

To the Trade

March 29th

Our Velveteens

are the "Imperial" Brand of Velveteens. Their value, finish and general acceptability are already well known. Our stock is now fully assorted in colored and in all prices of black.

Filling letter orders a specialty.

John Macdonald & Co. Wellington and Front Streets East, TORONTO.

OAK HALL EAST KING ST.

Overcoat Style

It takes all sorts of men to make the world and all sorts of overcoats to please them. Overcoats for spring of every good sort here, all made with the greatest care, from the best of materials, cut in the most approved styles. Prices about half what you pay your tailor. Waterproofs and Umbrellas for rainy days.

What About the Black Cats?

OAK HALL EAST KING ST.

EASTER-TIME HATS

Store Open Until 10 o'Clock To-Night.

To-Day is the Biggest Hat Day of the Year.

We've prepared for you with the largest stock of new Hats ever offered in Toronto—twenty-five thousand of them—all new, all good. We don't sell poor hats—nothing but the best, but our price is about the same as you'll pay for one of the others. If you want an Easter Hat don't buy without seeing ours—we'll take chances on the result. Remember, we are Dunlap's and Heath's sole Canadian agents.



Silk Hats

New Silk for Easter Sunday, a good silk. We have them all, and some no one else has. Dunlap, Heath, Christy, Woodrow and others. Every silk in our cases is a new silk. It doesn't pay to keep the others—

Silk Hats \$5.00 to \$8.00.

Derby Hats

The invincible hard felt Derby hat. It doesn't matter how some public taste runs, they can't affect its staunch popularity. Stetson's and Dunlap's new blocks are the features of the year.

Derby Hats \$2.50 to \$5.00.

Alpine Hats

These four illustrations above don't feature one-sixth of our stock of Alpine Hats. By the way, these Alpines in light grey and black are the very largest thing on Broadway. We have them all.

Alpine Hats \$2.00 to \$5.00.

A NEW HAT FOR EASTER—A GOOD HAT

THE W. & D. DINEEN CO., LIMITED, Cor. Yonge and Temperance Streets.

WILL DOUBLE THE SUPPLY.

Comfort Soap Works at the Junction to be Greatly Enlarged. Messrs. Pugsley, Dingman & Co. are making an addition to their already extensive soap manufacturing establishment at Toronto Junction, which will serve to double the present supply of Comfort Soap to the public. The present manufacturing capacity of the establishment is one bar of soap a second, and in about six weeks it will be increased to two bars to the second. This will be effected by the addition of new machinery, the cost of which will be \$100,000 in length and 70

in width, and will be in keeping with the architectural style of the rest of the establishment. About \$10,000 is being expended in the new work. The additional plant will consist of a capacity of 200,000 lbs. of soap from these will go thru the present cutting machinery, the capacity of which is very great, and will be taken care of by the drying and stamping compartments. The new kettles have been made by the Fulton Iron Works in this city. With the new addition, the works will be one of the largest of the kind in the country. The output mentioned, as anticipated, is equivalent to about 800 boxes of 100 12-ounce bars a day, or about a couple of car-loads.

To Make Food in Canada. One of the most widely-known industries of this province is that of the Battle Creek Sanitarium Health Food Company. This is a purely Canadian concern, although the foods manufactured are made from formulas and by a process exactly similar to that used in the works of the famous sanitarium at Battle Creek, Michigan. The demand for the pioneer Cereal Health Food is tremendous and is constantly growing. Caramel Cereal Coffee is largely the place of tea and coffee in the homes where the rules of health are most carefully studied. From all parts of Canada, the most flattering testimonials are being constantly received, and value is greatly enhanced. They do not come from any one class of society, but from the lowly cottage up to the lordly mansion. The medical profession have been among the foremost in recommending them to patients suffering from digestive troubles. Life Chips season for the first time, and are being coming prime favorites as a breakfast grain. Only the finest and most perfect in the manufacture of this company's foods. The highest heat ordinarily obtained in a domestic way is 212 degrees. But here all the food in the course of preparation is subjected to a heat of from 200 to 400 degrees, sufficient to at least partially change the starch into nature in the first and difficult process of digestion. As is generally known, starch in the ordinary food grains, is not broken down into simple sugars, so the stomach, and pass into the proper channels to give health and vigor to the human body. One is by the best method just described, which greatly

Score's The Tweed Sac Suit

is admirable for the business man. Here is a splendid display of Genuine Scotch and English Tweeds and Worsteds—latest colorings—matchless in wearing qualities—unrivalled value. At Special Price of \$22.50 and \$25.00.

