

The **SIMPSON** Company
Limited

Store Closes 5.30 p.m.—Saturday 1 p.m.
DURING JULY AND AUGUST

H. H. FUDGER, President

J. WOOD, Manager

Phone Number Main 7841
We have 50 lines to Central.

The **SIMPSON** Company
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Big Savings Offered by Simpson's Bargain Day

Values in Corsets and Brassieres

Just 208 pairs of the famous Marmola Belt Corsets, for women of stout figure. Extra strong white coutil or summer-weight batiste, medium bust, long skirt, reinforced abdominal sections, double rustproof steels, 6 wide side-steels, 6 garters. A very fine, strong corset. Sizes 20 to 30 inches. Regular value \$3.50 a pair. Friday bargain, a pair\$1.50

Women's "D and A" Brassieres, or bust supporters, fine, strong, white batiste, dainty eyelet embroidery yoke, short steels in front section, buttons and crosses in back. Sizes 32 to 42 bust. Regular value \$1.25 each. Friday bargain95c

EXTRA WHITEWEAR BARGAINS.
Beautiful Nightdresses of nainsook, two dainty slip-over styles, embroidery yokes and insertions, silk ribbon draws, elbow sleeves. Sizes 32 to 40 bust measure. Regularly \$2.00 and \$2.50 each. Friday bargain\$1.25

Women's Combinations—Dainty styles in nainsook. Corset cover and short skirt, or corset cover and drawers in one; linen, lace, or embroidery trimming, silk ribbon draws. Sizes 32 to 42 bust. Regular price \$1.50 and \$1.75. Friday bargain, each95c

Women's Corset Covers, front of all-over embroidery run with silk ribbon, back tucked, lace on arms. Sizes 32 to 42 bust. Regular price 75c each. Friday bargain, each50c

GIRLS' DRESSES, 3 TO 14 YEARS.
Clearing three handsome styles Girls' Dresses, fine broken check gingham, or printed lawn. Prettily trimmed with embroidery or pipings, extra quality and fast colors. Sizes 3 to 14 years. Regular price \$1.75 to \$2.50 each. Friday bargain\$1.25

WOMEN'S COAT SWEATERS.
Clearing several splendid styles of women's or misses' fine quality Coat Sweaters, all pure wool, plain or fancy knitted, 2 pockets, high or Y neck, pearl buttons, colors white, navy, royal blue, cardinal, grey. Sizes 32 to 42 bust measure. Regular price \$3.50 and \$2.50 each. Friday bargain\$1.95

WOMEN'S AND CHILDREN'S UNDERWEAR BARGAINS.
Women's Combinations, ribbed white cotton, low neck, no sleeves, umbrella knee, lace trimmed, heading and ruffled neck and arms. Sizes 32 to 38 bust. Regular 50c each. Friday bargain25c

Children's Summer Vests, ribbed white cotton or linen, button front, high neck, long sleeves, button front. Sizes 2 to 12 years. Regular price 25c and 30c each. Friday bargain, each15c

Great Bargains in Boots

WHITE CANVAS BOOTS, PUMPS, AND OXFORDS, 99c.
500 pairs Women's White Canvas Button Boots, Tan and White Canvas, Ankle-Strap Pumps and Blucher Style Oxfords; high, medium, and low heels. Regularly \$1.25, \$1.50, and \$2.00. Friday bargain99c

WOMEN'S Dainty AMERICAN PUMPS AND OXFORDS, \$1.95.
Beautifully finished and made on the newest lasts, in colonial, ankle-strap, and plain pump styles and button and Blucher Oxfords; French, New York, Cuban, and military heels; Goodyear welt, flexible, and hand turn soles. The leathers are tan Russia calf, patent colt, gunmetal, and viol kid; sizes 2 to 7½; B, C, D, and E widths. Regularly \$2.50, \$3.50, and \$4. Friday bargain, \$1.95

MEN'S \$3.00 BOOTS AND OXFORDS, \$1.99.
420 pairs Men's Goodyear-welted and McKay-sewn Boots and Oxfords, in button and Blucher style; patent colt, gunmetal, dongola kid, and tan calf leathers; sizes 6 to 10 only. Regularly \$2.49 and \$3.00. Friday bargain\$1.99

TENNIS SHOES.
Good quality blue or white duck, Tennis or Outing Shoes, rubber soles and heels. Every pair perfect. Friday bargain—Men's, sizes 6 to 1165c
Boys', sizes 4 and 555c
Youths', sizes 11, 12, and 1345c

