# KAISER＇S TALK OF DIVINE RIGHTS TO THE THRONE SENSATION OF GERMANY 



ALSO TOOK SLAM AT WOMAN＇S SUFFRAGE

$\pm$ ALDEMEN IHSPEET


Tag Day
OFFICES FOR RENT


－$=$ The Toronto WorldPollCy

## Introductory Article to Serles

 in Which The World Will Present Facts and Conclu sions of Greatest Interest to Canadians as a Whole Regarding the comparative mertseof the confliting policess of tree
trade and protection there can be and is endless discussion．
On the free trade side． ments adduced are largely based ou
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\text { To-morrow Afternoon. } & \text { Morgue at Durand. }
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sily found in the special circum－ But for $t$ $\qquad$



## Baseball $\underset{T}{J} \mathrm{~J}_{\text {Toronto }} \mathrm{Cl}_{3} \div$ Program



## BIG 4-BIGYCLE MEET--BIC 4

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Depend on Nasmith's For Your Cakes While Exhibition Visitors Are Here

## $\int \sqrt{08 m}$




Under Management of Queen Cily Bicycle Club
JOE SCHIEDER
OF BUFFALO, Champion N. Y. State, Beat WALT. ANDREWS

OF TORONTO, Champion of Canada, at Waterloo Last Saturday. Can He do it


AT SCARBORO BEACH TO-NICHT AT 8.15 Admission-Grand Stand 25c. Bleachers 15c






## 1911 Announcement of the E-M-F Company

## Production in Large Quantities Enables Us to Build Better Cars for Less Moner

The 1911 E-M-F "30"


STANDARD E-M-F " 30 " TOURING CAR-Price $\$ 1500$ Seating five passengers, Magneto, five lamps, horn and genera.
tor induded; top and wind shild caried


NEW EM-F " 30 " DEMI-TONNEAU-PTice, s1500. Magneto, five lamps, horn and generator included.
Deliveries on this model will begin in January, 1911.


NEW E-M-F "30" ROADSTER-Price si450. Magneto five lamps horn and generator incluced. Deliveries on
this model will begin in January, 1911.


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

## THE SPECIFICATIONS

 Uur E-M-F "30" and Flanders "20" chassis remains which have proven so successfulu' practical and economical in operation will be the rule during the coming season. More will be the se same powerful motor, simple carburetor,prectical rear axie transmision, automatic
 bthucted by the same superior workmen from the highest class of materials. No necessity for changes appears in he case of a product which has stamped itself as stand-
rdi and absolutely successful. ard and absolutely successful.

## One Year's Guarantee With Every Car

The E-M-F Company believes that a stage has been reached in the automobile industry which makes it the duty of every responsible manufacturer to protect dealers and public by an absolute guarantee of his product.
We accordingly announce that, beginning August 1, 1910 , every car manufactured at our plants
WILL BE GUARANTEED FOR ONE YEAR as abolute wortmanship, and will replace, free of charge, ami part of the car OR ITS EOUIPMENT whit proves defective in any such respect, except tires, which are guaranteed by maker. EMLF COMPANY OF CANADA
W. E. FLANDERS, President and General Manager

A STARTLING DEVELOPMENT in mahufacturing is it not? Yet it is one which appropriately from the factory which was: the first to give the public a satisfactory is one which comes
price, and the company whose policies have ale HOW company whose poicies have aways been pre-eminently original and progressive
HOW CAN WE AFFORD TO DO IT7. That is the question which is naturally first on the lips of the man unfamiliar with the E-M-F Company's progress and the merits of its output There are several reasons, and here they are. The E-M-F Company will furnish absolute protection to its dealers
and purchasers-the first time any such promise has been made WE MAKE ALL OF OUR OWN CAR WE MAKE ALL OF OUR OWN CAR. The E-M-F Company alone can say-and prove the statement-that every part which is assembled to build an automobile is manufactured in its pown mammorh plants-plants conceded the most efficient in the industry, with machinery more specialized and

