## The Idolatry of Animals

 Modern Mania in Which Women Aret the Chief Offender
## A Special

 Sale of Men's Two-Piece Suits Regular


In order to stimulate
business during the
 Basis of New Treatment
Lupus, Moles and Other
Disfigurements $\ln$ Use In
London Hospital.

Get Rid of Your Legacy
The World'sBiggestPick-Pocket
The "Davis Noblemen" at 2 for 25 c

## IS ALLOWING HIS PREIUDCE TO PICK

 HIS POCKThe greatest historian of moder ntimes, Lord Maeculay.
says: "Get of the beaten path of Prejudice," and the smoker who follows the advice will find that by buying
the "DAVIS NOBLEMEN" Cigar he will save 50c. mithouit sacrificing one iota of quality,
REMEMBER, "Imported" Cigars UTIES ou get a litt
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WITH THE VETERANS AT QUEENSTON HEIGHTS.


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Besides the splendid assortment of late summer cloth we can now announce the arrival of the first large consignment of fall goods from the Mills in Scotland.

If you already have your Summer Clothes, get in the order for the fall outfit. There is an exceptionally large display of beautiful fabrics now on hand for the approaching season and you get first choice.
MADE TO ORDER SUIT OR OVERCOAT w $\$ 5$

## NO MORE NO LESS

The goods we sell are absolutely direct from the Mills in Scotland and come to you shorn of all profits and for one price, Fifteen Dollars-You cannot duplicate the clothes for twice the price we ask.
Drop us a Postal Card for a copy of our Magazine. It is free and contains many useful suggestions for the man who wishes to dress comfortably and in quiet style.



Scotland Woolen Mills Co., Limited 139 Yonge Street

Toronto Canadian Branches: Sontrea Canadian Branches : Montreal, Winnipeg, Hamilton, London.

Toronto Scientist Explains How Radium Has Bean Successfully
Employed in Treatment of Employed in Treatmant
Cancerous Growths.
Cancer, one of the most deady foes
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## The Bread Question A Defence-

解 public of our action in neglecting to make 24 -ounce bread, and obtaining in this way an interpreta-
tion of the clause of the latest Bread Act relating to "small bread." and the usual newspaper report of being prosecuted for selling "light weight.
We wish to state at the outset that we have ne complaint to make in the enforcement of
the law, as they understand it, by the Medical Healh. Department in the city. the law, as they understand it, by the Medical Health Department in the city.
We approve of any law which protects the purchasing public to the
to know the quantity of any article it purchasess, and we have never sought to mislead our customers
as to what we were efiving them in weight.
From several thousand names on
From several thousand names on our regular routes we have had only about twenty come
plaints because we did not make the 24 Founce bread specified in the Act which came into force
July 1 st, We find that some of these who complained had expected to got 24 -oounce bread of the same quality at the same prioe as they had previo usly paid for 20 -ounce bread. II is hardly nececsary to state that the pa ssagse of a law dous not make. this possible, and, if
we had increased our weight to 24 ounces, we should have been compelled to increase our price to we had increased our weight to 24 ounces, we should have been compelled to increase our price to
$6 c$, or do business at a loss. Others who complained stated they believed that the law compels all bakers to make 24. ounce bread, and, Knowing us as a reputable business firm, cannot understand why we do not
comply with it. Our object has been (1) to avoid, if at all possible, the friction and disturbance with our customers that an arbitrary change is bound to cause; (2) if posible, by compelling discussion and analysis of the present Bread Act, to show how little care has been taken in framing
this and other laws relating to the Bread rrade

