN CHICAGO

Wheat, 189,000; Inc. 157,000. Corn, 189,000; Inc. 157,000. Oats, 614,000; Inc. 157,000.

VISIBLE SUPPLY

Total visible United States and Canada: Wheat, 2,152,000; Corn, 2,294,000; Oats, 2,152,000.

NORTHWEST CARS

Wheat, 214,322; Corn, 214,322; Oats, 214,322.

COTTON LETTER

J. P. Bickell & Co. had the following at the close: New York, Aug. 14.—An overcast market, further rains in the eastern belt, continued complaints from London and the Wall Street market will be frequently governed by any rumors along this line.

LARGER SHIPMENTS OF FISH DEMANDED

Another large instalment, the largest ever received in Toronto, of cod and haddock, arrived in Toronto in first-class condition yesterday.

NEW YORK CURB

Kemerer, Matthes & Company report the following closing prices on the New York Curb: Aetna Explosives, 87 1/2.

STANDARD SALES

Gold, 100 1/2; Silver, 100 1/2; Copper, 100 1/2; Tin, 100 1/2.

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McClary's SUNSHINE FURNACE. The Sunshine Furnace chases chills from coldest corners and insures utmost comfort in the home throughout the winter. Don't buy any furnace or heating plant until you have investigated the merits of the "Sunshine."

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# Today's Shopping News at Simpson's

## The August Home Furnishing Sale

### Need Draperies?

50-inch Bungalow Nets at 49c per yard—Bungalow nets of extra heavy quality, 50 inches wide, in soft ivory shades, suitable for dining-room or living-room. There is a limited quantity only at this special price. On sale today at less than half its value. Per yard..... 49c

At 29c a Yard—A collection of small pattern Bungalow Nets in ivory, white or ecru, 45 inches wide.

At 79c per Yard—Bungalow Nets in very pretty floral and stripe effects, suitable for bedroom windows. They are 50 inches wide and of exceptionally good quality.

Special in Madras Muslins at 59c per Yard—For a dainty, good hanging curtain there is nothing more effective than a good quality of Scotch curtain muslin. Today we offer a quantity in white and ivory, taken from our higher-priced stocks, at, per yard..... 59c

Colored Madras Muslin at 99c per Yard—A new shipment just to hand, and includes red, blue, brown, rose and green, 45 inches wide. Neat patterns for inexpensive yet most effective over-curtain for dining-room or living-room or den. Today, per yard..... 99c

Here is a partial list of the special values in Bedroom Furniture for today—also a list of marvelous values in Oriental and better grades of Domestic Rugs. They are all bargains of such exceptional character that you should certainly not miss them.

**If You Haven't the Ready Cash Just at This Time Let The Home-lovers' Club Arrange Terms of Payment for You**

This is a cash store and one-price store. The Home-lovers' Club plan is merely a convenience through which responsible persons who do not wish to use up all their available cash may take advantage of this sale and have their payments spread over a number of months, as arranged. Ask the Club Secretary for further information—Fourth Floor.

### Hand-Tailored Suits for Boys \$6.98

Regularly Priced \$9.50, \$10.50, \$11, \$12 and \$13

Regular stock suits, remember, and not more than three of the same pattern, each tailored by hand from fine English and Scotch tweed or worsted, in rich, dark and medium shades. For boys 7 to 16 years. On sale one day only, today, at..... 6.98



### Boys' Wash Suits 69 Cents

Suits from our regular stock that are slightly soiled. The best styles, including Norfolk, Eton, Norfolk and Tommy Tucker. Splendid cambrics, galateas and heavy madras. Sizes 2 1/2 to 7 years. Today's clearance price at..... 69c

### Oriental Rugs Reduced

Fine Mahal, rich colorings, in shades of deep claret and blue; very effective design. Size 9' 6" x 13'. Regular \$225.00. Sale price..... 189.00

Genuine Anatolian, beautiful colorings, deep blue, old rose and brown effects; suitable for large dining-room. Size 13' x 19' 7". Regular \$350.00. Sale price..... 279.00

