The Robert SIMPSON Company Limited | Store Opens 8 a.m. | Closes 5.30 p.m. | H. H. FUDGER, President | J. WOOD, Manager | Phone Number Main 7841 We have 50 lines to Central. | The Robert SIMPSON Company Limited

Friday Bargains at Simpson's

The August Black Silk Sale

Guaranteed and Reliable Silks.

1,000 yards **Black Duchesse Paillette**, 39 inches, guaranteed to give satisfaction, deep full black, suitable for dresses, skirts, and slips. Regular, per yard, $1.25. Sale price, per-yard ... **$1.10**

Black Duchesse Mousseline Satin of a delightfully soft chiffon finish, skein dyed, perfect black. Regular, per yard, $1.50. Sale price, per yard **$1.24**

Our recommended quality of Duchesse Mousseline, 40 inches wide, guaranteed not to cut or split in wear; of French manufacture, and perfect in dye and weave. Regularly, per yard, $1.68. Friday **$1.33**

500 yards of **Heavy Quality Silk Satin Mousseline**, specially adapted for coats and tailor suits, rich even weave, and very firm. An exceptional opportunity. Regular, per yard, $2.00. Friday **$1.69**

Black and Navy Serges

Priced Per Yard, Friday, 44c

REGULARLY 65c AND 75c PER YARD.

3,000 yards of All-Wool English Serge Suitings. A very special purchase from an exclusive English serge manufacturer, made from the finest yarns, and dyed and finished in three shades of navy, and black. Best permanent finish, and guaranteed thoroughly shrunk and unspottable. 42 and 44 inches wide. Friday, per yard...44c

WEST OF ENGLAND SUITING SERGES AND SEDAN FINISHED BROADCLOTH, AT, PER YARD, 94c.

The popular early Fall suitings are just put into stock, and they are very special purchases that present to You a great saving on your early Fall suit. This special West of England Serge, made from pure Botany yarns, and dyed in three special shades of navy, and black, is guaranteed thoroughly shrunk and spotproof. 54 inches wide 94c

THE SPECIAL FRENCH BROADCLOTH

We can show in a full range of new Fall shades and black. It is a splendid wearing cloth; has a rich sedan finish, and is great value at this price. The correct weight for smart tailored Fall suits, etc. 52 inches wide. Per yard 94c

Whitewear Savings

Handsome Petticoats, of fine cotton, deep flounce with 2 wide rows real linen lace insertions, finished with wide ruffle of lace to match; dust ruffle. Sizes 38 to 42 inches. Regularly $3.75 each. Friday bargain $1.63

Nightdresses, of nainsook; a beautiful Empire kimono style, yoke and sleeves of wide fine embroidery and lace, beadings and silk ribbons, square slip-over neck and short sleeves. Sizes 32 to 42 bust. Regular price $3.50 each. Friday bargain, each $1.50

Drawers, of nainsook, umbrella style, deep ruffles of extra quality embroidery, with small tucks. Sizes 23, 25, and 27 inches. Regular price $1.25 pair. Friday bargain, pair.....50c

INFANTS' BARROW-COATS.

Of cream all-wool flannel, beautifully hand embroidered and scalloped with silk. Length 34 inches. Regular price $3.00 each. Friday bargain $1.50

LITTLE GIRLS' COATS.

Summer coats of pongee linen, double-breasted, black silk collar and buttons, lined throughout, 2 pockets. Sizes 2 to 6 years. Regular price $3.50 each. Friday bargain $1.39

END OF SEASON PRICES IN SUMMER CORSETS.

About 300 pairs "La Deesse," and "D and A" Corsets, finest white light weight batiste, medium bust, long and graceful models, rustproof throughout, 6 garters, lace and ribbon trim; not all sizes in each style, but all sizes, 18 to 26 inches, in the lot. Regular prices $1.50 and $2.00 a pair. Friday bargain 89c

CHILDREN'S PYJAMAS.
(Third Floor, South Side.)