The size of the average family is much smaller to-day than it was a few years ago, when oread was made in large loaves, and we are satis ied, from the number of families among our own
customers using one $11 / 4$-pound loaf or less daily, that, with a large proportion of the families in Toronto a I I $1 /$-pound loaf is too large for one day's cansumption. If they are compelled to pure
chase this size, they must use more stale bread or waste part of it chase this size, they must use more stale bread, or waste part of it.
We do not know of any other article of $h$ husehold
quantity it may be sold. It is true that the standard of measuriement has, in many cases, been quantity it may be sold. It is true that the standard of measurement has, in many cases, boen
defined, as, for instance, that a bag of potatoes weights 0 pounds, bushel of oats 34 pounds, barrel
of flour 196 pounds, but it would of flour 196 pounds, but it would appear absurd to dictate to the housekeeper (for that is what the present law does regarding bread) that potat oes must only be purchased by the bag, flour by
the barrel, etc. So far as the law is concerned, wo can buy five pounds or 5 c worth of bacon, bute the barrel, ett. So far as the law is concerned, wo can buy five pounds or 5 c worth of bacon, but
ter, cheece, milk, tea, sugar or any other staple household foods. ter, chesese, milk, tea, sugar or any other staple household foods.
The bakers' argument that the 5 c price unit is desired by
by those responsible for the laws, but, so far as we are aware, they have never taken the trouble to find out what public opinion is on this point, but have assumed that it was only for the convenience of
the baker. the baker.
It requires but little consideration to see that the sale of an article which is dealt in daily in
small quantites is very much simplified for the purchaser if the price is an even amount. If this is small quantites is very much simplified for the purchaser if the price is an even amount. If this is
not the case, why is the universal cash car fare 5 c rather than 6 c or 4 c ? Why are railway fares not the case, why is the universal cash car fare C rather than c or 4 c ? Why are railway fay
figured to the even 5 c , or sugar usually quoted by the grocer so many pounds for the dollar? These arrangements are fully as much for the converience of the public as for the com-
panies and dealer. Why, then, are the public to be prohibited from buying 5 c worth of bread of panies and dealers. Why, then, are the public to be prohibited from buying 5c worth of bread of
the quality they require? The last two laws recognize differences in the quality of bread. There the quality they require? The last two laws recognize differences in the quality of bread. There
may be as much difference in the quality of bread as in the quality of milk, but the legislators have, apparenty, assumed that there are only two qualities, one of which must be made in a loaf twice the size of the other.
According to actual figures obtained by us from about two handred families in Ontario,
mostly in Toronto, the monthly houschold expenditure for meat, milk and butter is greater than for mostly in Toronto, the monthly houschold expenditure for meat, milk and butter is greater than fo
bread, yet no attempt has been made to fix the quantity in which any of these are sold. It is true bread, yet no attempt has been made to fix the quantity in which any of these are sold. It is truu
that the standard of measurement, as above noted, has been fixed, so far as milk is concerned, but a dealer may sell any fraction of a quart, or may sell 5 c worth if he wishes.
Although the present law contains a special clause relating to "small bread," no attempt
has been made in the law to define this, and thee question then arising as to whether it may be has been made in the law to define this, and thee question then arising as to whether it may be
"small bread" when baked one or two pieces in a pan, but "loaves" when baked four pieces in pan, has evidently been left for a Police Magistrate to decide.
As a matter of fact, the term "small bread" has not been in use in Toronto for some years sell it at the same price as a large loaf of cheaper quality. This seems absurd when compareed
with other articles. What would we think if aw with other articles. What would we think if a law was passed to the effect that milk testing over
$33 / 4$ per cent. of butter fat might only be sold in half-pint bottles, or new-laid eggs by the half-dozen? Looked at in this light, the law relating to bread seems quite unreasomable. The whote "difficulty is that the history of bread legisilation has been a history of amendments and repeals, because the law has been found ineffectual owing to careless wording, or impracticable or unpopus
lar in the working. When the question of milk was before the Leislater lar in the working. When the question of milk was before the Legisisature recently for consideration matters of scientific and technical difficulty were referred to farmers and trained scientific specialists,
This is the proper way of dealing with such matters, but whenever bread laws considered, either by municipal or provincial bodies, never, to our knowledge, have bakers been formally, requirred or invited to attend, or any person tecchnically qualified in the chemistry or the mechanical operations of baking been consulted or required to tesify.
In fact, when bakers have attended the meetings of the committees who have discussed the
wo bills which have been passed by the Legislature, they have been put in the attitude of defend two bills which have been passed by the Legislature, they have been put in the attitude of defend
ing themselves for attempting to make a living out of the manufacture of bread, their statements on ing themselves for attempting to make a living out of the manufacture of bread, their statements on
technical matters have been ridiculed by some of the members present who could not name the processes of bread-making or the materials entering in to a loaf.
More than this, the only legislator who, to our knowledge, has ever taken the trouble to
vestigate any of the practical conditions of the trade, and tried to provide for some of the difficulInvestigate any of the practical conditions of the trade, and tried to provide for some of the difficul-
ties a baker has to face, has only received abuse from politically-opposed newspapers, who, evidently, ties a baker has to face, has only recived abuse from ponitcall
look on the bread business as not even worthy of fair treatment

