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| soo pari | <br> Four Boys Cremated Wychwood Home Is Consumed by Fire


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SEE PAGE 2
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## See Page 12 for Simpson's Complete List of Offerings for Saturday

Smartest of Linen Suits IN THE REA STORE

These Suits were in
tended for the most ex
clusive trade. When
we secured this stock
we wondered whether
there would be sufficient
demand for goods of
is clas
The prices conform
to the prevailing idea of
exclusiveness. We have
modified them.
On sale Saturday
smart Pain tailiored Linen Suitit, in tain, eky and

FOR SIMPSON ADVERTISEMENT SEE PAGE 12

## $=$ SIMPSON $=$



## BEFORE THE 24th OF MAY?

Your ready cash will be required for the holiday or trip out of town. One thing certain you want to be well dressed. Come and start a charge account and arrange
$\underset{\substack{\text { Pus } \\ \mathrm{Tss} \\ \$ 1, \$ 2, \$ 3}}{ }$
Spring sith - 5.50010 .025 .50
 Cust 0 T T Tailority 0 on Credit


D. MORRISON, 318 Queen W. $\begin{gathered}\text { Evennme } \\ \text { Oper }\end{gathered}$


 All the novelties to
Suit $\$$ Special $\$ 15.00$ Waists and Blouses, Boots and 0xfords


## Great Exercise

Wheeling is ideal exercise for the woman of the city or of the town. And if there is one thing more than another that we moderns need it is exercise. The power driven vehicles of the day, while aiding us in going from place to place quickly, are a sad drawback from the standpoint of health.
"Get Right With Nature" is the slogan every man and woman should heed. Bicycling is the ideal method of accomplishing it.
"Silver - Ribbon" Massey Bicycle
The new bicycle with all its comfort-giving qualities makes wheeling for women to-day a novel and pleasant means of obtaining .THE HYGIENIC WHEEL exercise-and health.

The Sills Handle Bars and Hygienic Cushion Frame make Wheeling on any road pleasant going.
The Hercules Coaster Brake is the latest and greatest of Coaster Brakes.


Hocouter
SILVER-RIBBON MASSEY It has no side arm - can be taken out and replaced in any bicycle in one-third of the time required by the other kind.

BICYCLES TAKING OUR ABSOLUTE GUARANTEE
$\$ 35$ TO $\$ 69$ ACCORDING TO THE EOUIPMENT

## Canada Cycle \& Motor CO., Limited

 PEERLESS MOTOR SPECIALTY CO.Store Open Evenings Until 9 o'Clock. 342 Yonge Street, Toronto

## ANNES RivE To CMMOD



friday Mornine




Toronto Driving Club 4．．．RACES ．．．． 4
To－day at Dufferin Park

343 Yonge St
WHEN YOU REQUIRE BASEBALL GOODS

## McBRIDE




One of these names in



Knox
Youmans
Stetson Peel
Christy Glyn
Fairweathen

THE EMMETT SHOE STORE


Friday and Saturday Specials

bamptelas eleating 47 King St．W．
ROSS RIFLE
$\qquad$ Mata in curad bor bion Champion miltary lomg riance arm of the world． Long range records were beaten with the Ross Rifle Long range records．were beaten with the Ross Riffe
last year at Bisley by Mr．F．W，Jones，and at Ottawa the
grand aggregate was won by Serg．Major F．R．chardson who used it． han the Ross Mark III．Write for Catalogue
$\qquad$


The Toronto World -
 $\underset{\text { toroxto the veny good. }}{ }$

There are Seven Types of Men.


A thorough practical study of the proporitions of the Human and we general types were divided

 Tall Man -Type C $\begin{gathered}\text { Concitio directionan an } \\ \text { given in inour Phyique Type }\end{gathered}$




The three illustrations shown above are among the designs
 low as it is safe to go in price.

## Semi-rrady Uailuring

ED MACK, LAMITED,

in the law courts $\stackrel{8}{8}$






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EATON'S DAILY STORE NEWS Baseball Supplies Finger Gloves 50c to $\$ 2.50$
Catchers' Deckers-Of selected oil tanned kid leather doublestitched, leather bound around edge, deep,
pocket pocket in palm, padded with hea.
and $\$ 2.50$. Others 50 cto $\$ 1.25$.

## Baseballs

## Bounder, 5

Young Canada, each,


$|$| Baseball Bats- 5 c to 85 c . |
| :--- |
| Men's Masks-Of blued steel wire, |
| $\$ 1.50, \$ 1.75$, $\$ 2.25, \$ 2.50$. |
| Boys' Mashs-Of bright wire, 25 c |
| and $\$ 1.00$. |

## Fishing Tackle

## Fishing Rods 15 c to $\$ 4.00$

 A 3-joint Japanned Lancewood Trout or Bass Rod,solid handle, with reel seat and line guides- $\$ 1.25$. Fishing Lines-5c, 10c to 65c. |Click Reels- 15 c to $\$ 1.25$


