for Sale me Toronto World TOR RENT
 FRENCH TAKE 40 VILLAGES Big Force of Germans Faces Immediate Destruction by French and Australians Between Nesle and Peronne Crossing--British Advance Further Eastward North of Bapaume --Enemy Retreat to La Fere is Threatened by Forcing of the Oise Line.
Canadians Almost Thru Hindenburg Line RRENCH APPROACH NOYON WHamimum CANADIANS HOLD THE LINE GERMANS RUNNING FASTER
Fall of Railway Centre Only a Matter of Hours if French So Elect---Enemy Retirement Far More Speedy Since Fall of Chaulnes and a Halt on the Oise is Not Now Expected.

|  | nCH official | Roye is stht inaccessible for occupation.$\qquad$ |
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| et tine fall ot Chauriesesthan |  |  |
| (ously. Vigorousty purseed by |  |  |
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| own mustard gas shells, which they left behind and which are being fired from German glins by French gun |  |  |
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| cress the River Somme in the region of Nesle and the Canal du Nord. Gen. Debeney's men without great |  |  |
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| After Chaulnes fell, Gommiecourt, tothe north, and Septfours were taken |  |  |
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| by the Frenh, While later Cressy,Balatre, Champien and Roignlis, be-tween Nesle and Rove, were captured, tween Nesle and Roye, were ciptured,and more than a score of other villages |  |  |
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| mid more than a scors of therer viliases occupied. |  |  |
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| vastation and desolation that has notbeen surpassed during the war. Roye |  |  |
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| Montdidier and Moreuil. Even ceme- |  |  |
| smashed and graves opened. Thenames of towns in this region no |  |  |
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## GERMAN FRONT IS SMASHED TROOPS CAUGHT IN A TRAP


Catch Germans Massing for a Counter-Attack From Jigsaw Wood and Wither Them With a Hurricane of FireMake a General Advance and Storm Sart Wood.




## IVI SPITE OF RAIII AT THE EXHBITION

Undaunted by Heavy Rain, The lay the Game With Great
Determination owded the buildin
Various Displays Held' Attentio of Visitors When Weather
Was Bad. welatat asimad.上2 = = Eaw

## THE TORONTO WORLB

THURSDAY MORNING AUGUST 291918
Features for Allies' Day
 X mentir MEN PI WONDER

Motorists and all interested in motor cars are cordially invited to visit our booth in the Transportation Building at

## The Canadian NationalExhibition

 and inspect our models of McLaughlin cars consisting of two series:
## McLÄUGHLIN MASTER SIXES <br> McLAUGHLIN LIGHT SIXES

> On these two chasses, with efficient valve-in-head motors, are mounted our various body designs, including a model for every kind of service to which a car may be put

The Mclaughlin Motor Car Co. oshawa, ontario


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## Girls' <br> Nérves <br> sumed in the brergy is con- there is bound to be failure of the other functiens of the bo boye Digestion is is impaired. sleep, youd aches-you areannot easily ex- sited and arritated - feel fired and inction 4s. a creator of orve Food rich, red blod and a builder up of the exhausted <br> ED

School
FOMEN PRESENTED
WONDERFUL SICHI
Demonstration at Exhibition Greatest of Kind in Canada's History. LAUGHED AT THE RAIN Not One Member of the to Quit. mo greated


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THE TORONTO WORLD

The TorontoW orld






 No Deomen's Day. could have shown more
Nrit than the women who took par grit than the woumen who took por
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## A Line of Cheer Each Day of the Year

## THE WIFE $\underset{\text { By JANE PHELPS }}{\text { THE }}$

## FOLLIES OF THE PASSING SHOW-By Mitchell



## MT. RENAUD RETAKEN Paris, Aus. 28 , F French troops have re  <br>  <br>   <br>     Man a tine of sio.000, or booth:

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Ject to the collection of dat permagases ob by
and robbed, Serbla is destrtyoned, and
Germany ought to make restitution.
Daylight Saving.