Antique Kirmanshah, well known medallion design, and delicate effects in cream, old rose and soft blue. Size 9' 9" x 11' 7". Regular \$225.00. Sale price..... 229.00

Persian Hamadan, small all-over pattern, in shades of blue, red and tan. Size 3' 5" x 5' 10". Regular \$125.00. Sale price..... 87.00

Turkish Yehoridin, small medallion design, camel colored groundwork, and handsome border, in brown, blue and rose shades. Size 9' 6" x 12' 2". Regular \$165.00. Sale price..... 119.00

Extra Fine, Siley, well known design, in deep red, blue and tan coloring. Size 14' 2" x 19' 4". Regular \$295.00. Sale price..... 239.00

**Small Oriental Rugs at \$24.95 Each**

A stock of small-sized Oriental Rugs, in various makes and different qualities, such as Pergams, Mossule, Shirvans and Kazaks, and sizes up to 7' in length, and different values, ranging as high as \$45.00. All at one price today special..... 24.95

### Exceptional Value in Axminster and Wilton Rugs

One only, finely woven seamless Wilton rug, fringed ends, Persian design, plain blue centre and striped border effect; old rose, cream and brown combination. Size 10.0 x 14.9. Reg. \$110.00. Special 79.75

One only, Oriental reproduction, strongly woven and with a beautiful lustre, in rich Turkish design and colorings of deep blue, copper and green. Size 9.0 x 12.0. Reg. \$95.00. At..... 79.75

One only, fine seamless Axminster handsome Oriental pattern, reproduced from a genuine antique rug. Size 9.0 x 12.0. Reg. \$79.75. Special..... 64.50

One only, imported Wilton, seamless and very closely woven, beautiful all-over design; combination of old rose, green and fawn colorings. Size 9.0 x 12.0. Reg. \$97.50. Special..... 79.75

One only, seamless Wilton, an imported rug of exceptionally fine make in intricate all-over design and soft colorings. Size 8.3 x 10.6. Reg. \$85.00. Special..... 74.95

One only, seamless Wilton rug, fringed ends, the well-known Persian tree design and in soft colorings of green, grey and old rose. Size 9.0 x 12.0. Reg. \$65.00. Special..... 49.75

One only, seamless Wilton rug, closely woven, plain centre with narrow border, with Chinese effect. Size 9.0 x 12.0. Reg. \$75.00. Special..... 69.75

One only, imported Wilton rug, very closely woven; all-over design in blue and tan colorings. Size 8.3 x 10.6. Reg. \$62.50. Special 57.95

One only, English Axminster rug, woven in one piece, very thick and heavy weave; handsome Kirmanshah pattern, in blue, green and tan. Size 9.0 x 12.0. Reg. \$60.00. Special..... 52.50

### Featuring Beds, Mattresses, Chiffoniers and Dressers In an Exceptionally Attractive Group of Remarkable Values

#### Bed, Spring and Mattress Complete \$19.85

Brass Bed, with 2-inch posts and five fillers; bright, polette or satin finish. Mattress has seagrass centre and jute felt, top and bottom, encased in art ticking. Spring has metal frame, woven wire fabric, and rope edge. Sale price of the outfit..... 19.85

#### Another Outfit for \$31.45

A very handsome and well-built Brass Bed, in bright, polette or satin finish; heavy 2-inch posts, with ball tops, five 1-inch fillers, with gallery. The mattress is half seagrass and half jute felt, encased in art ticking; a durable and comfortable iron frame spring. Outfit priced to save you a good sum. Special at..... 31.45

Brass Bed, heavy 2-inch posts and top rod; special ball corners; five 1-inch fillers, with galleries; bright, polette or satin finish. Regular \$25.00. August Sale..... 20.65

Brass Bed, heavy 2-inch posts, combination, ball corners; 5 fillers; special iron frame spring; five fillers, with double galleries; size 4 1/2 only; satin finish. Regular \$32.00. August Sale 23.50

Mattress, seagrass centre; jute felt both sides and ends; deeply tufted; full depth border; good grade of art ticking. Regular \$4.50. For..... 3.20

Mattresses, half seagrass, half jute felt; deeply tufted; full depth border; roll edges; good grade of art ticking. Regular \$7.50. For..... 5.45

Mattresses, filled with jute felt, built, not stuffed; deeply tufted; full depth border; good grade of art ticking; soft, comfortable mattress. Regular \$9.75.

