

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager.

PROBS. Moderate variable winds fair and warm.

SIMPSON

New Goods Coming In! Get Your Share of these Simpson Bargains To-morrow

Worthwhile Silverware and Jewelry Prices Prevail

(Main Floor.) 1,000 Cut Glass Salt and Pepper Shakers, handsomely cut patterns, sterling silver tops. Regular \$1.00 and \$1.25 pair, Friday, each .75

Early Fall Dress Fabrics at Friday Prices

(Second Floor.) Silk Striped Marquisettes, in new shades, including sky, pink, mauve, champagne, grey, blue, brown, raisin and black, a cool, dainty fabric for outdoor or home dresses. 42 in. wide, good value at 75c per yard. Friday price .50

Silk Surprises

(Second Floor.) For 96c—Rich Black Double Width Duchesse Paillette, specially heavy, pure silk and pure dye. Regular \$1.35. For \$1.24—Rich Black Double Width Mouseline Duchesse Satin, guaranteed quality, lustrous finish, plain dyed. Regular price \$1.75.

Specials from the Women's Ready-to-Wear Dept.

(Third Floor.) Women's Summer Wash Dresses, made of chambrays, muslin and mercerized rayon, waists trimmed with lace insertion, piping, buckings or self strapping, long or 3/4 sleeve, low or high collars. Skirts are gored, panel or pleated, trimmed to match waist. Cadet blue, grey, navy and floral designs. Regular \$5.95, \$6.50, \$7.50, \$8.50 and \$8.75, Friday . . . . . 2.95

Fancy Needlework

(Main Floor.) A wonderful bargain in rich silk embroidered Pin Drape, full size. A good assortment of colors and designs. Regular prices \$1.75, \$1.95 and \$2.50, Friday, each . . . . . 1.00

Taffeta, Rajah Silk, Net and Lace Blouses

(Third Floor.) Odd colors and sizes in Taffeta and Rajah Silks, also in net and lace of various kinds, early shoppers will find a really nice assortment of waists. Regularly priced up to \$5.00, for Friday bargain . . . . . 1.49

Whitewear Savings and a Corset Bargain

(Third Floor.) A Royal model in fine strong white cotton, medium bust, extra long skirt, with 6 garters, rustproof steel, 4 wide side stays, fine lace and ribbon satin bow, with 12 to 26. Regular \$2.50 a pair, Friday bargain . . . . . 1.50

Underwear and Coat Sweaters for Women and Girls

(Third Floor.) Girl's White Balbriggan Vests or Drawers—Vests high neck, long sleeves; drawers tight fitting or umbrella knee, sizes 2 to 12 years. Regular 25c each, Friday . . . . . 2 for .25

Housefurnishings, Ridiculously Marked Down

(Fourth Floor.) English Tapestry Rugs, in Oriental, Chinese and Conventional designs, a clean and durable rug, just as good value in centre of rug, good value. 3 x 3 Reduced Friday to \$5.99

China Prices Cut to the Quick

600 Jardiniere, art colors, Majolica ware, with chains for hanging. Regular 25c. Friday . . . . . 15c

A Profitable Friday for You in the Linen Dept.

(Second Floor.) Lace Trimmed Dresser Scarfs, 18 x 54 inches, heavy coarse lace all around, assorted designs in the centre. Reg. 75c and \$1.00. Friday . . . . . 49c

Seasonable Ribbons

(Main Floor.) There are six different patterns in broken color ranges to go as bargains on Friday, 5 and 6 inches wide, heavy pure silk, regular 13c to 20c per yard. Friday . . . . . 25c

Such An August Hosiery Sale!