A Midsummer Bargain in Men's Suits—Extra Good Value

Splendid value suits, made from good wearing tweeds, in browns and greys, cut single-breasted, three-button style; single-breasted vests; trousers in the latest styles; tailorings and linings are good. These suits are worth twice the price, and in some cases, more. Friday\$5.95

Men's Strong, Good-wearing Tweed Trousers—Cost less than overalls and wear longer. Well sewn. Sale price98c

MEN'S LIGHTWEIGHT COATS.
A cool coat for hot weather, made from a light grey material,

single-breasted, with patch pockets. Well tailored. Price, \$1.25
Big value in white duck trousers, made from heavy duck, well sewn; will wash well. Price, \$1.00

CLEARING BOYS' BLOOMER SUITS, \$2.98.
Two-piece, double-breasted suits, in medium grey and brown imported tweeds, showing fancy shadow stripes; well made and lined; full roomy bloomers. Sizes 24 to 34. Friday\$2.98

BOYS' ODD SHIRTWAISTS.
Good assortment of fancy stripes and floral designs. Regularly 65c, 75c, and \$1.00. Friday, clearing49c

In the Tunic Annex Third Floor

A generous collection of our best Tunics, in black and colored rayon, silk embroidery and net with metal; also some lovely white crystal and lace tunics. Regularly \$29.50, \$35.00, \$39.00, and \$49.00. Friday bargain\$19.50

NEEDLEWORK

200 pieces, beautiful chintz and cretonne, suitable for cushion and chairs. Worth 25c each. Friday bargain10c

Fancy bags and purses, stamped for working. Regularly 25c. Friday bargain12½c

Black Vole Waist Pieces, stamped for working. Regular 89c. Friday bargain39c

Gloves and Hosiery

Infants' Cotton Sox, fine, close thread, white, with fancy colored tops; all sizes; 12½c regularly. Friday, pair10c

Boys' and Girls' Fine 1-1 Ribbed Cotton Hose, black only, sizes 5 to 9; 12½c regularly. Friday10c

Women's and Boys' Fine All-wool Black Ribbed Cashmere Hose, sizes 5 to 10, 40c value. Friday, pair 25c

Men's Fancy Cotton Sox, close finish, nice weight, colors in navy, blue, cadet, grey, and tan, with narrow circular stripes; sizes 9½ to 11. Regular price 12½c. Friday8c

Men's Fancy Cotton Sox, close finish, with fancy checks and plain black, all sizes; 3½ to 11; 15c regularly. Friday12½c

Women's finest quality plain colored Lisle Thread Hose, also colored lace ankles and fine black cotton, odds and ends, Lisle, pair10c

Women's elbow length plain and lace Lisle Thread Gloves, opening at wrist, with 2 dome clasps, in white only, sizes 5-1-3 to 7, extra value. Friday, pair25c

Women's Kid Gloves, with 2 dome fasteners, soft, pliable skin, perfect fitting, black, tan, and white, extra value. Friday50c

Wide Silk Ribbon 10 Cents

A few odd lines of Taffeta Ribbon that must be cleared before stock-taking. Friday we put them on sale at, per yard, 10c. The color range is good, including a large quantity of light colors. The widths are 5 and 6 inches; good for hair-bow or a new sash. The regular prices are 15c and 20c per yard. Friday, per yard10c

Handkerchiefs

Women's and Girls' Initial Handkerchiefs, made of fine Irish lawn, soft linen finish, pretty hand-worked initial. Our 10c quality. Friday bargain2 for 15c

Men's White Lawn Handkerchiefs, half-inch hemstitch border, full size, smooth linen finish. Our 10c quality. Friday bargain6 for 25c

Children's White Lawn Handkerchiefs, trimmed with pretty valencienne lace. A real bargain at 5c each. Friday bargain2 for 5c

HANDSOME Mantles give Bargain Values

MISSIES' AND SMALL SIZE WOMEN'S DRESSES.

A collection of English Prints, Chambrays, Mulls and Lingerie. Waists show the latest styles, ornamented with a variety of collars, strappings, and pipings. Skirts are attached to waist with self belts and trimmed to correspond with waists. Colors white, pink, blue, and a variety of odd shades and striped effects. Friday bargain\$2.35

LINEN COATS.

