

The SIMPSON Company Limited

Store Opens 8 a.m. Store Closes 5.30 p.m. PROBABILITY: Moderate winds; fair and warm.



BANG!

—and when the smoke cleared, it was discovered that five hundred wash suits that were valued at nine dollars each had been reduced to their lowest terms, and were rapidly disappearing at two-thirty-nine each.

The final sweep in the clearance sale of our Summer Suits, the remainder of our catalogue styles, on sale Saturday morning; the materials are English repps, motor linens and ramsie cloths, in the following shades: White, fawn, rose, amethyst, cream, blues, green and grey; not each shade in each material, but all in the lot; these are in a number of fashionable styles; coats are close or semi-fitted; some trimmed with strappings, others are braided, and others with pipings. Shirts are in either semi or full-pleated styles; some with flounce effects; others are gored, and trimmed to match coats. These sold regularly at prices ranging from \$5.00 to \$9.00, but these prices have been shattered. To-morrow's selling price a mere fraction of their worth, \$2.39.

WOMEN'S \$11.50 MOTORING COATS \$5.39.
Sale of oddments and broken sizes of a number of styles of Summer Coats, suitable for motoring or travelling; the materials and colors are crash suitings in grey shade, diagonal silk in natural shade, and a few in white linen, trimmed with lace insertions; medium and long lengths; close or semi-fitting backs; some trimmed with velvet, others with braiding. Only 35 coats in the lot. Sold regularly at \$10.75, \$11.75 and \$17.50. Saturday only \$5.39.

WOMEN'S AND MISSES' COATS FOR \$1.39.
Balanced of 45 Women's and Misses' Coats, suitable for wear during the cool evenings; the materials are covert cloths in fawn shades, broadcloths in brown, and tweeds in stripe effects of grey tones; semi or loose fitting backs, trimmed with self strappings or buttons; some plain tailored. Sold regularly at \$5.00 and \$6.50. Saturday \$1.39.

WOMEN'S \$3.25 SKIRTS \$1.39.
83 Women's Separate Skirts, just the style and material for use during the holidays; style is a smart 13-gore flare, cut very full, with deep hem around bottom; shades are blue, cream, fawn or grey; material is the popular ramsie cloth; a good range of sizes from 37 to 42 front measurements to select from. Regular \$3.25. For quick sale Saturday \$1.39.

GIRLS' \$2.75 SUITS FOR \$1.19.
123 Girls' Summer Suits, of splendid washing materials, in stripe effects of blue or fawn, with white, and of white with blue or black; smart coat, single breasted, trimmed with buttons, pleated skirts, with strappings over shoulders. Sizes 6 to 12 years. Regular \$2.75 and \$3.50. To clear Saturday \$1.19.

Here's the "Dreadnought" Waist
The very smartest sort of summer blouse a girl can wear—very effective, light blue or navy blue collar—cool and comfortable. The newest thing, and selling at a very reasonable price to-morrow morning.
The "Dreadnought" Waist for summer wear, made of white duck, roll back sailor collar, of navy or sky blue, patch pocket, and cuffs strapped to match collar. Sizes 30, 32, 34, 36 and 38. Saturday \$1.00.
\$3.00 AND \$4.00 WASH WAISTS, SATURDAY \$1.48.
100 only Waists of soft mull and sheer lawn, made in dainty lingerie styles, with lace yokes, pin tucking and gimpure lace motifs, and rows of bebe Irish insertion; dressy sleeves, finished to match. Sizes 32 to 42. Regular \$3.00 and \$4.00. Saturday sale price \$1.48.

Wash Goods Items for Saturday Morning
30 pieces 31-inch Fine English Print, mostly light grounds, with brown, blue, red and other colored stripes and spots. Regularly 15c, for 8c.
Indian Head Suiting, very special value, free from dress, mauve, white, Alice, pink, black, old rose, wisteria, fawn and brown; splendid for children's and ladies' outing wear. Regularly 15c. Special 9c.
Lot of slightly mussed and shop soiled Figured Lawns, Muslins, etc. Regularly 15c to 20c, for 6c.
Ends of Silk and Cotton Goods, and Creped Effects, enough for waist or dressing jackets. Regularly 15c to 35c, for 10c.
(No phone or mail orders.)



What You Want for Your Picnic

Any sort of make-shift is supposed to "go" for carrying the picnic lunch—but why not get the real thing for this week end? We're clearing out over a hundred attractive wicker lunch cases at cost on Saturday morning.

