

TORONTO'S
RETAIL
EMPORIUM

A PLAIN STATEMENT OF FACTS

TORONTO'S
RETAIL
EMPORIUM

Before opening our capacious Establishment we desire to make a plain statement of facts concerning our methods, manners and merchandise.

We have adopted the modern way of doing business. We look after our customers interest first, our own afterwards; we find it pays us eventually. We want your permanent patronage, and shall aim to win it by every fair transaction of to-day.

We will demonstrate to the public in deeds rather than in words, our position as the equal of any mercantile establishment in this Dominion of Canada that caters to a similar line of trade. Namely:

FINE DRY GOODS, HIGH-CLASS CLOTHING & FURNISHINGS.

Welcome!
Welcome!
Welcome!

We extend a most cordial invitation to all who are interested in Fine Dry Goods and High Class Clothing to attend our opening on

Saturday,
Sept. 1st, 1894.

We mean by this that you are welcome to wander at leisure through our vast exhibition rooms without further thought than that of enjoying the beautiful things that greet you on every turn.

Our florist has added graceful touches to this bower of beauty, while for the further entertainment of our guests sweet music will be furnished afternoon and evening.

Silks=

Black and Colored
Dress Goods.

We take special pride in calling your attention to these departments, which will be the largest and most complete in every detail in the city of Toronto. We lay special claim to novelty in style, variety in pattern and reasonableness in price. We promise you to keep this department up with the time and make them a striking feature of the store.

CORSETS.

Our Corset Department will be very complete, containing all the best and most popular makes, upon which we place a price that will make the department a favorite one for ladies.

AMERICAN MAKES
A SPECIALTY

Opening
Saturday,
Sept. 1st, 1894

GLOVES.

We shall keep in this department a line of gloves that shall leave no possibility of failure to suit our customers either on the score of Sizes, Shades, Styles or Prices. You should not leave our store without looking through this department. Gloves warranted and fitted to the hand; then they will

Fit Well, Wear, and
Look Well.

Linens.

You may come expecting to find this department a grand one and you will not be disappointed. In this branch of our store we will merit the praise of every housekeeper, and let it be understood that the prices will be a feature well worth your careful consideration.

Clothing.

We here direct your attention to our Clothing Room—the largest, best equipped and best lighted in the city. You will find in this department piles of clothing for men, youths and children of the very latest style, perfect in fit and finish.

The big attraction will be the very low prices for high-class goods.

Hosiery and Underwear.

We shall make a specialty of these goods in all weights and grades, and it will be a pleasure to show such goods as are included in our new stock. Do not let any consideration of trouble hinder you from looking through this Department, which will always be an attraction for bargain seekers. English and American makes a specialty.

In our efforts to secure patronage only legitimate means will be used. If we cannot win your confidence we do not want your trade. The success, primarily, of any business is gauged by its money-making capabilities. There is, however, something behind that, namely, a reputation for commercial integrity. **WE ARE HERE TO STAY.** In Toronto's growth we want mirrored our own. We realize that it takes time, ability and hard work to reach the zenith of success. In mercantile life the public as a rule are extremely critical, zealous of their rights. We do not expect all the business in Toronto. We do expect, however, the lion's share of it. Our reasons for expecting it are easily demonstrated. When we open our doors, Saturday, Sept. 1st, our entire store will be absolutely packed with the latest and most desirable lines of merchandise the market affords. The present times are very prolific in bargains to the shrewd buyer. Our position is such that we are enabled to take advantage of every opportunity that presents itself for close purchasing. The fruits of our good buying will be ready for your inspection on our opening day. We have no old stock at ante-panic prices to work off on our customers. There will positively be no doubt about our prices being less than elsewhere. Every article in our store will be marked in plain figures and there will be no deviation from that price. Our goods will be represented to you just as they are: no better, no worse. Your money will be cheerfully refunded if not satisfactory.

Trusting to merit a share of your patronage,
We are, yours to please,
O. S. HERBERT.

GENTS' FURNISHINGS.

All the latest styles and newest makes in Gents' Ties, Collars, Shirts, etc., will be shown in this Department. Gentlemen who are close buyers and like Nobby Goods will find this Department very interesting.

Music
Afternoon and
Evening

COTTONS and SHEETINGS

In these standard staples we aspire to be absolute leaders. We especially invite the attention of careful buyers to this Department, confident that we can offer better goods for lower prices than buyers are generally offered in these lines.

TORONTO'S
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C. S. HERBERT,

219 and 221 YONGE STREET.

TORONTO'S
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JOHN MACDONALD & CO.

TO THE TRADE: DRESS GOODS A SPECIALTY. Dress Goods

JOHN MACDONALD & CO., Wellington & Front-sts. E., Toronto.

THE NEWSBOYS' PICNIC.

Spore As Were Sports At Island Park. The Greasy Pole Climbed and the Greasy Pole Carried.

In single file, in column and any other way—principally any old way—the newsboys of Toronto marched upon Centre Island yesterday.

Early in the morning the boys began to gather down town. Headed by the band of the Victoria Industrial School they marched to the wharf and sailed to the island.

And what sports they were. Entries were uncounted in every track and started were plenty. Young disciples of Riley Gramman swayed cents on the races, and one "greasy pole" contest called "It let any say a nickel he can't call it winner."

The greasy pole was climbed, the ducks chased through the water, and after a long and arduous struggle the greasy pole was taken into the water.

