


## The Woman in the Case

 - mother, wife or daughter-is entitled to the Unfailing Protection of Life Insurance. The ticking of the seconds should remind you that delay in Life Insurance may deprive your family of their future support, comfort, and education.
## A New, Low-Cost Policy in THE PRUDENTIAL

is the husband's and father's most practical evidence of his affection for "The Woman in the Case.

## INSURE NOW FOR HER BENEFTT

The Prudential Insurance Co. of America JOHN F. DRYDEN, President.

HOME OFFICE. NEWARK. N.J. Agents Wanted to Write Industrial and Ordinary Life Insurance Good Income---Promotion---Best Opportunities---Now! BRANCH OFFICES IN TORONTO AND VICINITY:
Geo. Birkett, Supt, Rooms 132.3-4, Confederation Life Chambers. 41 .45 Adelaide St. E. Harry Robinson, Supt, Second Floor, Canadian Savings Chambers, 1 , Stst, West Toronto, Ont.
A. Gunn, Ast. Supt, Room 3, Thompoon Block, Keele and Dundas Sts,



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HE TORONTO WORLD.


## EATON'S DAILY STORE NEWS DURING JUNE.JOLY\&AUGUSTE EJ STORE CLOSES SATURDAY AT:A PM.

Men's Blue Serge Suits $\$ 8.49$ M
ertainly never could have been put into suits at this price but
1 early in the year
and suts are exceeding sacque style with handsome large lapels and vent in . 5 to

See the Two-Piece Blue Serge Blue. Serge is always a Summer favorite with the men, and
we've made a very fine twill French clay worsted, made up into a two-piece Summer suit of smart design, and excel. tyle with ordinary flap pockets and half lined. Trouser

Our $\$ 5.00$ Two-Piece Suit For Men
A Desirable Straw Hat $\frac{T}{\text { frovite }}$ Wit This stlish h raw possesses the winsome feature of being the happy medium. In , ro sense extreme, yet
with enough dash and attractiveness about it to appeal strongly to the young fellows. Crown of medium height. brim of medium or narrow widths. Made in Canton and Sennit braids; the Canton a very fine,
narrow straw; the Sennit, more of a pleated or braided effect; wide black silk bands and cushion

## 

UNITED PHOTO STORES
15 ADELAIDE STREET EAST


LIVES AND PROPERTY ARE SAVED BY USINO
 W. McGILL \& CO.




## Garimai <br> Assorted flavors, 30c. lb. MICHIE \& $\&$, only by <br> 






## $\mathrm{Q}_{\text {Binge }} \mathrm{CO}$  CASSELS \＆CO，  <br>  <br>  <br> sEAaram a．0

## N．Oin Hat（Aliberte） <br> NTURES <br>  <br> $42 \%$ <br>  <br> Nood \＆Croft <br> eimonds tiveratin <br> RAIN  <br>  <br> 

\＆CAVANAUGH

## ROKER




SLER\＆CO
t Stocks
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| ed Accountants， |
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| ng st ．West，Toronte |

ARKSON\＆SONS
Bank Chambers
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LEE \＆SON

## The Nova Scotia Steel and Coal Company，Limited

APPLICATIONS will be received by THE EASTERN TRUST COMPANY OF HALIFAX，NOVA SCOTIA，up to June 22nd，1909，for 5 p．c．First Mortgage Bonds of The Nova Scotia Steel and Coal Company，Limited， at Par．
Payable as follows： 10 p．c．on application；balance with accrued interest on July
15th． 1909.
T
of $56,000.000$ murud by．Fint Mortage peom all he ore，coal．


The Bonds are 50 －year Cold Bonds with a Cumulative Sinking Fund of $1-2$ p．c．，commencing on Januar lot， 191 ，and are reale halfecerly at par at Montreal．Toronto，Halifax and Boston．
payable hhif－yearly at par at Monteal，The mortage securing the $\begin{aligned} & \text { Bonds covers among other things the Iron Ore and Coal deposits of the Compann }\end{aligned}$ which alone are estimated to represent in value many times the amount of the isve of Bo


