


# Shower and Waterproof Coats Made in Men's and Young Men's Models for Protection Against Summer Rains <br> <br> For $\$ 7.00$, Suitable Raincoat for holidays and camping 

 <br> <br> For $\$ 7.00$, Suitable Raincoat for holidays and camping} and straps on sleeve. Sizes 36 to 42 . Price, $\$ 7.00$

At $\$ 1.1 .50$ in a greenish fawn double texture paramatt cloth, slip-onstyle, with all-around belt, convertible collar and slash pockets and strap on sleeves. Price, $\$ 11.50$.

At $\$ 18.50$ - Light-weight Raincoats, in a d fawn mercerized cotton of light weight, in slip-on style, with trench belt and slash pockets, open-through pockets, oon vertible lapels. Sizes 34 to 42.

At $\$ 37.50$-Showerproof Coats of fawn and tan gabar Raynsters, made in slip-on and raglan surberrys or Dominion These garments are smartly cut in three-button slash pocke These garment are sm
style.
Price, $\$ 37.50$.

## Today, Men's White Outing Boots Are Priced

 Rarely Low at \$1.50Buying under usual conditions it is not possible to name a price so low on Men's White Outing Boots of even ordinary quality-and the quality of these boots is far and away above the ordinary. They are all duck boots in lace style. Some red reinforced boxing around edge. Another style hau white heels. These have soles and heels. Then again there are whiter duck boots with red corrugated rub ber soles, rubber heels and leather insoles. Sizes in the lot, 6 to 11. There are only 500 pairs in this lot. A splendid buying chance for those who require outing boots during the entire season. They are all guaranteed to give satisfactory wear Clearance price, today; pair, $\$ 1.50$

\section*{1869 <br> | GOLDEN |  |
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| JUBILEE | 1919 |}

Store Opens 8.30
O.m. Closes Saturdays at 1 p. m. SHORTER HOURS" 'BETTER SERVICE'

An Acousticon Will Help You Hear
More Easily
In addition to the exhaustion caused by the heat of sum.
mer, the man orwoma who is hard of fiearing suffers from the
fatize


 to mind and healthe Unless sour trouble is caused dy nermive
defect or complicated by age, it should be possible for you to


 Acousticon demonstrator to show you thearingstrument which
would help you hear and to explain our trial offer. If y you Would help y you hear and toe explain our
live out of town, send for illustrated leaffet.

If You If You Live at the You Will Fineaches Service for City and
Sububear Suburban Customers
a Great Convent When you cannot come to the Store, or are unable to telephone for what you may wish 10 order, make out the
list of things you list of things you re-
guire, address it to the
"City quire, address it to the
"City
ment," ander Department," and cither post
it, give it to the driver it, give it to the driver,
or get someonee or get someone who's
coming to town to it ming to town to drop
fou into one o the boxes placed at the entrance to to the Store
( 8 collections daily $)$ (8 collections daily)
and your order aill and your order will re
ceive immed ceive
tion.

Special Men's Suspenders, $4^{\circ} \mathrm{C}$
Lisle Elastic Webbing Suspenders, made in cros back style and fitted with white kid cast-off ends, adjust able buckle and metal trim of solid brass. Special value, per pair, 47c

Men's Wash Ties, in derby shape, with pointed ends and thin, firmly sewn neckbands. Large range of fancy stripe patterns, in leaf effect, including black, royal or navy blue, purple, green or tan. Today, 20c.
Underwear, Khaki Drill Shirts and Bathing Suits Suggest Men's Summertime Needs
59 c is the price marked on Cotton Balbriggan Underwear of summer weight. Shirts have long sleeves and drawers are ankle length, cuffs and ankles being closely
ribbed to fit snug. Sizes 34 to 44 . Per garment, 59 .

