

DOUBLE HEADER TO- EMPIRE DAY AND

MORROW at SIMPSON'S FRIDAY BARGAIN DAY



Women's and Children's White-wear

LESS THAN HALF-PRICE.
The entire sample range and overmake more than 200 samples of girls' dresses for this season, which, along with several children's and baby's, are being sold in our regular stock, will be marked at half-price and less to provide the busiest selling of the year. Gingham, Chambray, Percale, prints in pretty shades of blue, tan, pink or green, and many white lawns, dainty, attractive trimmings; cut and sewing second to none.

CHILDREN'S DRESSES ALSO.
This exceptional purchase also included more than 200 samples of girls' dresses for this season, which, along with several children's and baby's, are being sold in our regular stock, will be marked at half-price and less to provide the busiest selling of the year. Gingham, Chambray, Percale, prints in pretty shades of blue, tan, pink or green, and many white lawns, dainty, attractive trimmings; cut and sewing second to none.

WOMEN'S UNDERWEAR.
Women's Combinations, finest Lisle-finished cotton, low neck, no sleeves, light bust, or light knee drawers, high neck, short or no sleeves, light knee. Sizes 32 to 38 bust. Regularly 50c. Friday Bargain, 25c.

WOMEN'S VESTS.
Women's Vests, airy-knit white cotton, low neck, no sleeves, deep fine lace yoke, with ribbon. Sizes 32 to 40 bust. Regularly 25c. Friday Bargain, 15c.

GIRLS' COMBINATIONS.
Girls' Combinations, fine ribbed white cotton, low neck, no sleeves, light bust, closed crotch style, sizes 2 to 6 years. Regularly 25c. Friday Bargain, 15c.

WOMEN'S BRASSIERES.
Women's Brassieres, strong white Batiste yoke of embroidery or batiste with lace edges, flat steel in front, sizes 32 to 44 bust. Regularly \$1.25. Friday Bargain, 75c.

WOMEN'S CORSETS.
\$2.00 TO \$3.50 CORSETS, \$1.25.
Clearing odds and balances of several of our best selling styles and several lines we are discontinuing in Warner's Rust-proof, Dened, Loretta, Dene A and Royal, fine coutil or batiste, high, medium and low bust, long unboned skirts, all rust-proof steel, 4 buttons, dainty trimmings, sizes 18 to 30 inches in the lot, but not in any one style. Regularly \$1.50 to \$3.50. Friday Bargain, \$1.25. (Third Floor)

Last Day of Toilet Goods Sale

Italian Balm, sale price 2 for 25c.
Stillman's Freckle Cream, regular price 50c, sale price 25c.
Cavalli's Carbolic Tooth Powder, regular price 15c, sale price 10c.
Chango, regular price 25c, sale price 2 for 25c.
Talcum Powder, comes in rose, violet, carnation and coriopsis, sale price 4 tins for 25c.
Bourjois Java Face Powder, regular price 25c, sale price 15c.
Virgin and Shell Castile Soap, in cakes, sale price 21c per dozen.
Cattinelli Toilet Soap, made by Lever Bros., sale price 8 cakes for 25c.
Infants' Delight Talcum Powder, sale price 2 for 25c.
Vaudeville Toilet Rolls, guaranteed 1 lb. paper to each roll. Sale price 4 rolls for 25c.
Glycerine and Rose Water, sale price 3 for 25c.
Crown Lavender Smelling Salts, regular price 60c, sale price 40c.
Bulk Perfumes, quadruple extract, odors violet, rose, lily of the valley, sweet pea and lilac. Sale price, per ounce, 35c.
Instant Hair Conditioner, in lavender, in long green bottle, sale price 15c.
Hair Brushes, real ebony, 13 rows of pure bristles, regular price \$1.25, sale price, each, 85c.
Tooth Brushes, French make with pure bristles, regular price 25c, sale price, 15c.
Mirror, ring handle, ebony finish, 5 1/2 inch, heavy beveled plate glass, regular price 85c, sale price 50c.
Fragrance department.

