

GRAND OPENING

OF THE
Bon Marche's
GREAT
SACRIFICING SALE!

practically demonstrated the drawing power of reliable bargain-giving.

**OVERWHELMING CROWDS
OVERWHELMING EVIDENCE**

which proves that the people of Toronto, are never slow to appreciate a good thing and are always ready to give their approval to anything that's deserving of it--and it's because of this that our store yesterday presented such an unparalleled scene of business activity. Buying excitement ran high in all departments during the entire day.

Great, good - natured, grateful crowds thronged our Silk Departments, and the buying was eager and extraordinary. What with our selling beautiful Kai

Kai Silks and Pongors at 19c, worth 38c, and Colored Stripe Pure (Liberty) Silks at 25c, worth 50c, and Pure Silk Surahs at 35c, worth 75c, and other kinds of Silks at the same surprising reductions, it was no wonder that sales were enormous, and the serving abilities of our salesmen were taxed to the utmost.

Owing to the unavoidable crush at our Colored Dress Goods counters many were unable to get a chance at those **FOUR GREAT SPECIAL DRIVES** in French all-wool Dress Goods that we were sell-

...that he was selling at 15c, 25c, 35c and 50c (worth just double these prices). These lines will be repeated again to-morrow and each day as long as they last, also that 15c French full-wool De Beige that's created such a com-

tion amongst buyers, there was lively clipping and cutting in our Black Dress Goods Department. Those elegant French Crepons at 35c, worth 90c; at 50c, worth \$1; at 5c, worth \$1.50, and at \$1, worth \$2, sold at a surprising rate.

Crowds of ladies congregated constantly over where our stylish New York Duck Suits were selling so rapidly at \$1.75. Everyone admitted they

ere worth just double
the price. This was also
the general remark of
hundreds who bought our
stylish Blouses and Shirt
waists. The Ladies'
White Underwear De-
partment came in for a
big share of the crowd's
attention and patronage,
and the sales for the day
succeeded any in the firm's
history of this department.
The Great 5c Bargain
 Carnival held in our base-
ment was an immense
attraction. Here we had

arranged for the convenience of the crowds! 10,000 yards of Washing Dress Goods, Cottons, Mens, etc., etc., all reduced to one price 5c. No one visiting our sale could miss seeing this display of bargains. The spirit of eager buying was simply marvelous in all departments, including Ladies' Straw Hats, Parasols, Gloves and Hosiery, and every kind of Summer Goods.

BEAK IN MIND this is only
the BEGINNING of one of the
greatest Sacrificing Sales
ever held in Toronto, and
will continue during the
months of JULY AND AUGUST.

X. Cousineau & Co

ARGONAUTS' DOUBLE DEFEAT

WINNING DAY OF THE ROYAL REGATTA AT HENLEY.

ney Regatta opened to-day in threatening weather. At noon the sun came out and there was a refreshing breeze from the Thames. Last year the attendance was enormous, but the crowds surpassed all previous gatherings... In the first for the Grand Challenge Cup the Tamny Hall crew drew ahead in the London Rowing Club's crew immediately after leaving the starting line, and at the head of Temple I

they were a quarter of a length ahead. At the Rectory, about a quarter of the distance to the finish, they were a clean length ahead. Their time at the Pawley Court boathouse was 3 minutes and 30 seconds. They were then two lengths ahead and increasing this lead until they won a good four lengths. Their time was 3 minutes and 36 seconds.

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The challenge Cup was won by the Eton boys, who beat the Thames Rowing Club by a length and a quarter. The same boys were slightly just after a quarter length ahead at the quarter-mile, and a length at the Rectory, and three-quarters of a length at the Farm. The time at Fawley Court was 3 minutes and 2 seconds, when they were a length and a quarter ahead. The Eton boat was rowed badly, being kept too much in

middle, but won by a length and a rter, covering the course in 7 minutes and 34 seconds.

When the starting gun was fired for third heat the Leanders, who were win to row against the Cornell eight, no in position and ready to start the Cornell rowed over the course.

The wind was blowing strong off Berks shore which favored the Cornell, who had drawn a position on that side.

When the umpire asked, "Are you in?" the Leanders shouted, "No!" but

rently Willand did not hear them
said "Go," and the Cornellists went
The umpire's launch did not follow
some time, but as the Cornellists showed
signs of stopping the launch eventu-
ally followed them down the course, while
Leanders remained at the starting
line.

The Cornellists, after rowing at a pretty
pace for a while, reduced their speed
when their stroke became little better
than a shuffle. They occupied 8 min-
utes and 40 seconds in the race.

the Argonaut Rowing Club's four and four of the London Rowing Club rowed a terrific race in the first heat for the Stewards' Challenge Cup. The Argonauts reached a stroke of 42 to the minute and the Londoners rowed at a stroke. There was never a distance of a length between them, and first beat a few feet and then the other. In the winning post the Londoners made a final effort, and the Cana-

feeling the effects of their
tremendous exertions, were beaten by about
one second. The finish was so close indeed
that it was at first thought
that the Americans had won, and re-
sults to that effect were flashed broad-
way wire, while the crowds along the
banks of the river expressed their regret
that the Londoners had been beaten.
The actual result was not known until
the official announcement. The Lon-
gime was 8 minutes 11-2 seconds,
the first heat for the silver goblets.

(cars) was won by W. Broughton
S. D. Muttleybury of the Thames
Rowing Club, beating A. J. Davis and
C. Bushe Fox of Lady Margaret's,
Cambridge.

The second heat was won by Vivian
Niekall of the London Rowing
Club, beating W. E. Crump and C. M.
Muttleybury of the New College, Oxford, Row-
ing Club, by three quarters of a length.

The third heat was won by the
second heat Sculls, which was contested by
the crews of the Leander, Concordia

A. Thompson of the Vancouver
Golf Club of Toronto, excited that
he had broken Guinness had the Berks side of
course and Thompson the Bucks.
The match, although not strong, was
favorable for Thompson. But in
ways he was unfortunate, for at
the first stroke his shell struck a pile
and he narrowly escaped being upset.
It was just at this time had a slight
change which he increased in consequence
of opponent's mishap by a couple of

Thompson, however, as soon as he recovered himself settled down again driving up on his leader, gradually until the Rectory was reached. Fawley Court the boats were at dead level, the bow of Thompson's shell being about a foot to the water. The time of the men at Fawley was 4m 16s. The boats remained even terms until Bushey Gate where the boat in which Thompson was was ahead. At the mile he led by three-quarters of a length. Thompson now

quirt done up and Guinness in the distance between them rapid-ly four lengths ahead at the Club house and still increasing range by six lengths. He covered the 9 m. la.

enders have protested their heat for the Cornells will be seen to it or not. The failure of the eight to start in the heat they were to contest with the crew was a great disappointment.

Thames' oarsmen. The Leaders, supposed to be the strongest crew in the river, and were thought to have a chance to take the cup, and consequently very heavily backed off setting.

Hiawatha Successfully Launched.
The Royal Canadian Yacht Club's new launch, Hiawatha, was successfully launched yesterday at 4 p. m.

The Dominion Bowling Association commences its season on Monday.

lay, at the R.C.Y.C.
the remainder of the week the
will call at Yonge-street at 1.
2 o'clock p.m. and ladies will
the privilege of the club at
and during the tournament.
phone has been placed in the Is-
house for the use of members.

Debs' Sentence Reduced.
July 9.—Judge Woods has
the sentence of Eugene V. Debs

year in jail to six months, and
other directors of the A.K.U.
months to three.

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