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## SENSATION IN DIAMONDS


-
THE TORONTO WORLD.
$H^{\text {HAPPENINGS }}$
His
AMILTON business DIRECTORY HAMLLTON HOTELS HOTEL ROYAL


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BRITISH CADETS HERE IN SOCIETY.



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# EATON'S DAILY STORE NEWS 

## The Grand Finale of the Furniture Sale


Half-price in the Women's Underwear Department Woment Voets, goo only, fno quality

 Womert Drwem, mado of fne cotton, fint
 Trantis' Slitrts, made of fne naimook, fin


Hálf-price for Imported Corsets




Big Neckwear Clearance, 10 c
 oreer and stoeks, witho hand witheor wait, tonee
freah and daints, Clearing on Tueadis.... 100
Fine Talencieinnes Leae, 344 in. to 2 in. wide

Women's Dainty Colored Handkerchiefs Low-priced




White Repp Skirts at \$1.50


Men's and Women's Lisle Hosiery Clearing at $12_{i}^{1} \mathrm{c}$ Wamen's Faney Lisile Trread Hose, full
 Men' Coto and Litio Thread socks, in ine
 Fine Cashmere Stockings at Quick Selling Prices Tuesday

French Kid Gloves at 59c






## Men's and Boys' Wear  tugeoouly and made into otyliah suspenderits mith yith neat leather trimmingat and faney dapope 1 suling, beanh rillad ................... 100 <br>     <br>     <br>   

## Boys' School Suits Prices That Have a Saving Near





Sarricabble Batool Sutitu, for the bigge
 all are good meating twed materialis in diark






## Attractions at the Ribbon

 Counters: Big Values





## Lawn Bowls Reduced

 Bomp pirr of the famous Thos, Tryyor Lawno


Rubber Soles for Bowlers

T. EATON C ${ }^{\circ}$


## The Toyland Exhibition

all-each display counter is flling up tapid with all that is newest in Toys. Just such toys,
dolls and games that ohildrens love to have Here are a few specials for Tuesday See the new Gyro Cycle Top.
Piture and Building Blocis.
Wicker Doll Carring
-Great variety in
Eato
able body Beauty Doll; fully jointed, unbreak and stockings, more beautiful than ever..$\$ 1.0 \mathrm{n}$
English style Doll Carriages, real beauties, finely finished wood bodiess witht leatheer capps,
hoods... ... ....... $\$ 3.50, \$ 5.00$ and $\$ 7.25$
Boys' Velocipedes, strong frames, with iron
ire wheels............. $\$ 1.50$ and $\$ 1.65$

## Souvenirs

Some Memento of Your Trip for the
Folks at Home
There's an excellent array of souvenir pieces
on our counters and in our cases that are priced from a few cents to several dollars. There ar of brooches, belt pins, cuff linkss, stick pins, hat
pins, tea and coftee spoons, blouse sets, match Hard Enameled Bro
Hard Enameled Brooches, from. Sterling Silver Brooches, from. Maple Leaf Brooches, metal. Small Flag Brooches, metal. SmaH Flag Brooches, sterling
Enameled Metal Sash Pins ... Enameled Metal Sash Pins
Sterling Silver Sash Pins Coffee Spoons, all sterling silv Tea, Spoons Fobs: Fobs:
Ouff L

Visitors are Invited to Make the Store Their Headquarters
The-weflith of new merchandise the
beanuty $m$ nd interest of the new styles, new efftects, and the specially good buying tha is possible on every floor, in every section
many offerings being truly remarkablemany offerings being truly remarkable-
make the Store a place of unusual interest to both visitors and residents of Toronto. Mak Writing Room, Third Floor; the Information Bureau, Main Floor; the Free Checkroom Basement; shop with a transfer card; tak
express elevator to Lunch Room, Fifth Floo -here is served breakfast, 8.30 to 11 ; din ner, 11 to 2 ; afternoon tea or lumoh, vantage of the many special offers the Store puts forth for early shoppers-
daily dewspaper ann uncement

## Candy

We have just received a shipment of hun-
dreds of pounds of new Candy for cool weathier
trade embracing ment linee trade, embracing many lines impossible to carry
during hot days.