August Sale..... 7.50

Mattress, pure cotton felt; built in layers, not stuffed; full depth border; deeply tufted, roll edge; good grade of art ticking. Regular \$13.00. August Sale..... 10.45

Dresser, in surface oak finish; three large drawers; brass trimmed; back fitted with large bevelled plate mirror. Regular \$10.75. August Sale..... 6.50

Dresser, surface oak; golden finish; large drawers; brass trimmed; back fitted with large bevelled plate mirror. Regular \$11.50. August Sale..... 7.50

Dresser, surface oak; golden finish; three large drawers; shaped standard; large bevelled plate mirror. Regular \$15.50. August Sale..... 12.50

Lady's Dressing Table, in birch, walnut finish; one drawer; back fitted with large plate mirror. Regular \$10.25. August Sale..... 6.50

Pillows, all feathers; size 19 x 26; weight 8 lbs.; encased in good grade of art ticking. August Sale, per pair..... 1.50

**Congoleum Rugs Just Arrived**

Hundreds of Congoleum Rugs just arrived, in all their new colors and effects. They appear more like carpet rugs than linoleum. Will give splendid wear for kitchen, dining-room or bedroom. Size 9.0 x 12.0, today \$15.00; size 9.0 x 10.6, \$11.50; size 7.6 x 9.0, \$8.25; size 6.0 x 9.0, \$7.50.

### Queen Quality, Boston Favorite and Other Well Known American Makes in Women's Pumps 2.95

700 pairs in one big lot, comprising such makes as Queen Quality, Boston Favorite and other American lines. Leathers are patent colt, vici kid, white canvas, gunmetal, and many combinations of canvas and colored kid sport Oxford. Not all sizes in every style, but all sizes, 2 1/2 to 7, in the lot. This is the balance of various lines of our summer shoes, every pair of which is a marvelous value. Today's clearance price..... 2.95

- Women's White Canvas Pumps, \$1.49**  
150 pairs of fine White Canvas Pumps, plain toe, high and low covered heels, with and without ankle straps, hand-turned soles; sizes 2 1/2 to 6 only. Today special..... 1.49
- Small Boys' Oxfords, Special \$2.49**  
52 pairs of Small Boys' Oxfords, in patent colt, gunmetal and tan calf, with wide fitting toe shapes. Blucher style; sizes 11 to 2. Special for today 2.49
- Men's New Fall Boots, \$3.89**  
Men's Boots at these prices should not be missed, made of patent colt, gunmetal and vici kid; English rocade and full fitting lasts; military and low heels with Goodyear welt soles; all sizes 5 to 9 1/2. Special for today..... 3.89
- Children's White Canvas Pumps**  
White Canvas Ankle and In-step Strap Pumps, plain full fitting lasts, light flexible McKay sewn soles, low heels. Special for today, sizes 4 to 7, \$1.09; sizes 8 to 10, \$1.19; sizes 11 to 2, \$1.39.

### Chinese and Japanese as Well as French and Swiss Silks

For today we feature the following six special values. If what you want is not in this list, watch the sale from day to day, for it may appear later. August being a rather dull month, to stimulate shopping we mark some of our new fall silks at a closer margin than later in the season. These six specials for today are very good examples of what our August Silk Sale means to you. Thrifty women will anticipate their needs and buy silks for fall and winter wear now.

