

To the Trade

August 1st

During Last Week

We have received several hundred pieces of new TAPESTRY CARPETS, VELVET CARPETS, BRUSSELS CARPETS, HEMP CARPETS, Which we are showing in our range.

For Fall Season

FILLING LETTER ORDERS A SPECIALTY.

JOHN MACDONALD & CO. Wellington and Front Streets East, TORONTO.

MAY YOHE IN ENGLAND.

Plymouth, Eng., July 31.—May Yohe arrived here on board the Furber...

50,000 Round Trip to California.

Chicago and Northwestern Railway from Chicago, Aug. 2 to 10. The new Overland Limited, the luxurious everyday train, leaves Chicago, 8:00 a.m.

"PEARLS TO BURN"

Advertisement for Pearl Grey Felt hats. Includes an illustration of a hat and text: 'We have all the new Pearl Grey Felt Alpinettes—thousands of them—and we have to get them off our hands at any price because we want to make room for the workmen who are making extensive alterations in our building.'

FUR SHOWROOMS OPEN ALL THE YEAR.

THE W. & D. DINEEN COMPANY, LIMITED, Corner Yonge and Temperance Streets, Toronto.

Closed Successful Engagement.

The "Kitties" Band of Canada has just completed a three-week engagement at Willow Grove Park, a Philadelphia resort. On Saturday, July 26, which was designated "British Day," 70,000 people heard the band play.

Book of Areas.

Ottawa, July 31.—The first volume of the Canadian census report will define the area of every municipality and parish in Canada. This work has been done by the Dominion geographer, Mr. White, and his staff of electoral districts.

Civic Holiday Excursions.

The four family picnic outings from Saturday afternoon until Monday to Muskoka Lakes and to Kawartha Lake points, reached via Grand Trunk, Trent Valley Nav. Co. Single fare for round trip. City Office northwest corner King and Yonge-streets.

Proclamation Ordered.

Ottawa, July 31.—At today's cabinet meeting an order-in-council was passed ordering a proclamation for a public holiday on Aug. 9, Coronation Day.

EXHIBITION MATTERS.

Entries Close on Aug. 9, and They Needn't Be Sent in Later.

During Last Week

Entries for the Industrial Exhibition are coming in at an unusually rapid manner for this time of the year. Nearly all the space in the buildings has been taken up, while of live stock there have been many sent in and an enquiry has been received from Boston regarding horses and from Philadelphia regarding cattle.

For Fall Season

FILLING LETTER ORDERS A SPECIALTY.

JOHN MACDONALD & CO. Wellington and Front Streets East, TORONTO.

MAY YOHE IN ENGLAND.

Plymouth, Eng., July 31.—May Yohe arrived here on board the Furber...

50,000 Round Trip to California.

Chicago and Northwestern Railway from Chicago, Aug. 2 to 10. The new Overland Limited, the luxurious everyday train, leaves Chicago, 8:00 a.m.

BIG STEEL PLANT IN SIGHT

New Corporation Has Been Organized With a Capital of \$18,000,000.

TAKE OVER E. A. C. PEW'S CHARTER

Plant Will Be Located at Welland and Will Cost About Ten Millions.

A story is going the rounds of a portion of the press concerning the organization of the Canadian Steel Corporation, with a capital of \$18,000,000.

Who Discovered Muskoka

No matter whether it was Christopher Columbus, A. P. Cookburn, John Campbell, ex-Mayor McMurich, or Judge MacLennan, it is conceded by all that the Grand Trunk Railway brought to the attention of the people.

July's Rainfall and Temperature

Not Greatly Above the Average—More Rain in Sight.

The weather man at the Observatory gave out his report yesterday on the weather during July. It shows that the mean temperature for the month was 69.1 degrees, or 1.3 warmer than the average; the mean temperature for July last year was 72.5 in the shade.

Crimean Veteran Dead.

Kingston, July 31.—James Woolen, a Crimean veteran, is dead, aged 97.

Do You Drink Ginger Ale?

Do you want the best Ginger Ale made in Canada? It doesn't cost any more than the poorest. Just ask your grocer or druggist for

McLAUGHLIN'S

"Hygeia" Beverages are pure and good for you.