The Act of 1908, which was proposed by Mr. McNaught, was the first in several hundred yeara' legislation on bread matters that recognized the impossibility, with the most modern appli-
ances, of having all loaves weighing exactly uniform after baling. It was found by actual teatil that two pieces of dough, weighing precisely the same before baking, would vary afterwards, and provision was made for the first time that at least ten loaves must be weighed together and the average weight treated as the individual weight before a ba ker could be prosecuted for short weight
The only other recognition of the particular character of a loaf of bread that has
The only other recognition of the particular character of a loaf of bread that has been
ade in the laws is in the matter of evaporation, and this only in recent years, prior to which a loaf made in the laws is in ted to meiter af much forty-eight hours after baking as when it came from the oven. In fact, the sponsor of the present Act. Mr, Nickle, was, evidently, still ignorant of this characteristic, and was not going to allow for it, when a baker present ventured to point oot to him
the dificulty of retaining the weight of bread owing to the evaporation of the water in it He the difificulty of retaining the weight of bread owing to the evaporation of the water in it, He
retorted, "It is bread the public wants, not water." We do not mention this instance in any political retorted, It is bread the public wants, not water. We do not mention this instance in any political
way, and have no uarrel with Mr. Nickle personally, but simply to show the isnorance of the subject and the attitude of this legislator to the trade.
A few years ago the bakers were compel led to label their bread to make the public see what
weight it was getting, but the result was that both the newspapers and the public abued the bakera weight it was getting, but the result was that both the newspapers and the public abused the bakers
for putting the labels on. Consumers would do the same at present if they were compelled to buy for putting the labels on. Consumers would do the same at present if they were compelied to buy
24 ounces of bread, when 20 ounces is all they require At both sessions of the Legislative Committee, where this company was represented, fully as much time was given by the committee to the remarks of a well-known local character, who, we
believe, is a retired baker, and is best known as the "poee" Sabine, as to the statements of mea believe, is a retired baker, and is best known as the "poet" Sabine, as to the statements of men
having their entire capital in this business, and who know both the practical end of the business and having their entire capital in this business, and who know both the practical end of the buincs and
the public requirements. It is not to be wondered at that laws framed with so little consideration of the public requirements, or the manufacturers' probiest

The Nasmith Company of Toronto, Limited



## Kay's July Furniture Sale



July 30 th will end the most successful furniture sale ever held in this store. Enormous quantities of furniture have already been sold. We want to clear very much more-to sell as much in the last seven days as in the first fifteen. Note these extraordinary inducements: A straight price reduction on every piece of furniture in stock, whether big or little, low priced or expensive

Special reductions ranging from 20 to 50 per cent. on a host of articles indicated by large tickets.

Advance shipments of new furniture imported for the fall season have already arrived and we have decided to include them in the sale. This list of a few representative items indicates how prices have been cut on many pieces of furniture which have been blue pencilled for clearance:

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| Bamboo Verandah Shades <br> The time is opportune for putting in a word concerenic tifiting experrae by equipping your gaine at Yerandah with one or more ot our Bainbo Shades. Whe have them in these izies ready <br>  | EARLY CLOSING <br> NOTICE <br> To-day and Every Saturday during the summer months we close at 1 P.M. | Verandah Furniture <br> At 20 Per Cont. Off. <br> Chairs, Rockers, Settees, eto, strongly made of hardwood, painted red or graen or yar nished lisht, with reeded seats and reeded or slatted backs. We want to clear avery pieee <br>  |
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## John Kay Company, Limited

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FOR SALE.


