

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

THE ROBERT

SIMPSON COMPANY, LIMITED

PROBABILITIES. Moderate to fresh south to south-west winds; mostly fair and very warm, with thunderstorms in a few localities.

THE ROBERT

SIMPSON COMPANY, LIMITED

Thursday, July 29, 1909

Linens and Staples

(Second Floor, Yonge Street.) 120 only Bleached Damask Table Cloths, fine, even weave, assorted designs, with border all around, about 2x2 1-2 yards. Friday bargain, each, 98c.

Curtain Department Bargains

300 pairs Nottingham Curtains, 50 inches to 60 inches wide, 3 1-2 yards long, heavy border, plain centres, scroll and motif designs. Regular \$1.00 and \$1.25. Friday 79c.

Wall Paper Bargains

1650 rolls Walls, Borders and Ceilings, assorted colors. Regular to 5c. Friday \$1.25.

Cut Glass Shakers 29c each

600 Cut Glass Salt and Pepper Shakers, hand-somely cut patterns, heavy sterling silver tops. Regular selling \$1.00 and \$1.25 pair. Friday, each, 29c.

Carpets for Bargain Day

English Tapestry Rugs, in a good range of colors and designs. Friday: 9x9, \$5.98; 9x10.6, \$6.98; 9x12, \$7.98; 10.6x12, \$9.98.

Letter Envelopes 3 for 5c.

Good quality, all shades, commercial and letter sizes. Regular 5c and 10c per package. Friday, 3 for 5c.

Ferns and Palms

Boston Ferns. Regular \$1.25 each, for 75c. Kentia Palms. Regular 75c each, for 49c.

Groceries for Bargain Day

300 bags Choice Family Flour, 1-4 bag, 77c. Amalia Currants, cleaned, 3 1-2 lbs. 25c.

Saturday is a Half Holiday



Next Day is Sunday

Monday is Civic Holiday

To-morrow is Bargain Day

YOU have practically half a week's shopping to do to-morrow. Come early. Come at 8 o'clock while it is cool. Get through early.

And then just when you feel you deserve it most, come up to the 6th floor and have a delicious dish of ice cream. You'll enjoy it then.

Please Note, re Telephoning

Simpson's Telephone Number is now Main 7841. Ring Main Seven-Eight-Four-One when you want to order anything in a hurry. Branch lines to all the departments.

Simpson's Time Table

Store Opens . . . 8.00 a.m. Closes 5.30 p.m. Saturdays, during July and August, Closes 1 p.m.

Children's and Infants' Wear

Children's Rompers, fine plain blue chambray or blue check gingham, waist belt, drop seat, pocket. Sizes 1 to 6 years. Regular value 45c. Friday bargain, 39c.

Children's Dresses for Friday

Fine Prints, light blue or pink effects, jumper styles, narrow embroidery or braided finished. Sizes 3 to 14 years. Regular value 75c. Friday bargain, 50c.

Ladies' Whitewear

Gowns, fine nainsook, yoke of fine embroidery, slip-over style, neck and sleeves finished with silk ribbon, run in muslin casing. Lengths 56, 58, 60 inches. Regular value \$1.25. Friday bargain 75c.

Ladies' Summer Underwear Bargains To-morrow

Ladies' Vests, fine ribbed cotton, low neck, with short sleeves, or no sleeves; beading and ribbon finished. Sizes 32 to 40 bust measure. Regular value 39c. Friday bargain, 19c.

Corsets for Friday's Selling

175 pairs Royale and Warner's Rustproof Models, four wide strong elastic garters, lace, silk ribbon and satin bow. Sizes in the lot 18 to 26 inches. Regular value \$2.50. Friday bargain, \$1.50.

Women's Hosiery Bargains

Women's Black and Tan Cotton Hose, double heel, sole and toe. Regular 20c. Friday 12 1-2c.

Women's Gloves for Friday

Women's Wrist Length Black Lisle Thread Gloves. Regular 20c. Friday 12 1-2c.

\$5.00 and \$7.50 Wash Suits \$3.95

For ladies and misses, plain and striped linen, in white, grey, navy or brown. Coats trimmed with self-strappings and pearl or covered buttons, flare gore skirts, trimmed to match coats. Regular \$5.00 and \$7.50. Friday, \$3.95.

