

H. H. FUDGER,  
President.  
J. WOOD,  
Manager.

THE  
ROBERT

**SIMPSON**

COMPANY,  
LIMITED

Probabilities.  
Lower, Lakes and Georgian Bay—  
Fine, stationary or a little higher tem-  
perature.

THE  
ROBERT

**SIMPSON**

COMPANY,  
LIMITED

THURSDAY,  
MARCH 18 1909

**Friday Bargains in the China Sale**

1000 pieces of Fancy China, high grade, "Royal Bayreuth," "Pictorial Series," including Vases, Cream Jugs, Plates, etc. Regular up to 35c. Friday, 15c.

800 pieces Fancy German and Japanese China Cups and Saucers, Nut Bowls, Plates and Fruit Saucers. Regular up to 65c. Friday, 25c.

700 pieces Fancy Vases, Cream Jugs, Cups and Saucers, Hat Pin Holders, Olive Trays, Tea Plates, Spoon Trays. Regular up to \$1.00. Friday 35c.

900 pieces Fancy China, Tea Plates, Vases, Cake Plates, Salad Bowls, Mayonnaise Bowls, Sugars and Creams, Handled Bon-bons, Cups and Saucers. Regular up to \$2.00. Friday 75c.

500 pieces High-grade Fancy China, Salad Bowls, Fern Pots, Nut Bowls, Vases, Comb and Brush Trays, Chocolate Pots, Biscuit Jars, Jugs. Regular up to \$5.00. Friday 98c.

**Floor Coverings Friday**

2000 yards of Japanese Matting, in carpet designs, good colorings. Regular 25c. Friday, per yard, 12c.

2400 yards of Heavy Floor Oilcloth, in block, floral, tile and parquet patterns, 1, 1-2, 2 and 2 1-2 yards wide. Regular 25c. Friday, per square yard, 19c.

3000 yards of Scotch Printed Linoleum, in new block, floral and tile patterns. Regular 40c. Friday, square yard, 29c.

800 yards of English Axminster Carpet, in Oriental, floral and conventional designs, borders to match. Regular \$1.50 to \$2.00. Friday, per yard, \$1.33.

**Curtain Department**

200 Curtain Stretchers. Regular \$1.50. Friday, each, 98c.

3 dozen only Bedroom Boxes, nicely upholstered in English cretonne, cloth lined, complete with castors. Regular \$2.50 and \$3.00. Friday, each, \$1.49.

Odd pairs of Nottingham, Swiss and Brussels Curtains. Regular \$1.00 to \$15.00; one pair only of each pattern. Friday, half price, 50c to \$7.50.

**Linens and Staples**

40 pairs White Unshrinkable Wool Blankets, best make and finish; a lot of samples in the lot. Regular up to \$3.35 per pair. Friday, \$2.43.

100 only Fine, Full Bleached Satin Damask Table Cloths, all good designs, with border all around, 2 x 2 and 2 x 2 1-2 yards. Regular values up to \$1.88 each. Friday \$1.19.

10 dozen only All Pure Linen Spoke Hemstitched Satin Damask Tray Cloths, close, fine weave, 18 x 27 inches, dainty designs, full bleached, at, each, Friday, 24c.

600 yards English Apron Gingham, warranted indigo dye, assorted checks, 38 and 40 inches wide. Regular 12 1-2c per yard. Friday 9 1-2c.

100 pairs Hemmed Bleached Sheets, torn sizes, made from heavy, plain English sheetings, 70 x 90 inches. Regular value up to \$1.60 per pair. Friday \$1.22.

900 yards of an extra strong value in Bleached English Longcloth, no dressing, bright finish, yard wide. Per yard, Friday, 8 1-2c.

260 pairs only Extra Heavy Pure Linen Huck Bedroom Towels, made from fine, soft, perfect drying flax, fringed or hemmed ends, assorted sizes. Clearing at, per pair, Friday, 29c.

**Groceries Friday**

Choice Family Flour, 1-4 bag, 60c.

Finest Valencia Raisins, 4 lbs., 25c.

Amalia Currants, cleaned, 3 1-2 lbs., 25c.

Yellow Cooking Sugar Crystals, 10 1-2 lbs., 50c.

Choice Figs, natural fruit, 5 lbs., 25c.

