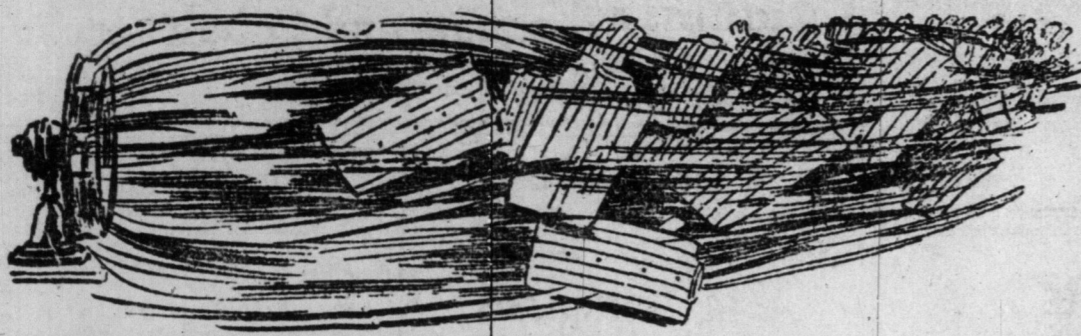


H. H. FUDGER, PRESIDENT.
J. WOOD - - - - - MANAGER.

Tomorrow at the Simpson Store

PROB: southerly winds; a few local showers, but for the most part fine and warmer again.

TORONTO FRIDAY, MAY 26, 1911.



We Haven't Forgotten the Little Fellow!

He's knows there's something the matter with him these sultry days—realizes in a dim way that clothes are a nuisance. Put him in the kind of clothing mentioned here, and you'll give him a new interest in life. These prices are very interesting:

Boys' Shirt Waists, with soft collars attached, made from English prints, chambrays and Madras cloths, in white and light colored grounds, with self and fancy colored stripes; also in plain blue and tan shades; sizes 6 to 14 years. Regular prices 50c, 65c and 75c. For early Saturday morning selling **.39**

Boys' English Print Russian Wash Suits, in a grey and white stripe pattern, single breasted style, with plain navy blue drill sailor collar and flowing end tie, trimmed with three rows of white tape braid, finished with self belt; pants elastic bloomer style; sizes 2½ to 6 years. For early Saturday morning selling **.90**

Ten Thousand Outing Shirts 69c

They're dollar shirts, made of white duck, light or dark tan, silk striped cashmerette. Sizes 14 to 18. Just what you want now. 8 a.m. Saturday **.69**

While you're in, look over our wonderful stock of negligees and summer weight underwear.

Special Half-price sale of natural wool underwear to-morrow, 7,000 garments, some Britannia brand, regular \$1.50 and \$1.00. Saturday **.75**



And another reserve stock of Men's Derbys never on sale before, all brand new styles, worth as high as **.59** \$2.50. Saturday

Welcome summer breezes laden with good news and good merchandise for men!

200 South American Panamas for \$2.79

We chased them a long way, and finally cornered them at our own price. Soft, pliable, closely woven fibre, medium large brim, slightly rolling at back, and full crown. Will last for **2.79** years. Saturday

Four Good Items

Men's Summer Suits \$10.95 Men's Wash Vests . . 98c
Men's Chambray Coats \$1 Men's Bath Robes . \$4.50

Men's Suits, clearing odd sizes after holiday rush, West of England fancy worsteds and English and Scotch tweeds, in this season's newest shades and patterns, 2 and 3-button single-breasted sack. Sizes 34 to 44. Regular prices \$15.00, \$16.50, \$18.00 and \$20.00. For early Saturday morning **10.95** selling

Clearing Men's Summer Wash Vests, fancy piques, percales and mercerized materials, in white, grey and tan grounds, 5-button, single-breasted style. Sizes 36 to 46. Regular prices \$1.50, \$2.00 and \$2.50. For early Saturday morning **.98** selling

Men's Light Grey Chambray Unlined Summer Coats, a cool, comfortable material, made up in 3-button single-breasted sack style, with patch pockets. Sizes 35 to 50. Saturday **1.00** day

Men's English Terry Bath Robes, in grey and white and tan and white stripes, single-breasted style, long and roomy, with hood on back, fastened at waist with white cord **4.50** girdle. Sizes 36 to 44. Saturday