Khaki Drill Shirts, an indispensable item in camper's outfit, and very serviceable as a work shirt. An EATON-made shirt of medium weight material, has laydown attached collar and two pockets, with button-over flaps.
$\$ 2.00$.
In two In two-piece style are Cotton Bathing Suits, in plain navy or navy body with trimmings of red or white on neck, skirt and trunk. Jerseys button at shoulder and
have quarter-length sleeves string at waist of trunks. Sizes 34

## A Victrola for Summer Vacation,

 Priced \$34.00 The splendid tone and reliability of the Victrola make it a most desirable instrument forall occasions. Yet many people all occasions. Yet many people
fail to obtain the full fail to obtain the full enjoyment
from their record collectione he from their record collections, be
cause of the difficulty of moving cause of the difficulty of moving
a heavy instrument to the summer home, cottase the sum-


Attention, Motorists! The Toliner Tube, Guaranteed 5,000 Miles This tube is guaranteed for one year against puncture. A demonstration will convince you of itis reliability. The tube looks just like the ordinary tubes, but has a special preparation on the inside so that when a nail or tack goes through
and is pulled out the opening fills up with this preparation and stays filled. These tubes are fully guaranteed and will give every satisfaction. Owing to a special purchase we are able to offer these tubes, at a big saving on the original prices.

Size $30 \times 31 / 2$, at $\$ 4.50$.
Size $31 \times 4$, at $\$ 5.75$.
Size $32 \times 4$, at $\$ 6.00$.
Size 32 $31 / 2$, . 14.75 .
Size $33 \times 4$, at $\$ 6.25$.

| If You Live Out Town You May Purchase Throu the Shopping Service |
| :---: |
| If you cannot come to the Store to select personally any of the merchandise which is described on this page write to the Shopping Shoppers will do the choosing and buying for you. If there is quire, add it to the list, and it will be carefully chosen and promptly your letter: The Shopping Service. |
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| :---: |
| Nottingham Lace Curtains and Other Drapery Fabrics Featured for Today nottingham lace and mish net curtane, parr; 34.45 . <br>  <br>  <br>  <br>  |
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mer home, cottage or camp. The whole matter may be solved by the purchase of a number 4 Victrola. The number 4, with the regular Victor sound bor and tone arm equipment, is specially suitable for camp or sum mer home. The oak cabinet is $31 / 4$ inches high, 13 inches wide
$141 / 4$ inches deep. The weight
24






2

## TAKE A MANDOLIN TO CAMP.

The New Flat-backed Mandolins are much in favor these days. - They have a good tone, and are casier to hold than the old style. An extra good value is the instrument, offered at this price. It is well finished in high polished mahogany color, with celluloid binding around top edge and sound hole. Ready
whise.

Motoring Gauntlets For Men
They gre cut from black and smoked horsehide. Made with six-inch gusset cuff, half pique sewn seam and strapsand dome
Price, per pair, $\$ 4.50$.

An Early Morning Clearance of Boys' Smart Wash Suits-.. Some Half the Usual Price 85 e

Included in this lot are Suits in the popular Olive Twist and Norfolk models. Earliest buyers will find a splendid range of patterns set out for selection-all repriced away lower for the occasion. Many, indeed; at only half usual price. They are in chambray, percales and prints, in the Norfolk style, single-breasted, with self collar, all-around belt, and straight knee pants. ? Olive with self collar, pants button to waist, making it a/one-piece garment.
day, 85 c.

Boys' Full Length Overalls, made of good quality khaki percale
trimmed with red, have bib and trimmed with red, have bib and
strap over shoulder. Sizes 3 to 10 yeaps. Price, 90c
Boys' Knee Length Print Over-
alls, in blue and white, black and white, and brown and white stripes, have bib and strap over shoulder. Sizes 2 to 6 years.
Price, 55 c .



## A Problem and Its Solution

 HIS company regrets exceedingly the inconvenience and annoyance that has been caused by the suspension of the local street railway service.