112 Wicker Lunch Cases for quick selling Saturday morning. We do not want to carry them over stock-taking. The neatest, handiest and best made Lunch Case ever imported. They are made in suit case style, and can be used for general travelling:

18-inch size. Regular \$2.25. Saturday 1.50
20-inch size. Regular \$2.50. Saturday 1.75
22-inch size. Regular \$3.00. Saturday 2.00
24-inch size. Regular \$3.40. Saturday 2.25

This Grocery List Will Help You Out

2,000 lbs. Fresh Creamery Butter, White Clover Br. 7d, per lb. 25c.
Toasted Corn Flakes, 3 packages 25c.
Rich Red Salmon, Nimpkish Brand, regular 20c, per tin 17c.
Clark's Pork and Beans, in Chili sauce, large tin 10c.
Crosse & Blackwell's Marmalade, 2 lb. jar 25c.
Maponochie's Pickles, mixed, chow and walnuts, pint bottle 22c.
Pure White Clover Honey, per section 24c.
Imported French Peas, 2 tins 25c.
Canned Yellow Peaches, in heavy syrup, per tin 15c.
Fancy Mixed Biscuits, 2 lbs. 25c.
Pure Lime Juice, Sovereign Brand, repacked quart bottle 25c.
Loaf Sugar, 4 lbs. 25c.
Telephone direct to department.

Better Put a Couple of These in the Basket, Too.

BOOKS.
Special Bargain in Short Stories for Summer Reading, 15c Each.
500 only Golden Stories, 300 pages, large type, bound in boards, illustrated; stories all by good story writers—15c each.
(On sale Saturday morning, Book Department.)

A Page-ful of Morning Shopping WE CLOSE AT ONE P.M. To-morrow

The New "Paquinette" Scarf

All the rage in Paris. What is it? A soft black liberty satin scarf, about 12 inches wide, 2 yards long, finished with heavy black silk tassels; each scarf is lined with soft white liberty satin; to be worn around shoulders to give shawl effect. Each \$5.00 and \$6.50.

Tailored Stocks and Hunting Stocks, of fancy mercerized vestings and embroidered lawn. Each 25c, 50c to \$1.00.

The new "Chantier" Collar, with jabot, made of fine batiste and lace, in Cluny and Valenciennes. Each 50c, 75c to \$1.25.

"Dutch" Collars, with jabots, in all the prettiest and up-to-date styles. Each 25c, 35c to \$1.00.

SPECIAL FOR SATURDAY.

300 dozen of Wash Neckwear, in Dutch collars, with jabot, trimmed with imitation Cluny lace and insertion, all new goods; we have sold similar styles and quality for 25c. Saturday 10c each.

213 dozen of Plauen Lace Jabots, in a pretty guipure design, in ivory only. The regular selling value 15c. Saturday 10c each.



Pretty Hats and Parasols Must Go

The hats we make up for our Saturday morning sale are famous—just sixty-five ready for to-morrow, but all beauties, and in the height of the midsummer fashion—and don't forget there's a background goes with each hat which makes it twice as effective—the pretty parasols mentioned below are eighty-five cents each.

65 only Ladies' and Misses' Trimmed Hats, small shapes; suitable for travelling, leghorns, chip brads, and a good assortment of lingerie effects; all are brand new. Special Saturday morning \$5.50.

80 only best style Banded Sailors, mushroom, rolling brims and straight brims, in rustic and gimpure lace motifs, and rows of bebe Irish insertion; dressy sleeves, finished to match. Sizes 32 to 42. Regular \$3.00 and \$4.00. Saturday sale price \$1.48.

260 Ladies' Parasols, fine quality satens, with satin border, pretty printed designs, also plenty of pure white, all with smart natural wood handles. Regular prices \$1.50, \$1.75 and \$2.00 each. Saturday morning 85c.

Half-Price Signs in the Linen Sale

The Linen Department has been the housekeeper's mecca for days past, but each day's announcement justifies an early visit. To do a whole day's business in five hours to-morrow morning we have made prices lower than ever.

CENTREPIECES AND FIVE O'CLOCK TEA COVERS HALF-PRICE.
Every piece is spoke hemstitched all around; some are beautiful Japanese hand drawn centrepieces, some fine pure linen satin damask 5 o'clock tea covers; only 300 pieces in the lot. Regular 50c each. Saturday at 8 o'clock, upstairs, in Linen Department, half-price.

36 IRISH EMBROIDERED BED SPREADS, \$3.39 EACH.
Beautiful Irish embroidered designs, spoke hemstitched all around, 90 x 108 inches, for large double beds. If you want the biggest value going, don't miss getting one of these. Saturday at 8 o'clock, upstairs in Linen Department, each \$3.39.

