

## Saturday.




# SATURDAY MORNING 

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#  STARTS MONDAY, JULY 4th 

Here's the plain simple statement without a superlative-yet full to overflowing 1 with tidings of the good value giving. The July Sale has grown to such an extent, involving quantities of merchandise of tremendous proportions -a growth that has been steady and sure---a growth that has evoked for this sale provision involving months of energetic preparations, preparations in anticipation of a month of much greater business activity than a year ago, which holds the record for Big July Sale Selling; all the more noteworthy for the road to such an accomplishment was fraught with
diffurties-cost of labor has increased, prices for material are higher, etc. Neverth less here are prices as low-even lower in some cases than a year ago, the result of three things: Ready cash, quantity orders and particularly our manner of pricing. We're taking VERY small profit, as we utilized to every advantage our ready-cash buying, and we ordered far enough ahead to make it to the manufacturer's interests t fill the orders, thereby utilizing every possible minute otherwise idle. The first day hold many very exceptional offers.


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## Bath Towels

 Italian Silk RugsBedroom Towels

| Bedroom Towels in Bundles $\qquad$ plain hem，some plain hucka some with damask pattorn inters d；all good，full sizes： <br>  |
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## Motor Scarves

Black and Navy
Blouses（Silk）
at $\$ 3.00$

Unlaundered Handkerchiefs


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## SATURDAY MORNINC

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Two 12 o'Clock Specials On Tuesday, the 5th



The Cosgrave Brewery Comp'y of Toronto, Limited




# Choose Your Lot To-Day 

of initiative to reach out and take hold when it comes along

## This is Your Chance to Own a Home

independence, ease the foolishness of paying rent and will start right now and turn your renting

You Can Buy a House and Lot as Easily as Rent One

When we say "as easily," we, of course, mean with the same amount o noney. There is some work to be done. For example, you would do well to pro and the building of a small cottage should be done by yourself in the evenings and

## PARSONS ESTATE

and see the houses in all stages of completion from the very beginning to those that Ali lots have good soil. There are many good gardens in the PARSOES ESTATE, and everyone is thrifty, prosperous and well pleased with their purchase

Make a Holiday Trip to $\begin{gathered}\text { Take a a Landoonne A Aenue } \\ \text { Cart }\end{gathered}$ the Parsons Estate To-day go east to Dufferin Street and up Dufferin to the property, where you will see our sign and our office. Motor Cars Will Meet You from 10 a.m. until 4 p.m them to getting off the Lansdowne Avenue Cars at Davenport Road, and take解

Do not hesitate to bring your wife along, and wives need not hesitate to
urge their husbands to come. Buying a home even on such easy terms is an im-
portant matter.
Lots: $\$ 4$ to $\$ 12$ per foot. Terms: $\$ 10$ Down. $\$ 5$ Monthly
Dovercourt Land, Building \& Savings Co. 24 Adelaide St. E Tel. Main 7280

| ANERICAHS TOLD LAST <br> year not to pay tax | LANO OF THE HEATHER |  |
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| y From Washington Rather Variance With Previous Denial of Report. | MacKay Among the Two Thousand Who Will Make Trip. |  |
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Public To-morrow.
 CITY OF TORONTO
 The Muniolpal Taxes of the Clity of Toronto for the year 1910 are due and payable as above, under city
By-laws Nos. 5456 and 5457 and certain local improve-y-laws Nos.
ment hy-laws.


## THE GITY TREASURER'S OFFICE

## City Hall Bullding, queen Street

But any ratepayer, by taking his or her tax bill, may (If. more oonveniint) pay the same at the following branoh offices on the days named:
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## EGLINTON PARK ESTATE

Did you go out to view this property yesterday, as I advised you? If so, I shall no doubt see you at my office this morning to close your purchase. I shall be on the ground all this afternoon, and my automobile will meet prospective buyers at the corner of Eglinton Avenue and Yonge Street, or elsewhere by previous appointment.

## My Prices Are Low, My Terms Are Easy,

and the Estate itself is a LITTLE GEM. To-day's sale will probably wipe off most of the lots still unsold, and you must not fail to be on hand to make your choice.

Prices from $\$ 8$ to $\$ 12$ per Foot, on the Easiest of Terms.

## GEO. WEAVER, Real Estate

Dominion Exchange Building,

14 King Street East, Toronto

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## GLENHOLME

This property, situated opposite Oakwood Park and north of St. Clair Ave. one of the most select suburban residential locations in the city, is about to be divided into building lotts. Early application for choice position should be made.
REAL ESTATE WAKEFIELD



