

Friday Bargains in the Simpson Summer Sale

Outing Dresses to Clear, 89c

Smart Tailored Styles, women's and misses' sizes; made well, to sell at \$3.00 to \$4.00, of white and colored wash fabrics. A bargain to the point for the beach or the bush, or to wear on the verandah. All clean and fresh. Friday89c
No phone or mail orders.

Pretty Summer Dresses of Flowered Crepes, in the later mode of long tunic skirts, good shades, price lowered for Friday to3.49

Flowered Crepe Hot Weather Dresses, three-tiered skirts, Raglan sleeve, blouse effect; crushed, corded silk girdle to match; a much better dress than usual. Friday4.65

Misses' and women's sizes, in a wide assortment of colors.

Silk Dresses with Tunic Skirts, Friday Bargain, \$6.95—Special efforts have been given to make this sale a bargain. Messaline silks bought at a saving, made up after several imported models, showing frilled and long tunics, with Roman stripe borders; wide girdles to match. Easily a \$10 value. Shades navy, Copenhagen and black. Friday6.95

Misses' and Women's Coats at \$4.95—A collection unsurpassed for values in samples and regular lines, in wool serges, cords, mostly navy brocades and velours, in high shades, also checks and plaids. Many lined with silks and nicely trimmed. A large variety of new, up-to-date styles. Worth \$7.50 and \$10.00. Friday attraction4.95

Skirts, in regulation or small sizes. Many styles in all stock sizes. Made of tested qualities of black and navy serges, cords, tweeds, checks, and gray woads. Some are \$3.75, \$4.00 and \$5.00 skirts from stock; some specially purchased, but worth much more. Friday2.89

(Third Floor)

Silk List Values Friday

Black Dress Satins, Regularly \$1.35, for \$1.15—38 inches wide, rich deep blacks; bright in finish and even in weave; 300 yards. Friday bargain1.15

Colored Dress Satins, Regularly up to \$1.25, On Sale at 93c—36 inches wide, Duchesse finish; wide color range to choose from in all staple shades and many new novelty tones. Also 200 yards Black Satin Paillette. Friday bargain .93

Black Duchesse Satins—About 400 yards altogether; 38 and 39-inch. Regularly \$1.50. Friday bargain1.29

200 18-yard Pieces of Selected Shantung Silk, 33 and 34 inches—Fine even weaves, in bright natural colors; silks that we guarantee to launder perfectly. Regularly 59c and 65c values. Friday bargain46

Ivory Jap Silks, 36 inches wide—An extra fine quality in this much-wanted weave; useful for slips, waists, dresses, underwear, etc.; washes well. Friday bargain48

(Second Floor)

Bargains in Summer Shoes

White Tennis Boots for Women and Boys, 50c—Finest Quality White Tennis Boots, with reinforced black rubber soles, sizes 2½ to 6. Regularly 95c. Friday bargain50

Same Quality in Low Oxford Shoes, sizes 3 to 6. Regularly 75c. Friday bargain45

White Yachting Oxfords for Women and Boys, 60c—Highest Grade Yachting or Tennis Shoes, finest quality white duck, with corrugated white rubber soles; sizes 2½ to 7. Regularly \$1.00. Friday bargain60

Women's White Pumps, Cool and Comfortable for Summer Wear, 99c—Fine White Poplin Pumps, with neat tailored bows, flexible hand-turned soles, and white Cuban heels, made on dressy and popular lasts; sizes 2½ to 7. Regularly \$1.50. Friday bargain99

Children's Slippers, 85c—Dainty Patent Calf and Kid Ankle Strap Slippers, with hand-turned soles, white kid lining and small spring heels. Sizes 2 to 7. Regularly \$1.25. Friday bargain85

Pumps and Oxfords for Women, \$1.95—There is a splendid variety in all the newest and most popular styles for summer wear, including pumps with or without ankle straps, and Oxfords in both button and lace styles; patent calf, black suede, tan Russia calf, fine dongola kid and gun-metal calf leathers, medium and light weight soles, high, medium and low heels; sizes 2½ to 7. Regularly \$2.50, \$3.00 and \$3.50. Friday bargain .95

Men's \$4.00 Patent Calf Boots, \$2.50—500 pairs, made on all the new lasts of selected patent calf, with dull calf tops, Goodyear welted soles, high or low heels. Sizes 5½ to 11. Regularly \$4.00. Friday bargain2.50

(Second Floor)

Linoleum Remnants at 23c

All the short lengths up to eight square yards are offered for 83c rush selling at 23c a square yard. Regularly 45c and 50c.