We have tried to explain conditions confronting the company and have sought an adjustment of the present trouble through the medium
of a Board of Conciliation a Board of Conciliation

We have shown how similar situations have been met in other cities and there is no reason why a solution along similar lines canno

It must be
It must be evident to everyone in the city that the wild scramble sented by the motor vehicles now unlicensed common carriers represented by the motor vehicles now engaged in passenger-carrying, with problem.

Who would object to paying a 5-cent fare on the street cars in order to insure adequate ser vice provided by satisfied employes?

In all other cities where relief has been afforded fares have been increased to $6,7,8$ and evien to 10 c and in practically all of these cities the roads had unexpired contracts calling for a 5 -cent fare or less.
A 5 -cent fare is all that would be required to solve the phesent
The Toronto Railway Company



# IN THE "SALESMANSHIP CLUB'S" CIRCUATIN 

OVER $\$ 16,000$ IN AWARDS

Salesmanship Club Starts Now

OPPORTUNITY COMES TO EVERYONE, SOME RECOGNIZE ITS KNOCK WHILE OTHERS LET IT PASS

THIS IS YOUR
OPPORTUNITY, WILL YOU GRASP IT ?
$\$ 5,000$ Home and Four Automobiles head the list of valuable and desirable awards to be made by the Toronto World to ambitious, men and women members of the "Salesmanship Club."

You owe it to yourself to read every word of this unusual announcement. It offers you the opportunity of a lifetime.

FIRST GRAND CAPITAL PRIZE, $\$ 5,000$ HOME


Salesmanship Club Closes Aug. 29

IT WILL NOT INTERFERE WITH YOUR BUSINESS OR PLEASURE, ONE HOUR A DAY WILL BRING BIG PAY

IT'S A "CANT LOSE" PROPOSITION EVERY WORKER IS REWARDED

A $\$ 5,000$ HOUSE AND LOT OR FARM OF YOUR OWN SELECTION, THE FIRST PRIZE
The club member who closes the campaig with the largese number of credits and who is therefore the winner of the first prize will be allowed to select any home or famm in any part of the teritiory covered by the campaign that can be purchased for 55,000 cashe
and The World will pay the bille The Word will pay the bill.
In this way the winner can satisy himeslf or herself as to locality, tylye, and as to all details. Drive your own bargain-suit yourIf the winner would rather have
winner the difference in cash. If a homome that could be purchased for less than $\$ 5,000$, The World will purchase it and give the the winner can pay or assume the difference. From time to time The World will prin
winner is at liberty to buy what suits himself or herself best.

THE IDEA IN A NUTSHELL
The Toronto World, through its Salesmanship Club, will award over $\$ 16,000$ in prizes to the people
siding in the field in which it circulates. This liberal offer is open to both men and women. tesiding in the field in which it circulates. This liberal offer is open to both men and women.
It costs you nothing to join the Salesmanship Club. Everybody who It costs you nothing to join the Salesmanship Club. Everybody who takes part is sure to be hand-
somely rewarded. You are certain of winning a $\$ 5,000$ home, one of the four automobiles, or
prizes, or a cash commission prizes, or a cash commission.,


 ENTRY BLANKS GOOD FOR 5,000 CREDITS.
The entry blank is good for 5,000 credits as a starter. If a subscription accompanies entry blank
, 000 extra credits are given. 15,000 extra credits are given.
Club members may obtain subscriptions anywhere.
The list of members and the standing will
The list of members and the estanding will appeare. in The World from time to time, so that friends of
candidates may note the progress of those competing.
This campais This campaign is no long-drawn-out affair that
friends in suspense. It closes Aug-drawnst out affair that grows wearisome and keeps members and their ners avere paid a cash commission of 10 . Those who are not fortunate enough to thition.
ners are paid a cash commission of 10 per cent. on all subscriptions they collect.
Don't let time mark another the prize winwonderful opportunity the Salher minute against your chances for successo If y
of it by entering the campaign at once and by starting RIGHT NOW IS THE TIME to take advantage
ADDRESS ENTRY BLANKS AND


Here is the Key to Your Fortune CLIP IT OUT--FILL IT IN AND BRING OR SEND
IT TO THE SALESMANSHIP CLUB MANAGER. TODAY!

