

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

THE ROBERT

SIMPSON

COMPANY, LIMITED

PROBABILITIES.
Moderate to fresh westerly winds,
fine and warm.

THE ROBERT

SIMPSON

COMPANY, LIMITED

THURSDAY,
AUG. 1909

Were All Interests the Same There Would Not Be So Many Bargains

In the Carpet Store
600 yards of Scotch Printed Linoleum, in remnant lengths. Regular up to 60c. Friday, per square yard, 19c.

1000 yards of Heavy Floor Oilcloth, from 1 to 2 1-2 yards wide. Regular up to 35c. Friday, per square yard, 22c.

1200 yards of Heavy Scotch Linoleum. Regular 45c and 50c. Friday, per square yard, 33c.

850 yards of Fine Japanese Matting, full cotton warp. Regular 25c. Friday, yard, 14c.

1250 yards of English Tapestry Carpet, 5-8 borders to match. Regular 75c and 85c. Friday, per yard, 63c.

950 yards Brussels Carpet, borders to match. Regular up to \$1.40. Friday, per yard, 80c.

In the Curtain Store
300 pairs of New Nottingham Lace Curtains, 50 to 60 inches wide, 3 1-2 yards long. Regular \$1.00 to \$1.50. Friday, per pair, 89c.

Oil Opaque Window Shades, mounted on spring rollers. Size 3x6 ft. Regular 25c. Friday, each, 24c.

Bedroom Boxes. Regular \$3.00. Friday, each, \$1.98.

Curtain Stretchers. Regular \$1.50. Friday, each, 98c.

Wall Papers Friday
1350 rolls Walls, L. and Ceiling. Oddments. Regular to 8c. Friday 3 1-2c.

1350 rolls Bedroom and Parlor Papers, in light colorings. Regular to 25c. Friday 11c.

1350 rolls Imported Papers, for dining-rooms, parlors and halls. Regular to 50c. Friday 23c.

Linens and Staples for Friday
NOTE—Linens and Staples Removed to Second Floor, Yonge Street.

500 yards Crash Roller Towelling, 20 in. wide, red border, all linen. Regular 7 1-2c. Friday, 5c yard.

490 yards Bleached and Unbleached Canton Flannel, good strong wearing cloth. Friday 7 1-2c.

190 White Crochet Quilts, double bed size, all new designs. Very special, Friday, \$1.09.

60 Table Cloths, all linen, Irish make, size 68x88. Regular up to \$2.25. Friday, \$1.43.

700 yards Stripe Flannellette, 32 in. wide, all new patterns for sale. 8c.

150 pairs Twilled Bleached Sheets, size 70x90, made from good English sheeting. To sell special, Friday, \$1.27 pair.

800 yards Bleached English Cotton, 35 inches wide, strong, firm weave. Friday only 6c yard.

Bargains at the Toilet Counter
Shell Brand Castile Soap, 2 1-2 lb. bar. Friday, 19c.

French Scented Soap, assorted odors, 3 cakes in box. Regular 40c. Friday, per box, 25c.

Celluloid Hand Mirrors. Regular 35c and 45c. Friday, 25c.

Hair Brushes. Regular 25c and 35c. Friday, 19c.

Toilet Paper Rolls. Regular 8c. Friday, 5 for 25c.

Taylor's Assorted Perfumes, bottles have sprinker tops, and contain 3-4 oz. of high-grade perfume. Regular 15c and 20c. Friday 10c.

Ferns and Palms
Boston Sword Ferns. Regular \$1.00 and \$1.25, for 75c.

Sword Ferns and Kentia Palms. Special at 35c.

Cypress Grass and Hardy Ferns, 15c each, 2 for 25c.

Artificial Palms. Regular 75c, for 50c; regular \$1.00, for 75c; regular \$1.75, for \$1.25; regular \$2.25, for \$1.75.