New Orleans Molasses, Cherry Grove Brand, 2-lb. tin, 10c.

Perfection Baking Powder, per tin, 9c.

Canned Sweet Pumpkin, Dundee Brand, 2 tins, 15c.

5000 tins Finest Canned Tomatoes, Farmer Brand, per tin, 7c. Only 6 tins to customer.

Choice Red Salmon, Cook of the North Brand, in 1-2-lb. flat tin, 3 tins, 25c.

Finest Pearl Tapioca, 5 lbs., 25c.

Choice Rangoon Rice, 6 lbs., 25c.

2 LBS. INDIA PEKOE SOUCHONG TEA, 42c.

A blend of Indian and Ceylon Teas, of uniform quality and fine flavor. 1000 lbs., black or mixed. Friday, 2 lbs., 42c.

**Bargain Day in Simpson's Means More Than Mere Cheapness**

ALWAYS this store has stood for quality. Quality at the lowest prices consistent with quality, but nothing so cheap as to eliminate quality. That this policy has steadily been holding its own against the counter-claim of cheapness and cheapness only, the wonderful development of this store has made abundantly manifest. Walk into our new Dress Goods Department, for example, and ask whether the reputation for quality is not the very best asset a store may acquire and maintain.

To-morrow we offer many bargains, goods with a value greater than the price asked, but you'll find the quality and worth goes with every article and every fabric despite the bargain price.

**Ladies' \$15 and \$16.50 Suits for \$7.95**

Made in a number of styles, semi-fitted coats; some have pleated, others gore skirts; first-class materials, black broadcloths, vicunas, French Venetians and serges. Sizes 32, 34 and 36 bust measure only. Friday special \$7.95.

\$6.00 SKIRTS FOR \$2.95.

Clearance of oddments; materials are black and navy vicuna, black and navy chevots and tweeds, in brown, light, mid and dark grey mixtures, light grey checks and stripes, and creamy grey stripe effects; styles are either pleated or flare gore; trimmings are folds or strappings of self, buttons or braid. Regular \$3.95 to \$6.00. Friday \$2.95.

**Linen and Lawn Waists**

Regular \$1.75 Linen Waists for 69c.

Hand embroidered fronts, pin tucked yoke, two tucks on shoulders, cluster tucked back, long sleeves, tucked cuffs. 120 only.

Regular \$1.00 to \$1.75 Lawn Waists for 69c. All-over embroidery front, button back, tucked collar and cuffs. 180 only.

Lawn Waist at 39c. Tuck front, with Cluny insertion, tucked collar and cuffs, edged with lace. 180 only.

**Net and Silk Waists**

100 samples, net, lace and silk. Black all-over lace, fine white spotted net, ecru embroidered net, black chiffon taffeta. All lined throughout with Japanese silk. Regular values \$3.75 to \$5.00.

**"Moired" Petticoats 89c**

Made of a material like moirette, plain black, navy, brown or green, accordion pleated flounce underpieces. Sizes 38, 40 and 42. Friday 89c.

**Ladies' Whitewear**

Ladies' Gowns, fine white cotton, slip-over styles, ruffle of fine embroidery on neck and cuffs. Lengths 56, 58, 60 inches. Regular value \$1.00. Friday bargain 63c.

Ladies' Gowns, fine white nainsook, slip-over style; neck and cuffs trimmed with dainty beaded embroidery, with silk ribbon run through, elbow sleeves. Lengths 56, 58, 60 inches. Regular value \$1.50. Friday bargain \$1.00.

Corset Covers, fine white cotton, insertions and frills of Valenciennes lace, lace heading, with silk ribbon on neck and cuffs. Sizes 34 to 42 bust measure. Regular value 75c. Friday bargain 50c.

Corset Covers, fine all-over embroidery back and front, embroidery straps over shoulders, silk ribbon insertion. Sizes 34 to 42 bust measure. Regular value 95c. Friday bargain 63c.

Underskirts, fine cotton, 18-inch lawn flounce, with tucking and insertions of embroidery and Torchon lace, frill of Torchon lace, dust ruffle of lawn. Lengths 38, 40, 42, 44 inches. Regular value \$2.25. Friday bargain \$1.69.

