OYAL HOTEL


FOR RENT

## The Toronto World

on
nideal Summe Breakfast" Palm Roo

## ay's Bargai

 Menhats at $\mathbf{3 3 . 8 5}$ $5=$

##  <br> $\xrightarrow{\text { RaW HATS OSc }}$ <br> ITTS \$7.95.

## and gray. sizes sizaue styles 30 to 44

P surrs 94.95.

H VESTS 95c.


ERRWEAR 25c.
GEE SHIRTS 59 .
hairline and comb

LT OXFORDS $\$ 2.50$.


| HRR BOOTS $\$ 2.09$. |
| :--- |
| fitting too shape. |
| 14. Regular 83.00. |

EED SUITS $\$ 3.95$.

| Yrolk model; patch |
| :--- |
| cut bloomers; medum |
| PLAY SUITS $\$ 2.95$. |

PLAY SUITS $\$ 2.95$.
orfoll style; Engyish
on ond

## ASH SUITS 45c.

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## Basement

colurons sine

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## BRITISH HOLD GAINS ON FOUR MIILS FRONT <br> Germans'Second Line of Defence From Bazentin-le-Petit to Longueval and Whole of Trones Wood Firmly

 Held by British After Fierce Fighting From Dawn to Darkness--Enemy's DeterminedEfforts to Regain Ground Failed Under Deadly Fire.
INTENSITY OF BRITISH ARTILLERY FIRE IS THE GREATEST OF WAR GERMAN COUNTER-ATTACKS CRUSHED UNDER DEVASTATING FIRE OF BRITISH









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## * WAR SUMMARY * <br> THE DAY'S EVENTS REVIEWED

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## LEO CAFFREY DROWNED Uoung Up After Taking





ThE TORONTO WORLD


OFFICERS
ARRIVE IN LONDON reacon Suffers From
e Wounds-Officers



CONSIDER THE OUALITY in straw hats that usually cost $\$ 1.25$ $\$ 1.50$ and $\$ 2$ and youll get an accurrate idea or the value of these record selling this morning. The sizes are broken, but there is ample variely, as you will notice when you see them piled up all of a size on tables by themselves, for quick selection. There are sennit-braid straws with plain or notch edge, a hat of exceptionally tine spit straw, and another of coarse fancy straw, this latter style being smartly trimmed with a "Palm Beach" band. Altogether this is one of the most note worthy EATON savings in hats we remember ever offering, and at a price within the reach of most men. Sizes in the
7 3.8. For special selling ghis morning, each 75 c.

## Smart, Clean Looking Panama Hats at a Special Price Today, Each \$2.25






Men's Two-Piece Summer Sults Reduced for a Big Rush Clearance This Morning at $\$ 9.75$ This is an Extraor dinary Clearance to Say the Least of it, for $T$ Fast Selling Styles, and the Reduction
Because the Sises Are Not Complete Engh for These Suits to Remain in Regla Stock Such a price as this shoultc cause an eager demand, so we advise selection as eariy as possite this morning. Not more tian 2last every imaginable color. and design one would want to see in mixtures, checks and stripes; , ilso rich plaind figitios tyle There
 clearance. Today, suit
Youth' Blezer Conts, in blue and white, or black and
white stripes; 3-butun, White stripes;
single-breasted style, with neat lapels, close fitting collar, and three outside patch pockets. Sizes 32 to 33 . Each .
mens khaki outing TROUSERS, $\$ 1.25$ AND s1.s5 PAIR.
Men's Trousers, of strons
T. EATON CO

to stand hard wear. They are in outing style, with belt loops, side straps, cuffs at bottom, 2 side, hip and
a watch pocket. Sizes 32 to 44. Pair ........ 1.25 Khald Trousers, in olive, light, or dark khaki. These have slde straps, belt loops, a watch pocket, flaps on back pockets, and firmly sewn seams. Sizes 32 to -Main Floor, Queen St.