Friday's Grocery List
Choice Family Flour, 1-4 bag, 77c.
Amalia Currants, cleaned, 3 1-2 lbs. 25c.
Choice Valencia Raisins, 4 lbs. 25c.
New Orleans Molasses, 2 lb. tin, 10c.
Featherstrip Cocoanut, per lb., 15c.
Perfection Baking Powder, per tin, 9c.
Pure Pastry Spice, 3 oz. tin, shaker top, per tin, 7c.
Blue Bell Jelly Powder, assorted flavors, 4 packages 25c.
Choice Rangoon Rice, 7 lbs. 25c.
Pearl Tapioca, 5 lbs. 25c.
Choice Pink Salmon, Salad Brand, per tin, 10c.
Lyle's Golden Syrup, 1-lb. tin, 10c.
Telephone direct to department. Main 7841.

2 1-2 LBS. PURE CELONA TEA 50c.
500 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Friday, 2 1-2 lbs. 50c.



YOU are interested in picnicking, boating, bathing, travelling—Summer recreations in short. WE are concerned with your needs for Exhibition time, Autumn, cooler weather.

Therefore, YOU will naturally be eager for the goods that we are naturally most anxious to dispense with in view of our preparations for a new season.

YOU on YOUR side and WE on OURS may join forces to mutual advantage to-morrow, Bargain Day. Come early.

We will want one hundred waitresses altogether in our new Restaurant on the Sixth Floor of the new building, and still have vacancies for 25 more. Applications received by Manager of Lunch Room, 6th Floor.

Bargain Day in the August Hosiery Sale

12 1/2c	19c	25c	25c	29c
19c	7c	19c	12 1/2c	19c

Women's Black, Tan and Fancy Pattern Lisle and Cotton Hose, seamless, fast dye. Regular up to 25c. Hosiery Sale price Friday, pair, 12 1-2c.

Women's Black, Tan and Fancy Patterns and Colored Hose. Regular 20c. Hosiery Sale price Friday, pair, 19c.

Women's Fine Imported Lisle Thread Hose, black, tan and fancy patterns, checks sole and toe. Regular 35c. Hosiery Sale price, pair, Friday, 25c.

Women's Plain and Ribbed Black Cashmere Hose, all-wool, seamless, double heel, sole and toe. Regular 35c. Hosiery Sale price, Friday, pair, 25c.

Women's Plain Black "Llama" Cashmere Hose, seamless, double heel, sole and toe, soft and fine. Special Hosiery Sale price, Friday, pair, 29c.

Misses' Lisle Thread Hose, in lace, plains and embroideries; lace in black, white, tan, sky, and pink, and plain black, with silk embroidered fronts. Regular 35c. Hosiery Sale price, Friday, pair, 19c.

Infants' and Children's Socks, broken lines, plain and lace. Regular 20c. Friday, Hosiery Sale price, 7c.

Misses' Black Cashmere Hose, ribbed and plain. Regular 30c. Friday, Hosiery Sale price, pair, 19c.

Men's Lisle and Cotton Socks, plain and fancy patterns. Regular 25c. Hosiery Sale price, Friday, pair, 12 1-2c.

Men's Lisle Thread Socks, newest fall styles. Regular 30c. Friday, Hosiery Sale price, pair, 19c.

Friday in the Furniture Sale

Savings such as are worth while. Look at them, ye housekeepers!

18 only Brass Beds, full size, 2-in. posts, seven step rods, five years' guarantee. Regular \$25.00. Friday, \$22.50.

2 only Brass Beds, 2-inch posts, cast brass centre and spindles, English lacquered. Regular \$90.00. Friday, \$75.00.

Enamel Beds, white or green finish. Sizes 4 ft. and 4 ft. 6 in. only. Regular \$8.00. Friday, \$6.50.

Mattresses, seagrass and cotton filling, covers in heavy sateen ticking, all sizes. Regular \$4.00. Friday \$3.00.

14 only Quartered Oak Sideboards, gold-leaf finish, polished, large British bevel mirror, long linen drawer and double cupboards. Regular price \$40.00. Friday, \$27.50.