Clearing two styles of sleeping suits, coat and pants, white cambric with printed dot or fancy good night designs; pocket. Sizes 4 to 16 years. Regular prices $1.50, $1.75 a suit. Friday bargain.....69c

GIRLS' DRESSES.

Pretty dresses of printed lawn, pink and sky patterns, trimmed with plain lawn folds and fine white embroidery. Very dainty. Sizes 2 to 5 years. Regular price $1.50 each. Friday bargain 75c

Girls' Dresses, fine printed percale, prettily trimmed, large square collar of plain material, colors blue and grey effects. Sizes 6 to 14 years. Regular price $1.50 each. Friday bargain.....75c

WOMEN AND GIRLS' SUMMER UNDERWEAR CLEARANCE.
(No Phone or Mail Orders.)

About 800 pieces, counter soiled pieces, and balances of lines, consisting of vests, drawers, and combinations, finest qualities ribbed white cotton or lisle; also in light weight wool mixtures. A great many styles and qualities. All sizes for women and girls in the lot. **Friday, Half-Price and Less.**

Splendid Cloak Prices

GENERAL CLEAN-UP OF LINEN SUITS AT BARGAIN PRICES.

Well tailored suits of linen and wash fabric, in colors of white, tan, and stripe effects. Some have notched collars inlaid with self or striped material. Suits are neatly fitting with well stitched seams. Regular prices were $5.00, $6.50, $7.50, and $8.50. Friday bargain **$1.85**

WOMEN'S AND MISSES' DRESSES.

Summer dresses made of English prints, ginghams, muslins, and French mulls. Waists have Dutch collars or high necks with sailor collars. Skirts trimmed to match. Colors are white, pink, blue, grey, black and white, and a variety of stripes and checks. Regular prices were $5.00, $6.50, up to $7.50. Friday bargain **$1.45**

"IDIS" RAINCOATS.

A well known line of Mandelling Raincoats, made of rubberized cashmere in black and blue only; cut on loose-fitting lines. Velvet collar. A big bargain at **$3.45**

GIRLS' COATS, $2.98.

Made from beaver and cheviot serge, cut with loose or slightly fitting lines, and single-breasted. Collar trimmed with braid. Colors are navy, green, and red. Ages 8 to 12 years. Regular prices from $5.00 to $8.50. Friday bargain **$2.98**

WOMEN'S WASH SKIRTS.

Polka dot ducks, in navy or black; Indian Heads, duck, and linens in white only, made in a number of plain-gored styles. Friday bargain **99c**

The Simpson Store is a convenient headquarters for out-of-town folks. To that end we have installed rooms for rest, and for the meeting of your friends, parcel desks to care for your bags and wraps, lunch room with all kinds of meal service, and music, not to mention the usual elevator and floor services of the Store itself.

You may always count upon a hearty welcome during business hours.

Store Closes at 1 p.m. on Saturday. Last Delivery at 11 a.m. Saturday.

Men's 7-Jeweled Watch, $2.68

This is an exceptional value in Men's or Boys' Watches, with 14-size, 7-jewel Swiss lever movement. Has exposed winding wheels. A written guarantee accompanies each watch. Very thin model, and a watch for the business man. Plain nickel case, with double hinged back. One of the special features of this watch is the silver dial, beautifully engraved. Regularly $4.00 each. Friday **$2.68**

Half-Price Optical Goods

Last chance for Optical goods at these prices, before the fall rush is on.

(These all complete with lenses.)

Good Aluminio Glasses, regularly $1.50, for 75c

Finest quality 1-10 12k Gold-Filled Spectacles or Eye Glasses, several styles, including the new finger spring. Regularly $3.50, for...$1.75

Regularly $4.00 Glasses $2.00

Eye Protectors. Regularly $1.50, for 75c

Smoked Glasses. Regularly 25c, for 12½c

Reading Glasses, with handle. Regularly $1.50, 75c; reg. 80c, 40c; reg. 75c E. G. Chains, 38c, etc., etc

With each pair of Invisible Bifocal Lenses (all ground in one piece), at $5.00, we supply free any style regular gold-filled mounting or frame. All specials, such as compound or double-vision lenses, must be charged for extra.