All-Wool and Woolen and Union Carpets at Half-Price—Part rolls and lengths sufficient for one or more rooms, in browns, reds, blues and greens.

\$1.45 qualities, 36-inch wide. Friday, a yard . . .68
85c qualities, 36-inch wide. Friday, a yard . . .43
68c qualities, 36-inch wide. Friday, a yard . . .34
50c qualities, 36-inch wide. Friday, a yard . . .25

65c and 75c Scotch Tapestry Stair Carpets, Rush Clearance at 49c a Yard—These are all 27 inches wide, in a number of good designs and colors, mostly in tans and greens. Friday special, per yard49

A Good All-Wool Art Square at Half-Price—One design only is offered at this great reduction. A nice combination of red and tan, in a splendid conventional design.

9.0 x 9.0. Regularly \$8.10. Friday . . .4.05
9.0 x 10.6. Regularly \$9.45. Friday . . .4.75
9.0 x 12.0. Regularly \$10.75. Friday . . .5.38
10.6 x 12.0. Regularly \$12.50. Friday . . .6.25

English Brussels and Velvet Stair Carpets, 22½ and 27 Inches Wide at Half-Price—Four or five good designs to clear at a lot less than cost. Mostly part rolls in greens, tans and chintz mixtures.

\$1.35 qualities. Friday, a yard68
\$1.00 qualities. Friday, a yard50

(Fourth Floor)

Linens and Staples Now on the Fourth Floor

Buy Nainsook Friday at 10c Yard—Fine English nainsook, with a sheer finish, splendid quality for making women's and children's undergarments; width 36 inches. Bargain, Friday, yard10

24c Pillow Cotton, Reduced to 16c Yard—Circular pillow cotton, in a close even weave, free from dressing, a splendid wearing quality, 44 inches wide. Regularly 24c yard. Bargain, Friday, yard16

\$4.00 Sets of Table Linen To Go With a Rush at \$2.95—1 damask table cloth, size 2 x 2½ yards; 1 dozen napkins to match, size 22 x 22 inches; these are all pure linen and come in a range of handsome designs. Regularly \$4.00 set. Complete Friday2.95

15c and 16c Apron Gingham, 10c Yard—Blue and White Checked Apron Gingham, fast colors, with or without border, 38 inches wide. Regularly 15c and 16c yard. Friday bargain10

3,000 yards Canton Flannel, good heavy quality, your choice in bleached or unbleached, 27 inches wide. Regularly \$2.15 and \$2.25 per pair. Friday bargain1.69

Snowy White Honeycomb and Crochet Bed Spreads, closely woven, in good designs, finished with hemmed or fringed ends, double bed sizes. Regularly \$2.25, \$2.38 and \$2.50. Friday bargain1.69

Fancy Printed Cottage Table Covers, in pretty colorings of pink, blue and greens, on light grounds, size 54 x 14 inches. Clearing Friday49

Fancy Damask Lunch Cloths, fine quality, with spoke-hemstitched hems, size 36 x 36 inches. Friday bargain, each58

Flowered Huckaback Scarfs, very serviceable, size 17 x 48 inches, finished with deep spoke-hemstitched ends. Friday bargain, each38

(Fourth Floor)

A Sensational Suit Selling Event

500 Men's Spring and Summer Suits to Clear at \$4.95

You would pay \$8.50, \$10 and in many instances \$12 for these Suits if you bought them in the usual way. Now is your opportunity to secure a suit for business. Read carefully the description.

