

All Aboard for Parasols at 49c

600 Fancy Summer Parasols, in all the season's smart shades and designs; satin and taffeta finished, in stripes, Dresden, fancy florals, and many plain shades; mounted on brass frames; long, stylish, natural wood handles. Regularly \$1.00 and \$1.50. Saturday morning .49

Reading for Hot Days

"Anne of Green Gables," by Montgomery; "Trying Out Torchy," by Ford; "Call of the Cumberlands," by Buck; "Joyce of the North Woods," by Comstock; "Freckles," by Porter; "Trail of the Lonesome Pine," by Fox; "Garden of Allah," by Hichens; "Harvesters," by Porter; "Janet of the Dunes," by Comstock; "Winning of Barbara Worth," by Wright; "Mistress of Shenstone," by Barclay; "Queed," by Harrison; "Friar Tuck," by Watson; "Kennedy Square," by Hopkinson Smith. Cloth, Each at .50 (Main Floor.)

Gloves and Hosiery

Women's Long Silk Gloves, 14-button length, double-tipped fingers; black, white, tan, gray, champagne; all sizes. Regularly \$1.25. Saturday .75

Women's Kayser Silk Gloves, long and short lengths; the double-tipped fingers are guaranteed to outwear the gloves. Long, \$1.00, \$1.25, \$1.50; short, 50c, 75c, \$1.00. Black, white and colors.

Women's Silk Ankle Hose, with lisle thread top, deep garter welt, double spliced heel, toe and sole; black, white; all sizes. Special, Saturday .50

Women's Lisle Thread Hose, Regularly 35c and 50c. Plain black, white, also fine lisle with neat silk embroidered fronts. Saturday, pair .39

Girls' Fine Ribbed Silk Mercerized Stockings; black, white, tan, sky, pink; spliced heel, toe and sole; sizes 5 1/2 to 8 1/2. Saturday, pair .35

Boys' and Girls' Ribbed Black Cotton Stockings, spliced knee, strong spliced sole, heel and toe; splendid wearing; sizes 5 to 10. Special, Saturday, 19c; 3 pairs, 55c.

Infants' and Children's Socks, plain white, also with fancy colored tops; sizes 4 to 8 1/2. Regularly 20c. Saturday, pair .12 1/2

MEN'S WHITE SOCKS

White socks for warm weather, lisle or cashmere; all sizes .25
Lisle or Fibre Silk, 35c; 3 pairs, \$1.00.
Silk or Silk Wool .50

White Belts

White Kid Belts; 4 1/2 inches wide; stitched edge; square or oval buckle. Sizes 24 to 32. Saturday .50

White Kid Belts; 4 inches wide; finished with bow of white kid. Sizes 24 to 32. Saturday .50

White Kid Belts; vest style; finished with two pockets and three pearl buttons. Sizes 24 to 32. Saturday .75

White Kid Belts; 6 inches wide; stitched edge; covered buckle; extra heavy. Sizes 24 to 32. Saturday 1.50

White Pique Belts; vest style; all white, with pearl buttons, and white and black edge, with jet buttons. Sizes 24 to 32. Saturday .50 (Main Floor.)

Seven-Inch Moire Ribbon

At the present moment the scarcest Ribbon is a wide white moire. We have just received an express shipment of an excellent quality of White Moire Ribbon; 7 inches wide. It is wanted for sashes, girdles and millinery, and won't last long. Saturday morning .50

All Aboard With Linens and Napery

Cottage Comforters at \$1.00. Covered with a good, strong English cambric; serviceable colorings; extra well quilted and filled with a pure white sanitary cotton filling. Size 70 x 70 inches. Rush price, Saturday, each 1.00

Towels, Saturday 25c pair. Large, heavy Turkish towels, in plain white or fancy stripes; an ideal towel for the bath. Saturday, pair .25

Fine White Cotton reduced to 9c yard. Bleached English nainsook, with a sheer needle finish; 36 inches wide. Sale price, Saturday, yard .09

Hemstitched Pillow Cases, closely woven and free from filling, two sizes, 42 x 33 and 45 x 33 inches. Regularly 50c pair. Sale price, Saturday, pair .39

Pure Irish Linen Damask Table Cloths, in a range of pretty bordered designs, size 2 x 2 1/2 yards. Sale price Saturday 1.86