DRESS AND BLOUSE LINENS AT 49c YARD.
All of the finest grass bleached, including famous "Old Bleach" linens for fine blouses, tailored dress manufacture, hemmed ready to use, 18 x 15 inches; 40 and 45 inch widths in the lot. 400 yards to clear at; per yard, Saturday at 8 o'clock, 48c.

TABLE NAPKINS 89c DOZEN.
These are all pure linen, fine, bleached satin damask, dainty bordered designs, superior Scotch manufacture, hemmed ready to use, 18 x 15 inches; a seldom bargain only. 74 dozen to clear at; per dozen Saturday at 8 o'clock, 89c. (Phone your orders direct to Linen Department.)

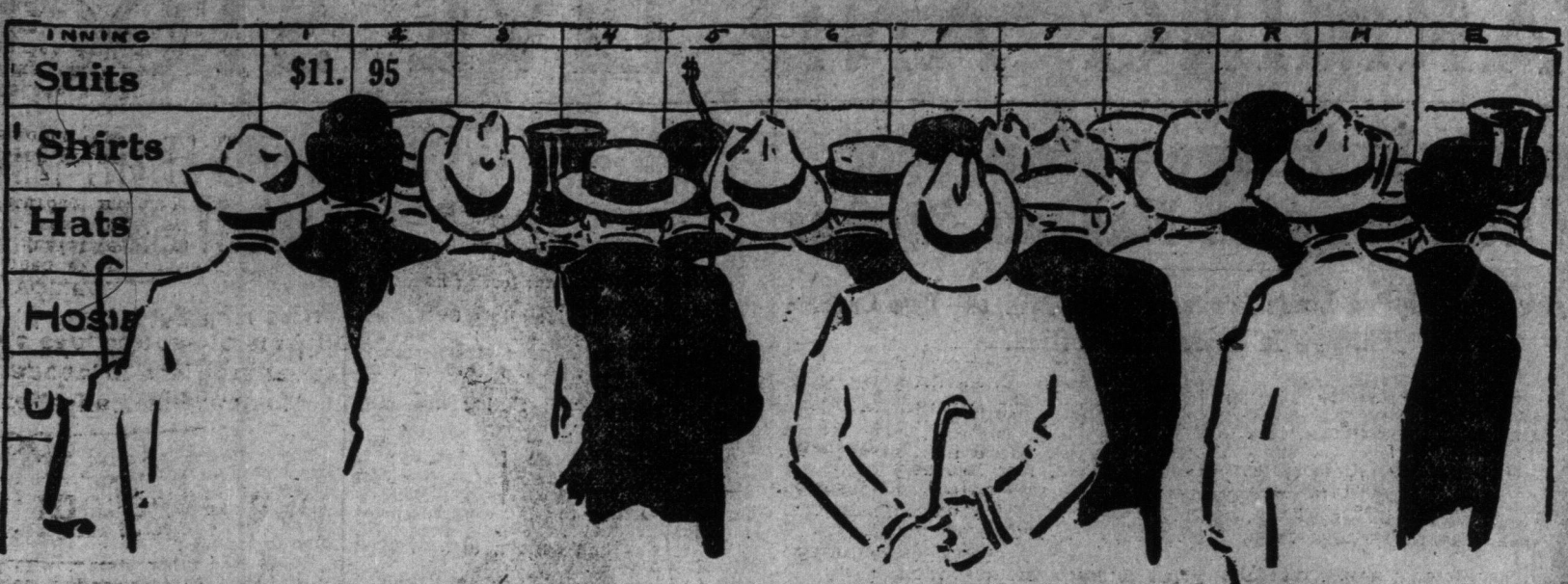
Black Has the Call in Silks and Dress Goods

This department's widely recognized supremacy in black goods has brought us an avalanche of business lately. No wonder it keeps coming when we can offer such sterling goods at these prices:—

1,200 yards beautiful full rich blacks, stamped every five yards with the maker's name, "Priestley's Voiles," a sufficient guarantee of its standard quality; permanent unfading dyes. This special lot was bought at a big discount, and in the usual way would be \$1.90 yard. Saturday morning 99c.

DELAINES.
A shipment of Black and White Delaines, black grounds, with white stripes, spots, sprigs and floral designs; fast or permanent dyes; finished to perfection. 30 inches wide, 35c yard.

1,000 yards of Fashionable Black Dress Silks, choice of makes, choice of weaves, qualities that will give splendid wear; rich, full, deep blacks, in satin, paillette, satin de chine, French peau de role, peau de chayne, and Lyons dyed Japanese habutsu. The widths are 20 inches and 28 inches. For quick selling Saturday morning 46c yard.