24 Parlor Tables, quartered oak, golden polished, 22 inches round top, large shelf. Regular price \$4.50. Friday \$3.00.

24 Tabourettes, mission design, golden and early English finish. Regular price \$8.00. Friday, \$5.00.

24 Parlor Tables, quartered oak, golden polished and mahogany finish, polished, 24 inch tops. Regular \$5.25. Friday \$4.25.

Umbrella Bargains Friday

120 Men's Self-opening Umbrellas, fine mercerized cloth covers, strongest steel rod and frame, quick-acting spring, Congo crook handles, with silver mount. Regular \$1.00. Friday 68c.

125 Ladies' Umbrellas, good black covers of "gloria" silk and wool mixed; strong steel paragon frame; the handles are assorted horn and natural wood; all with neat silver mounts. Regular \$1.25 and \$1.35. Friday, 85c.

Great Bargain Lot of Handkerchiefs

A big lot of Handkerchiefs, comprising the clean-up of a large Belfast manufacturer's samples, bought at a price much below their real worth. While there are only four prices, there are hundreds of styles to choose from:

Lot 1—Handkerchiefs, 10c each.
Lot 2—Handkerchiefs, 4 for 25c.
Lot 3—Handkerchiefs, 2 for 25c.
Lot 4—Handkerchiefs, 25c each.

Bargain Day for Dress Silks

3000 yards of Japanese Silks, in plain and fancy weaves; Fancy Silks, in stripes, checks and Dresden effects; Plain Silks, in almost any shade; also ivory and black 27 inches wide; also one yard wide ivory habutai. Regular price of these silks, 50c yard. Friday bargain, 38c.

2000 yards Black Dress Silks, satin mousseline, satin duchesse, petit de soie, chiffon taffeta weaves. Regular selling price 75c. Friday bargain, 57c.

1000 yards Rich Black Dress Silks, of the Simpson quality, in the most fashionable weaves and finishes. Regular at \$1.00 a yard. Friday bargain, 83c.

Limited quantity reserved for mail and phone orders.

Ladies' Gowns, Suits and Dresses

Smart Morning Gowns, very dainty, white and blue, white and mauve, white and green, pretty designs, finished silk ribbons. Regular \$3.95. Friday \$1.95.

Jumpers, made of blue gingham, gored skirts, panel fronts, jumpers piped white. Friday 98c.

\$2.50 AND \$3.50 WHITE LINEN SKIRTS FOR \$1.95.

Smartly shaped and gored skirts, of white linen; every skirt perfectly cut and made. Regularly \$2.50 and \$3.50. Friday \$1.95.

\$4.50 STYLISH SUMMER DRESSES FOR \$1.95.

Smart Summer Dresses, oddments thrown out, in gingham and prints; jumpers, two-piece and semi-princess styles, checks and plain; also plain linen, in dark and light greys, fawns, mauve, sky, pinks, with lace yokes, collars and cuffs. Regular \$2.95 to \$4.00. Friday \$1.98.

\$5.00 TO \$10.75 TAILORED SUITS FOR \$3.95.

Just 60 only Slightly Soiled Summer Suits, strictly tailored, of linen, in stripes and plain, fawns, pinks, white, greens, sky and cadet blue. Regular \$5.00 to \$10.75. Friday \$3.95.

\$2.95 TO \$5.00 WAISTS FOR \$1.95.

100 only Rich Silk Waists, trimmed with lace yokes in various colors; Lace and Net Waists, lined with silk and lined with net; some slightly soiled; oddments left over from regular lines. All to be cleared on Friday, \$1.95. Regular \$2.95, \$3.50, \$3.95, \$4.50 and \$5.00.

Ladies' Furnishings for Bargain Day

300 pairs Ladies' Corsets. Sizes 18 to 26 inches. Regular value 75c. Friday bargain, 50c.

200 pairs Ladies' High-grade Corsets, 18 to 26 inches. Regular value \$2.00. Friday bargain, \$1.25.

KNITTED BLOUSES.
Ladies' Knitted Blouses, fine fancy knitted wool, V neck. Sizes 32 to 42 bust measure. Regular value \$1.75 and \$2.00. Friday bargain, 50c.

