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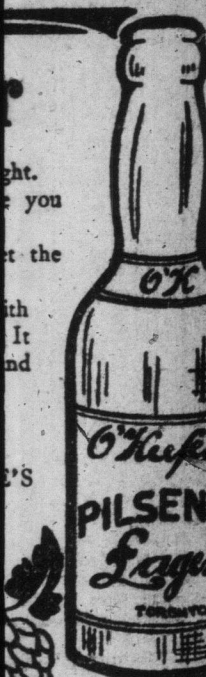
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CO. LIMITED



CATIONAL

Opens Sept. 4th

ss College

Alexander St., Toronto

all graduates get position

Sept. 4. Circulars free. 245

W. J. ELLIOTT, Principal

not buy better Coffee

blend Java and

lb.

Co., Limited

ILING CHINAMEN.

27—George L. Little

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Niagara Falls and to

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a Pullman car.

are weak, when you

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Ask him if it is not

publish J.C. Ayer & Co.,

Lowell, Mass.

JOHN CATTO & SON

Store closes at 5.30 p.m. to-day

We continue to receive daily Autumn
Dress Materials in the latest weaves
and colorings, including Venetians,
Broadcloths, Treads, Velles, Bolleums,
Cape de Chenes, Silk and Wool Poplins,
Nepps, etc.

IN BLACK DRESS GOODS

Our stock never was larger nor better
assorted, comprising the new season's
favorites, such as Herringbone Cheviot
Weaves, Panamas, Diagonal Cheviots,
Llamas, Ladies' Cloths, Broadcloths,
Canvases, Serges, Hopacking, Basket
Weaves.

THE LADIES' ORDERED TAILORING

DEPARTMENT is in perfect running
order, and prepared to execute all
orders expeditiously.

SILKS

This stock comprises all the latest
novelties, as well as the most staple
lines, and once more bears out our repu-
tation for the latest productions, com-
bined with the most reliable qualities
at the right prices.

VELVETS, VELVETEENS

Our range of shades in these covers
the entire field of popular demand.

IN THE MANTLE DEPARTMENT

Less than a week is left in which to
clear the balance of summer stock, but
this has been remarked at prices that
should clear out every item before the
close of August, and give us the room
needed for.

NEW AUTUMN COSTUMES, JACKETS AND SKIRTS

which are arriving every day, and of
which a fairly representative lot is al-
ready on view.

TRAVELING AND OUTING ACCESSORIES

Our stock of these goods was never
more complete, comprising a splendid
assortment of Steamer Rugs and Wraps,
Shawls, Knit Boating Shawls, Real
Shepherd Shawls, Orenburg Shawls,
Spencers, etc.

Mail orders given special attention.

JOHN CATTO & SON

King-street—Opposite Postoffice,
TORONTO.

"SEMI-READY" ADHERES TO ONE PRICE

Their Suits Sold at the Exact
Price Marked on Them.

One Factor Which Has Established
"Semi-Ready" in its First Place
With People of the West.

How the "Semi-Ready" Company has
built up an immense business in nine
years, a business far exceeding in vol-
ume that of houses established fifty
years ago, is being told in a series of
articles in The Canadian Magazine.

With several long and new ideas as
the basis of their system, the Semi-
ready Company established themselves
in the confidence of the people which
they placed on each garment their
guarantee label and the actual selling
price—the price at which the garment
must be sold, no matter what part of
the country their goods are sold in.

Their famous "Bluno" Serge Suits
are sold in Toronto at \$20, and in Van-
couver at \$25, in Victoria at \$30, in
every city in Canada, in fact.

In the west, where the Dutchman's
one per cent. usually prevails in the
cheap clothing business, the Semi-ready
suits made of high-class worsteds,
tweeds and serges are sold at the same
close price—the one and only price.

In Saskatoon recently the merchants
formed a close understanding to keep
out "Semi-ready" because this one price
would interfere with their methods, but
the Semi-ready came in with a new
swoop.

Knowing "Semi-ready" so well in the
east, people who come to the west al-
ways buy it, and this fact alone assures
a splendid trade to the merchant for-
tunate enough to secure the Semi-ready
agency for any city.

Treating Wrong Disease.

Many times women call on their family
physicians, suffering, as they imagine,
one from dyspepsia, another from heart
disease, another from liver or kidney
disease, another from nervous exhaustion
or prostration, another with pain here
there, and in this way they all present
alike to themselves and their easy-going
and indifferent, or over-cautious physi-
cians, a host of different diseases, for which he
assumes them to be such, prescribes his
pills and potions, in reality they are all
only symptoms caused by some uterine
disease. The physician, ignorant of the
cause of suffering, encourages this prac-
tice until large bills are made. The suf-
fering patient gets no better, but probably
worse, by reason of the delay, wrong
treatment and consequent complications.
A proper medicine like Dr. Pierce's Fa-
vorite Prescription, directed to the cause
would have entirely removed the disease,
thereby dispelling all those distressing
symptoms, and instituting comfort in-
stead of prolonged misery. It has been
well said, that "a disease known is half
cured."

Dr. Pierce's Favorite Prescription is a
scientific medicine, carefully devised by
an experienced and skillful physician,
and adapted to woman's delicate system.
It is made of native medicinal roots
and is perfectly harmless in its effects in any
condition of the system.