Saturday's Score Board--Cor. Richmond and Yonge--Don't Miss It

There'll be no more interesting bulletin for men on Saturday than the one we publish here. It tells of a five-hour game that starts sharp at 8 o'clock to-morrow morning; and the man who are there when the game starts are going to have all the best of it.

Of all our best suits we have less than a hundred to offer on Saturday, and they're going at a price that will make every eight o'clock arrival happy.

Shirts, Hats and Socks are all going the same way—the greatest Saturday morning values we've ever had to offer in our men's store—don't miss one of these items:—

SUITS Were \$20.00 Now \$11.95
THE VERY BEST KIND OF MEN'S SUITS. Regular Prices \$13.50, \$15.00, \$16.50, \$18.00 and \$20.00. Special for Saturday Morning's selling \$11.95.
100 only Men's Fine Quality English Fancy Worsteds and Tweed Suits, in the new grey, brown and green tones, with neat self and fancy colored thread stripes; cut in the latest three-button single breasted back style, with close fitting collars and neat, long shaped lapels. Sizes 36 to 44. Saturday to clear, \$11.95.

BOYS' TWO-PIECE SUITS.
Regular Prices \$4.50, \$5.00, \$5.50 and \$6.00, to clear Saturday \$3.49.
Boys' English and Scotch Tweed Two-piece Suits, in light or dark grey and brown grounds, with neat self and fancy colored stripes, single breasted, Norfolk or double breasted style, with belt, plain knee pants. Sizes 24 to 28. Saturday to clear \$3.49.

BOYS' SHIRT WAISTS, REGULAR PRICE 75c, SATURDAY 50c.
Boys' English and French Print Shirt Waists, in a large assortment of light grounds, with neat black and fancy colored stripes and figures. Sizes 11½ to 14 inches. Saturday special 50c.

SHIRTS Were \$1.50 Now .50
ANOTHER BIG LOT OF OUR GOOD NEGLIGEE SHIRTS FOR MEN.
At a Rush Price on Saturday Morning. Sizes 14 to 17, cuffs attached, plain fronts, pleated fronts, coat shirts, ordinary open front shirts, plain colors, white, fancy stripes

SOCKS Were .65 Now .29
50c AND 65c SOCKS, 3 PAIRS 85c.
Men's Finest Imported Lisle Thread Socks. This lot consists of all our own best Lisle socks from regular stock, at less than half price; all the very newest patterns and colors, in French and German makes; all sizes. Regular 50c and 65c. On sale Saturday pair 29c, 3 pairs 85c.

HATS Were \$2.50 Now \$1.00
Madras, chambray, percales, etc.; light, mid and darker colorings; manufacturers' samples, also broken ranges from our own regular lines; hundreds of shirts, ranging in price from 75c to \$1.50. 8 o'clock Saturday morning 50c.
(No mail or phone orders taken.)

Handkerchiefs
Four Cents Each
Women's Genuine All Linen Handkerchiefs, of very fine quality. Saturday, each 4c.
(Not more than one dozen to a customer.)

Women's Underwear at Less than Cost
Ladies' Vests, fine ribbed white cotton, low neck, with short or no sleeves, heading and ribbon finished. Sizes 32 to 38 bust measure. Regular value 15c. Saturday 8 o'clock 9c.
Ladies' Vests, fine ribbed white cotton, low neck, with short or no sleeves, heading and ribbon finished, shaped or straight body. Sizes 32 to 38 bust measure. Regular value 25c. Saturday 8 o'clock 17c.

A CHANCE TO SAVE ON BEAUTIFUL CORSETS.
200 pairs High Grade Corsets, finest white batiste, medium high bust, long front, back and hips, extra deep skirt extension, four strong garters, finest rustproof steels, wide side steels, lace and ribbon trimmed. Sizes 18 to 26 inches. Regular value \$1.50. Saturday at 8 o'clock 95c.

A RUSH IN THE WHITEWEAR SECTION.
Women's Night Gowns, fine cotton, Mother Hubbard yoke, with tucks and two rows embroidery insertion, embroidery trim on neck. Lengths 55, 58, 60 inches. Regular value 50c. Saturday at 8 o'clock 33c.

Women's Night Gowns, fine cotton, Mother Hubbard yoke, with 24 tucks, hemstitched frills on neck, front and cuffs. Lengths 55, 58, 60 in. Regular value 95c. Saturday at 8 o'clock 59c.

