

To the Trade August 29th

Nipping the Profits of some lines in Staples is what we are doing this week. Every Day there are opportunities of making money with these Exceptional Values John Macdonald & Co., Wellington and Front Streets East, TORONTO.

Public Amusements

Many Fair Visitors. From enquiries made at the box office of the Princess Theatre, Mr. O. B. Simpson is able to state that hundreds of out-of-town people are arranging to make a visit to "Way Down East" a part of their trip to Toronto. The two previous engagements of this splendid musical play have been a success throughout the entire province, and there is a great eagerness displayed on the part of those who are writing for seats or ordering personally to witness at least one performance of the play. Judging from the number and variety of these applications for seats, and comparing it with the record of the attendance at all previous records, what will be fully up to 10,000 people, probably, to witness the play.

Ward and Vokes for the Grand. Ward and Vokes' new vehicle, The Head Waters, which was the subject of an article in the "Way Down East" a few days ago, has been the subject of many enquiries from the public. It is a most interesting piece of machinery, and the two who are producing it, Mr. John Macdonald and Mr. J. W. Vokes, are to be congratulated for their achievement.

"Superstitions" for the Toronto. "Superstitions," that well-known spectacle, was greatly augmented last night by the addition of a number of new features. The Hon. J. G. Bennett, who has been acting as the sponsor for the play, has been a most successful one in his efforts. He has written in the "Way Down East" a number of articles, and has been very successful in his efforts to increase the interest in the play. He has also been very successful in his efforts to increase the interest in the play.

Good Show at Shea's. Since the opening of Shea's Performance Theatre last Monday, the theatre has been crowded at every performance. Mr. Shea has been in Toronto for two months, but it is quite evident from the opening that the coming year will be even more successful than the last. The theatre is now open for a full season, and the public of Toronto is hungry for just such attractions as Mr. Shea's theatre, and the rest of the city has had during the summer has only made them more eager for another performance of the show.

WESTMINSTER ABBEY CHOIR. Will Exclusively Perform the Famous Heintzman & Co. Piano in Their Tour of Canada. To the long list of world-famed singers and musical artists who have visited Canada in recent years and who have made the Heintzman & Co. new scale grand piano their exclusive choice, may now be added the celebrated Westminster Abbey Choir, who this week are giving delightful and unique entertainments in Cobourg, Niagara-on-the-Lake and other points.

LIFE ON A BRITISH WARSHIP

In the Depths of a 20-Knot Cruiser, Twenty-Five Feet Under the Water Line.

VERITABLE ROARING STEEL CAVERN.

Some Details of the Work of the Men on Whom the Navy Must Depend.

In connection with the recent English naval manoeuvres, the following description of life in the engine-room of a fast cruiser, given by Mr. Herbert Russell in The London Daily Express, will be found interesting.

"If you want to know what life in the engine-room on board a 20-knot cruiser really means, come and stand a watch below."

Down into a roaring steel cavern: down and yet down, past darting cross-heads and flashing piston-rods; past the vast, floating metal which keeps the crank shafts rhythmically pounding, and the flinging link-work heating time to the moment of the revolution; the air growing hotter and closer; shadowy figures gliding stealthily about in the rusty-tinged twilight; a vague sense of wanting to turn back upon me at every step of the descent; and then I stand 25 feet below the water level in the engine-room of this mighty, rusting fabric.

HELL BE SICKER. Manchester, N.H., Aug. 28.—Rear Admiral Sampson as again sick man, according to a dispatch to the Union from the U.S.S. Albatross, is in a very delicate state, and it is expected that he will have to be landed at some point on the coast.