LADIES' \$2.95 DRESSES, \$1.95.

For the holiday, made of fine linens, in navy, greys, natural and indigo, in semi-princess style, yoke of fine imitation Cluny lace, trimmed with strapping of self down centre of dress. Regular \$2.95. Friday, \$1.95.

LADIES' \$4.50 SEPARATE SKIRTS, \$2.95.

150 Ladies' Separate Skirts, of splendid quality imported Panama, in navy or black, and of soft finished black vicuna, made in full flare gore styles, trimmed with wide fold of self around bottom, and self-covered buttons. Regular \$3.95 and \$4.50. Friday, \$2.95.

GIRLS' \$1.40 DRESSES, 69c.

Girls' Dresses, of splendid quality English prints, of fancy patterns, spots, rings and stripes, in blues, reds and pinks, trimmed with strappings of plain materials, made in one-piece and jumper styles, pleated skirts. Sizes 10, 12 and 14 years. Regular \$1.40. Friday 69c.

\$1.50 Waists Friday 69c

500 Waists, of fine dotted muslin and vesting; fronts of solid 1-4 inch tucks, front and sleeves trimmed with fine Swiss embroidered insertion, tucked back or tailored shirt waists, laundered collar and cuffs. Regular \$1.50. Friday 69c.

\$5.00 and \$6.00 Silk and Net Waists Friday, \$1.98

Dressy Waists, of good chiffon taffeta or fine net, silk lined, fine tucking, pretty lace yokes, long tucked sleeves, dainty trimmings of lace and silk braid, black, navy, brown, green, ecru or white. Regular prices \$5.00 and \$6.00. Friday, \$1.98.

\$1.25 and \$1.50 Wrappers 69c

Print, in black, navy and cardinal grounds, with neat white designs; fitted waist lining, deep yoked frills, with fancy braid, full skirts, with deep gathered bouffants. Regular \$1.25 and \$1.50. Friday, 69c.

Women's \$1.50 Hand Bags 98c

Large fashionable sizes, 11 and 12 inch frames, leather lined, and fitted with small change purse and strap handles. Regular \$1.50. On sale Friday \$1.25.

10 Cent Val. and Torchon Laces for 5 Cents

Friday you can save money by buying Torchon and Val Laces. You can buy \$1.00 worth for 50c, or, in other words, 10c per yard laces for 5c yard.

Ostrich Feather Bargains

50 only Handsome Ostrich Feathers, 20 inches long, white or black, rich glossy fibre. Regular \$5.50 each. Friday bargain, \$3.85.

60 only of the kind, but 18 inches long, white or black. Regular price \$4.50 each. Friday bargain, \$2.75.

Friday Bargains in Millinery

We have about 60 Trimmed Hats of the better class that we want to close out on Friday. Most of them are colors, but all are our own make. \$8.00 and \$10.00 hats for \$4.00; \$6.00 to \$7.00 hats for \$3.00.

Dress Goods Bargains

2500 yards of Colored Suit and Dress Fabrics, including armures, melrose, serges, Panamas, chevrons, striped worsted, worsteds, tweeds, shepherd checks, etc., plain and striped, for light weight suits, misses' dresses, etc. Friday, 47c per yard.

65c AND 75c BLACK GOODS AT 50c.

Black Panamas, in plain, striped and check weaves, black striped worsteds, fancy armures, Venetians, voiles, lustras, fancy taffetas, etc.; all first choice materials, and of exceptional value; correct weights for suits and dresses. Regular prices 65c and 75c. Friday, 50c.

85c TO 50c DELAINES, 29c.

All-wool Austrian, German and French Delaines, in a large variety of designs, spots, stripes, both in light and dark grounds, rosebud effects, floral, geometrical and conventional designs, excellent combinations and beautiful harmonising tones. Regular prices 35c, 40c and 50c. Friday, 29c per yard.

LINING DEPARTMENT BARGAINS.

A full range of new colorings, including black, in "farmer's satin," a heavy, fine, bright-faced lining, all shades are absolutely fast dyes, and the finish is permanent; specially used for coat linings. 54 inches wide. Regular price 50c. Friday, 38c.

Popular Silks at Bargain Prices

\$1.25 ONE YARD BLACK TAFFETA DRESS SILK, 98c.