Hair Goods

Three-strand Hair Switches, natural wave, 2 1/2 ounce, 26 inches long, all shades, in brown. Regularly \$1.50. Friday, 1.00.
Silk Hair Nets, several styles, all shades of brown, also blonde and black. Regular 5c. Friday, 2 for .50.
Barrettes, three and four strand barrettes, smooth finish. Regularly 15c. Friday, 10c.
Back and Side Combs, several styles to choose from, shell or amber, Regularly 10c and 25c. Friday, 10c.
Clearance of odd lines in Barrettes, Side and Back Combs. Regularly 10c and 15c. Friday, 5c. (Main Floor)

NOTIONS

Collar Supports, silk covered serpentine, black or white, all sizes, six on card. Regularly 10c. Friday, 2 card .10.
Boot Laces, 36 and 43 inches long, extra strong. Regularly 50 dozen. Friday, 2 dozen .10.
Folding Coat Hangers of polished nickel, includes skirt hanger. Regularly 15c. Friday, 10c.
Pump Trees, 300 pairs only. Regularly 25c. Friday, pair .15.
Clearance odd lines of women's and children's belts.
Fancy Elastic Patent Leather and Wash Belts. Regularly 25c. Friday, 10c.
Black Hand Bags, 9 inch frame, four-piece fittings. Regularly 89c. Friday, 63c. (Main Floor)

Women's & Misses' Suits One-third Less

New York's best model suits at special price reductions. These suits are all in the newest modes, with Russian blouse effects, or cutaway fronts, all beautifully finished and lined with best quality silks and satins. Materials are Bedford cords, serges and tweeds in black, tan, blue, fawn, and striped effects. Prices \$25.00, \$29.50, \$35.00, \$45.00 and \$49.50. Reduced to \$16.66 to \$33.00.

DRESSES AT \$2.00, \$3.00, \$4.00 AND \$5.00.
A splendid variety of good styles and materials to suit the tastes of all. Percales, ginghams, and stripe effects with low or high necks. Three-quarter length sleeves with trimmings on collar and cuffs. Splendid values at \$2.00, \$3.00, \$4.00 and \$5.00.

CLOTH DRESSES FOR FRIDAY BARGAIN, \$4.95.
Clearance of dresses, worth \$7.65, \$10.00 to \$11.75. One piece dresses of serges and panamas, high or low collars, silk pipings, velvet touches and pointed lace collars and jabots. Colors black, navy and grey. Friday bargain, 4.95.

GIRLS' COATS, FRIDAY BARGAIN, \$2.39.
A splendid offering. Big variety of styles and colors. Loose fitting coats with collars of contrasting materials. Colors are scarlet, black and white check, and green. Ages 8 to 12 years. Prices were \$4.00 to \$6.75. Friday bargain, 2.39.

WASH SKIRTS FOR THE HOLIDAY, 98c.
Good plain-gored skirts, made from white Indian Head. Have raised waist line and fastens down left side of front panel. Front lengths 36 to 42 inches. Price .98. (Third Floor)

Race Millinery & Holiday Hats as Bargains
38 New Hats, the balance of our exclusive styles, will be finished and added to the showroom for Friday selling.

SUIT AND TRIMMED HATS AT \$1.75.
Two tables of stylish hats. Hats for young and old, and suitable for summer and holiday outings. Regularly \$3.00 to \$4.50. Friday, bargain, 1.75.

CHILDREN'S LEGHORN SHAPES AT 98c.
Cute, becoming styles in good quality leghorns, for children from 4 to 7 years old. Regularly \$1.00. Friday, 98c.

CHILDREN'S LEGHORN HATS AT \$1.85.
Of fine quality, trimmed with small flowers and satin ribbons. Friday, bargain, 1.85.