Summer Wash Coats made from imported washable linen and repps, in white, tan, and natural shades. All in a variety of this season's styles, with trimmings of self or striped materials. Friday bargain\$3.89

SKIRTS AT HALF-PRICE.

A line of sample skirts, including voiles, cheviot serges, panamas, and serge, in black, navy, and mixtures; all in good styles, some with high waistbands, others pleated and gored. Ordinarily worth \$5.00 to \$8.50. Friday prices. \$2.50 to \$4.25

OUR GIRLS' SECTION.

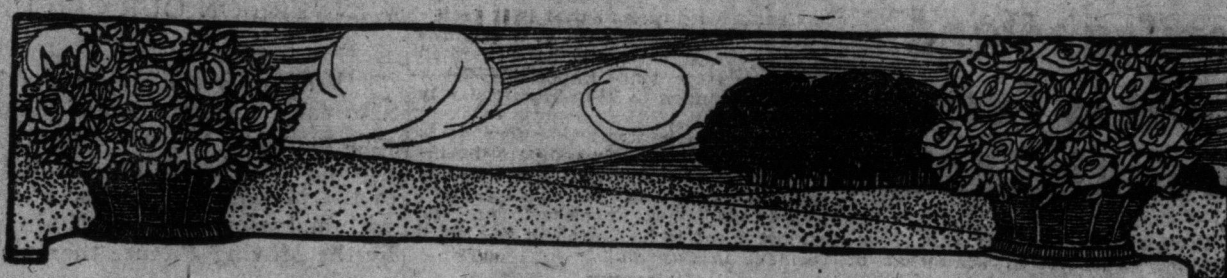
Coats of fine shepherd's check, worsted, and cheviot serge, in navy and scarlet; cut single-breasted style, with large collar, trimmed in contrasting shades; tailored sleeves with turn-back cuffs. Ages 6 to 12 years. Regular price \$6.00 and \$6.95. Friday bargain\$3.98

Millinery On Sale Friday

Phenomenal Reductions have struck the prices of all our small hats, odd hats, and broken lines. We can give only a condensed list of the bargains we have to offer on Friday—

\$12.00 and \$15.00 Trimmed Hats\$7.50
\$7.50 and \$10.00 Trimmed Hats\$5.00
\$5.00 and \$6.50 Trimmed Hats\$2.85
\$3.50 and \$4.50 Trimmed Hats\$1.85
\$1.00 and \$1.25 Shapes25c
\$1.50 and \$2.00 Shapes50c
\$2.50 and \$3.00 Shapes\$1.00
\$3.50 and \$5.00 Shapes\$1.50
\$2.00 and \$3.50 Sailors' Hats of all kinds\$1.00
\$1.00 and \$1.50 Children's Hats of all kinds50c
\$1.50 Children's Leghorns50c
35c and 50c Flowers, big assortment15c
50c and \$1.00 Ornaments, big assortment25c

We advise an 8 o'clock visit to make sure of widest choice.



Some Timely Carpet Prices

Extra Value in a Very Inexpensive English Tapestry Square.

6.9 x 9.0. Friday\$4.65
7.6 x 9.0. Friday5.15
9.0 x 9.0. Friday6.15
9.0 x 10.0. Friday7.15
9.0 x 12.0. Friday8.15

Nineteen only, Odd Single Imported Axminster Squares, marked down to prices that will effect ready sales. They are superb qualities and rare bargains

Silk Price Inducements

500 yards Black Duchesse Paillette, and Messaline Satin, two beautiful weaves in a very firm quality; will give excellent wear. Deep, full black with a lustrous finish. Regularly \$1.25. Friday bargain98c

300 yards only Black Duchesse Mousseline Satin, elegant quality, bright, soft Charmeuse finish, elegant dyed, with a deep rich full black. This silk is our regular \$2.00 quality. Friday bargain\$1.69

1,000 yards Plain and Fancy Silks, stripes, checks, Tarnoline and English Peau de Soie dress silk; some beautiful qualities in the lot to be cleared all at one price. Friday bargain\$4.30

600 yards Natural Color Shantung Silks, good first choice quality, bright, knobby, or plain weaves. Regularly 85c. 34 inches wide. Friday bargain, per yard43c

2,000 Yards Apron Gingham, blue and white checks with or without border, best indigo dye, 38 inches wide. Regularly 12½c and 15c yard. Friday bargain, yard10c

Second Floor—Yonge Street.