SEE YONGE AND QUEEN STREET WINDOWS

Good honest English Tweeds in the new shade of browns and grays and fancy mixed colors, good fitting, well tailored, single-breasted, three-button sacque styles, with vest and trousers of equally good style and fit. The linings will give good service. A record money-saving event. Sizes 34 to 44. Friday4.95

Book Prices Cut

1,000 Travelers' Samples, just received from the road, including fiction, travel, essays, boys' and girls' story books, dictionaries, presentation volumes, in cloth and leather. Regularly 25c to \$5.00. Friday, Half Price.

Father Tuck's Annual, full of interesting reading and pictures for the youngsters, bound colored boards. Regularly 98c. Friday, 49c.

BOOKS YOU ALL KNOW.
Bunyan's Pilgrim's Progress. Mother Goose, Lamb's Tales From Shakespeare, cloth bound, colored illustrations. Regularly 85c. Friday43

(Main Floor)

Photo Supplies

Simpson's M.Q. Developers, Regularly 5c each. Friday, 6 for49

Acid Fixing Powder (¼ lb.), Regularly 15c. Friday11

Silk Cloth-covered Loose Leaf Album (50 leaves, 7 x 10). Regularly \$1.50. Friday1.19

Special Trimming Board (6½ inch). Regularly \$1.50. Friday1.19

"Gravura" Greeting Paper (any size). Regularly 15c. Friday, 2 for25

Metal Tripod (3 section). Regularly \$2.25. Friday1.89

(Main Floor)

Toilet Goods

Lever's Oatmeal Toilet Soap, Friday, 8 cakes for25

Yardley's English Brown Windsor Toilet Soap, Friday 2 cakes for15

New Process White Crepe Toilet Paper, in rolls, extra large roll. Friday, 5 rolls25

White House Toilet Paper, in packages. Reg. price 10c per package. Friday, 3 packages for18

Tooth Powder, in tins. Friday, per tin8

Air Floet and Corykopsal Talcum Powder, Friday, per tin10

Payne's Nail Bleach, Friday .12
Rubens Tooth Paste, in tubes. Friday16
Yale's Skin Cream, Regularly \$1.50. Friday75
Corn Whisks, with ring handle. Friday18
Imported J.M.F. Cologne, 5-ounce bottle. Friday45
White Celluloid Hand Mirrors, with beveled glass. Friday23
Women's Hard Rubber Dressing Combs, extra strong. Regularly 50c. Friday33

Phone direct to Toilet Goods Dept.—Main Floor.

Store Hours : Opens 8.30 a.m. Closes 5.30 p.m. Daily

Saturdays, During June, July and August, the Store will close at 1 o'clock, with no noon delivery Saturday.

Whitewear Sale Bargains

Nightgowns, fine nainsook, slip-over style, yoke has insertions of wide embroidery, silk ribbon run and linen lace, line lace edges, silk draw ribbon, sizes 34, 36, 38 inches. Regularly \$1.25. Friday bargain85

Undershirts, cotton, flannel or handsome embroidery or with wide insertions and edge of fine lace, lengths 38 to 42 inches. Regularly \$1.25. Friday bargain85

Drawers, heavy fine cotton, deep ruffle of goods, with tucks and hemstitched hem, open or closed, lengths 23 to 27 inches. Regularly 35c. Friday bargain25

Princesses' Suits, clearing all oddments and broken lines of children's sweaters, coats; brown, cardinal, gray, white trimmed red, sizes 3 to 14 years. Regularly up to \$2.50. Friday bargain50

Clearing Several Styles in Women's Sweaters, coats, wide choice of colors, some are counter soiled, wool and merino cotton, sizes 32 to 40 bust. Regularly up to \$4.00. Friday bargain1.00

Women's Underwear—Women's Vests, fine ribbed cotton, low neck, short or no sleeves, beading and draw ribbon, some have fancy lace yokes, sizes 32 to 38 bust. Regularly 15c and 30c. Friday bargain7c

Women's Combinations, finest ribbed white cotton, low neck, with short or no sleeves, lace beading and ribbon, wide fine lace trimmed, unbleached or light blue, sizes 32 to 44 bust. Regularly 35c and 75c. Friday bargain37