A BARGAIN IN LITTLE GIRLS' DRESSES.
300 of them, made in fine check gingham, blue and pink prevailing colors, randomly trimmed with fine embroidery insertion, kilted skirt, just the thing for the holidays. Sizes 2 to 6 years. Regular price \$1.75. Saturday at 8 o'clock \$1.19.

Good Matting at Less than Half Price
2,000 yards of Fine Japanese Matting, in excellent designs and colorings, cotton warp, and good value at 25c per yard. Saturday per yard 12c.

35c Silk Finished Hose 25c
Women's Gauze Weight Hose, mercerized silk finished cotton, garter top, double spliced heel, toe and sole, the right weight for warm weather black, tan, all sizes. Regular 35c. On sale Saturday 25c.

Women's White Canvas Shoes
Now 99c
280 pairs Women's White Canvas Ankle Strap Pumps, American make, New York style, canvas covered heel; all sizes 2½ to 7. Regular \$1.49. Clearing price Saturday 99c.
240 pairs Women's White Canvas Blucher Oxfords, canvas covered heel, flexible leather sole; all sizes 2½ to 7. Regular \$1.49. Clearing Saturday 99c.

The Best Brand of Tennis Shoes
Will be put on sale to-morrow morning at prices that are 25 per cent. below what they can be bought for elsewhere. When they're selling at these prices, it is wise to try and make your old ones last the summer out?

1,000 pairs Tennis Shoes, the best brand made:

Black or White Duck Oxford59
Navy Blue Duck Oxford59
White Duck Blucher Oxford59
White Duck Blucher Oxford, white sole79
White or Black Blucher Boot, black sole99
White Duck Blucher Boot, white sole 1.24
(Telephone orders filled.)

A Sale of Garden Requisites
Who is the happy man? He who spends his half holiday in his garden! Here are all the tools he'll need marked at prices that make a Saturday morning call worth while.

Garden Spades, D handle, light and durable. Regular \$1.00. Saturday for 69c.
Garden Hoes, Regular \$2.50. Saturday price only 79c.
24 only Garden Spades, Good 35c value, Saturday 49c.
14 only Canadian made Lawn Mowers, four extra quality steel knives, 10½ inch drive wheel; this is considered one of the best mowers made, and is a very popular line; size is 16 inches. Saturday only \$4.98.

Here is a chance to procure one of our best grades of Garden Hose at small cost. 38 only lengths, 3-ply garden hose, "Cable" Brand; every inch guaranteed; in 50-foot lengths; complete with nozzle and couplings; ½-inch size. Saturday only \$4.79.

Look at These Hardware Prices
12 only "Roxton" Hand Planes, 22 in., with 2½-inch cutter. Regular selling price of this plane is \$1.25. Saturday price only 79c.
36 only "King Cutter" Razors, black rubber handle, gold etched blade, full hollow ground, ½-in. and ¾-in. blades. Saturday only \$1.25.
100 only pairs Children's Extension Roller Skates, steel rollers, leather supports; fits all sizes children's shoes. Saturday 60c a pair.
48 only Large, Roomy Hammocks, neat patterns and colors, well padded pillow, deep valance. Regular up to \$2.50. Saturday your choice \$1.69.

Three Rare Bargains in the Basement Chinaware Sale
1,500 Stout Goblets, colonial shape and bell shape tumblers. Regular 7c. Saturday special 4c.
Here is quite a snap in odd pieces of Japanese, English and Fancy German Chinaware; many pieces value up to 25c; we have grouped them together for a complete clearance; while they last Saturday snap, 9c.
Jugs, Teapots, Platters, Bakers, Hat Pin Holders, Mugs, Vases, Cups and Saucers, B. and B. Plates, Fruit Saucers, Mugs, etc.
21 only Dinner Sets, in the ever popular "Clover Leaf" gold edge and line decoration, with the new shape Carlton vegetable dish, in a rich, full cream English porcelain body; complete service for 12 persons, at a popular price for Saturday's quick selling, \$5.95.

Dollars Saved on these Bags
Black Seal Goat Leather Bags, 9-inch girth frames, 8 inches deep, leather lined, with large seal goat change purse inside, gusset bottom, double strap handle and patent clasp fastener. This bag was made to sell for \$8.00. We bought this little lot at a price. Saturday this bag goes on sale at \$5.00. Colors black, navy and green.

Summer Curtains
2,600 yards of best quality Silkoline, 36 in. wide, in new and pretty Japanese, Oriental, floral and stripe designs. Regular 15c. Saturday, per yard 11c.

75c Long Silk Gloves 35c
Women's Long Silk Gloves, 12 button length, Jersey wrist, nice weight, pure silk, all sizes, in black, grey, pink and sky. Regular 75c. On sale Saturday 35c.