and

FIFTY THOUSAND COPIES OF THE TORONTO WORLD OF THIS ISSUE WILL BE CIRCULATED THIS MORNING.

FRIDAY MORNING


No Better Catch For You
For Easter than one of our
Sovereign Brand Suits. Sovereign Brand Suits.
You know the old saying about it being llucky to wear something new on
Easter Sundey, and your good luck is doubly assured
if it's $a$ new Soverelgn Brand Suit that you will wear. We have an elatict
price range from $\$ 15$ to $\$ \$_{3}$.

## "Come on In"

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THE TORONTO WORLD

## Off for Your Easter Trip with Hand Baggage from EAST'S

It's the quality of your baggage that commands respect for you when you travel. No need to start out with an old Suit Case or Bag when for so little you can be fitted out by us with the best. We always offer special prices at Easter time and here they are again this year better than ever.

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Call in before you leave and let us fit you'out right with baggage you will not be
ashamed of. You can save money by coming now, and you will be travelling more or less during the coming summer.

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FRIDAY MORNING


## WOMAN'S WORLD




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FRIDAY MORNING
The Busy Clothing Time

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## HIGH-GRADE CLOTHING

AND THIESE ARE VERY SPECCAL AITRODUCTORY FRICRS FOR EASTER OPEN UNTIL OCCOCK SATURDAY NIGHT






 Exthavilue tines of new and strliah Soping Top Cast-Topperm -and Rathprood LET US SEE YOU SATURDAY "READY-TO-WEAR" COMPANY
191 YONGE STREET

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## Dufferin <br> Matinee TO-vay AT 2 O'clock Four Good Races

 Admisasion 26 .THE TORONTO WORLD
MARCH 29 1907


Buy Your Automobile Upon A Plain Business Basis

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TRUE, an automobile to you may be essentially a pleasure vehicle; yet there is the very reason for applying business. logic to the
buying of it. Clearly, your pleasure in its possession depends greatly upon your lasting satisfaction with it. Clearly upon how exactly the car suits your individual tastes, your pre ferences, - even your prejudices.
TIIs it not logical, then, that your automobile buying ought to be done where you may
choose among only those automobiles which definitely meet your own special require-
 suithbility deffitely proved bye expetst before the

 car in our list of nine makes; and better met
than by any car not on that list. Until you have verified this plain assertion, you will not deal for an automobile upon conditions so favor-
able to you as we provide.
II able to you as we provide. II As a first step
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THE DOMINION AUTOMOBLLE Bay and Temperance Streets, TORONTO
Wimixe Branch, THE DOMINION AUTOMOBIIE CO, Limied, 310 Donald Street
Mooreal Branch, EASTERN AUTOMOBILE CO., 17 and 19 Univariy Streat


## Properties for Sale

WAREHOUSE
21, 23, 25 Wellington St. East 32, 34, 36 Front St. East

## WAREHOUSE SITE

32 and 34 Front St. West, $60 \times 208$ DWELLING HOUSE

## Dunvagen Road, east side

## BUILDING SITES

10 acres Bathurst St., on hill, highest elevation around Toronto, plan 326 lot 5
5 arese Bathurst St., plan 326, south 290 feet Farnham Ave., north side 185 "" Balmoral Ave., south side 28 " Yonge St., , , $\begin{gathered}\text { Worth west corner of }\end{gathered}$ 100 ". Yoonge St., south west corner of 25 " Yonge St., west side, south of 45 " Dunvagen Road, east side 50 " Brunswick Ave., northwest cor Apply to Owners:


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Winners, dogs and bltches John
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NEWYORK AND RETURN
VVEST SHORE R.R. \$13. 35 FROM TORONTO Thursday, April Hith $\$ 13.35$

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Write "Ire or call for foll hinformation
ELDER, DEMPSTER 2 CO.
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Easter Furnishings for Men SHIRTS, TIES, GLOVES Our Easter display of men's wear certainly far surpasse' anything we have like to appear spruce, and neat everything is fresh and spring ${ }^{\text {a }}$ like. Saturdav in our Men's Section we have some very
fine offerings that will appeal io all men. fine offerings that will appeal men

Welch Margotson \& Coo, Oxford Negligg Shirts, made from
Anderson's celebrated Oxford shirting, quffs atteched, 1arge
 Men's cirey Suede Gloves, in various shades, white or solf
Bewn, one fastener, Reynior and Perrin Freres' make, 11 Men's Dent's Rugby Kid Gloves, tan shades, one fastener, regut
lar and cudet cuts, all sizes. A pair.............. 1.26. New Neckwear, in all the latest English. New York and Cana-
dian makes, many new fancy designs and self colors, A sioc

## בa3llurrayseamay toronto.

## HELP WANTED

If you're spending Easter in Torento and desire to get into pleasant occupation, call
our Employment Bureau, 12 Albert Street. We have openings for young ladies in different departments; experience is always an advantage, of course, but not necessary, and good, bright gir
advance.

## Every omployo who shows ability and diligence

In our Manufacturing Section we have work or sewing machine operators (machines electric power and fitted with every safeguard) on all
kinds of women's wear : suits, blouses, skirts, costumes, underwear, etc. Steady work the
year reund. Newest high-speed machines used, yhich afford every possibility to make good mages. Bepides, the workrooms are large, clean and airy, where heat and ventilation are well
looked after and where it's a pleasure to work.