YORK COUNTY AND SUBURBS

Lambton Mills Gives a Hearty Welcome Home to Two South African Veterans.

LETTER FROM MISS MINNIE HOOVER

Giving an Interesting Talk About the Schools in Concentration Camps.

Toronto Junction, July 31.—Several hundred people took the suburban car to Lambton Mills Park to-night, where the citizens of that village were holding a reception to Lieut. Tremayne and Pte. George Chapman of the Tenth Canadian Field Hospital Corps.

Money

If you want to borrow money on household goods...

The Toronto Security Co.

Room 10, Lawlor Building, 6 King St. W.

50c and 1.00

We make money by losing it these days—never care to carry stock from one season to another—particularly Straw Hats—and that's why you can buy today stylish Straw Hats in Rustic, Split and Milan braids at one-half and one-third the regular prices—have a look at what you can get at 50c and 1.00 to-day.

84-86 Yonge

Money

If you want to borrow money on household goods...

The Toronto Security Co.

Room 10, Lawlor Building, 6 King St. W.

Men's Clothing Day.

Saturday is Men's Day in the Men's Store, and we offer the following list of timely suggestions. Visitors from out of town and across the line should remember that the bulk of Canadian clothing is manufactured from English and Scotch cloths, for the importation of which we are in this country advantageously situated.

Men's Fine Cravatte

made up in the fashionable long loose Reglamette style, with cuffs and vertical pockets, in dark Oxford grey and olive shades, well finished, sizes 34-44, 10.50

Men's Fine Imported English Cloth

Worsted Suits, blue and black shades, single and double-breasted, made up in the latest style, fine fabric, sizes 34-44, 9.00

Men's Cool Unlined Summer Coats

blue and black, made from a fine worsted fabric, in single and double-breasted styles, sizes 34-44, spec. 3.00

Men's 9-oz. Duck White Trousers

made in regulation style, with keepers for belt, large turn-up at bottom, very good and warranted to wash well, sizes 30-44 waist, special 4.90

Men's \$1.00 Shirts, 49c.

Saturday in the Men's Store is always a brisk day. To-morrow the Furnishings Section will be particularly so, because it's holiday time, and we are offering colored shirts, light underwear, bathing suits, etc., at prices particularly typical of the Men's Store.

Summer Hats and Caps.

Men's Straw Hats, fedora and boater shapes, all the most worn styles, in wide or medium brims, pure silk bands, calf leather sweatbands, regular prices \$1.50, \$2.00 and \$2.50, Saturday spec. 1.00

Men's \$5.00 Boots at Half-Price.

90 pairs of Men's Fine American Made Laced Boots and Oxford Shoes, in velour calf, Dongola, caulked, self and patent colts leathers, on lasts that make a neat appearance and give comfort and good service to the wearer, stamped price on sale \$5.00, special price for Saturday 2.50

Men's Fancy Socks Half-Price.

Men's Fine 1-1 Rib Shot Silk and Cashmere 1-2 Hose, black ground, with colored silk; also plain black cashmere, with white, blue or red silk embroidery, and bust full fashioned, plain black cashmere, none regular less than 50c, and some better, quality, hosiery sale, Saturday, per pair 25

Underpriced Suit Cases and Bags.

30 SUIT CASES of fine quality, heavy leather, in brown and olive shades, brass trimmings, lined with cloth, strong, made, sizes 22 and 24 in., regular \$4.00, on sale Saturday 3.95

Bargains for the Boys.

Spalding's Baseballs and Bats, are of all the leading brands, as the standard by all the leading baseball clubs. These are Saturday's prices: Spalding's Baseballs, ordinary price 25c, Saturday price 20c. Spalding's Baseballs, regular price 35c, Saturday price 30c. Spalding's Field, ordinary price 35c, Saturday price 30c.

Saturday in the Furniture Sale.

Remember, the prices of Furniture have "gone up" thirty to fifty per cent. You must be prepared to pay more for Furniture this fall than for many seasons past. Furniture manufacturers declare that even at the present advance their business is still removed from a profitable basis. Our customers will see then the remarkable timeliness of our August Furniture Sale. Our stock was purchased before the advance, and on the old basis we have made still further reductions. No such economical opportunity will occur again while conditions remain as they are. So come immediately while stocks are ample.

