## Friday Bargains In The Midsummer Sale At Sale of Summer Dresses \$4.95 Simpson's Store 300 Business Suits for Men Dresses of white crepe, voiles, ratines, heautifully trimmed with

Dresses, of white crepe, voiles, ratines, beautifully trimmed with laces, insertions and Swiss embroideries. Values \$7.50, \$9.50 and 

BALMACAAN COATS, FRIDAY, \$3.95.

A range of wool tweeds, in light and dark mixtures and small checks, smart styles with full ripple back, patch pockets and adjustable collars. An ideal coat for beach, summer resort or general wear. Friday bargain ...... 3.95

CREPE DE CHINE AND MESSALINE DRESSES. in several styles; a limited quantity only. Copenhagen, tan, brown, black and navy. Friday bargain ...... 5.45

GIRLS' COATS, \$1.98. Of mixed tweeds, shepherd's checks and cheviot serges, in navy and scarlet; several styles; ages 6 to 12 years. Formerly \$4.00 to

WASH SKIRTS, 98c. Striped linens, cordelines and reps, some button down front; easily washed and laundered. Friday bargain ....................98

(Third Floor)

Women's Gloves

(Main Floor.)

broideries

Cambric Corset Cover Embroideries, 17-inch, with beading, neat open work patterns; splendid wearing qualities of cloth. Friday bargain,

Cambric Embroideries, new ship-

Remnants—A clean-up of the em-broidery and wash lace section, edgings, insertions, beadings, flounc-ings; all widths and all kinds, from

1 yard to 5 yards to each length. Friday bargain, all prices less than

(Main Floor.)

Hand Bags \$1.49

Morocco Grain, Long Grain and Crepe Grain Leather Hand Bags, this

season's style in the new long shape, with metal mount, side strap or

pannier handle, fitted with hang-ing mirror and change purse. Col-

ors black, tan and navy. Special

German Silver Coin and Vanity Case, in long shape; will hold coins, bills, mirror, powder puff and mem-

orandum tablet; in polished silver and French gray finish. Special

(Main Floor.)

Washable Fabrics

36-inch White Indian Chief Suiting, a round, even thread, and firm bleach. Regularly 15c. Friday bar-

40-inch Ratine Striped Crepe, in white only; much wanted fabrics. Half-price Friday bargain ..... 25

(Second Floor.)

Smallware Items on Main Floor Black and White Featherbone, Regularly 12c yard. Box 1.25

Buttonhole Tape, fine cambric, 121/2e and 15c yard.

Dome Fastener Tape, black and white. Regularly 15c yard. 2 yards ..... ...... ..... ...... ...... .25

Belting, black and white, 2 and 21/2 inch. Regularly

8c and 10c yard. 2 yards ...... 10

Stickerei Tape for trimming children's dresses, slightly soiled. Regularly 10c, 12 1/2c and 15c bolt. Per bolt ... 5 Dome Fasteners, all sizes, black and white. Regularly 3

dozen 5c. 9 dozen .....1

Black and White Elastic, %-inch wide. 2 yards ... .10

Garment Protectors. Regularly 35c each, for ..... 23

Satin Pad Hose Supporters, four straps. Regularly 35c

pair, for ..... 23

Big Bargains in Boots and Shoes

Men's \$4.00 and \$4.50 Button and Laced Boots, \$2.85. Over 1,500 pairs, made on the newest lasts, with wide, medium or narrow toes, and medium or low heels; every pair has Goodyear welted soles. There are gunmetal, tan calf, patent colt, dongola kid and velours calf leathers, and selections are supported to the selection of the s

Sizes 51/2 to 11. Regularly \$4.00 and \$4.50. Friday ..... 2.85 Pumps and Oxfords, sizes 3, 3½ and 4 only, 95c. A splendid variety of low shoes, in all the popular styles and leathers; Goodyear welted; flexible McKay and hand-turned soles; high, medium and low heels. Sizes 3, 3½ and 4 only. Regularly \$2.00, \$2.50 and \$3.00. Friday .....95