Wash Belts, in a variety of designs, embroidered. Sizes 24, 26, and 28. Regularly 25c. Friday, 19c

Children's Buster Brown Belts, in black, white, brown, and red. Embossed in silver or gilt, with maple leaf emblems. Regularly 25c. Friday bargain15c

Clearance Wash Belting, 2 and 2½ inches wide. Several embroidered designs, also plain cord. Regularly 15c yard. Friday, yard10c

Bleached Sheets \$1.00 Pair

500 Pairs Plain English Sheets, good, strong, and serviceable. About 2 x 2½ yards. Friday bargain, pair\$1.00

English Longcloth, 1 yard wide. Clearing Friday, yard6½c

Irish Embroidered Bed Spreads—A good assortment of designs, neat, hemstitched. 50 x 100 inches. Regularly \$4.00 and \$5.00. Friday bargain\$2.99

Embroidered Pillow Cases, of neat designs. Size 41 x 24, hemstitched ends. Clearing Friday, pair98c

Upstairs Linen Dept.

22-inch Check Glass Toweling, with red or blue checks. Regularly \$4.00 and 10c. Friday bargain, yard7c

Pure Linen Table Napkins—Good range of designs. Size 22 inches. Regularly \$2.25 and \$2.50. Friday bargain, dozen\$1.48

2,000 Yards Apron Gingham, blue and white checks with or without border, best indigo dye, 38 inches wide. Regularly 12½c and 15c yard. Friday bargain, yard10c

Second Floor—Yonge Street.

This in Lunch Room
Friday Afternoon 3 to 5.30
Neapolitan Ice Cream with
Cut Cake and Glass
of Orangeade
TEN CENTS

Wall Papers and Mouldings

3,250 Rolls Wall Papers and Ceilings, assorted colorings, for bedrooms, etc.

Regularly 15c. Friday10c
Regularly 25c. Friday14c

3,250 Rolls Imported Parlor, Dining Room, Hall, and Bedroom Papers. Good assortment of colorings.

Regularly 35c. Friday19c
Regularly 50c. Friday27c
Regularly 75c. Friday39c

4,500 feet White Enamel and Imitation Oak Moulding. Friday special, per foot1c

350 feet Chair Rail, 3 inches wide. Friday special, per foot2c

Electric Fixtures
Fifth Floor.

We have still a good assortment of latest designs in Electric Fixtures to clear at reduced prices. Large economies are possible in almost every kind of fixture.

Centre of Fifth Floor.

Three Light, Double Pan Chain Fixture, in brushed brass, long chain drops with shades complete. Regular value \$9.00\$5.49

Large Values In Hammocks

\$2.25 Hammocks for Friday. Good make, close weave, good colors, for, \$1.49

400 Only, Hammocks, well made, close weave, large pillow and valance, large size. Sold for \$4.25. Stock reducing. Friday bargain, for\$3.39

350 Heavily Made Hammocks, of good material, floral effects, good colors, large pillow, large roomy size, wide valance; a serviceable make. Made to sell at \$3.50. Friday bargain\$2.49

1,500 PIECES BROWN BETTY GRANITEWARE.
Preserving Kettles, Saucepans, Tea Pots, Coffee Pots, Basins, Chamber Pails, and White Water Jugs. Regularly sold for 55c, 65c, 75c, and 85c. Friday bargain, for 1.50. (No Phone or Mail Orders for Enamelware.)39c

The Robert SIMPSON Company Limited

Men's Summer Combinations

Fine white mercerized elastic weaves with small pale blue stripe, perfect fitting. Sizes 34 to 46. Regularly \$2.00 and \$2.50. Friday bargain, per suit\$1.39

Penman's Balbriggan Underwear. Always well made, natural color. Sizes 34 to 44. Friday bargain, garment44c

Boys' Flannelette Night Robes and Pyjamas, also stripe chambray pyjamas, with and without frogs. Some are slightly soiled. All sizes in the lot. Regular prices from 75c to \$1.25. Friday bargain49c

BOYS' OUTING SHIRTS
With attached collars, separate collars, and reversible collars; clearing up the odd and broken lines; all sizes from 12 to 14 in the lot. Regular prices 65c, 75c, and \$1.00. Friday bargain, 49c

184 Men's Panamas

Genuine South American make, extra fine quality; close, even weave, trimmed with black silk band, and easy-fitting leather sweat-band. Regularly \$7.50 and \$10.00. Friday bargain, \$4.95

