## ours Today

 a. m. to 30 p.m. e Closesbw at 1 p.m on Delivery turday

## Your Neckties

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or $\$ 1.00$
Oc, 75 c AND $\$ 1.00$

Boys' Pure Silk vis, Italian and Eng. | froken range |
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TMPSON

FOR LEASE ROYAL HOTEL


## The Toronto World

FOR SALE---- $\$ 17,000$ Min

# BRITISH GAIN 2500 YARDS 

East of La Boiselle They Take 2000 Yards of German Trenches and Advance 500 Yards; Ovillers is Occupied After 500 Yards of Enemy Trenches Are Cap-tured---North of, Fricourt Two Woods and Three Lines of German Trenches Are Seized.

## IMPORTANT SUCCESSES

Hard Fighting Goes on, With Counter Attacks By Enemy All Failing


## Cillyile linl Fmoit IIMNE <br> Brcaltronf

TERRIFIC ATTACK
BEGAN AT DAWN

Russians Drive Foe Back Fourteen Miles in TAKE THIRTEEN GUNS


| : WAR SUMMARY: <br> THE DAY'S EVENTS REV EWED |
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LONDON, July 7, 11.13 p.m.---East of La Boiselle the British have captured German trenches on a front of nearly 2,000 yards to a depth of five hundred yards. In the direction of Ovillers the British have forced their way into the village, after capturing five hundred yards of the German front. North of Fricourt the Bitish drove the enemy from two woods and captured three lines of trenches.

## REPUSE PRUSSIAN GUARDS

## KING SENDS A MESSAGE PRAISING HIS TROOPS

| one Could Have Fought "All Will Continue Good | d Work," Haig's Reply. | Trenches, West of La Boiselle. |
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| The Nickel Question in North | RUSSINISG GANI |  |
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|  | Capture Several Dominating Fortified Heights Near Baiburt. |  |
| These are all in the states today-sup. |  |  |
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on $\begin{aligned} & \text { Workers } \\ & \text { Assoclation }\end{aligned}$ ．



# 为 JULY A MONTH OF SALES！ 

## Beginning on Monday－－The Second Series of 4－Day Sales Offering：

 Household Linens．Rugs and Oiicloths．Toys．Groceries．Women＇s Suits．Women＇s Coats．Gloves．Hosiery．Pàrasols．Wash Goods
 $\mathbf{M}^{\text {oxDAT }}$ the buying of the family hosiery，with bargains ex traordinary in seasonable socks and 300 dien read this list： black cotton hose，sizes from 5 to 10．A capital stocking for boys and girls，both big and small，
with extra ply knitted into places wearing first－made from extra combes selected Maco
yarns，one of our higher pried regular selling yarns，one of our higher priced regular selling
lines less than cost at the mill．Monday， 9 c
per pair，or 3 pairs for 25c． per pair，or 3 pairs for 25 c ．
Women＇s finest quality hose，makenss＇finest quality silk Linde thread
mostly small drop stitches neaty neatly defects being places where they will not ne noticed，or inter． here in the wear．In the lot are oolors of black，
white，brozze，grey and this season＇s col sizes in most colors，made from finest quality
mercerized Sea Island yarns，and finest makes． mercerized Sea sland yarns，and finest makes．
Monday，exceptional value，price，per pair， 59 ． 1,000 pairs women＇s Summer．weight plain
black Maco cotton hose，close fine knit，seam．
less make，in all sizes． less make，in all size，
Monday， 10 c per pair． $=5=5=$ $=5=2=-2$ $= \pm= \pm=5=$

## 97－plece Dinner Set With Dainty Pink Rosebud and Shadowy Green Foliage by Way of Decoration

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simply furing武 mismumize $5=$



