

*'Tis not in mortals to command  
Success, Shakespeare says, but  
to deserve it.*

*Blue Ribbon Ceylon Tea  
has done both.*



**Official Program — Friday, Aug. 5, 1904**

**Hellems' Drug Store and Palm Gardens**

Are like everything else in St. Catharines, they are strictly *up-to-date*.  
Such items as *Webb's Ice Cream*, *Imported Fruits*, an enormous stock  
of *Drugs and Drug Sundries*, make them the best in their line.  
ST. PAUL STREET, OPPOSITE QUEEN STREET, ST. CATHARINES, ONTARIO.



# A. H. WALLACE

OPTICIAN AND JEWELER

*97 St. Paul Street, St. Catharines.*

HEADQUARTERS FOR AMATEUR PHOTO. SUPPLIES.

## QUEENS HOTEL

CAPT. W. McAVOY, Proprietor

33 St. Paul Street, St. Catharines, Ontario.

## Notice of Removal

Messrs. Eastmure & Lightbourne

Beg to announce their removal from 3 Toronto Street, Toronto, (which premises they had continuously occupied since the erection of same fourteen years ago), to

**The new Eastmure & Lightbourne Building**

(The site formerly of the East Wing of the Old Court House Block)

**61-65 Adelaide Street East, Toronto**

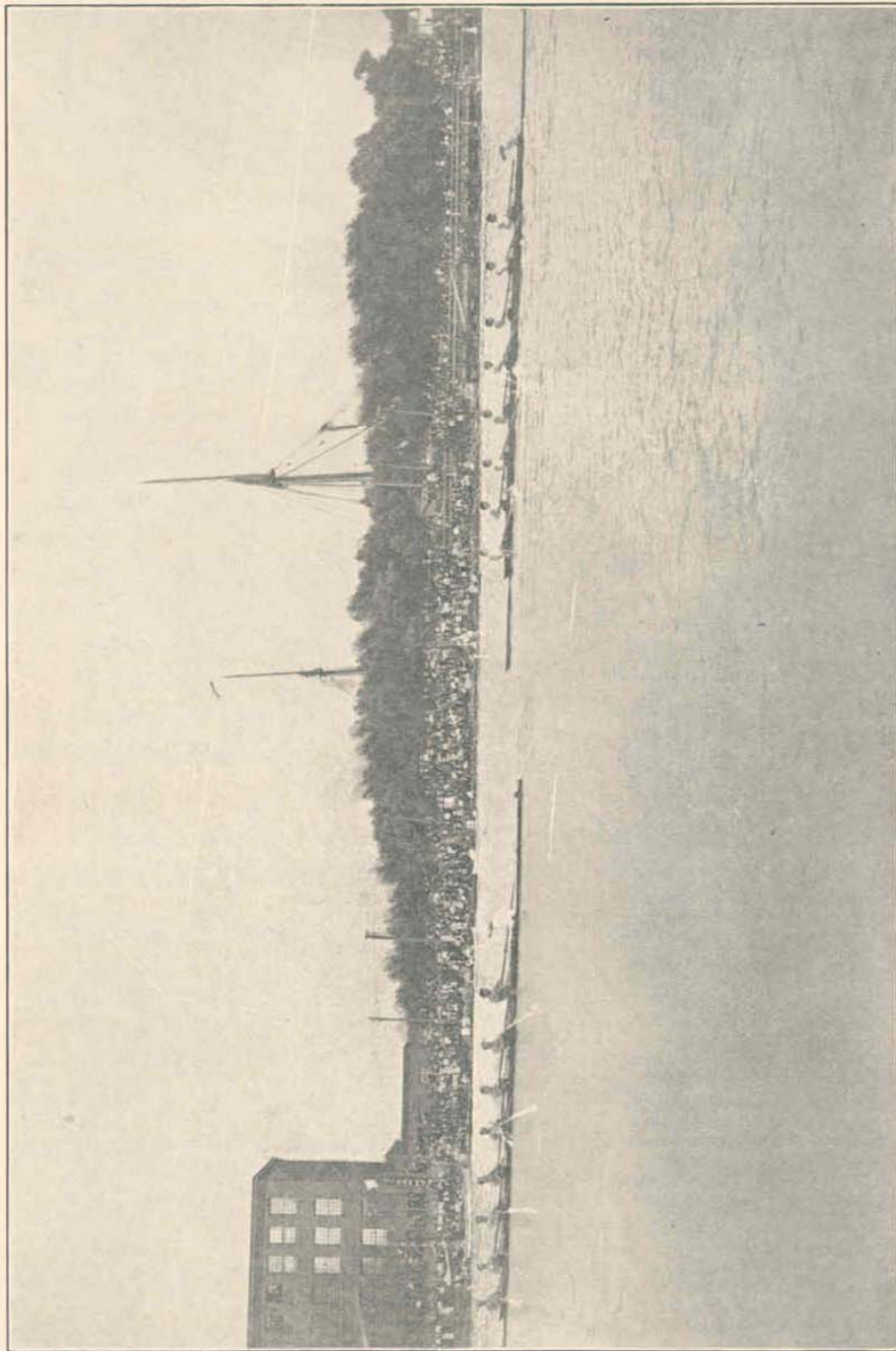
The Head Offices of

THE ONTARIO ACCIDENT INSURANCE COMPANY,  
THE QUEEN CITY PLATE GLASS AND MIRROR COMPANY, LTD.,  
THE REGISTRY COMPANY OF NORTH AMERICA, LTD.,  
THE HEAD OFFICE FOR CANADA AND NEWFOUNDLAND OF  
LLOYDS PLATE GLASS INSURANCE COMPANY OF NEW YORK,

And all other general connections under the same management will in future be situated at this address.

With greatly enlarged facilities, a continuance of the generous patronage heretofore extended to the interests represented by the firm is respectfully solicited.

