

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.—Moderate, variable winds; mostly fair and warm, with scattered showers.

SIMPSON

Half Day Shoe Sale

To make this sale possible, we have cleared the floor stock of the Tetrault Shoe Company and the Kingsbury Footwear Company, Limited, and added several American lines from regular stock. The quantities are large, but the \$5.00 ones will be picked up first. Be here at 8 o'clock.

\$5 Men's Shoes \$2.95

900 pairs Men's Boots and Low Oxford Shoes, made by the Tetrault Shoe Company, James McCreedy and J. H. Winchell & Co., Haverhill, Mass. They are all new 1911 styles, including button, Blucher, lace and two-eyelet ties, tan calf, patent colt, gummetal and vicid kid leathers; every pair made by the Goodyear welt process; sizes 5 to 11. Regular selling prices would be \$3.50, \$4.00, \$4.50 and \$5.00. Saturday, 8 o'clock 2.95
See Yonge Street windows.

\$3.50 Women's Shoes \$1.95

1200 pairs Women's Boots, Low Oxford Shoes, Two-Eyelet Ties and Ankle Strap Pumps, Kingsbury and American makes (100 pairs Queen Quality samples included); all styles, leathers and combination of leathers, including patent colt, patent kid, tan calf, gummetal, velours calf and vicid kid; sample sizes are 4, B width only; floor stock, all sizes 2 1/2 to 7. Regular values \$2.50, \$3.00 and \$3.50. Saturday, 8 o'clock 1.95

Right on the Main Floor You'll Find

Diamond Rings \$9.95

14k Semi-Tiffany Set Diamond Rings. Regular \$15.00. Saturday 9.95
14k Tiffany-Set Diamond Rings. Regular \$25.00. Saturday 17.50
14k Tiffany-Set Diamond Rings. Regular \$35.00. Saturday 26.00

\$1.50 Neckwear 38c

Platen Lace Neckwear—Yokes, "Dutch" Collars, "Coat" Collars, Jabots: new designs. Regular to \$1.50. Saturday 38c

Swiss Flouncings—45 inches wide, scalloped and hemstitched borders. Regular \$1.00 and \$1.25 per yard. Saturday 63c

Queen Mother Veils—"Creptaline," the new waterproof material, 2 1/4 yards long, hemstitch ends, all colors. Regular 50c. Saturday 25c

\$1.50 Novels 20c

The Book Department
500 Volumes Modern Fiction, published prices \$1.25 and \$1.50. Saturday morning, each 20c
1000 Volumes in Cloth, excellent fiction. Regular 25c and 30c. Saturday 2 for 25c
Picnic Lunch Sets. Regular 35c. Saturday 25c
Crepe Napkins. Per dozen, .50; per 100 35c

The Ribbon of the Moment 25c

White, Pale Blue and Pink Satin Ribbon—Wide satin ribbon, in bright colors—you know how hard they are to get.

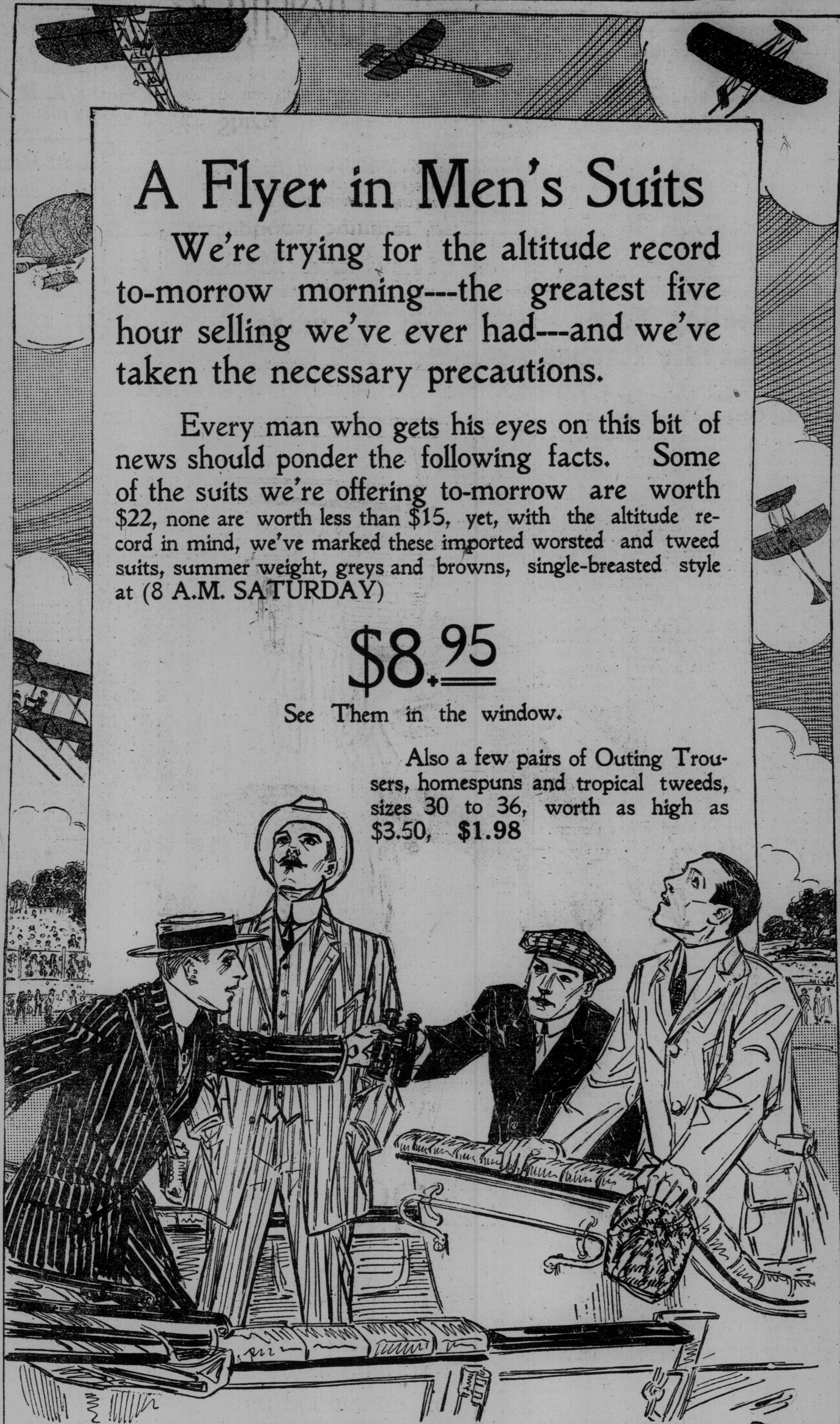
On Saturday there is a great display of 6-inch Duchesse Satin at 25c