French Models
A group of beautiful imported Gowns and Wraps, suitable for the races, and all bearing the distinct individuality and exclusiveness of this department, have been selected for a special price for this day only. Regular marked prices \$69.00 to \$79.00. Friday for \$39.50. (Third Floor)

Trimnings
A collection of Beautiful Berthes, Jewelled Garnitures and Girdles, Beaded Tunics and Boleros. Regularly priced at \$7.50, \$10.00, \$12.50, and \$15.00 each. Friday bargain, 4.95.

Metal Nets, in gold, silver and steel, rich embroidered all-over, in blue and some brilliant Bulgarian colorings. Regular prices 75c, 95c, \$1.25 to \$2.00 per yard. Friday bargain, 49c. (Second Floor)

Aluminum Cooking Ware Half Price Sale
FACTORY SAMPLES AT HALF THE ORDINARY SELLING VALUE.
500 only pieces of guaranteed pure Aluminum Cooking-ware, consisting of Tea Pots, Coffee Pots, Tea Kettles, Vegetable Dishes, Boiling Pans, Covered Saucepans, Lip Saucepans, Cooking Pots, etc. Everything in cooking-ware and half the usual selling price. A splendid opportunity for Friday only, 8 o'clock. We cannot promise to fill phone or mail orders. (Basement)

Real Lace
Battenberg and Lina Pieces, in 24 and 32-inch sizes, comprising some of the finest designs we have ever had. A big choice for the early shopper, who can pick out pieces regularly priced at \$2.85, \$3.50 and \$5.00 for \$1.95. Friday bargain, 1.25.

HOSIERY
Women's Black Silk Finish Cotton, fine thread, close weave, spring weight, 3/4 to 10. Regularly 25c. Friday, 3 pairs 55c, pair 18c.

Damask Cloths 1.10
Beautiful Damask Table Cloths, satin finish, good wearing quality, assorted designs, sizes 2 x 2 1/2 yards. Regularly \$1.25 and \$1.50. Friday, 1.10.

White Honeycomb Bed Spreads, medium weight, free from drawing, size 67 x 86 hemmed ends, bargain Friday, 1.55.

Flash Bleached Sheets, closely woven, double bed size, 70 x 90. Bargain Friday, 1.25.

Cream Roller Towelling, good drying quality, 17 inches wide. Bargain, Friday, 84c.

Fine English Nainsook, soft finish, durability underwear, etc., 36 inches wide, bargain, Friday, 74c.

Apron Gingham, in plain blue with fancy yard, 36 inches wide. Bargain, Friday, 31c.

Striped Flannellette, fast colors, 31 1/2 inch wide. Bargain, Friday, 74c.

Irish Brown Hollend, linen, serviceable quality, for wash dresses, etc., 40 inch wide. Clearing, Friday, 23c. (Second Floor)

Men's Hats

Wore \$2.00 and \$2.50, Friday \$1.00.
Soft Hats in wide variety of the newest 1913 styles, of Trooper, Crushes, Negligee and Fedora. Excellent quality felt and colors of grey, brown, green, tan, bronze, pearl, black and block and Stiff Hats are in low, medium, full or high crowns, with medium or wide brims and of specially good quality felt in black only. Nearly every new and popular shape worn this season will be found in this special sale, and at a price much below the usual. \$2.00 and \$2.50 qualities, Friday Bargain, 1.00.

Men's Straw Boater Hats, new, rough straw or plain brads, fine grade trimmings and well finished. Friday 1.00

Boys' Varsity Caps, in fine velvets, felt or serge, large assortment of colors. Friday, 25c.

Children's Straw Hats, dresy turban shape, fine quality white straw, medium or large brim. Reg. 50c. Friday, 35c. (Main Floor)

For Early Shoppers in the Dress Goods
75c POPULAR WHIPCORD SUITINGS, PRICED, PER YARD, 53c.

