

The Robert SIMPSON Company Limited

H. H. FUDGER, President.

J. WOOD, Manager.

Telephone Number
Main 7841

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J. WOOD, Manager.

Store opens 8 a.m.

Store closes 5.30 p.m.

"Sing Ho for Summer and the Sunny Afternoons."
Summer Dresses, Summer Suits, Summer Coats, Summer Skirts--Saturday's Preparation for Summer Shopping--\$16.00 Dresses for \$9.95--Items from Each Section

VISITORS in town this week are many. We would remind all our out-of-town friends that this store's attitude is this--**the utmost of style and quality without extravagance.**

As you know, very large profits are made in some cities by stores which make a specialty of high class goods. Our aim is to do this business in a bigger way by keeping within the range of moderation. To-morrow we would be very glad both to see you and to show you. The Cloak Department fairly blossoms with offerings of seasonal attraction.

WOMEN'S CLOTH DRESSES, REGULAR

\$16.00, FOR \$9.95.

100 only, Women's Dresses, of fine imported broadcloth, in rose, amethyst, navy, grey or black, has yoke and collar of lace and net, richly braided collar revers; sleeves braided to match waist; skirts are in a neat pleated style, with box pleats on each panel; these sold regularly at \$16.00. Saturday selling, only \$9.95.

WOMEN'S SUMMER DRESSES.

A smart summer dress, of fine washing linen finish fabric, waist and collar are finely braided; some have round, low neck, front panel of dress is braided to match waist; colors are sky, pink, mauve, green, natural or white. Special for Saturday only, \$4.50.

WOMEN'S SUMMER SUITS.

One of the latest styles in Summer Suits is of the new motor linens, has a medium length coat, smart square cut front, semi-fitted back, double-breasted fastening, with three buttons, fancy patch pockets, nine gore, semi-pleated skirt; the colors are white, sky and natural shade; these go on sale Saturday for \$4.75.

WOMEN'S COVERT COATS.

A smart little coat of Bedford cord, covert cloth, in fawn shade, also of covert cloth, in two tone fawn, or fawn with green stripe effects; close fitted backs, tailored collar, and trimmed with buttons, a good range of sizes from 32 to 42 bust measure to

select from; these sold regularly at \$5.00. Special for Saturday, \$2.95.

No phone or mail orders filled.

WOMEN'S MOTORING COATS.

50 only, Women's Motor Coats, of splendid quality English repp, in the popular tan shade; these are long lengths, double-breasted, with manish collar, trimmed with self-strapping, and sold regularly at \$5.00. Saturday to clear, \$2.75.

No phone or mail orders filled.

WOMEN'S SEPARATE SKIRTS.

Regular \$8.50, \$7.50 and \$6.50, for \$3.75. A collection of Women's Separate Skirts, oddments and broken lines of the best selling styles; the materials are good quality all wool serge, all wool Panama or Venetians, in the lot are black and navy, in a number of smart semi-pleated styles, some with yoke effects, trimmed with tucks or folds of self; these sold regularly at \$8.50, \$7.50 and \$6.50; only 50 skirts in the lot. Saturday's price, \$3.75. Cannot accept phone or mail orders.

GIRLS' REEFER COATS.

A collection of 65 Girls' Reefer Coats, of splendid quality cheviot serge and all wool serges, navy, brown, green, tan in the lot; also of tweeds, in dark greys and of light grey stripe effects; some have velvet collars, others with collars of material in contrasting colors. Sizes are from 6 to 10 years. Most of these sold regularly as high as \$4.75. To clear Saturday, \$2.75.

No phone or mail orders accepted.

50 pieces only of Crum's Best English Print, all light grounds; you know this print, the only reliable one made, dainty patterns for dresses, waists, etc. Regularly 35c. Saturday 15c.

NEW SILK LINED NET WAISTS.

SATURDAY \$2.95.

300 Linen Net Waists, several beautiful new styles, diamond Val. lace yoke and collar, front elaborately trimmed in pretty design, with guipure lace insertion and lace motifs, new French sleeves, fine tuckings, all lined Jap silk, white or ecru. Very special \$2.95.

We specially emphasize a good new line of HANDBED SILK Net Waists, silk lined, front beautyfully embroidered, group tucking at shoulder, puff sleeves and fitted cuff, silk piping on collar and cuffs. Regularly \$4.00. Saturday to go at 75c.

A strictly tailored Shirt Waist, of good quality figured vesting, tucked

\$1 White Irish Sheer Linen

50c

(Second Floor, Yonge Street.)

For cool blouses, fine undergarments, etc. finest full grass bleached, all linen. Irish sheer linens, 36 in. wide. Only 320 yards to clear. Regular \$1.00 per yard. Saturday 50c.

FANCY LINEN PIECES 39c EACH.

20 x 20 inch Round Centrepieces, lace trimmed all around, some with lace insertion and drawn work; a very dainty, serviceable lot. 300 pieces only. Each, Saturday, up stairs, in Linen Department, 39c.

\$2.00 Fancy China 49c

2,000 pieces Fancy China, including Australian and Japanese Hand-painted ware, dainty floral decorations and gold studded, giving beautiful rich effect, assortment includes chocolate pots, fern pots, flower vases, salad bowls, cake plates, rail plates, serving trays, silver-covered bread bins, biscuit jars, rose bowls, etc., etc. Regular values up to \$2.00. Saturday's special bargain 49c.

