
about buying a new spring hat is to make sure that you are getting one with the name of a band. You'll find that one of these doesn't cost er kind.
The hats we sell are made by the world's greatest
makers. In Eng-lish-made hats we are sole Canadian agents for Henry Heath, who is maker by Royal Warrant to His Majesty
King Edward and for several other of the larger manufacturers in Eng-
land. In America we are sole Canadian agents for Dunlap of New York and handle full lines by all the big Americnn hatters.
DINEEN
140 Yonge Street, Toronto

CONTHOL OF ALL RONOS VESTEO II COMMISSION



## S15,000,000 CAPITIL

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SOCIETY NOTES $\underbrace{\text { SOCIETY NOT }}_{\substack{\text { Mres, Leonard }- \text { O Lumbers will re- } \\ \text { celve }}}$


Guaranteed Full Weight
matting suit cases EAST \& CO., LImited machines. The net weight is printed on every
package. We absolutely guarantee it to contain
full weight without the lead covering. Have your
grocer empty a package and weigh it for you. Sealed "SALADA" Packets guarantee full weight and tea
unequalled for goodness, freshness and fine flavour.


AMILTON BUSINESS DIRECTORY

HOTEL ROYAL

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| Wholesale Stock Men's and Boys' Ready-io.Wear Clothing $\qquad$ B. WEISSE a | GRAND Matine wat 250-500 CHARLEY GRAPEWIN Aboumit Next Week-"In Old Kentrecky. |
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| hed damank rabill s. seryb <br> LIBERAL TERMS | BEGINNERS new dancing class forming <br>  |
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|  | NEW YORK HOTELS. |

Hotel Martinique


$\qquad$
The most central and
accessible location in
$\qquad$ New York Hotels for
the excellence of its
cuisine, service and app pointments. The highest standard of accommodation at mod-
erate rates.
 THE HOTEL DENNIS
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BERLIN, March 3 .

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## CITY HOTELS.

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Mark Twain Said Two Things That apply with sledgehammer force to some advertisers.
Listen! In one instance he says that one man had "an unimaginative devotion to perfect facts" and that another's talk was " a ceaseless wishwash of prepared platitudes and canned twaddle."
Hooray for Mark!-Right here let me state that petrified facts-prepared plati-
tudes-canned twaddle and wish-wash are tudes-canned twadd.
Good live facts-horse sense...hard hitting facts
-and human interest are the rules and regulations for the construction of a is that are pasted
Vide first aid to the injured if you want to " get yop."
Charles Edward Peabody
Advertising Expert
28 Adelaide Street W.
g
PHONE TORONTO

6310 MAIN
Human Interest Talk Number Ten.

## TORONTO SATURDAY NIGHT



ONE of the most amusing, as well as startling, exposures ever printed in a Canadian Journal appears in Toronto Saturday Night this week.

Another plain, unvarnished tale of a most bare-faced attempt to get the dollars of innocent investors.

The story is printed in full detail-with illustrations.

Read the Full Story in This Week's Issue.

OUT TO-DAY
FOR SALE EVERYWHERE IN CANADA


## JOHN KAY COMPANY <br> Cut Prices on Carpets and Made-up Rugs

| Brussels Carpet in Room Lengths, Regulary $\$ 1.35$ to $\$ 1.75$ per | RE Mats |
| :---: | :---: |
|  | little squares, made of carpet |
|  | borders cleverly matched, and useful for |
| A busy month has left us with a goodly number of ends in Brussels Carpet, various | a hundred places. Each, \$1.50 to \$3.50. |
| number of ends in Brussels Carpet, various in. length, but the shortest of them long enough to carpet a room or two | Wilton, Axminster, and BrusselsRugs, $\$ 7.50$ to $\$ 45.00$ |
| There are designs and colors suited for all | sew them into sor |
|  |  |
| end to clear | below |
| traction not to be |  |
| Regular prices $\$ 1.35$ to $\$ 1.75$, for $\$ 1.00$ per yard. | reminants of fine Axminsters, Wiltons and Brussels. Some of our very richest and fastest-selling carpets are represented in |
| BEDSIDE STRIPS |  |
| Short ends of Carpet, useful for bedside strips or to place in front of bureaus, etc. ; <br> a few only of these. Each, 50c to $\$ 1.50$. | There is variety enough in color and design to make it easy to select suitable rugs for every room in the from $\mathbf{\$ 7 . 5 0}$ to $\$ 45.00$ |

## NEW WALL PAPERS <br> Our Spring Importations of $\dot{W}$ all Papers have nearly all arrived. They constitute by far the best assortment we ever placed on sale. We invite inspection. <br> LIMITED <br> NEW WALL PAPERS Our Spring Importations of Wall Papers have nearly all arrived.