(Optical Dept., 2nd Floor, Yonge St. Side.)

Jewelry

Women's 50-inch Watch Chains, gold filled, curb and fancy link patterns. Regularly $2.50 and $3.50. Friday bargain **$1.25**

Filled Pearl Necklets, strung on fine chain, beautiful cream lustre, 15 inches long. Friday bargain, 29c

5,000 ARTICLES JEWELRY. 19c EACH.

Sterling Silver Scotch Pebble Brooches. Regularly 50c. Friday bargain 19c

Gold-Filled Baby Bracelets, strong catch. Regularly 75c. Friday bargain 19c

Men's Fobs, assorted patterns. Regular price $1.00. Friday bargain 19c

Beauty Pins, Cuff Links (engraved and plain). Brilliant Brooches, Dress Sets, Earrings, Hat Pins. Regular price 25c, 50c, 75c. Friday bargain 19c

6-inch Ribbon, 7c

Broken lines in about 15 different colors, 5 and 6-inch Taffetas and Satin Ribbons. The quality is good and the weave perfect. Usual selling price 20c and 25c per yard. No phone or mail orders filled. No more than 18 yards of one color to one customer. Friday bargain, yard, 7c

Brass and Chinaware

BRASSES AT $2.49.

Dark finish Coal Hods with bright handles, bright and brass finish Umbrella Stands, Pedestals, Footed Jardinieres, Hanging Flower Pots, Round and Oblong Serving Trays, etc. A fine collection of hand-hammered brassware. All one price, 8 o'clock Friday **$2.49**
(See Window.)

CHINA.

Best English Semi-porcelain Toilet Set, 10 full-sized pieces, including roll rim basin, floral pattern, in green or blue only. 8 o'clock Friday **$1.98**

JARDINIERES.

Pretty nearly anything you want in the lot. All shapes—embossed and plain. Some plain colors, others varied. All sizes, but mostly to hold 7 and 8-inch flower pots. 8 o'clock Friday 25c

English China Tea Set—Patterns in four styles. 40 pieces in each set. Only 20 sets in all. Gold finish. 8 o'clock Friday, set.....**$3.69**

A CHANCE FOR GOOD BUYING

IN MEN'S TWO-PIECE SUITS.

A number of broken lines of Outing Suits at a price which is not half their usual selling prices. They are made from English tweeds; homespuns, and a few worsteds. Single-breasted, three-button coats; trousers with cuffs, belt and side straps. All high-grade suits, well tailored. Friday price, **$6.95**

Men's Working Trousers of tweed, in assorted patterns. Strong and well tailored. Friday sale price.....98c

Men's Office Coats, made from a light tan or light grey material. Single-breasted, patch pockets. Well tailored. Price **$1.25**

150 BOYS' BLOOMER SUITS.

Made from fine English tweeds in dark patterns, three buttons, double-breasted style, with breast pocket and centre vents; lined with Italian twill. The bloomer pants have strap bottoms. Sizes 25 to 34. Regularly $4.50, $5.00, $5.50, and $6.00. Friday bargain **$3.95**

BOYS' SHIRTWAISTS IN WHITE.

