



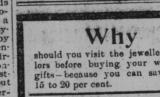
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An especially close purchase of Scotch and English Tweeds and Cheviots enables us to offer these splendid British goods at these remarkable prices-all the new shades-browns, greys, Oxford and Cambridgebrowns, greys and olive mixtures, with over-checks, etc., made up in very latest style to your order-matchless value.

## Gaelle Memorial Service

zine, for the former is a more constant "guide and counsellor," and, moreover, represents interests that come close to the community and the home. Pecp'e may read magazines—they must and do read the daily newspaper. That ad-vertiser is wise who places his an-nouncements in the medium most fre-quently reaching the class of trade he wishes to address, with an ever-attrac-"guide and counsellor," and, moreover, represents interests that come close to the community and the home. Peep'e may read magazines—they must and do read the daily newspaper. That ad-vertiser is wise who places his an nouncements in the medium most fre-quently reaching the class of trade he wishes to address, with an ever-attrac-tive service of fresh, clean and accurate information. It may be a pla'itude, but one whose bearing is not to be ig nored, that the daily newspaper, as an institution, is almeest as much a part of the life of intelligent people as is: their food or sleep.



nel goods. Mrs. Rev. R. F. C.

had resided in the vicinity of John Mills till her death. She leaves bereft a large number of relatives connected with the most prom-inent families in the county. Mrs. Newman of Little York is a sister, as is also Mrs. French of Yorkville. Thomas Seaborne, Winnipeg, is her brother. She leaves a family of three sons. Wil-liam, Samuel and Albert, and one daughter, Miss Lizzle, all at home. Two daughters are Mrs. Ludford, Rich-mond Hill, and Mrs. McKenzle of Wil-lowdale. Her son, George Sheppard, by mond Hill, and Mrs. McKenzle of Wil-lowdale. Her son, George Sheppard, by her first marriage. lives at Yorkville. The funeral takes place on Wednes-day at 3 p.m. to St. John's Cemetery at York Mills.

East Toronto.

as they should the eyes receive the full benefit of the lenses. The glasses we fit are right every time. Prices lower than the lowest, quality con

Refracting for the past few days, is getting along very nicely.

F. E. LUKE, Refractin Optician. TORONTO OPTICAL PARLORS, 11 KING STREET W., TORONTO Worm Exterminator. Children like it.

787 Men's Fine Fancy Colored Shirts, made in the neglige soft bosom style, also laundried bosom, open front and back, de-tached cuffs, also two detached collars to match, in neat styl-ish striped patterns, popular shades, all new summer goods, sizes 14 to 17, regular prices 75c and \$1, on sale Wed-nesday to clear at nesday to clear at .....

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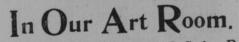
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ing.

Men's \$2.50 Boots, Wednesday, \$1.75. Pairs Men's Fine Box Calf and Dongola Kid Lace Boots, neat round toe shape, standard soles, sizes 6 to 10, well made, serviceable, and perfect-fitting boots, good value at \$2.50, Wednesday

Boys \$2.00 Boots, Wednesday, \$1.25. 180 Boys' Best Box Calf and Dongola Kid Lace Boots, sewn and standard screw soles, sizes 1 to 5, hand-some and well-made \$2 boots, Wednesday ..... McKay 1.25

Men's \$2 Umbrellas, I.18 250 Men's Umbrellas, full size, close rolling frame, up-to-date natural wood handles, silver mounted, in knobs, opera or Prince of Wales crooks, covers are silk or wool, in the gloria or taffeta finish, a quality we can thoroughly recommend to give the best satisfaction, regular \$2.00 each, Wednesday, 1.18.



The skill of F. M. Bell-Smith, O.S.A., R.C.A., has never been more remarkably displayed than in his paint-ing, "Lights of a City Street." The characteristics of this picture have been successfully embodied in a number of smaller pictures, which might be regarded as dainty vignets of some of Toronto's best - known thoroughfares.

These pictures have called forth the best efforts of the artist, and nothing approaching a work of art could be more appropriate as a souvenir, especially to one leaving the city.

The prices range from \$12.00 to \$35.00 each. It is considered a privilege to view ourart exhibit where these and other paintings of merit, together with pictures lower in price, are constantly displayed on the walls of our art room. The public are always welcome.

## A Wall Paper Special.

1896 Rolls New American Embossed and Varnished Gilt Wall Pa pers, with ceiling to match, artistic stripe, tapestries, floral, conventional and Empire designs, colors blue, fawn, green, orimson and cream, suitable for any room or hall, regular price 10c to 20c per single roll, Wednesday ..... .6 .3

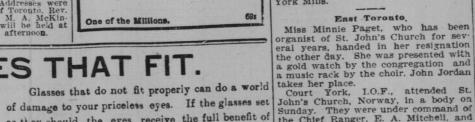
9-inch Border to match, per single yard .....

Dollar Hammocks, 59C 120 Woven Hammocks, five-eighths, colors, size of bed 34x72 in with pillow and concealed head spreader, strong and durable; regular price \$1, Wednesday ..... .59

A Summer Menu

Our lunch room is the coolest and most pleasantly situated down-town restaurant in Toronto. Our menu was never more seasonably attractive. Have lunch here to-morrow.

Send for our Summer Catalogue-40 pages about summer supplies-and how to have them delivered from the store to your out-of-town home.



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of the most reliable advertising ag. ints of New York city has this to say: "Newspaper advertising is especially aluable for the introduction of a provaluable for the introduction of a pro-duct. Thru the newspaper, an adver-tiser can take up one point at a time. draw a circle around this point, and say: 'I will place my soap on sale in two-thirds of the stores in this circle. Will then advertise, without any waste of circulation, to every consumer-within this circle. I can reach these consumers immediately. I can tell them every day about my soap. I can give 

r food or sleep.

Thoro Covering and Systematic Pro-

Touching the points just discussed,