Fairweathers Fine Furs

It Pays to Pay for Quality

And in no other article of wearing apparel, whether you view it in the light of a luxury or a necessity, does it apply with more force than to furs—for the reason that furs are not a little fable of fashion that's here-to-day and forgotten-to-morrow—but in buying them—for most folks—it means buying for a lifetime—we have a continental reputation for making and selling dependable fur garments— High Style and High Quality have won us our place as leaders in our line—and you'll easily concede us the position if you'll visit our showrooms and see for yourself the great show we're making for the 1901-2 season—what we sell we make—what we make we guarantee—

See our exhibit at the fair—ground floor main building—

We're opening up every day new new lines of the newest blocks in soft and stiff felt hats for men—from the leading English and American makers—such as—Yonmans—Stetson—Hawes—Lincoln—Bennett & Co.—and Christy—new colors and blocks—

2.00 to 5.00.

84 Yonge St.

WHEN YOU TAKE A MEAL TAKE Weston's Bread.... A thorough course of Weston's wholesome, delicious, appetizing HOME-MADE BREAD is the only—the sure treatment for a hungry man.

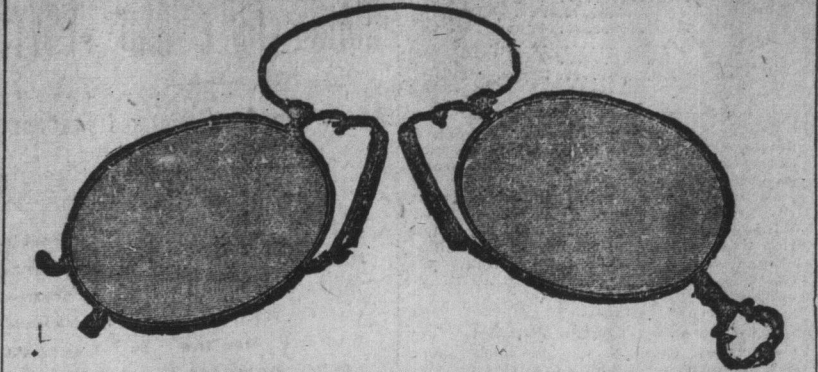
MODEL BAKERY CO. Limited. GEORGE WESTON, Manager.

THE W. & D. DINEEN CO., LIMITED. A Beautiful Display. It's for your benefit, whether you're a visitor or a citizen. Every year just at "Fair time" we get together one of these high-class exhibits and sales so that you may have the full benefit of an early winter purchase at a summer price.

Alaska Seal Jackets \$150 to \$250 Persian Lamb Jackets \$75 to \$125 Persian Lamb Jackets, with Mink, Sable Trimmings \$110 to \$125 Electric Seal Jackets \$30 to \$40 Astrachan Jackets \$25 to \$40

Here is a line of them just received from New York. They are the very latest styles on Fifth avenue—all personally selected by our representative.

THE W. & D. DINEEN CO., LIMITED, COR. YONGE AND TEMPERANCE STREETS, TORONTO - CANADA



Special Prices During Exhibition EVERYTHING WARRANTED AS REPRESENTED. Sold Gold Frames, 10K 1.00 10 Year Gold Filled 1.00 5 Year Gold Filled Eye-Glasses 1.00 Best Lenses, warranted, per pair 26c, 50c, 75c Plain frames 26c, 50c, 75c

Loaded Shells Eley's celebrated make, in black and smokeless powders. A complete line flocks and gauges at our noted close cut prices. Everything in the ammunition line. Mail orders receive prompt attention.

Russill's at the Market, 150 King Street East, Toronto.

Palermo Creamery Butter Clean, sweet and always fresh. Containing just enough creamy flavor to make it the most popular table butter on the market.

CITY DAIRY CO. Limited, Spadina Crescent, 246

MRS. EDDY AS LADY BOUNTIFUL. Concord, N.H., Aug. 28.—Every child in Concord was admitted free to-day to the state fair here, and to everyone who had a valid claim upon her generosity, Mrs. Mary Baker Eddy gave an order for a pair of shoes.

AT THE PAN-AMERICAN. Buffalo, Aug. 28.—Mayor Raymond Prefontaine of Montreal, enjoying a full day's visit yesterday to the Exposition in company with his secretary, Mr. Rene Banquet.

Two Bargains in Men's Half Hose 15c Wool Hose for 9c 35c Cotton Hose for 12c-20c

\$1.00 Straw Hats for 19c. You'll require to be here at 8 o'clock Friday morning, if you wish to participate in this bargain.

