## The Robert Simpson Company, Limited

Women's and Children's Whitewear

Less than half price.
The entire sample range and overmakes from two of our best manufacturers, and the lot will go to make will be really wonderful choosing for early comers, and
plenty to last all day; the lot includes Women's Night plenty to last all day; the lot includes Women's Night-
gowns, Corset Covers, Drawers, Underskirts, Princess
Slips and Combinations, and Slips and Combinations, and practically everything in
whitewear for misses, girls and infants. $80^{\prime}$ elock is the whitewear for misses, girls
best time to secure yours.
riday Bargain-Less Than Half Price CHILDREN'S DRESSES ALSO
This exceptional purchase also included more than along with several oddments and balances of best selling lines in our regular stock, will be marked at hall price and less to provide the busiest selling of the year
Ginghams, Chambrays, Percales, Prints, in pretty Ginghams, Chambrays, Percales, Prints, in prety shades of blue, tan, pink, or green, and many white
lawns; dainty, attractive trimmings; cut and sewing second to none.
Friday Bargain-Half Price and Less.
$\$ 5.00$ TO $\$ 8.50$ CHLDREN'S COATS, $\$ 3,50$

 WOMEN'S UNDERWEAR.


 Friday Bargain-20c.
Women's Brassieres, strong white batiste yoke of embroidery
or butise with lace edges, shot steels in front, sizes 32 to 44 bust.
Regularly $\$ 1.25$. Friday Bargain- 75 C .
$\$ 2.00$ To $\$ 3.50$ COREES, $\$ 1.28$




Race Millinery and Bargains in Holiday Hats

Sixteen cases of Foncy Ratine Hats. in as
, Hars and trimming. This is one of the stron


## Trimyed hats at 4.50 . Regular Summer Hats in light colorings,

Chlldren's leghorn shapes




## Some of the Special Bargains for Holiday Makers, on Sale Today.

THE STORE WILL REMAIN CLOSED ALL DAY TOMORROW-VICTORIA DAY.

## Women's and Misses' Suits One-third Less

New York's Best Model Suits at Special Priee Reductions. These suits are all in the
ewest modes, with Russian blouse effect, or cutaway fronts, all beautifully finished and newest modes, with Russian blouse effects, or cutaway fronts, all beautifully finiished and
lined with best quality silks and satins; materials are Bedford cords, serges and tweeds in bleek, tan, blue, fawn, and striped effects. Priees $\$ 25.00, \$ 29.50, \$ 855.00,184.00$ and
$\$ 49.50$. Reduced to

## A splendid variety of osses AT $\$ 2.00, \$ 3.00, \$ 4.00$ AND $\$ 5.00$

A splendid variety of good styles and materials to suit the tastes of all. Perealos, ging
hams,
and stripe effects, with low or ligh necks. Thiree-quarter len th sleeves mings on collar and cuffs. Splendid values at

Clearance of Dresses Worth $\$ 775$ F F
 abots; colors black, navy and gray. Friday bargain ..................e. collars and 4.95 GIRLS' COATS, FRIDAY bargain, $\$ 2.39$
A Splendid offering-Big variety of styles and colors; lose- fitting coots, with collars
fontrasting materials; colors. are scarlet, black and white check, and green; years. Prices were $\$ 4.00$ to $\$ 6.75$. Friday bargain . .i.t check, and green; ages 8. to 12
. 12

WASH SKIRTS FOR THE HOLIDAY, 98c
Good Plain-Gored Skirts, made from white Indian Head; have. raised waist line and
astens down left side of front panel; front lengths 36 to 42 inches. Price .......... 98
(Third Floor)
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| for the Holiday | Pique. Regular 25 c . | Screening |
| :---: | :---: | :---: |
| Flags for the home, for the | ONE PRICE-17c. |  |
| wool bunting the | Remnan |  |
| its | Ponge Sui |  |
| Union J | sista Suitings. Regular 250 to |  |
| ${ }^{\text {1-Fard Domminton Enatigne ea, }} 1.25$ | 45c, for ............... 9 |  |
|  | . 35 -inch Indian Head Suit- |  |
|  | ings, in shades of gray, pink', | Separ |
| of all nations now tin stock. | green, linen, mauve, navy, |  |
| Red, White and Blue | black, brown, etc. Regular |  |
| 611 18 inc | 15c. Friday bargain (Second Floo | Separate Brass Hooc Nozzales |
| Best American Strip |  |  |
| Awning Duck, 35 c Yd. A splendid assortment of differ nt colored Striped Awning Duck | Camera Supplies Main Floor |  |
|  | Procure your Films for |  |
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|  | or any other requisites for |  |
| witce, | Yonge street ${ }^{\text {a }}$ | Sasement: |
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| Hand |  | Marbie Lawn Bench, 4\% feet |
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| P | - Jardiniores, extra largo |  |
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BARGAINS ON SALE TODAY TheRobert Simpson Company, Limited