Bedroom Suites, solid oak golden finish, square bureau, with bedstead, 4 feet 4 inches wide, August Sale Price 16.90

Sidboard, solid quarter-oak, golden polish finish, 4 feet 3 inches wide, plush lined drawer, hand carved, 23.75

Extension Table, solid quarter-oak top, 46 inches wide, extend 8 feet long, 5 heavy turned post legs, with centre cross support, regular \$17.50, August Sale Price 13.90

Dining-Room Chairs, in solid quarter-oak, golden polish finish, box frame seats, upholstered in solid leather, in sets of 2 small and 1 arm chair, August Sale Price 16.25

Hall Racks, solid quarter-oak, polished, with box seat mirror, August Sale Price 10.50

Office Desks, roll tops, solid oak, golden polish finish, 50 inches wide, with drawers both sides, and large center drawer, completely fitted with pigeon holes and shelves, regular price \$30.00, August Sale Price 24.75

THE ROBERT SIMPSON COMPANY, LIMITED

Store closes to-day and every evening during the summer months at 6.30 p.m.

Men's Clothing Day.

Saturday is Men's Day in the Men's Store, and we offer the following list of timely suggestions. Visitors from out of town and across the line should remember that the bulk of Canadian clothing is manufactured from English and Scotch cloths, for the importation of which we are in this country advantageously situated.

Men's Fine Cravatte

made up in the fashionable long loose Reglamette style, with cuffs and vertical pockets, in dark Oxford grey and olive shades, well finished, sizes 34-44, 10.50

Men's Fine Imported English Cloth

Worsted Suits, blue and black shades, single and double-breasted, made up in the latest style, fine fabric, sizes 34-44, 9.00

Men's Cool Unlined Summer Coats

blue and black, made from a fine worsted fabric, in single and double-breasted styles, sizes 34-44, spec. 3.00

Men's 9-oz. Duck White Trousers

made in regulation style, with keepers for belt, large turn-up at bottom, very good and warranted to wash well, sizes 30-44 waist, special 4.90

Men's \$1.00 Shirts, 49c.

Saturday in the Men's Store is always a brisk day. To-morrow the Furnishings Section will be particularly so, because it's holiday time, and we are offering colored shirts, light underwear, bathing suits, etc., at prices particularly typical of the Men's Store.

Summer Hats and Caps.

Men's Straw Hats, fedora and boater shapes, all the most worn styles, in wide or medium brims, pure silk bands, calf leather sweatbands, regular prices \$1.50, \$2.00 and \$2.50, Saturday spec. 1.00

Men's \$5.00 Boots at Half-Price.

90 pairs of Men's Fine American Made Laced Boots and Oxford Shoes, in velour calf, Dongola, caulked, self and patent colts leathers, on lasts that make a neat appearance and give comfort and good service to the wearer, stamped price on sale \$5.00, special price for Saturday 2.50

Men's Fancy Socks Half-Price.

Men's Fine 1-1 Rib Shot Silk and Cashmere 1-2 Hose, black ground, with colored silk; also plain black cashmere, with white, blue or red silk embroidery, and bust full fashioned, plain black cashmere, none regular less than 50c, and some better, quality, hosiery sale, Saturday, per pair 25

Underpriced Suit Cases and Bags.

30 SUIT CASES of fine quality, heavy leather, in brown and olive shades, brass trimmings, lined with cloth, strong, made, sizes 22 and 24 in., regular \$4.00, on sale Saturday 3.95

Bargains for the Boys.

Spalding's Baseballs and Bats, are of all the leading brands, as the standard by all the leading baseball clubs. These are Saturday's prices: Spalding's Baseballs, ordinary price 25c, Saturday price 20c. Spalding's Baseballs, regular price 35c, Saturday price 30c. Spalding's Field, ordinary price 35c, Saturday price 30c.

Saturday in the Furniture Sale.

