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| RAINCOATS |  |  | SOUVENIR" "HWITRPS BISY AMOMF FIRE RUUIN SHIVGAEF | Recomens cowerinow | GALE <br> manufacturing company | Rebuilt Typewriters. |
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| In closing out our Yonge Street |
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| Store we have some |

## 75 Trunks

75 Suit Cases

100 Glub Bags
together with a quantity of other goods in this line. We wish to sell out this line this week, and Thursday, Friday and
Saturday we will put this line of goods Saturday we will put this line of goods
on sale at cost to clear.

The Rudd Harness Co.

285 Yonge Street.
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THE GUARDIAN CIGAR



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## Dewar's

Scotch Whiskies!

##  "KAY QUALITY"

 All the largeness, the fulliness. the richnsss that is sharacteristic of these stocks is at your command. The values are here, values both in quality and two go together$\qquad$hen the policy of this store. But there always haschoicest of the world's best manufactures. Thestory is told in wart in the fillowing descri, The
ONLY $\$ 100$ A LOT
BOWERMAN \& CO.,
deal estate agents
188

The Beverage of Health
The malt is a food; the hops a tonic. The alcohol-only $3^{3 / 2}$ per cent-is an aid to digestion; a healthful stimulant.
The most healthy nations in the world-the most hardy, most energetic-drink the most of it.
But the beer must be pure. Impurity means harmful germs. That is why we brew Schlitz in absolute cleanliness-why we filter even the air that touches it and sterilize every bottle.
And the beer must be aged. Green beer causes biliousness. That's why we age Schlitz for months before we market it.
Schlitz beer is absolutely pure; it can't harm you. Ask for the Brewery Bottling.
The Beer That Made Milwaukee Famous.


THURSDAY MORNING

THE TORONTO WORLD
WA.Murray :


That Toronto's Annual Horse Show is important in other respeets than the dispiay of
equine beauty is an indisputable fact, and some equine beauty is an indisputable fact, and some
are even bold enough to say that fashion claims are even
audience to an extent which sometimes over-
shadows tho very purpose for which Horse shadows the very purpose for which Horse
Shows were primarily intended. Instead of lessening interest, however, this straying into the by paths of fashion has rather accentuated it, so
that one may fairly say-fashion helps the Horso Show, and the Horse Show helps fashion.

Fashion this year has been particularly generous in its contributions to women's dress-
gowns being especially handsome, so much so that before sending them home we, looked upon several of our creations-which are to grace the
Horse Show-with a great deal of delight, It will not surprise us to hear competent dress
critics say that the "Murray" made Costumes at critics say that the "Murray" made Costumes at
the Horse Show had an individuality which the Horse Show had an individuality which
distinguisted them above all others. The next instinguis.edthen doses that demands recogni-
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tion is Millinery, and just here let it be remarktion is Millinery, and just here let it be remark-
ed that 1904 Millinery will pass into record as ed that 1904 Millinery will pass into record as
the most brilliant assemblage of striking designs
We were very ever featured in a asingle season. We were very
fortunate in securing late shipments of some exceptionally clever designs - these came
at the right moment, and youll no doubt read at the right moment, and you'll no doubt read
in to-morrow's society notes descriptions of several stunning styles that graced tho heads of so striking or so varied an assemblage brought together before, and the smartest of them como The Cloaks and Wraps are distinguished looking-some rich Parisian models easily talking the place of honor, although New York
claims recognition with many a smart model that looks Frenchy at frrst glanee, but betra
little Americanism on close inspection. We'd consider our talk lacking in a prime
essential if we failed to invite you to visit our various show rooms, as well as the departments devoted to silks, dress fabrics, gloves, fine shoes
and other things of interest to women who dress well and fashionably. You are welcome-when here spend all the time you care to, in any even
be eere sufficiontly long to get a fair idea of the remarkably high character of the merchandise carried by the finest store in Canada.

Respectfully, W. A. MURRAY•\& CO.