Tea Cloths, beautifully embroidered with a deep spoke-hemstitched hem; size 54 x 54 inches. Sale price Saturday, each .49

Wash Goods

THREE REMARKABLE VALUES.
40-inch Ratines, in linen, tan, navy and black only. On sale Saturday at about one-third of their original value, at .38

40-inch Ratine Check Crepes, in shades of green, tango, nell rose, mauve, tan and mahogany. Clearing Saturday less than half-price, at .38

28-inch Printed Crepes and some stripes and plain. Rare values for Saturday shoppers, at .34

Dinnerware

Cups and Saucers. Regularly 15c, for .3
Dinner Plates. Regularly 12c, for .7
Soup Plates. Regularly 11c, for .6
Tea Plates. Regularly 9c, for .5
Fruit Saucers. Regularly 7c, for .4
Bread and Butter Plates. Regularly 8c, for .5
Bowls. Regularly 10c, for .8
Meat Platters. Regularly 12c, for .8
Bakers. Regularly 12c, for .8

25c SWEET PEA VASES, 15c.
Special selection of Tinted Glass Sweet Pea Vases, in various heights and sizes. Regularly 25c, for Saturday, each .15

SIMPSON'S



A start promptly at half-past eight will make it easier for you tomorrow, which is only a half day, to share in the wonderful week-end values this page tells about. Please read the items carefully and you will discover marvellous economies, the result of special spot cash buying in tremendous quantities, and of our semi-annual stock-taking clearance. Shop Early in the Morning.

Women's Oxfords \$1.45

Every woman in Toronto should take advantage of this great sale of shoes. Some are half price and less. There is a splendid assortment in all popular leathers and fabrics, in all the most popular effects of this season. There's sure to be a pair for everyone who wears any size from 2 1/2 to 6. Regularly sold for \$2.50, \$3.00, \$3.50, \$4.00 and \$4.50. 8.30 rush price 1.45

\$1.50 AND \$1.75 PUMPS FOR 99c.
Ideal Summer Pumps, for wearing with light dresses. There is canvas and poplin, in white, black, mauve, cream, tan and gray, nicely finished with bows or buckles of material, also patent and kid pumps, with neat oxidized buckles, light flexible soles and Cuban heels. These are splendid fitting shoes in all sizes from 2 1/2 to 7. Regularly sold for \$1.50 and \$1.75. 8.30 rush price .99

Store Hours: 8.30 a.m. to 5.30 p.m.

Saturday Closing 1 p.m.

No Noon Delivery on Saturday

Men's Shoes at \$2.45

Men, we're going to sell over seven thousand pairs of \$4.00, \$4.50 and \$5.00 Oxford Shoes tomorrow morning, at a pair .245

All the new ones are in the lot; tans, gun-metal, patent, mahogany, velours calf, etc. etc.; low heels, recede toes, and blind eyelets, high heels, high toes, low heels and medium toes; in fact, any style you want, in any leather; all are made by the Goodyear welt process (better than hand made), and remember, every pair are clean, bright, fresh shoes, just arrived from the factory. All sizes from 5 to 11. Regularly sold at \$4.00, \$4.50 and \$5.00. Come at 8.30. Rush price Saturday .245

Good Values in Summer Frocks

Samples, each new and different, made up from voiles, rafines, crepes, figured voiles and embroidered crepes, misses' and women's sizes. Saturday at .495

SILK DRESSES, \$5.95.

Samples of gowns worth \$8.50 to \$12.50. Of crepe de chine, messalines and taffeta, also some lines added; the styles are new, some having tunic of tweed skirts. Saturday .595

BALMACAAN COATS, \$4.95.

A belated shipment, light weights, suitable for summer and fall use, made in one of the most successful styles of this season from tweeds, in gray, brown, tan and novelty mixtures. Saturday .495

SKIRTS, 59c.

Neatly fitting skirts of rep, will wash well, women's and misses' sizes. Saturday .59

GIRLS' COATS, 49c.

A limited quantity, serges, vicunas and worsteds, two styles, in a variety of shades; ages 8 to 14 years. Saturday at .49

Eyeglasses and Spectacles

FINEST GOLD-FILLED, ANY STYLE, \$1.00.

