## 011 <br> <br> The Toronto World

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# GIANT DIRIGIBLE COMPLETES HER TRANSATLANTIC FLICHT 

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Completes Her Transatlantic Flight After Voyage Which Lasted 108 Hours and 12 Minutes and Covered a Distance of 3600 Miles -Record of Flight as Told by Log of the Airship.



FARMERS GIVEN NEW VIEWPOINT
ON TARIFF ON FARM IMPLEMENTS


## Play Suits

During the summer months, Clothes are the last thing a boy wants to be bothered with, especially the little chaps from $21 / 2$ to 8 years. Just put on a Rough-and-Tumble Suit and let them "go to it." $\$ 1.50, \$ 1.75$ and $\$ 1.95-$ not much for a summer's play, is it?

OAK HALL, Clothiers



THE TORONTO WORLD
MONDAY MORNING JULY 71919
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LABOR NEWS



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PAGE six The Toronto World

## THE TORONTO WORLD


 MONDAY MORNING, JULY
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## Baseball

Buffalo 9
Toronto 3

- Fight Rickard Resents

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W. McLuckie 6 and 4 Defeated G. R. Turpin

| GEORGE WHITEMAN | BASEBALL RECORDS |
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GREAT BARGAINS IN TIRES CINCINNATI REDS NOW
IEAD NATIONAL LEAGUE


## FIGHT FANS <br> A Real Story

Willard-Dempsey Fistic Encounter IDA WEBSTER TUESDAY'S WORLD

RIVERDALE DEFEAT THE TORONTO C. C

## 8



Nutmeg Beat Stranger

Saving You $\$ 10.00$ to $\$ 30.00$ Per Tire



Read It



# FROM ENTRY BLANK TO HOME VIA THE ROYAL RDAD OF 60,000 EXTRA CREDITS 

## For Each Six Six-Months New Subscriptions Turned In Before 11 p.m. July 30

IT'S THE TIME TO ENTER AND IT'S THE TIME TO GET BUSY FOR THOSE ALREADY ENTERED IN THE SALESMANSHIP CLUB
$\$ 16,000$ in Awards
\$5,000 Home Chaimers Touring Car ........ $\mathbf{2 , 1 2}$ Briscoe Touring Car Maxwell Touring Car Briscoe Touring
$\mathbf{1 0} 100$ Prizes. $18 \$ 50$ Prizes $50 \$ 25$ Prizes

Total .
tra Cash Awards.
The $\$ 100, \$ 50$ and $\$ 25$ Prizes above referred to will be merchandise orders, later.

JUST WHAT THE SALESMANSHIP CLUB IS HOW TO BE A WINNER
The Toronto World, throygh its "Salesmanship Club," will award over 816,000 in prizes
owide awae men and women in Ontario who help to increase the circulation of the (daily)
World Any man or woman, young or ord, living in the teritory in which The World dirculates,
with the exception of employes of The World and their immediate families, is eligibibe 1 enter It costs nothing to enter, and all it takes to win is a little effort during spare time between
now and August 29 . All awards are made on a competitive basis, according to the number of credits earmed by
the members. Those who earn the most credits will, of course, be the winners of the biggest
and Credits are obtained only by securing subscrittions to The Daily Worrd from either old
or new subscribers for any length of time from three months to two years in schedule of credits allowed on subscriptions.
Subscriptions may be obtained anywer
All that it is necessary to do to enter the campaign is to send in your name and address,
As soon as this is received, receipt tooks and free printed matter will be sent you without Aecay. Every active member who fails to win one of the 91 . prizes offered will be paid a cash
commision of to per cent. on all subscrptions collected. An active member is one who turns in at least one subscription a week for the cast two weeks of the campaign.
The entry blank starts a member off with 5,000 credits, and if


ONE OF THE FOUR AUTOS $\$ 2,125$ CHALMERS TOURING CAR.


This high-grade Chalmers Touring Car which was, purchased from the United Auto Sale Lomited, of Toronto, will be given to the member closing the campaign in
other autos are to be given to the third, fourth and fifth highest member.

## 60,000

 EXTRA CREDITSFOR EACH SIX 6-MONTHS' NEW SUBSCRIPTIONS TURNED IN BE FORE 11 P.M., JULY 30TH.

## $\mathbf{\$ 5 , 0 0 0}$ Home

 The first award, which goes to the mem-ber who closes the campaign with the greatest This home is to sect by and can be in any part of the territory covered by the campaign. It might be a residence in the
City of Toronto; it might be a residence in the City of Brockville, or in any other town in
Ontario, or it might be a farm. The selection is entirely with the winner.
The World will buy any piece of real estate
that can be purchased for $\$ 5$. home costing more than $\$ 5,000$ is selected,
The World will pay $\$ 5,000$, and the winner can assume the difference. If a home costing
less than 85,00 is preferred, the winner can less than $\$ 5,000$ is preferr.
have the difference in cash.

