



A Useful Book Sent Absolutely Free !!!

Send us a postcard and we will mail you our new publication "The Care of the Hair"—a book which should be in every western home. It also contains descriptions and prices of our well known Hair Goods and Cosmetics with full instructions for ordering by mail. Write for a copy **TO-DAY**.

SEAMAN & PETERSEN

THE NEW YORK HAIR STORE, Y.M.C.A. Block, Winnipeg.
Also at Cedar Rapids, Iowa.



SHOPPING IN THE CITY

Are You Coming to Toronto This Fall?

The stores are filled with the new goods, the new fashions are being worn on the streets, the theatres are open—people are flocking back from the summer resorts—the Metropolis is *alive* with Autumn.

ARE YOU COMING?

If you come, make this beautiful new store your shopping headquarters. If you cannot shop here in person, shop by proxy or better still—*we'll come to you*. We'll send you a list of everything in the store, arranged conveniently and illustrated, namely

OUR FALL CATALOGUE

Send us your name and address, that's all we ask of you.

But follow that good piece of advice: "Do it now."



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