Umbrellas and Canes

A wide range of natty and useful Umbrellas—newest design handles—silver mounted and unmounted. The smartest of Walking Canes—new square stick design—mounted and unmounted at special prices.

R. SCORE & SON TAILORS AND HABERDASHERS, 77 KING ST. W.

Liquor, Tobacco and Morphine Habits. A. McTAGGART, M.D., C.M., 75 Yonge Street, Toronto. References as to Dr. McTaggart's professional standing and personal integrity are given by: Hon. W. Meredith, Chief Justice; Hon. G. W. Ross, Premier of Ontario; Rev. John Potts, D.D., Victoria College; Rev. William Cayne, D.D., Knox College; Rev. Father Tivy, P.M.S.M., St. Michael's College, Toronto; Rt. Rev. A. Swetman, Bishop of Toronto. Dr. McTaggart's Vegetable Remedies for the liquor, tobacco, morphine and other drug habits are healthful, safe, inexpensive home treatments. No hypodermic injections; no publicity; no loss of time from business, and a certainty of cure. Consultation or correspondence invited. 507

Fairweather's EASTER EXHIBIT

Your Hat, Sir?

Have you selected it?—if you haven't, this is the day you're expected to—for to-morrow's the day fixed by fashion to change from the old to the new—the dividing line in fashion's seasons—we're ready to serve you to the "finest ever" in felts and silk hats—soft hats or Derbys—English or American—extremes in fashion or the moderate styles—blacks—browns—and other popular shades—guaranteed qualities—and the most for your money—

Youmans—Hawes—Stetson—Peel—Lincoln, Bennett & Co.—Christy—Mailory and Roelof are represented here—and they're amongst the "world's famous"—

- NEW DERBYS—2.00 to 5.00
—NEW SOFT HATS—1.50 to 10.00
—NEW SILK HATS—4.00 to 8.00

- SPECIAL in our own Youmans Block Silk Hat, at..... 6.00
SPECIAL in a very stylish "Panama" Derby at..... 3.00
SPECIAL in a fine black "Panama" Brim Soft Hat at..... 2.00

84-86 Yonge St. - 446 Queen West.

Easter Ice Cream Novelties

- Some things that are unique and attractive:
Easter Eggs - Any Flavor
Chickens - " " "
Doves - " " "
Rabbits - " " "

Or any fruit shape you desire, or if you prefer it by bulk, brick or in Sunday glasses you can order it that way. TABLE, WHIPPING, WHIPPED AND DEVONSHIRE CREAM. Charlotte Russe in Moulds or Individuals. Consult our Order Department. PHONE NORTH 2040. All Sunday Ice Cream orders delivered Saturday evening.

CITY DAIRY CO., LIMITED.

character of the day. The chorus last evening consisted of 350 voices, all in excellent form, showing the result of Mr. Torrington's assiduous and delightful training. The orchestra of 60 instruments was aided by a quintet of harps. A feature, very effective, was a Celestial choir and extra trumpets in the highest altos. The soloists expressed themselves as agreeably delighted with the orchestra, and chorus. The description of the earthquake is a startling piece of orchestration. All the instruments are employed in building a terrific crash. Chromatic passages for the strings are liberally employed, while the drums and wind instruments are used in hurrying on the climax. David Bishop of New York, who assumes the principal role of Christ and the Narrator, in spite of a recent attack of influenza, was heard with excellent effect. Mrs. Dorothy Harvey of New York is a Canadian, formerly of London, and last evening was her first appearance in oratorio in Canada. She delighted everyone by her fine rendition. Her voice is high, powerful and sweet. George W. Jenkins, tenor, also of New York, has an excellent voice, especially in declamatory passages. His enunciation is clear. Mile Dolores Agramonte, contralto, daughter of Signor Agramonte of New York, is well-known here among musical students. She possesses a voice pure and rich in quality and fully equal to the demands made upon it. Miss Ellen Millett, Miss Lillian M. Kirby and Miss Stella Carmichael were also in good form.

