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

H. H. Fudger, Pres.

### Worthwhile Silverware and Jewelry **Prices Prevail**

### Early Fall Dress Fabrics at Friday Prices

in new shadings, including sky, pink, mauve, champagne, greys, blues, browns, raisin and blacks, a cool, dainty fabric for outdoor or home dresses, 42 in. wide, good value at 75c per yard. Friends



Scotch Sultings, in the new greys, greens, browns, and mixture effects, imported from the best Bannockburn factories, exclusively by us. thoroughly shrunk. Regular \$1.25

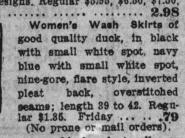
### Silk Surprises

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 Mousceline Duchesse Satin, guaranteed 

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

A Black Lace Coat, new sailor collar, finished and trimmed with satin, some are self collars, others are satin trimmed, skirts of coat trimmed to match collars; sizes only 32, 34, 36 and 38. Regular \$9.75. Friday .... 4.69 (No phone or mail orders ac-



Girl's Cream Serge Coats, full length, lined with sateen, black velvet collar or plain tailored with turned back or stitched ouffs, double-breasted and trimmed with buttons. Ages 4 to 14 years. Regular \$6.75 to \$8.50, Friday ...... 3.95

### Fancy Needlework

A wonderful bargain in rich silk embroidered Piano Drapes, full size. A good assortment of colors and designs. Regular prices \$1.75, \$1.95 and \$2.50, Friday, 

### Whitewear Savings and a Corset Bargain

Women's Nightdresses, heavy flannelette, fancy striped. Mother Hubbard style, trimmed with frills; lengths 56, 58 and 60 inches. Regular 



Princess Slips, a beautiful embroidery trimmed style, fine nainsook beading and silk ribbon, deep embroidery flounce; sizes 32 to 42. Regular \$8.25 each. Friday, each

#### Underwear and Coat Sweaters for Women and Girls

Girl's White Baibriggan Vests or Drawers — Vests high neck, long sleeves; drawers tight fitting or umbrella knee, sizes 2 to 12 years. Regular 25c each, Fri-

### Housefurnishings, Ridiculously Marked Down

English Tapestry Rugs, in Oriental, Floral, Chintz and Conventional designs, a clean and durable rug, one seam only in centre of rug, good value.

3 x 3 Reduced Friday to \$5.39
8 x 3 ½ Reduced Friday to 6.99
3 x 4 Reduced Friday to 7.99
3½ x 4 Reduced Friday to 9.99 Japanese Matting, in a variety of good useful designs, strongly woven with cotton warp, I yard wide, Friday, per yard . 16c



LACE CURTAINS \$1.37.
Nottingham Lace Curtains,
conventional, floral insertion
and scroll effects, 52 inches
wide, 8, 3%, 3% yards long,
\$2.00 values. Friday, per pair.

SASE NET.
Flat or frilled, finished with lace and insertion, one yard wide, regular 35c. Friday, per yard yard

TAPESTRY CURTAINS \$1.98

One and two-toned effects, reversible patterns, fringe top and bot\$\text{\$\phi\$}tom, 40 inches wide, 3 yards long, regular \$2.50, Friday, per pair, ....\$1.98

WINDOW SHADES AT 88c. Hand-made, oil opaque cloth, medium and dark green or cream, mounted on Hartshorn rollers, 37 inches wide, 6 ft. long, brackets and pull, regular 45c, Friday.

### China Prices Cut to the Quick

lar 25c. Friday ...... Majolica ware, with chains for hanging. Regu-25 only Decorated Dinner Sets, complete for 6 people. Friday Special \$2.49 Totlet Sets, complete, 10 pieces, heavy roll rim basin, artistic floral design. Friday, per set

Limoges China Dinner Set, transparent white china body, righ, full glaze, artistic band design, genuing coin gold knobs, cups with old gold handles, all matt finish; a real Friday bargain ........ 49.50 160 Crystal Water Jugs, neat etched floral design. Friday 25c

### A Profitable Friday for You in the Linen Dept.

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

Bleached English Long Cloth, a splendid underwear cloth, 35 to 36 inches wide, will wear well. Friday, yard .71/2 Red or Green Carpet Warp, \$1.00 per