Stripes and fancy polka dots. Well made with patch pockets and soft turn-down collar. Sizes 5 to 14 years. Regularly 50c. Friday, clearing 22c

Boys' Outing Shirts, 29c

Of white and tan duck, striped English cashmerettes, cambrics, and zephyrs. All sizes in the lot, 12 to 14. Regularly 65c, 75c, and $1.00. Friday bargain, each 29c

Men's English Merino Underwear, shirts and drawers, natural shade, medium sizes only. Regularly 50c. Friday bargain.....29c

Men's Leather Belts—A variety of colors, narrow and wide, patent or ordinary buckles. All sizes. Regularly 50c and 75c. Friday, each, 25c

Boys' Navy Blue Bathing Suits, combination style, button on shoulder, bound edges. Sizes 20 to 28 only. Regularly 35c. Friday bargain 19c

1,000 Garments of Balbriggan Underwear, for small size men only; no phone or mail orders for these. On sale at special bargain circle just inside Queen Street Door. Regularly 39c. Friday, each ... 15c

Boots and Shoes

Women's Boots and Oxfords, in a large variety of styles and leathers. Sizes 2 to 7. Regularly $2.50, $3.00, and $3.50 lines. Friday bargain.....**$1.99**

Men's High-Grade Oxfords, made of selected patent colt leather, button and blucher styles; Goodyear welted soles, new short and medium vamps. Sizes 5 to 9 only. Regularly $3.50, $4.00, and $5.00. All one price, Friday bargain **$2.00**

Barefoot Sandals, tan leather, two buckles, solid leather soles. Friday bargain, women's 99c; misses', 79c; girls', 69c; child's, 59c; infants', 49c.

Tennis Shoes, white or blue duck, rubber soles and heels. Friday bargain, youths' and misses' sizes, 11, 12, and 13, 45c; boys' and women's sizes, 1 to 5, 55c; men's sizes, 6 to 11, 65c.

Men's Hats

200 Men's Straw Hats, mostly boater shapes, in fine white Canton and split braids; wide or medium brims. Some slightly soiled. Regular prices $1.00, $1.50, and $2.00. Friday, for.....25c

Panama Hats, extra well made and first quality trimmings, tourist shape of telescope crown. Regularly $5.00 hats. Friday **$2.95**

Stiff Hats, odd dozens and balances. Extra fine English fur felt, up-to-date shapes. Regular prices $2.00 $2.50, and $3.75. Friday **$1.00**

Children's Straw Sailor Hats, plain or fancy straw. Regularly 25c and 35c. Friday 10c

Children's Extra Fine Plain White Turbans and Middy Shape Hats, navy, white, or brown trimmings. Regularly 50c and 75c. Friday 25c

Friday Bargains in the August Furniture Sale

Bed Couches, with green dinim, comfortable mattress, iron frame, and good strong durable spring. Regular $12.75. Friday bargain... **$7.35**

Three-Piece Parlor Suites, frames are of birch finished mahogany, panel backs, and spring upholstered seats. Settee, arm chair, and arm rocker. Regularly $23.50. Friday bargain **$17.90**

Buffets, in solid quarter-cut oak, finished fumed or early English, good cupboard and drawer space, and long beveled mirror. Regular $23.75. Friday bargain **$18.40**

Dining Tables, in pedestal design, with round top, made of selected quartered oak, finished rich golden or early English. Regularly $28.00. Friday bargain **$21.80**

Princess Dressers, in selected quartered oak, also in mahogany, deep drawers, and oval beveled mirror. Regularly $16.75. Friday bargain **$12.90**

Dressing Tables, in genuine quarter-cut oak, finished rich golden polished, also in mahogany. Regularly $12.75. Friday bargain **$9.65**

Dressers, in mahogany finish, lots of drawer space and large mirror, carefully constructed throughout. Regularly $26.00. Friday bargain **$19.60**

Mattresses, filled with seagrass centre and heavy layer of jute on top and bottom, covered with a good strong ticking. Regularly $3.10. Friday bargain **$2.38**

Mattresses, filled with pure white cotton, built in layers, comfortable and durable, covered with an extra good quality of art ticking, made in all standard widths. Regularly $10.50. Friday bargain **$8.45**