**Children's White Dresses**

90 only Children's Dresses, made of fine white lawn, handsomely trimmed with lace, embroidery and tucking, all full sized and perfect in every detail. Several styles to choose from. Sizes 6, 8, 10 years only. Regular values \$1.50 to \$3.00. Friday bargain 98c.

**Boys' or Girls' Knitted Underwaists**

Underwaists, of fine white ribbed knit cotton, Nazareth pattern, strongly taped, with buttons at waist for attaching outer garments. Sizes 1 to 12 years. Regular value 25c each. Friday bargain 15c each.

**Trimming Bargain**

(New Store.) A selection of good fancy Silk Braid, in practically all the new colors, and in various designs. Usual prices 12 1-2c, 15c, 20c and 25c yard. Friday bargain 5c yard.

**Rich Dress Silks**

4000 yards of Handsome Dress Silks, in plain and novelty weaves. Special purchase of plain colored rich satin de chine, all pure silk, in all the newest colors, amethyst, taupe, greens, browns, blues, also ivory, cream and black; novelty dress silks, in all the new checks and stripes, in the different sizes and latest designs, brown and white, green and white, reseda and white, black and white, navy and white, amethyst and white, etc. Regular selling price 65c and 75c. Friday bargain 47c yard.

1000 yards Handsome Rich Black Dress Silks, mousseline duchesse, satin paillette, chiffon taffeta and peau de soie weaves, manufactured by C. J. Bonnet & Cie, Lyons, France. Our regular selling price \$1.25. Friday bargain 93c yard.

**Ladies' Underwear**

Ladies' Vests, spring weight, Health Brand, finest all-wool, color white, high neck, buttoned front, short sleeves, finished with lace and ribbon. Sizes 30 to 36 bust measure. Regular value 95c. Friday bargain 50c.

Ladies' Vests, spring weight, Health Brand, fine all-wool, or wool with thread of cotton; colors white and natural; high neck, with short sleeves, or low neck, with no sleeves; trimmed with lace and ribbon. Sizes 32 to 38 bust measure. Regular value 50c and 65c. Friday bargain 35c.

**Children's Wear**

Children's Romp Dresses, of fine printed cotton albatross, navy or sky blue, with small white polka dot front and back; have 4 rows cluster tucking to give French effect, yoke and cuffs trimmed with fancy braid; skirt has deep hem. Sizes 1 and 2 years only. Regular value \$1.00. Friday bargain 50c.

Children's Wash Dresses, fine gingham, navy, sky or pink check, long waist, short skirt, tucked yoke and skirt, deep hem, lace trimmed. Sizes 1 to 5 years. Regular value \$1.00. Friday bargain 69c.

Infant's Long Cloak, finest all-wool Bedford cord, lined throughout, sleeves, deep silk embroidered cape, seams covered with silk cord, pearl buttons. Regular value \$4.50. Friday bargain \$3.00.

Children's Drawers, fine pink or white flannel, and grey or navy flannel, trimmed with tucking, lace or silk flossing. Not all sizes in any one style, but sizes 2 to 12 years in the lot. Regular value 25c to 45c. Friday bargain 19c.

Children's Skirts, fine plain white or pink flannel, two hemstitched tucks, deep silk flossed hem. Lengths 18 to 26 inches. Regular value 70c to 90c. Friday bargain 39c.

**Corset Bargains**

300 pairs C. C. a la Grace, new directoire model, high bust, long extension hips, back 16 1-2 inches long, filled with fine all rustproof steels, elastic garters, trimmed with lace, silk ribbon and satin bow. Sizes 18 to 26 inches. Regular value \$2.00. Friday bargain \$1.25.

**Shawls and Fascinators**

Counter Soiled. Clearing about 200 Honeycomb Wool Shawls, hand-made Shoulder Shawls, Silk Shawls and Fascinators, Wool Fascinators and Clouds; all taken from our regular stock. Friday bargain, Half Price.

**Wash Goods**

8753 yards of Mill Ends, High-class 36-inch Mull, beautifully soft, for ladies' and children's wear. Regular price is 20c, for 10c.

Crum's Second Quality English Print, special to-morrow. Regular 12 1-2c, for 11c.

Best Canadian Print, all colors, light and dark navy, black, red, white, cherry, etc., all good designs. Special 9c.

36-inch White Indian Head Suiting, fine quality for summer suits. Worth 20c, for 12 1-2c.