Among these are : Iced Oocoanyt Caramels, a lovely, tasty candy, sweet and nicely flavored
Not expensive either, per $1 \mathrm{~b} . \ldots . \mathrm{I}_{1} . . .20$
Ohocolate Covered Barcelona Nuts, another
new one with a rich nut centre-most delicious
Other Good Lines Are
Fry's Meadow Milk Chocolate Whafers, per 1 b
Chocolate Covered Almonds, per 11
Fry's "Five Boys" Nut Miik Chocolate
Sticks, wrapped in colored tinfoll and tied with
ribbon, each...
Particularly Good Carpet Values tor Tuesday

Smart Furs at Moderate Prices

Aut the interesting and lovely galaxy of new styles are on exhibit in the Women's Fur SecYork, and the productions of our own workrooms. Attention is drawn to the following

muffs and neekpieces at specially attractive prices :
Persian Lamb Muffs, large Empire block,
down bed, black satin lining, wrist cord $\$ 13.25$ 10 Handsome , $\$ 13.25$ Made in the butterfly style, trimmed with one head in back; one head, 2 claws and 1 tail in front, making a stylish and useful garment for
early Fall wear... ................ $\$ 14.25$
10 Handsome Canadian Mink Pillow Muift
to match, down bed, wrist cord, nieely lined,
skins used in this muff. . ... ... .. sa7.75

## Attractive Prices for Exhibition Visitors

 with its showing of Fall styles in Department, separate skirts and coats, is full of interest tothe Exhibition visito e Exhibition visito
Btylish Suits for Young Women-Made in breasted style with-mannish coal is singlo walking style, pleated. The material is e fanc worsted cloth in new Fall weave, in colors of grey, navy, plum, green and black. The auit 34 and 36 bust; skirt lengths 85 to 38 inches Unueually good value, each , .......... $\$ 13.75$

Special Selling of Ostrich Feathers
17-inch Black or Ivory Plumes ......... $\$ 1.98$
19-inch Black or Ivory Plumes 21-inch Black or Ivory Plumes ......... $\$ 5.58$

Black Willow Plumes
 Young Women
Women, in new two-tone imported tweed; double-breasted style with inlaid velvet collar, beautifully hant tag coat; bust 32,34 and 36 .
"Acme" Cream Separators Clearing at Half Price exactly one-half usual price "Acmarators to sell at The "Acme" Cream solid machine, light running, has a low, easifly. stand, easy to clean and take is easy to underskim warm or cold milk.
The materials used in construction are of of phospor bronze, spindle is of steel, par a curately ground and polished to ensure caen running.

0 only - the following prices :to.. ... ... ..................... $\$ 17 \sqrt[25]{25}$ 6 only -350 lbs, per hour capacity, reduced
$\ldots . . . . . . . . . . . . . . . . . . . . . . . . ~$
$\$ 18.00$

## Smart Tweed Coats for

 Each. 10.00


## New Wall Papers Specially Priced

 and

 Nitu

 Lumiteo

| Some New Rugs of Extra Interest Franco-Aigerian Squaree aro a nem varlety of puis ade from wool and flore, with thick trons pile <br>  <br>  <br>  $\qquad$ |
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Sepia Toned Pictures $\$ 1.98$

 famous European paintings. "The Dance of
the Nymphs," "Cattle in the Mesdow "uTh Old Village," and views of the Ruined Coliseum.
mats, finished and framed in rich dark breeolown oak, frames $21 / 2$ inches wide, having ornamentation at corhers, with gold-burnished tips. Each
frame is 14 by 24 inches. They will make frame is 14 by 24 inches. They will make a very
appreciative wedding present or apprecialive wedding present or birthday gitt,
and are marked to near half usual price.