Corsets—Clearing a most desirable stock of corsets, all styles, most proof boning, four wide side steels, free hip bone, four fine garters, bust draw cord, dainty embroidery trim, sizes 18 to 25 inches. Regularly \$2.00. Friday bargain1.25

Clearing Children's Coats—Clearing our entire stock of Children's Spring Coats, including serge, shepherd checks, rajahs, raincoats, Bedford cords and velvet cords; every style new for this season and every coat perfect in all details, sizes 2 to 6 years. Regularly \$4.00 to \$10.00. Friday bargain1.50

Girls' Dresses—Girls' Dresses, extra fine quality pink, blue or tan rep. in charming styles, trimmed with silk cord, braid and buttons, sizes 2 to 14 years. Regularly \$3.00 and \$3.25. Friday bargain1.00

Junior Girls' Dresses, clearing several styles in fine prints or chambray, checks, stripes or plain colors, pink, blue or brown, pretty styles, daintily trimmed, sizes 12 to 15 years. Regularly \$1.75 to \$2.50. Friday bargain1.25

(Third Floor)

Big Values in Millinery

Shapes, regularly \$1.00 and \$1.50. Friday 75c; regularly \$3.50 and \$5.00. Friday2.25

Hats from the Mill Order, in trimmed styles and plain shades; regularly \$1.50, \$2.00 and \$2.50. Friday \$1.25 and \$1.50; regularly \$3.00 and \$4.00. Friday \$2.25 and \$2.50

Children's Trimmed Millans, regularly \$1.50 and \$2.00. Friday 50c; regularly \$2.50. Friday1.00

Parma Hats at special prices for tomorrow.

(Second Floor)

Gloves and Hosiery Values

WOMEN'S TAN Lisle Thread Gloves.
Wrist length, 2 dome fasteners, fine thread, best finish. Sizes 5½ to 7½. 25c value. Friday15

Women's Elbow Length Pure Silk Gloves, opened at wrist, double tipped fingers, black and white. Sizes 5½ to 8½. 85c value. Friday39

Boys' and Girls' Ribbed Black Cashmere Stockings, and ribbed black pair, 3 pairs12½

Women's Lisle Thread Hose, tan and white, fine black cotton. All are best finish. Sizes 5½ to 10. 50c value. Friday 16c. the pair12½

Women's Plain Black and Tan Cotton Hose, seamless, fast dye. All are best finish. Sizes 5½ to 10. 50c value. Friday 16c. the pair12½

Women's Plain Black Cotton Hose, extra fine thread, strong and durable. With natural wool sole and unbleached cotton sole, also out-size width in black cotton. Sizes 5½ to 10. 50c value. Friday 16c. the pair12½

Women's Silk Top Hose, extra fine thread, strong and durable. With natural wool sole and unbleached cotton sole, also out-size width in black cotton. Sizes 5½ to 10. 50c value. Friday 16c. the pair12½

(Main Floor)

Some Generous Furniture Bargains

Dresser—Made of selected elm, in golden finish, has two long and two short drawers, large case and British bevel mirror at back. Regularly \$8.25. Special6.75

Iron Bedstead—In pure white enamel, has strong fillers with brass caps at head and foot ends, fitted with strong castors. Supplied in all standard sizes. Regularly \$3.00. Special2.30

Mattress—Well filled with elastic cotton felt, roll-stitched edges, neatly tufted and covered in good quality art ticking. Regularly \$7.50. Special4.15

Bed Spring—The frame is made of steel tubing, the spring is extra fine woven steel wire, with steel rope edge, strongly reinforced. Supplied in all sizes and fully guaranteed. Regularly \$5.00. Special3.95

Pillows—Well filled with mixed feathers. Special, pair85

Extension Couch Bed—The frame is made of heavy steel angle, finished in gold bronze. Spring is close-coil woven wire, suspended with oil-tempered helical springs. It is easily extended from couch to bed, and can be made into two separate couches, by raising at centre and separating when extended. Mattress is tufted and covered in green denim, with valance at front and both ends. Can be transferred from couch to bed in a few seconds. Regularly \$9.25. Special7.15

China Cabinets—In selected quarter-cut oak, fumed finish, have double glass doors, glass ends and movable shelves. Regularly \$33.75. Special16.87

Dinner Wagons—In solid quarter-cut oak, fumed finish, have long drawer and under-shelf. Regularly \$12.75. Special6.37

(Fifth Floor)

Eyeglasses and Spectacles FRIDAY, \$2.45.