Big Savings in Toilet Goods

Ideal Dandruff Brush, Regular \$1.25. Saturday 75c
Imitation Ebony Mirror, Regular 65c. Saturday 43c
Bath Brushes. Saturday 59c
Piver's Perfumes and Sachets. Per oz. 60c. Saturday 49c
Phone to Toilet Department.

Sunshades and Umbrellas

100 Summer Sunshades. Saturday 2.19
Plain Color Parasols, all colors, specially priced for Saturday.
Silk and Wool Taffeta Umbrellas, sterling silver and rolled gold mounted handles. Saturday 2.19



A Flyer in Men's Suits

We're trying for the altitude record to-morrow morning—the greatest five hour selling we've ever had—and we've taken the necessary precautions.

Every man who gets his eyes on this bit of news should ponder the following facts. Some of the suits we're offering to-morrow are worth \$22, none are worth less than \$15, yet, with the altitude record in mind, we've marked these imported worsted and tweed suits, summer weight, greys and browns, single-breasted style at (8 A.M. SATURDAY)

\$8.95

See Them in the window.

Also a few pairs of Outing Trousers, homespuns and tropical tweeds, sizes 30 to 36, worth as high as \$3.50, \$1.98

The Store Closes at 1 p.m. To-Morrow

Underwear Worth From 75c to \$3.50, Saturday Morning 50c

Any man seeing this Underwear will make a bee line for the counters on Saturday morning. The average value per garment is \$1.50. We bought at our own price, and there will be a merry time for men on the Ground Floor Saturday morning. No phone or mail orders. See windows.

Sale of Exceptional Summer Underwear at "Gift" Prices

Short or Long Sleeves, Ankle or Knee Drawers, 50c.
Cellular Cotton Shirts and Drawers. Pure Wool Cellular Shirts and Drawers. Pure Wool Cellular Combinations. Cellular Linen Finish Shirts, Drawers and Combinations. French Balbriggan Garments. Sea Island Cotton.

Neglige Shirts

A good assortment, not one less than \$1.00. Saturday morning 59c

Another Big Bargain

LITTLE BOYS' SUITS AT LITTLE PRICES.
Regularly \$5.00 to \$7.50, Saturday Morning, \$3.95.
74 Suits only, in the best materials and makes only. Russian and Sailor Bouse styles.

The Robert SIMPSON Company Limited

Climax in the Hattery

500 Men's Straw Hats, 1911 in shape and make; straight, roll or curl brim, tourist and fedora styles. Regular from \$1.50 to \$3.00. Saturday morning, each 98c

Panamas, South American braids; the genuine article in two styles. Regular \$5.00 and \$6.00. Saturday morning 3.47

Picnic Baskets And Other Summer Requisites

Picnic Baskets, square or oblong, strong handles. Regular \$1.00 to \$1.75. Saturday 49c

Hammocks. Regular \$4.00. Saturday 3.49

Garbage Cans, three sizes. Regular 65c, 75c and 95c. Saturday 59c

Coal Oil Stoves. Regular 75c. Saturday 53c

Cut Glassware 2.98

200 pieces Rich Cut Glassware—Lemonade Jugs, tankard shape; Sugar and Cream Sets, 6-inch Fern Pots with N. P. dish; 8-inch Fruit or Salad Bowl; 1 1/2-inch Flower Vase. A superb bargain for Saturday 2.98
No phone or mail orders.

Floor Covering

150 English Tapestry Rugs, one seam. Saturday, special prices:

3 x 3 1/2 6.79
3 x 4 7.79
3 1/2 x 4 9.79

Linoleum Remnants Less Than Cost Price on Saturday Morning. Regular 40c, 45c and 50c. Saturday 23c
No phone orders.

Curtains and Draperies

Nottingham Lace, 52 inches wide, 3 yards long. Regular \$4.00. Saturday morning 2.98

French Drapery Silks, reversible, 50 inches wide. Regular \$1.25 to \$1.75. Saturday morning, per yard 59c

English Casements, 50 inches wide. Regular 60c and 75c. Saturday 29c

Linens for Saturday

Soiled and Remnant Sale
Regular Price \$2.00,
Saturday 59c.

Centrepieces, Pillow Shams, Dresser Scarfs, Tea Cloths, Drawn Work and Lace Trimmed Oluny. Saturday 59c
No phone or mail orders.

Wall Papers and Leatherettes

Saturday morning at One-Third the Regular Price. (Fifth Floor.)

Baby Carriages (Fifth Floor)

10 Reed Body Carriages, with hoods. Special 14.97

10 Wooden Bodies, upholstered, with hoods. Regular \$20.00. Saturday 15.79

60 Baby Folders, full size 4.69

Baby Walkers. Regular \$1.75. 1.49