## New York Stock Market Gives Better Account of Itsel

| Consult us with regard to your investments, We have the facilities for assisting in selecting the security most suitable for your individual requirements Our Quarterly list of <br> BOND OFFERINGS July 1at, 1910 <br> Is compiled and ready for distribution. Copy sent on request. <br> GOVERNMENT AND MUNICIPAL BONDS To yield 4\% to $5 \%$ <br> RAILROAD BONDS <br> To जrild $5 \%$ to $6 \%$ <br> CORPORATION AND PUBLLC UTILTTY BONDS <br> To yield $43 \%$ to $6 \%$ <br> PROVEN INDUSTRIAL BONDS <br> To yield $5 \% \%$ to $6 \%$ <br> The legality has been approved on all isszes. Copy of our Solicitor's opinion furnished to prospsctive purchasers. <br> Dominion Securities CORPORATION-LIMITED TOROMTO. MOHTREAL. LOMDON.ENG. |
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Wall Street in Nervous State What

TRUSTS AND GUARANTEE COMPANY,





THE CANADIAN BANK OF COMMERCE
TRAVELLERS' CHEQUES


SAFETY DEPOSIT VAULTS


PLAYEAIR. MARTENS Q CO'Y



## FOR SALE



##  Limited,

 Erickson Perkins - \& MO.
 Orders Executed in all Marken Two Private wires to New
14 Kork and Chicago.
ST. W., TORONTO Maule \& MicMurrich
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A. E. AMES \& CO., Ltd. Investimert bankers


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## FALL FAIRS



FLEMING \& MARVIN Cobalt and Now York Stooks

| Gormaly, Tilt \& Co. 32 - 34 ADELADEE ST. E. Cobalt and Unillatod securitios <br>  |
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| DON'T DELAY |
| Write to-day for Free Particulars about the Great Mineral Discovery near Hamilton. W. H. HILSON, |
| W. T. OHAMBERS \& SON COBALTT STOOKS 23 collorne st |
| BARKER \& BARKER Momberinima STOOKK <br>  <br>  |
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## PHOTOGRAPHS <br> LEADING MINES <br> Tents and Awnings <br> Flags, Sails, Horse and wagon Covers, Guns and Ammunltion, Prospectors THE D. PIKE CO., Manufatururers SMILEY, STANLEY \& McOAUSLAND

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 PORCUPINE LEGAL CARDS.

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## CONVERSION OF SECURITIES



## zio TITMMPS(O)N Compry Main 7841 <br> We Want to Sell 6,000 Shirts at $\$ 1.00$ Per Shirt <br> How Long Will II Take Us to Do It?

ribe SIIMIPSON
0

I AST year we undertook to sell 10,000 of these Shirts in one month. This time we only have 6,000 them and we ought to do it in two weeks. "Are you on
Six thousand Shirts in twelve days-that means an average of 500 Shirts a day of just' one line. But it's a good line-it comprises better Shirts for a dollar than just ordinary Dollar Shirts Men pay $\$ 1.25$ and in some cases $\$ 1.50$ for the same patterns and qualities all over Canada. We bought a great big lot of them at the quantity discount and can sell them at a dollar. We've sold nearly half of them

In the Wanless Store





Special Black Dress and Suiting Fabrics to be Cleared Out in One Day's Selling tetoo yards. Baatiftull Black Dress Goods. This



 New yoak surives.




Smart Silks for Real Summer Wear








Women's White Canvas Summer Shoes


 and
 already without advertising. Now here goes into a quick turnover of the balance.

Do you want some Summer Shirts ? We have about 50 patterns.
Solt white negligees, also
Plain or pleated.
Small laundered cuffs attached.
Plain white, plain blue, green, mauve and tan
Stripes of all degrees, polka dots and small figured patterns.
Your choice

## Youn <br> Carpet Dept. Announcement

$W^{\mathrm{E}}$ are sure many people will be interested to learn that during
Owing offer :-
ALL CRPET, OLIOTHS AND LINOLEUMS BOUGHT IN THIS STORE
DURING JULY WLLL BE MADE, LAID AND LINED FREE OF, CHARGE

$$
\begin{aligned}
& \text { These Underpriced Carpets for Monday included in above offer : } \\
& 1,250 \text { yards Axminster Carpet, In a good , halis and stars: } 25 \text {. }
\end{aligned}
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Special Sale of Russian Down Cushion Forms Monday vel son chion Form: $\qquad$ 1.24

## One-Half Priced Silverware

$\mathrm{C}^{\text {LEARING up the stock affer the heavy selling of Jone, the month of bride. Perthpe }}$ C there ere some July brides to whom some of theee Chandsome pieces of silvere Tear win fail
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## Sale of Hot Weather Dresses  <br> 




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## THE JULY SALE OF LINENS

## A Feature of our Mid-summer Plans of Special Importance for Housekeepers

 decided to hold a July Sale of Linens several months ago and prepared accordingly. Monday we commence. Housekeepers please take notice.
. 500 YARDS CRASH ROLLER Tow. it, inches wide all pure linen border-
 St.25 BLEACHED DoUbLE DAMASK Everythere linine ine so the best

 PURE LINE ITRISH BROWN HOL-




Ioo PAIRS PILLOW CATASES AT 200







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Mid-Summer Muslins Monday Hintetest of chappess, is ounitity judge wb selling Muslin's wonderfully cheap this summer
Monday, for example:










