

DOLLAR NEGLIGE SHIRTS



MOST men know the kind of shirt that is usually sold for a dollar—that's why the kind we are selling will come as a pleasant surprize to every man who takes advantage of this advertisement. These shirts represent the best products of Canada's leading manufacturers, in feature all the newest ideas known to shirt-craft.

- K1-5001. Plain white, blue, tan, mauve, zephyrs, cuffs attached.
- K1-5002. Plain white, blue, tan, mauve, pleated fronts, cuffs attached.
- K1-5003. The new stripe effects, in medium dark shades, very popular, cuffs attached.
- K1-5004. White with black hair-line stripes, very neat and dressy, cuffs attached.
- K1-5005. White with black polka dots, a favorite, cuffs attached.

OUTING SHIRTS INCLUDED

- K1-5006. White with a large variety of fancy spots and stripes. Reversible collar attached. All new designs.
- K1-5007. White cellular (or net) reversible collar attached, cool.
- K1-5008. English cashmerette, reversible collar attached, blue, pink or mauve stripes.
- K1-5009. A large variety of fancy white vestings, reversible collars attached.

The **SIMPSON** Company
Robert Limited
TORONTO



HERE are a great number of people who will hesitate to pay one hundred dollars and over for a tailor-made suit, made to order, whereas, if they could get one at about half that price. they would not hesitate to order one, two or even three in a season.

We inaugurate this season a new feature in our Dress Goods Section by allowing you to pick out your own materials direct from stock, and we will make the suit for you in any of the styles shown in our booklet and at a particularly low figure, according to the price of the material. The same applies to the Coats and Skirts. For example, a cloth costing between \$1.75 and \$2.00 a yard, we will make to your measure a fashionable suit, silk or satin lined, in any of the models shown for \$40.00, guaranteed in every respect and only high grade materials used throughout.

W. A. Murray & Co. Limited.

17 to 31 King St. East, 10 to 20 Colborne St.,
Victoria St. King to Colborne St.
TORONTO

National Trust Co. Limited

18-22 KING STREET EAST
TORONTO

CAPITAL \$1,000,000
RESERVE 650,000

Protect your Estate by appointing a reliable and experienced Executor. Our officers are available at any time for consultation as to Wills.

J. W. FLAVELLE, President W. T. WHITE, General Mgr.

The Peoples Loan & Savings Corporation

The Peoples Buildings - - - London, Ontario

The conservative investor will appreciate the liberal rate
OF 4 1/2 % PAID ON DEBENTURES
Undoubted security. No trouble. Simply cut off the interest Coupons half-yearly.

WRITE FOR 17TH ANNUAL BALANCE SHEET

A. A. CAMPBELL - - - **Managing Director**

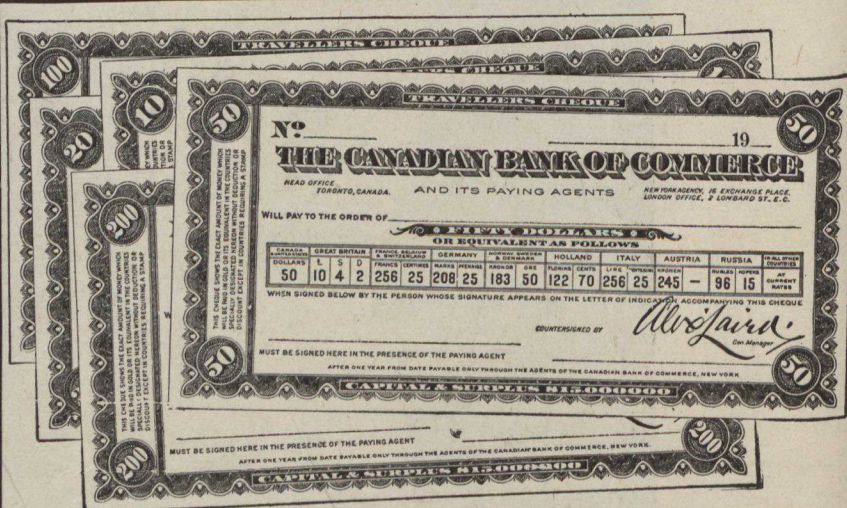
The Best Way of Lighting

While our electric engineers are ever on the alert to improve the illuminating power of the lighting, yet, there are other circumstances which should be borne in mind by householders and others who wish to get the best out of what are as yet costly illuminants. The relative power of absorbing or reflecting the light which falls on a wall is shown in the following table. The greater the quantity reflected, the more will remain for purposes of illumination. The table from the Review of Reviews should prove interesting. It gives the reflecting power of different surfaces:-

MIRROR	95.	EMERALD GREEN.....	18.
WHITE BLOTING PAPER	82.	DARK BROWN.....	13.
CHROME YELLOW	62.	VERMILION.....	12.
ORANGE.....	50.	BLACK PAPER.....	0.5
YELLOW	40.	DEEP CHOCOLATE.....	0.44
PINK	36.	BLACK VELVET.....	0.4

HAVE YOUR HOUSE WIRED

The Toronto Electric Light Co. Limited
12 Adelaide Street, East - Toronto, Ont.



FACSIMILE OF TRAVELLERS' CHEQUES

ISSUED BY

The Canadian Bank of Commerce

These cheques are a most convenient form in which to carry money when travelling. They are **NEGOTIABLE EVERYWHERE, SELF-IDENTIFYING** and the **EXACT AMOUNT PAYABLE** in the principal countries of the world is shown on the face of each cheque.