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Mr. Humphrey has one of the best equipped undertaking establishments in Canada, having been in business 35 years. Mr. Humphrey's equipment of hearses, horses and carriages is unequalled in Toronto. In addition to these he has recently installed a motor casket delivery car. He says that this new conveyance is one of the most desirable he has ever introduced in his business.



NEW MOTOR-CASKET DELIVERY CAR RECENTLY PURCHASED BY MR. E. J. HUMPHREY. THIS IS THE FIRST MOTOR-CASKET CAR IN TORONTO.

COWAN'S PERFECTION COCOA

Is rich in food value and easy to digest. It is just Cocoa, pure Cocoa, ground from the choicest Cocoa beans.

Nurses and Doctors recommend its use in sickness or in health.



Do You use Cowan's Cocoa?

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P. V. MEYER
1801 West Queen



MONUMENT UNVEILED AT QUEENSTON ON JULY 5 TO THE MEMORY OF LAURA SECORD, HEROINE OF THE BEAVERDAMS.



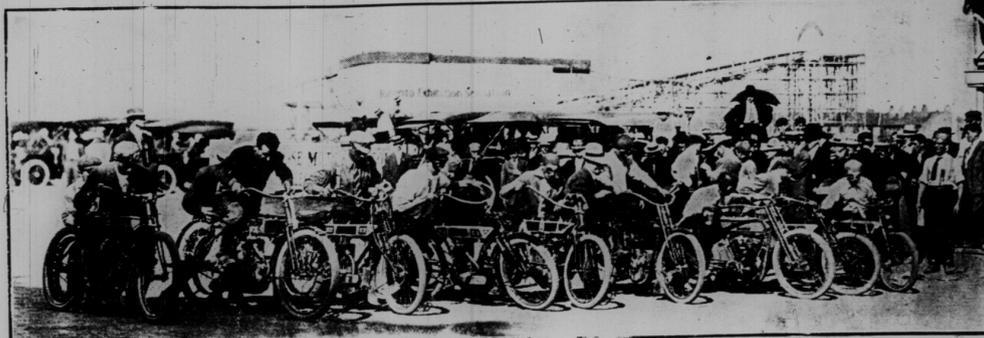
UNVEILING LAURA SECORD MEMORIAL—LEFT TO RIGHT—VINCENT MASSEY, MISS MOSS, CHIEF JUSTICE MOSS, J. W. LANGMUIR, MISS JESSIE M'CUULOUGH, DR. JESSOP, M.L.A.



UNVEILING LAURA SECORD MEMORIAL—LEFT TO RIGHT—MRS. COCKBURN, MISS LAURA CLARK, MR. A. M. CARTHEW, MRS. J. H. INGERSOLL, MRS. CARTHEW, MR. J. H. INGERSOLL, DECENDANTS OF LAURA SECORD.



MRS. CURRIE, ST. CATHARINES, ORIGINATOR OF THE MOVEMENT TO ERECT A MEMORIAL TO LAURA SECORD, HEROINE OF THE BEAVERDAMS. CHIEF JUSTICE MOSS IS DELIVERING THE ORATION.



MOTOR CYCLE MEET—START OF FIVE MILE RACE FOR 4-H.P. MOTORS.



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Phone Adelaide 1180. 482 Richmond St. West, Toronto, Ont. SOLD BY ALL LEADING UNDERTAKERS.

Knew Not Himself.
A French scientist, in a preface, tells about going into an omnibus one day and looking at a strange and haggard face which he saw in front of him. He puzzled over it for a few seconds, when he began to see in it a likeness to himself. An examination of the omnibus finally revealed that he had been looking at his own image in a mirror at the end of the vehicle, but so steady had been his unconsciousness of himself for long weeks of work that, in a quite literal sense, he did not know himself.

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