Woven Wire Bed Springs, frames made of thoroughly seasoned hard maple, with closely woven triple weave fabric. Regularly $3.00. Friday bargain **$2.36**

Hosiery Sale Values for Friday

Women's Black or Tan Cotton Hose, seamless, spliced heel, toe, and sole. Regular 20c. Hosiery Sale price, Friday **11c**

Women's Lisle Thread Hose, fancy colors in lisle, also plain black in cotton. Regular 25c and 35c. Hosiery Sale price, Friday, pair, 19c ..... **3 pairs, 50c**

Women's Plain Black Cashmere Hose, spliced heel, toe, and sole. Regular 30c. Hosiery Sale price. Friday, 19c ..... **3 pairs, 55c**

Children's Socks, lisle thread, with fancy colored tops. Sizes 4 to 8½. Regularly 20c. Hosiery Sale price, Friday **10c**

Children's Cashmere Socks, black only, small sizes, ages 1 and 2 years. Regularly 25c. Hosiery Sale price, Friday **7c**

Boys' and Girls' Fine Ribbed Black Cotton Stockings, seamless, double spliced heel, toe, and sole, fast dye. Sizes 5, 5½, 8½ to 10. Hosiery Sale price, Friday **10c**

Men's Fancy Colored Cotton Socks, also plain black, all sizes. Regularly 20c. Hosiery Sale price, Friday, pair, 10c ..... **3 pairs, 25c**

Men's Plain Black Cashmere Socks, seamless, spliced heel, toe, and sole. Regular 25c. Hosiery Sale price, Friday, pair, 19c ..... **3 pairs, 55c**

Five o'Clock Tea Cloths Half-Price

Beautiful All Linen Tea Cloths, scalloped or hemstitched. Size 36 x 36 inches. Regularly $1.00. Friday 50c

1,500 Yards Apron Gingham, blue and white checks, fast colors, 38 inches wide. Regularly 12½c and 15c. Friday, yard.....10c

75 Sets of Table Linen, 1 table cloth, 2x2½ yards; napkins to match, 22x22-inches. Beautiful Irish linen, new bordered designs. Regularly $4.75. Friday, set **$3.49**

Madapollam, or Fine English Cotton, closely woven, free from dressing, 42 inches wide; for nightgowns, etc. Friday bargain, yard.....15c

Hemmed Glass Towels, in red or blue checks, all pure linen, good drying towel. Size 22x32. Friday bargain, per dozen.....98c

White Check Dress Linen, fine sheer quality, 36 inches wide; will launder and wear well. Friday bargain, yard.....25c

Bleached Hemmed Sheets, in twill only, good heavy make, large size, 80x100 inches. Regularly $2.00. Friday, pair.....$1.49

(Phone Linen Department, Second Floor.)

Carpets on Sale Friday

Japanese Mattings, Union Carpets, and Velvet Squares, included in the special Friday bargain list.

A splendid selection of this season's Mattings, in greens mixed, colored, and fancy inlaid designs. Regularly 20c, 25c, and 35c yard. Friday 17c

A few rolls of an extra quality **Union Carpet**, in good colors, 36 inches wide. Friday, yard 48c

Seamless English Velvet Squares—A most reliable and satisfactory rug that has the appearance of a very much more expensive quality. There are Oriental, self color, and chintz designs at reduced prices:

9.0 x 10.6.	Friday.....	$14.95
9.0 x 12.0.	Friday.....	17.95
10.0 x 12.0.	Friday.....	20.95

Kentia Palms

Kentia Palms, good fresh stock. Regularly $1.50 each 98c

Norway Pines, regularly $1.00....75c

Rubber Plants, regularly 75c.....60c

Japanese Air Fern, large bunches, 15c

Phone direct to Dept.

