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## A Brilliant Basement

 pper floors or the Basement. What you see on the ground floor is onlya fraction of the entire business, and with five passenger elevators to take you up or down there's bound to be larger interest in the Basement. Few people have any concep-
tion of the wide range of goods down there, and everybody doesn't know yet that pwe sell such exclusive goods as


## T. EATON Co. <br> 190 YONGE STREET,



Dr.Campbell's Complexion Wafers ALMOST FREE
Do Not Miss This Chance.

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offer No.

 Offer No. 2.
To all who have not tried the Wafers and Soap, h
offers to sell during this week a Sample Package o
Wafer Wafers and a Sample Cake of Soap for 25 cents, either
sil Dr. Campbell's Safe
Arsenic Complexion Wafers and
Fould's Medicated Arsenic Complexion Soap are the only beautifying preparations in the world tha Seventeen' years they have been before the public in
America, and during that time many million boxe have been sold
move Pimples, Freccier failed, if used as directed, to re HEADS, REDNESS OF THE FACE OR Nose, OIIINESS, EC-
zEMA, YELLOW AND MUDDY SKIN, SUNBURN, and all other zema, Yellow and Muddy Skin, Sunburn, and all other
beauty-marring defects, whether on the Face, Neck
Arms or Wafers 50 c and $\$ 1$ per box, sixx large boxes $\$ \$$ Soap
50 C . Address H. B. Fould, Sole Proprietor, 144 Yongesold by ALL DRUGGISTS IN CANADA. YMAN BROS. ORUG CO., Wholesale Agents

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Exhibition Specials

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 mater namenemex: - $=-=$ o shop at, it goes behind in the race.

We like to be put to this test-for then we always win. Of course you are sure of quality, for Simpson's for re- Moin liable goods in everything is known. There is no satisfaction in buying when assortment and newness is wanting, but
here this big store meets your best expectations.

## On the Very Lowest

Platform of Prices

 runs into the largest figures. Equally so in silks, mantles, millinery, men's and boys' clothing, carpets and curtains, furniture, boots and shoes, drygoods of all kinds, and in those many miscellaneous d
 other, built as no other, sightly as no other, treating cistom ers as no other-this great modern departmental store on Toronto's busiest corner



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## The ROBERT SIMPSON CO., Ltd., s...



PRIZE MEDAE.

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NEEDLES.
El Padre NEEDLES-The greatest 1oc. Cigar ever offered to the public.
The best Cigar that MONEY; SKILL and half a century's experience can pro
duce. Prize Medals against the World.

MADE and
GUARANTEED
S. DAVIS \& SONS






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