# The Royal Canadian Henley Regatta

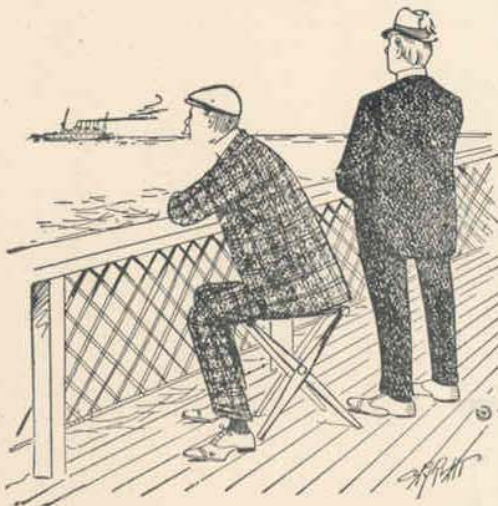


FINISH OF THE SENIOR EIGHT OAR RACE, 1903

Twenty-fifth Annual Regatta of the Canadian Association of Amateur  
Oarsmen, on the new Permanent Course at St. Catharines,  
Ontario, August 5th and 6th, 1904.



# Lou. Scholes Wore a "Crawford" Suit



WATCHING THE REGATTA

We had the honor and pleasure of supplying Canada's hero, the World's Champion, Lou Scholes, with the suit he wore

At the Great  
Henley Regatta

in England. He is now wearing another of our suits since he returned. We supply many of the best sporting and business men of Canada. Price, quality and style explains why. Best facilities in Canada.

Our \$9.75 Suits equal other \$14.00 Suits.

Our \$13.50 Suits equal other \$18.00 Suits.

Our \$18.00 Suits equal other \$24.00 Suits.

Style, fit and finish guaranteed. Wide range of materials to select from. Mail orders satisfactorily filled.

## Crawford Bros., Limited Tailors

Corner Yonge and Shuter Streets

Toronto

# Smoke a "Glen" Cigar, 5c.

Made by W. B. REID CO., Limited, Toronto.



CHALLENGE CUP FOR PAIRS. STERLING SILVER.

*Galbraith*  
*Photo-lex*

Landscape and Commercial Photographers  
and Souvenir Publishers

245 Yonge Street, Toronto, Canada  
A. W. Galbraith, Mgr. H. B. Stirling, Sec.-Treas.





## The Great \$3.50 Shoe for Men.

Figure it out by a simple equation, for even straight mathematics is on the side of the Victor.

\$5 is the retail price of the ordinary high grade shoe; but that price includes middlemen's profits, expenses and losses.