Half-Priced Wall Paper

2,250 rolls Imported Papers, for parlors, sitting rooms and dining rooms, in plain or figured effects, and two or more colors. Regular to 50c. Saturday, a.m. or p.m. 17c; regular to 50c. Saturday, a.m. or p.m. 24c; regular 75c. Saturday, a.m. or p.m. 33c. Open all day Saturday.

Baby Carriages

(Fourth Floor.) 100 only Wood Baby Carriages, with hoods, adjustable back and footwell, rubber tires, brown, green or maroon. Saturday \$14.95.

8 only American All Tubular Steel Folding Carriers, rubber tires, spring back and seat, enamel handle. Saturday \$6.75.

Pansies 25c Per Dozen

Pansies, per box, 15c, or 2 for 25c. Canna, 16c each, 2 for 25c. Nicotina, Salvia, and Bridal Rose, 3 for 25c. Folage Plants, all sorts, per doz. 50c.

Saturday Sale of Fine Underwear for Women

70 doz. Women's Extra Fine Ribbed Cotton Thread Vests, col. white, low neck, dainty lace yoke, heading and silk ribbons on neck and arms. Sizes 32 to 38 bust measure. Regular price 50c each. Saturday each 25c.

Saturday's Grocery List

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 26c. Toasted Corn Flakes, 3 packages 25c.

Loaf Sugar, 4 lbs. 25c. Grosse & Blackwell's Pure Orange Marmalade, 2-lb. glass jar 25c.

Imported French Peas, 2 tins 25c.

Canned Tomatoes, 3 tins 25c.

Canned Fruit, Raspberries, quart can 27c.

Choice California Oranges, large size, per dozen 39c.

50 lbs. English Peel Cake, regular 20c. per lb. 15c.

Rib Red Salmon, Regal Brand, regular 20c. per tin 17c.

French Sardines, in oil, per tin 10c.

Pure White Clover Honey, per sec. 24c.

Telephone direct to department.

In the Matter of Summer Suits, Gentlemen

PERHAPS it is unnecessary to remind you of what Race Week has already emphasized, but the fact is, Summer Suit season has arrived.

We have been selling Summer suits busily all week. We expect a big business in Summer suits on Saturday all day long. It's a convenient day for men to come, and we suit their convenience in every way possible. Open 8 a.m. Close 5.30 p.m.

Among the suits we refer to, you should see these in particular:

Men's West of England fancy worsted and blue alternate stripes, American model, 3-button sacque, half lined. Sizes 36 to 44. Saturday, \$17.00.

Men's two-piece Summer Suits, West of England worsted, dark navy blue, with neat white thread stripes, most up-to-date three-button single breasted sacque, dip front, half lined; trousers cut in the fashionable summer style, with side, two hip and watch pockets, finished with roll bottoms and roll bottoms, tailoring A1. Sizes 36 to 44. Saturday, \$21.50.

Young Men's and Youths' English fancy two-piece summer suits. A guaranteed all-wool diagonal twilled material, dark grey shade, with neat black and white and black and blue alternate stripes. American model, 3-button sacque, half lined. Sizes 36 to 44. Saturday, \$13.50.

WEEK-END NEGIGE FOR MEN

Appareil you must wear to thoroughly enjoy yourself, be it on the farm or at the beach. Shirts--That fit most men, at prices that fit any purse.

Underwear--That ensures a cool, comfortable, easy feeling next the skin. Mesh, Athletic, Balbriggans, and pure spun silks, are garments that either in the two-piece or the combination styles, will be delightfully cool and easy to wear. Come in and look them over. Prices 50c to \$8.00.

What Are You Going to Play Saturday Afternoon?

What you need is a--well, you know what you need. Here's what it will cost you, providing you come to our Sporting Goods Section.

Lacrosse Sticks, boys', Saturday 50c; youths', Saturday \$1.00; "Lucky Youth," Special, Saturday \$2.00.

"Lally's" No. 1, Saturday \$1.50; "Lally's" Specials, Saturday \$2.00 and \$2.75.

Tennis Racquets, "The Valley," Saturday \$1.10; "The Match," Saturday \$1.25; other prices \$1.75, \$2.00, \$2.50, \$3.00 and \$3.75.

Baseball Gloves, Saturday 25c, 50c, 75c, \$1.00, \$1.50 and \$2.35.

Tennis Balls, Ayres & Slazenger's, Saturday, each 45c.

Special Practice Balls, Saturday, each 30c.

Tennis Nets, regulation size, cotton net, unbound. Saturday \$1.65; tarred and bound net, Saturday \$2.50 and \$3.50.

Baseball Mitts, Saturday 50c, 75c, \$1.00, \$1.50, \$2.25 up to \$7.50.

Baseball Bats, Saturday 5c, 10c, 15c, 25c, 40c, 75c, 95c, \$1.10 and \$1.15.

Lawn Croquet Sets, made of selected maple, 4 ball and 1 mallet sets, Saturday 75c, 98c, \$1.15 and \$1.60; 6 ball sets, Saturday 98c, \$1.25 and \$2.00; 8 ball sets, Saturday \$1.45, \$1.80 and \$2.50.

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