Necessary Clothing for the Holiday
MEN'S TWO-PIEOE OUTING SUITS The favorite homespun, in light gray, makes a
splendid outing suit; smart single-breasted three-button style, half lined coat and trousers with cuff bottoms
side and belt straps. Price .................. 10.50 NATTY NORFOLK STYLE TWO-PIECE SUIT Made from an excellent English tweed, in plain gray; cut in the new style semi-Norfolk; the ordinary
style fronts and yoke Norfolk baek with half bett; hal style fronts and yoke Norfolk back with haif belt; hal
lined coat; pants with cuff bottoms, belt and side straps
Price

MEN'S NEW FANCY STRIPE BLAZERS. Don't fail to wear your Blazer Coat; colors black ed, patch pockets. Popular coat and colors ..... 4.00 MEN'S FLANNEL PANTS.
In plain white and dark gray, with cuff bottoms and
belt and side straps; nicely tailored. Price ...... 3.50

| ash Suits | Is |
| :---: | :---: |
| $\begin{aligned} & \text { lar Value } \$ 1.25, \$ \\ & \$ 1.75, \$ 2.00 \end{aligned}$ | in cream, black and navy, short sleeves, also cashmere Bathing Trunks, in |
| 225 Boys' Sample Was | 1 |
| Suits, no two alike, in Rus | rom |
|  | 75 e each. 8 o'clock special |
|  |  |
|  |  |
| shades. Sizes 3 to 6 years, |  |
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| YS' PARAMATT RAINCOATS. | Bedroom |
| ongly - made |  |
| amat |  |
|  | and Hall P |
| lar, Raglan shoulder | een, tan |
| double-stitched sean |  |
| es 25 to 34. Friday 6. | pecial Ceilings for any |
| (Main Floor) |  |
|  | . $15, .20, .25$ and $\ldots . . \ldots .35$ |
|  | INTS, POLISHES, |
| 0 bags Choice Family Quarter bag | $\text { AND } \mathrm{K}$ |
|  | Best House Paints, |
|  | English lead, for outsi |
|  | hou |
| Perfeetion Baking Powder. Thre |  |
| tins ............. ... ... 25 | Polishes for Furnitur |
| $\text { ied } s$ | Pianos, Autos, Liquid |
|  | Veneer, Renual and Flem. |
|  | e. Per bottle .25 and .50 |
| mada | Lemon Oil Polish. Per |
|  | tle |
| Finest Creamery Butter. Per | Waxes for Floors, |
| Pearl Taploca, 4 libs. ........ | oodwork, Furniture and |
|  | Oilcloth, Johnson's old |
| sm | nglis |
| mild, half or whole. Per 1 lb .19 | Per tin . . . . . . 45 and . 50 |
| oice Plink Salmon. Per tin. . 10 | ,ar |
|  | oleums, Doors, Canoes or |
|  | Boats. Per pint, .35. Per |
| ned Corn. Three tins |  |
| nned Tomatoes, Two tins. | Brushes for Paint |
| ed F | arnishes or Kalso, from |
| Cuban Grapefruit. Each, :5. Per dozen |  |
|  |  |
|  |  |
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| black or mixed. Friday, $21 / 2$ | Kalso and Muresco, all |
|  | 五 |

New Summer Rugs for the Porch and Summer Cottages
Wo have just reooived a large hhipment of Beautiful, New, Extra
Fine Quality, Twistof Fibre Sumer Ruse-These come in numerous
very attractive colors and designs, and are quite uncommon in their

NEW RATTANIA RUG.
This ane auality Ruz, that wil he hlat
color well, and can be washed over with a

n be washed over with a damp cloth to bril keep
HUNDREDS OF ROLS O NEW JAPANESE MATTINGS ARE
NOW ON SHOW IN VARIOUS COLORS AND DESSGNS
 INEXPENSIVE, EFFECTIVE, JAPANESE STENCILLED

$6.0 \times 6.0$
$9.0 \times 2.0$
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Non