The Victor is handled direct and sold for \$3.50, hence we get the following equation:

$$\$5 \quad - \quad \$1.50 \quad = \quad \$3.50$$

The Value of  
the Victor

minus

Idle Profits  
and retailing  
expenses

equals

The Selling  
Price of the  
Victor

**A \$5 Shoe for \$3.50.** The Victor is equal to the best \$5 shoe in the market and sells for \$3.50.

For sale only by

THE  
ROBERT

# SIMPSON

COMPANY,  
LIMITED

## Where shall I deposit my Money?

1. Where absolute safety is assured.
2. Where it can be easily withdrawn when required.
3. Where  $3\frac{1}{2}\%$  interest is allowed on daily balance.

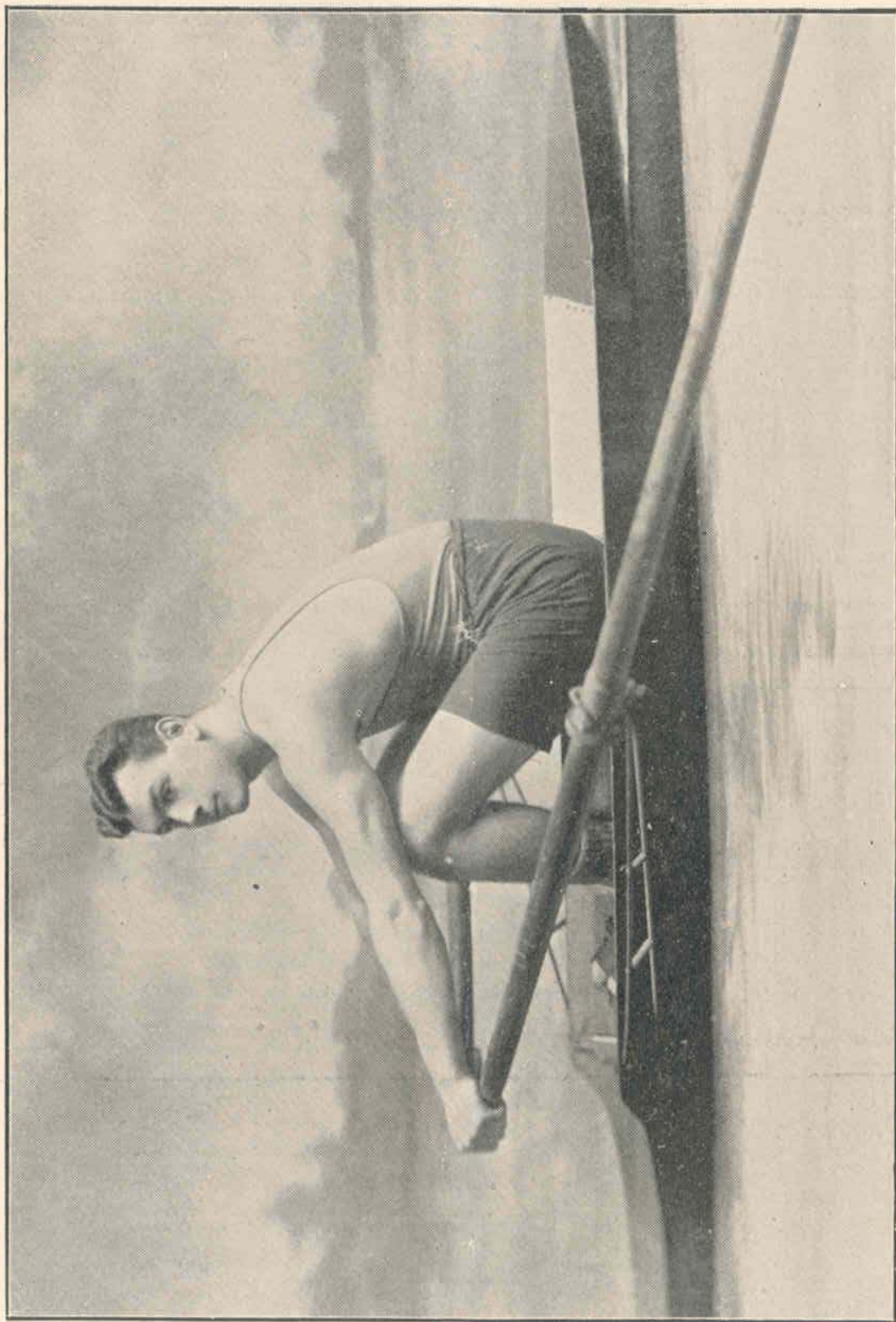
All these can be secured for deposits of \$1.00 and upwards at

## National Trust Co.

Limited

22 King Street East, Toronto

All moneys received in trust.