Handy Mirro
Handy Mirrors, white enameled frames,
fitted with a clear mirrox, handy sizes, fitted with a clear mirror, handy sizes, suitable
for bedrooms, bathroom and kitchen. Three sizes, $9 \times 12$ inches, $190 ; 10 \times 14$ inches, 25 c;
$14 \times 18$ inches............... 39c
Brass Picture Hooks, strong enough for any per dozien.
 - - .nm

##  Montral $3 \div$ Lacrosse Montral A $\div$ Cricket Sorra





Equal in quality to the wellknown pipe-tobacco and specially blended for cigarette smoking.



The display this year will outrecord any former exhibit, and that is saying a great deal, when one remembers the crowds that thronged the Heintzman \& $\&$ Co. exhibit last year and previous years. - See the Heintzman \& Co.
 Special Grand in French Mar: quetry design.
-See the Heintzman \& Co. Louis XV. Grand-a beautiful instrument.
-See the Heintzman \& Co. pianos, in Old English and Mis-
sion designs. sion designs.

the piano that has fixed the standard for piano bullding $\overline{\text { HEINTZMAN \& CO., Ltd., } 115-117 \text { King St. W., Toronto, Can. }}$
R. MOFFATT UNDERTAKER



## 1911 Announcement of the E-M-F Company Production in Large Quantities Enables Us to Build Better Cars for Less Monev

The 1911 E-M-F " 30 "

Thirty horsepower, sliding gear transmission, four-cylin.



TANDARD E-MF " 30 " TOURING CAR PI \$1500. Seating five passenger. Magneto. five tamps, price and.gereretorininluded. Top and wind shiedd extra.


NEW EM-F. "30" DEMI-TONNEAU-Price, S1500. Dagneto, five lamps, horn and generator included.


NEW E-M-F "30" ROADSTER-Price $\$ 1450$. Magneto five lamps horn and generator included. Deliveries on


NEW E-M-F " 30 " COUPE-Price $\$ 1950$. Magneto, five lamps, horn and generator included.
model will begin in October, 1910.

> THE SPECIFICATIONS Our E-Mi-F " 30 " and Flanders " 20 " chassis remains
unchanged for 1911 and the same standard specifications which have proven so successful, practical and economical There will be the same powerful motor, simple carbeason.
The practical rear axle transmission, automatic oiling sýstem, saice steering apparatus and other practical features con structed by the same superior workmen from the highest
class of materials. Nu necessity class of materials. No necessity for changes appears in the case of a product which has stamped itself as stand-
ard and absolutely successful.

## One Year's Guarantee With Every Car

makes it the d-F Company believes that \& stage has been reached in the automobile industry which suarantee of his product. We accordingly announce that, beginning August 1, 1910, every car manufactured at our plants workmanship, and will replace, free of charge amy as absolutely free from defects in material or proves defective in any such respect, except tires, which are guaranteed by maker. E-M-F COMPANY OF CANADA.
W. E. FLANDERS, President and General Manager

A STARTLING DEVELOPMENT in manufacturing, is it not? Yet it is one which come appropriately from the factory which was the first to give the public a satisfactory car at a reasonable orice, and the company whose policies have always been pre-eminently original and progressive.
HOW CAN WE AFFORD TO- DO IT? That is the question which is naturally first on the several reasons, and here they are. The E-M-F Company will furnish absolute protection to its dealer mise has been made in the history of the industry-because:-
WE MAKE ALL OF OUR OWN CAR. The E-M-F Company alone can the statement-that every part which is assembled to build an automobile is manufactured in its own mammoth plants-plants conceded the most efficient in the industry, with machinery more specialized and
organization better systematized than WE KNOW OUR PRODUCT
ccessful manufacture and nurtured by the severest tests to which in it confidence bo
WE WILL BUILD 36,000 CARS FOR 1911 tests motor cars be puich
are enlarging our capacity as rapidly as -ur contractors SEASON in United States and Canada and who say they aim to produce only a few cars ontractors are able. Unigh quality and profess to believe that, the smallecturer is each individual car and the less is its cost both to us and we build according to our methods, the better