WE KNOW OUR PRODUCT and' we have confidence in it-confidence born of years of WE WILL BUILD 36;00 CARS FOR 1011 SE Win motor cars can be put.
WE WILL BUILD 36,000 CARS FOR 1911 SEASON in United States and Canada and are enlarging our capacity as rapidly as our contractors are able. Unlike some automobile manufacturers
who say they aim to produce only a few cars of wutput, the better is each car, we maintain that the more cars we build according to our methods, the berter is each individual car and the less is its cost both to us and the purchaserding to our methods, the better

PRODUCTION IN LARGE QUANTITIES ASSURES OUA
facture, according to E-M-F Company methods. It gives us the QuALITY in each item of mai-ufacture, according to E-M-F Company methods. It gives us the opportunity of providing, at a minimum efficient mechanical force and the most versatile array of automatio machinery ever gathered the most purpose in a manufacturing enterprise. It enables is to add to our equipment a laboratory where we test every carload of raw steel which enters into the manyufacture 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-he PROVE IT? WHY, OF COURSE, DDoss the houséwift who wanth second-class facilities, PROVE IT? WHY, OF COURSE, DDess the ho hasevifit who wanto sewing machine go rampling about the retail district, looking for a prodtet made by hand in some smalt factory and therefore
supposedly superior to a Singer that comes from a factory where they mate a supposedy superior to a Singer that comes from a factory where thery make a million machines a year
and sell them through their own branches? Does the huitef who wishes a superior to the product of the Winchester Company which by quantitative production, has made riflemanufacture a science? Does the man who wants an adding machine ask for something better than the Burroughs and believe it posible for another company to make a befter machine because it manufactures watch shun the counter Burroughs manufactures by the thousand? Does the man who wants to buy a watch shun the counter where he would find the Waltham, Elgin or South Bend, and seek the at a higher price, though providing an article unproven and comparatively anknpany compelled to sell pianio an unwelcome piece of furniture in the hoime of a musician because, forsooth, the manufacturers build them in large quantities which find a ready market at a reasonable and therefore popular price Does the farmer who needs a wagon waste his time looking for something better than the Studebaker merely because, by the systematic manufacture of 200,000 vehicles annually, that firm has made its product the standard article of the world? The answers are, of course, obvious. And the same course standard in each realm of manufacture and "Standard" is synonymous with "En automobile. There is a
A STANDARD ARTICLE; THAT'S IT! It has been the ambition of the E-M
to build that very thing. And why not a standard for automobiles? The industry is E-M-F Company the universal manner in which the E-M-F " 30 " and Flanders " 20 " cars are almost every hamlet of the United States and Canada makes the claim logical. We are the one city and that is building automobiles as the Singer builds sewing machines, as the Winchester builds riffes, as the
Burroughs builds adding machines, as the W/alder Burroughs builds adding machines, as the Waltham, Elgin and South Bend build watches, as the Steinway
builds pianos, as the Studekaker machinery which makes every part of every individual certirety of in large quantities and by expensive machinery which makes every part of every individual entirety of the product available for use in every
other one. Standard? Why, of course, and therefore the most desirable.

THE SAME SQUARE DEAL we have always given our distrib
remain in force in the future and we are now making contracts for the season throughout the world will remain in force in the future and we are now making contracts for the season of 1911 . The work of and owners may obtain supplies and extra parts.

ANOTHER NEW POLIC
 to persuade their distribatitors to handle the one line exchusively in Iors are at present engaged in an endeavor
been madie to E-M-F Company deases such overtures have we have received hundreds of letters during the past month from dealers anxious to to
asking 1910 . As A a e esult asking if for the coming year, we are expecting to ally ourselves waith the exclusive-representation contracts,
To such inquiries we are reply


WE WELCOME SUCH AN ARRANGEMENT
excliusive representation. We are not dictating the busimess. Trrangements of oupany docs not ask nor expect
they hhould have the powerer to represent winat companies they may elect. We believe that
competion certaily



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


FLANDERS "20" SUBURBAN-Price \$1000. Magneto five lamps, horn and generator included. This is the
popular four-rassenger car. popular four-rassenger car.


FLANDERS "RO" 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
will begin on this model

| THE EQUIPMENT <br> Although the price of tires, raw material and the cost of labor has materially advanced during the past year, the E-M-F Company will continue to furnish its cars complete for the list prices noted, Bear in mine the list price with a magneto, five lamps, tube horn and generator, all of which are usually listed as extras by other manufacturers. <br> We make our own parts and equipment and are able to eliminate a considerable source of expense to the pur: chaser. Otherwise it would be neceselse to reduce the amount of equipment provided as standard. |
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E-M-F COMPANY of Canada, Limited

## Automobile Manufacturers

The E-M-F Dealer for This Territory Is:-




| RESERNE A BUILDING LOT |
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ESTATE NOTICES.