### Seasonable Ribbons

Six inch Taffeta Silk Ribbons, in pale blue, white, illac, cream and many other darker shades. Friday . . . . ibc

bunch, 5 pounds in each bunch, best Canadian make, red or green only, at the sheeting counter. Friday.... 1.00 600 yards Horrockses' Flannelettes, pink only, 33 inches wide. Friday,

\$2.50 and \$3.00 Satin Damask Table Cloths, \$1.87. 72 x 90 inches, every thread linen, finest bleach, and fine designs. Only 150. Friday, each... 1.87 700 yards Plain English Pillow Cotton, 44 inch width, good, sturdy, close, strong pillow cottons. Friday, yard ,15

### **51 Percaline Petticoats** for 69c

Women's Black Percaline Petticoats, flounce trimmed with rows of fancy stitching, finished with gathered frill and underpiece. Lengths 36 to 42. 

### 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. Women's Lisle Thread Hose, black, tan, and a variety of colors and pat-terns. Regular 35c. Friday .18, 3 pairs

Womens' 2.1 Ribbed Black Cashmere Hose, spliced heel, toe, and sole, 8½ to 10. Regular 25c. Hosiery sale price. Women's Plain Black Cashmere Hose,

seamless, double spliced heel, toe, and sole. Sizes 8½ to 10. Regular 80c. Hosiery sale price, Friday ........20

Girls' and Boys' Ribbed Black Cashmere Stockings. Sizes 4½ to 8½.
Regular 80c. Friday hosiery sale price 

Men's Lisie and Cotton Socks, fancy patterns and colors, all sizes. Regular 25c. Friday hosiery sale price, pair . . . 

Men's Plain Black Cashmere Socks, double spliced heel, tee, and sole. Regular 30c. Friday ............19

Women's Liste Thread Gloves. The 

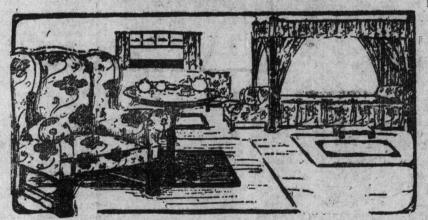
### Children's Dresses

## A Big Clearance Sale of Ostrich Feathers

There are 300. Regular prices were from \$2.00 to \$10.00, Friday all at prac-

Children's Bonnets-2,500 just out of the boxes. Regular 50c to \$1.50, Fri-New York Felt Hats-New arrivals. Worth seeing for Friday.

### 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 \$12.50 8.90

Dressers, princess style, in quartered oak finish, shaped top and heavy oval beveiled plate mirror. Reg. 9.95

ar \$13.75, Friday

Dressers, in mahogany finish, colonial style, two short drawers and two long, deep drawers, large bevel 14.40

Chiffeniers, in mahogany finish a Chiffeniers, in mahogany finish, a good mirror and lots of drawer 13.90 space. Regular \$18.75, Friday Iron Bedsteads, in pure white enamel finish in all standard finishes, brass caps and rails at head and foot ends. Regular '\$4.75. Fri- 3.95 day

Iron Bedsteads, in light green or pure white enamel finishes, in full size

Matresses, filled with pure white cotton and covered with a good quality of blue art ticking. Regular 5.90

Medicine Cabinets, in white enamel finish. Regular \$2.25, Fri. 1.59 High Chairs, in solid hardwood, golden finish, a high chair, a low chair, and a wheel chair in one. Reg. 2.79

Hall Seats and Mirrors, in solid hardwood, mission quartered oak finish. Regular \$12.50. Friday.