Fine Silk Floral Organdy, all the newest French designs, in pink, sky, mauve, yellow, etc., on white and delicate colored grounds. Worth 65c, for 29c.

**Gloves and Hosiery**

Infants' 1-2 and 3-4 Socks, also Stockings, a clearing of odds and ends of broken lines; a lot of different kinds, for infants. Sizes 4, 4 1-2, 5. Regular 20c and 25c. Friday, pair, to clear, 5c.

Cannot fill phone or mail orders.

Infants' All-wool Mittens, white, sky, pink. Regular 25c, 35c. Friday, pair, 15c.

Women's Wrist Length Lisle Thread Gloves, manufacturer's samples, dome fasteners, black, white, grey, navy, mode. All sizes. Regular 35c value. Friday, pair, 15c.

Women's Long Lisle Thread Gloves, mousquetaire opening at wrist, dome fasteners, black and white. Regular 50c value. Friday, pair, 29c.

Women's Long Lace Lisle Gloves, black, white. Regular 50c. Friday 33c.

Women's Black and Unbleached Cotton Hose. Regular 20c. Friday 12 1-2c.

Women's Plain Black Cashmere Hose. Regular 25c. Friday 20c.

**FOR MEN.**

Men's Black Woolen Mittens. Regular 35c. Friday 10c.

Boys' Woolen Gloves and Mittens. Regular 25c, 35c. Friday 10c.

Men's Plain Black Cashmere Socks. Regular 20c. Friday 12 1-2c.

Men's Fancy Lisle Thread Socks, also tan and black. Regular 25c. Friday 15c.

**Ribbons Friday**

250 pieces Silk Taffeta Ribbon, pure silk quality, widths 1 1-2 and 2 1-4 inches, in light tan, navy, castor, old rose, buttercup, champagne, violet, reseda, light grey, moss, Tuscan, dark grey, emerald. Regular price 9c and 12 1-2c yard. Friday 5c yard.

500 yards Silk Taffeta Ribbon, pure silk quality, 5 inches wide, in grey, champagne, violet, tan, light sky, lilac, reseda, buttercup, castor, turquoise, light green. Regular price 20c and 25c yard. Friday 9c.

**Art Needlework Bargains**

(New Store.)

White Linen Hand Embroidered End and Centrepieces, in eyelet and solid embroidery. Regular prices \$1.50, \$1.75, \$2.00 and \$2.25. Friday bargain 98c.

Some specimen pieces of Silk Hand Embroidered Work, on pure linen, in daisy and mum designs. Regular prices \$3.00 and \$3.75. Friday \$1.98.

20 only Rich Silk Drapes, in good variety of colors. Regular \$2.75. Friday bargain \$1.50.

**Misses' and Children's Boots**

400 pairs of Misses' and Children's Boots, strong Dongola goatskin leather, Blucher and lace styles, patent toe caps, heavy soles, made from solid oak tan stock. All sizes 11 to 2 and 8 to 10 1-2. A special purchase. Friday bargain 99c.

**MEN'S BOOTS.**

500 pairs of Men's Boots, Blucher style, box kip, box calf, patent colt and strong jet black Dongola goatskin leathers, medium and heavy oak tan soles to stand hard wear. All sizes 6 to 11. Regular values \$2.50 and \$3.00. On sale Friday bargain \$1.99.

**LADIES' BOOTS.**

1,000 pairs of Ladies' Boots, a special purchase, patent colt, with creased vamp and dull calf Blucher tops, strong vici kid, with dull matt calf Blucher tops, good sole, Cuban heel, all sizes. Regular \$2.50 and \$3.00. Friday bargain \$1.99.

**Note Books**

800 of them, flexible covers, good papers, 3 for 5c.

1000 Writing Tablets, 50 sheets, note size, 3c each, 9 for 25c.

**Note Paper**

500 boxes, 24 sheets and 24 envelopes to a box, fine linen quality, 13c each, or 2 for 25c.

**JAPANESE NAPKINS.**

50,000 Japanese Paper Table Napkins, floral designs. Friday 12c per hundred.

**Men's Clothing for Friday**

Men's Odd Coats, in fine English tweeds, in grey and brown mixed colorings, also dark brown velvet finished corduroys, taken from suits which sell regularly at \$7.50, \$8.50 and \$9.00. The coats on sale Friday, sizes 34 to 40 only, \$2.49.

