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## EATON'S <br> EATON'S FRIDAY BARGAIN LIST



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## LES <br> find relief in Zamm Buk! the burning, stinghing ps bleeding and bring <br> ps bieeding and bringe erseverance, with Zatic ns cure. Why not prove <br> m-Bul <br> Sores



"MILD" CIGARETTES "MEDIUM" CIGARETTES
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## $M^{\text {idsummer mad- }}$ ness-mis that state of

 business men acquire when they cut off their advertising just because they want to go fishing.Just as many people read the papers in the sumThey do
They don't all go a fishing all the time---besides the more freely when the vacation spirit is in the air. Go fishing if you want to--but first put your advertising
troubles on the shoulders of an expert-keep your busines hhuming on-and when you come back. you will have some
business on hand to pay for the trip.
de ob on
²

Charles Edward Peabody Advertising Expert
 Room 17 28 Adelaide Street West Toronto.
and


## Copper Stocks Show Improvement on Wall Street

THE STERLING BANK OF CANADA Trading Keeps Very Narrow




TRAVELLERS CHEQUES AND LETTERS OF CREDIT
THE DOMINION BANK


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## To-Morrow Will be a Great Shopping Day at Simpson's

Quick March into Simpson's at $80^{\prime}$ clock to morrow morning and make the most of this
Double Bargain Day
Friday Bargains Sweetened with Stock-tak ing Reductions. English Print, French Organdy and Othe Wash Goods

$\downarrow$






Dress Goods Prices Very Low







Fine Silks Now Low in Price

 500 yard Naturat shantuva


Most Attractive Jewellery Bargains

(1)





These Summer Hats Must Go







Hosiery and Gloves for the Whole Family





 Odd Furniture Pieces Out With a Rush and initaal Cabinets, madio in bolld oakt






The SIMPSON:

## Extraordinary Clearance of Women's Underwear











Lawn Dressing Sacques, Were $\$ 1.50$, Now 95



Shoes For All











## Shades at Half-Price







[^0]$\underset{\text { Remarkable Grocery }}{\text { 1.000 basas chicice Family }}$ List


 Perfection Baking Powder, 3 tuns,



${ }^{\text {Sin }}$

Women's Wear Worth Dollars More

$c^{\circ}$
A Wonderful Sale of Waists






## These Laces 3c Per Yard







## Linen Sale's Lowest Price





 Made from Litrl Liot or line sheris at hatr.pice.



## New Ribbons Half-Price



Final Clearance of This Summer Millinery



| Readers |
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    Your Supply of Ferns at Low Cost
    
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    BinsliMDS@NE