LADIES' UNDERWEAR.
Ladies' Vests, fine ribbed white cotton, low neck, with short or no sleeves. Sizes 32 to 38 bust measure. Regular value 15c. Friday bargain, 10c.

Ladies' Vests, fine ribbed white cotton, low neck, with short or no sleeves. Sizes 32 to 38 bust measure. Regular value 30c and 35c. Friday bargain, 20c.

Ladies' Drawers, fine ribbed white cotton, umbrella style, deep full of lace, open and closed styles. Sizes 32 to 38 bust measure. Regular value 35c. Friday bargain, 25c.

INFANTS' WEAR.
Infants' Short Dresses, fine lawn, empire style, fine lace beading, with silk ribbon around neck, cuffs and waist. Sizes 6 months, 1, 2, 3, 4 years. Regular value \$2.25. Friday bargain, \$1.69.

Infants' Reefers, fine pique, trimmed with embroidery medallions and frills of fine embroidery. Sizes 1, 2, 3 years. Regular value \$1.50. Friday bargain 75c.

Infants' Hand Knitted Jacket, fine, soft zephyr wool, wide silk ribbon around neck, sky, pink or white silk sewn edges. Regular value 75c. Friday bargain 50c.

Children's Bunny Suits, fine plain chambray, waist, skirt and drawers in one piece, trimmed with opposite colors chambray. Sizes 4, 5, 6 years only. Regular value 90c. Friday bargain, 25c.

LADIES' WHITEWEAR.
Gowns, fine nainsook, slip-over style, fine narrow embroidery beading, with silk draw ribbon on neck and cuffs. Lengths 56, 58, 60 inches. Regular value \$1.25. Friday bargain, 83c.

Corset Covers, fine nainsook, embroidery medallions, insertions and frills of fine Val lace beading and silk ribbon draws. Sizes 32 to 44 bust measure. Regular value 65c. Friday bargain, 48c.

Underskirts, fine cotton, 18-inch lawn, founce, two rows and deep full of fine Val lace, three clusters hemstitched tucks. Lengths 38 to 44 inches. Regular value \$2.25. Friday bargain, \$1.69.

APRONS.
Kitchen Aprons, heavy plain blue gingham, fancy border, large size. Regular value 25c. Friday bargain, 15c.

Maid's Aprons, fine lawn, embroidery bib and bretelles, large full size. Regular value 25c. Friday bargain 2 for 25c.

25c Lace Lisle Gloves 12 1-2c

Women's Wrist Length Lace Lisle Gloves, black only. Regular 25c. Friday, pair, 12 1-2c.

Women's Long Lace Lisle Thread Gloves, black and white silk, in pink and black. Friday, pair, 25c.

Bargains in Dress Goods Department

Black Dress Goods, Armures, Panamas, Poplins, Crepe de Chine, Volles, San-Toys, Cashmeres, etc., pure wool qualities, fast dyes and permanent finishes. 42 to 44 in. wide. Regular 75c and 85c. Friday, 55c.

Colored Dress Goods, Satin Venetians, Armures, Worsteds, Serges, Striped Panamas, Taffeta Cloths, Striped Chevots, etc. 40 to 44 inches wide. Regular 65c and 75c. Friday, 44c.

2000 yards of New German and Austrian Delaines, a large variety of designs, pretty floral patterns, fancy stripes and combination spots, on cream and colored grounds, for sacques, waists, kimonos, dresses, etc.; all pure wool qualities, 33 inches wide. Regular value 50c. Friday, 38c.

Wash Goods Department Bargains

250 pieces of High-class Printed Lawns and Organdies, mostly French goods of the best printing; many of them with pretty lace effects. Regularly 25c and 35c, for 15c.

A small lot of Fine Nainsook 26 in. wide, for ladies' and children's underwear, fine and soft. Regular 15c, for 10c.

Best Fast Color Print, white, black, navy and other colored grounds, spots, stripes and figures. Regularly 15c, for 10c.

Lining Department Bargains

1000 yards "Farmers' Satin," rich black heavy quality, permanent finish, excellent value. 40 inches wide. Regular 35c. Friday, 25c.