Men's and Boys' Straw Boater Hats, of the split or sennet braids, wide or medium brims, black silk bands. Regularly \$1.50, \$2.00, \$2.50. Friday bargain89c

Mexican Palm Leaf Vacation Hats, high, rolling brims, with painted dome crowns. Friday bargain19c

Children's Straw Hats, wide brim and sailor shape, in fancy mixed braid with colored ribbon band and streamers. Friday bargain17c

Men's, Boys', Women's, and Children's Drift Hats, in white, tan, grey, blue, and fancy stripes. Friday bargain49c

UPHOLSTERY Fabrics

The approach of Stock-taking means sweeping reductions on all odd or surplus lines, and the thrifty or keen buyer will find interesting items, both economical and serviceable, in the Drapery Department.

CURTAIN MADRAS, 27c YARD.
500 yards good heavy Scotch Madras, white only, many patterns both floral and conventional, for bedroom curtains. These Madras have the necessary washing and wearing qualities. Special Friday bargain27c

ARTCRAFT CASEMENT CLOTH, 14c YARD.
Large quantity of Colonial Artcraft Caseiments in various color effects and unusually good designs, 40 inches wide. Worth 25c and 30c. Friday bargain14c

CURTAIN DIMITIES, 18c.
300 yards Colored Curtain Dimities, full 36 inches wide, neat floral, cluster or stripe patterns, has beautiful effect when used as a border treatment. Regular value 48c. Friday bargain price18c

SAMPLE CURTAINS, HALF-PRICE.
75 only odd Lace Curtains, including Irish Point, Battenberg, Novelty, and Nottingham makes, used as samples, slightly soiled, one pair to a term, usual prices, \$1.50 to \$10.00. Friday bargainHALF-PRICE

WINDOW SHADES, 25c.
Serviceable Window Shades, in cream or green cloth, mounted on good spring rollers, 37 x 70 inches long, worth one-half more than price offered. Friday bargain, price25c

LACE TRIMMED SHADES, 30c.
300 opaque Window Shades, in white, cream, or green tones, trimmed with neat lace or insertion, usual size, has good appearance, complete with bracket and pull. Friday bargain, price30c

Silverware of Gift Interest

Silver-Plated Entree or Vegetable Dish, 11-inch size, bead-pattern, with detachable handle, so that the cover may be used as an extra dish. Regularly \$5.00. Friday\$3.98

Child's Three-Piece Set for 49c
Of English manufacture, including knife, fork, and spoon; fork and spoon silver-plated on a nickel silver base. Knife has silver-plated blade, with a pearl handle. The three-piece set put up in a white cardboard box. Regularly \$1.00. Friday, set, 49c

Silver-Plated Bake or Pudding Dish, bright and satin finished. Complete with separate rim and lining. Regularly \$5.00. Friday\$2.89

1,000 Pieces of Odd China

Oatmeal dishes, spoon trays, fruit saucers, plates, cups and saucers, cream jugs, sugars, etc. Friday bargain5c

Meat Platters, vegetable dishes, large fruit bowls, in strong porcelain ware. Friday25c

100 Doz. English China Tea Cups and Saucers, in gold finish. Friday bargain, dozen\$1.20

12 only Carlebad China Dinner Sets of 91-piece composition, floral spray design, and gold finish. Friday bargain\$2.98

Rich Cut Glass Tumblers, full table size, deep-set cutting. Friday special6 for \$1.98

GROCERIES

Choice Family Flour, ¼ bag, 53c
Currants, cleaned5 lbs. 25c
California Seeded Raisins5 pgs. 25c
Yellow Cooking Sugar½ lbs. 50c
Perfection Baking Powder, 3 tins 25c
Canada Cornstarch, per package7c
Pure Kettle Rendered Lard1 lb. 10c
New Orleans Molasses, 2 lb. tin10c
Finest Creamery Butter, per lb. 25c
Choice Pink Salmon2 lbs. 25c
Choice Rangoon Rice3 lbs. 25c
Pearl Tapioca3 lbs. 25c
Finest Canned Corn3 tins 25c
E. D. Smith's Tomato Relish, 30-c. bottle18c
300 Pickled Shoulders Pork, lean and mild, 4 to 6 lbs. each per lb.13c
500 lbs. Pure Celona Tea, of uniform quality and fine flavor. Friday 2½ lbs.58c