Low Shoes for Women, \$1.95. Dainty pumps, Blucher Oxfords and 5, 6 and 7-button Oxfords; made on stylish and comfortable lasts; tan Russia calf, gunmetal and patent colt leathers; also black satin, black suede and fine white canvas; medium and light-weight soles; all kinds of heels. These shoes sell regularly for \$3.00, \$3.50, \$4.00 and \$4.50. Sizes 2½ to 7. Friday .... 1.95

Men's \$3.50 and \$4.00 Oxfords, \$1.95. All of these high-grade Oxfords are made by the Good-

year welt process. There are button and laced styles, in patent colt and tan Russia calf. The lasts are popular, and easy fitting. Sizes 5½ to 10. Regularly \$8.50 and \$4.00. Friday ..... 1.95

Girls' Boots, 95c. Strong box kip laced Blucher boots, wilth medium weight soles, and comfortable low heels; very suitable for every-day wear. Sizes 11 to 2. Regularly \$1.50. Friday .95

Boys' Boots. Laced Blucher Boots, made from strong box kip leather, with solid leather

of 12 yards .....

28-inch Anderson Scotch Gingham, in plaids and checks,

English weaves, in plain. Regularly 121/2c and 15c. 

price ..... 1.4

Women's Tan Lisle Thread Gloves, two dome fasteners, wrist length; sizes 6 to 7. Regularly 35c. Fri-

Millinery

trimmed flowers and rib-tegularly \$8.00 to \$3.50. Fri-1.00

19c Toilet Goods

White Celluloid Hand Mirrors, Imported Nail Brushes, solid backs with pure bristles. Sale price, each .19
Women's and Men's Hard Rubber Dressing Combs. Sale price, each .19
Hair Brushes, solid backs with 9 rows of hand-drawn bristles. Sale price, each Calvert's Carbolic Tooth Powder.

Japrosa Peroxide Face Cream and dentholated Face Cream, per jar... 19 Flat Wool Powder Puffs for ..... 19 Rose Cold Cream, 2 jars for ..... .19 Corn Whisks, with ring handle .. .19 

**Book Bargains** 

1,000 Traveliers' Samples, including fiction, travel, biography, boys' and girls' story books, etc., cloth bound. Regularly 26c to \$5.00. Friday, Half Price.

30c Dictionary for 19c—Collins' Home Dictionary of the English Language, new edition, revised and enlarged, 718 pages, 8 colored plates and 570 illustrated. Regularly 30c. Special . . . 19 \$1.10 Edition Olive Schreiner's Book, 50c—"Woman and Labor," by author of "Story of an African Farm," a handbook on a vital question, cloth bound, Regularly \$1.10. Friday . . . 50 (Main Floor.)

Drug Section

Citrate Magnesia, in 1/2 h. bottles. Friday 10 Vacuum Lunch Kits, bottle, lunch box and neat carrying case. Friday 1.75 Vacumm Lunch Kits, bottle, lunch box and neat carrying case. Friday.

1.75
Fruit Jar Rings, best quality heavy rubber, white, per dozen, '8c; red, per dozen, 10c.

Elite Cleaning Pad, for removing spots from clothing, etc. Friday each.

Rubber Gicves, to protect the hands from fruit stains, etc. Friday....39

double soles; neat and easy fitting. Sizes 1 to

5, Friday \$1.99; youths' sizes, 11 to 13, Friday

Asserted (Second Floor.)

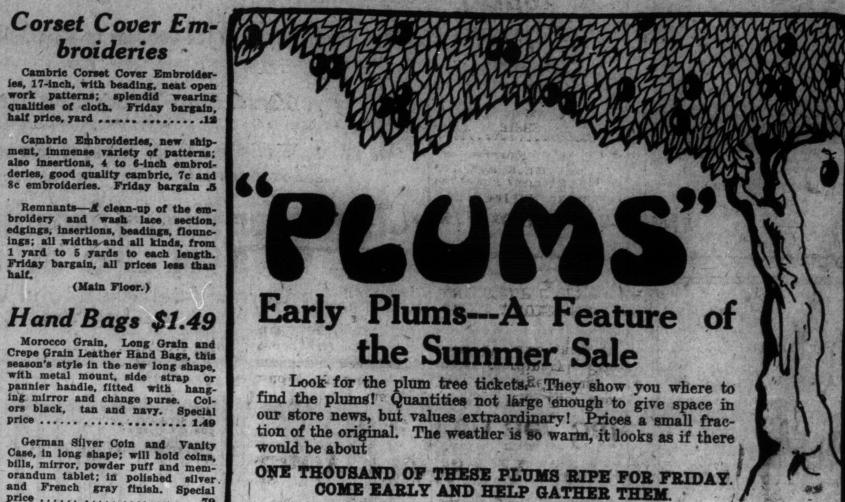
Store Hours: 8.30 a.m. to 5.30 p.m. Saturday Closing 1 p.m. No Noon Delivery