One of the best Dress Goods bargains of the season are these very popular English Whipcord Suitings. Guaranteed all-wool and made from best selected clean yarns and dyed and finished by the world's best. A splendid range of new spring tones to choose from; 44 inches wide. Friday's special price .53.

PENCIL STRIPE SUITINGS, PER YARD, 64c.
These suitings are to be had in cream ground with black stripe; black, navy and Copenhagen grounds with white stripes, and amethyst and white, etc. A fine tailoring cloth and a cloth that we recommend for its dust resisting qualities, 44 inches wide. Per yard .64. (Second Floor)

Double Width Silks
Regularly \$1.25, \$1.50, \$2.00 and \$2.50. On Sale, Per Yard, 67c.

In many cases, there is only a limited quantity of certain colors and designs; so be early.

Cheney's Showerproof Foulards, 24 inches wide, in a big range of shades and beautiful designs. Regularly \$1.00 and \$1.25. Double Width Foulards, in three different designs and 20 different shades. Regularly \$1.50. Stripe designs, in black and white, four different size stripes, 36 inches wide. Regularly \$1.25 and \$1.50. Chiffon Taffeta Suiting Silks, 40 inches wide, all with that beautiful soft satiny finish that will not cut. 32-inch Bengaline Corda, suitable for suits, dresses, etc., and Satin Fauxout and Barthea Taffetas. Regularly \$2.00 and \$2.50. And a host of other fancy silks. All one price, Friday, per yard .67. P.S.—See Yonge Street Window. (Second Floor)

\$2 Moren Petticoats 98c
Odd lines taken from stock; some heavy flounce, with pin stripe of color; others all black, made with tailored flounce, finished with velvet binding. Lengths 21 to 42. Friday, 98c. No Phone or Mail Orders.

\$1.50 HOUSE DRESSES, 75c.
Odd lines taken from stock, several different styles in the lot, high and low necks, 36 inches wide, bargain, Friday, 75c. No Phone or Mail Orders. (Third Floor)

Men's, sizes 6 to 11. Friday .99
Women's, sizes 3 to 7. Friday .99
Boys', sizes 1 to 5. Friday .99

YACHTING, TENNIS AND OUTING SHOES
Yachting or Lacrosse Boot, Blucher style, very best quality strong white duck, heavy corrugated white rubber soles.
Men's, sizes 6 to 11. Friday .99
Women's, sizes 3 to 7. Friday .99
Boys', sizes 1 to 5. Friday .99

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Men's, sizes 6 to 11. Friday .99
Women's, sizes 3 to 7. Friday .99
Boys', sizes 1 to 5. Friday .99

Final Clear-up of Those \$10 to \$16.50 Suits at \$7.95

The last word before the holiday, when you are puzzling your mind about a suit. Be here Friday morning. There will be some very tempting values in men's suits. Made from English tweeds and worsteds, in all the new greys and brown striped patterns. Perfect fitting, single breasted, three-button style. Workmanship, linings, and fit unexceptionable. Clearing, price .795.

SPECIAL VALUE IN MEN'S WATERPROOF COATS.
The waterproof to take with you over the holiday. Single or double texture English paramatta, in fawn and greenish fawn colors. Motor or Raglan styles, close fitting collars. Seams all securely sewn and cemented. Special, price .700.

SPECIAL VALUE IN MEN'S WATERPROOF COATS.
Made from a splendid English worsted cloth, in grey with striped design. Stylish, well made trousers, worth \$2.75 and \$3.00. Sale price .175.

SPECIAL YOUNG MEN'S STYLISH SUITS, REGULARLY \$10.50, \$12.00, \$12.50 AND \$15.00 FOR \$3.95.
50 Single Breasted two and three-piece long trousered suits, with well shaped shoulders, straight fronts and semi-fitting backs. Some with neat single breasted vests. Roomy hip-fitting trousers, and fitting well over shoe. Materials are imported worsted and tweed cloths in brown, grey and tan. Sizes 32 to 35. Friday, bargain .695.