An
issue of Bond
The
onds．accounts of the Compen audited by Messrs．Price Waterhouse隹 disewhere．

The present Bondholders of the Company whose Bonds are to be redeom－ ed at 110 are to be given the privilege of oxehanging their presen $t$ holdings at 110 for the now
par，accrued interest to be adjusted j and the Directors will，out of the Bonds avallable for the Oanadian Market，frrst allot those applied for by the present Bond

All Bondholders who wish to avall themselves of the privilege of exchang－ ing thelr Bonds are to communicate their wishes to the undersigned on or be－ fore June 22nd，1909，stating what number of Bonds they wish to exchange， whether their present holdings of Bonds are First Mortgage or Consolldated Bonds，and what securities，

Applications for purchase of Bands must be for multiples of $\$ 100$ and accompanied by a deposit of 10
the amount of the application．（No deposit is required in the case of applications for exchange of Bonds．）
tailure to pay which when due will render the deposit liable to forfeiture．
Vi．Interim certificates will be issued pending the engraving of the Bonds．
4as：Applications should follow one or other of the following forms
FORM NO．
APPLICATION FOR EXCHANGE
To THE EASTERN TRUST COMPANY， $\begin{gathered}\text { HALIFAX，} N \text { ，} s . ~\end{gathered}$
I hold ${ }^{(1)} \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots$ ．Bonds of the par
Limited．
I desire to exchange them for（2）
that Company，on the terms of your notice dated
une 11 th，1909，and $I$ agree to accept the same，or such part thereof as may
eallotted to me．
Dated a
June， 1909.

APPLICATION FOR PURCHASE

I enclose herewith the sum of $\$$ he deposit of 10 p．c．payable on application for $\$$
of the new 5 p．c．First Mortgage 50 －year Gold Bonds of the Nova Scotia Steel and Coal Company，Limited，at par，and I hereby requeal you to allot me that amount of Boinds，and $I$ agree to accept and pay for the same，or such portion thereof as may be allotted to me，on the 15th day of July，1909，upan
the terms and conditions of your notice of the 15th day of June，1909． Y TO LOAN－ － $=3$筑 the terms and conditions of your notice of the I th day of Juner 1909． Printed forms of application miay be obtained，from any Branch of The Union Bank of Halifax，The
of Nota Scotia，the Metropolitan Bank．The Royal Bank of Canada，the offices of the Nova Scotia Steel and Soal Company，Limited，at New Glassow，North Sydney．，Ouebec or Montreal，of from

## hicago Wheat Futures Lower

 Liverpool Cables Are SteadyWinnipeg Whent Market Easier，But July Opplio

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# $=$ SIMPSON 

OMPAN

Wednesday, Big Sale of Room Rugs
All the Popular Broken Lines to Be Sold Out at Greatly Re duced Prices-164 Rugs Altogether-Axminsters, Wi tons, Velvets, Brussels, Tapestries and Smyrnas

-TERE, gentle mesdames and worthy sirs, here is quick, sudden chance to buy rugs for the new houses that one sees throughout the residential districts of Toronto the Fair. Here also is a quick chance to buy new rugs for old houses, where the floors can be stained around th
borders. For the RUG is the thing.

$$
\text { cers. For the } K u \text { of is the tung. }
$$

Our most popularly selling room rugs have had to be gone over and re-assorted. All the broken sized lines have been called out and ductions herewith shown.


Ho The patterns an
ventional and plain.

Colors-Greens, blues, fawns, browns, reds, self and combinations Special space in the Carpet Department has been reserved for this sale. First choice is worth considerabl

Nearly Every Piece of Upholstered Parlor Furniture on the Floor for One-Third Less


## Cream and White Dress Goods

Every fashionable make and peave, in cream and white labrics, suitable for all the social occasions of sum ine.
 and







Women's Summer Cashmere Hose


Wallpapers and Ceilings

 1 sione feet Whte Enamel Moulding reavees to 48

Corsets, Underwear, Little Girls' Dresses and Infants' Coats


day; as the following wil show:

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Summer Activity in the Cloak Dept. IMPSON'S styles are better at the prices, or else the prices are
lower for the same styles. Prove what we say by comparing. We welcome comparisons. If we did not excel so, we would hind it indeed hard to understand the immense harease of place since the 24 th of May. We have doubled the space, and we place since the
might naturally expeet double the amount of trade we had last year in mingt naturaily expect our most optimistic expectations have been ex-
the old building But.
ceeded by ouer ion per cent. We are selling over three times as much ceeded by over 100 per cent. We are selinng over three
as last year-and pleasing everybodv into the bargain.