PRODUCTION IN LARGE QUANTITIES ASSURES OUA
facture, according to E-M-F Company method It gives us the QUALITY in each item of manuprice to each purchaser of E-M-F " 30 " and Flanders "'20" Cars the mituity of providing, at a minimum efficient mechanical force and the most versatile array of automatic machinery ever engineers, the most purpose in a manufacturing enterprise. It enables us to add to our equipment a laboratory where for one at a smaller factory must which enters into the manufacture of our cars. The purchaser of a car made at a. smaller factory must pay more for every department of manufacture or else-far more likely me he

PROVE IT? WHY, OF COURSEL Does the housewife rambling about the retail district, looking for a prosus the housewife who wants a sewing machine go rambing about the retail district, looking for a product made by hand in some small factory and therefore
supposedly superior to a Singer that comes from a factory where they make a mill supposediy superior to a Singer that comes from a factory where they make a million machines a year
and sell them through their own branches? Ddes the hunter who wishes a
superior to superior to the product of the Winchester Comppany which, by quantitative a good rifle search something manufacture a science? Does the man who wants an adding machine ask for something better than the
Burroughs and believe it Burroughs and believe it possible for another company to make a better machine because it manufactures
only a few score where the Burroughs manue only a few score where the Burroughs manufactures by the thousand? Does the mecause it manufactures
a watch shun the counter where he would find the Wants to buy a watch shun the counter where he would find the Waltham, Elgin or South Bend, and seek the
little corner occupied by an obscure brand of timekeeper, at a higher price, though providing an article unproven and comparatively unknown? is the complled to sell piano an unwelcome piece of furniture in the home of a musician because, forsooth, Is the Steinway build them in large quantities which find a ready market a masician because, forsooth, the manufacturers
Does the farmer whable and therefore popular pres Does the farmer who needs a wagon waste his time looking for something better than the Studebaker
merely because, by the merely because, by the systematic manufacture of 200,000 vehicles annually, that firm has made its
product the standard article of the product the standard article of the world? The answers are, of course, obvious. And the same course
of reasoning is logical for the man in the market for standard in each realm of manufacture and "Standard" is syn, a piano or an automobile. There is a

A STANDARD ARTICLE; THATS IT It
to build that very thing. And why not a standard for It has been the ambition of the E-M-F Company the universal manner in which whe E-M-F " " 30 " for " almost every hamlet of the United States and Canada makes the claim logical Wunning in every city and Burroughs build automobiles as the Singer builds sewing machines, as the Winchester build one compan Burroughs builds adding machines, as the Waltham, Elgin and South Bend build watches, as the Steinway
builds pianos, as the Studekaker buids builds pianos, as the Studekaker builds wagons and carriages-in large quantities and by expensive mether one. Standard? Why, of course, and therefore the mety the product available for use in every
ond THE SAME SQUARE DEAL we have always
remain in force in the future and we are now makins distribution we believe will be facilitated by the establishment of for the season of 1911. The work of and owners may obtain supplies and extra parts.

ANOTHER NEW POLICY which
ctween the E-M-F Company and our azents. We are announcing manufacturers are concerns particularly the relations
 we have received hundreds of letters during the past month from cars in combination, during roro. As a a result


WE WELCOME SUCH AN ARRANGEMENT
Wiclusive representation. We are not dictating the business arrangements of our agents. We no believe that
hey should have the pozver to represent what cont



The 1911 Flanders " 20 "


STANDARD FLANDERS " 20 " RUNABOUT-Price \$950. Magneto, five lamps, horn and generator in rear deck for ample luggage


FLANDERS " 20 " SUBURBAN-Price $\$ 1000$. Magneto five lamps, horn and generator included. This is tio popular four-passenger ca


FLANDERS "20" RACY ROADSTER-Price $\$ 1000$ Magneto, five lamps, horn and generator included.


