

The Lunch Room
Friday Afternoon
12 to 3:30

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

Phone Number Main 7841.
We have 55 lines to Central.

The SIMPSON Store



Millinery

30 dozen Untrimmed Hats, Milana, Tagela, fine chips, and fancy braids...

A Bird's-Eye View of Friday's Bargains at THE SIMPSON STORE

Waists
New and Dainty White Lingerie Waists, low square-cut neck...

Men's Suits Give Big Values
Suits made from English tweeds and worsteds in the new browns and greys...

Men's Hats
Soft Hats, odda in black, grey, fawn, and brown colors...



Four Boot Specials

299 pairs Women's Boots, Blucher, button, and Balmoral styles...

CHILDREN'S HATS AND BONNETS AT 39c.
40 dozen Straw Hats, with ribbon trimming...

Lawn Croquet
300 sets Lawn Croquet on bargain Friday, a complete set...

MEN'S PARAMATTA COATS
Time to buy a waterproof. No better opportunity will be offered than is given Friday...

MEN'S TENY BATHROBE AT \$3.95
Men's Bathrobe, made from a fine quality Teny cloth...

BOY'S RUSSIAN SAILOR WASH SUIT AT 69c
Made from a blue and white stripe print and natural linen shade...

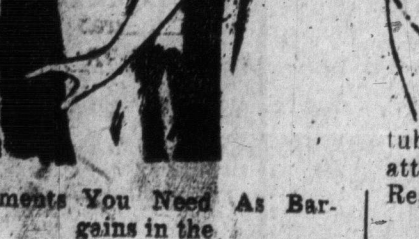
Embroideries
Swiss All-over Embroidery, 2 1/2 inches wide...

Infants' Dresses and Robes
Infants' Christening Robes, a beautiful and dainty garment...

WOMEN'S SEPARATE SKIRTS
Made of a good quality imported cheviot, serge, and vicuña cloth...

The Bargain Day of the Bed Sale Week

To crown the remarkable Brass Bed selling now in progress we make these equally unusual prices for Springs and Mattresses...



Garments You Need As Bargains in the

Wide Taffeta Ribbons
Clear at 10c Yard
For hat bows or hair bows. The Ribbons are 1/2 and 5/8 inches wide...

Plain and Fancy Silks
ON BARGAIN FRIDAY FOR 33c PER YARD.
A clearance of broken lines in Checked and Striped Silks...

TRIMMINGS
1,000 yards of White Hand Crochet Ball Fringe, to clear Friday...

Women's Neckwear Bargains
385 dozen of Women's Neckwear, in lace and Swiss embroidered...

DRUG SPECIALS
Compound Syrup Hypophosphites, 50c bottle, Friday...

Moreen Petticoats, 69c
Women's Moreen Petticoats, in black, navy, brown, and green...

BARGAIN DRESSES
A collection of Dresses, from our best selling numbers, in Panama, serge, pouge, silks...

Long Challie Kimonos, 98c
Long Kimono Gowns, of cotton challie, in Persian and floral patterns...

WASH GOODS
16 pieces only, Brocaded Washing Silk, 25 inches wide...

Toilet Specials at Low Prices
Houbigant's Rose Powder, Regular price, 25c. Special, 2 for 25c...

WOMEN'S AND MISSES' SUITS AT \$12.85
A limited number, made of imported English serge...

REEFER COATS FOR GIRLS
Made of cheviot-finished serge, in navy only...

WOVEN-WIRE BED SPRINGS
Frames made of thoroughly-seasoned hardwood, with triple-weave...

Carpet Bargains Include
Linolesums, Rugs, Carpets, and Mats

STERLING SILVER BRUSHES
Sterling Silver Hair Brushes, women's size, Regularly \$6.50, Friday...

Plants and Bulbs
6 DAHLIA BULBS FOR 25c
Dahlia Bulbs, mixed colors...

Groceries
Choice Family Flour, 4 bag, 59c
Choice Currants, cleaned, 3 lb, 25c

Groceries (continued)
Choice Raisins, 3 packages, 47c
Yellow Cooking Sugar, 9 lbs, 50c

Groceries (continued)
Parfection Baking Powder, 3 lbs, 25c
Canned Sweet Pumpkin, 5 lbs, 25c

Groceries (continued)
Sweet Peas, 4 ozs, for 15c
Nasturtiums, 2 ozs, for 15c

Groceries (continued)
2 1/2 LBS. PURE CELONA TEA, 80c
A blend of India and Ceylon Teas...

The SIMPSON Company Limited

Before a D Councillor Will Go
That the act North Toronto day afternoon...

Upholstery Fabrics On Sale Friday
Novelty "Tambour" Muslins and Grenadine.

Books and Stationery
60 boxes Hurd's fine linen stationery, ruled and plain...

Books and Stationery (continued)
Pappersies, Art Nouveau, fine line on paper, Regular, 50c, Special, 40c...

Books and Stationery (continued)
Stevenson's works in 10 volumes, the Scribner edition, Regular \$7.50, Special, 5 for \$35...

Books and Stationery (continued)
Poets, in padded leather, Regular 50c, Friday bargain, each 50c...

Books and Stationery (continued)
Please do not attempt to file too forcibly in the case. We are sorry to have shown our...

PROS...
NORT...
TO...
Bakery with...
Shipping room...
HORSE S...
And the nov...
Henry Heath...
Majesty's person...