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Wheat Market a Trading Affair Trade Awaits Further Crop News


## 4imizank <br> of Canada Quarterly Dividend

 Notice is hereby given that a CENT. per annum upon the paid up Capital Stock of The Home ed forthe THREE MONTHS ending August 31st, 1910, and the same will be payable at theHead Office and Branches on and after Thursday, Sept. 1st next.
The Transfer Books will be August, 1910, both days in-
By Order of the Board JAMESMASON, General Manag


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| A FEW OF THE HUNDREDS OF OUR TESTIMONIALS |  |  |
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| and at Montreal (Montreal Gazette). Ask any of these gentlernen what at London (London Advertiser) future. |  |  |
| THE ERECTION OF A FACTORY IN CANADA is the prime necessity To raise additional funds for this purpose a limited number of the 7 per cent. Preference Shares will beoffered in a series of allotments at advancing prices until |  |  |
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| The stock is started at a very low price. If you are alive to your opportunity you will buy now, ahead of the quick advance that is coming. $\qquad$ UD) $=$ A SHARE PAR \$5 <br> Bear in mind this price is on the first allotment only. You owe it to yourself and your family to investigate at once and get in while the price is low. |  |  |
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| CUT OUT AND MALL THE COUPONET TO <br> THE Canadian Autopress Company <br> LIMITED |  |  |
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One of the Greatest Money-Making Machines Ever Invented It gives you the Readiest Means of Starting a Fortune that you have had since the formative days of the Linotype Company, that has already pald its shareholders

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## Liquidation Continued on Wall Street---Stocks Lower

Selling Comes From Big Holders And They Keep on Selling Public Traders in Yew York Market Caught By Aether $\operatorname{Bi}$ De dine-Canadian Exchanges Are Iafrenced

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WE OWN AND OFFER AT PAR AND INTEREST $\$ 200,000$ First Mortgage, Sinking Fund $6 \%$ Bonds With $25 \%$ Bonus of Common Stock of CANADA MACHINERY COPPPORTION





## WARREN, GŻOWSKI \& CO. STOCKS AND BONDS 



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STRONG FINANCIAL POSITION
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given pending delivery of definite bonds. CIRCULAR AND FULL PARTICULARS ON APPLICATION
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Cobalt－－Mining Markets Closed Week End - Cobalt
Awakening of Public Interest Held to Be Not Very Far Off



## 20，000 Shares Calcite Lake Mining Co．Stock at 50 c per Share

## This is the first time this stock has ever been offered to the public．Approximately 125,000 shares

 of Treasury Stock have been sold，the proceeds being expended on the property．The shaft is now down120 feet，and good ore has been found from 70 feet to 120 feet．Two important veins，twelve and four 120 feet，and good ore has been found from 70 feet 120 feet．I wo important veins，tweive and four These veins are being worked，and good ore is being taken out every foot．Part of a carload of high grade thousand ounces to the ton．
We have a letter from the Superintendent at the Mine，dated July 18th，1910，reporting a new
strike at the 110 foot level of an 8 inch vein carrying about six thousand ounces to the ton of
native silver． native silver．
We con
capital to carry on the weceipts from the sale of this allotment of 20,000 shares will furnish sufficient contemplate will be in the early part of September．

## Property is open for inspection

The property consists of approximately 80 acres located on the east shore of Calcite Lake，and about
It it is not a prospect－－it is a mine
Capitalization of the Company is $\$ 1,000,000.00,1,000,000$ shares，par value $\$ 1.00$ each，divided as follows：－ 599,995 shares being Treasury Stock， 400,000 shares being issued as payment in full for the proserty．
Five shares
to provisional directors at the time of incorporation．
Total issued including，this issue is less than 575,000 shares．
Copy of the Company＇s Prospectus can be seen at the Bureau
Copy of the Company＇s Prospectus can be seen at the Bureau of Mines De

## The Calcite Lake Mining Co．

403 Lumsden Building．
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Monday's Carpet Specials


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same identical inducements and advantages to new members as we offered in the former club The opportunity afforded housekeepers through this club plan is exceed.
ingly attractive as it calls for such an insignificant outlay-the small sum of One Dollar Down

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The Adams Furniture Co., Limited

The "Hosier Special" wive wion These FREE

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STRICCEN CAMPPELLTON SIILL CALLIING FOR AID Three Thousand Homeless Ye Sleep in Wet Clothing Water Soakgd Groun
CAMPBELLTON, N. B., July 2a--
Thunderstorms and heavy rainfalls during the past two deavy hate malle
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## Is there Humor In the After Lite.?

