

H. H. FUDGER, President. J. WOOD, Manager.

THE ROBERT SIMPSON COMPANY, LIMITED

PROBABILITIES Southwest winds; fair and very warm at first; showers or thunderstorms by night.

THE ROBERT SIMPSON COMPANY, LIMITED

FRIDAY, JULY 9th.

Muslin Prices Saturday Are Really Ridiculous

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

Summer Silks Selling at 29c Saturday

WORTH 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.

Black French Voiles Saturday Morning 57c

Regular value for 75c and 85c. First choice qualities, fast unfasting 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.

Women's Summer Neckwear

Women's Wash Neckwear Saturday morning less than 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.

Swiss Embroidered Skirtings and All-Over

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

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, 50c for \$1. "Harry Lauder's Tales" by the famous Scotch comedian, Lauder.

The Housefurnishing Club is Open for July

Do you want Housefurnishings? Carpets, Rugs, Linoleums, Curtains, Drapery, Awnings, Furniture, Pictures, Silverware. Join the Housefurnishing Club—it costs nothing extra, and you have the convenience of time payments.

Come Early on Saturday, Gentlemen



SATURDAY is get-away day. We close 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 holiday. We have everything—two-piece suits, negligee shirts, straw hats, wash ties, light underwear, canoeing jerseys, coat sweaters—everything you want.

177 only Men's Two-piece and Three-piece Summer Suits, Scotch and English tweeds and tropical weight homespun; a full assortment of the newest weaves and patterns; sack model; some lined throughout with fine alpaca. Regularly \$12.50 to \$18.00. On sale Saturday morning \$8.95.

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

WE TOOK a contract to sell 10,000 Dollar 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 afternoons. We overlooked those considerations in making 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.

Men's Outing Shirts, Bathing Suits, PJAMAS.

100 Suits of Men's Imported Two-piece Bathing Suits, no sleeves, low neck, navy trimmed with red, \$4 to \$4; regular \$2.00. Saturday \$1.79 suit.

Hats for Saturday

18 only Men's Silk Hats, extra fine quality, American and English makes, latest shapes, a clearing of regular \$5.00, \$6.00 and \$7.50 lines. Saturday morning \$3.50.

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

SUMMER 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.

Footwear "Specials" Saturday Morning Early

WE close Saturday at 1 o'clock. Come early for these 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 early.

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: Men's, \$2.00; Women's, \$1.50.

200 Trimmed Hats at \$2.85 Each

Most of these Hats have just been trimmed up, but many of them have been reduced from very high 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.

We Close 1 P.M. Saturday

Some Pressing Invitations to Visit the Cloak Department EARLY

LOOK over this summery little list of dresses, skirts and waists. It's holiday time, and these simple styles and effects are just what everybody is wearing this summer. Simpson's Saturday morning activity will centre at the Cloak Department. Come early!

LADIES' SUMMER DRESSES, 98c

400 Ladies' Summer Dresses of printed percale and muslins, spots and check effects, navy prints with polka dots, and some in all white, two-piece style; Swiss embroidery insertion, Val. lace or fold of self; some have laundered collars. Regular \$2.50. Saturday 98c.

LADIES' WASH SUITS

Ladies' Wash Suits, of fine linen, in beautiful shades of mauve, pink, blue and green, tailored, long coats, semi-fitted backs, collar and cuffs trimmed with black, novelty buttons, flare gore skirts. Regular price \$10.95. Special Saturday only \$8.95.

LADIES' MOTORING OR DUST COATS

Ladies' Motoring Coats, of fine quality English repp, 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

Great variety of pleated, flare gore or combination of pleated and gored styles, and trimmed with self or taffeta folds or stoppings and buttons; made in all colors are black poplinette, navy French Venetians, grey checked tweeds, navy and brown serges. Regular \$4.00 value. Saturday \$1.98.

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 direct to department.

LADIES' SUMMER VESTS, MERODE BRAND

Ladies' Summer Vests, Merode Brand, fine ribbed cotton, cream color, high neck, with long or short sleeves, and low neck, with short or no sleeves, finished with silk beading and ribbon, sizes 32 to 44 bust measure; regular price 75c. Saturday reduced to 35c.

LADIES' SUMMER VESTS, MERODE BRAND

Ladies' Summer Vests, Merode Brand, fine white ribbed cotton or lisle thread, low neck, with short or no sleeves, finished with silk beading and silk ribbons, sizes 32 to 44 bust measure; regular price 90c. Saturday reduced to 45c.

200 C. B. A. LA SPINITE CORSETS, SATURDAY MORNING \$1.25

200 only pairs Ladies' High-grade Corsets, C. B. A. La Spinite model, fine white batiste, high bust, with long

MORE MUSKOKA HATS AT 15c

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

WHITENEAR SPECIALS FOR SATURDAY SHOPPERS

Gowns, net cotton, slip-over style, neck and sleeves trimmed with wide frill of fine Val. lace, lengths 56, 58, 60 inches; regular value \$32. Saturday 55c.

30 pairs Boys' Oxfords, made from Dongola kid leather

30 pairs Boys' Oxfords, made from Dongola kid leather, Blucher, Good-year welted soles, all sizes; regular \$2.49, Saturday \$1.49.

200 pairs of Black Duck Lacrosse Boots

200 pairs of Black Duck Lacrosse Boots, packed in boxes, Blucher, black rubber soles with heavy corrugation. All sizes. Special Saturday: Men's, \$2.00; Women's, \$1.50.

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

Company On That Situation... Strikers Pl... BAY... The usual... obtained... this mo... men were... work under... of the m... the gate o... account b... to go... attempt... than o... morning... have a full c... The U.M.W. ex... Nova Scotia... in the ever... Dom... strike will... Mines co... a new featur... Ther... for a f... which... and control... Last we...-president of... visited in... another org... They ret... report...-ness. T... notice... half of the m... about 40... work, and... E.W.A. are wor... Disturbances... occurred... days at Glouce... the Inverness c... and of the othe... There... Hood, 16... The cause of the... the II... Everything is... day as far as... a hundred... the distan... other side... need for dic... into... complete arrang... regarding the... of the... officials were in... to-day, 3... have been... Gen... Halifax... All the avail... have the small... and the... rifles co... ment and se... to-day, 3... have all found... The Coal Cor... interests... protected by... no matter... his command... of the... and... between the... cases warm... They have... made. One p... violence took p... some stopped... through... a company's... woman, but lat... a man... of the... was found... a town... on this... need a warrant... interfering... Soldiers an... Good feeling... were all... from the strike... of the... figures furnis... party was in... Of this... Dominion N... yesterday wa... back heads... Cont... TAX ON... Measure to A... altered... A well found... for some... Government... new tax on co... operating pub... And it has o... company... enterprises; th... have in... state... likely equal... possible will... the indi... season will c... along the line... Special... financial... augmented rev... will be... local authorit... of corpo... New York... transfers... the governme... comizant... Perhaps, too... and Munitip... ment used

FUJI MICRO SAFETY