## per dozen

## Lawn Tennis Goods

## Lawn Nets- $\$ 1.65$ to $\$ 3.00$. Tennis Rackets- $\$ 1.50$ to



$$
\begin{aligned}
& \text { Tennis Balls } \$ 2.75 \text { to } \\
& \text { Tennis Duplex Tennis } \\
& \$ 4.00 \text { dozen. }
\end{aligned}
$$ inches high, per foot, 10 c .

awn Fencing- -35 inches high, per foot, $15 \mathrm{c} ; 3$-ft. gates to match 35 -inch fence, $\$ 3.50$; or 10 -ft. . Our "Daisy" Lavn Mover is a three-blade machine
 Farmogerm is a high-bred, nitrogen-gathering bacteria-
a jelly-like culture put up in bottles.

ater and sprayed on young plants, or used to moisten the seeds and the bacteria will increase rapidly, by the mil-
lions in the soil, and draw nitrogen from the air, feeding it to the growing crop and storing it for future erops. It's a wonderful fertilizer that saves you time, labor and moner, for it
costs but little and there's practically no extra work.

Try It in Your Garden-You'll moos likely have plats.
known as Legumes-use Farmogerm, H will not onty
 zen fertilizer being used.
WE HAVE IT FOR THE FOLLOWING CROPS:





## SURE CURE FOR SKIN INJURIES \& DISEASES.

and

## DO YOU WANT TO MAKE SOME MONEY?

 Invest a Few Dollars Monthly Out of Your Wages in Active Real Estate> Investors HaveTheir Eyes OnIt Our proposition is a double investment. Firstly, because the land itself is extremely desirable as a home site, and secondly, because the property is promoted by the most energetic and successful land company in Canada. If you put your money into the Nairn \& Parsons' estate and stay with the develppment that is assured by the Dovercourt Land, Building and Savings Company, you are going to make big profits just as sure as to-morrow will be to-morrow. The city has got to grow, is doing so now, and is growing right into this splendid home site. 300 families there now, church, stores and a school, and nearly a hundred new buyers in the last two weeks. It's going ahead-get in and go with it.

> Homeseekers Are Delighted With It

## Buy a Lot in the Nairn \& Parsons' Estate

## If You Want to

 Buy Right Buy Right NowThe rush for lots in this district is greater than we anticipated, and we do not feel justified in continuing to sell at these low prices. The result is that

## Prices Will Be AdvancedSoon

But until further notice the prices will be same as at first-

## \$3 to \$8 per Foot-mus simo imw

Monday, 24th
Visit the property on the Holiday. Celebrate by making a good investment. Automobile will meet you at Lansdowne Av. car terminus Saturday from 2.30 to 5 p.m, and Monday from 10 a,m. to 5 p.m.

Come with us and see the property on Saturday or on the Holiday-the 24th. At the Office we will show you Maps and Plans and give you full descriptions. Office Open Friday Evening.

## The Dovercourt Land, Building and Savings Company, Limited

 24 Adelaide Street EastUp One Flight of Stairs
A. C. JENNINGS \& COMPANY 1421 Yonge St. Phone N. 644 k. OUR ROOMING DEPARTMENT. If you have Rooms to Rent, with or without board, in thow. We will fill them for you quick-and with most desirable people.
EATON AVENUE 100 Yards East of Pape Avenue, off Danforth Ave.
 if you want a thoroughly good plot:Iots $20 \times 124, \$ 12$ a foot, $\$ 1$ down.
Man on ground each evening from 6 to 8 , and Saturdays all after-
City and Suburban Real Estate Agency, Corner Danforth and Broadview Avenues.

| KINGSTON'S FIRE CHIEF Thirof Ellisiblen-woman Attacked by | MONEY TO LOA |
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| ${ }_{\text {KINGston. }}^{\text {May }}$ (20.-(Special |  |
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| port Artstock, and Richard B. Jacques, captain of the Ottawa department. |  |
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BUYERS' DIRECTORY

# THE NEWEST, BEST AND BRIGHTEST QUARTER IN TORONTO DANFORTH AND BLOOR <br> <br> A great chance to get a really first class lot in this high and 

 <br> <br> A great chance to get a really first class lot in this high and} dry district situated on the top of the hill just off Broadview on Fairview and Dearbourne Avenues at a reasonable price. These are some of the very few lots that are within easy access of the centre of the city, 16 minutes by car.

MODEST BUILDING RESTRICTIONS
We have now 35 of these lots for sale. Water, Gas, Sewerage TWENTY-FIVE DOLLARS A FOOT FRONTAGE
This is the only price. First comers get preference of lots. We will take you over the property, which is every day increasing in value, and show you how desirable a block it is.

We have an extremely good proposition to put before you if you buy a lot and pay cash for it.

You can arrange with us the choice of a lot in this fine locality, where health reigns supreme, and yet the easiest distance from the centre of the city. You have no trouble regarding finance, and you get a house after your own fancy, detached solid brick with good wide frontage, the latest style of square plan with good elevation, hot-water heated, open plumbing, separate toilet, good bathroom ; pantry contains refrigerator; laundry tubs, mantel, boxroom, verandahs; in fact, everything solid and up to date. Think of it Your repayments are not large, $\$ 50$ and interest quarterly covers it. You can see the plans at our office and any modifications you desire can be arranged. We are closely in touch with a large firm of contractors and our arrangements with them are such as likely to give the greatest satisfaction.