Less than a quarter of their real value. These will be fitted to your entire satisfaction or money refunded. Eyes tested by specialists. Extra for special fitting .100 (Optical Dept., Second Floor)

The SIMPSON DRUG Company

Robert Limited
Boric Acid, Howard's finest quality, in cartons, 40, 100, 150 and 250.
Tartaric Acid, 5 oz., 100c per lb., 45c.
Citric Acid, per oz. 5
Blamuth Formic Iodide, per tin . . . 50
Blue Vitriol, per lb. 10
Copperas, per 2-lb. package, 5c; 25 lb., 50c.
Chloride Lime, in 1-lb. zinc cans . . 40
Duncan & Flockhart's Capsules, a full line at lowest prices.
Olive Oil Capsules, all sizes, 15c and 25c.
Castor Oil Capsules, all sizes, 15c and 25c.

Values for Men Who Get Aboard at 8.30

MEN'S \$15.00, \$18.00, \$20.00 AND \$22.00 SUITS TO CLEAR, \$9.95.
A great variety of styles, cloths and patterns; fashionable Norfolk Suits, Two-Piece Outing Suits, and Three-Piece Sacoque Suits, covering almost every good style for business or outing. They are made from English tweeds, worsteds, chevot-finished cloths, in grays, browns and fancy mixed patterns. Every garment is finished well. Sizes 34 to 44. To clear .995

MEN'S \$2.50, \$3.00, \$3.50 AND \$4.00 VESTS, TO CLEAR, \$1.98.
A Wash Vest is a necessity. We offer these travelers' samples, made from the best English vestings, in neat patterns, some with bound edges and some with piping, all single-breasted. Sizes 38 to 40, at .198

A Waterproof Coat for Motoring, of double texture English paramatta cloth, greenish fawn color, 50 inches long, double fronts, absolutely waterproof. Sizes 34 to 46. Saturday .1200

Youths' Single-Breasted Norfolk and Sacoque Suits—Made from English tweeds, in gray and brown, with narrow stripes on check patterns, long trousers, in medium width, with cuff bottoms. Regularly \$10.50, \$12.50 and \$15.00. Saturday .695

\$2.00 to \$3.00 Wash Suits, Saturday Morning, \$1.00—The very newest military and novelty Russian styles; also Oliver Twist and semi-Oliver Twist styles, with straight knee pants. Sizes 2 to 7 years. Saturday .100

CLEARING ALL SUMMER OUTING SHIRTS.
In the soft double-cuff styles, with separate collars; easy coat makes; some with two collars and tie to match; others with one and two separate collars; also reversible and collar attached shirts; hair-line stripes, solid colors, fancy stripes, plain blues, grays, tans, etc. Sizes 14 to 17. Saturday morning, each .95

No mail or phone orders accepted.

French Balbrigan—In light summer weights, natural shade, saten trimmings; the best wearing and washing makes; all sizes shirts and drawers. Each .50

Wash Neckwear—In reversible shapes, in white pique, stripes, cords and assorted shades. Saturday .2 for 25

Men's Panama Hats—Telescope crown, folder and tourist shapes; these are some of the most popular shapes. Regularly \$5.00 and \$6.00 hats. Saturday .250

Straw Boater or Straight Brim Hats—In the sennits, splits and fancy braids, correct shapes, in low, medium or high crowns, balances of lines. Regularly \$2.00 and \$2.50. Saturday special .79

Corsets Reduced to 95c

Almost six hundred pairs, every one strictly this season's style, all from our regular stock, balances of several models and two numbers we have decided to discontinue, fine batiste or coutil, medium or low bust, long and graceful, finest rustproof boning, wide strong garters, bust draw cords; sizes in the lot, but not in every style, 18 to 36 inches. Regularly \$1.25, \$1.50 and \$1.75. Saturday, 8.30 to 1 o'clock .95

BATHING SUITS AT \$1.95.
Just 120 of them for tomorrow at this price. They're worth \$2.00, and made of fine navy blue lustre, trimmed with polka dot saten to match, in style either with separate skirt or separate bloomers. Sizes 34 to 48 bust. Regularly \$3.00. Saturday .195

NIGHTDRESSES FOR 69c.
Women's Nightdresses, nainsook or cotton, high neck or slip-over style, lace or embroidery trimmed; lengths 56, 58, 60 inches. Regularly \$1.00. Saturday .69