Preeerve Your Ice By Using the Kalamazoo Papri cloth ice Bianket
Price Each 100 $\mathbf{T}^{\text {HEY }}$ ARE MADE parchment paper. By merel

 | front, tucking the edges in it |
| :--- |
| keeps the warm ait from coming | In contat with the tee, thus pree. serving it without decrase to

friveration.
The
planket is


 fious descriptions which are free quenty weed on ice, will last ia -Malin Floor, Cantre.

Men's Silk and Linen Undergarments Re duced for Today-Por Garment S1.48 THERE MUST BE HUNDREDS OF MEN who are on for a bargain in fine quality Summer undergarments, and ere's a collection of some of the best grades, at a saving we can ffer only once in a long time. They are broken lines, and we cannot supply a complete range of sizes in each lot. The silks are light blue, or in salmon color; the linens are in natural color, and the lue, ors "Wolsey" brand garments are in natural color also. All shirts have long sleeves; the drawers are ankle length. Reduced for today, garment


OUR PRICES
OLDER
ABBITT
AD PIPE
IETALS

ANITARY WASHEDGS
PULLAN ${ }^{2}$
ad St Ad. 780


CIIC RECEPTION GIVEN SHRINERS

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YOUNG LADS SENT TO
INDUSTRIAL SCHOO


## OFFERS CHALLENGE

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SATURDAY MORNING

Diary of a Well-Dressed Girl By SYLVIA GERARD


## WRIGLEYS <br> THE PERFECT GUM



Let every parcel or letter you send to a soldier friend contain a few bars of Wrigley's-the best little refreshment on the march or in camp.
Wrigley's found instant popularity with the boys at the front, as well as those in training.

It combines the merits of a delicious, long-lasting sweetmeat and a tonic bracer for nerves, appetite and digestion.
Soothing to smokers. Liked by all.


THE TORONTO WORLD's
JULY 751916
The Lights of 65 Years Ago are still doing duty
in the shape of EDDY'S MATCHES
five years ago the first Canadian-made Matches were made at Hull by EDDY terials and striking qualities EDDY'S have been the ac-f knowledged best: WHEN BUYING MATCHES EDDY'S

 "Whyy imroundentworth Arte."



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MAY RECALL BRITISH
WORKERS FROM FRON


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Scot organization
AIDS DISABLED MEN



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## INVALID SOLDIER


:-: By Sterrelt





Binny.M.A

Chisholm Twice, and
Winfield
Prove the Winners Over
Small Fields.


AUCTION SALES Tuesday, 18th July Friday, 21st July yefinusum
 FRENOH ARMY HORSE INSPEOTIONS NEXT WEEK紫 5 ay -

The House of Hobberlin, Limited-

## Consider Your Comiort

Don't mop your brow and blame the weather for that uncomfortable feeling. Come right in and get a Suit appropriate for the day--a sensible, comfortable Suit that will look right, and have the assurance that being made by Hobberlin's it is made right in every particular.
Scotch Tweeds in a variety of shades-fine smoothfinished worsteds-and the new "Heat-Wave" Suitings. Have your suit to your individual taste-full-lined or quarter-lined.
Made-to-Measure. Ready-for-Service At Specially Attractive Prices


On Saturday and Monday


151 Yonge -9 E. Richmond


 Main St., East Toronto; A. W. Presgrav
covering Canada from ocean to ocean.


That Son-in-Law of Pa's


Poor Pa Weakened When He Saw Aunt Harriet
:-8



SYSTEM
R LINE


OVERMMENT RaILWaYs
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为 EURSION LEVILLE D BOYS

## lay, July 22

 3.00 HULRFARE

## J-AMERICA LIME




RICAN LINE Tral Falag steamors te Star Line

and
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THE TORONTO WORLIS
Mortgage Sales



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Tenders Wanted
Estate Notices
JULY 151916 - 15



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Trade Oificial ${ }^{t}$ Quotations


## No <br> Noon <br> Delivery Today

Gloves and Hosiery
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Specials in Millinery our fati.Dav, Selling - outivo hate, mo.