 AUCTION SALE OF SHARES.


| PROPERTIES FOR SALE C. T. C. W. Lakers List <br> $\stackrel{\rightharpoonup}{\text { Pa }}$ <br> Proferties: <br> sermetons of nume tind lars <br>  <br>  <br> Do <br>  <br>  <br>  <br>  <br> $\overline{B^{20}}$ <br>  <br>  <br>  <br> $\$ 3500$ <br> Five <br> $\underset{\substack{\text { this } \\ \text { brto } \\ \text { orkn }}}{\substack{2}}$ <br> Farna <br> next wesy <br> no <br> not of of over <br> over |
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|  |  | Be Sure to Go

Saturday
Good Lots for
Workingmen's Homes


## PARSONS ESTATE


Stop Paying Rent--Own Your Home $=5=v=2$ $==-5$

Lots: $\$ 4$ to $\$ 12$ Per Foot Terms: \$10 Down, \$5 Monthly


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& \text { GO AND SEE THE LOTS } \\
& \text { SATURDAY AFTERNOON }
\end{aligned}
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SATURDAY AFTERNOON
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DovercourtLand, Building \&Savings Company, Limited

## 24 Adelaide St. E.

 Tel. Main 7280

## 7\% BETTER THAN 4\%

positors. There is not a Mortgage Loan Company in Canada that is not paying at least 6 per cent. annual divi Canada, where money is much cheaper than in Weste:n Canada and as the Pioncery or entirely in Eastern operate entirely in Western Canada, it is safe to predict that they will pay at least 7 per cent, dividends from
the start, and also be enabled to

## THE PIONEERS' LOAN CO.

## HEAD OFFICE: BRANDON, MAN.

Authorized Capital $\$ 5,000,000$ in 50,000 Shares of $\$ 100.00$ Each
PROVISIONAL DIRECTORS The following Provi
fessional men of Manitoba:
HON. G: R. COLDWELL,
HON. G. R. COLDWELLL, K.C., Minister of Educa
tion of Manitoba, Brandon. A. C. FRASER, President Brandon Trust Com pany, Brandon. B. D. WALLACE, Manager, Brandon
, SMHF, Farmer, Brandon.
H. L. ADOLPH, Barrister, Mayor of Brandon HUGH R. CAMBRON, Managing Director Pio neers' Fire Insurance Company, Brandon.
E. L. OHRISTIE, Merchant, Brandon

PROVIIIONAL DIREOTORS OFFER OF SHARES








IMPORTANT FEATURES OF THE CHARTFR



 information free

The Pioneers'LoanCo. BRANDON, MANITOBA


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 is to the Camad the prophetic stantieth Century belongs to Canada han Palready become fact This opportunitity to the Directors of the Pioneers' Loan Company offer








 in addition to which the Shareholders will participate in the mag.
nificentit profts bound to be earneed by the PPoneerg Loan Company. special act of the Parliament of Canada. The interest of the Share.
holder is. sateguarder every necessary conditon, and at the same
time the charter grants all those privileges which are the sreat

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Mining Markets Turn Strong And Prices Are Bid Up Rapidly Kerr Lake Leds Movement Witik Advaice of 62 1-2 Points-

| smiley, stanley \& Motausland -stock srokers OOBAL STOOK <br> 6 KING STREET WEST, TORONTO |
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CobaltMining Markets Buoyant,
Further Advances Made. Cobalt

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Piońers' Loan Company, Branton, Man.
Piease furnish me with particulars relative to
ganization of the Pioneers' Loan Company, \&rando ADDRESS

Piofieers Loan Company, Brandon, Man: .

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## Wall Street Market Strong From Start to Finish



New York Stociss Make Sharp Recovery Under Professional Oper
tions--Domestic Issues Dull But Strong.