NOW!

| Entry Blank |
| :---: |
| Good for 5,000 Club Credits |
|  |
| Address .. |

THE ENTRY BLANK GIVES YOU A FLYING START WITH 5,000 Credits

## Four New High Grade Automobiles AMONG THE RICH AND DESIRABLE PRIZES OFFERED SECOND GRAND CAPITAL PRIZE



THE $\$ 16,000$ PRIZE LIST $\$ 5,000$ Home ${ }^{\prime}$...... $\$ 5,000$ $\begin{array}{lll}\text { Chalmers Touring Car } & \text { 2,125 } \\ \text { Briscoe Touring Car } & 1,510\end{array}$ Briscoe Touring Car . 1,510
Maxwell Touring Car $\begin{array}{ll}\text { Maxwell Touring Car } & 1,390 \\ \text { Briscoe Touring Car. } & 1,375\end{array}$ $18 \$ 100$ Prizes ...... 1,800 $18 \$ 50$ Prizes $50 \$ 25$ Prizes. $\begin{array}{lll}\text { Extra Cash Awards .. } & 1,250 \\ 1,000\end{array}$ Total . . ${ }^{\text {. }}$. . . . . . $\$ 16,350$ The $\$ 100, \$ 50$ and $\$ 25$ Prizes above referred to will be mer-
chandise orders, fuil details of chandise orders, fuil details of
whill be announced later.


THIRD GRAND CAPITAL PRIZE


## A TEST OF SALESMANSHIP

One of the watchwords of the business world today is "Salesmanship." It has been taught in the colleges and schools, and has formed the subject for technical books and
lectures. Among the readers of The Toronto World are hundreds of men and women who have taken courses in salesmanship. There are other hundreds who have practiced formanship in their daily work. There are many more hundreds who have a natural gift for salesmanship and organization.

The World's "Salesmanship Club Campaign" is one of the most unusual tests salesmanship ability presented to the public. In the first place, no one knows better than a result of his intimate acquaintance.

He" or "his" does not mean that the women are barred; on the contrary, they haver cannot always be utilized by the man who has to be "spare time" arrangements, which

## EVERY ONE A SALESMAN

Enthusiasm over The World's campaign, with its fascinating challenge to the salesmanship spirit of the world's greatest advertising and selling centres, is reflected in the statement made by Mr. D. M. Barrett, secretary and treasurer of The World Salesman-

Mr. Barrett said:
"It is commonly believed that every man is a salesman, all of the time. From the moment that the tiny arms of the babe in the cradle stretched out in an appeal to its mother for what it most needs, up until the moment when the same human being just as earn estly makes his last appeal for mercy, on his death bed, the individual is continuously attempting to sell himself or herself into a greater and greater growth. Those in every ciple or growth, have professional men are endeavoring to imitate.

## "Every man will fight for his home, ing for ever heard of a man fight

--Mark Twain Mark Twain said many things of moment in his well calculated life, but few that hit homeso hard as his potent "proverb" above.

Fight? Yes! Work? Yes! But here, indeed, is an opportunity home, by the most delightful of industry.

You can endear your friends to you by making The Toronto easily; you can develop the art of Salesmanship your social circle so so exceedingly in all the opportunities that open up in this campaigit GET STARTED TODAY, IS EXCELLENT ADVICE.

FOURTH GRAND CAPITAL PRIZE


This is no luck layout or popularity fandang It is business--the reward of persistence and systém.

TOO H 5,000 Home. If you are fifth, you win an automobile. If you are the ninety-first candidete, you win a $\$ 25$ prize.
you want to put your spirit of achievement and your spare time to excellent use in the next few weeks, put your hand on the telephone, the manager of the Salesmanship Club is on the other end
of the line-Main 5308 the ine-main 5308.
The office of the Club is on the ground floor of the World Building, 40 West Richmond Street, and is open from 9 a.m. until 10 p.m. Call and get acquainted with the manager of the Club. He about it to be one of the big prize winners.