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## Warm Weather

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## Parasols





Lingerie Waists
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# THE ROBERT SIMPSON UMITED These Goods on Sale Until 1 p.m. Today 

Store Closes Today at 1 pom. Men's Bathing Suits

Three Kinds of Cool Summer Suits, $\$ 8.50$

"Cool Cloth," Palm Beach and fancy homespun cloths, in the light grays and tans; tailored in single-
breasted sacque style; some half-lined, and others withbreasted sacque style; some half-lined, and others. .with-
out lining; trousers have cuffis. Sizes 33 to 42 . Satur-


MEN'S HOT WEATHER COATS
Gray lustre, double fronts, single-breaste
style. $\operatorname{Sizes} 36$ to 44 ....................
MEN'S OFFICE COATS AT $\$ 1.00$.
htweight cotton material, in tan or light gray, le-breasted, patch pockets. Sizes 34 to 44 , at
PALM BEACH OUTING PANTS, $\mathbf{\$ 3 . 5 0}$. Natural color, plain pattern, cuffs. Sizes 32 to LIGHT MOTOR DUSTER, $\$ 3.50$ Natural collor limen, double-breasted, two way collar.
Sizes 36 to 44 at at......................... 3.50

## Kodaks

 Rantum wo ovelopiva


Picanc supebine




## Misses' Silverbloom Suits $\$ 5.95$

Made of crisp, light silverbloom, in a style suitable for street or sports coat is an effiective combination of plain and striped silverbloom; the stripes come in a variety of colors,
gold, green and lavender. The coats are charming for wearing gold, green and lavender. The
with separate skirts or dresses.
POPULAR WASH SKIRTS, 89 c, $\mathbf{\$ 1 . 2 5 ,} \mathbf{\$ 2 . 5 0}$ AND $\mathbf{\$ 3 . 5 0}$. Misses' white and colored striped wash skirts, made of the popular wash fabrics, including reps, Bedford cords, gabardines,
with shirred backs, ,eparate belts, handsome large sport pockets with shirred backs, separate
and pearl button trimming.
CLEARANCE OF GIRLS' MIDDY DRESSES, REGULAR
Girls' middy dresses in gingham, drill, chambray and Hol-
land linen; are most effectively trimmed, and are just ideal for outing wear. All are newest styles and well tailored. Sizes

A BIG 41/2 HOURS
Men's, Women's, Children's Footwear Saturday
Best American-made Women's Shoes, $\$ 2.50$ A big variety of leathers, in Colonial, pump, strap slippers
and Oxford ties, with hand-turn and Oxford wies,
Goodyear welt and McKay sewn Goodyear weit and ank heel styles,
soles; several toe and soles; several toe gray and colored kid and suede uppers; plain and buckle ornaments; widths A
to D. Sizes $21 / 2$ to 7 . Regular
 $\$ 4.00$ to $\$ 6.00$. Saturday morn- 2.50

Women's White Paris
Pumps, \$2.95 200 pairs Women's White Can vas Paris Pumps, with turn sole summer pumps; widths B, C, D. Sizes $21 / 2$ to 7 . Saturday. . 2.95 Men's Low Shoes, $\$ 2.99$ 475 pairs, patent tan and gunmetal calf leathers; medium and recede toe shapes; colored clo and plain leather uppers; Goodyear welt soles; military and iat heels; good assortment of sizes,
Regular $\$ 4.00$ and $\$ 5.00$. Sat-

## 600 Pairs Men's Boots,

 $\$ 3.24$Light Goodyear welt soles,
gunmetal and dongola kid leathers; Blucher and straight lace, English recede or medium toe
styles; military and flange heels styles; military and flange heels.
Sizes 6 to 11. Regular $\$ 4.00$ and
$\$ 4.50$ Sturday
Boys' Boots That Will Wear
500 pairs Active Service Boots,
box kip leather with solid stanbox kip leather with solid stan-
dard screw stitch aloft sewn soles, solid box toes and heels; neat
mannish last. Sizes 11 to 13 , Girls' Roman Sandals Patent leather with turn soles,
four instep straps, neat military bow, low heels, neat college girl's