Hosiory for Mon，Womon Exquisite Drawn－Work and Lace Bedspreads

## At Half and Less Than Half The Usual Prices  <br> A

 and Oiher Delightfut Designs－Priced Monday at $\$ 4.00 . \$ 5.00$ and $\$ 6.50$ ． TO LOOK AT THEM you would think that France was again at work with genius for imitating，she has produced these handsome bedspreads in true French fashion， bordering some of them deeply with Battenbir rg lace and inserting others with spider－webs of dainty drawn－wor in various effective designs．Furthermore，procuring them as a nanu－ f the offering：
$\qquad$in elaborate designs．Size $80 \times 100$ inches．Sale price，each， 85.00 ．Lot Three－Japanese．hiemstitched bedspreads with hand eirbr cidery and drawn thread work．Also Battenburg Wilton Square＇s at Prices Lower Than Their Cost Prices To－day In Small Oriental and Two－tone Conventional Designs in the Brown，
Green，Bive and Tan Tones so Much in Demand for the Floors of Living rooms，Dining－rooms．Halls，and Sitting－rooms．
 A chased at the prices featured for the opening day of the 4－Day sale of floor－cover－ ings．Moreover，with the cost of carpets soaring steadily，it is most improbable that such
squares will be available for years to come at as low prices．The offering is in every sense ble event in value－giving． Treen patterned with brown ivory and bluer Oriental and self－tone conventional effects so popular for downstairs rooms and halls，includin


Also Oilcloth，Nippon Verandah Rugs and Brussels Squares at Bargain Prices

Colossal Clearance of Women＇s Silk and Cloth Coats
 $\mathbf{P}^{\text {RACTICALLY OUR ENTIRE STOCK of Women＇s Street Coats is to be cleared at }}$ $\mathbf{P}$ sweeping redections．In fact，every coat is reduced to such an extent that it is dollares less than cost price．Al are new，smart and faghionable in style and material and suitiable
either for present or earily Fall wear．The fabrics include wool，serges，popling，cheviots，


 4－DAT $A$




 fare of the skirt are notable on a black taffeta
the coat has overlay collar of white and is in Rus
， sian belted style adorned with four pearl buttons． Another in black moir poplin has an inset bel and a unique feature is a small panel inset in the battons．

Suits of silk and taffeta combined，French ＂crush＂revers，a high－standing pleated collar， and a frill cuff give an idea of the style of the mart models in which serge is used for
ekirt and peplum，also for belt and collar．
Embroidered motifs in navy with touches of
white and gold are featured on the sergu panel at back and front of another suit，which has a cross forms band trimming in the usual way Sizes are 32 to 44．Sale price，Monday，$\$ 15,00$ ． In the 4－Day Sale of Gloves Short Lusle Gloves 59c，Long Silk， $W^{\text {OMEN＇S }} \begin{gathered}\text { Short } \\ \text { Thread } \\ \text { Lioves，in white }\end{gathered}$ black，champagne，grey and tan；
made with two dome fasteners； made
cord backs．Sizes $51 / 2$ to 7 in the
lot，but not in each color．Mon． lot，but not in each
day special，pair， 59 ． Women＇s Long Silk Gloves，
Susquetaire style，dome fasten－
 mousquetaire syack，and double tipped fingers．
ers；silk cord backs，and
Colors black in 16 －button length，and white in
button length．Special Monday，per pair， 59 ． Main Floor，Yonge St

The Store Closes To－day at 1 p．m． With No Noon Dellivery
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II IIALAAI UHILNUIL
Important Points Captu
heavy resistance met Enemy Gradually Squeezed
of Campelle Valley

business in toronto
continues to improve $A L L[E S ~ A B L E T O W I N$

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## Toronto reports to sradstreets，say that trade conditions are encourags． Summer busis． $\begin{gathered}\text { Paris } \\ \text { Shows Keen Elation } \\ \text { Results of the }\end{gathered}$




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IANS INFLICT RTHER REVERS
Teutons to Retreat on
wer Styr-Capture
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Station.

## WhenWork Drags

Just reach for your package of WRIGLEY'S-and take a fresh start! It will soothe and cool your mouth and throat, quench your thirst, steady your stomach and nerves, help your appetite and digestion.
需 is pleasant, beneficial and economical - an ever-ready friend to thirsty, tired, nervous people.
Two delicious, long-lasting flavors. Every package waxed-wrapped and sealed against all impurity.

saturday morning
JUZY 81916

## Secrets of Health and Happiness

wh Heels Not Harmful If Shoes Are Properly Made



| PROGRAMS <br> FOR TODAYMOVIESSCREEN <br> GOSSIP |
| :--- |
| Talks With Screen-Struck Girls |

## By Batiry Nicherena







EMPIRE DAUGHTERS HELP CANADIANS IN GERMAN Good Turn Out by Members
Sir Henry Pellatt Chapter.




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PATRIOTIC NOTES.