Subscription Prices and Number of Credits By Carrier



Purchased from and can be seen at BAILEY-DRUMMOND MOTOR CO.

. FIRST SUBSCRIPTION CREDIT 15,000 EXTRA
TORONTO WORLD SALESMANSHIP CLUB. In order to give those who enter the Salesmanship Club an early advantage, 15,000 EXTRACREDITS are allowed, providing the en-
Subscriber's name
Address
Amount paid \$. (daily edition) for
for subscription to The Toronto World . . months.
By sending this blank with any subscription, along with entry
blank, the club member will start off with 20,000 credits, in addition to the regular number allowed in the schedule.

If You Don't Win a Prize You Get a Cash Commision-There Are No Losers A cash commission of
10 per cent. will be paid 10 per cent. will be paid does not win one of the does not win one of the ninety-one prizes. An
active member is one who turns in at least one who scription each week during the last two weeks of the Campaign.













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## HERCHE HIT DOUBLE

 WTH THE BASESFOLL



OBMSSONONTHREE






DR. SOPER DR. WHITE


## Hot? Not on Lake Superior !

 collar- do you cever stop to remember that the temperature. of The ir


 Roomy cabins, the bets of chefe-ob, those broiled Lake Superior vhitefigh- tea on deck under the lagy awnings- seagulls againgt
 Then-if you woods,
 Fort william, with guidese caneose and carnpires and white
water under the moon and water under the moon-and more steckled trout than you
know what to do with? Nitisin

| DOMINION DAY SERVICE |  |
| :---: | :---: |
| - Buffalo Niagara Falls St, Catharines | - |
|  | WHITE STAR |
|  |  |
| In maino | HITE STAR LINE |
|  |  |
|  | Nomer |
| (ease |  |

## NAGARA-STCATHARINES LINE



THE TORONTO WORLD

!

 WE BUY AND SELL Also Travelers' popeques, Dratio and A. F. WEBSTER \& SON
 timetrable changes JUNE 29th, 1919

[^0]PAGE TWELVE
SCHOLLOUNSL
BLAMESBISHOP


 Hence we can fit them properly. These "first longer" suits are odd sizes and broken lines taken from regular stock, selling regularly at $\$ 16.50$ and $\$ 18.50$.

We have smart tweed mixtures in the most popuar models for the young man adopting his first suit of longs. They preserve the youthful lines while presetting a mannish appearance. Sizes 32 to 35 . Today $\$ 14.75$.

## 1 MEN ! Trencher Raincoats $\$ 13.95$

English Paramatta cloth is the material. They are ingle breasted, with an
 absolutely
1 Auto Dusters for Men $\$ 4.50$ Just the thing for motoring on the dusty country roads. They are made
from grey and natural shaded linenette. There are both single and doublebmeate


Blazer Coats for Men $\$ 4.50$



Specials for Boys

## Bloomers for Boys. 95c

There will be a special sale today of boys' bloomers at greatly, reduced prices. These bloomers, which are neatly finished, are of cotton and wool which are neatly finished, are of cotton and wool
mixed tweed and will stand hard wear. They are dark grey in color, with a light grey hair-line stripe pattern and are made with belt loops and strap with buckle at the knee. Sizes 24 to 34. Wednesday special 95c

Boys' Overalls 95c
These khaki overalls are just the thing for boys in holiday time, whether the vacation is spent in the city or in the country. We have them in varying sizes. Suitable for boys from 6 to 16 years. They are made with two pockets, bib in front, suspenders to go over shoulders, and are ankle length. Wednesday special 95 c.

