



SOGIETY PR*


NEW RATES FOR
CENTRAL BRANCH
M. C. A. Directors Met and
Decided Upon a Different Schedule. GRADUALLY INCREASED

LOTS OF BUYERS
NOT MUCH FRUI

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359 Yonge Street
 The Newcombe Piano Co. Limited 19 and 21 Richmond St. Weet

HERES THE COUPON .... CLIP IT NOW THE WORLD'S POPULAR PENNANTS sented with 22 cents at The World, 40 West Richmond

The Toronto World is Canada's Brightest Morning Newspaper
rly-morning-before-breakfast delivery is made all over the ity of Toronto and Hamilton, and you can be made conversant enings of five continents before you start busines

Fill out the following Order Form for a trial month's sub early delivery:

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Daily Fashion Talks by may manton AN IDELL SUMMER COSTUME










THE TRIPLE TIE


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There are only a very few left

## Oacking Clip the coupon and mail it today if you would be a possessor of one of these books of duty, freight and

 packing. Cip the coupon and mail it today if you would be a possessor of one of these books by the greatest busi-ness writer of the century. Seymour Eaton is a wizard in mathematical condensation, and his original short-cut in figures, which was published twenty-five years ago, has never been improved on. The book should be in the hands of every school boy-or girl, and is practically indispensable to the business man or artisan.
Remember the attached coupon and 77 cents secures it. This coupon when presented or mailed to The World Remember the attacher coupon and 77 cents secures it. This coupon when presented or mailed to The World
Office, together with 77 cents, is good for one copy of Seymour Eaton's book, entitled "One Hundred Lessons in Office, toge,
Business."

## THIS COUPON

Main Street, Hamilton, entitles the bearer to one copy of Seymour Eaton's great book, "One Hundred
Lessons in Busines.".










THE TORONTO WORLD



## Bowling First Day $\because$ At Rugby St. Michaels $\therefore$ Turf Six Favorites In New League 1 UrF Lose at Windsor



Only Way to Knock Mutt Out Is to Kick Him on the Shins



## Birds Whitewash Leafs While Royals Down Jersey City Pests

ROYALS INCREASE TORONTO SECURES BIISONS NEARLY WON BROWN GAVE BIRDS FOUR HITS BASEBALL RECORDS HUSTLERS GRABBED LEAD ON TORONTO

Hit Davis Freely and Piled Up


PHILLIES SUPPORT
SEATON'S TWIRLING



ANOTHER PITCHER

## GAME FROM INDIANS Buffalo Gave Newark a Grim <br> Buftalo Gave Newark a Grim Battle and Threw a Sare in the Ninth. <br> Were Nearly Shut Out, But 



LEAFS BLANKED ONE TO NOTHING

## | <br> 

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SENATORS TROUNCE FOUR OUT OF SIX
WHIIE SOX AGAN FOR THE GIANTS
YUR IHE GIANTS
Four St. Louis Pitchers Were
Unable to Check Mc-
Graw's Men-Score.

$$
\begin{aligned}
& \text { antennational Enave LUDCROUS BATTLE } \\
& \text { LUDICROUS BATTLE }
\end{aligned}
$$






## The Robert Simpson Company, Limited

## Parasols

20 Only Children's and Misses' Parasols, in nlain col ors, including all white ones,
with neat handles; $\$ 1.00$ lines. Wednesday

84 Women's Parasols, patterns, stripes and checks, wel assorted, both style and color
combinations, 12-rib canopy shapes in the lot, including $\$ 3.50$ lines. Stook - taking
clearance, Wednesday . . 1.39

## (Main Floor)

Millinery Ribbon A 6 -inch Stripe Ribbon that range of colors, including range of colors, including king's blue, emerald, navy, cerise, oldi rose, in combinaselling regularly for 35 c .
Wednesday... Novelty Ribbons, a big assortment of beautiful fancy ribbons, fast in pattern and colors, odd lines that have been selling regularly from 59 c to $\$ 1.25$. The range in each pattern is broken, that
is all. Clearing Wednesday

(Main Floor)