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 TO AID CANADA'S TRADE




BERT WILLANVS
WON TO MOVIES $\left.\right|^{\text {Tr }}$ Famous "Laugh-Producer" of the
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Debut in Film Comedy

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## VIVID IMPRESSIONS

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street on the great east sicie of Ne
York, and there, madat the sioven

 A WOMAN'S MESSAGE TO WOME If you are troublea with weak, tre







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#### Abstract

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## You can

 offer your friends no purer Bee thanO'Keefe's-
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YourDealer
saturday morning

| LDIIS' SUMMER WEIG c.oth suits <br>  <br>  <br>  <br>  COLORED COATS $\qquad$ WALKING SKIRTS $\qquad$ <br>  WHITE WASH SKIRTS |
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THE WEATHER

LADIES' SPORTS COATS

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| TORONTO | Ledies' and

aentlemen's
HATS
 FEMMLE LABOR IN MUNITION PLANTS

Chief Subject of Discussion at Next Meeting of $C$

## BASELESS RUMORS

Talk About Status of Women Workers Hearsay, Says

## ?

 Mayw Street car delays


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## SOCIETY <br> SOCETY



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 EYES AND TEETHCAUSE HEADACHE


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THE TORONTO WORLD


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## Wednesday, July 19

Exhibition Park


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Scarboro Beach Park
Famous Banda Roma
Paul and Paulino open air movies.
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Gammo roany ?
CELEBRATION
$\qquad$ wiLhum Comen secreary.

The members of the
Loyal Orange County Lodge of Toronto
 $\qquad$

New York Hotele
HOTEL EARLE


Nixititit
Educational
Educational
Ontario Ladies' College Conservatory of Music and Art




## Baseball Toronto 4 Richmond 3 <br> Turf $\begin{gathered}\text { Latonia Pools } \\ \text { Pay Big Price }\end{gathered}$ Pay Big Prices

## HERBERTS SINGLE

 WON GREAT CONTEST Overtime Victory for Locals After Thrilling Fight Thruout Full Distance.


## "тне нат shop" Stiaw ITATS and Panamas

The names
of the who wants.





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84-86 Yonge St, Toronto

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|BRAVES GET ONE HIT $\left\lvert\, \begin{aligned} & \text { Evers Called Tener } \\ & \text { The Big Cheeese and }\end{aligned}\right.$ OFF GENE PACKARD The Big Cheese and

Winnipeg
Montreal

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 -




in the hats we sell are all the proof that the man
And quality stands for all that is right in a hat otyle-proportion-dimension-and value.
Straw Hats, $\$ 2.50$ to $\$ 6$
Panama Hats, $\$ 5$ to $\$ 50$
Lightweight London Tailored Topcoats -Raincoats-Dusters-Rugs-Caps

Fairweathers Limited

ED. PLANK BLANKED WASHIINGTON TEAM
Always the Master-Mo
ridge Wins His Thirn ridge Wins His Third Over the White Sox.



## 

Light-Weight Suits for Men $\$ 10$ to $\$ 25$

ACOLLECTION of lightweight fabrics for men's wear that embraces the best of many high-grade makers-plain and pinch-back styles.

## HICKEY'S

97 YONGE ST.

PROHIBITION ON SEPTEVBER 16th

E. T. SANDELL

Allcock, Laight and
Westwood Co., Ltd. Westwood Co., Ltd
Fishing Rods and Tackle

Latest Production
SILK BOUND STEEL ROD



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GRAYS TWO BEATINGS

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## BRAU

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## ting Notices




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SATURDAY MORNII


## The World's Selections

 From Robert BradieyHelen, and Billy Mccee the



Rogular Auotion Sales Tuesday, 11th July 175 Horses Friday, 14th July 125 Horses
 Heavy Draughts, Aeneral Purpose, Express and Dellivery, Drivers an Workers.


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That Son-in-Law of Pa's

Pay Big in Mutruels

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Today's Entries
Weekly Moss Park
Athletic Events

## Be Well-Dressed

 pay $\$ 25$ in ground floor stores. We have no high ground
$\$ 10.00$.

| Keep cool in one of our "No Wate" Tropical Twist |
| :--- |
| Suits, , made with and without belt at our $\$ 10.00$ |
| upstairs price ......................... |



By G. H. Wellington



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WANTED
Competent Assistant Bookkeeper Accurate, active and ind
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APPLY BOX 40, WORLD
PASTURE FOR HORSES
Water, Shade and \$5 PER MONTH
Good Grass APPLY MAIN 5308, o
DONLAMDS FARM,