Linens and Staples on the Fourth Floor

See Yonge street window. Can't accept mail or 'phone orders for these fancy pieces.

White Saxony Flannelette, 10 yards for 95o. A good, soft, warmly-napped, white Saxony flannele ade from long, staple cotton; perfectly bleached and finished. Width 51 inches. Friday bargain. 

Odd Napkins, half-price and less. A great/clearing of pure Irish satin damask table napkins; all sizes, in., 22 in., 23 in. In this lot are some of the finest qualities, woven in the daintiest designs. We we divided them in two prices to clear. Friday bargain, 13c each and 19c each.



**Dress Goods Specials** 

ENGLISH DIAGONALS, 53c. 1150 yards of our guaranteed English coating twills, in a good assortment of staple shades, 44 inches wide: soap shrunk and spotproof. Regularly 75c. Friday bar-

WORSTED STRIPES AND CHECKS, 34c. A fine assortment of dainty stripe and check effects; cool fabrics for summer suits and dresses, 42 inches wide. Regularly 50c and 65c. Friday bargain, yard .... 34 (Second Floor)

Silk Contribution to the Friday List

Natural Shantung Silk, 3000 yards of 34-inch. Regularly 59c to 65c. Friday bargain ......34 Tamolines and English Peau de Soie, stripes and all staple colors, 34 inches wide. Regularly 50c. Friday bar-Ivory and Black Japanese Silk, 36-inch. Regularly Black Paillette, Satin de Chine and Duchesse Satin, 

(Second Floor) Hammock Bargain Sale

Floor stock from one of our wholesale houses. Hammocks, with fringed valance, closely woven, serviceable, fast colors. Regularly \$5.00, \$5.25, \$5.75 and \$6.00. Friday bargain ..... 4.43 Another collection of Hammocks for early sale. Regu-

larly \$3.50, \$3.75, \$4.25 and \$4.50. Friday bargain 2.99 \$2.25 and \$2.50 Hammocks. Friday bargain. 1.49 Non-Rustable Hammock Hooks. Friday, per pair .8 Housekeepers' Bargains - Laundry irons, polished, 

bargain

Sheffield Knives, finely tempered steel blades, square or rounded celluloid handles, table and dessert size. Regularly \$3.00 dozen. Friday bargain, half dozen

83 "Daisy "Tin Kettles, regular size. Regularly 15c. Fri-

Women's Tan Lace Issle and broidered Tan Liele Hose, 35c qua also some plain black and tan of hose; all sizes. Friday, pair ... Women's Black, White, Tan Boot Hose, with lisic thread top, wearing, warm weather weight, sizes. Special Friday ......

Thread Hose, also black lisle with broidered fronts, apliced heel, too sole, All sizes. Regularly 25c 35c. On sale Friday, 19c; three p Infants' and Children's Socia, a large variety of patterns and color plain feet with colored and plaid tops Sizes 4 to 8½. Special Friday 

Men's Panama Hats

Fine quality and every hat is of even weave, and a pure natural bleach, which does not injure the fibre. Extra good hats to wear, well finished and in popular shapes. Friday barrain

Children's Ratine Hats, new Mexican and Rah-Rah shapes. Regularly 45c, 59c and 75c. Friday bargain ...... .25

(Main Floor.)

Matting Suit Cases \$2.98 Strong fibre matting, leather corners, bound edges, side straps, brass lock and catches; size 24-inch, regularly \$3.75; size 26-inch, regularly \$3.95. Friday ...... 2.98

(Sixth Floor.)