LOU. SCHOLES, WINNER OF THE DIAMOND SCULLS AT THE HENLEY REGATTA (ENGLAND) 1904.



WILL. J. LEVY

CHAS. J. LEVY

**LEVY BROS.**  
MERCHANT  
TAILORS

Cor. Scott and Colborne Sts. TORONTO Opposite King Edward Hotel

J. O. BUCHANAN

Telephone, Main 1245

NORMAN SEAGRAM

**Buchanan, Seagram & Co.**

*Stock Brokers*

(Members Toronto Stock Exchange)

34 Melinda Street

Orders executed on New York, Chicago, Montreal and Toronto Exchanges.

**SMOKERS!**

Buy

**Violette and High Park 10c. Cigars**

Manufactured by

**ALIVE BOLLARD**

128 and 199 Yonge Street, Toronto.

**ROSSIN HOUSE DRUG STORE**

Theatrical Supplies, Toilet Articles, Perfumes, Rubber  
Goods, Patent Medicines, Sponges, Soaps, Brushes, etc.

**J. E. BRIGHT, Dispensing Chemist**

135 King Street W.

TORONTO

Telephone, Main 2842



## CHATFIELD & Co.

STEAM AND  
GAS FITTERS,  
PLUMBERS, ETC.

Specialties: Steam and Hot  
Water Heating.

Ontario St., St. Catharines, Ontario

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## Lee Chnie's

Laundry work is the  
most satisfactory in  
the city. Patronized  
by the most fastidious.  
No. 20 King Street,  
St. Catharines, Ont.

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## DR. O'FLYNN

DENTIST

Office: Over Walker & Abbs',

ST. CATHARINES

## DR. J. W. GRAY

DENTIST

Corner James and King Streets

Phone 261. St. Catharines, Ont.

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## TORONTO FURNISHING COMPANY

116-118 St. Paul St. Phone 406

Dealers in

LADIES' AND GENTS'  
CLOTHING  
HOUSE FURNISHINGS

Fine assortment of clothing. Union  
made.

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## S. P. GOURLAY

SANITARY PLUMBING,  
STEAM, HOT WATER  
AND HOT AIR HEATING,  
ENGINEERS' SUPPLIES.

31 King Street, - St. Catharines

MARSHALL'S  
PALACE  
HAT AND FURNISHING  
STORE

For correct outing goods.

Newest styles in American  
Hats.

RAYMER'S  
Billiard Parlor

88 St. Paul Street.

SPORTING  
HEADQUARTERS

Finest Billiard and Pool Tables  
in Canada.

Choice Cigarettes and Havana  
Cigars.

Try

McGINN &  
HAWKINS

(Successors to E. W. Smith)

For Fine Footwear  
of all kinds.

