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Muslin Prices Saturday Are Really Come Early on Saturday, Gentlemen Ridiculous

THERE is no other word. Ridiculous literally describes the figures attached to summer muslins in the New Wash Goods Department Saturday morning.

300 pieces High-class Printed Mus-lins, Lawns and Organdles, pretty floral effects, in various colors. Regular 15c to 25c, for 8c.

75 only Real Swiss Hand Embroidered White Partly Made Robes; the skirts need joining down the back and round the waist; easily be made to fit any figure in a few hours; material and embroid-2,000 yards Pretty Striped and Fig-ured White Muslins, very pretty for children's dresses. Regular 15c, for 10c.

Summer Silks Selling at 29c Saturday

W ORTH 39c to 50c a yard right in this store! We want to emphasize the idea of morning shopping. We close at 1 p.m. Saturday.

3000 yards of Fancy Silks, for cool summer wear, splendid washing qualities, in stripes, checks and broken plaids, in navys, browns, sky, pink, reseda, Copenhagen, Alice, tan, mauve, black and white, combinations in all the various size checks and different widths, in stripes, 20 and 23 inches wide; guaranteed first choice qualities. Regular selling price 39c and 50c yard. On sale Saturday, 29c.

Black French Voiles Saturday Morning 57c

First choice qualities, fast unfading dyes, a nice crisp finish quality, medium and fine mesh weaves, finished and dyed by best finishers in Europe; every yard guaranteed to give perfect satisfaction. This is an ideal fabric for house, street and reception wear, 42-44 inches wide. Saturday, per yard, 57c.

Women's Summer Neckwear

Women's Wash Neckwear Saturday morning less than | Close half price.

(No phone or mail orders filled.)
600 dozen of Women's Wash Neckwear, all this season's styles, in Valenciennes lace stocks, hunting stocks, "Dutch collars," tailored lawn stock, with Valenciennes lace, embroidered Swiss stocks. Regular 25c, 35c and 50c. Saturday morning 10c.
"Gretchen" Collars, with jabot, trimmed with Valenciennes or Cluny lace and insertion. Regular 50c each. Saturday 25c.

Swiss Embroidered Skirtings and All-Over

93 pieces of Swiss and Cambric All-over Embroideries, in small, neat patterns, in stripe effects, all white. Regular \$1.00 and \$1.25 yard. Saturday morning, 59c yard.

(No phone or mail orders filled.)

50 pieces of Embroidered Swiss Skirtings, 44 inches wide, scalloped edges, beautiful openwork patterns, in eyelet, guipure and floral designs, in 2, 2 1-2, 4 1-2 and 6 3-4 yard lengths. Regular price \$1.25, \$1.00 yard.

\$1.25 to \$3 Parasols for 95c

150 Summer Parasols, large assortment neat and fancy patterns and stripes; a variety of light summer shades; all this season's designs, including white Japanese silk, also white embroidered; pretty stylish handles; odd lines to clear. Regular values \$1.25 to \$3.00. Saturday rush price 95c.

3,000 Fountain Pens at 75c

THERE is little excuse for paying monopolistic prices for a Fountain Pen at this date. The old patent has run out-you pay simply for the pen-nothing for monopoly—when you buy one of these at 75c. If you were to add patent rights you'd pay \$1.25 to \$3.50 for the very same pens. Various styles.

500 only. These pens are guaranteed 14 karat solid iridium pointed pens. These are made by one of the best makers of fountain pens. You take no risk in buying these pens. If not satisfactory, money refunded. They range in value from \$1.25 to \$3.50. On Saturday all one price, 75c each. (On sale New Stationery Department.).

Summer Holiday Reading

Best Value for the Money Published. Original Editions in Cloth, \$1.10 and \$1.25.

Special Editions of Paper Bound Copyrights, 22c Each, 5sfor \$1.

"Harry Lauder's Tales" (special) by the famous Scotch comedian, Lauder; "The Red Year," by Louis Tracy; "The Man on the Box," by H. MacGrath; "In the Bishop's Carriage," by M. Michelson; "The Captain of the Kansas," by Tracy; "The King of Diamonds," by Louis Tracy; "The Blazed Trail," by S. E. Whites "The Great Mogul," by Louis Tracy; "The Shent Places," by S. E. White; "Kari "The Great Mogul," by Louis Tracy; "The Shent Places," by S. E. White; "Kari "The Wings of the Morning," by L. Tracy; "The Pillar of Light," by Louis Tracy; "The Unispeakable Scott," by Crosland; "Lovely Woman," by Crosland; "John of Gerisan," by Oxenham; "The Countess of Maybury," by Maxwell; "Beatrice of Venice," by Max Pemberton; "David Baring," by Joseph Hocking; "The Women of Babylon," by Joseph Hocking; "The Garden of Lies," by Oppenheim; "The Heart of a Child," by Frank Danby, "The City," by author of "John Johns"; he "The Devil in London," by Geo. R. Sims.