## Wall St. Market Turns Strong






THE DOMINION BANK



## A Branch of <br> THE GANADIAN BANK OF COMMERCE <br> has been opened in the <br> CITY OF MEXICO

under the management of Mr. J. P. Bell.
The street address of the Branch will be Avenida San Francisco, No. 50.


Sterling Bank
of CANADA
HEAD OFFICE
TORONTO
BRANCHES IN TORONTO




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## ATION



SATURDAY MORNING


## Monday - The Day of Our Millinery Opening

expected or more enthusiastically appreciated by which cluster about our great annual fair, none is more eagerly
For years Simpson's opening has been the authentic this Store's Autumn Millinery Opening.
season, and recent continental arrangements have enabled us to make our present showing one of the most te ever seen in Toronto the face, as the completion of the picture, that is studied. There it is not the hat itself, but the hat as a frame for Germaine, Louison, Dalang, Tore, Camille Roger, Georgette, Virot, and many others. The very large hats of plush, velvet or satin with broad low crowns are in striking contrast to the small close-fitting high-crowned ostrich feathers will be worn more than ever models are calculated to satisfy all artistic tastes. It seems that here, have this as a leading feature. Large flowers are of the most striking models, notably the one sketched produce in print the beauties of a lovely garden, as to describe the attractions that one might as well try to re-

## Complete Showing of Fashionable New Silks and Dress Goods

On the same floor as our Millinery Salon, but in the new building, will be found a special exhibition of Silks and Dress Goods an a atraction equally worthy of your time and attention. We mention here a few on

## Early Autumn Dress Goods

This season there will be a large demand for light weight piece-dyed worsted dress goods, such as fine serges, poplins and cashmeres, together with silk warp fabrics of a light character. The demand for these will be created by the general favor shown to one-piece dresses. For tailored suits, faney woven cheviots, will tend toward such fabrics as amployed. The sale of rough matoterials mixtures. Heavy cheviots will be in demand for long outer garments like auto Look particularly for the following farrics ics.
Look particularly for the following fabrics on Monday :-
New tone Cheviots, new shot Wale Suitings, new homes
New Niggerhend, Suitings, new shot Wale Suitings, new homespun Diagonals,
England Suite wale Worsted Suitings England Suitings new clear-cut Cheviot Serges, new Hopsac Wale Suiting of BLACK DRESS now Worsted Suitings.
BLACK DRESS GOODS
On the north side of our Dress Goods Department you will find our
famous Black Dress Goods. We have collected herz from the leading centres of the world the very newest fabrics, from lighted hheer frabrics to to heavy suitings. Eudoras, silk Cashmere de Soie, silk Ripple Crepes Eolien ilies, silk and wool Newest in Worsted Suitings. Broadcloths-every make can be had in thes.


New Cashmerettes, Wrapperettes and Velours Early delivery of these Early delivery of these pretty an useful goods are now to hand and we have a very fine collection. Here you
will find the cream of the markets Manchester, Scolland, Germany, Holland, London and New York













## New Autumn Dresses

 and Coats

 The R


## New Silks for Street and Evening Wear

 tage under black veilings will be in great demand during the next few months. Taffeta and light-weight satins will be most popular for the purpose, but such sheer silk materials as marquisettes, silk voiles, crepes, chiffons and nets will also be high in favor. Do not fail to note the following "society" fabrics here[^0]
## New Fall Clothing for Boys







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Boys' Sweater Coats



Rare Values in Bedroom Frinem Furnitur









## "Victor" Boots for Men


 $y=x=5$ $2=x=2$


[^0]:    fashionable new Duchess widess Mousseline, rich beyond comparison are thess acouit blue or king's.s biue, guepe, chataigne scabieuse, iris, myrtille coral
    almond leaf, volga, old almond ieaf, volga, old gold, etc, etc. You will find the soft, delicate
    shades so desirable for evening shaces so desirable for evening wear, and the soft darker tonod coloringi
    most suitable for the afternoon treck

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    \text { Persian and } \mathrm{D}
    $$

    Persian, and Dresden Silks, one of the most pronounced features of th rall season, is the Dresden, Persian and Paisley silks. They will be worn io
    complete gowns of the silk. Many smart Parisienne complete gowns of the silk. Many smart Parisienne effects are created from
    combinations with broaddoth or plain satin

    ## THE BEST BLACK SILKS