"Yes. I bought this blue clay worsted at Simpson's last Saturday for

600 Royal Doulton Jugs 25c

And many other attractive values for Saturday morning shoppers:

600 Royal Doulton Jugs. Many worth up to \$1.00. Saturday special **.25**

200 Rubian Art Vases, greatly reduced for quick selling Saturday **.49**

300 Artware Jardinières, beautiful designs and decorations. Values up to \$2.50. Saturday . . . **1.00**

100 Japanese Vases, dainty colors and shapes. Regular \$2.00. Saturday **.98**

A popular price for this Limoges China Dinner Set. This set comprises 102 pieces, Marcella shape, coin gold decorated, Greek key band border; a set that we sell regularly at \$71.40. Saturday's big special **49.50**

7 only-English Semi-Porcelain Dinner Sets at less than half-price, some with china teas. Values up to \$30.00. Saturday **14.75**

700 dozen Table Tumblers, straight shapes, clear glass, melted edge. Saturday, per dozen **.42** (No phone or mail orders.)

18 only 8-inch Berry Bowls, rich cut glassware, beautiful colors. A \$5.00 bowl, for Saturday's special **2.49**

Save \$1.00 Each on These Double Damask Cloths

REGULAR PRICE \$3.00, SATURDAY MORNING, \$2.00.

100 only, rich all linen full double satin damask Table Cloths, snow white bleach, handsome designs, with heavy border all around, 2 x 2½ yards, regular \$3.00 each. Clearing Saturday morning, each **2.00** (No mail or phone orders.)

Good Hammocks for 98c

Hammocks, well woven, 34 x 72, with head rest, foot spreader, and fringed valance, in dark and light stripes. Regular \$1.50, Saturday . . . **.98** (No phone or mail orders.)

Planet Garden Hose, a full three ply hose, guaranteed to stand city pressure, 50 feet lengths, ½ inch size, with couplings and combination nozzle, fitted complete, Saturday **3.89**

50-foot lengths, ¾ inch size, with couplings and combination nozzle, fitted complete, Saturday **4.49** (No phone or mail orders.)

Graniteware 12 1-2c

1,200 pieces Graniteware, finest quality pearl grey granite, consisting of rice boilers, Daisy tea kettles, preserving kettles, lipped saucepans, dishpans, 14 quart water pails, covered pails, bake pans, pie plates, etc., regular up to 45c, Saturday **.12½** For early Saturday buyers. (No phone or mail orders.)

In the Drug Shop

Syrup Hypophosphites, 50c bottles, Saturday **.25**
Rose's Constipation Pills, 25c boxes, Saturday **.15**
Sponges, 25c to 35c, Saturday **.20**
Citrate Magnesia, fresh and best quality, 1 lb. packages, Saturday **.25**

Nine-ninety five, and I'm certainly on the look-out for this Saturday's offering—better come along with me to-morrow, they're sure to have something that means a big saving for a man who cares about his appearance."

And he was dead right, as the paragraphs right and left will show. **To-morrow is the last Saturday this summer that the Simpson Store for Men will be open all day long; and these prices should bring us record business.**



Is Your Home Keeping Pace with the Season?

Summer has come with a rush, and caught the happy householder napping. His house isn't ready for it—BUT it should be, after to-morrow, if he'll make hay while the sun shines and his purchases here Saturday. You'll notice that we've made hay of the prices on these home-furnishings. The reason is, we want to attract you to our furnishing departments—that's all that's necessary to make sure of your order.

Window Shades 29c

For Saturday selling we offer exceptional value in window shades. They are not a low grade, but high quality oil opaque, mounted on good spring rollers, 37 inches wide, 6 feet long, cream and fawn, complete with brackets and pull. Ordinarily would cost you 45c. Our price Saturday **.29**

SATEENS SATURDAY AT 11c. Rarely is there presented an opportunity equal to our Saturday's offering in sateens, most extensive is the assortment of colorings, while the qualities are such as you find regularly at 20c and 25c a yard. Suitable for comforter covers, draperies, and the many purposes for which this fabric can be used. Exceptional value at Saturday's price, per yard **.11**

Sample Rugs Half Price

The sample Rugs are Wiltons, of English manufacture, which will give "life long" service. The remnant rugs are made from Axminster, Wilton and Brussels Carpets, so neatly matched and sewn that they look seamless. The lots are in various sizes to suit small, medium and large size rooms. Saturday, Half Price.