(On sale New Book Department.)

The Housefurnishing Club is Open for July

Do you want Housefurnishings?

order by mail.

- --- Carpets
- -Rugs -Linoleums
- -Curtains
- -Awnings
- -Furniture -Pictures
- -Silverware

Join the Housefurnishing Club-it costs nothing extra, and you have the convenience of time payments. Club Secretary's Office, Ground Floor, James St. Join at once. Privileges good till the end of July. The most liberal offer ever made by a reputable store. Send for our Housefurnishing Club catalogue if you live out of town. You may join the club and

relax our year round custom

in favor of the woods and

stroke of 8 every business

day. Saturday being only

half a day, we would suggest

that you come downtown in

the cool beginning of the

morning and make the most

less hurried and far better

provided if you SHOP

Bathing Towels 49c

320 pairs Large, Heavy Turkish Bat

Towels, white or striped; some of the

ends, full close pile, firm weave; ir

finishes from the softest to the roughest. Very special sale price, per pair

Baby Carriers

Leatherette Folders, steel frames

English Go-Carts, some with hood

others parasols, rubber tires, \$33.00 and

Saturday Groceries

2,000 lbs. Fresh Creamery Butter

Toasted Corn Flakes, 3 packages 25

Walter Baker's Cocoa, 1-2-lb. tin 22c.

Burlington Brand Pork and Beans, in Chili Sauce, large tin, 3 tins 25c.

Redpath's Loaf Sugar, 4 lbs. 25c.

Choice Red Salmon, Cock o' the North Brand, per tin 15c.

Maconochie's Pickles, mixed and wal

Shirriff's Marmalade, 2-lb. jar 25c.

Kkovah Custard Powder, 3 packages

Imported Lime Juice, pint bottle 25c.

Finest Manzanilla Olives, 20 oz. bot-

300 lbs. Fresh Peel Cake, regular 20c,

Telephone direct to Department.

Saturday morning, 49c.

and \$8.00, Saturday \$5.95.

\$26.50, Saturday \$19.50.

EARLY.



Some Pressing Invitations to Visit the Cloak Department EARLY Saturday effects are just what everybody is wearing this summer. Simpson's Saturday morning activity will centre at the

Cloak Department. Come early!

LADIES' WASH SUITS.

to the buying public on the with black, novelty buttons, flare gore skirts. Regular price \$10.95. Special LADIES' MOTORING OR DUST COATS.

Ladles' Motoring Coats, of fine qual-

ity English rep, in medium tan shade, made full length; skirt is cut very full, trimmed with self strappings, finished with pearl buttons. Saturday \$4.95. LADIES' SEPARATE SKIRTS

LADIES' SUMMER DRESSES, 98c | ular \$6.00 to \$10.00. Lengths mostly 39, 40 and 41. Saturday \$3.96.

Saturday is a half day in this store during July and August. 5.30 is our usual closing time, but during the two mid-summer months we

400 Ladies' Summer Dresses of printed percale and muslins, spots and check effects, navy prints with polka dots, and some in all white, two-plece style; Swiss embroidery insertion, Val. lace or fold of self; some have launone-plece style, trimmed with self received and summer presses of printed percale, in hairline stripe effects, proposed in purple of self. Saturday 98c.

(No phone or mail orders filled.)

1 ADIES' DRESSES, 65c.

Girls' Summer Dresses, of fine printed percale, in hairline stripe effects, proposed in purple of self. Saturday 98c.

(No phone or mail orders filled.)

1 ADIES' WASH SUITS.

(No phone or mail orders.) waters. We open our doors fitted backs, collar and cuffs trimmed fitted backs.

and cuffs, fast colors for washing, black morning \$3.59. and white, navy, sky, mauve, brown and greens. These waists are perfect in finish and fit. Regular \$1.50. Satur-

\$4.00 NET WAISTS, \$1.98.

1,000 Imported Waists of coarse fis net, ecru or white, made in cool, dressy of the hours before noon.