Simpson's Rich Black Taffeta Dress Silk, pure yarn dye, recommended for wear by this store, bright lustrous loup finish.

85c RICH BLACK PEAU DE SOIE DRESS SILK, 69c.

Extra heavy quality pure skein dyed, best French make, wear guaranteed, a rich dress quality.

50c COLORED SATIN DE CHINE SILKS, 38c.

Rich dress quality, bright, permanent, lustrous finish, strong and very durable, in street and evening shades.

Wash Goods Dept. Bargains

370 pieces Crum's Best English Print, 31 inches wide, navy, black, lilac, white, red, pink, cadet, etc., in spots, figures and stripes; in fact, any pattern we have in stock. Regularly 15c. Friday 10c.

Simpson's Special 36-inch Nainsook, for ladies' and children's wear; cannot be beaten at 20c. Special Friday, 9c.

All patterns of our best English and Scotch Gingham, blue, pink, red, etc. Our regular A1 quality at 15c. Special Friday, 9c.

Black Canadian Muslins, stripes and checks, fast dye, will not turn rusty. Regularly 20c. Friday 10c.

A lot of Pretty Figured Muslins, Lawns and Organzies, printed in all the best designs of floral and striped effects, in sky, pink, mauve, yellow, green, etc. Regularly up to 20c, for 7 1-2c.

Clearance of a quantity of good class Novelty Suitings, bordered, figured satens, in green, and Alice blue; cotton alpaca, shot effect green, grey, brown, wisteria and blue; a lot of striped crepe for kimonos, colored vestings, etc. Regularly 20c to 35c. Friday 7 1-2c.

Ribbons for Friday

80 pieces Rich Silk Taffeta Ribbon, in colors as sky, reseda, Alice, navy, brown, myrtle, apple, Nile, cardinal and cream: 6 1-2 and 7 1-4 inches wide. Regular 35c and 45c yard. Friday bargain, 25c.

100 pieces Ivory White Failletine Silk Ribbon, 5 inches wide, 20c value. Friday bargain, 12 1-2c.

Parasols Friday

A clearing in Fancy Parasols, a good assortment fancy patterns and stripes; some plain colors, nice natural wood handles, odds and ends from our regular stock. Clearing Friday, 69c.

72 Children's All Silk Parasols, in plain colors, with frilled borders, in cardinal, reseda, Alice blue, pink, sky, ecru and white; natural wood and Dresden handles; these are the balance of our regular \$1.00, \$1.50 and \$2.00 lines. Friday to clear, 69c.

Lace Collars from Plauen

Women's and Misses' Lace, Dutch and Stock Collars, assorted patterns and styles, manufacturers' samples, bought at a price much less than normal. On sale Friday, 50c and 75c ones for 29c; 25c and 30c ones for 19c.

Bargains in Picture Dept.

Stock-taking bargains meet you at every turn in our Picture Galleries. Visit them. (Top Floor.)

Men's \$10 to \$12.50 Suits \$6.45

249-only Men's Three-piece Summer Suits, made from worsted finished English tweeds in handsome grey mixed colorings, medium and dark shades, single-breasted sack style, fine trimmings. Sizes 34 to 44. Regular selling prices \$10.00, \$11.00 and \$12.50. Clearing Friday, \$6.45.

BOYS' WASH SUITS, 40c.

Boys' Blue and White Stripe Sailor Blouse Wash Suits, in a light weight material for hot weather wear; made with sailor collar, plain knee pants. Sizes 6 to 9 years. Regular price 75c. Friday, to clear, 40c.

Boys' White and Blue Stripe Cambric Blouse Wash Suits, made to button close to throat, with neat round collar, finished with belt of same material; pants bloomer style. Sizes 4 to 7 years. Regular price \$1.25. Friday 79c.

Holiday Shirts and Ties

1000 Neglige Shirts, in spots, stripes, checks, etc.; cuffs attached; 14 to 16 1-2. Special Friday, 44c.

1000 garments of French Balbrigan Underwear, cream shade, double thread Egyptian yarn, -best trimmings; 34 to 42. Regular 50c. Friday, 39c.