NEW FLANDERS "20" COUPE-Price $\$ 1200$. Mag neto, five lamps, horn and generator included. Deliveries

## , THE EQUIPMENT

 Although the price of tires, raw material and the year, the E-M-F Company will continue to the past cars complete for the . ist prices notede, to furnish itsthat every E-M-F " 30 " and Flander " 90 ", Bear in mind the list try E-M-F " 30 " and Flanders " 20 " is equipped mind generator, all of which are usually listed as extras by
other manufacturers.
We make our own parts and equipment and are able Chaser. Otherwise it would be nexpense to the pur increase the prices of all our mod necessary for us to
amount of equipment provided as olse to reduce the

## E-M-F COMPANY of Canada, Limited

The E-M-F Dealer for this Territory is: DODDS MOTOR CAR CO., TORONTO, CANADA.
E.M-F' " 30 " and FLANDERS " 20 " CARS ON EXHIBITION AT TORONTO FAIR.

| Pastor Russell's Sermon <br> Immortal Worms and Unquenchable Fire-Text: "Where Their Worm Dieth Not and Their Fire Is Not Quenched." (Mark ix, 44). |
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| Tirer dipetay of Exabitio at | Nave |
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| vening C | Solerid. Diplay of Warship |
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| Doult Bill of Firemotac; etcis |  |




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## FINANCIAL ON WALL STREET．

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THE TORONTO WORLD


## AUGUST 291910 <br> A Branch of <br> THE GANADIAN BANK OF GOMMEREE <br>  <br> under the management of Mr．J．P．Bell． The street address of the Branch will be Avenida San Francisco，No． 50.

## WARREN，GZ̃OWSKI \＆CO． STOCKS AND BONDS



| TO RENT | Investment Securities boucht and sold． |
| :---: | :---: |
| Sole | F．TH：PEACON \＆Com |
| OAMPEEL | 97 bay street |
| Tetepono Matan zams． | ON |
| ERON \＆CO． | \％ |
|  | INFORMATION |



16 KING STREET W．，TORONTO






Gormaly，Tilt \＆Co 32－34 ADELAIDE ST，E． $32-34$ ADELAIDE ST，E．
cobalt and
sity
Snilistod

ENGLISH＇S，Limited

48 Victoria Street
BROKER AND． J．A．NicILWANN \＆CO．

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gowganda legal cards

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## OPINIONS VINDICATED


vax

To-day we are making a complete
showing of our Autumn Millinery
Paris, London, New York The women of Toronto have learned to expect something distinctive in Simpson's Millinery Openings, and
to-day's display, it is safe to say, will more than uphold the past traditions Of course the models will be the
centre of interest, but this season our centre of interest, but this season our
handsome exhibit of Ostrich Plumes and Paris Feather mounts will be sure to come in for a large share of
favorable comment. Feathers of this kind promise to be very fashionable uring the coning season, and you will
find here a seection of Willow Plumes, Duchess Plumes, Osprey, and Heron Luchess Plumes, Osprey, and Heron
mounts, an I Paris, feather novelties
Chat will make your heart rejoice-par-
(icularly when you note the modest prices. You cannol get any idea of the wh draw your particular attention, as
we dess cone and see it, but values to look fort, to the long handong Duchess plumes at three-eightyve, the extra large Ospreys at two-
fity, and the handsome fancy feather

The Exhibition of Silks and Dress Goods
From the Millinery Salon it is only a step into the new builining where our
autumn showing of Silk autumn showing of Silks and Dress
Goods is Goods is atracting the attention o.
"the women who know." As the new shipments are opened who op, each one
one shipments are opened up, arch one
seems to be the supreme ffort of the
dyers dyer's or the weavers art-this year's
new tahrics will make you forget any new latires win make you torget any
memories you have about beautiful ma.
terials of former terials of former years. They outclass.




a Persian Satinn, new Dresten Silks. new
y Ninon de Soie. new Persian Duchess Mous. line. new Dresden and Persian Foulards; all are
hre in profusion of design and color. These are
e accepted fashion of London and Paris today;