Bingos Win While Leafs Are Idle
Howley's Men Are inSecond Place
TIGERS TAMED BY SAM JONES OF SOX





PENNY ANTE Fifteen Days of Grace Allowed

|  | BEHIND THE BINGOS |  |
| :---: | :---: | :---: |
|  | Leafs Must Win Both Today <br> to Regain the Lead |  |
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|  | PLACE NO PENALTY <br> AGAINST PLAYERS |  |
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| Reminding a Short Gu |  | BY GENE |

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## TO AR SCOTT CASE



Nos.




## MOTOR BOATS RACE <br> TODAY AT THE EX.

## Thirty Miles for Ex-

 hibition Cup. 10









STEADY PROGRESS AT BOSTON CREEK

Favorable Developments a Miller-Independence Draw PROPERTIES ACQUIRED Toronto Men Figure in Deal and Exploration Will Be Expedited.

## 

## HOW ROCKWOOD OLL COMPANY'S OUTPUT BRINGS REVENUE

## 

$1918 \leq 19$


## $\pm$ E

## Industrial Progress and Oil

Who will ever forget the contumely and
ridicule with which the appearance of the fire "horseless carriages" was greeted by an incredulou public only a few years ago?
Judged by our prese

Judged by our present modern standards of motor vehicle design, the pioneer "benzine buggies"
were ridiculous enough to provoke mirth, but at that time it was not so much the appearance of the equipage that brought forth universal scorn as it was
the idea-the audacious departure from the prethe idea-the audacious departure from the pre-
conceived notions of what constituted proper conconceived
veyance.
monstro first chug-chugging, undependable motor car monstrosity marked the beginning of the gradual
dethronement of the horse from his equine kingshi in the matter of vehicular transportation
The evolution of the motor car to its present
degree of perfection has proven a mighty high degree of perfection
stimulus to the oil business.

The palpitating roar in toto of the growing
ultitude of motor cars and trucks throughout the world bespeaks the need for greater and ever production of crude oil.
from the oil refinery, now known commercially ae gasoline, was considered valueless, and great quantities found exit: from the refinery through the wastepipe, to disappear forever through evaporation. useful product, but certain constituents were ressible manner sequently discarded in the easiest possibe manner.
Petroleum was needed to replace the tallow candle, and oil extracted from the sperm whale, used largely
in lamps for illuminating purposes. in lamps for illuminating purposes.
petroleum industry. But gasoline, the despised portion of petroleum, has revolutionized the industrial conditions of the world. It has made the extraction of petroleum from the earth, and its manu-
facture into refined products, the third largest indusfacture into refined products, the third largest indus
try in the United States, being outtanked only by agriculture and transportation
increased the demand has undoubtedly greatly important by-product, gasoline, yet it will probably be seen that the peace requirements will be just as heavy. The motor car, motor truck and airplane
have come to stay. So, also, have the oil-burning steamers, which are being turned out as fast as the highly-organized shipbuilding industries in the allied countries are able.

Hence it is that the old oil fields are being honeycombed with wells, and new fields are ever
being sought, with a view to increasing production. being sought, with a view to increasing production,
To Ontario belongs the honor of having opened what appears to be one of the most promising of the new oil districts in the Dominion.
The Glencoe field of Southwestern Ontario, situ-
ated only a few miles from the justly famous ated only a few miles from the justly famous
Petrolea district, is looming on the horizon as a coming big producer of the much-prized oil.

Large tracts of likely land are under option and new syndicates are being formed with a regularity
that spells aggressive development of the resources that spells aggressive development of the resources
of this field. In the short time since active operations on a large scale were instituted here, the
results have been extremely gratifying. From the wells drilled it is reliably reported that between 20,000 and 25,000 barrels of crude oil are being produced every month.
The oil produced is of a very high grade and,
consequently commands the highest prices, added consequently, commands the highest prices, added
to which is the government bounty of 52 c per barcompanies from the Imperial Oil Company and the government up to $\$ 3.10$ per barrel.
as producing companies utilize their own product as producing companies utilize their own produc for motive power for pumping, and the cost of drin
ing is moderate because of the shallowness of the
deposits.