1000 Men's Elastic Web Suspender, cross back style, cast-off kid ends. Regular 50c. Friday, 39c.

500 Men's or Boys' Leather Belts, straight or ring sides; 24 to 42. Special Friday, 28c.

500 Boys' One-piece Bathing Suits, in plain navy and fancy striped; 22 to 32. Regular 35c. Friday, 28c.

1200 Men's Silk Neckties, in the popular four-in-hand, Derby styles, correct widths; a large variety of colorings and designs. Regular to 50c. Friday, 19c.

Men's 50c and 75c Hats 19c

Crash, Linen and Duck, in a variety of shapes and colors; you can choose from this lot a hat to suit you for fishing, for your work, or for vacation wear. Regular 50c to 75c hats. Friday, your choice, 19c.

CHILDREN'S SUMMER HATS.

Children's Summer Wear Hats, sailor, turban and Jack Tar styles, small or large brims, square and round crowns, in a large range of colors, cool, dressy and serviceable hats. Regular up to \$1.00. Friday, 29c.

Children's Tam o'Shanter, in crash linen and duck, washable crowns. Regular up to 50c. Friday, 19c.

Men's \$4.50 Boots \$2.49

300 pairs of Men's Boots and Oxfords, mostly Blucher style, made from vicid kid, velours calf and patent calf, with dull calf top; medium and heavy soles, leather and duck linings, ox-blood, black and Russia tan; all sizes. Regular values to \$4.50. Stock-taking clearance, Friday bargain, \$2.49.

WOMEN'S AND CHILDREN'S FOOTWEAR.

400 pairs of Women's Boots and Oxfords, the American and Canadian makes, popular, teachers and styles; all sizes, 2 1-2 to 7 1-2; perfect fitting. Regular values to \$4.50. On sale Friday, \$2.49.

180 pairs only Women's Pink, White and Blue Oxfords, made from fine mercerized duck, covered heel, Blucher; all sizes in the lot. Regular \$2.00. Friday bargain, \$1.49.

120 pairs Women's Oxfords, tan Russia calf, with Blucher top set-in with brown oze calf; also brown oze four-button top, Cuban heel, creased vamp, American make; all sizes. Regular \$4.00. Friday bargain, \$2.49.

138 pairs Women's Boots, vicid kid, spring heel, patent toe-cap, dull Blucher top, spring heel; 8 to 10. Regular \$1.75. Friday bargain, 90c.

CHILDREN'S BOOTS AT HALF PRICE.

40 pairs Children's Boots and Oxfords, red, black and chocolate; Blucher and lace styles; all sizes, 5 to 10 1-2. Regular 99c. Friday bargain, 49c.

Men's Lisle Thread Socks

Men's Fine Imported Lisle Thread Socks, 9 1-2 to 11. Regular 50c. Friday, 25c.

Men's Plain Black Cotton Socks, medium summer weight, double heel, toe and sole; all sizes. Special Friday, pair, 15c.

Travelling Goods Friday

The "Bedford" Cowhide Suit Case and Club Bag, well known to be the best value in Canada; a great chance for holiday time. 100 "Bedford" Cowhide Suit Cases, 100 "Bedford" Cowhide Club Bags. Simpson's every-day price \$4.95. Friday \$3.95.

TRUNKS.

110 Simpson's Trunks. Simpson's every-day price \$4.95. Friday, \$3.95. (Top Floor.)

Drug Store Items

Compound Syrup Hypophosphites, 50c bottles. Friday 25c.

Bromo Mineral, for headaches, 25c size, Friday, 15c.

Teething Necklaces. Regular 25c. Friday 15c.

Hay's Diamond Furniture Polish, 25c size, Friday 15c.

Hot Water Bottles, closing out small quantities before stock-taking, \$1.00 and \$1.25, to clear for 79c.

Tubing, 1-4 inch, white, red and maroon, syringe lengths, Friday, 25c.

Children's Books

500 only Nature Stories, well bound and illustrated, good type. Regular \$1.25 and \$1.00 books. Special price, 25c each.

The following titles are in this lot: "Stories of Little Fishes," Phyllis' Series. "Stories of Little Animals," Phyllis' Series. "Tree Stories," Phyllis' Series.

"Ales of a Poultry Farm," Clara Pierson. "Three Little Millers," Clara Pierson. (On sale Friday, New Book Department.)

THE HOUSEFURNISHING CLUB CLOSES ON SATURDAY

SAFETY