Then if you have planned an excursion in the afternoon vou will find yourself far large have indeed and colors are black poplinette, navy French Venetians, grey checked in the styles. Some is a tucked model, with styles. One is a tucked model in the styles. One is a tucked model in the styles. One is a tucked model in the sty

Half-Price on Women's Summer Underwear To-Morrow

BETTER values have not been offered this season. The goods are perfect in every detail, and are nice and fresh. We will mark them Half Price for a brisk Saturday morning shopping. So be here at 8 o'clock. Phone orders white towels are spoke hemstitched direct to department.

> sizes 32 to 44 bust measure; regular price 75c. Saturday reduced to 33c.

Ladies' Summer Vests, Merode Brand, fine white ribbed cotton or lisle WHITEWEAR SPECIALS FOR SATthread, low neck, with short or no sleeves, finished with silk beading and silk ribbons, sizes 32 to 44 bust mea-\$10.00 and \$11.50, Saturday, \$6.95; \$7.50 sure; regular price 90c. Saturday re-

> Ladies' Summer Vests, fine ribbed 55c. white cotton, low neck, with no sleeves; one style has shaped body; the other has narrow strap over shoulder, finished with beading and ribbon, sizes for 32 to 38 bust measure; regu- and silk ribbon, peplin skirt, sizes 34

\$2.00 C. B. A LA SPIRITE CORSETS,

Ladies' Summer Vests, Merode hips and back, medium bust with m Brand, fine ribbed cotton, cream color, dium hips, or low bust with long hips high neck, with long or short sleeves, and back, filled with fine all rustproof and low neck with short or no sleeves, steels, wide side steels, four strong finished with silk beading and ribbon, plain elastic garters, trimmed with lace and ribbon, sizes 18 to 30 inches; regular value \$2.00 a pair. Saturday, a

> URDAY SHOPPERS. Gowns, fine cotton, slip-over style,

neck and sleeves trimmed with wide frill of fine Val. lace, lengths 56, 58, 60 inches; regular value 83c, Saturday

Underskirts, fine cotton, deep flounce 300 only pairs Ladies' High-grade deep frill of fine embroidery, dust frill, Corsets, C. B. a la Spirite medel, fine I lengths 38 to 44 inches; regular value white batiste, high bust, with long \$1.25. Saturday 95c.

been reduced from very much higher prices. Small black hats and large black hats will be represented, along with the best colors and white. Worth up to \$7.00 each. Saturday, \$2.85.

MORE MUSKOKA HATS AT 15e.

200 Undressed Leghorn Hats, that are just the thing for Muskoka. Regular 50c. Saturday 15e.

SATURDAY is get-away day. We close at 1 p.m. Takes us all our time to serve at 1 p.m. Takes us all our time to serve everybody and catch the 2 o'clock boat, too, Come early. Come to the Men's store for whatever you want to wear on a Summer holi. day. We have everything-two-piece suits, neglige shirts, straw hats, was h ties, light underwear, canoeing jerseys, coat sweaters-everything you want. We particularize for 8 o'clock:

and English tweeds and tropical weight homespuns; a full assortment of the newest weaves and patterns; sack model; some lined throughout with fine alpaca. Regularly \$12.50 to \$16.00. On sale Saturday morning

\$1.50 to \$2.50. Saturday morning, 98e.

Men's White Duck Pants, in extra
quality heavy duck, made, with belt
keepers and roll bottoms. Extra special, \$1.00.

Another 2,000 Shirts at \$1.00 and Then We Are Done

W E TOOK a contract to sell 10,000 D ollar Shirts in a month. We began small. We planned to sell 100 the first day and 1500 the first week. We figured that every day would show an increase, and at a liberal estimate we set this increase at 100 per cent. The

very first day we exceeded our own figures by 400 per cent. In the four weeks just coming to a close we have distributed more dollar shirts than we have ever done in the same length of time before. Practically we have held to

our schedule except for holiday week and the Saturday OOK over this summery little list of dresses, skirts and afternoons. We overlooked those considerations in making waists. It's holiday time, and these simple styles and our programme. But we are well satisfied. We have made hundreds of new friends.

Saturday morning you may choose from over 2000 shirts, 100 patterns, three colorings, half sizes, 14 to 18.

At one dollar per shirt.

100 Suits of Men's Imported Two-piece Bathing Suits, no sleeves, low neck, navy trimmed with red, 34 to 42; jamas, in Madras, stripes, figures, etc. regular \$2.00. Saturday \$1.79 suit.

MEN'S OUTING SHIRTS, BATHINC ing Shirts, with self stripes, reversible collar and pockets, greatly used for tennis, bowling, etc., 14 to 18. Special

egular \$2.00. Saturday \$1.79 suit. trimmed with frogs; sizes 34 to 500 Men's White Cellular (net) Out-regular \$2.00. Saturday \$1.48 suit.