## "Canada" mat"The States"

LiA the
$\frac{\text { Lake Shore and }}{\text { Michigan Southern, }}$
$\frac{\text { Canadian Pacificand }}{\text { Grand Trunk R.R.'s }}$

| Fast daily service between Quebec, Montreal, Toronto, Buffalo, Pittsburg, Cincinaati, and St. Loxis. | 6 Trains Daily. Through Sleepers. Dining Car Service. Fast Time. |
| :---: | :---: |
| See that your ticket reads via Lake Shore Railway from Buffalo. FOR FURTHER DETAILS WRITE |  |
| J. W. DaLt, Een' Eestera Agent, |  |
| AMERICAN LINE. pLymouth-Cherrourg-souta <br>  |  <br> JUST 2 DAYS |


|  | ST. LOUIS FAIR |
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|  | Greatest Exposition Ever Held |
| YTamime | tickets now on S $\$ 19.20$ |
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| C. J. TOWNSEND \& CO |
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| CHURSDAY MORNING |  |  |  |  |  |
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| TREASORERS ESTIMAFIS <br> WERE SLLCHILY REOUCED <br> Uncontrollable Expenditure is Great er-Canada Foundry Granted a Refund. |  |  |  |  | THE <br> \& RUBBER MFG. CO |
|  | Mrs. Wm. Bingley, Grand Tracadie, P.E.I. Has a Very Trying Experience, <br> MILBURN'S |  |  |  | have removed to No. 15 East Wellington St. Telephone Main 1234. |
|  | MLLBURN'S heart and nerve |  |  |  |  |
|  |  |  |  |  | CAULFELLD, BURNS \& GIBSON |
|  |  |  |  |  | Manufacturers of Summer Vests, Summer Clothing, Bar Vests, White Duck Coats and Pants, Smoking Jackets, etc., etc. |
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|  |  |  |  |  | We have been totuunate in securing suitable premises for our factory quite near our warehouse, and as our euters |
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|  |  |  |  |  | CAULFEILD, BURNS \& GIBSON, 20 FRONT STREET EAST, TORONTO |
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|  |  |  | $\begin{aligned} & \text { ture to the water, } \\ & \text { many entire plant at ares of ground, is devoted exclusively } \\ & \text { to the manufacture of Oxford Hot Water } \end{aligned}$ <br> to the manusfacture of Oxford Boilers and Oxford Radiators. |  | COMAN'S |
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|  |  |  |  | Cottanirdseed | Highest quality at Lowest Market Price Order from nearest Branch Office. $\qquad$ <br> The Gonger Goal Co., Limited $\qquad$ Head Office, 6 King Street East. |
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THURSDAY MORNING
SAVINGS
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THE TORONTO WORLD
APRIL 281904

A. M. CAMPBELL,




BONDS


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## COMMISSION ORDERS

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WHEAT AND OTHER PREDDUCTS ON
OF TRADE SPADER \& PERKINS R
 100 TIUSt \& Guararantee Co.,




Medland \& Jones
SALT
or 1 mmediate Delivery
Barrels and Sacks Medium Fin THE SARNIA SALT CO.


KAFFIRS and CHINESE LABOR


- R. C. CLIARKSON Civiario Bank Chambers,

10 THIURSDAY MORNING
THE TORONTO WORLD
APRIL 281904


## MEN'S SHIRTS

We are exclusive Hatters.
We are sole Canadian Agents for Dunlap of New York and Henry Heath of London, England. And the Silks by these
other makers.

Engilish and American Derbys.
The W. \& D. DINEEN CO., Limited

## GRAIN MARKETS FIRMER.



## Correct Dress

For Horse Shows

R. SCORE \& SON,

77 King Street West, Toronto,

## The ROBER

## SIMPSON

 STORE CLOSES AT 5.30
## 

## Friday's Great Bargain Programme

A Triple Inss to Be Counterbalanced By Trebling the Business. Modern merchandising makes the store and its auxiliaries not a storehouse in the old sense, but rather an exchange or clearing house in the banker's sense. and then passed out by means of many thousand daily deliveries, including His
Majesty's mails, the express companies and our own delivery wagons. Whatever Majesty's mails, the express companies and our own delivery wagons. Whatever
obstructs thissteady flow has to be overcome even if it REQUIRES HEROIC obstructs this ste
MEASURES.

> You know of the obstruction - Warehouse on Fro

- Facenouse on Front strect BURNT.

What a piling up oi stock in the freight sheds and
解 you were not ready to help us quicken the turnover? Goods we would ordinarily take care of for a month we ask y au to relieve us of in ten days. This means three times as much business.
advantages we offer you all over the sto