Remember, the prices of Furniture have "gone up" thirty to fifty per cent. You must be prepared to pay more for Furniture this fall than for many seasons past. Furniture manufacturers declare that even at the present advance their business is still removed from a profitable basis. Our customers will see then the remarkable timeliness of our August Furniture Sale. Our stock was purchased before the advance, and on the old basis we have made still further reductions. No such economical opportunity will occur again while conditions remain as they are. So come immediately while stocks are ample.

Bedroom Suites, solid oak golden finish, square bureau, with bedstead, 4 feet 4 inches wide, August Sale Price 16.90

Sidboard, solid quarter-oak, golden polish finish, 4 feet 3 inches wide, plush lined drawer, hand carved, 23.75

Extension Table, solid quarter-oak top, 46 inches wide, extend 8 feet long, 5 heavy turned post legs, with centre cross support, regular \$17.50, August Sale Price 13.90

Dining-Room Chairs, in solid quarter-oak, golden polish finish, box frame seats, upholstered in solid leather, in sets of 2 small and 1 arm chair, August Sale Price 16.25

Hall Racks, solid quarter-oak, polished, with box seat mirror, August Sale Price 10.50

Office Desks, roll tops, solid oak, golden polish finish, 50 inches wide, with drawers both sides, and large center drawer, completely fitted with pigeon holes and shelves, regular price \$30.00, August Sale Price 24.75

THE ROBERT SIMPSON COMPANY, LIMITED

Store closes to-day and every evening during the summer months at 6.30 p.m.

Men's Clothing Day.

Saturday is Men's Day in the Men's Store, and we offer the following list of timely suggestions. Visitors from out of town and across the line should remember that the bulk of Canadian clothing is manufactured from English and Scotch cloths, for the importation of which we are in this country advantageously situated.

Men's Fine Cravatte

made up in the fashionable long loose Reglamette style, with cuffs and vertical pockets, in dark Oxford grey and olive shades, well finished, sizes 34-44, 10.50

Men's Fine Imported English Cloth

Worsted Suits, blue and black shades, single and double-breasted, made up in the latest style, fine fabric, sizes 34-44, 9.00

Men's Cool Unlined Summer Coats

blue and black, made from a fine worsted fabric, in single and double-breasted styles, sizes 34-44, spec. 3.00

Men's 9-oz. Duck White Trousers

made in regulation style, with keepers for belt, large turn-up at bottom, very good and warranted to wash well, sizes 30-44 waist, special 4.90

Men's \$1.00 Shirts, 49c.

Saturday in the Men's Store is always a brisk day. To-morrow the Furnishings Section will be particularly so, because it's holiday time, and we are offering colored shirts, light underwear, bathing suits, etc., at prices particularly typical of the Men's Store.

EXHIBITION MATTERS.

Entries Close on Aug. 9, and They Needn't Be Sent in Later.

During Last Week

Entries for the Industrial Exhibition are coming in at an unusually rapid manner for this time of the year. Nearly all the space in the buildings has been taken up, while of live stock there have been many sent in and an enquiry has been received from Boston regarding horses and from Philadelphia regarding cattle.

For Fall Season

FILLING LETTER ORDERS A SPECIALTY.

JOHN MACDONALD & CO. Wellington and Front Streets East, TORONTO.

MAY YOHE IN ENGLAND.

Plymouth, Eng., July 31.—May Yohe arrived here on board the Furber...

50,000 Round Trip to California.

Chicago and Northwestern Railway from Chicago, Aug. 2 to 10. The new Overland Limited, the luxurious everyday train, leaves Chicago, 8:00 a.m.

"PEARLS TO BURN"

Advertisement for Pearl Grey Felt hats. Includes an illustration of a hat and text: 'We have all the new Pearl Grey Felt Alpinettes—thousands of them—and we have to get them off our hands at any price because we want to make room for the workmen who are making extensive alterations in our building.'

FUR SHOWROOMS OPEN ALL THE YEAR.

THE W. & D. DINEEN COMPANY, LIMITED, Corner Yonge and Temperance Streets, Toronto.

Closed Successful Engagement.

The "Kitties" Band of Canada has just completed a three-week engagement at Willow Grove Park, a Philadelphia resort. On Saturday, July 26, which was designated "British Day," 70,000 people heard the band play.