Stock-taking Clearance of Gloves and Hosiery
Women's Silk Lisle Thread
Hose, "German"" make Hose, "German" make, exliant thread, Hermsdorf dye,
perfect finish; these are reguperfect finish; these are regu-
lar stock and sell regularly lar stock and sell regularly
for 35 e pair. We are overfor 35 e pair. We are over-
stocked and must clear them
竍 quickly; black or $\tan ; 81 / 2$ to
10 . Rush price, WednesWomen's Long Pure Silk Gloves, fine finish, close in nousquetaire style, dome
fasteners and high double fasteners and high double
finger tips. Come in black only. Sizes $51 / 2$ to 8 . Regu-
larly 75 c. Stock-taking clear
ance, Wednesday Infants' Cotton Socks, in white and colors, extra, fine finish, with neat colored tops,
new designs; fit ages 4 new designs; fit ages 4
months to 8 years. Special Men's Silk Socks, pure silk woven, rich shades, perfect finish; tan, black and colors reinforced lisle thread heel, toe and sole; sizes $91 / 2$ to 11 ;
45 c value. Wednesday $\ldots .25$ (Main Floor)
Stock-Taking Wall Paper Sale
Prices are cut in two for
this imperative clearance of This imperative clearanae of last days to alean up this
stock, and it must go. Buy
But English and American
Papers, for living or bed rooms; the colorings are as sorted, and patterns neat; to
be used as whole walls, upbe used as who
pers or lowers:
Reg. 25 c roll. Wednesday .11 Reg. 50 c roll. Wednesday .24
Reg. 75 c roll. Wednesday .36
Reg. $\$ 1$ roll. Wednesday 49 2260 Yards Cut-Outs Borders, for plain or figured walls, assortment of colors,
sold by the roll. Regularly 36 c and 48 c roll. Wednes-
day , roll (Fifth Floor)

## We Are Entering the Home Stretch

In the great July Clearing Sales, the old stocks, old in months or days merely, have been reduced to almost their limit and new goods are adding their fresh interest to the store.

In the Men's Section we have many new lines to show you, from new cravats to Fall Suits, which give ex cellent basis for comparişon with the sterling goods now on sale in the department.

## Men's $\$ 12.50$, $\$ 13.50$ and $\$ 15$ Suits to Clear at $\$ 8.95$ <br> ear; made from all-wool English tweeds, in or all-year-round brown shades; neat stripe and small check patterns; cut in the lates  <br> Men's Terry Cloth Bath Robes

neycomb weave; neat stripe patterns, in well style, with turn-overer collar, and girdle, at waist; sizsorted shades; full cut
and large men. Wednesday ......................... for small, medium

## Boys' White Duck Bloomer Pants

Splendid Wearing Linen Finished White Duck Bloomers, sizes 4 to

## Men's Straw Boater Hats

in split or sennit braid, medime or wide brims, also soft roll brim straws


Men's and Boys' Soft Hats, light Sum 'aer r tight trooper and crusher style; coiors fawn, slate, brown and
black. Regularly $\$ 1,50$ and $\$ 2.00$. Wednesday...a 1.00
(Main Floor)
Silk Shirts for Men \$2.98 be cleared Wednesday at much abo less than thei
regular values Ind regular values. Included are reversible collar o
separate collar styles separate collar styles, and some have a tie to
match; best quality silk and finest workmanship in these shirts; all sizes 14 to 18. Regularly $\$ 4.00$ $\$ 5.00$ and $\$ 7.50$. Wednesday to clear ...... 2.98
"KEEP KOOL" UNDERWEAR, 39c
Men's Athletic Underwear, shirts and drawers, "Keep Kool", and mesh styles, finest quality marers; no sleeves and short sleeves manufac drawers; all sizes in each line. Regularly 50 c
and 65 c . Wednesday ..................... MEN'S TWQ-PIECE BATHING SUITS, 69 c . Navy blue, well sized, made in the newest
styles, white and red stripes around knee of styles, white and red stripes around knee of
trunks; all sizes to 44 . Regularly $\$ 1.00$. Wed-
nesday (Main Floor)

## Austrian China Berry Sets 59c

$\qquad$ dainty design. Specially priced, pererated with ix saucers. Specially priced, per set ...... 89 Salad Bowls, Carlsbad china, decorated with floral designs. Specially priced, at, each ?... 49
Salad Bowls, Carlsbad china, decore tinted ground and spray designs. Specially FRUIT JARS AND JELLY GLASSES Perfect Seal Fruit Jars, with glass top wire spring. Pints, per dozen, with glass top and Crown Fruit Jars, ................... 1.00 Crown Fruit Jars, glass top, with met
serew band. Pints, per dozen, .55 ; quarts, dozen , ........................................ 65
Jar Rubbers, ordinary kind Per

Jar Rubbers, pure rubber. Per dozen . . .
Tops for Schramm Jars. Per dozen..