1000 yards French Brocade Lining, in a large range of new and seasonable shades, something new for coat lining, etc. Regular 50c. Friday, 38c.

1000 yards Farmer's Satin, in black only, a bright-faced heavy lining, fast dye, guaranteed permanent finish. 54 inches wide. Regular 60c. Friday, 44c.

Fashionable Coats at Half Price and Less

Friday \$2.95, regular \$4.95—Smart Dust Coats, extra long, perfectly tailored and strapped, loose backs, exact copy of \$10.00 model, fawns only.

Friday \$6.95, regular \$12.50—Imported Dust Coats, of silk, linen, semi-fitted and empire effects; very stylish, in fashionable linen shades.

Friday \$7.95, regular \$13.50—Stylish Model Coats, of rich lustre, in navys and greens, strictly tailored, handsomely trimmed.

Girls' Summer Costumes

A LIST OF BARGAINS FOR FRIDAY.
Girls' Summer Dresses, ages 10, 12 and 14. Regular \$1.25. Friday 45c.

Girls' Summer Dresses, ages 10, 12 and 14. Regular \$1.49. Friday 60c.

Girls' Summer Dresses, ages 10 and 12. Regular \$1.95 and \$2.50. Friday 98c.

Girls' Summer Dresses, ages 10, 12 and 14. Regular \$2.95 and \$3.95. Friday \$1.49.

Girls' Summer Suits, ages 8 to 16. Regular \$2.95 and \$3.50. Friday \$1.49.

Girls' Summer Coats, ages 10 and 12. Regular \$2.25 and \$2.95. Friday 98c.

Medicines and Sundries

Witch Hazel, distilled extract, 25c bottles, Friday, 15c.

Glycerine, 1-lb. bottle, Friday, 25c.

Bland's Pills, plain or improved, 100 in box, Friday, 10c.

Superior Silver Polish, Friday, 10c.

Teething Necklaces, Regular 25c. Friday, 15c.

Bathing Caps, everything up to 30c. To clear Friday, 15c.

Bath Mitts and Bath Straps, Regular 25c. Friday, 15c.

\$1.50 Clocks 98c Friday

150 Copper Clocks, 4 1-4 inch dial, double bell, reliable movements, guaranteed time-keeper. Regular selling \$1.50. Friday 98c.

SILVERWARE—SPOONS AND KNIVES.
Rogers' Tea Spoons, fancy pattern handles, neat design. Regular \$2.00 per dozen. Friday, 10c each.

500 Knives, dessert or tea size, celluloid handles, extra fine quality, Sheffield steel blades. Regular selling \$2.25 dozen. Friday, 6 for 75c.

Invoice Envelopes and Paper Fans

25,000 only Manila Invoice Envelopes, size 7. Regular 60c per 1000 value. While they last, 35c per 1000.

5000 Folding Fancy Paper Fans, usually sold at 5c each, for general use and decoration purposes. While they last, 10c per dozen.

(On Sale Stationery Department.)

Prayer Books 10c

800 travellers' samples "Key of Heaven." Also children's Prayer Book; all in good condition, bound in cloth and leather bindings; will be sold at less than wholesale prices; also assorted lot of Rosaries, from 10c each.

(On Sale New Book Department.)

In the Clothing Store

Men's Three-piece Single-breasted Sack Suits, English tweeds, dark grey mixtures, olive and brown shades. Sizes 35 to 44. Regular \$9.50, \$10.00, \$11.00 and \$12.00. Clearing Friday, \$5.95.

150 pairs Men's Working Pants, in imported and Canadian tweeds, in dark grey stripe patterns and grey and black mixtures; strong, firm materials. Sizes 32 to 44. Regular selling price, \$1.50 pair. On sale Friday, 98c.

BOYS' SUITS, \$2.49 AND 39c.

Boys' English Tweed Norfolk Suits, in light and dark grey and brown grounds, with fancy colored stripes and overchecks, made up in single-breasted style, with loose box pleats and belt, plain knee pants. Sizes 24 to 30. Regular prices \$3.50, \$3.75 and \$4.00. Friday, \$2.49.