## 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

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. Fri-

Boys' Outing Shirts, in varlous makes, all collar attached, whites, tans and greys, in plain colors, also fancy stripes, in light colors; sizes 12 to 14, Regular 50c and 65c. Fri-



Men's Fancy Suspenders, non-elastic and elastic web-bing, patent adjustable ends. Regular 50c. Friday, pair ,29 Silk Neckwear, in the various open and Derby styles, light, medium and dark colors. Reg. 50c. Friday, each.......25

### Hot Weather Hats

Men's Straw Hats, in white Canton braids, plain black and fancy silk bands, new shapes, in sailor and curling brim, neglige. Regular \$1.00 and \$1.50. Fri-

Men's Panama Hats, South American weave, strong, well made and durable hats, in Alpine, tourist and telescope crowns; sizes 7 to 7½ only. Regular \$6.00. Friday ..... 2.25 Land and Water Hats, nearly all colors, best quality. Friday ... ..... .25

Children's Straw Sailor Hats, wide and medium brims. Regular 75c to \$1.50. 

### Boys' Suits at Less Than Half Price

Russian and Sallor Blouse Wash Sults, linens, prints, galateas and chambrays, in plain and fancy stripe patterns; pants plain or elastic bloomer style; sizes 2½ to 10 years. Regular \$1.25, \$1.50, \$1.75 and \$2.00. Friday....79



Shirt Waist at less than halfprice, made from prints, perfancy stripe patterns; sizes 4 to 14 years. Regular 50c to 75c. Friday ... ... ... .29

#### The Best Prices on Sunshades The Tollet Dept.'s Friday 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 ... ... 1.88 150 Summer Sun Shades, in pretty patterns and stripes. Values up to \$2.

#### Drugs, Etc.

Friday ... ... ... ... ... ...

110 Children's Pure Slik Paraeols, in pretty colors. Values up to \$1.25. Fri-

Beef, Iron and Wine, 40c bottles. Fri-Bay Rum, 35c bothes. Friday .. .25 Liquid Court Plaster. Regular 10c. Friday ... ... ... ... ... ... ... ... .5

Foot Powder, Reg. 20c. Friday .. . 10 Bathing Caps. Up to 40c. Friday .25

# Specials

(Main Floor.)

60 dozen Hair Brushes, polished rosewood backs. Regular 65c. Friday .39

Oakley's Corylopsis, Talcum Powder Regular per tin 20c. Friday 2 for ... .25

Simpson's Witch Hazel and Glycerine Jelly. Regular 18c. Friday 2 for ... .25

Bourgeois Cream de Java, for the face. Regular 40c. Friday ... ... .29

Bourgeois Dora Face Powder, in Bourgeois Dora Face Powder, in white, cream and flesh. Regular 25c. 

Palms and Flowers Kentia Palms. Reg. \$1.00 each. . .69
Boston Ferns, fine plants. Regular 

### A Cool and Profitable Hunting Ground —(Our Basement)



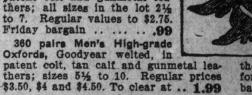
Perfection Baking Powder, SmokedRolls of Bacon, lean and mild, half or whole, per

21/2 LBS. PURE CELONA TEA 55c. 

### **Great Cutters at Cut Prices**

### Reliable Footwear for Men and Women

300 pairs Women's Oxfords, clearing all the season's odd lines in tan calf, Dongola kid, patent colt and gunmetal leathers; all sizes in the lot 2½ to 7. Regular values to \$2.75. Friday bargain ........99 360 pairs Men's High-grade Oxfords, Goodyear welted, in patent colt, tan calf and gunmetal lea-



260 pairs Women's Boots, Dongola kid leather, Blucher style, patent toecap, medium weight sole; sizes 2½ to 7. Regular price \$1.79. Friday bargain ... ... 1.19 120 pairs Boys' Boots, Blucher style, solid box kip leather; a boot that will stand the scuffling, and still neat enough for dress wear. Sizes 1 to 5. Friday bargain ... 1.69

### Travellers' Sample Literature

(Main Floor.) 

DAILY MAIL NOVELS. 2,000 to choose from, all good books. Regular 15c each, 3 for ... .25

### Baby Carriages. Paints, etc.

(Fifth Floor.) English Drop Front Baby Carriages, mail cart style, leatherette upholstering and hood:

Regular \$16.75. Friday ...... 13.95 Regular \$19.00. Friday ..... 15.89
Outside Paint, medium and dark colors. Per quart ... ... ... ...

Gold Medal Floor and Furniture Wa Stovepipe Enamel, 15c tins. Frid

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