143 St. Paul St., St. Catharines.

FAVORITE  
MIXTURE

is smoked by all lovers  
of good smoking tobacco.  
Made and sold only by

BERT HYNES

Palace Cigar Store, St. Catharines

DR. JOSEPH LOFTUS

DENTIST

Phone 406. 114 St. Paul St., opp. James

ST. CATHARINES

A. Riddell & Son

283 St. Paul Street  
ST. CATHARINES.

Sanitary Plumbing

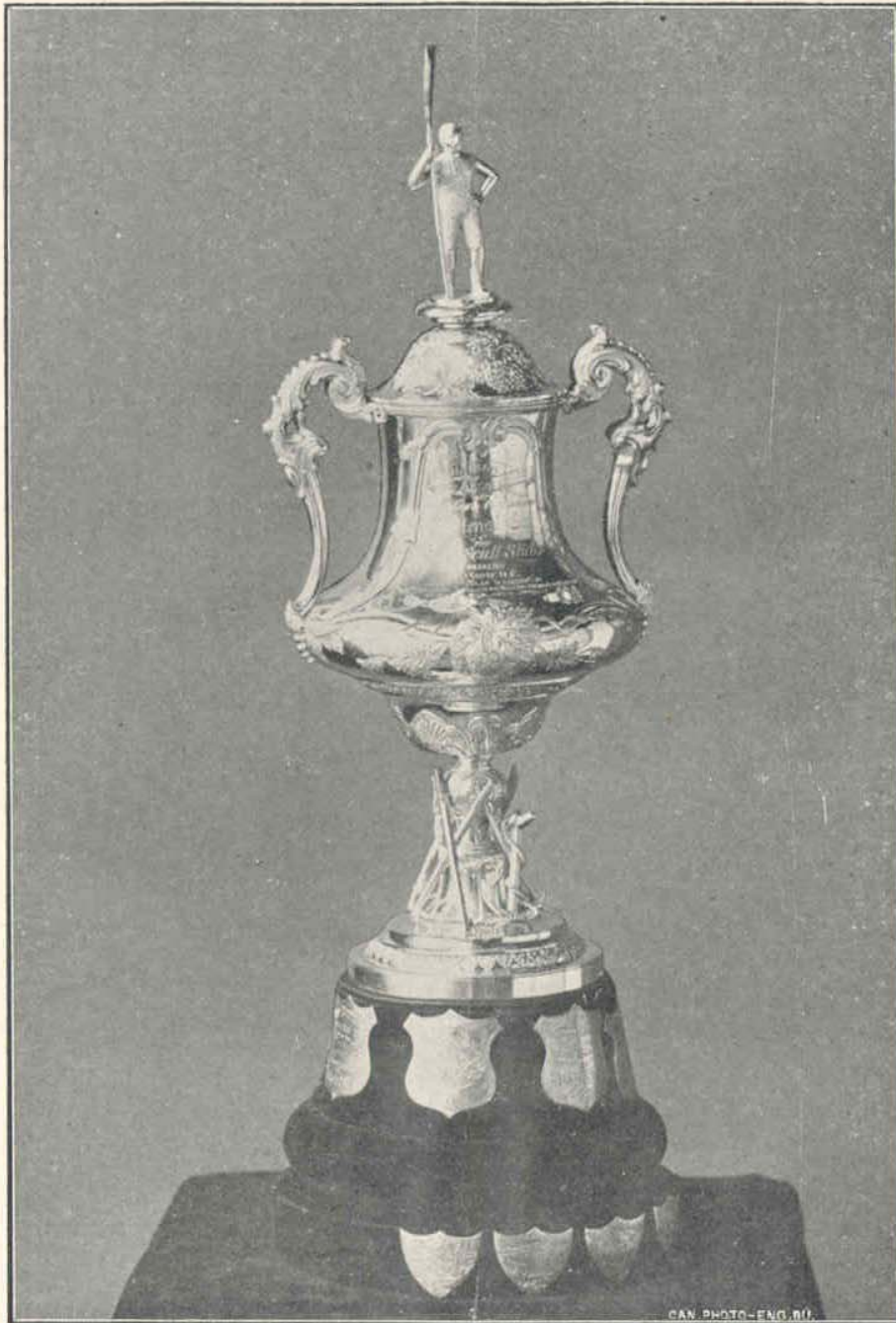
Warm Air

Steam and Hot Water Heating

Metal Work of all kinds



**Grand Opera House Hat Works** GEORGE FISK, Hat Specialist  
9½ Adelaide St. W., Upstairs  
Felt and Straw Hats Cleaned and Blocked. Silk Hats to Rent. TORONTO.  
Silk Hats Remodelled to Style. Silk Hats Ironed while you wait.



CHALLENGE CUP FOR DOUBLE SCULLS. STERLING SILVER.

**Smoke "Old Abe" Cigars** Mild and Sweet  
The Havana Cigar Company, Toronto and London.

# OFFICIAL PROGRAM

The Course is one mile, five hundred and fifty yards, straightaway.  
 The Umpire will start the races promptly.  
 The Start will be by gunshot after the warning "Get Ready!"  
 If the Umpire considers the start a false one, he shall at once recall  
 the boats to their stations by gunshot from the Umpire's boat, and  
 any boat refusing to start again shall be disqualified.