GERRARD 888


THE TORONTO WORLD
JULY 81916

# The Straw Hat to Suit You <br> is cally found in our splenidid  <br> THE <br> SIMPSON LIMITED THESE VALUES TODAY FOR FOUR AND A HALF HOURS 



Half-Day Specials in Millinery 100 hats AT $\$ 2.95$. Panamas, Leghorns, Tuscans with summery flowers, ribbons and hand-made effects, mainly large sailors. Misses' and wo-
men's. Saturday ........ 2.95
OUTING HATS AT 95c.
Ratine, linen and pique, with stitched edges and bands to
match, sailor shapes, flat or roll match, sailor shapes, flat or roll
brims.
Saturday, special .. .95 outing hats at \$1.45. Large aallor shapes of awning stripe

CHILDREN'S PANAMAS, 81.50 .
 WOMEN'S AND MISSES' PANAMA
 OBTRICH NECKPIECES. Natural and white, black and white
and maxes coloriz appecial Now Trork
purchase makes the prrices

Hand Bags \$1.48



Put One Over on the Hot Days by Your Purchases in the Men's Store. All the Best Summer Wear to Make Hot

Weather Enjoyable.
Get a Good Bathing Suit for This Afternoon


Men's One-Piece Cotton Bathing Suits, with or
without skirr. Men's sizes Men's Two-Piece Cotton Bathing Suits, in navy . navy Men's All Wool Cashmere Bathing Suit, two-
tw, in navy only ....................... 2.75 Heavy Knitted Wool Bathing Suit, two-piece, in
, gray, navy and white, gray and white ... 3.00 Boys' One-Piece Cotton Bathing Suit, in plain
. Sizes 20 to 32 ................. 25
 SPORT SHIRTS, 98 c. SPORT SHIRTS, 98 c .
Men's Sport Shirs, in Madras cloths,
collar can be left open or closed, all are collar can be left open or closed, all are
coat styles. Sizes $\begin{aligned} & \text { at to } 17 . \text { Regular } \$ 1.25 \\ & \text { and } \$ 1.50 \text {. Saturday }\end{aligned}$............98 BALBRIGGAN UNDERWEAR, $35 \mathrm{c}^{\text {. }}$. 98 Men's Natural Shade Babibriggan and
Poros Knit" Underwear. Sizes 34 to 44 Poros Knit" Underwear. Baizes 34 to and 44 . Anderson's wool taffetas, large variet
46. Regular $\$ 2.50$. Saturday. . 1.59 16.50, $\$ 18.00$ Suits Saturday $\$ 12,95$
"Turetala clont," in a



| GIRLS' WHITE BUTTON BOOTS. <br> 180 Pairs White Canvas Button Boots, with plain toe and McKay sewn soles; low heels and white pearl but- tons. Sizes 8 to $10, \$ 1.50$; 11 to $2, \$ 1.85$. <br> BOYS' "ACTIVE SER. <br> VICE" BOOTS. <br> 450 Pairs Boys' Boots, made of heavy box kip leather, with solid standard screw soles and heels; heal round toe shape, and medium heels; suitable for the hard holiday wear, in coun- try or city. Sizes 11 to 13, try or city. Sizes 11 to 13, $\$ 1.99$; sizes 1 to $5, \$ 2.29$. | 200 PAIRS MEN'S TURN SOLE LACE SHOES, \$1.29. <br> Made of finest grade dongola kid leather, with turn soles, plain toe vamps, low heels. This shoe gives extra good wear, is light and comfortable for evenings or summer weather; all sizes in the lot, 6 to 10. Regular $\$ 3.50$. Saturday at 8.30 a.m. . . 1.29 | MURRAY SHOE CQ. MEN'S SAMPLE OXFORDS, \$2.95. <br> 300 Pairs Men's Goodyear Welt Oxfords, made up of this season's samples of the Murray Shoe Co., and short lines of our own low shoe stock, including tan calf, gummetal and patent colt. Several toe and heel styles. All sizes in the lot. Values from $\$ 4.00$ to $\$ 5.50$. Saturday, 8.30 a.m. . . 2.95 | LIGHT GOODYEAR WELT BOOTS, $\$ 3.24$. <br> 750 Pairs Men's Dongola Kid and Gunmetal Calf Boots, made with light-weight Goodyear welt soles, in Blucher and straight laced styles; English recede and medium toe shapes; military and flat heels. Sizes 5 1-2 to 10. Regular \$4.00 and \$5.00. Saturday'. . 3.24 | "QUEEN QUALITY" SUMMER SHOES, 700 <br> PAIRS AT \$2.45. <br> Four lines, amounting to over seven hundred pairs, patent colt and gunmetal pump styles, with gray and chamois suede and black cloth and plain leather styles; Goodyear welt and styles; Goodyear weit and McKay sewn soles; plain leather and covered Spanish heels; plain and ornament trimmed; Sizes $21 / 2$ widths to 7 $\$ 4.00$ and $\$ 5.00$, Saturday ....... ........ 2.45 |
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## Women's Cool Summer Waists \$1.00