## Today, Important Offerings in Rugs, Draperies and Furniture The Home-Lovers' Club is at Your Service Any Time


\$14.25 Glengarry Bedroom Rugs \$9.95
Heavy, firmly woven wool
and fibre rug. Reversible, in two -toned roses statuses only:

 | inches, Wednesday special, |
| :--- |
| s?.95. |

GRASS RUGS Priced From \$3.95 Up

 da. Green and brown shades,
with figured centre, or
with plain centre and assort-
ed borders. Size 4 feet 6 ed borders. Size 4 feet 6
inches $x \rightarrow$ feet 6 inches. Spec-
dial at $\$ 3.95$. Size 8 feet $x$

Heavy Axminster Rugs $\$ 19.75$

Bissell's Carpet Sweepers


[^1]Through the medium of our Home-Lovers' Club you are given the opportunity of furnishing your home without incurring hardship. As a club membeer you are allowed the privilege of making a part payment on housefurnishing and spreading the balance over an arranged period. Thus you may avoid the difficulty of meeting large payments at the outset. It costs nothing extra to join this club. -The club secretary will be pleased to explain the plan at any time. See hi
today. -Fourth

Living-Room Chairs and Rockers, \$11

 Dressers Attractively Priced




$\qquad$
Specials in Kitchen Furniture
Kitchen Cupboards. of elem, golden fish



Drop Leaf Tables $\$ 6.75$ In hardwood, with golden finish. Makes legs, bolted. Special, \$6.25.

Wash Fabrics 95c Yard

White Voles, 4 Yards for 95 c . 720 yards only. 40 inches wide. Less than half price. day, 1.35 y ar \$1.35 Black Linen, $21 / 2$ Yards White Mull, 4 Yards 95c. | Un crushable, |
| :---: | :---: |
| shritunk. Yard wide, 320 yards | $\begin{gathered}\text { Yard wide, Sheer quality for }\end{gathered}$ simp.

only. Regularly $\$ 1.35$. Today,

480 Yards White Seersucker, 4 Yards 95 c . Seconds-damages slight, Suitable for ladies' and children's
underwear. No ironing needed. 28 inches wide. Less that underwear. No ironing needed. 28 inches wide. Less than half
price today, 4 yards 95 c . Plain Beach
In all shades except natural and mauve. Suitable for ladies In all shades except natural and mauve. Suitable for ladies'
and children's suits, skirts and dresses. Yard wide. Regular 75 c .
Today, 2 yards for 95 c.
Pink Voile, 3 Yards 95c.
36 Inches wide, 320 yards
only. Extra special today, only. Extra special today,
yards for $95 c$.
simporon'o-sooend Floor,

75c Silk and Cotton, Crepe Fine quads for 95c.
shades. 36 incite and shades. 36 inches wide. Regu-
larry 75 c, Today, 2 yards 95 c .
Tin SIMIPSONTM


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[^0]:    Truck Driver at Brantford
    Ran Over His Own Daughte
    $\qquad$
    
    
    a thousand cabinetmakers
    
     ond

[^1]:    95c Items from the Drapery Department
    Lamp Shades--Window Shades---Cushions---Chintzes

    Extra Lamp Shades at 95c Made oft poplin or or figures ind this splendid id offering.
    
     hales price. inches in the
    half price. Today a 9 Sc.

    Insertion Trimmed Window Shades, Of durable opaque cloth, in cream only, with
    trimming of attractive insertion. Smooth, working spring rollers and all the attachments. Size
    $3 \mathbf{7}$ inches $\times 70$ inches. Today, each $95 c$.

    Reversible Chintz Cushions 95c-For Wicker
    Well padded and buttoned - with covers of pretty floral-designed chinned, with covers
    medium shades. Fully reversible. Size about 19

    Chintzes and Shadow Cloths 95c Yard. One table of fine quality art chintzes, 36
    inches wide. Wanted color combinations inches wide. Wanted color combinations and
    short lengths of distinctive designs. Also some
    short lengths of short lengths of imported shadow. cloth, 50
    inches wide. Regularly to $\$ 1.50$. Today, yard
    95 c . S:mpson's-Fourth Floor.
    Simpson's-Fourth Floor.