Boys' Blue and White Stripe Russian and Sailor Blouse Wash Suits, made with sailor collar and detachable shield, thoroughly fast color. Sizes 4 to 9 years. Regular price 75c. Friday, to clear, 39c.

Men's Furnishings for Friday

(In the New Department, New Store, Richmond Street Section.)

500 Men's Lace Mesh Undergarments, in pale blue and flesh shades. Sizes 34 to 44. Regular 65c garment. Friday, 49c garment.

300 Men's Twilled Cotton Night Robes, collar attached, plain or trimmed, well made and generously sized. Special Friday, 47c.

1000 Men's Neglige Shirts, cuffs attached, spots, stripes, checks, etc., good quality fabric. Sizes 14 to 16 1-2. Special Friday, 44c.

500 Men's Black and White Striped Drill Work Shirts, collar attached, yoked, very strong. Sizes 14 to 17. Special Friday, 44c.

100 Men's Bathing Suits, one-piece style, red and white striped. Regular 50c. Friday, 38c.

1000 Men's Cream Shade Balbrigan Undergarments, shirts or drawers. Sizes 34 to 44. Regular 70c suit. Friday, 29c garment.

Men's \$2.00 Hats for 95c

Men's Stiff and Soft Hats, fine grade English fur felt, colors in stiff hats black and brown, in soft hats black, brown, fawn and pearl grey. Regular up to \$2.50. Friday, 95c.

CHILDREN'S HATS AND CAPS

Children's School Caps, in Variety and hood-down shapes; colors black, navy and fancy tweeds. Regular up to 50c. Friday, 10c.

Children's Straw Sailor Hats, fine white Canton braids, satin bands and streamers. Regular 75c. Friday, 29c.

Friday Bargains in Footwear

BROKEN SIZE RANGES.
120 pairs Ladies' Slippers, patent vamp, three straps. Regular price \$1.25. Friday bargain, 98c.

120 pairs Ladies' Boots, patent colt, dull Blucher tops. Regular price \$2.50. Friday bargain, \$1.79.

60 pairs Ladies' Dongola Kid Baskins. Regular price \$1.25. Friday bargain, 98c.

60 pairs Ladies' Dongola One-strap Slippers. Regular price \$1.25. Friday bargain, 98c.

72 pairs Men's High-grade Patent Colt Boots. Regular price \$5.00. Friday bargain, \$2.95.

36 pairs Men's Leather-lined Box Kip Boots, welted. Regular price \$3.50. Friday bargain, \$2.59.

48 pairs Infants' Patent Boots, with white kid tops. Regular price 75c. Friday bargain, 59c.

96 pairs Ladies' Oxfords, popular leathers and styles. Regular price \$4.00. Friday bargain, \$2.49.

30 pairs Boys' School Boots, tan and oxblood. Regular price \$3.50. Friday bargain, \$1.49.

20 pairs Boys' School Oxfords, patent leather, Blucher. Regular price \$3.50. Friday bargain, \$1.49.

Note—Not all sizes in each line, but nearly all sizes in the lot. We can fit you.

MEN'S BOOTS \$1.99, WORTH \$4.00

120 pairs of Men's Boots, fine, even grain, box calf leather, Blucher style, single, solid, oak bark tanned Goodyear welted soles, all sizes from 5 to 11. Whole \$4.00. Friday bargain, \$1.99.

1,000 Pieces of Jewellery

Pearl and Plain Lockets, Gold-filled Curb and Fancy Neck Chains, Solid Gold Earrings, Solid Gold Signet and Stone-set Rings, Gold-filled Monogram Links, Gold-filled Vest Chains, Black Silk Pins, Solid Gold Scarf Pins and Safety Pins, Brooches and Dress Pins, etc. Regular selling \$1.50 to \$3.00. Friday bargain, \$1.19.

2500 25c, 35c, 50c Brooches, Links, Scarf Pins, Beauty Pins, Sterling Silver Brooches, etc. Clearing Friday bargain, 10c.