BOYS' TWO-PIECE SUIT.
Double and single-breasted Norfolk and double breasted sack styles, with full cut bloomer pants, of hard wearing Scotch and English tweeds in brown and grey. Sizes 24 to 34. Friday, bargain .349. (Main Floor)

5,000 Men's Neglige Shirts at \$1.00

From the very best makes. The designs are the newest, body is large and roomy. Come early Friday and make a choice from the best range of shirts ever displayed on our counters, at each .100.

NEW NECKWEAR FOR MEN AT 50c EACH.
The very latest from New York and London, small and large, in neat and striking designs, each .50.

BEST QUALITY OUTING SHIRTS, \$1.39.
Several odd and broken lines, with separate collar to match of genuine soisettes, zephyrs, percales, and pure wool taffetas. Regularly \$1.75 to \$2.50. Friday .139. (Main Floor)

New Waists on Sale

A collection of new and smart Middies and Norfolk in white, trimmed blue or red, and in various stripes, with belts, etc. Sizes 32 to 40-inch. Regular prices \$1.00, \$1.25 and \$1.50. Friday bargain, each .69.

Soft snow-white lingerie Waists, in high or low neck, trimmed Maltese lace; six different styles for choice. Regularly 98c and \$1.25. Friday bargain .69.

Clearing one table of pretty Waists, in white and colored effects, trimmed with dainty laces or in tailored styles. Regularly 98c. Friday bargain .39. (Third Floor)

Second Day Sale of Holiday Footwear

WOMEN'S WHITE POPLIN PUMPS, 99c.
Made of fine quality white poplin, with dainty tailoring, edge of bow on new short pump, flexible leather soles, high heels. Sizes 3 to 7. Friday, rush price .99.

WOMEN'S \$2.50, \$3.00, \$4.00 AND \$4.50 PUMPS AND OXFORDS, \$1.99.
Dainty American and domestic shoes in all the newest styles and leathers, branded "Empress," "Cleo," "Eagle," "Bond Street" and "McDermott." All sizes from 2 1/2 to 7. Friday, rush price .199.

WOMEN'S \$3.00 TO \$5.00 BOOTS, \$1.99.
Patent colt, tan Russia calf, gummetal, velour calf, vicil kid, champagne, nubuck, etc., etc., in button and laced styles on all the newest lasts. Sizes 2 1/2 to 7. \$4.00, \$4.50 and \$5.00. Friday, rush price .199.

MEN'S GOODYEAR WELTED LOW SHOES, \$2.49.
Patent colt, gummetal, velour calf, tan Russia calf and vicil kid leathers, in button and laced styles. Sizes 5 to 11. Regularly \$3.50, \$4.00, \$4.50 and \$5.00. Friday, rush price .249.

MEN'S GOODYEAR WELTED BOOTS, \$2.49.
Thousands of pairs in button and laced styles, made by the Brandon Shoe Co., Murray Shoe Co., Hart Shoe Co., and Tetrault, of Montreal. Every pair is perfect and made on the most popular lasts. Sizes 6 to 11. Regularly \$3.50, \$4.00, \$4.50 and \$5.00. Friday, rush price .249.

OUTING SHOES, SPECIALLY PRICED, 49c.
Men's, Women's and Boys' outing shoes made of best quality blue or white duck, heavy corrugated rubber soles. All sizes. Friday, rush price .49.

YACHTING, TENNIS AND OUTING SHOES
Yachting or Lacrosse Boot, Blucher style, very best quality strong white duck, heavy corrugated white rubber soles.
Men's, sizes 6 to 11. Friday .99
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Cottage Dinner Sets

Decorated with border patterns in neat color designs, 45 pieces, as listed below:

6 Teacups and saucers, 6 dinner plates, 6 tea plates, 6 bread and butter plates, 6 soup plates, 6 fruit saucers, 1 meat platter, 1 covered vegetable dish, 1 baker, 1 bowl, 1 cream jug. Per set .425.

