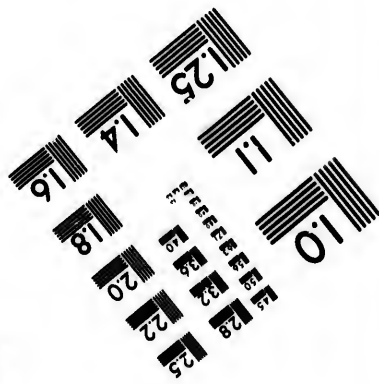
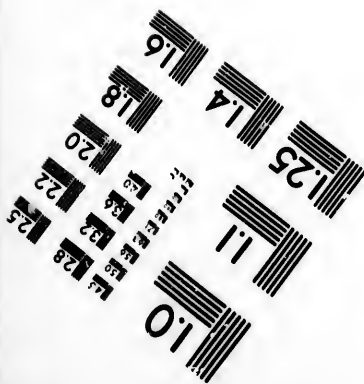
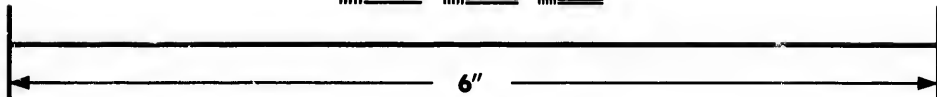
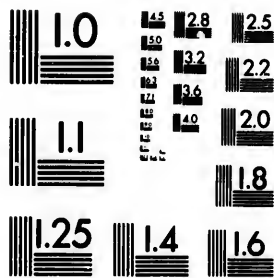


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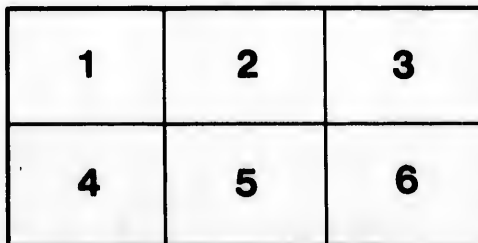
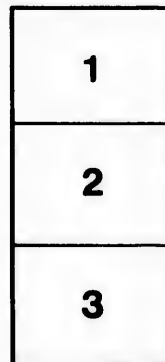
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News**

The city in-
telligence is
thorough,
every matter of im-
portance in civic life re-
ceiving attention; while





affairs of interest outside of the city, whether in Ontario or in other Provinces, are reported daily by a corps of special representatives.

To the subject of "local" or "city" news

The Mail and Empire gives special attention. All the news, and not only the news, of the day is given without fear or favor; particular care being taken in every case to verify statements and to place facts in a true light. By strict adherence to this rule, *The Mail and Empire* has won an enviable reputation as a most reliable record of current events. The items of news are not only trustworthy, but are placed in an attractive style before the reader. They are bright, concise and pithy. In small space much is given, and given in a manner at once racy and clear. It is the pride of *The Mail and Empire* that it has been, and is, a clean paper in every sense of the word. Every paragraph, every item, is carefully sifted, and nothing that can offend the most delicate taste is ever admitted.

Contemporary Literature . . . *The Mail and Empire* has lately taken a foremost place in the field of literary criticism. The book reviews appearing in its columns on every second day are written by specialists of high ability and scholarship, and the latest products of literary effort are criticized without fear or favor. No other paper in Canada has a literary department that equals this.



**The . . .
Flaneur**



Of equal interest to men and women alike, and attracting the attention of all sorts and conditions of readers of *The Saturday Mail and Empire*, are the comments of the Flaneur on things in general. His extensive knowledge of men and affairs in many lands, and his skill and vigor as a writer and a critic, are demonstrated each week in a way that is both instructive and

edifying, with the result that the department, covering a page of the paper, has won a well-merited and extensive popularity.

Manly Sports



In the department of manly sports the facts are given with fullness and reliability. The sporting page of this paper has long been a recognized feature, and it is to-day a newsy, "up-to-date" chronicle of daily events in every branch of sport.

Particular attention is paid to the collection of local sporting intelligence, and at the same time, full justice is done foreign events, which are wired by special correspondents when their importance demands it. It is the aim and policy of the paper to meet the wants of that large and ever-increasing class of readers who are interested in athletics, turf, bicycling, cricket, baseball, aquatics, and kindred sports.

A department of *The Woman's Mail and Empire* that is acknowledged to be unexcelled on this continent is the



“Woman’s Kingdom,” conducted for the past seven years by “Kit,” and forming one of the most interesting features of the Saturday issue. “Kit’s” ability as a writer, her extensive

knowledge of the world, and her wide acquaintance with prominent people in Europe and America, enable her to supply, each week, a page of matter that is of exceptional interest to every reader, and that has won fame for the writer both at home and abroad.

Fashions The bright and breezy letters on fashions which appear from week to week have long attracted the interested attention of our *clientele* of ladies. London, Paris and New York are laid under contribution, and the newest modes and materials in gowns, mantles, millinery, furs, ornaments, etc., are fully treated of, while the accompanying illustrations keep our readers *au courant* with the latest vogue. No woman need be behind the times in dress who reads the fashion columns in *The Saturday Mail and Empire*.

Music and the Drama.

A specialist of marked ability and competence is engaged in providing the readers of *The Mail and Empire* daily with the latest information regarding matters musical and dramatic. On Saturday a review of the doings of the week is given and the whole field surveyed, the department forming a reliable and valuable record for its many readers.

On Dit

The latest society news appears every day under this heading. It is a record of the movements of the leading people in Toronto and elsewhere, and of the amusements and entertainments of the world of fashion. It is bright and thoroughly clear and accurate.

Military News . .

This has for a long time past been an important and valuable feature of the Saturday issue. In it is given a vast amount of interesting information relating to the militia in Canada in particular and to military matters in general at



home and abroad. The news is selected with care and judgment by a competent authority, and is acknowledged to be of exceptional interest to all who are ready for the

patriotic work of defending the country.

Fiction. In the line of Fiction *The Saturday Mail and Empire*

has for some time provided for its readers the newest and best contributions of the most popular writers. Its list of authors has recently included such names as Rudyard Kipling, Bret Harte, Robert Barr, G. A. Henty, Rider Haggard, Cy Warman, Frank R. Stockton, Morgan Robertson, Clinton Ross. Among these who will be drawn upon during the next twelve months may be mentioned Ian MacLaren, Ruth McEneyr Stuart, Conan Doyle, Gilbert Parker, Joel Chandler Harris, Henry Seton Merriman, and several writers new to the public.

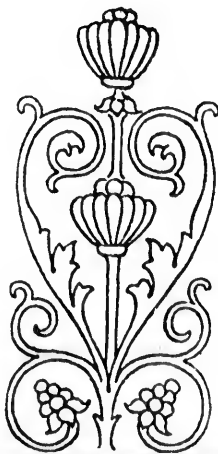


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