- Black Duchesse Paillette, deep full blacks, extra value, yard..... 1.24**
- Black Silk Crepe de Chine, in a beautiful quality. The ideal dress fabric. Today, per yard..... 1.69**
- Black Duchesse Paillette and Taffeta, in heavy qualities that wear well and are Lyons dyed. Today, per yard..... 1.49**
- Heavy Dress Shantung, suitable for suits and dresses, fine weight, finish, great value. Per yard..... .95**
- Ivory Habutai Silk Specials, 26 inches wide. Today, yard..... .79**
- 36-inch Superfine Habutai, in good heavy weight. Today, per yard..... .85**

### Men's High-Grade Panamas \$2.95

\$5.00, \$6.00 and \$7.00 Hats

Another opportunity to secure a stylish, neat appearing hat of fine panama for less than production cost. Included are fedora, telescope and negligee shapes. Today..... 2.95

**Men's and Boys' Caps 45c-75c and \$1.00 Values**

Smart, every one of them. Made of attractive tweeds in checks and overchecks, well made and lined. On sale today at..... 45c

### Flannel 35c a Yard

Flannels, in a good range of stripes, suitable for pyjamas, shirts, women's blouses, etc.; also some plain cream Cayana flannels. No phone orders for flannels. Regularly 50c and 60c yard. Special, today, yard..... 35c

Semi-bleached Table Damask, sturdy quality, 63 inches wide. Regularly 60c yard. Today, a yard..... 49c

Damask Table Napkins, pure linen; size 22 x 22 inches. Regularly \$3.25. Today..... 2.75

Checked Glass or Tea Towelling, 23 inches wide. Regularly 18c yard. Today, a yard..... 14c

Bleached Sheeting, plain weave, heavy serviceable quality, 72 inches wide. Regularly 55c a yard. Today only..... 46c

A Few Semi-ready Crepe Kimonos, stamped in Lazy Daisy designs. Colors—old rose, Alce blue, and apricot. Very slightly muscled. Regularly \$1.50. Today..... .99

Japanese Printed Table Cloth, in blue and white, finished with wide hem. Sizes 42 and 48 inches. Today..... 75c

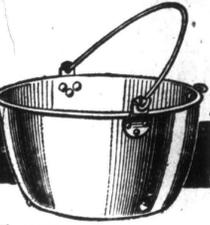
Semi-ready Mueslin Dressing, for children six months to six years; neat designs, including white or colored floss. Today..... 49c

### Leather Hand Bags 69c

Just think of getting a real leather bag for 69c. These are made with metal frames and covered with good quality leather, having Dresden or plain poplin linings; fitted with coin purse and mirror. Only 200 to be sold today at..... 69c

### White Enamel Preserving Kettles 95c

These kettles are a very superior grade of pure white enamel, 10 qt. size (with measure) and today's price is less than for ordinary ware. 144 only, today, at the special price of..... 95c



**\$2.00 Screen Doors for \$1.25**

Only one size left, 2 1/2 x 6 1/2, filled and varnished. Regular \$1.75 and \$2.00. To clear today..... 1.25

**Crown Jars**

Pint size, per doz..... 85c  
Quart size, per doz..... 75c  
Half gallon size, per doz..... 85c

**Perfect Seal Jars**

Pint size, per doz..... 90c  
Quart size, per doz..... 1.00  
Half Gallon size, per doz..... 1.10

**Jelly Glasses**

Tin top, 6 oz. size, doz..... 40c  
Tin top, 8 oz. size, doz..... 50c  
Metal Rubber Jar Rings, doz..... 30c  
Metal Rings for Crown Jars, doz..... 20c  
Glass Taps for Crown Jars, doz..... 20c  
Glass Fruit Funnel, each..... 10c

### Buy Navy and Black Suitings

**From This Good List**

These are balances of goods bought eighteen months ago. Our new stocks of similar materials are higher in price. The qualities are positively guaranteed.

**Superfine Botany Serge**, that tailors beautifully and always keeps that smart good shape, and does not gloss in wear; 50 inches wide. Black and navy. Yard..... 3.00

**Men's Finished Serges**, the finest tailoring serge made, specially adapted and finished for women's suits. An extra fine twill and soft texture. Perfectly soap shrunk. Dark shades of navy and black. Today, per yard..... 3.50

**Fine Gabardines** are extremely popular in this superfine twill guaranteed fast dye, navy and black. Today, per yard..... 3.00

Phone Main 7841.