## TheRobert Simpson Company,Limited

Clocks \$1.03




## epeating Alar

 Clocks $\$ 1.03$32-inch Striped Flannelette 6c Yd. and es wide. Clearing-Wednes-
day, yard No phone or mall orders
for this. Factory Cotton, th a firm,
lose weave, 36 inches wide


 Plain
Sheets,
sleached
spoendid
wemmility
wearing


 White All-wool Blankets,
beautiful sort fleey finish,
pink or blue fien
 Factory or Unbleached
 Sale Wednesaray, yac. July



## Lace Curtains

 ONE AND TWO - PAIR OFF EAOH PAIR. Some have been used assamples and are slightly soiled.
About 150 pairs to select from-point Arabe, Venice, ette, novelty scrim, Nottingham, etc., etc.; cream, white,
ecru and Arab shades $31 / 2$ yards long. Priced from
$\$ 1$ per pair to $\$ 40$ per pair. $\$ 1$ per pair to $\$ 40$ per pair.
Wednestay one-half to onethird off.
CURTAIN NETSRE-
DUCEDTO 49CPER YARD. DUCED TO 49C PER YARD,
A selection unequaled; all A selection unequaled; all
makes.w ell represented; able, fish, fine and open and Arabe shades; 50 to 54 inches wide; buy fall curtains
now; $\$ 2$ will do now what $\$ 3$ now; $\$ 2$ will do now what $\$ 3$
will do later on. Wednesday,
vard BUNGALOW NET, $121 / 2 \mathrm{c}$ Regular value 20c yard; of stripe and block designs to hoose from; inexpensive and effective for the summer
home. Wednesday, yard. $121 / 2$ Sterling Values in Good Floor Coverings 1200 Yards of Good, Hard new bright designs and col
ors; slightly imperfect ors; slightly imperfect
widths $36,54,72$ and 90 per square yard ........... 23 Jute, Brussels and Napier also suitable for back stairs and passages; lengths 18 in wide, per yard, $.20 ; 221 / 2$ in
wide, per yard, .22 and .25
27 in. wide, per yard, 28 and $.31 ; 36$ in. wide, per yard, .3
and .... ............ 4 Do not overlook the Jul

Sale of Imported and Domes-
tic Art Wool and Union ugs, for bedrooms and sum stock is reduced 25 per cent
for a big before-stock-takin for a big before-stock-takin
clearance. 18-in. Tapestry Stair Oar Several Part Rolls of Fn lish and Axminster and Wi
ton Carpets, Oriental, sel olor and conventional d signs. Regular price $\$ 1.75$
and $\$ 2.25$ per yard. Specia
Wednesday

For the Picnic Waxed Sandwieh Papor. Per roil
Packetment
pact



The Grocery List
 scroll feet; top is round, and extends, with easy running slides, had in the various finishes. On sale Wednesday ........ 26.75 Dining Chairs, solidly built of quartered oak and in mis. nish, upholstered genuine leather seats. Sets of five chairs and . On sale Wednesday Dining Chairs, well braced, and built of genuine quartere oak, and supplied in fumed finish, solid teather upholstered day. ..... day ............. . . . ... ....... ........................ 24.90 (Fifth Floor)

## Dining Room Furniture at Prices Much Reduced

Buffets, of selected quartered oak, in rich golden polished
inish, deep linen drawer, with good cupboard room above and wo short cutlery drawers, fitted with heavy bevelled and airror. Wednesday ...... ....... ....... ...... ....... 36.70 Buffets, in Colonial style, carefully constructed of golden upboard space and good mirror. On sale Wednesdith lots o Dining Tables, of quartered oak, and finished golden, fumed and extending to 6 feet. Wednesdey .. 18.70 Dining Tables, a massive pattern, with heavy base and h, upholstered genuine leather seats. Sets of five chaission
 Buffets, of selected quartered oak, in rich golden por i.





 Sauce, large thn and 10 .
FRESH ROAns, in chil
ROAST



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    | :---: |
    | Vanish Like Magic |

