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|  | PUBLIC MWUSEMENTS |  |  |
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| Qundas Audience. Was Anti-PactHon. Adam Beck on Reciprocity -Good Meetings at Hamilton. |  |  |  |
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|  |  | Coldstream Guards Second Concert |  |
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|  |  |  | $\begin{array}{\|c\|} \hline \text { Makes Rougg Skin } \\ \text { Sott and Velvety } \\ \hline \end{array}$ <br> (Weicome Friend) Much interest is centred on a may- atone jotfon for the correction of com- <br> plexion faults, and giving to the skin that sot, velvety, plink and white bloon of ohealthy malenhood. Witn the sid of this 10 otion. wrinkles and blotches are benished. the skin is freed $\qquad$ $\qquad$ $\qquad$ $\qquad$ |
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The September Fur Display Complete Showing of Rare and Beautiful Garments


IT surely is fur-time now, and buying furs 1 is not such a difficult undertaking if you go to the right shop to begin with. We want to interest you in our store,
The showrooms to-day contain a larger selection of fur garments than we have ever been able to get together heretofore.
The designs from which our garments were made come from Paris and New York and the fur that goes into them is of our own selection, made by our own representatives in foreign and local markets.

Alaska Seal is getting more scarce and more expensive every day, but we were fortunate enough to secure a very large consignment in London, England, before the international award on the seal fishery question. We are stil offering opportunity to buy today. Select your own fur and we will guarantee you satisfaction in the fit and workmanship.
Men's Fur-Lined Coats: You'll find a splendid stock of men's fur-lined coats now here.
The W. \& D. DINEEN CO., Limited
140 YONGE STREET, TORONTO

| WOMAN RLLE EO BY TAAIII <br> LEVEL CARSSING DEROLY | WAS INSPECTOR IRRITATED? Children's Ald Sooicety officer saye Charreed with demanaing sio, this ing sio, thr |  |
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| Mrs, Hannah Wright Struck by Engine on C.P.R.. Tracks in Dovercourt. <br> Shortly after 10 o'clock jesterday |  |  |
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| morning MrsDovercourteroad was struck and in-stantly killed by a westbound C.P.R. |  |  |
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| your opportunity to own a |  | HAMLTON Hotelo |
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| John $T$. Batarer ano anitis star show |  |  |
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|  |  | $\begin{aligned} \text { raor } \\ \text { outr } \end{aligned}$ |
|  | Draws Out All Inflammation and Soreness. | Dr.Martell'sFemalePills |
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 contemplate buyying. Here are a few specials in the big stock.
 Perssian Iamb Coate-rin dilferent designs, 26 to 32 Inches in length,

Hudson Coney Seal Jackets-Very Ane, stylish and serviceable coat,
36 Inches long, best of sking, French dye, opossum storm collar, Ane
36 Inchees long, best
mauve or Blue linling



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Chemist, Toronto,
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## The Foundation of All Lord \& Thomas Successes

## Experience, Information and Strategy

| We have put into print, for the first | errors, leading to disaster, have been |
| :---: | :---: |
| avoided by it. |  |
| time in our history, the chief reasons |  |
| Perhaps it will change your whole |  |

## LORD \& THOMAS

Advertising

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| Bascball Gossip |  |  |
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The "Large" and the "Small" of It

The "Value" to the smoker is "Large"the "Profit" to the dealer is "Small."

The dealer is willing to pay more for Davis' "Perfection" than for any other 10c Cigar,
because "Perfection" costs more to produce.

## PERFECTION

 IS BETTERand that is why it costs more.
It is a blend of the world's choicest tobaccos, and is manufactured by a firm whose cigars have been famous for more than fifty years. We say "PERFECTION" IS BETTER
THAN THE REST. One trial will prove MILD MILD, YET EXQUISITELY FRAGRANT.




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## ERMUDA!