Decorated Rockingham Teapots, 4 sizes.—Friday bargain, 15c, 20c, 25c and 30c each.

Fancy Glass Fruit Bowls, 11-inch size, sunset color; regular price 35c. Friday bargain .19.

Decorated Teacups and Saucers, three colors, pink, blue or green, good quality ware; regularly 9c. Friday bargain, each .6.

Decorated china jelly dishes, 7-inch size; regularly 15c. Friday bargain .6. (Basement)

Neckwear, Handkerchiefs, Embroideries

HOLIDAY ITEMS FOR WOMEN.
Handkerchiefs, women's, white Irish lawn Handkerchiefs, Friday 8 for .25.

Handkerchiefs for women, pure Irish linen, 1/4-inch hem, smooth, even finish. Friday, 3 for 15c.

Handkerchief, pure Irish linen, embroidered corner, 1/4-inch hem-stitch border, pretty floral patterns. Friday, 3 for 22c.

Corset Cover Embroideries, 17 inches wide, openwork pattern, good quality of cloth. Friday, yard .12 1/2.

25c NEWWEAR.
Net Yokes, Lace Collar, Stock with Jabots, Pique Collars, Lace Jabots, Embroidered Four-hands Ties, Crepe de Chine Bows, Silk Bows. Friday .25.

Vellings—All kinds of Vellings in black, maple, purple, sage blue, navy and grey, in the newest meshes. Friday, per yard, 25c to \$1.50.

Motor Vests, dust-proof, fits snugly over small hat, in green, sky, navy, white, grey, brown. Friday .17. (Main Floor)

Baby Carriages, Folders, Wheel Goods

New English Wooden Body Carriages, leatherette hoods and upholstery, rubber tires, \$19.00, \$20.00, \$25.00, \$27.00 to \$45.00.

Reed Carriages, with reed hoods, rubber tires, well upholstered, full size. Each \$17.50, \$19.00, \$22.00, \$24.00 to \$45.00.

Reed Carriages, with leatherette hoods, upholstered, rubber tires. Each \$19.00, \$25.00 to \$36.00.

Baby Steel and Leatherette Folders, rubber tires, mostly spring seats. Each \$6.00, \$8.00, \$9.50, \$13.50, \$19.50.

Wood and Reed Body Carriers, rubber tires, some reclining. Each \$2.40, \$3.00, \$4.40, \$7.75, \$8.90, \$10.90.

Boys' Wagons, steel bodies, some with rubber tires. Each \$1.30, \$1.60, \$1.90, \$2.25, \$2.50, \$3.75. (Wheel Goods, Fifth Floor)

GROCERIES

2,000 bags Choice Family Flour, 4 bag .90
Choice Currants, cleaned, 3 lbs. .25
California Seeded Raisins, 3 packages .25
Yellow Cooking Sugar, 11 lbs. .25
Perfection Baking Powder, 3 tins. .25
Canned Sweet Pumpkin, 3 tins. .25
Pure Kettle Rendered Lard, Per lb. .18
Canada Corn Starch, package .10
Finest Creamery Butter, Per lb. .30
Pearl Tapioca, 4 lbs. .25
Choice Rangoon Rice, 5 lbs. .25
Smoked Rolls of Bacon, lean and mild, half or whole, Per lb. .19
Choice Pink Salmon, Per tin. .10
Toasted Cornflakes, 3 packages. .25
Loaf Sugar, 4 lbs. .25
Canned Corn, 3 tins. .25
Canned Tomatoes, 2 tins. .25
Cubans Peas, Per tin. .10
Cuban Grapefruit, Each 5c, or per doz. 55c.

2 1/2 LBS. PURE CELONA TEA, 55c.
500 lbs. Pure, Teas, of uniform quality and fine flavor, black or mixed. Friday, 2 1/2 lbs. .58. (Basement)

The Robert Simpson Company, Limited