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THE TORONTO WORLD
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EATON'S DAILY STORE NEWS


## Men's Clothing

New Spring Fashions
eloping now; and if you would be prepared for
the warm days it would be wise to give heed to
these items saturday:
$\begin{aligned} & \text { SUITS AT } \$ 8.00 \text {-Of those soft cassimere-finished tweeds, } \\ & \text { dark grey striped and a fawnish brown brokers check; three-button }\end{aligned}$
single-breasted sack coat with twilled Italian cloth body lining:
sizes 36 to 44 . \$8.00.
NEW SUITS AT $\$ 11.00$ - Worsted-finished fabrics, old gold
$\begin{aligned} & \text { stripes over black ground, and Oxford grey plain effect, sty } \\ & \text { designed three-button single-breasted sack coats. } \$ 11.00 \text {. }\end{aligned}$
NEW SUITS AT $\$ 12.50$-English worsted (imported),
$\begin{aligned} & \text { brown stripes, grey stripes and plain grey clay toils, fairly broad } \\ & \text { medium lenget lapels, twilled body linings and serviceable trim- }\end{aligned}$
wings. $\$ 12.50$.
Suits at $\$ 16.50$, in that
new grey worsted material-
herringbone diagonal woven
Natter Newest three button sack coat with
broad long lapels. This high-grade clothing bor-
vice involves hand-padded collar, hand-felled collar
and French canvas interlinings (the $\$ 16.50$
SPRING OVERCOATS $\$ 12.39$-Imported black vicuna
tailored. \$12.39.
$\begin{aligned} & \text { SPRING OVERCOAT } \$ 16.50 \text { - Black vicuna cloth, silk } \\ & \text { lined throughout, } 44 \text { inch Chesterfield with long broad lapel. }\end{aligned}$
$\$ 16.50$.
$\begin{aligned} & \text { And a splendid range of new grey patterns in Ser } \\ & \text { coats at } \$ 10.00, \$ 11.50, \$ 13.50 \text { and } \$ 15.00 \text {. }\end{aligned}$

Boys' Clothing in Spring Readiness
STYLISH BLOOMER SUITS-In the newest spring patterns and shades, grey, brown and olive; made from
imported English tweeds and worsteds; extra well tailored in three-button double-breasted style with long lapels loose-fitting strap-and-buckle bloomers; sizes 29 to 33 . AT $\$ 5.50, \$ 6.50$ and $\$ 8.50$. THREE-PIECE SUITS-Simartly tailored from imported navy blue clay twill worsted double-breas
Italian body lining; knee pants; sizes 28 to 33 ; a very dressy suit for all occasions. Price $\$ 6.00$. SPRING WEIGHT REEFERS-Double-breasted, of fawn covert cloth with strong Italian cloth lining,
emblem on sleeves; sizes 21 to 28 ; a neat and smart appearing coat, just suitable for present wear. Price $\$ 4.50$,

## The New Hat Budding <br> Forth ---These at $\$ 2.00$

Men who aim to dress carefully and well will not want
to go further into the spring season with the hat they have worn through the winter. Time for a change-and we are
splendidly ready with spring's newest goods, gathered from foremost makers.

NEW DERBY HAT-Of extra quality fur felt, fast black, medium
flat set brim and full crowns; calf leather sweatband and silk trimtings. Price \$2.00.
NEW SOFT HAT - With deep roll brim at back and dip front: one with darker band and raw edge. Price $\$ 2.00$.
CHILDREN'S VARSITY CAPS, 25 c -Made from in






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|  | ARTICLES WANTED. |  |
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|  | good strawberries-Forty varieties, Cat- <br> alog frje. John Downham, Strathroy, <br> Ontario. |  |
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## Advertising Department, Toronto World, Richmond St. W.

Toronto World, Richmond St. W.,
Please insert the above adbertisement
for which I enclose





| Pir YORK COUNTY |
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vark Co. FRIMEES GEI BIG PIICES FOB STCOK

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Horses and Cattle Were Never
High Before-Suburban ters in General.



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