## as Lapmes wash surt

## jonate pame matre anjer and <br> 




 novy, and white with brown. trimmed witit
 Importoa coatse or mererrizad





## Summer Dress Cottons



VERYBDY seems pleased with the E VRYBODY seems pleased with the complete though its arrangements have
been. We have the carpet down now, however, and the fixtures in place. The de-
partment is one of the most favorably situpartment is one of the most favorably situ-
ated in the store, having light on three
tides. great light well. The stock this summer was secured with this new department's increased patronage in view. It is well we looked
ahead with confidence for Wash Goods selling has surpassed all reanead
cords.







Long 50c Lace Gloves 29c
Women's Long Lisle Thread Lace Gloves, with solid lisle hands, lace tops, cool and dressy, black only; also plain white Lisse Long
Gloves; all sizes; regular 50 e values.
On sale Wednesday, pair, 29 c .

Second Lot of These Under, bought Suits
3-Piece Ones This Time- $\$ 15$ and $\$ 18$ Values for $\$ 9.80$ 250 Men's Sample Suits, consisting of English and Scotch Tweeds, in the smooth. er Saxony finish, also Fancy Worsteds, in the new spring tones, brown and green mixed stripe effects, also smoke and grey shades cut on the latest single and double-breasted model, coats are hand tailored, the entire suit is made with the high-class workmanship, there is not every size in any one pattern, but in the lot you will find sizes 35 to 46. These Suits were made to retail at from $\$ 15$ to $\$ 18$.

On Sale Wednesday at $\$ 9.80$.
Where Are You Going This Summer?
W HEN it comes to that consideration you may be plad W to remember that we have plenty of Bathing
the Ments Store, plenty of Outing Shirts, Thies, Sweatern the Men's Store, plenty of Outing shirts, Hess,
Jerseess and Summer Furnishing of all sorst. Prices in
Jour favor, of course-comparisons considered. Jerses and summer Furnishings of ans sored
your favor, of course comparisons considered.



Straw Hats at $\$ 1.00$ Mezzanine, Men's Store Others at \$1.50. Still others at $\$ 2.00$, and we thin
2.00 hat the best proposition of th
Soft Felt Hats at 89c on Wednes -worth $\$ 2.00$ easily.

Young Plants for Setting Out P ERHAPS you are aceustomed to pay more for polant
 healthy, and stronong. Then why pay more


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[^0]:    THE EASTER N TRUST CO．，Halifaz ${ }_{23}$ N．s．56i
    June 15th， 1909.

[^1]:    Millinery Trimmings $\mathrm{S}^{\mathrm{O}} \underset{\text { and }}{\mathrm{OME} \text { nearfs. }}$ Ospress and some reductions on flowers
    
    
    

    Staples for Wednesday
    Toweling, Pillow Cotton, Long Cloth, Table Toweling, Pillow Cotton, Long $\mathbf{N a p k i n s , ~ C r o c h e t ~ Q u i l t s . ~}$
    
    
    
    
     Summer Silks-ASuggestion or Two
    Printed Silk and Satin Foulards, Printed Shanghais,
    Motora and Cotele Pongees, Natural Shantungs, White Motora and Cotele Pongees, Natural Shantungs, , whito Habutai and Black Japan
    Shower-proof Foulards.
    White Silks and Satins
    for Bridesmaids' Dresses.
    Printed Satin Foulards, all new, this season's desicns,
    neluding Polka Dots, Large variety of the latest colots including Poika Dots. Large variety of the
    ings. Regular value 85 c yard. On sale 55 c .
    