Any smart girl oan bocome proficient in this
Personal application necessary; come in and Personal applicat
alk it over with us.
T. EATON CO

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GROWING OLD
WHILE YET YOUN WHILE YET YOUNG

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# Metropolitan Life Insurance Co. 

JOHN R. HEGEMAN, PRESIDENT. ANOTHER VALUABLE CONCESSION dustrial policy who is now 75 yoars of age or over I's Relleved of Farther Payment of Weekly Premtum hole Life In they arrive at that age. This concessio. we refer to will be returned to the polloy-holder. This action of the Company in granting date on any policy such as

FREE POLICIES AT AGE 75
without precedent in the insurance business, and we believe the Metropolitan Life In Compin

## OVER ONE MILLION DOLLARS

To appreciate the generous treatmen accorded to its policy-holders by the Metropolitan Life, it must be remembered that Industrial policy-holders, over and above all obligations expressed Two Whifions of Dollars in voluntary contributions to Life Industrial policies over five years old, by mortuary dividends (that is volur polcies, by a cash dividend upon all Whole hey become claims) applicable to all death elaims incurred during the year where policies at the tate of dea of the policies when sured reache, and by paying
This makes a total of OVER THREE MILLIONS THIS YEAR allowed to I the contract obligations, and OVER THIRTEEN MILLIONS during the past twelve years.
In announcement of a free policy affects any , we ask him to speak to the agent who collects his premiums and the advertisement, and if his case has not yet been attended Polloy Surrendered. Without Expense, for a Freo Polloy for the Full Amount Called For By the

INCREASE IN BENEFITS
Life policies will cease at age 75. Reductions have been maderial policies have been adopted. The payment of premiums on all new Industrial
The Company Wrote More Insurance Than Any Other
Company in the World. Company in the World. Other Company in the World.

1906
In Its Ordinary Department the Company Wrote More Paid-for Busioess Than Other Company Wrote More pany Save One
Its Expense Ratio Was Largely Reduced and Was the Lowest in Fifteen Years MORAL: INSURE IN THE METROPOLITAN


COBALT－－－Sensational New Finds Made on Several of the Claims－－－COBALT


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FRIDAY MORNINE
THE TORONTO WORLL

## Notice to Depositors Atter the first of April, 1907, interest on deposits with this Corportion will count and compounded puat prid or added to the ac- S pt mber, <br> CANADA PERMANENT MORTGAGE CORPORATION Toronto Street, <br> Toronto

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Wall St, - Toronto Market

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## THE CANADIAN BANK OF COMMERCE



| vacant lots for Salt | ** |
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The Metropolitan Bank



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Mayor＇s Policy Approved by Boar Built by Syndicate．







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## Ladies＇Dorothy Bags

## Buy a Hat Saturday Buy a Hat Saturday

Every man should
have his new spring style hat by to morrow．If there＇s no better reason， do it because you ought to have an ＂Easter Hat！＂ STETSON，PEEL GLYN，CHRISTY
$\$ 250$ UP 7086.00. In men＇s furnishings we choice articles in neck－ wear，gloves，shirts，etc．

## Ox

84－86 YONGE STREET

GOUERNORS NAME FOREOTER
FOR TORONTO UNHEERSIT


Bernard E．Fernow of Pen sylvania Appointed－Condition

## Dr．Bernard E．Fernow of the sta

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CUNS ANO RIFIES All the newest models in
Guns and Rifles suitable for
target and trap shoooting． See our stock of Greenier and Scott＇s Shot Guns．

RICE LEWIS \＆SON
 A WOMAN＇S BACK
WAS NOT MADE TO ACHE
Thoosands of Women sutter Un－ told Misery Every Day Mith
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## Men＇s Easter Bulletin <br> Last Pre－Easter Call for Sunday Suits，Light Overcoats，Spring Hats，New

 Shirts，Fresh Neckwear and New Footwear．


## Shirts and Neckwea

Men＇s up to 2.00 Neglige Shirts， cleared from a N
facturer，for 98 c ．

A new Tie－the Fifth Avenue －one－piece，French seamed，four－ in－hand， $21 / 8$ inches wide，entire
length，in rich effects of color， 50 c Crepe de Chine Four－in－Hands from London， 50 c．
Imported Suspenders，75c to 1.00

## Hats for Easter Sunday

English and American Silk Ha
or spring，1907，3．50 and 4．50．
Christy＇s Derby，2．00， 2.50 and 3．50．Christy＇s Fedora，2．00，2．50 $7.50 \mid$ Felts， 1.50.

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78 CHURCH STREET
QUEEN W．or．BATHURST Chicaago，March $\overline{28}$ ．－W．R．Hearst yes

hearst gets his recount．

Home Bank The Sovereign Bank

## of Canada．

 ONAA．A．ALLAN，Vice－President．
Capital and Surplus over Assets Over ．．．．． $25,000,000$ Deposits of $\$ 1.00$ and Upwards Received． Interest Paid Four times a Year．

 The lake mintoba arives．