150 pairs Men's Pants, made up from heavy imported and domestic tweeds, in grey mixtures and dark grounds, with neat stripe effect, strongly made, side and flap pockets. Regular prices \$1.50 and \$1.65. Friday 98c.

100 Men's Raincoats, in fine English covert cloths, in dark grey, olive and greenish fawn shades, cut in 50-inch Chesterfield style, roomy and comfortable fitting. Regular \$10.00, \$12.00 and \$13.50. Clearing Friday \$6.95.

**BOYS' CLOTHING.**

Boys' Three-piece Double-breasted Suit, made from strong, durable English tweeds, in new spring colorings. Regular prices \$4.50, \$5.00 and \$5.50. Sizes 28 to 33. Clearing Friday \$2.98.

Boys' Two-piece Double-breasted and Norfolk Suits, in fine English and Scotch tweeds, in handsome grey and brown mixed colorings, heavy Italian linings. Sizes 26 to 29. Regular prices \$3.50 to \$5.00. On sale Friday \$2.49.

**Bargain Furs**

72 Men's Fur Caps, wedge and driver shapes, odds and ends, in nutria beaver, electric seal, astrachan and German otter. Regular up to \$3.50. Friday \$1.29.

Men's Persian Lamb Fur Caps in Dominion and driver shapes. Regular \$10.00 and \$11.00. Friday \$5.00.

**Men's Furnishings**

Imported Tie Pins, knots, flowers, figures and head designs, gold, silver and cameo effects. Regular 35c and 50c. Friday 19c.

Fancy Elastic Arm Bands, adjustable Buckles, mostly all shades. Regular 25c. Friday 15c pair, 2 pairs for 25c.

Heavy "Police" Suspenders, strong leather cast-off ends, also fine elastic web. Special Friday 25c.

Flannelette Night Robes, good medium weight fabric, made large and long, pink, blue and grey stripes. Regular 59c. Friday 39c.

Men's Work Shirts, black satens, black and white stripes, Oxfords and flannelettes, collar attached and pockets. Regular 59c. Friday 39c.

**Hats and Caps**

Men's and Boys' Cloth Caps, winter weights, with fur earbands, to pull over the ears. Regular 35c to 75c. Friday, to clear, 19c.

Men's Stiff and Soft Hats, new up-to-date spring shapes, fine grade fur felt, colors black in stiff hats; black, brown, fawn and green in soft hats. Regular up to \$2.00. Friday 98c.

Children's Wool Toques, assorted colors, short and long style. Regular 25c and 35c. Friday 9c.

**Simpson's for Jewelry**

Brooches, Rings, Scarf Pins and Vest Chains. Regular selling prices from \$2.50 to \$3.50. Friday \$1.48.

14k. Gold Pearl Set Safety Pin Brooches, maple leaf, crescent, fleur-de-lis, horseshoe and wishbone designs. Regular \$3.00. Friday \$1.48.

Solid Gold Pearl Set Crescents, with star. Regular \$2.50. Friday \$1.48.

Solid Gold Pearl Set Bar and Lace Pins. Regular \$2.50. Friday \$1.48.

14k. Gold Rings, with genuine whole pearls, beautifully mounted, in a 6-claw setting. Regular selling at \$3.50. Friday \$1.48.

Men's Gold-filled Single and Double Vest Chains, open or close curb patterns, heavy or fine. Regular \$3.50. Friday \$1.48.

**Paper Novels**

5000 to choose from, all the popular authors, 10c each, or 3 for 25c.

**POSTCARDS.**

36 Picture Postcards for 10c, bound in album style, thousands of subjects, natural colors.

**Drug Sundries**

Burdock and Sarsaparilla Compound, the best tonic and blood purifier. 50c bottles. Friday 25c.

Thomson's Sodium Phosphate, 25c packages, Friday 15c.

Witch Hazel, 25c bottles, Friday 15c.

Glycerine, 1-pound bottles, special Friday 25c.

Sand's Liver Pills, 10c boxes, Friday 5c.

Hot Water Bottles. Regular \$1.25 and \$1.50. Friday 98c.

Loofahs, fine large ones. Regular 10c. Friday 5c.

Sponges, mostly unbleached, 25c to 35c. Your choice Friday 20c.