Stop and Think

of the great benefit derived from a MASSAGE TREATMENT, whether Body or Face, or a hair and scalp treatment which thoroughly cleanses the skin and gives new life to the hair. Commence and you will never regret it. Personal attention given to all work—Complexion, Manicuring, Chiropody. SPECIAL VAPOR BATH TREATMENT Students Instructed. Madame Lytell Phone Main 333. 333 JARVIS ST.

Money and Tents

FOR FOREIGN FIELDS. Rev. W. P. Reekie Goes to Bolivia. Rev. J. R. Stillwell to India. The semi-annual meeting of the Baptist Foreign Mission Board met yesterday in the board room. Rev. S. S. Bates, D.D., in the chair. The receipts for the last year have been \$120,000, a large increase over those of last year. Rev. W. P. Reekie, B.A., of McMaster University, was appointed missionary to Bolivia. It is expected that he will reach there about Nov. 1. He will be accompanied by Miss A. L. Copland of Mount Forest, who will be located at Cochabamba, he sent to India. Rev. J. R. Stillwell, B.A., will probably leave for India. The annual meeting will be held in Montreal in October.

"Redemption" Sung at Massey Hall. Massey Hall, crowded to the doors, greeted the Festival Chorus and Toronto Orchestra last evening in the rendition of Gounod's sublime oratorio, "Redemption." This oratorio was first produced in Toronto by the old Toronto Philharmonic Society just 20 years ago. That was the second time it had been produced on this side of the Atlantic. It was given in the same year as it was introduced into England. Since then it has been given five times, but last night's production was probably the finest ever heard in Toronto.

The story is peculiarly applicable to Good Friday, in conjunction with Mr. Torrington and the trustees of Massey Hall, purpose last evening in the production of the first of a series of annual oratorios on Good Fridays. The idea is to afford the public an uplifting musical production in keeping with the

Beware! Some grocers push imitations of PEARLINE to get more profit. Peddlers, prizes and schemes are tried to sell them. They are not PEARLINE. They set you against all washing powders. PEARLINE is the best washing medium—does most, saves most. Absolutely harmless, most economical soap you can use. Enter Pearlline Work

THE ROBERT SIMPSON COMPANY, LIMITED

Directors: J. W. Flavell, H. H. Fudge, A. E. Ames. | March 29

Clothing for Monday.

Visitors from out-of-town are especially invited to drop in at our Men's Store Monday. The ground floor of the Richmond street wing we devote exclusively to the requirements of men and boys. Here you will find the pick of the best clothing manufactured in Canada. Here you will best find illustrated the quality and economy that comes of competition among the makers of Men's Clothing.

Men's Fine Scotch Tweed Suits, single-breasted saque style in the fashionable grey and black stripe pattern, lined with wool Italian cloth, well tailored, trousers cut medium width, sizes 36 to 44. Special..... 9.00

Men's Fine Imported English Worsteds Suits, the clay twill, in dark navy blue, double-breasted saque style, silk-faced lapels, silk extending to bottom of coat, good linings and silk sewn, sizes 36 to 44. Special..... 10.00

Boys' all-wool English tweed 3-piece Suits, made of an English tweed, in a neat grey and black check pattern, cut in single-breasted saque style, with double-breasted vests, lined with Italian cloth, perfect-fitting, sizes 28 to 33, regular \$4.00 value. Special Monday..... 2.95

Boys' Fine Cheviot Finished Tweed three-piece Suits, double-breasted style, in the nobby grey chalk-line stripe, narrow silk-attached edges, best linings and very dressy, sizes 28 to 33. Special..... 5.50

Boys' Colored Shirts.

We offer 75c shirts on Monday for 49c. Stiff bosomed or soft, as you may choose. We got them by one of our lucky strokes for which the Men's Store is noted. You can fit out your boy with shirts to do him all summer at very little expense. Boys' Fine Fancy Colored Shirts, in Cambrics, Madras and Zephyrs, made laundried bosom, also negligie style, with cuffs attached and detached, also same with collars attached, neat spring patterns and colors in stripes, blues, pink and oxbloods, shirts that sell regular at 75c, on sale Monday, sizes 12 to 13 1/2..... .49

Men's Sample Boots at \$1.50

Never before have we been so fortunate in procuring economies in Easter footwear. For Monday we offer a set of sample shoes for men and boys at the universally popular figure of \$1.50, boots which sell ordinarily by retailers throughout the country at \$2.50 and \$3. MEN'S \$2.50 SAMPLE SHOES FOR \$1.50. 120 pairs Men's Good Box Calf, Dongola Kid and Tan Calf Lace and Elastic Side Boots, made with McKay sewn and standard soles, sizes 6, 7, 8 and 10 only, regular prices \$2 and \$2.50. Monday, 8 a.m., choice for..... 1.50