### Big Rush Specials for Infants and Children

**Infants' Robes**, length 30 inches, made of soft white nainsook. The skirts are pinched and have insertion of lace and embroidery, with deep lace edge to match. Yokes trimmed with lace and embroidery. Less than cost price, today, at..... 50c

**Children's Sweater Coats** of white zephyr wool, daintily knit in a serviceable two-and-one rib. Deep turn-down collars, long sleeves, five pearl button fastenings down front. Sizes 2 to 4 years. Regular \$1.75, today..... 1.00

**Infants' Oilcloth Bibs**, covers entire front, shoulder straps and waist strap, some with pockets in front; clean, pretty colored patterns. Priced today at..... 10c

### Tremendous Clearance of Women's and Misses' Dresses at \$4.85

Both the Misses' and Women's Departments are participating in this great clearance of summer dresses today. There will be rajah silk dresses, with white sport silk poplin collars, and rajah belts with buckles, and two pockets. A collection of checked, striped, floral, spotted and novelty voile, marquisette, gingham and linen dresses, in superior qualities, and chiefly individual designs. Included are both simple sport frocks and dressy afternoon styles. The trimmings consist of ribbon belts, contrasting and white collars and cuffs, and the use of two materials smartly combined. There are styles of the Russian jumper, high-waisted, button-down-the-front and coat dresses, made with pleats, gathers or plain skirts. The reductions are very large, and you should not miss this opportunity of getting another charming frock to finish the season in. Clearance 4.85 price, in both departments

**Crepe Kimonas Today \$1.95**

Nice quality cotton crepe in navy blue or black, prettily smocked yokes and trimmed with satin to match. A useful as well as a cool summer wrap. Sizes 38, 40 and 42. Regular \$2.95, today..... 1.95

**Charming Georgette Blouses at \$4.95**

105 Blouses, comprising many styles, though not many of each. Delightful blouses of good crepe, Georgette and exceptional crepe de chine. Some are beautifully embroidered; others are trimmed with delicate laces; white, pearl grey, maize, flesh and all other wanted colors. Each blouse from \$1.00 to \$3.00 less than usual. Today..... 4.95

### More Good Bargains in Women's Whitewear

- Nightgowns 85c**  
Regular \$1.25. Kimona slip - over styles of strong white cotton, daintily embroidered and trimmed with embroidery edging. Sizes 36, 38, 40, 42. Today..... 85c
- Underskirts \$1.19**  
Regularly \$2.00. Good wearing cotton skirts, with deep embroidery, founces and cotton underlay. Sizes 36, 38, 40, 42. Today..... 1.19
- Underskirts at \$1.95**  
Fine nainsook, neatly cut in gored styles and finished with founces of beautiful Swiss embroidery. Today..... 1.95
- Lisle Thread Vests 49c**  
Finely ribbed and made with low necks, no and short sleeves, necks finished with lace yokes; sizes 34 to 42. Today..... 49c
- Women's All-over Aprons 39c**  
Good useful aprons of black and white print in all-over styles, with round necks and well shaped armholes. Gored skirts. Fastened at the back..... 39c

### Women's Coats Reduced to the Very Low Price of \$2.19

Here is a group of 150 coats taken from our regular stock, featuring smart materials and styles, and reduced to this ridiculously low price for today. They are coats that will give you service until the real cold weather comes, and are in good condition. Sizes 34 to 42. Today's price..... 2.19

**Women's Raincoats, Very Good Value at \$5.00**

English Waterproof Coats of silk poplin, with plain and plaid rubber linings absolutely waterproof. They have raglan sleeves, reversible collars, pockets, and eyelet ventilation holes. These coats are extraordinarily good values at the price. Sizes 34 to 42. Today..... 5.00

The SIMPSON Company Limited