Any boat not at its post at the time  
 qualified by the Umpire.  
 Coaching or any instruction given  
 the contestant or crew to disqualify  
 Positions number from the Grand Start

## 2.20 JUNIOR SINGLE SCULL

RED	WHITE
Don R. C., Toronto. W. Ramsden	Argonaut R. C., Toronto. C. Furlong

## 2.40 JUNIOR SINGLE SCULL

Toronto R. C. E. McGee	Mutual R. C., Buffalo. Edward Dray
---------------------------	---------------------------------------

## 3.00 SENIOR PAIR

Argonaut R. C., Toronto. A. B. Bailey, bow M. Allen, stroke	Winnipeg R. C. A. H. E. Kent, bow J. S. Henderson, stk
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## 3.20 INTERMEDIATE SINGLE SCULL

Argonaut R. C., Toronto. H. S. Park	Hamilton R. C. John Coltson
--	--------------------------------

## 3.40 JUNIOR DOUBLE SCULL

Toronto R. C. J. Ferry, bow H. McGraw, stroke	Argonaut R. C., Toronto. D. R. Mackenzie, bow Geo. Strange, stroke
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## 4.00 INTERMEDIATE SINGLE SCULL

Arlington B. C., Arlington, Mass. George H. Lloyd	Wachusett B. C., Worcester, Mass. James A. TenEyck, Jr
--	---

## 4.20 SENIOR SINGLE SCULL

Harlem B. C., New York Fred Fussel	Mutual R. C., Buffalo, N. Y. Wm. M. Aman
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## 4.40 SENIOR SINGLE SCULL

Hartford B. C., Hartford, Conn. E. C. Atherton	East Boston A.A. C., East Boston, Mass. Frank B. Greer
---	---

OFFICIALS - Umpire, R. J. Milligan, Pennsylvania Barge Club, Philadelphia. Judge at Finish, S. P. Grant; C. Preisendanz, Philadelphia; Walter Stimson, Boston. Scorer, E. F. ...

SEAGRAM'S CELEBRATED WHISKEYS--BRANDS: "83," "100"



# RAM---FIRST DAY.

ne specified shall be liable to be dis-  
ven by any spectator may subject  
qualification by the Umpire.  
Stand or West Shore.

Colors are as follows:

<sup>1</sup> RED      <sup>2</sup> WHITE      <sup>3</sup> BLUE      <sup>4</sup> YELLOW

NOTICE TO CONTESTANTS. — Winners will only be distin-  
guished by their allotted colors.

## SCULLS—FIRST HEAT

BLUE

YELLOW

Winnipeg R. C.  
Crawford S. Richards

## SCULLS—SECOND HEAT

Ottawa R. C.  
W. A. Cameron

## PAIR OARS

## SCULLS—FIRST HEAT

Hartford, B. C., Hartford, Conn.  
E. C. Atherton

## SCULLS—FINAL

Winnipeg R. C.  
C. S. Richards, bow  
Gerald Aldous, stroke

## SCULLS—SECOND HEAT

Hamilton R. C.  
J. W. McAllister

## SCULLS—FIRST HEAT

Atalanta B. C., New York  
Constance S. Titus

## SCULLS—SECOND HEAT

Hamilton R. C.  
John Coltston

Finish, John Wilson; Asst. Judge at Finish, R. McKay; Asst. Judge at Finish, F. B. Steacey.  
Seixas. Clerk of Course, Capt. R. K. Barker.

"OLD TIMES," "WHITE WHEAT"—FOR SALE EVERYWHERE

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# CENTRAL CANADA

LOAN & SAVINGS CO'Y,  
26 KING ST. E, TORONTO

3 $\frac{1}{2}$ %

INTEREST  
ALLOWED  
ON  
DEPOSITS

4%

INTEREST  
ALLOWED  
ON  
DEBENTURES

HON. GEO. A. COX, President    E. R. WOOD, Managing Director  
G. A. MORROW, Asst. Manager

Total Assets, Over \$8,000,000

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# VICTORIOUS

## The Syracuse Crews

Winners of the Intercollegiate Boat Races at Poughkeepsie, June 28, where they defeated Cornell, Pennsylvania, Columbia, Wisconsin and Georgetown,

## Trained on SHREDDED WHEAT

**BISCUIT AND TRISCUIT, the Foods that Build  
BONE, BRAIN AND BRAWN**

COACH TEN EYCK says: "I have used Shredded Wheat for years in my own home and on the training table. My son, the winner of the Diamond Sculls at Henley, was also a Shredded Wheat product. I would not be without it. For nourishing qualities it is unexcelled, for staying qualities it cannot be equalled."