Books and Stationery

500 Novels, by popular authors, regularly 15c to 25c each. Friday bargain 10c

Paper-bound Fiction, 150 titles to select from. Friday .....3 for 25c

Initial Stationery, any initial, in boxes containing 25 sheets, with envelopes to match, fine linen paper, regularly 25c. Friday bargain...2 for 29c

King's Court Linen Note-paper, regularly 8c per quire. Friday.....5c

Envelopes to match, per packet...5c

(Book and Stationery Dept, Main Floor.)

Groceries

Choice Family Flour, quarter bag, 63c

Currants, cleaned .....3 lbs. 25c

California Seeded Raisins, 3 pkgs. 25c

Yellow Cooking Sugar ....9½ lbs. 50c

Perfection Baking Powder, 3 tins 25c

Canada Cornstarch, package.....7c

Pure Kettle Rendered Lard, per lb. 17c

New Orleans Molasses, 2-lb. tin, 10c

Canned Blueberries, Eagle Brand, per tin 10c

Choice Creamery Butter, per lb...30c

Choice Pink Salmon .....2 tins 25c

Rangoon Rice .....5 lbs. 25c

Pearl Tapioca .....3 lbs. 25c

Canned Corn .....3 tins 25c

300 Pickled Shoulders of Pork, 6 to 8 lbs. each, per lb 13c

2½ LBS. PURE CELONA TEA, 58c.

A blend of India and Ceylon Teas, of uniform quality and fine flavor, black or mixed .....2½ lbs. 58c

Trimmed Hats, $1.00

Hats that were marked regularly $3.50, $4.50, and some as high as $6.00 each. We need the table space, hence we offer them as a Friday bargain at $1.00

CHILDREN'S TRIMMED WHITE MILAN HATS AT 50c.

Of fine white Milan straw, with fancy silk trimmings. Regularly $2.50 each. Friday bargain..50c

TRIMMINGS.

Silk Nets, in nearly all the best colors. Regularly 50c, 60c, and 75c per yard. Friday bargain, 10c

Fancy Ratine and beaded ornaments. Regularly 50c. Friday bargain 5c

UNTRIMMED HATS AT 10c.

Two big tables of fancy straw shapes. The regular season prices were $1.00 and $1.25. Friday bargain, each.....10c

Sample Waists

Of fine Irish Linen, tailored. Our well known "Challenge" brand; plain, tucked, or embroidered. Sizes 36 and 38 only. Regularly $1.95 and $2.48. Friday bargain 98c

Samples and small clearing lines in lovely lingerie waists, beautifully trimmed. All sizes. Regularly $2.48 and $2.95. Friday bargain $1.29

Clearing Several Lines of White Wash Waists, tailored or fancy; some nice stripes. Also colored gingham waists. All sizes in the lot. Regularly 69c, 79c, and 98c. Friday bargain 39c

Gloves

Women's Lisle Thread Gloves, wrist length, dome fasteners. Black, white, and colors. All sizes. Regularly 25c. Friday, pair 10c

Women's Imported Glace Kid Gloves, dome fasteners, silk points on back over seams. Black, white, tan. All sizes. Regularly 75c. Friday, pair 47c

Men's Canvas Glove Gauntlets, also wrist lengths; white, for gardening, etc. Regularly 12½c. Friday...3 pairs 25c

Umbrellas and Parasols

150 Durable Umbrellas, for women, strong frames and splendid assortment of handles. Special Friday 65c

Umbrellas for Women, silk and wool taffeta tops, splendid handles, sterling silver and rolled gold mounted; silk cased. Were $2.25, $2.50, and $3.00. Friday.....$1.73

Silk Parasols—To clear Friday a variety of handsome rich effects in stripes and Dresdens, with durable frames and pretty handles. Were $3.50, $4.00, and $5.00. Friday bargain **$1.89**

A Lot of Sunshades, stripes and fancy patterns. A good range of handles and gilt frames. Friday bargain 98c

The Robert SIMPSON Company Limited

This in the Lunch Room

Friday, 3.00 to 5.30 p.m.

Fresh Fruit Sundae and Cake. 10c