Regularly \$4.50 to \$6.00. Eyes tested by specialists. Slight extra charge in complicated cases.

(Optical Dept., Second Floor)

Youths' Suits Friday \$4.95

Single-Breasted Style Coats, with single-breasted vests and long trousers, some with cuffs. Made from fine chevot tweeds, in brown, gray and tan shades; mostly plain patterns. Sizes 32 to 35. Regularly \$7.50 to \$10.00. Friday bargain4.95

BOYS' PARAMATTA RAINCOATS, \$2.95.

Single-breasted style, with collar buttoning up to chin, full-cut box backs, strongly tailored from double texture paramattas, in fawn and olive shades. Sizes 24 to 32. Regularly \$5.50 and \$6.00. Friday bargain2.95

BOYS' RUSSIAN AND BLOUSE WASH SUITS, AT 79c.

Special clearing of odd stock lines, and the sample suits of one of the largest American wash goods manufacturers. Wide ranges of patterns and fancy shades. Russian styles, with bloomers, 2½ to 6 years; blouse styles, with bloomers, 6 to 10 years. Regularly \$1.25, \$1.50, \$2.00 and \$2.50. Friday bargain79

BOYS' NORFOLK BLAZERS, TO CLEAR, \$1.98

Single-breasted yoke Norfolk style, made from striped English flannels, in blue and black, yellow and black, red and black, and navy and white, stripe patterns, but not in all sizes, suitable for summer wear; sizes 27 to 33. Regularly \$4.25. Friday bargain1.98

(Main Floor)

Men's and Boys' Furnishings

Men's One-Piece Bathing Suits, in navy blue only; no sleeves; fasten on shoulder; sizes 32 to 44. Regularly 50c. Friday39

Boys' One-Piece Bathing Suits, navy blue, same style as the men's; sizes 18 to 32. Regularly 25c. Friday20

Boys' Summer Outing Shirts, English striped cashmerette, and cellular in pure white; attached collar, pocket; sizes 12 to 13½. Regularly 75c. Friday, to clear39

Men's Mesh Combinations, and nainsook, athletic styles, short sleeves and knee length; sizes 34 to 44. Regularly \$1.00. Friday, a suit68

Men's White Twill Cotton Nightrobes, and English flannellette, in stripe designs; large, roomy body; full length; sizes 15 to 19. Regularly 89c and \$1.00. Friday70

2000 Odd Neckties and Men's Suspenders. Regularly 25c, 35c and 50c. Friday bargain .19

(Main Floor)

The Grocery List

One car Standard Granulated Sugar, in 20 lb. cotton bag. Per bag95
Choice Family Flour. ¼ bag60
Choice Cleaned Currants. 3 lbs.25
California Seeded Raisins. 3 packages31
Yellow Cooking Sugar. 11 lbs.58
Perfection Baking Powder. 3 tins25
Pure Kettle Rendered Lard. Per lb.18
Canada Cornstarch. Package17
Heather Brand-Flavoring Extracts, assorted, 2½-oz. bottle. 3 bottles25
New Orleans Molasses. 2 lb. tin10
Finest Creamery Butter. Per lb.24
Canned Corn or Peas. 3 tins25
Finest Pearl Tapioca. 4 lbs.25
Canned Sweet Pumpkin. 3 tins25
500 lbs. Fresh Fruit Cakes. Per lb.15
Fancy Mixed Biscuits. 2 lbs.25
One car Choice Sunlight Oranges, sweet and seedless. Per dozen85

2½ LBS. PURE CELONA TEA, 85c.
1,000 lbs. Pure Celona Tea of uniform quality and fine flavor, black or mixed. Friday, 2½ lbs.85

(Basement)

The Robert Simpson Company, Limited