Bargains in Furniture From Our August Sale. 100 Bamboo Bookshelves, nicely finished, strongly made, 18 inches wide, 4 shelves, regular price 1.90, Friday bargain, .79

STORE CLOSSES EVERY EVENING AT SIX. DIRECTORS: J. W. FLYVILL, J. H. FUDGER, A. E. AMES.

SIMPSON COMPANY LIMITED

Special Bargains For the Last Friday in Summer.

The last Friday in August—just before we swing into larger Fall business and the rush of Exhibition week—we have planned to give our customers the benefit of some extraordinarily low prices to clear out lines and make room for Fall stock.

Particularly Good Clothing Bargains FOR MEN AND BOYS.

98 only Men's Suits, all-wool English and Canadian tweeds, made in single-breasted, single style; these are the balance of our stock of spring and summer suits, that ranged in price from 5.00 to 8.50, they are odd lots and broken sizes, assorted patterns, light fawns, greys and dark browns, in check and broken plaids, sizes 34 to 44, to clear Friday at 3.95

Boys' Navy Blue Serge Sailor Suits, blouse made full with large sailor collar, trimmed with braid, sizes 21 to 27, regular 1.00, special Friday .75

Seasonable Bargains in Men's Furnishings. \$1 Laundered Colored Shirts for 60c, Men's Fine English Cambric Laundered Colored Shirts, open front, detached cuffs, full size bodies, extra good quality and well made, sizes 14 to 17, reg. 1.00, Friday bargain .69

Men's Fine Double Thread Balbriggan Underwear, overlooked seams, silk trimmings, pearl buttons, rib cuffs and ankles, French neck, all sizes, regular 1.00 and 75c per garment, Friday bargain .49

Men's Heavy Grey Wool Half Hose, seamless, ribbed top, double toe and heel, a good fall and winter sock, regular 15c, Friday, per pair .9

Men's Finest Quality Plain Black, Tan and Balbriggan Cotton Half Hose, full fashioned, double sole, toe and heel, regular 25c and 35c lines, Friday, per pair .12

Men's Hats, an assorted lot of stiff and soft fur felt, all new styles, colors, in stiff hats, black or mid-brown; in soft hats, fawn, black, mid-brown and pearl grey, these hats sold in the regular way at 1.50 and 2.00, Friday bargain .98

Boys' and Men's Hookdown Caps, in fine tweeds or navy blue serges, silk-lined, regular 25c and 15c, Friday, .9

12 only Sideboards, assorted patterns, solid oak, golden finish, heavily hand-carved, shaped tops and drawer fronts, cast brass trimmings, large shaped bevelled British plate mirrors, regular price up to \$1.50, Friday bargain 23.90

15 only Extension Tables, hardwood, golden finish, tops 42 x 42 inches, extending to 8 feet, with 6 heavy turned and fluted post legs, regular price 8.50, Friday bargain 6.90

12 only Bedroom Suits, selected hardwood, golden finish, neatly carved, three-drawer bureau, bedstead 4 feet 2 inches wide, large bevelled mirror plate, with strong woven wire spring mattress and good seagrass and wool matted top to fit, regular price 17.50, Friday bargain 13.50

32 only Parlor Tables, assorted patterns, in quarter-cut oak and mahogany, daintily shaped, highly polished, regular price up to 8.50, Friday bargain 4.65

75 only Parlor Rocking Chairs, in rich quarter-cut oak and mahogany, hand-specially hand-carved and polished, saddle-shaped wood seats, fancy turned spindles, regular price 2.75, Friday bargain 1.98

Store Directory For Tourists and Visitors. Parlor and Baggage Check Office (free)—Basement—Ice Cream and Summer Drinks—Breakfast—Cooked Meats, Lunch Cakes, Fresh Fruit—Basement—Souvenir Goods—(Main Aisle) Ground Floor—Ladies' Waiting Room—First Floor south—Restaurant, Ice Cream Room, Tea Room.