Shredded Wheat Biscuit, the standard cereal, used with milk, cream, fruits or vegetables.

Triscuit, the new toast, used with butter, cheese or preserves. "Make Triscuit your daily bread."

**The Natural Food Co., Niagara Falls, N.Y.**



THE  
BON MARCHE

Established 1864

Full goods are arriving daily.  
Make your selection while the  
stock is at its best.

JOHN GWINNER

Merchant Tailor and Furnisher  
61 St. Paul St., St. Catharines

ELLIS BROS.

141 St. Paul Street  
ST. CATHARINES

MEN'S READY-TO-WEAR  
AND GENTS' FURNISHINGS

PRICES RIGHT

JEANS'

is the place to get

ICE CREAM  
AND SODAS

15 St. Paul Street  
Phone 362, St. Catharines

Simply This

We carry the largest stock of

BOOTS, SHOES,  
TRUNKS, VALISES

in the city and at let live prices.

WOOD BROS.,

The Cash Shoemen. Phone 241

THE CENTRAL  
BILLIARD PARLOR

BILLIARDS AND POOL

Full line of Tobaccos, Cigars  
and Cigarettes

St. Paul Street, opp. James Street,  
ST. CATHARINES

Established 1834

Taylor & Bate

Brewers and  
Maltsters

ST. CATHARINES, - ONT.

Best Dollar-a-day House in the city  
Centrally located



## ELLIS HOUSE

James St., near St. Paul  
St. Catharines, Ontario

D. C. VANDUSEN, Proprietor



All modern conveniences  
Handy to boats, trains and electric cars

---

# KOLA TONIC WINE

For all Kidney and Stomach  
troubles.

None genuine without my label.

Geo. B. Mittleberger

Graduated Chemist

14 Duke Street, St. Catharines, Ont.

DRINK

# MACK

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THE course is reached only by the Niagara, St. Catharines & Toronto Railway and its connections, operating magnificent observation trolley cars seating ninety people, and running directly along the bank for almost the entire distance of the course. The Club House is within 100 yards of the track, and the Grand Stand within a block. Connections are made at Niagara Falls, N.Y., with all American trunk lines.

The Niagara, St. Catharines & Toronto Navigation Co., operating two fast palatial steamers between Toronto and Port Dalhousie, landing passengers within a few minutes walk of the Grand Stand.

For information as to rates, etc., address H. Davis, General Passenger Agent, or E. F. SEIXAS, General Manager, Head Office, St. Catharines, Ont.



# The Emmett Shoe

One Price, \$3.50.

One Quality, The Best.

All styles. Yachting Shoes a specialty. H. N. Emmett, 119 Yonge St., Toronto.



CHALLENGE CUP FOR SINGLE SCULLS. STERLING SILVER.

## The New Wellington

Jas. Wellington, Proprietor.

Port Dalhousie, Ont.

Excursionists' Headquarters. Baths. Hot and Cold Water. Newly Furnished. Modernly Equipped.

# It's Pure that's Sure

Lee's Cold Cream  
in tubes, 25c.

Hudnut's Preparations  
always in stock.

W. H. LEE  
King Edward Drug Store  
Toronto.

L. Bissonnette C. A. Case Thomas Joy

Bissonnette, Case  
& Co.

The Leading Clothiers  
and Gents' Furnishers

St. Catharines, Ontario.



THE HEELS OF  
our boots and our  
shoes are still made of  
hard leather because  
leather once used to be  
the only material to be  
had for the purpose.

The rubber heel has  
come along with the art  
of preparing crude rub-  
ber.

## Dunlop Comfort Rubber Heels

Walking on Dunlop Heels is like  
walking over a well kept lawn. No  
hammering of heels upon the hard  
ground. No fret to the nerves by  
jarring the spine. One of the small  
great comforts of life.

For sale by Shoe Dealers



The Dunlop Tire Co.  
Limited

Toronto

## Grand Opera Hotel

13-15 Adelaide St. W., Toronto.