Boys' \$3.00 Boots for \$1.50

These are samples of the Finest Boots for Boys made in Canada, consisting of the best grades of box calf, kid and some patent and enamel leathers, mostly with Goodyear welt extension soles, in sizes 13, 13 1/2, 1, 2, 3, 4, and 4 1/2, regular prices \$2, \$2.50 and \$3. Monday, 8 a.m., choice for..... 1.50

Socks Half-Priced at 25c

Men's Finest Plain and Ribbed Black Cashmere 1-2 Hose, pure wool, English made, full fashioned, double sole, toe and heel, makers' sample pairs, regular 50c quality, Monday, per pair..... .25

Rogers' Silverware.

350 William A. Rogers' A 1 silver. Silver Brilliant Cream, best silver plated Oyster and Pickle Forks, fancy pattern handle. Reg. 25c. Monday..... .15

Souvenir Day in Jewelry Dept.

One of the foremost makers of Sterling Enamelled Souvenirs has made for us beautiful coats-of-arms, brooches and stick pins, the same work that puts his goods in the front rank you will find on at, each..... .25

Colonial Library Volumes, 18c

Ward, Lock & Co.'s Colonial Library series is well known. Monday, in this popular edition, we offer a large number of modern authors at 18c. 500 copies Ward, Lock & Co.'s Colonial Library, all copyright books, printed from large type, on fine white paper, heavy paper covers, published price 50c, Monday, special, 18c; three for..... .50

Carpets and Curtains

The interest of the season now concentrates upon our Great Carpet and Curtain Sale. Our store news for Monday customers tell of medium and lower-priced carpets, at var 50c to clear Monday. One of the attractions which have made the department known throughout the Dominion is OUR GREAT DOLLAR LACE CURTAIN. For years manufacturers have been competing with each other season after season for this order. We've taken a pride in having a dollar curtain that is a marvel. Merchants buy them from us in quantities at twelve dollars a dozen, assuring us no wholesale house can supply equal value.

FOR ONE PAIR OR ONE HUNDRED PAIRS ONE DOLLAR PER PAIR IS THE PRICE.

Our new stock of Curtains is on view—the range is from fifty cents to fifty dollars a pair, but we want you on Monday to JUDGE US BY OUR DOLLAR CURTAINS. This invitation is to our out-of-town customers also. We have plenty to fill promptly all mail orders. 1,500 pairs Latest Styles in Nottingham Curtains, 54 and 56 inches wide, both in white and Ivory, all finished with lock stitch edges. In all 12 new designs, the manufacturer has eclipsed all former efforts, believe them to be the best value in the world. Your choice..... 1.00

CROMPTON AXMINSTERS AT 50c.

In a choice assortment of designs and colorings, in rich Oriental effects, for the dining-room, library or hall, pretty conventional and dainty two-toned effects, for the drawing-room, reception-room or bedroom, 5-8 border, 2-4 and 4-4 stair carpets to match, per yard..... 1.50

ENGLISH BRUSSELS CARPET AT 90c.

1,500 pairs English Brussels Carpet, an extra heavy quality closely woven, in a large range of patterns, with 5-8 borders to match, special value at, per yard..... .90

ENGLISH TAPESTRY CARPET AT 50c.

We show over 30 designs of this popular-priced carpet, popular for its durability, as well as its appearance, some designs have 5-8 borders to match, others 6-8 and 3-4 stair carpets, at per yard..... .50

SCOTCH PRINTED LINOLEUM AT 45c.

1,500 yards Scotch Linoleum, 2 yards and 4 yards wide, in floral, tile, block and Mosaic designs, special value at, per square yard..... .45

50c WINDOW SHADES AT 33c.

1,000 Window Shades, 37x70 inches, mounted on good spring rollers, trimmed with tassels, and some with lace, in cream and green day, for, each..... .33

Our Spring Catalogue

Will give you the power of dealing with one of the largest and most economical stores in America by mail, at no inconvenience or expense to yourself other than choosing what you want from the book and ordering it by mail. Send us your name and address and we will send you this splendid Catalogue by return post.