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happy children at home?" asks The
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The Dominion Automobile Co., Limited ,Bay and Temperance Sts., - TORONTO


The Autocar, 11-2 Ton Open Delivery Wagon


Some Leading Merchants in Canada and United States Using Autocar Trucks

The T. Eaton CO., Limited, Toronto, Ont. A. E. Rae \& Co., Montrea A. E. Rea \& Co., Ottawa
W. G. Trethewey, Model Farm, Toronto J. J. Moore \& CO., Paris, Ont.
Gordon McKay \& Co, Toronto

John Wanamaker, Dry Goods, Philadelphia, Pa Adams Express Company, Philadelphia, Pa.
Shredded Wheat Biscuit Co.., Niagara Falls, N.Y Shredded Wheat Biscuit Co., Niagara Falls, N.Y
Lord \& Taylor, Dry Goods, New York, N.Y. Lord \& Taylor, Dry Goods, New York, N. Y.
Simpson \& Crawford, New York, N.Y. Best \& Co., New York, N.Y. Strawbridge \& Cloth, Ner New York, N.Y.
Colonial Safe Deposit Vaults, New York, Colonial Safe Deposit Vaults, New York, N.Y.
The Great Atlantic \& Pacific Tea Co., New York The Great Atlantic \& Pacific Tea Co., New York, N.Y
United States Government P. O., New York, N.Y. United States Government P. O., Philadelphia, Pa. Luckey Platt \& Co., Poughkeepsie, N.Y.

Henry Seigel Company, Boston, Mass. U. S. Government Engineering Dept., Washington, D.C Brunswick, Blake \& Collander, Chicago, III., N.Y. New York \& Brooklyn Casket Co., Blooklyn, N.Y. Oliver H. Bair, Undertaker,
Hotel Chesea, Atalntic City.
Hotel Chesea, Atalntic City.
A. Y. Barrihs Bros. \& Co,, Cleaners and Dyers, Philadeloliver Chelsea, Atlantic City.
F. Brennisen \& Son, Wholesale Fruit, Buffalo, N.Y Weed \& Co., Wholesale Hardware, Buffalo, N.Y.
Fritz \& Larue, Oriental Rugs and Carpets, Philadelphia, Pa Finley Acker, Philadelphia, Pa.
Middletown \& Farms, Philadelphia, Pa Middletown \& Farms, Philadelphia, Pa
Blanks the Caterer, Philadelpha Blanks the Caterer, Philadelphia, Pa.
Lord \& Taylor, Furniture, New York, N.Y Roders Express \& Transfer, Reading, Pa. Potters Express Company, Camden, N.J.
L. Lehman \& Co., Grocers, Newark, N.J.

Agent for Canada

## 든 DOMINION AUTOMOBLLE CO. LIMITED

BAY AND TEMPERANCE STREETS, TORONTO, ONT.

## THE WEEK IN SOCIETY



## This is the Summertime Laugh






At the Summer Resorts



Stitt \& Company
Milliners, Ladies' Tailors and Costumiers SPFCIALLY DESIGNED TOILETTES FOR Afternoon and Evening Gow
Weading Trousseaux
Tailored Suits
MILLINERY
PARIS KID GLOVE STORE REDFERN--COBSETS A SPECIALTY 11-13 King St. East. $\qquad$ Toronto, Ont


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## On <br> 

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# HENNESSY BRANDY 

## Should Be In Every Home Especially In Summer.

$\mathbf{N}^{\mathrm{o}}$ one can frerece illeses of be accident. But everyone can be prepared for just such emergencies. Protect those under your care - whether at home or on vacation-by buying to-day a bottle

When life and death "are trembling in the balance", a small weight will turn the scale to lifeif you have the right weight.

Hennessy Brandy is a life-saver in summer-time. Don't ask merely for "branidy". Order by name"HENNESSY" - the genuine brandy that has obtained the French Government white certificate
of Hennessy Brandy. of absolute purity.


## * THE SKY PIRATE

GARRET P. SERVISS
$\left.x^{4}=1\right]^{6}$




COME-BE COOL AND ENJOY THE FUN

## The Attractions of Toronto









|
Concerning English Plays and Players

| Manager and Author |
| :---: |
| Can Hide |

 <br> \section*{筑 <br> \section*{筑 <br> WWUCLE BILIS}

## VNat <br> 







> beaching the craft-canoeists returning to camp after an evening on the water.