Electric Light Fixtures 7-ROOM OUTFIT, \$14.95 AND \$24.00.

Taffeta Lining for Friday 500 yards, black only, for underskirts, waists, coat lining, etc.; fine firm weave, fast permanent dye; has all the appearance of silk; 44 inches wide. Regularly 35c yard. 

Corsets, Underwear, etc.

Women's Corsets. A high-grade model in extra quality Treco, the newest corset material; low bust, elastic top all around; long skirt and back, no heavy boning, finest rust-proof steels, finest garters. Sizes 18 to 28 inches. Regularly \$3.00. Friday bargain. 1.75

Women's Vests. Fine ribbed white cotton or liste thread, short or no sleeves, finished with lace beading and ribbon or fancy crochet yokes. Sizes 32 to 42 bust. Regularly 35c. Friday bargain. 19

Women's Combinations. Fine ribbed white liste thread, low neck, no sleeves, ribbon run in casing on neck and arms, tight knee or umbrella style drawers. Sizes 32 to 38 bust. Regularly 75c. Friday bargain 29

Nightgowns. Fine nainsook slip-over style, yoke has wide insertions of imitation Irish lace and dainty embroidery medallion, lace edges on neck and arms, silk draw ribbon. Lengths 56, 58, 60 inches. Regularly \$1.50. Friday bargain. 89

CHILDREN'S DRESSES AND COATS. 

Friday at \$6.95 Splendid Business Suits from one of Canada's big manufacturer. The price is much below the usual value of the grade. Made frostrong, serviceable English tweeds, in grays and browns, near striped; also a number in plain patterns. The coats are single-breasted ed sack style, the vest single-breasted, and the trousers stylishly of mohair twill linings. Sizes 34 to 44. Values \$8.50, \$10.00 and \$10.00 periods.

and Women

Men's Tan Cotton Seamless Sock all sizes 3½ to 11, and black ca

Jewelry 59c

mere in size 91/2 only. Friday

\$12.00. Friday bargain ..... MEN'S TWEED TROUSERS, 95c.

Better and more satisfactory than overalls; they give gove honest service; made from English tweeds, in browns and grays, wa stripe. Sizes 34 to 42. Regularly \$1.25. To clear ..... (Main Floor)

Men's Furnishings Hosiery for Men

Balbriggan Underwear in gray or sky blue, a few white mesh, and merino shirts and drawers, long sleeves and ankle length, except in the white mesh, which has short sleeves and knee length. Odd and broken lines. Not all sizes in either color, but all in the lot; sizes 34 to 44. Regularly 50c. Friday .... 29

Black and White Stripe Work hirts, made from a heavy drill matrial; sizes 14 to 18. Regularly 89c.

(Main Floor.)

300 Children's Straw Hats, imported Canton braids, clear white bleach and extra fine quality silk trimmings; dressy styles in middy, turban, babette, sallor and Jack Tar shapes. Regularly 75c. Friday

guards; several different designs earrings, including the popular "bee serings; including the popular "bee styles; black hoop earrings; rebeads, with round and eval drosmall pearl or gold colored bead between; necklets of the famous is scale pearls; long guards of 50 including of indestructible pearls. It is 1.00, \$1.50, \$2.00, \$2.50, \$3.00 and \$3.50. Friday

Gingham House Dresses 95c

Women's and Misses' House D 

Women's Dressing Sacques, of printed lawns; sky, helio and kimono sleeve and collar finished fancy self border and plain self; back, with beit. Sizes 24 to 44.

Groceries, Candy

One car Standard Granulate Sugar, in 20 b. cotton bag. pe bag Choice Family Flour. % bag ..... 

500 Pickled Shoulders of Pork, lean and mild, 6 to 8 lbs. each. Per ib. ..... 

21/2 LBS. PURE CELONA TEA, 580 1,000 bs. Pure Celona Tea of uniform quality and fine flavor, black or mixed. Friday 2½ lbs.

CANDY SECTION.
500 Ibs. Jersey Cream Chocolates.

1,000 lbs. Imported Turkish Delight. Per lb.

1,000 lbs. Walnut Maple Cream. Per lb.

(Main Floor and Basement.)

The Robert Simpson Company, Limited

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REVENUE

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