Book of Areas.

Ottawa, July 31.—The first volume of the Canadian census report will define the area of every municipality and parish in Canada. This work has been done by the Dominion geographer, Mr. White, and his staff of electoral districts.

Civic Holiday Excursions.

The four family picnic outings from Saturday afternoon until Monday to Muskoka Lakes and to Kawartha Lake points, reached via Grand Trunk, Trent Valley Nav. Co. Single fare for round trip. City Office northwest corner King and Yonge-streets.

Proclamation Ordered.

Ottawa, July 31.—At today's cabinet meeting an order-in-council was passed ordering a proclamation for a public holiday on Aug. 9, Coronation Day.

Do You Drink Ginger Ale?

Do you want the best Ginger Ale made in Canada? It doesn't cost any more than the poorest. Just ask your grocer or druggist for

McLAUGHLIN'S

"Hygeia" Beverages are pure and good for you.

YORK COUNTY AND SUBURBS

Lambton Mills Gives a Hearty Welcome Home to Two South African Veterans.

LETTER FROM MISS MINNIE HOOVER

Giving an Interesting Talk About the Schools in Concentration Camps.

Toronto Junction, July 31.—Several hundred people took the suburban car to Lambton Mills Park to-night, where the citizens of that village were holding a reception to Lieut. Tremayne and Pte. George Chapman of the Tenth Canadian Field Hospital Corps.

Money

If you want to borrow money on household goods...

The Toronto Security Co.

Room 10, Lawlor Building, 6 King St. W.

50c and 1.00

We make money by losing it these days—never care to carry stock from one season to another—particularly Straw Hats—and that's why you can buy today stylish Straw Hats in Rustic, Split and Milan braids at one-half and one-third the regular prices—have a look at what you can get at 50c and 1.00 to-day.

84-86 Yonge

Money

If you want to borrow money on household goods...

The Toronto Security Co.

Room 10, Lawlor Building, 6 King St. W.

Men's Clothing Day.

Saturday is Men's Day in the Men's Store, and we offer the following list of timely suggestions. Visitors from out of town and across the line should remember that the bulk of Canadian clothing is manufactured from English and Scotch cloths, for the importation of which we are in this country advantageously situated.

Men's Fine Cravatte

made up in the fashionable long loose Reglamette style, with cuffs and vertical pockets, in dark Oxford grey and olive shades, well finished, sizes 34-44, 10.50

Men's Fine Imported English Cloth

Worsted Suits, blue and black shades, single and double-breasted, made up in the latest style, fine fabric, sizes 34-44, 9.00

Men's Cool Unlined Summer Coats

blue and black, made from a fine worsted fabric, in single and double-breasted styles, sizes 34-44, spec. 3.00

Men's 9-oz. Duck White Trousers

made in regulation style, with keepers for belt, large turn-up at bottom, very good and warranted to wash well, sizes 30-44 waist, special 4.90

Men's \$1.00 Shirts, 49c.

Saturday in the Men's Store is always a brisk day. To-morrow the Furnishings Section will be particularly so, because it's holiday time, and we are offering colored shirts, light underwear, bathing suits, etc., at prices particularly typical of the Men's Store.

Summer Hats and Caps.

Men's Straw Hats, fedora and boater shapes, all the most worn styles, in wide or medium brims, pure silk bands, calf leather sweatbands, regular prices \$1.50, \$2.00 and \$2.50, Saturday spec. 1.00

Men's \$5.00 Boots at Half-Price.

90 pairs of Men's Fine American Made Laced Boots and Oxford Shoes, in velour calf, Dongola, caulked, self and patent colts leathers, on lasts that make a neat appearance and give comfort and good service to the wearer, stamped price on sale \$5.00, special price for Saturday 2.50

Men's Fancy Socks Half-Price.

Men's Fine 1-1 Rib Shot Silk and Cashmere 1-2 Hose, black ground, with colored silk; also plain black cashmere, with white, blue or red silk embroidery, and bust full fashioned, plain black cashmere, none regular less than 50c, and some better, quality, hosiery sale, Saturday, per pair 25

Underpriced Suit Cases and Bags.