All the while the boys shouted at the tops of their voices, and the crowd in the town they were having. A. G. Crane, a tall gentleman with a deep and heavy voice, acted as announcer.

Results: 100 yards race, 14 years and under—W. Hurdman 1, M. Mulhall 2, W. Bird 3.

Blindfold race—Wahla 1, Bennett 2, Norton 3. 100 yards 7 years and under—Carroll 1, Hever 2, Brooks 3.

Three-legged race—Bettell and Bennett 1, Chester and Morrison 2, Walker and Ryder 3. Sack race—Goff 1, Morrison 2, Brown 3.

Sack race, 10 years and under—Levin 1, Daniels 2, Boyan 3. Sack race—May 1, Porter 2, Hesson 3, Woods 4, J. Woods 5, J. Woods 6.

Greasy pole—Cassidy 1, Jimmie Smith 2. In the evening the boys visited "The Power of Gold" at the Toronto, and victoriously in their own way they heard and applauded the many striking situations of the play.

THE ANIMAL LECTURE FOR A HORSE. The Animal Lecturer for a Horse. The Animal Lecturer for a Horse.

THE NORTHWEST RAN AROUND ON A SAND BAR. The Northwest ran around on a sand bar. The Northwest ran around on a sand bar.

SALE OF UNCLAIMED FREIGHT. Unclaimed freight was the attraction that filled Henderson's auction room yesterday.

USED AN ANTER RESIDENCE AS A BOARDING HOUSE. Used an anter residence as a boarding house. Used an anter residence as a boarding house.

ADAMS DOES IT ALL.

IN summer one can knock around and the need of a stated domicile does not seem so much a necessity. But as the days lengthen and the weather grows sultry there is no place like one's own home.

LEATHER DINERS. We have a number of sets of Dining Chairs, solid oak frame and real leather seats, that we're ready to sell at a special price.

C. F. ADAMS CO. 175, 177, 179 YONGE-ST., TORONTO. G. S. O'RYELL, Manager.

THE BULLS TAKE THEIR TURN. The bulls took their turn today. The bulls took their turn today.

THE GRANGER SECURITIES ARE ACTIVE AND STRONG. The Granger securities are active and strong. The Granger securities are active and strong.

Trust Stocks Irregular—Canadian Shares Steady. Trust stocks irregular—Canadian shares steady. Trust stocks irregular—Canadian shares steady.

Money Market. Money market. Money market. Money market.

Bank Clearings at Toronto. Bank clearings at Toronto. Bank clearings at Toronto.

Stocks and Bonds. Stocks and bonds. Stocks and bonds. Stocks and bonds.

Amilias Jarvis & Co. Amilias Jarvis & Co. Amilias Jarvis & Co.

Foreign Exchange. Foreign exchange. Foreign exchange. Foreign exchange.

Toronto Stock Market. Toronto stock market. Toronto stock market. Toronto stock market.

Pierce, Fensholt & Co. Pierce, Fensholt & Co. Pierce, Fensholt & Co.

NOTICE. Notice. Notice. Notice.

THE PLAN OF SELLING MEDICINES BY TRIAL. The plan of selling medicines by trial. The plan of selling medicines by trial.

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LOAN COMPANIES. Loan companies. Loan companies. Loan companies.

The Canadian Mutual Loan and Investment Co. The Canadian Mutual Loan and Investment Co. The Canadian Mutual Loan and Investment Co.

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PASSENGER TRAFFIC.

Hamilton Steamboat Company. TIME TABLE 1894. Leave Toronto: 7.0 and 11 a.m., 9 and 6.10 p.m.

Last Chance of the Season. 25c LONG BRANCH and LORNE PARK 25c. SATURDAY, SEPT. 1st. Str. GREYHOUND

East Rochester Excursion. SATURDAY, SEPT. 1, at 11 p.m. by the steamer EMPIRESS OF INDIA

LABOR DAY. NIAGARA FALLS AND RETURN. BUFFALO AND RETURN.

Str Garden City. DOUBLE TRIPS BETWEEN TORONTO AND ST. CATHARINES COMMENCING AUG. 30

CHEAP LABOR DAY EXCURSION. ST. CATHARINES AND RETURN BY PALACE STEAMER GARDEN CITY

TORONTO FAIR. NIAGARA RIVER LINE. SPECIAL RATES.

ANCHOR LINE. United States Mail Steamships. GLASGOW VIA LONDON

INTERCOLONIAL RAILWAY OF CANADA. The direct route between the west and all points on the Lower St. Lawrence and the Gulf of St. Lawrence.

W. WEATHERSTON. Western Freight and Passenger Agent, 95 Queen Street West, Toronto.

MEDLAND & JONES. General Insurance Agents and Brokers. Representing Societies of London and National Insurance Companies of Edinburgh, Accident and Fire Companies of New York, American Insurance Company of North America, etc.

TOBACCO POSTAL GUIDE—DURING THE MONTH OF AUGUST, 1904, mails close and are due as follows:

G.T.R. East. G.T.R. West. G.T.R. N. & W. G.T.R. S. & W. G.T.R. C.V.I.

U.S. WESTERN MAIL. U.S. Western Mail. U.S. Western Mail.

Exhausting Vital Drains. Exhausting vital drains. Exhausting vital drains.

SALVADOR. Reinhardt & Co. Lager Brewers, Toronto.

When depressed or suffering from brain over-work or mental worry drink SALVADOR

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