Hats for Saturday

18 only Men's Silk Hats, extra fine 300 Shirt Waists of fine imported quality. American and English makes, shirtings and zephyrs, made in neat tailored design, with laundered collar stock, factor and \$7.50 lines. Saturday morning \$1.29.

18 only Men's Silk Hats, extra fine quality. American and English makes, or sensit braids; regular \$1.50 and \$2.00. Saturday morning \$1.29.

Fancy Silk Hat Bands, splendid asserting the colors and natterns: regular \$1.50 and \$2.00.

Men's Fine American Make Straw sortment of colors and patterns; regu-lar 25c and 35c. Saturday morning 19c.

Last of 5,000 Pairs Underpriced Socks Go To-morrow

S UMMER Saturdays up the Humber—at the Island - on the Grand Stand - on the Boat - there's where you'll have a chance to see these Summer Socks. We have about 800 pairs left for Saturday morning. Half-priced exactly, for they should be 50c, and they will sell at 25c.

On sale Saturday morning, pair,

(Hosiery Dept., New Store.)

LONG SUEDE KID GLOVES, 39c.

Sizes 5 1-2, 5 3-4 and 6 only.

Women's Long Suede Undressed

Men's Finest Imported Liste regular stock, black and white only, Thread Socks, all the up-to-date styles, colors and patterns, in silk embroideries, fancy stripes, checks and spots. all sizes; regular 50c. Cannot fill phone or mail orders. LONG LISLE GLOVES

Women's Long Lisle Thread Gloves, black, white, tan, grey, mousquetaire opening at wrist, dome fasteners, elbow length, all sizes. Special Saturday morning, French Kid Gloves, left-overs from | pair, 35c.

Footwear "Specials" Saturday Morning Early

W E close Saturday at 1 o'clock. Come early for these underpriced Boots and Shoes. There are more than underpriced Boots and Shoes. There are more than one pair that will suit you and fit you, but the more there are the surer you are of being quickly satisfied. So come

Corset Covers, fine nainsook, wide insertions and frills of fine Val. lace, embro'dery insertions, lace beading and silk ribbon, peplin skirt, sizes 34 and silk ribbon, peplin skirt, sizes 34 Saturday \$1.49.

30 pairs Boys' Oxfords, made from Calf Boots, Blucher well, world on sale Saturday \$1.99.

On sale Saturday \$1.99.

600 pairs of Men's American and Canadian made Boots and Oxfords, made from Calf Boots, Blucher well, world on sale Saturday \$1.99. Ladies' Summer Vests, fine ribbed lisle thread, low neck, with no sleeves, beading and ribbon finished, sizes 32 to 38 bust measure; regular price 35c. Saturday reduced to 18c.

Saturday 18c.

Drawers, fine cotton, wide fine embroidery insertion and deep frill of fine along-wearing boot, sizes 1 to 5. Exproved transport of the strength of the stren TAX ON

TENNIS AND CANOE SHOES Some prices for Saturday morning. Come at 8 a.m.

700 pairs of Tennis or Outing Shoes, made from navy blue duck, Blucher cut, black rubber soles, with heavy corrugation. All sizes. Every pair absolutely perfect, brand new, perfect stock. Special Saturday: Mon's, 59e; Women's, 53e; Boys', 53e; Misses', 43e; Girls', 43e; Children's, 39e; Infants', 39e.

Trimmed Hats at \$2.85 Each 200 pairs of Black Duck Lacrosse Boots, packed in boxes, Blucher, black rubber soles with heavy corrugation. All sizes. Special Saturday: Men's, 8961 Boys'. 796; Youths', 696.

200 pairs of Black Duck Lacrosse Boots, packed in boxes, Blucher, black rubber soles with heavy corrugation. All sizes. Special Saturday: Men's, 8961 Boys'. 796; Youths', 696.

200 pairs of Black Duck Lacrosse Boots, packed in boxes, Blucher, black rubber soles with heavy corrugation. All sizes. Special Saturday: Men's, 8961 Boys'. 7961 Boy

Same make, in Oxford: Men's, 99e; Boys', 89e; Women's, 89e. 200 pairs of White Duck Tennis Boots, black rubber soles, leather insoles sizes. Special Saturday. Men's, 1994; Boys', 1994; Women's, 1994. Same make in Oxford: Men's, 794; Boys', 1994; Women's, 1994.

48 pairs Women's Canvas Bathing Shoes. Saturday 35e. (Telephone orders promptly filled.)

NOTE.—We have made special reductions on Women's White Canvas Shoe for Saturday's selling.