As a powerful invigorating tonic "Pier-
ce's Favorite Prescription" imparts strength
to the whole system and to the organs dis-
tinctly feminine in particular. For over-
worked, "worn-out," "run-down" de-
luded teachers, milliners, dressmakers,
seamstresses, "shop girls," house-keepers,
nervous mothers, and feeble women gen-
erally, Dr. Pierce's Favorite Prescription
is the greatest earthly boon, being un-
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WOMAN'S WORLD

A Talk With Mrs. Horsley.

During the past week the name of
Mrs. Victor Horsley has been promi-
nently before the public, and he has been
of especial interest as representing what
is highest and best in the British mis-
sionary profession. But with the exception
of a privileged few who have had the
pleasure of meeting Lady Horsley per-
sonally, Canadians have had little op-
portunity to learn anything of this
cultured Englishwoman, who is from
another viewpoint quite as interesting
and representative as her distinguished
husband.

There are two great classes into
which English women of social posi-
tion can be divided. The one includes
those who take a prominent part in
the great movements of the day, to
whom publicity is the lot of course,
and the other, who apparently believe that
enfranchisement for women is the pan-
acea for all earthly evils. In the other
are the women to whom home, and all
that that word suggests, is entirely
sufficient; who find the glare of the
public platform and the notoriety of
the press to be only undesirable, but
abhorrent, and it is to this latter class
that Lady Horsley belongs.

Typically English in appearance and
dress, with softly modulated voice,
serene expression, and an unassuming
graciousness and ease of manner, Lady
Horsley appears the embodiment of
that good old-fashioned world gentle-
woman. A few minutes conversation
serves to convince that it is not
from lack of ability that she has never
made an appearance on a public plat-
form. For if Lady Horsley could
induce to speak half as eloquently for
woman's suffrage as she did when giv-
ing her reasons for objecting to any
personal publicity, the cause would be
greatly furthered.

It is very apparent, however, that
Lady Horsley's interests are purely
domestic, and that her family, com-
prising of two sons and a daughter, have
received that personal care and super-
vision which are only too rare in these
days when fads and clubs have super-
seded the home. It is cheering to ob-
serve, tho, that Lady Horsley lays no
claim to being a rare avis, and that her
English society possesses even a small frac-
tion of such women, the sturdiness of
English stock is not likely to be over-
rated, or home life become a relic of the
past.

Lady Horsley left for home last
night, called thither by her son, who
suffers from tonsillitis.

Should some great angel say to me to-
morrow,

"Thou must tread thy pathway
from the start,"

But God will pain me, pity, for thy
sorrow,

Some one dear wish, the nearest to
thy heart.

This was my wish, from my life's dim
beginning:

Let be what has been planned
and the whole;

My want, my woe, my errors and my
soul.

All, all were needed lessons for my
soul.

—Ella Wheeler Wilcox.

"Brain Kitchen" to Supply Club Women With Their "Talks"

A "Brain Kitchen" has been open-
ed in Chicago to supply literary dicta-
rions and thought gems to tired club
women on the a la carte plan.

Let be what has been planned and the whole;

My want, my woe, my errors and my soul.

All, all were needed lessons for my soul.

—Ella Wheeler Wilcox.

"Do you suppose any of the club
women will have the nerve to buy
their speeches and palm them off as
their own?" she was asked.

"Do you suppose I am here?"

The chief clerk then explained that
she would make a specialty of short
orders, served out of stock at a mo-
ment's notice, to club women who are
in a hurry to get their "talks" written to order
says will cost more.

"You needn't laugh," the chief clerk
snapped, "we supply men as well as
club women, and in fact, we have a
large number of men customers."

On the west wall of the little room
stands a huge cabinet filled with care-
fully typewritten manuscripts and ar-
ranged alphabetically according to the
subject matter.

The same principle is carried out
throughout the graded list of papers, A
Charles Dickens essay brings \$5, while
Materlinke's at \$25, while the "Gospel
Girl Problem" is catalogued for \$20.

"We do an extensive mail order busi-
ness in the work of arranging the
yearly programs," said the woman in
charge. "Our trade is not so great in
Chicago as it is in the rural districts. We
do an extensive mail order business."

The Fancy Bolero, in all sizes
are evolved from laces, embroideries
and sheer lingerie suits. One of these
coquettish little affairs will tend cash-
ier to even the simplest of cotton frocks.
The best models are expensive. The
coarse and cheap imitations rail utterly
as substitutes, for in this sort of
thing it is the fineness, the daintiness,
that is the keynote of success. If one
cannot buy a good article it is better
to pass, with its content oneself with
some simpler achievement by hand, or
trust to seamstress.

The short loose bolero with full open
sleeve is the usual model and the vari-
ations are made by changing the de-
tails and materials; but there are also
radical differences in length and shap-
ing, especially among the all lace
models. There is, for example, this
little coat of gypure, with its long,
curving pointed fronts, and its short
waist, entire back and collar in a short
basque tail. No trimming is used upon
the model, save a small collar of satin,
large buttons of carved ivory, match-
ing the tone of the lace, and a frill of
soft yellowed lace finishing the little
sleeve, which is hardly more than a
finger cap, but the lace was handsome
and the coat was most elegant little
garment, bound to give an air to any
frolic with which it might be worn.

CHIN SAUCE.

Twenty ripe tomatoes & green pep-
pers, 4 large onions, 3 tablespoons of
vinegar, 1 large cup of sugar, 3 table-
spoons of salt, 2 tablespoons of yellow

Malta-Vita

CONCENTRATED
Malted
1900

Malta-Vita is a
Malted Food
which is
the most
perfectly
balanced
and
nutritious
food
known.