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Five Records Are Smashed At Varsity Annual Games

Frank is Individual Champion TRIBUTES TO COLUMBUS,
Patd by Hon. Mr. Fow, A. C. Macionell
and End




THURSDAY MORNING
THE TORONTO WORLD
OCTOBER 151908

# \$5,000 ONTINE contest 

 The above amount in prizes will be given away absolutely free to the successful contestants in this, our greatest advertising campaignCAN YOU COUNT THE DOTS?

In submitting this, our third great contest to the people of Toronto and vioinity, we feel that from an advertising standpoint it will go down In history as the greatest trade event in piano oircles, and the publicity and benefit derived will be by far the most effective and permanent of any in all our sixty years in the music business.


## PRIZES WILL BE AWARDED AS FOLLOWS:

One Now Scale Williams' Piano, valued at.
One Regina Musio Box, valued at.
One Credit Check, good on any new plano in our store One Talking Machine (cabinet style)
One Credit Cheok, good on any new plano in our store
One Cenuine Old Violin. One Cenuine Old Violin
"The New Scale Williams"
A Piano of To-Day



 We do not hesitate to say IT IS THE BEST THAT BRAINS CAN
PRODUCE. AND, TO CONVINCE THE PUBLC OF PRODUCE, AND, TO CONVINCE THE PUBLIC OF OUR SİN
CERITY, WE WILL GIVE $\$ 1000$ to any Charitable Institution in CERITY, WE WILL GIVE $\$ 1000$ to any Charitable Institution in the Canadian manuacturer can produce a better Piano.


Musician's Choice

the New Scale Williams Small Grand
$\mathbf{\$ 3 0 0}$ Fifteen $\$ 75$ Credit Checks, good on any new plano in our store
$\$ 350$ Three $\$ 50$ Talking Machines.
1200 Twelve $\$ 50$ Gredit Checks, good
$\mathbf{\$ 1 5 0}$ Twenty $\$ 30$ Credit Checks, good on any new plano in our store............. $\$ 600$
\$ 125 Three $\$ 15$ Mandolins........................................................................ $\$ 46$
$\begin{array}{ll}\$ 100 & \text { Three } \$ 15 \text { Violins } \\ \mathbf{\$ 1 0 0 0} \text { One } \$ 10 \text { Cuitar }\end{array}$
R. Watkin Mills

One of England's Greatest Baritones, Says of the New Scale Williams Piano

The Williams Piano Co., Limited,
Oshawa, Ont:
May 26th, 1904.
Dear Sir:-
have heard your New Scale Williams Piano and consider it a very fine instrument.
Its tone is most satisfying and of beantiful ity. Both for solo work and general Dise it will hold its own with the very best Pianos made on this continent.

## R. Watkin Mills

## RULES GOVERNNG THE CONTEST

What You Must Do
 It's Easy
 The Judges



## Read this Important Notice





All answers will be numbered consecutively as they come in and the first correct answer will win the first prize. Answers may be sent by mail or brought to our store.

## THIS CONTEST WILL CLOSE MONDAY, OCTOBER 19 th, 1908

Remember the great success of this house has been due entirely to its fair and honest dealings, and our best recommendations come from thousands of people
parts of Canada who have purchased Pianos from us. Since starting in the music business sixty years aio reliable goods, and our prices have always been as low as is consistent with good material and fins sixty years ago we have always handled none but thoroughly Our prices are woll ostablished and every Piano is marked In plain figures, and our stook fine workmanship.
Best), KOHLER \& CAMP BELL, ENNIS \& CO. and KRYDNER PIANOS and the NEW SCALE WILLIAMS, SIMPLEX and WEBSTER PLAYERE PIANLIANIS (CANADA'S

[^0]be sure and address all answers

## To Contest Department

So they won't get confused with our-Regular M-

## THE WH|MND \& SONS CO. <br> R.S. MILLINOLIMITED, 143 YONGE ST., TORONTO, ONT.

R. S. WILLIAMS \& SONS CO., LIMITED

143 YONGĒ STREET, TORONTO





Whatever you do, get a becoming hat Our mend and they never try to force a sale recom Owing to their superb quality and close texture Dineen Hats are lighter and more dur able than almost any other makes. Weight
adds nothing to the quality and frequently repadds nothing to the qua
resents inferior material.

All the correct shapes for Fall wear.




## DINEEN

FOR FIFTY YEARS CANADA'S FIRST HATTER 140 YONGE ST., COR. OF TEMPERANOE

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## 2ive B. comes

Olympia
Clear Havana Cigars

QUEEN WEST: WILSON, 98

## 1

| Day's Doings in | West Toronto <br> North Toronto |
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| YORK COUNTY | East Toronto |

COUNCIL AND BOARD
OF HELITH FAR APA
No End of Trouble Over West Toronto Sanitary Inspector Newsy County Notes

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## =SIMPSON

COMPAN
-
Bargains for Men To-Morrow

Men's $\$ 12$ Suits for $\$ 6.59$


 250 Caps for 8 c .


Shirts, Neekwear, Etc.




> Children's Tams.


## Bargains for Home Makers

Curtains, Shades, Pillows. $\quad 1.50$ Reversible Comforters,

Friday's List of Bargains in the October Sale of China and Cut Glass
You have no idea of what a wonderful change has been You have no idea what wonderful values are going in celebration of the remove to the new palatial quarters Here The the particular items for Bargain Day as emphatic examples. flows with good things A larse assortment of Japan-) Be sure and come to-morrow.

 plates, spoon trays, cars, cake
brush trays, and cuns and saucers.
regular up to 1.00. Friday
Table Sets, comprising butter
dish, spoon holder. sugar bow bow
and cream
jug. decorated with



tiful deorartions in several beau- floral and
falured designs, reidular to to
2.50 , Friday .



[^0]:    WARNING!
    
    $\$ 1000$ in Cash to Any Person who Can
    OUR PRICES REMAIN UNCHANGED OUR TERMS aye Just as LIBERAL as Heretofore
    to Former contestants
    
    IT COSTS YOU NOTHING TO TRY