Sheer White Voile Waists, assorted
patterns, satin stripes and checks, convertible high or low collars, long sleeves. Sizes 34 to 42 bust. Regular
$\$ 1.48$. Saturday ........... 1.00 MIDDIES, 69c. White cotton, large roomy style,
piped with namrow black and white
piping. Sizes 32, 34 and 36 only. kectur s.ioc simutuay

## Misses' Smart Silk Suits

WERE $\$ 35.00$, SATURDAY $\$ 19.75$.
This season's suits that were good value at original price. Not a style point miss-
ings,navy and black only. Sizes 16 , 18 and 20 . Saturday ................ 19.75 MISSES' OUTING SKIRTS.
Were $\$ 5.00$, Saturday $\$ 2.75-$ Skirts of ratine awning stripes, in coral and white,
ck and white or blue and white, two sma 11 pockets, stripes are perfectly matched; black and white or bue and white, two sha, wide and heavy stripes.
also others in cotton striped serge; narrow, watch
200 NEW TUB SKIRTS
Were $\$ 1.25$, Saturday 890- For outings
Women's Wash Suits at Special Prices Beach Cloth, Palm Beach, white gabardine or rep. All smartly tailored and in
the newest designs. Specials, $\$ 4.95, \$ 6.95, \$ 8.95, \$ 10.00$ and $\$ \mathbf{1 2 . 5 0}$. WOMEN'S PORCH AND BEACH DRESSES, $\$ 2.95, \$ 3.95$, $\$ 4.95$ AND $\$ 5.95$. Crisp cool dresses for the warm summer days. An assortment of tailored and
fancy dresses in plain white or colored fartics, also fioral, striped or figured designs.
Many styles fancy collars, sleeves and pretty skirts. $\$ 2.95$, $\$ 3.95$, $\$ 4.95$ and $\$ 5.95$ thents: WASH SKIRTS, 98c AND \$1.25.
The Two specials in rep skirts, plain flaring styles, with plenty of width at hem, open
front and pearl buttons. Regular $\$ 1.50$, Saturday 98 c . Regular $\$ 1.75$, Saturday $\$ 1.25$.


## Save Time and Labor

"HotPoint" Vacuum Cleaners are exceptionally well made, with very special features, a few of which we mention below:
Floor Sweeper, a 14" suction shoe with revolving brush driven by two belts, and has rolle bearings. The motor is specially air cooled, giving
the machinee a greater suction power and longer he machine a greater suction power and longer
life at the same cost. Handle has a self-locking ife at the same cost. Handle has a self-locking
device which holds it upright when not in use and can be set at any angle. Attachments-There are seven separate pieces. which are easily attached for cleaning the walls, draperies, mattresses, pillows and


Odd Pairs of Curtains Half-Price
 air, Batrenerbac currams
 sminil scram curtans, pair 3 soc
 23c WINDOW SHADES.
hundrea, saturday morning, cre


Electric Fixtures


Silverware
 bright Anisht, Sold lineal Ree. 81.76 . Saturday, each....1.0

Picnic Supplies

Outing Set FiLMs FOR sNOPSSHOTs.




20
25
35
30
40者

Boys' Unline
Summer Suits at $\$ 2.95$
100 Cool Cloth Suits, single breasted, patch poicket, moing
with pinch backs; bloomers fut cut, plain grays. Sizees 7 to 17
yearr. Regular $\$ 4.50$. Sump
Sale, Saturday morning ... 205
Boys' Suits $\$ 4.35$ Single-Breasted Style



Watches $\$ 5.00$

Club Bags $\$ 1.98$


Hardware and Sporting Good


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