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## to Commercial Reports u

 Four Trade Shows Improvement And Wheat Makes Small Advance Broorts From Northest Centres Give Feart to Bell Traders a
## Extra Low Prices on Plows and Potato Diggers <br> 



## Yonge Street


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## Week

* Acute Depression in Steel Industry Indicated in Reports

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Bond and Investment Securities
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 ONTARIO SECURITIES Co. EDWARDS, MORGAN \& 00


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THE DOMMIOH PERMMM-
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12 KING-STREET WEST. HANDBOOK MEN HEAVILY FINED
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##  From the Exhibition-to theSimpsonStore

Profitable Fall Shopping for Women Here is interesting reading for fair shop
pars. In addition to the magnificent array of new fall goods on view, Friday brings many bar gains good and true. The manufacturers
samples. our awn models, broken and discon tinued lines, and many similar opportunities occur for your profit. Read these through: Corsets, Whitewear, Infants Wear, etc.











Petticoats and Dressing Sacques




In the Waist Dept


 Hat hat wimatizic

Bargains in all Kinds of Dress Materials
The Second Floor holds one of the mot mag. Goods it is possible to see on this side of the At
lattice.
Here re are figures ant ached
to materials that a are out of plate when the quatitieies are con-
sidered. But these items are $F r i d a j$, and $P$ Friday is bargain day.






 Swiss Embroidered Muslin at 15 cents They re worth just five times this price And
they rev all quite new; haven even been exhibit




I Many Fair Exhibits have already been rushed from the Exhibition Grounds to the Simpson store, for the great sale that begins today
We now invite you to share in a distribution of what may justly be described as Prize the prices of regular lines.
S. Your Autumn buying will be more profit bile than ever before if you see that it starts
simultaneously with this sale. si l
T Tomorrow this sale combines with our we ely Friday Bargain Day, and as a result
were able to offer you many unmatchable buying chances were
The Sale of Exhibition Goods begins at 8 o' clock this morning with the following,
among other attractions: Model Blouses up to $\$ 20.00$ for $\$ 5.00$; Embroideries, less than


Compare These Values for Women with any that you know. Besides the exhibit of velvet and plush coax, big values for little money that should make reproday a busy day on our Third Flo Women t suits, French Serest. Panamas, venetian and Worms




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The Royal Vinolia Exhibit OF PERFUMES, SOAPS AND POWDERS.

 Their perfumes are highly
effect is delicate and pleasing.
Their soaps are famous for their soothing effect on, the
A Profusion of Main Floor Bargains Fancy Needlework


 6-Inch Ribbons 10 c Yard
 Hosiery and Gloves

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The Wonderful Display of Feathers T The prize. 'heathers from the Fair have just
put the prehensive stor skis se have ever been able to show.
 Exhibition Sample Shoes




The Best of Fiction at Trifling Cost

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Substantial Savings on Carpets \& Rugs

## If yon saw the patterns and designs we're showing lure tomorrow at the Fair, you'd be

 surprised to see these carpets and rugs reducedso early in the season. But the small quantities we were able to obtain do not justify quarkin, this lot
prices:




























Wail Papers, Kalso and Brushes

## Sion Roll a




Men's Suits To-morrow $\$ 7.90$ Here's a pointer: Canadian makers of men's ready-to-wear clothing are now giv-
ing better value, dollar for dollar, than you can get any where else in the world.
Here is Exhibit $\mathbf{A}$, to prove our contemnlion: Single breasted three-button tweed style, will be offered to-morrow at $\$ 7.90$.

Only 150 of them, and twice this price wouldn't buy them if they'd come to us in the regular'way. They're made by the best prices of $\$ 12$ to $\$ 18$, they will stand comprison with anything you can find at
price. Our Friday Price is $\$ 7.90$ Underwear, Nightwear and Sweaters


Pictures and French Mirrors



## A Great China Quartette

##   <br> Jewelry at Practically Halt-Price  <br> Rogers' Silver-plated Tableware  <br>  



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\begin{aligned}
& \text { Even those who are not in favor of the Day. } \\
& \text { ghat Saving Bill will have no objection to save. }
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$$ light Saving Bill will have no objection to say-

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these light fixtures:
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Groceries and Provisions

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