THE UNDENIABLE INVESTMENT POSS BILITIES OF THE OIL BUSINESS IN THIS


## The August Homefurnishing Sale Nears Its End!-Better Shop Today

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Complete $\$ 15.95$

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 Simpson's Market

Phone Adelaide 6100

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Bargains That Fairly Cry: "Buy Today and Save!"--Clubs and Hotels as Well as Homemakers Will Make the Most of the Short Time Remaining in This Sale.

## Buy Through the Home-Lovers' Club of Deferred Payments

It costs nothing to join the Club. Club members buy at sale prices and obtain immediate use of purchases upon payment of a first moderate deposit. Balance is spread over a period agreed upon. Talk with the Clnb Secretary---he will explain.


Fourth Floor

## 15c Bedroom Paper 9c

 25c siting-room Papers, $170-$
Stripe
design
 roms and halls, Single roll, 150.
Cut-out Borders, yard, bc.



5-Piece Set of 97-Piece Dinner Set 532.50 O






WASHSTITND, base of
 Ausust sale price, 86.95 .

 Dining chairs, solind
quarter-cut oakk, golien anish $=2$

## Baby Carriages

 $\$ 17.50$ to $\$ 50.00$Popular and novelty styles in
white, grey and other new finishes.' Special August Sale prices, $\$ 17.50$ to $\$ 50.00$. Light, Roomy Go-Carts, reclining backs, deep footwell.
Natural finish, sale price $\$ 7.95$; Natural finish, sale price $\$ 7.95$;
grey finish, $\$ 9.45$; white enamel, $\$ 10.65$, whe
yor Just $\$ 6.95$

and


Genuine Swiss Lace Curtains \$8.49 Pr. The the balince of apurchass made several monhths 18, diriect tom ginitit of thet, in rich wory shade; 3 yarct pait, $\begin{gathered}8.99 \\ \text { Egypuia }\end{gathered}$
 tom, with tapestry banding in rich colorings; $21 / 2$ yards long, at, pair,
$\$ 12,49$. 50-inch Egyptian Cloth, $\$ 1.98$ Yard-For portieres or over
curtains, 50 inches wide, in rose, green, brown or blue. At cost price
yard. $\$ 1.98$. Asmonal Sale of Blanluets


Offers Notable Savings the First Day--Today
Anticipate your fall and winter needs now... these oal
ues procurable today may not be duplicated later. Our high standing in the markets accounts for such plenteous suaiggs.
Can you doubt it io to your best interests to hurry here first Can you doubt it is to $y$
thing in the morning?
Flannelette Blankets away less
than mill price. Largest size 70
$\times 84$ inches. quality. White or grey. No more than 3 pairs to a customer White Union Blankets, closely woven and evenly napped. Size
$64 \times 82$ inches. $\$ 8.95$ value. $64 \times 8$ inches. $\$ 8.95$ value.
Today, pair, 86.95.
All Wooi Military Blankets, mill seconds, joined in centre Weight about 4 pounds. Size 70
$\mathbf{x} 88$ inches. Today, each, at Finest Quality White All Wool
Blankets, weight 8 pounds. Blankets, weight 8 pounds. Size
$68 \times 86$ inches. $\$ 22.50$ value.
Today, pair, $\$ 18.50$

Gide. 35 c value . 28 c . Cream Saxony Flannel, 27 inches wide.
yard, $5, \mathrm{c}$.

## White Flannelette, lovely

 quality, 29 inches wide. Notmore than 20 yards to a customer. 25 c value. Clearing today,
yard, Silkoline Bed Comforters, assorted pretty designs. Size $72 \times$
72 inches. $\$ 5.00$ value. Today,
$\$ 3.75$.
fourth Floor.