WOMEN'S 35c COMBINATIONS, 17c.
Women's Combinations, fine ribbed white cotton, low neck, with short or no sleeves, lace beading and draw ribbon, lace trimmed, umbrella or tight knee drawers, sizes 32 to 44 bust. Regularly 35c. Saturday .17

12 1/2c VESTS CLEARING AT 5c.
Women's Vests, fine ribbed white cotton, low neck with no sleeves, beading and draw tapes, sizes 32 to 38 bust. Regularly 12 1/2c. Saturday 5c

Midsummer Millinery

At \$1.00—White Felt Sailors, in three different styles, all having fancy striped band and bow at side. Regularly \$2.25. Saturday 1.00
At \$1.50—Silk Hats, in natural, pink and sky, having tagel under-brims and fancy white lace ornament; others in white tennis cloth. Regularly \$2.75. Saturday .150
At 50c—31 Only Misses' White Java Hats, with silk ribbon trimmings; colors of navy, white and cardinal; a hat for holidaying. Regularly \$1.50. Saturday morning .50

Special Sale of Flouncings 31c

2600 Yards of 26-inch Swiss Flouncings, openwork guipure lace effects; a clean-up of our 58c, 68c and 78c flouncing; fine quality of all Swiss. Saturday morning .31
We cannot fill phone or mail orders.

CHILDREN'S HANDKERCHIEFS.

White lawn, with colored borders and neat colored initial. Saturday morning 6 for 10c, instead of 6 for 15c.

NEW STYLISH NECKWEAR

For women, in white pique, embroidered in colors and sheer organdie, in all white and white embroidered in colors, also white pique collars with vestee fronts. Saturday morning .25

Special Brocaded Blouses

Of colored silk brocades, in shades of saxe, royal, iris and ivory; fastened in front with pearl buttons, set-in vest and roll collar of white organdie; short hemstitched kimono sleeves, and organdie cuffs. Sizes 34 to 42 inch. Saturday morning 1.95
No phone or mail orders can be accepted.

Groceries

Choice Creamery Butter, White Clover Brand, Per lb. 29
Cornflakes Breakfast Cereal, 3 packages 25
Loaf Sugar, 4 lb. 25
Imported French Peas, Per tin . . . 41
Finest Canned Corn, 3 tins 25
Rich Red Salmon, Sovereign brand, Per tin 20
Clark's Pork and Beans, Large tin 10
Canned Asparagus Tips, Per tin . 23
Baker's Cocoa, 1/4-lb. tin 22
Macaroni's Pickles, mixed chow and walnuts. Pint bottle 22
Crossed Fish Kipperd Herring, Per tin 10
Finest Mild Cheese, Per lb. 18
Pure Lime Juice, Sovereign brand, Per bottle 25
Clark's Potted Meats, assorted, 6 lbs. 25
Shirrit's Marmalade, 3-lb. jar . . . 25
Gerson's H. P. Sauce, Per bottle . 15
Macaroni's Elcker Pasta, Per tin 7
Choice Olives, 16-oz. bottle 25
5000 lbs. Fresh Peel Cakes, Per lb. 15
Fancy Mixed Biscuits, 2 lbs. 25
Table Oil for Salads, Per bottle . . 25
Simpson Special Candy, Per lb. . . 20

Dollar Serges 64c

For 4 1/2 hours' selling Saturday morning, this tried and tested suiting serge, in two beautiful shades of navy and black; 64 inches wide; soap shrunk and spot-proof; warranted fast permanent dyes. Regularly \$1.00 per yard. Will sell for 64

STRIPED AND SHEPHERD CHECKS, 35c.
950 yards only; lovely, cool, practical cloths for summer dresses, etc.; 42 inches wide, Regularly 60c. Saturday, per yard 35

ENGLISH SERGES AND DIAGONALS, 47c.
Our well-known West of England Suting Serges, in fine and wide twills, and bearing our special guarantee for wear, dye and finish; thoroughly soap-shrunk; is a good color range, 42 inches wide. Regularly 65c. Saturday, per yard 47

FRENCH CREPES DE CHINE, 69c.
In a magnificent assortment of new autumn shades, in lovely crepe weaves; ideal soft draping fabric; specially adapted for the prevailing modes; 42 inches. Regularly 85c and \$1.00. Saturday morning, per yard . . . 69