W. SPRINKS, PROP.

Finest Domestic and Imported Cigars.  
Choicest Wines, Liquors, etc.



**JESS. APPLGATH** 89 Yonge St., next to Shea's, Toronto. **MEN'S HATS ONLY**

All the latest New York Styles. Agent for Young's and Hawes' New York Hats.



CHALLENGE CUP FOR FOURS. STERLING SILVER.

**W. W. Tyrrill, Jeweler and Optician**

Issuer of Marriage Licenses. St. Paul Street, St. Catharines.

Everything in the line of Enamelled Souvenirs.

## Carlisle Bros. & Co.

50 St. Paul St., St. Catharines.

Are exclusive dealers in

Carpets, Curtains,  
Floor Oil Cloths,  
Linoleums, Rugs, Mats,  
Art Squares,  
Furniture Coverings, etc.

Bed and Table Linens.

*Carpets Made and Laid.*

Telephone 126.

## VICTORIA HAT WORKS

Silk Hats remodelled to  
style.

Silk Hats ironed while  
you wait.

Felt and Straw Hats  
cleaned and blocked.

### A. Fisk, Hat Specialist

97 Victoria St.,  
Corner Richmond St. East

TORONTO, - - ONT.



## SATISFACTION

in Clothes Cleaning,  
Repairing and Re-  
novating can be  
obtained by dealing  
with me. I will keep  
your wardrobe in  
tip-top condition for  
little pay.

## YOUR SUCCESS

in life may depend,  
to a large extent,  
on the condition of  
your apparel. Let  
me put it in proper  
shape.

## “MY VALET”

Cleaner and  
Repairer of  
Clothes.

30 Adelaide st. W.  
Toronto.  
Main 3074.

## E. J. GORDON

Phone 4699

90 York Street, Toronto

## Tailor

Clothes Pressed and Cleaned.



SPECIAL — All contract work  
insured.

*See my contract.*



# McEachren's Cleaning, Dyeing and Repairing Works

*83 Bay Street, north-east corner Melinda Street, Toronto.*

*Phone Main 2376.*

Doesn't it feel good to be dressed? You will always feel good if you let us call for your clothes and return them to you in good shape.

Suits Pressed, 50c.

Overcoats Pressed, 50c.

Pants Pressed, 15c.



# Eye Glasses and Spectacles

If your eyes bother you it will pay you to consult us. Our Glasses are made to order in our own workshop. Every pair is accurately fitted and adjusted. We make up and carry in stock all the newest styles. Prices low. 23 years experience with Charles Potter. : : :

**W. J. Kettles, Practical Optician**

23 Leader Lane, Toronto.

The Canadian  
Bank of Commerce

Established 1867

Capital, - \$8,700,000  
Reserve, - 3,000,000

Head Office, - - - Toronto

B. E. Walker, - - - General Manager  
Alex. Laird, - - - Assistant General Manager

111 Branches, including London (England), New York, San Francisco, Seattle, Portland (Oregon), Montreal and Dawson City.

R. G. W. CONOLLY,  
Manager St. Catharines Branch.

Where Does Your Money Go?

Have you considered  
the advantages of

The Bank of Toronto  
Savings Department?

- 1st—Your money is absolutely safe there (see figures below).
- 2nd—Small sums are received (\$1.00 and upwards).
- 3rd—Interest is added to principal every six months.
- 4th—Withdrawals may be made at any time without giving notice.
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**Paid-up Capital, - \$3,000,000**  
**Reserve Fund, - - 3,200,000**  
**Total Assets - - 26,000,000**

St. Catharines Branch, opposite Post Office.

G. W. HODGETTS, Manager.

The  
Sovereign Bank  
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Thirty-eight Branches.  
Chartered by the Government of Canada.

Organized and established in Canada.

Directed, managed and equipped by Canadians.

For the encouragement of Savings Deposits throughout the Dominion.

And for conducting a general banking business with the PEOPLE OF CANADA.

St. Catharines Branch

D. B. CROMBIE, Manager.

Imperial Bank of  
Canada

Capital Authorized .....\$4,000,000  
Capital Paid-up..... 3,000,000  
Reserve ..... 2,850,000

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D. R. WILKIE Vice-President and Gen. Mgr.  
E. HAY.....Assistant General Manager  
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Deposits of \$1 and upward received and interest allowed.

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