ADDRESS ALL INQUIRIES TO SALESMANSHIP CLUB THE TORONTO WORLD


# SIMPSON＇S MID－SUMMER SALE 

Special！Handsome Velour Portieres


Here is a splendid opportunity to secure a pair of Velour Portieres at a price that we will not be able to duplicate for months．The velour is of excellent quality，
having a bright silky finish，in all the desirable color com－ having a bright silky finish，in all the desirable color com－
binations．Double－headed tops，shirr tapes and hidden hooks．Standard length， 6 feet 9 inches．Midsummer Sale． today，pair $\$ 27.50$ ．
Fine Voile and Marquisette Curtains Today $\$ 5.98$ Pair． One hundred pairs in this season＇s latest styles．
White，ivory or ecru color，with trimmings of dainty White，ivory or ecru color，with trimmings of dainty
wide or narrow insertions and lace edgings to match．Sill wide or narrow insertions and lace edgings to mat．
length， $21 / 2$ yards．Midsummer Sale，pair $\$ 5.98$ ．
＂Sunfast＂Casement Cloth at 75c Yard．
1，000 yards to sell today．Imported Casement Cloth of British manufacture． 30 inches wide，in the most
wanted tones of green or blue．Every yard is fast dye and wanted tones of green or blue．Every yard is fast dye and
impervious to the effects of sunlight or washing．Midsum－ mer Sale today，yard 75c．

Same fabric， 50 inches wide．Yard $\$ 1.25$.

## Suits for Big Men $\$ 19.95$ Sizes 40 to 48

## It＇s a Clearance of Odd Sizes of $\$ 25.00, \$ 28.00$ and $\$ 30.00$ Suits From Regular Stock

These suits aregenerously proportioned to make for comfort，yet in so doing the tailors retained the style lines which big men want．

Fine finished worsteds and tweeds are the materials． The attractive grey and brown shades will appeal，as also will the carefully designed patterns．

They are single－breasted，3－button，soft roll，semi and form－fitting models．Sizes 40 to 48 ．Today，special value， \＄19．95．

## Men＇s Working Trousers，Today，$\$ 3.25$

Only 185 pairs in the group．The material is a finely finished Italian worsted in dark shades of grey and brown，with neat stripe effects．Finished with 5 pockets and belt loops．Sizes 32 to 42 ．Today，special，$\$ 3.25$ ．


READING
For Your Holiday
－Trip－75c Copy

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## Boys＇Overalls \＄1．19

Sizes 6 to 16 Years－Regularly $\$ 1.75$ and $\$ 2.00$
Grey and black pinhead check denim that will stand
the severest test boys can put on their clothing．
Made with bib，three pockets and suspenders．Ankle length．Sizes 6 to 16 years．Regularly $\$ 1.75$ and $\$ 2.00$ ． Today，Midsummer Sale，$\$ 1.19$ ．

Boys＇Overall Rompers 58c

## Sizes 3,4 and 5 Years．

Little Boys＇Knee Length Overall Rompers．Made with bib back and front，and straps to go over shoulders． One pocket．They come in khaki and blue and white dripe romper cloths，with red or blue trimming．Sizes 3， 4， 5 years．Today，Midsummer Sale，58c． Grass Rugs Reduced． Strongly made，well bound，in as－ sorted designs，or plain centres with
different borders，in brown and green different borders，in brown and green
colorings．Useful for bedroom or summer cottage．Two sizes， $8 \times 10$ feet，today＇s special，$\$ 6.95$ each；size Stencil，at $\$ 10.95$ each．
Stencilled Matting Rugs $\mathbf{\$ 2 . 9 5}$ ． About 100 Japanese straw matting rugs，stencilled in quaint colors and
different designs．Size $6 \times 9$ feet．To－
simpon＇s－Maln Floor．

Grass Rugs，Mattings，Congoleum，

Extra！4－Yard Wide Linoleum，Reg．$\$ 1.35$ for $\$ 1.19$ Sq．Yd． A few rolls marked as seconds，where the quality is perfect，but the color has slightly run in the printing，in
many places hardly noticeable．Heavy grade and good designs．Four yards wide．Regularly $\$ 1.35$ ．Today special many places hardly noticeable．Heavy grade and good designs．Four yards wide．Regularly $\$ 1.35$ ．Today，special，
square yard，$\$ 1.19$ ． Midsummer Sale


Linoleum，in the Congoleum Rugs \＄9．75－Special． A clearance of two good designs in Congoleum Rugs，rich Oriental patterns and colorings，well sea－ soned quality．Size 7 feet 6 inches $\times 9$ feet．Today special，$\$ 9.75$ ． Blue Bath Mats Only \＄1．95． 200 all－cotton，strongly woven bath mats，fast colors and wash－
able，good tile designs．Size 2 feet able，good tile designs．Size 2 feet
3 inches $\mathbf{x} 4$ feet 6 inches．Each inche．
$\$ 1.95$ ． $\qquad$


Midsummer Sale Specials in Wall Papers Attractive Stripe Design for Bedrom， 10 R Printed with delicate tints of pink，blue or yellow on white backgrounds．Reduced Cut－out Borders to match， 4 c yard．
Tapestry Papers 19c Single Roll． Foliage and scenic tapestry effects in printed on light and dark backgrounds，

Buy Sherwin－Williams Paints

Brass Beds，Mattresses，Springs

Brass Beds \＄19．75． Have two－inch posts，with heavy top rails．Five fillers，
heavy knobs．All sizes， heavy
$\$ 19.75$ ．

Brass Beds $\$ 27.95$ Heavy ball corners，two－
inch posts and top rails．Five one－inch fillers．$\$ 27.95$ ．

Mattresses $\$ 11.50$ ．
Of jute felt in layers，deep Of jute felt in layers，deep
border with roll edge，in art ticking，$\$ 11.50$ ．

Mattresses $\mathbf{\$ 1 8 . 9 5}$ Mattresses $\$ 18.95$ ．
Kapock filing，full depth Kapock filing，full depth
border with roll edge，in good border with roll edge，
grade art ticking，$\$ 18.95$ ．