Hanging Basket 85c

Hanging Baskets, well filled, for **.85**
Geraniums, colors white, red and pink, per dozen, \$1.00 and **1.50**

Wall Papers that Decorate

New imported and domestic parlor, dining room or hall papers, latest shades and designs, 25c per roll, to . . . **8.50**

New bedroom papers, in cloth, linen or corduroy effects, with neat cut-outs and trims. Per roll, 8c to **.75**

6,500 rolls parlor, dining room and bedroom papers, in good colorings and designs, at less than half price to clear some lines—
Regular to 25c, Saturday **.11**
Regular to 50c, Saturday **.24**
Regular to 75c, Saturday **.37**

36 Sliding Couches at \$7.90

And many other attractive values for early Saturday shoppers.

36 Sliding Couches, a couch by day, easily extended to a full size bed for night. Complete with mattress. Saturday **7.90**

50 Dressers and Washstands, in surface oak, good drawer space, and large mirror. Saturday **7.95**

20 Sets Dining Chairs, in genuine oak, with solid leather seats. Sets of 5 small chairs and 1 arm chair. Saturday **14.90**

36 Iron Bedsteads, complete with woven wire spring and sanitary mattress. Saturday **6.90**

75 Reed Rocking Chairs, large size, well made, durable and comfortable. Saturday **1.79**

50 Willow Arm Chairs, buff color, full size. Specially priced for Saturday **2.49**

50 Woven Wire Folding Camp Cots, complete with mattress. Saturday **2.59**

\$2.95 Pictures and Mirrors for 69c

Another of our famous sixth floor sales that will be the means of distributing a thousand good pictures and French mirrors in record time:

1,000 Framed Pictures and French Mirrors, for early shoppers on Saturday, at less than ordinary factory cost. Our reputation for values is undisputed in the matter of picture sales. This sale is up to our standard. We include photogravures, artotypes, carbons, etchings and French mirrors. Framed in gilt, and burnished "sweep" frames, oak and gumwoods.

Note—No dealers supplied. Packed free for city delivery only. No express charges paid. See window.

Baby Carriages and Go-Carts, Folders

75 new carriages, in red, tan, dark brown, cream, English style, with reed-crayonette or leatherette hoods. Prices, \$13.95, \$15.50, \$17.00, \$20.00, \$25.00, \$32.00, \$44.00.

SATURDAY SPECIALS.

100 Baby Folding Go-carts, leatherette hoods, upholstering, full size, spring seats, \$4, \$5, \$6.95, \$7.75, \$9.50, \$11.25, \$14.00.

45 only, Baby Folding Go-carts, full size, spring seat, leatherette hoods, English solid wheel. Saturday, special **4.69** (Fifth Floor.)

Week-end Groceries

2,000 lbs. Fresh Creamery Butter, Fresh Clover brand, per lb. 25c. Loaf Sugar, 4 lbs. 25c. Toasted Cornflakes, 3 pkgs. 25c. Canned Fruit, in quart gem jar, Raspberries, Peaches, Plums and Pineapple, per jar 28c. Crossfish brand Sardines, 2 tins 25c. Garton's H. P. Sauce, per bottle 18c. Maconochie's Pickles, mixed, chow, and walnuts, pint bottle 22c. Imported French Peas, per tin 12c. Canned Corn, 3 tins 25c. Canned Green Beans, small and tender, per tin 10c. Sovereign brand Lime Juice, reputed quart bottle. 25c. Fancy Mixed Biscuits, 2 lbs. 25c. Choice Manzanilla Olives, 6-ounce bottle, 15c.

A Sale of Women's Shoes



Half Price or Less

Saturday's 8 a.m. Price

\$1.99

3,000 pairs Women's Boots, Oxfords and Pumps; Blucher, lace, ankle strap, button, silk tie and butterfly bow styles; made from Russia tan calf, vicid kid, velours calf, suede, patent colt and gunmetal leathers; high New York, Cuban, military and low heels; broad college, medium and medium pointed toes; popular easy fitting lasts. They are a high-grade line of shoes; B, C, D, E and EE widths; all sizes 2½ to 7½. Regular prices to \$4.00. On sale Saturday, all one price.

\$1.99

The **SIMPSON** Company Limited
Robert

Shoes Full of 'Snap' and Style

Half Price or Less

Second Floor, Richmond st.

\$1.99



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