City and Suburban Real Estate Agency
Cor. Danforth and Broadview Avenues. Phone North 2997

New High Price For May Wheat Liverpool Cables Are Firm Local Grin Market Unchanged-Cash Demand for Wheat is ExcelLocal Grain lent-Hogs sell at $\$ 8.00$ at Toronto.


THE HARRIS ABATTOIR CO. TORONTO

dealers in

FRESH MEATS, POULTRY AND BUTTER

AVENUE RD. HILL DISTRICT
A. C. JENNINGS \& CO.'S LIST

OFFICES : 1421 Yonge Street, Deer Park OPEN EVENINGS
We handle exclusively Avenue Rd. Hill and Northern Suburban Pro-
perty. If you are interested in this locality see or telephone us. We are perty. If you are interested in this locailings.
on the spot and know ail the good ofring




WESTERN FARMS desirable locations.

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MINING MARKETS ARE FIRM HARGRAVES SHOW STREIGTH
 City of Cobalt Has Sharp Rise But Reacts Lat $\begin{aligned} & \text { Market Closed Firm. }\end{aligned}$


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COBALTS 0



MINING INVESTMENTS
Parties interested in same should im. mediately communicate with us. Our exclusive attention is given to the mining business and we have some NORTHERN ONTARIO SILVER MINES, LTD.
36 Lawlor Bullding, Corner King and Yonge Streets, Toront
Phone Main 6259.

## Fairplay Mining Company,

Write to-day for booklet containing story of the
Gowganda and Montreal River Silver Fields, maps, prospectus, etc.
611 Traders Bank Bldg., Toronto The Cobalt market has started in to do things. The rise
BEAVRR is the precursor of big advances in other low prit
staks GORMALY, TILT \& COMPANY

## MINING CLAIMS WANTED

want one or two good properties or a good of claims In Northern Ontario, and prospeotors having same for sale should communicate at onos

Buyer Contracts and Margin Account on Cobalt Stocks Carried Loans made on aotive stooks. Corrraspondenoe soliolto SILVER CROSS MINE
Immediately adjolns the Orum- J. L. MITCHELI

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## FOR QUICK SALE



H. E. LAWSON

| Mining Engineer |
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EIK Lake, Ont. eatit minine company, LTD

PITAL. si,000,000
To orex for mimatate asilvery
ERICKSOM PERKINS \& CO.

Box 48, World







AT THE MARKET
Write us and we will tell you why,
R. COWAN $\&$ OOMPY PHOTOGRAPHS of all the
LEADING MINES
for sale and special
undertaken w. BOCART, Photographer, COḂAT FLENIING \& MARVIN Cobalt and Few Yew York Stocis
Private wire to New York. WALSH, NEILL \& COMPI


## James McCready's Samples Geo. A.Slater's Floor Stock

A $\$ 10,000$ Sale of Boots and Shoes for the Holiday-Men's, Women's, Youths', Misses', Boys' and Girls'


This week our representative went to Montreal, the shoe manufacturing centre of Canada, to pro- ${ }^{\circ}$
cure the ammunition for a record celebration cure the ammunition for a record celebration
of the "twenty-fourth", to be held on the Saturday immediately before the thinidiapy
factory clearanes, ineludin:
The Samples (five sests) of the James McCready Company The Floor Stock of the James McCready Company
We put these goods on sale S Saturday $m$
We put these foods on sale Saturday morning at 8 oclock.
 prices, Men's, Women's, Boys' and Girls' on differen
tables. Every possible facility for quick service will be

Holiday Programme in the Cloak Dep't

$\mathrm{H}^{\mathrm{ERE}}$ is our holiday programme. Read it and realize that this holds special attractions section of its area for those wevery preparing to celebrate the first holi day of Canadian summer.


| $25 \%$ off Travelling Goods Prices <br>  <br>  Suit Cases, Valises, Carry-alls, Club Bags and everything neces sary for holiday traveling, <br>  |  |  |
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Charming Lingerie at Reduced Prices A WEEK from to-day the Whitewear Department will

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| occasions |
| wow |



A Corset We Recommend S ATURDAY we will put on sale 300 more pairs of that
 We will guarantee it in every detaill, We claim it to
worth double the price we ask. Phone orders filled.


Millinery for the Woodbine
USDRES of new Hats have bean preperad for

 also prepared for our reeulur Saturday sale.
 Distribution of 3000 White Lawn


A Suit for the Holiday


Holiday Furnishings


## Choose a New Hat for the 24th


\$15.00 Lace Robes for $\$ 5.00$

Semi-Made Holiday Dresses $\$ 2.39$
50 Semi-made White LLinen French Robes, beautifully
broidered by hand, easily finished in a few hours and maroidered by hand, easily finished in a few hours and
made to tit any figure. Nothing like them made up by dressmaker at less than $\$ 15.00$. Special, $\$ 2.39$.
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    NEW POWER SECRET
    