All Aboard, You Who Need Silks

Silk stock-taking comes on Monday and Saturday's list will, therefore, be augmented by many "not advertised" specials. A few of the items are as follows:

50c to 59c Shantung Pongee Silks; bright, natural shades. On bargain 33

\$1.25 Black Duchesse Satin, in 38-inch; an extra weighty weave. On sale 1.10

\$1.10 Black Duchesse Satin, in 36-inch. Clearing 89

\$1.25 Duchesse Satins, in colors and in Ivory. On sale 93

\$1.50 Silk Crepes de Chine, in several good shades, and plenty of ivory; 42 inches wide. Per yard 1.13

Ivory Japanese Washing Silks; 35 in. wide. Regularly 59c. On bargain 46

Better Quality, Regularly 75c, for . . . 63

White and Ivory Honan Silks; dyed in Lyons, France; superior qualities; 34 inches wide. Per yard 1.00

Art Wool and Union Rugs

A mixed lot of serviceable Union and Art Wool and Fibre Rugs. They are in sizes 10.5 x 13.5, 9.0 x 12.0, 9.0 x 10.5, 9.0 x 9.0, 7.5 x 10.5 and 9.0 x 6.0. Several of them are considerably less than half-price and every one of the twenty rugs offered will be snapped up very soon after 8.30. Cannot promise to fill 'phone or mail orders. Saturday morning, 8.30. Special, each 4.00

FLOOR OIL CLOTH AT 27c AND STAIR OIL CLOTH AT 17c.
Select from some of the best patterns and colors in the very good, inexpensive floor oil cloth at low price. These widths are all stocked at the same price, per yard; 36, 45, 54 and 72 inches at, per square yard 27

CANVAS BACK STAIR OIL CLOTH.
A good lot of patterns in this one width, 22 1/2 inches, at, per square yard 47

SCOTCH TAPESTRY CARPET, AT 56c A YARD.
Green Orientals and floral, tan Orientals, and many other colors included in this quality, offered at an unusually low price; 27 inches wide; some with stair carpets to match. A yard 55

Draperies—All Aboard

\$12.00 GLASS BEAD PORTIERES, 96.98 EACH
15 only, rich, for doorways or verandahs, in beautiful colors; size 42 inches wide, 7 feet long. Not exchanged at this price. Saturday, 8.30, each 6.98

SCRIM CURTAINS, \$1.69 PER PAIR.
Priced below the cost of production, a beautiful selection of novelty scrim curtains, 2 1/2 yards long; some have pretty hemstitched borders with embroidery, others with file insertions and edgings. Saturday, 8.30, pair . . . 1.69

40c to 50c ENGLISH CHINTZES AND CRETTONNES, 33c YARD.
In dark and light colors, 31 to 33 inches wide, a beautiful selection at a price not to be passed by the thrifty housewife; almost innumerable are the uses these dainty chintzes can be put to in the home; fast washing colors. Saturday, yard 33

Reductions in Furniture

40 ONLY DRESSERS.
In rich quarter-cut oak finish; golden color; large case; three long, deep drawers, with brass fittings; British bevel plate mirror at back. Regularly \$8.00. Special 4.69

100 ONLY MATTRESSES.
The centre is well filled with curled sergrass, with heavy layer of felt at both sides; neatly tufted, and covered in twill ticking; can be supplied in all sizes. Regularly \$2.60. Special 2.10

REFRIGERATOR.
Case is made of selected hardwood; 29 in. wide, 18 in. deep, 42 in. high; galvanized lined. Regularly \$8.50. Special 6.95

VERANDAH CHAIRS AND ROCKERS.
The frames are made of seasoned hardwood, and can be supplied in red, green or natural finishes; have double woven cane seat and back; broad arms. Regularly \$2.70. Special Saturday 1.75

Granite Cookers 25c

300 Gray Granite Rice or Cereal Cookers. Worth 50c (not damaged goods). For early selling Saturday 25
No 'phone or mail orders for these cookers.

SALE OF PRESERVING KETTLES.
450 Hard-wearing Granite Preserving Kettles, just in time for preserving cherries, raspberries and other fruits. 10-quart size (wine measure). Worth 60c. Saturday's rush special at 39