Bargains That Will Be Snapped Up To-morrow

Women's Lisle Thread Hose, black, tan, and fancy patterns. Regular 25c. Hosiery sale . . . . . 12 1/2c

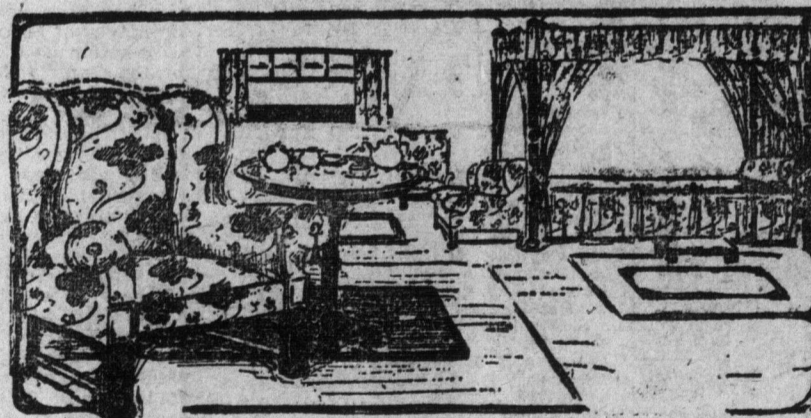
Children's Dresses

(Third Floor.) Girl's Summer Wash Dresses, chambrays, gingham and printed lawns, many styles to choose from in all the best colorings, sizes 6 to 12 years only. (No phone orders.) Regular prices up to \$2.00 each, Friday . . . . . 89c

A Big Clearance Sale of Ostrich Feathers

(Second Floor.) There are 800. Regular prices were from \$2.00 to \$10.00, Friday all at practically half price.

Your Interest in the Furniture Sale Will Be Renewed Daily



Ten days of tremendous selling brings us to some rare chances in BEDROOM and other furniture for to-morrow:

Dressers, in quarter cut oak finish, two long deep drawers and large oval plate mirror. Regular \$13.50. Friday . . . . . 8.90

A Summer Suit Bargain for Men

Fancy worsteds and tweed suits, in browns and greys, 3-button single breasted styles, excellent design and workmanship. There are only 250. See Yonge st. window. Reg. sold at \$16.50 to \$20. Friday . . . 9.95

Very Requisite Holiday Clothes

(Main Floor.) Boys' Sweater Coats, without collar, grey, with either royal or navy trimming, navy with red trimming, or all grey; sizes 22 to 32. Regular 75c. Friday . . . . . 47c

Hot Weather Hats

(Main Floor.) Men's Straw Hats, in white Canton braids, plain black and fancy silk bands, new shapes, in sailor and curling brim, negligé. Regular \$1.00 and \$1.50. Friday . . . . . 59c

Boys' Suits at Less Than Half Price

(Main Floor.) Russian and Sailor Blouse Wash Suits, lined, plain, galateas and chambrays, in plain and fancy stripe patterns; pants plain or elastic bloomer style; sizes 2 1/2 to 14 years. Regular \$1.25, \$1.50, \$1.75 and \$2.00. Friday . . . . . 79c

The Best Prices on Sunshades This Season

(Main Floor.) Silk Sunshades, in check, stripe, and Dresden effects, including the newest plain colors; good handles, and best of frames. \$3.00, \$3.25 and \$3.50 lines. Friday . . . . . 1.88

Drugs, Etc.

Beef, Iron and Wine, 40c bottles. Friday . . . . . 25c

A Cool and Profitable Hunting Ground (Our Basement)

2,000 bags Choice Family Flour, 4 bag . . . . . 58c

Great Cutters at Cut Prices

(Basement.) Three-piece Carving Sets, 8 1/2 in. steel blade knife, ebony handles. \$1.00 value. Friday bargain . . . . . 59c

Reliable Footwear for Men and Women

(Second Floor.) 300 pairs Women's Oxfords, clearing all the season's odd lines in tan calf, Dongola kid, patent calf and gunmetal leathers; all sizes in the lot 2 1/2 to 7. Regular values to \$2.75. Friday bargain . . . . . 99c

Travellers' Sample Literature

(Main Floor.) Sale of travellers' samples, all good literature, and well bound. Regular price from 25c to \$5.00. Selling from 10c to . . . . . 2.50

The Robert SIMPSON Company Limited