New Tosca Nets

New Hand-Bags at $\$ 1.25$ Leather Bags in medium sizes will
be most favored this season, and there
is a tendency in the direction of narrow
deep types. is a tenden
deep types.
tinues good.
The leathers mostly used-seal, seal
goat, grained cow, walrus grain, calf, goat, grained cow, walrus grain, calf,
mottled leathers, pin seal, also a large sale for all styles and sizes in metal space in our bag department is crammed full of new leather novelties collected from all over Europe and U.S.A.
Tuesday we are going to emphasize our one dollar and twenty-five cent the best values in Canada, for $\$ 1.25$. Many other Bags at $\$ 2.00, \$ 2.50, \$ 3.00, \$ 3.50$ and
$\mathbf{5 5 . 0 0}$.
Novelty import Bags, at $\$ 8.00$ to $\$ 35.00$
Chain Bass at $\$ 1.00$ a $\$ 3500$

## Women's Bathing Suits

Clearing at Half and Less
Beautiful bathing suits for women at a price that will pay you to put them away uutil next season
want to use them now.
 aiast and biomere combination, and separate skirti,
anotuly tromed with braid and embroidered an:
chors.
 \$2.50 LA DEESSE FRENCH CORSET, TUESDAY







We Have Just Received 1,800 Pairs Women's High-Grade Boots

 $5=5$ vemome
 cinw

## Groceries

Sy minm Ogilive's Royal Household Flour, $1 / 4 \mathrm{bag}$, in cot. Quaker Wheat Berries. ${ }^{3}$ packages 25 c.
St. Carres Oream, 3 tins
Finc.


 Jar 25c.
Prars. Catsur Flavor, per bottle
Telephone direct to department.
Here's Help for the Housekeeper
SCOTCH SAT N DAMASK TABLE NAPKINS

800 YARDS HEAVY GLASS TOWELING 110
YARD.





The Last Chapter of the

## Furniture Sale

The greatest furniture sale wo have ever held ends with the end of this month. Our alliance with first-class car-loads of high-class furniture most unusual prices.
Of the specially bought furniture, there is still enough left for two big selling days, and you'll see from this occasion. Our Fall shipmenter fit the ginning to arrive, and impents are beginning to arrive, and imperatively demake room to-morrow we're going to make room to-m





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A Few Good but Lonely Rugs
every line of rugs should thing that the same pace-thank goodness human nature and individua! tastes areman variable to permit of such even cal culations.
The rugs we offer for to-morrow's
selling are rugs that selling are rugs that within a day or so
were selling for five or ten dollars more money. If you want to test their vir-
tues, compare them with the new rugs just received, and then try to figure out
why we are making this reduction. The answer is-"Just the Systion. They've been here a certain number of months ; therefore they must he reduc-
ed and moved out, to make room for

## Three Fine Lines for

 Lot 1-Brual o-morrow Rutat InsIMIPSON: 군


Make Yourself Ready for the Exhibition Exhibition time is here again ! To the men of Toronto, that is notice
enough to smarten up their appearance. The go-as-you-please Summer is over now, the town is full of visitors, and every good citizen wants to put his best toot forward and create a good impression. It is hard to look your best C ciothes you ve worn all summer. Come and buy your new-ness at this Men's Store to morrow morning, and you'll have to invest to look like "s new man.
MEW FALL SUITS AND RAINCOATE



SKIRTs,
A special purchaso of Women's Walking skits
at about onetalit salue the manutacturer made
them of out




Woman's Smart Full Length Closes Fitted Coat,





 Lhenew bratid
peated into
Special
se2.0.
WOMEN'S RUBBERIZED MOIRE RAINCOATS.


Rare Buying of Cut Glass and Chinaware





are now ready for your choosing on will not see any women's garments at the Fair grounds as interesting as this
collection of new autumn suits, dresses, coats and skirts. They are not only correct and up-to-date in every particular, but they are all for sale at prices style and newness has rarely been offered for so little money.





 sem-pieated to bottom; ages 14,16
Specolal value 89.50 .









## E


 COOL HATS FOR THE SHOW-LOW PRICES.

 them all out in one day; lots of time to wear chem
yet. Your ohoice 699 .
 New Imported Bedroom Papers, 5th Floor The latest cut-out effects over plain hambrays stripes.
For mother's, sister's, brother's, guest's or children's bedrooms.