Fenelon fallis - a pretty drop of water, whose music can be heard for miles.


PARTing of the ways a dividing point in fenelon river-a strip of blue water be-tween white banks.


Entrancerto bobcaygeó Locks and t. v. n. boats.




A dart across the lake-canoentst crossing Kawarthas's waters under full sail.


BRANT PARK HOTEL and BLNGALOWS


Canada's leading central resort. High-class Modern Famly Hotel. galows for rent. Free Garage for Automobilists.
special weekend rates. write for booklet.
HOTEL BRANT, BURLINGTON


Summer lassie on the shore of a Can adian lake. She is planning her future and building a house of sand



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## Every Woman

 Endeavors To Look Well -It's Only Natural

Woolnoush Tailored-to-Order CORSETS $\$ 3.50, \$ 6, \$ 10$





THE TORONTO WORLD

| Buying Drigs |
| :--- |
| Is a matter of |
| confidence |

## Hooper's

The Quality Drug Store King St. West

Get Your

Face Cured
 Home troatmont


 HISCOTT
DERMATOLOGICAL

INSTITUTE | INSTITUTE |
| :---: | :---: |
| $61 \begin{array}{c}\text { Coilege } \\ \text { ESTARet } \\ \text { SBLISHED } \\ \text { Toronto. }\end{array}$ |


"HOW'S THAT FOR A CATCH?"
Little angler and her big fish dipper

## Bungalow For Sale


$\$ 3,000$-Attractive California style
Bungalow on the banks of the River Bredit, twelve miles from Toronto. Six
Bung rooms and attic, hardwood floor, massive rustic stone fireplace. Colonial
verandah, stone terrace. Fronts on verandah, stone terrace. Fonns
Streetsvile Gravel Road and runs back to river, which is here eighteen fee to river, which is here eighteen feet
deep. Distance about eight hundred deep. Distance about eight hundred
yards from the lake. Street cars, yards from the lake. Street cars,
C. T. R. station, Mississauga Golf
Club, all quarter to half mile distant. Club, all quarter to half mile distant.
Lot $100 \times 500$. Deep well. House plastered and suitable for summer or
winter. Commutation fare on G.T.R. eight cents to Toronto. ENOCH THOMPSON, 133 BAY ST., TORONTO

| NOTHING IS MORE UNCANNY |
| :---: |

Nothing is
barrassing as aite so em-

ARTIFICIAL TEETH
bobbing up and down.
Do you know that a set
which has ceased to set
REFASHIONED
and adapted to the altered
aondition of the mouth?
cond
and save joutize the expens
Dr. W. A. Brethour DENTIST
250 Yonge Str
250 Yonge Street
(Over Sellers-Gugh)


Beacoring.

JULY 241910


Cheese Improves with Age.
From The Scientifle Amercan.






The ball may get beyond the batter, but the catener never BRIDGE, DUCK


## Oub Younastorksa Corntir

 THE FROG FAMILY IN THE POND


Our Puzzle Corner

## -





THE CHILDREN AND
THE KNIGHT


## JINGLING JOHNSON GIVES DR. DOMEHEAD AN AUTO RIDE



RIGHT THROUGH A REO BRICK HAMLET-DASH! OH, CHAIRS AND DISHES INA CRASH! -
BUT ON, LIKE TIME, WE SWIFTMY REAR BUT ON, LIKE TIME, WE SWIFTMY REAR
ANDIVE LOST NOTHING BUT AN EAR!



WE STOPAT NOTHING - FOR WE CANTT! SIX CYLINDERS DO CHUFF \& PANT. ON, ON, WE LO! STUCK IS THE CLUTCH


THE EVENING SHADES WERE FALLING FASTWE THROUGH A YAHCO VILLAGE PASSED THE VILLAGE YAPS BEGAN TO FALL:-
OH VILAGE YAHOOS, BALANCE ALL


WEIL ILL BEDINGEO! WELL, HERE WEARE! RIGHT TO THE BUGHOUSE WENT THECCAR! NOW PANGS OF TORTURE WE' LL ENDURE, UUR PUNISHMENT'S THE WATER CURE!

\}
MUGGSY GETS HIS LEG PULLED BY AN AUTOMOBILE SLEUTH




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