## Girls' White Pumps

| White canvas with turn soles |
| :---: | and ankle strap,

white
bow. Sizes 8 to
$101 / 2$

## Bathing Suits for Women at $\$ 2.50$

Several attractive styles, in navy fustre, trimmed with white brald or striped material, Sizes
34 to 42 bust. Regular $\$ 3,50$ and $\$ 4.00$, Saturday

 Women's Vests or Comblnetions, fine ribbed 川isle or cotton, Sizes 34 to 42 bust, Saturday, Women's Nightgowws, fine nalnsook, slippover of high neck style; lengths 56 to 60 inches.
Regular $\$ 1,00$, Saturday, Regular

## CHILDRENS MIDDIES,

Middies for Boys and Girle, made of fine quality balbriggan knit gettonj they have wide sailor
, navy with cardinal trim, Sizes 2 to 14 years, Regular $50 \epsilon_{\text {, }}$ Saturday ::::::, 1, , .......,., 39


Suits "With a Punch"
These Boys' Cool-Cloth Summer Suits $\$ 2.95$


100 Well-Tailored Light Gray Suits for boys of 8
to 15 years
weight weitht eummer tweede in plain patterns; jiglo-breagted
patch pocket styles, with pinch backes and boomers. Sizes
26 to 33 . Regular $\$ 4.50$ and $\$ 5.50$. Saturday morning patch pocket styles, with pinch backec, and bloomers. Sizes
$28 \$$ t 33 . Regular $\$ 4.50$ and $\$ 5.50$. Saturday morming
special ............................. 2.95 BOYS' WASH SUITS, 29 c. Oliver Twist Suits, with straight knee pants and
kne.


## 500 Wash Skirts for Women

LOT NO. 1, 95e, REGULAR $\$ 1.50$. TWO SPECIALS. NO. 2, $\$ 1.25$. REGULAR $\$ 2.00$ Best quality English rep or cordeline, in a number of the best designs in flared styles, with o
hout pockets; made extra full and deep hem for laundry purposes. Sizes, band 23 to 30 , lengti without po
37 to 41.

TUB SUITS FOR THE WEEK-END, \$7.95.
Regular $\$ 12.50$ and $\$ 14.50$ - Balance of broken lines taken from stock; all smart up.to-the.
minute designs, but not all sizes in each style; Palm Beach material; perfect in washing. Sizes 32 to 42 .

SILK DRESSES AT \$8.95.
Former Prices, $\$ 12.50$ to $\$ 15$
sted in shades and several styles.

## TODAY'S MARKET

Hardware and Sporting Goods

 Betaic coand
 50c BALBIGGAN UNDER. Notural or white gimanted and drawers; men's sizes, 34 to
44. Regular 50 c. Saturday 39 $\$ 1.25$ AND $\$ 1.50$ COMBnN.
TIONS AT 98 c . Men's Balbriggan and "Poros
Knitt" Underwear, natural of
white; closed Knit" Underwear, natura
white; closed crotch style.
34 to 44 Regular $\$ 1,25$
\$1:50. Saturday $\$ 1.00$ SPORT SHRTS AT
Fine white or striped Fne white or striped cambr
short sleeves; collar that car
left open or closed left open or clos
to 17. Regular
day

Men's Straw Hats Newest Engilish and American
shapes, in sennit and fine spilt
braids, with medium and higl crowns, $\begin{aligned} & \text { and } \\ & \text { brims. } \\ & \text { different } \\ & \text { widurday } \\ & \text {........ } \\ & \text { 1.4 }\end{aligned}$ MENPS $\$ 12.00$ PANAMAS, $\$ 6.95$, One shape only, a arge tourist,
with flip brim; can be rolled up
and carried in a trunk or ba\& and carrie
Saturday

MEN'S STPAW sal. 6. Fine and rustic straws; medium
and high crowns all sizes in the
lot. Saturday .........
dry purposes.
EEK-END, $\$ 7.95$. Other good styles at $\$ 4.95$ and $\$ 6.50$

SLK DRESSES AT $\$ 8.95$.

## 

