

The Robert SIMPSON Company Limited

Main 7841 50 Lines to Central

The Robert SIMPSON Company Limited

H. H. FUDGER, President.

J. WOOD, Manager.

Store Opens 8 a.m. Store Closes 5.30 p.m.

PROBABILITIES—Moderate variable winds; fair and warm. Thursday, July 28, 1910

"Put them Out of the Game"

Was the stock-keeper's cry when he found these Wash Suits, so here they go! 150 Women's Summer Wash Suits, of splendid quality motor linens, in white, sky or linen shades, in a number of this season's styles; coats have either mannish collar and lapels or rounded collar, trimmed with braid. Skirts are in plain 9-gore style or semi-pleated, with fold of self, some having overskirt effect; good range of sizes to select from. Regular selling prices were \$5.00, \$5.55 and \$6.50. Friday \$2.39.

"A Squeeze-Play" on these Girls' Wash Suits

Clearance of Girls' Summer Suits, of light weight wash materials, suitable for wear during the warm weather; materials are striped linens in fawn or cadet, with white and of Indian red suitings, white with black stripes; smart coats, trimmed with pipings, and pleated skirts, with wide shoulder straps. Sizes are 6 to 12 years. Regular \$2.75. Friday 98c.

We've "Lost Control" of these Waist Prices—Look Where They've Slumped to!

100 and \$1.25 LAWN WAISTS, FRIDAY 39c. 350 Women's Delicate Waists, of fine white lawn, pretty embroidered fronts, in shadow or eyelet designs, rows of fine tuckings and lace insertion; full length cut sleeve, tucked and edging of lace. All sizes 32 to 42. Regular \$1.00 and \$1.25. While they last 39c.

100 Waists of fine embroidered spot linen, stripe chambrays and zephyrs; all made in neat tailored style, Gibson pleats and wide tuckings, shirt sleeve, linen collar and cuffs. Colors, reseda, mauve, blue and linen shades; all sizes in the lot. Regular \$1.50. Friday bargain 89c.

Some "Easy Chances" in Whitewear

\$3.25 and \$3.75 Petticoats, Friday Bargain \$1.75 Each. Two beautiful styles, fine nainsook, Maltese lace and insertions or blind embroidery, ruffle and insertion, and Valenciennes lace insertion. Lengths 38 to 42 inches. \$1.39 Night Dresses, Friday Bargain 75c Each. Fine nainsook, slip over, sleeves front, prettily trimmed with embroidery, medallions, Valenciennes lace and silk ribbon. Sizes 56, 58, 60 inches.

25c Drawers, Friday Bargain 15c Each. Good cotton, wide umbrella style, hemstitched tuck and open style only. Lengths 23, 25, 27 inches. 50c Corset Covers, Friday Bargain 25c Each. Fine cotton, tight fitting, neck and arms trimmed with narrow fine embroidery. Sizes 32 to 42 bust measure. \$2.75 Princess Slips, Friday Bargain \$1.75. Fine nainsook, handsomely trimmed with fine Valenciennes lace and insertions, silk ribbon draws, buttoned in back. Lengths 32 to 40 bust measure.

WOMEN'S AND GIRLS' UNDERWEAR. Women's Union Suits, fine ribbed white cotton, umbrella knee, low neck, no sleeves, lace and draw tape on neck and arms; wide lace on drawers. Sizes 32 to 38 bust measure. Regular price 50c each. Friday bargain 29c. Women's Vests, fine white ribbed cotton, low neck, short or no sleeves, crocheted edge, draw tapes. Sizes 32 to 38 bust. Regular price 15c each. Friday bargain 11c each.

Girls' Vests or Drawers, fine white ribbed cotton. Vests low neck, short sleeves, draw tape in neck. Drawers knee length, tight fitting. Sizes 2 to 12 years. Regular prices up to 20c each. Friday bargain 11c.

INFANTS' AND GIRLS' WHITEWEAR. Girls' Petticoats, fine nainsook, trimmed with 3-inch flounce, with four rows of the Valenciennes lace insertion. Lengths 18 to 36 inches. Regular prices \$1.00 and \$1.25, according to size. Friday bargain 75c each. Infants' Long Skirt, fine white flannelette, with cambric waist. Length 30 inches. Regular price 50c each. Friday bargain 25c.

Infants' Dresses, fine embroidered dot muslin, white, daintily trimmed with fine embroidery insertion and lace frills, very pretty and fine. Sizes for ages 6 months to 3 years. Regular price \$2.00 each. Friday bargain 85c. Little Girls' Rompers and Overall Pinnafores, plain blue chambray, white piping, for ages 2 to 6 years. Regular prices 35c and 50c. Friday bargain 25c.

LADIES' SWEATER COATS. \$5.00 to \$10.00 Sweater Coats, Friday Bargain \$3.75 Each. Clearing all our finest Sweater Coats for ladies, including beautiful styles and quantities in knitted wool, also tailored styles in knit wool. Lengths 27 to 45 inches in the lot. Sizes for 32 to 42 bust. Colors white, tan, navy, brown, grey, old rose and wine color.

CORSETS. Clearing 310 pairs Corsets, all this season's models, in white coutil, baliste, or white summer net; all fine steel fitted, with wide side steel; all have adjusters attached, medium or low bust, long below waist. Sizes 18 to 26 inches in the lot. Friday bargain 50c pair.

BOOTS AND SHOES. 800 pairs Women's Boots, Oxfords and Ankle Strap Pumps, in patent oiled, chocolate kid, tan calf and Donagola kid leathers, kid and dull matt calf uppers, Cuban and military heels, hand turn, Goodyear and McKay sewn soles; odd lines collected after stock-taking; not all sizes in each line, but all sizes in the lot 2 1/2 to 7. Regular value \$2.49, \$3.00 and \$3.50. Friday bargain \$1.99.

120 pairs Men's Box Kip and Oil Grain Calf Blucher Boots, solid leather throughout; a neat working boot that will stand lots of scuffing. Sizes 6 to 11. Friday bargain \$1.99.

300 pairs Women's White Canvas Oxfords and Ankle Strap Pumps, American make, turned soles, canvas covered heels; all sizes 2 1/2 to 7. Regular \$1.49. Friday bargain 98c.

76 pairs Children's Boots, Dongola leather, patent toe-cap, spring heel. Sizes 5, 6, 8, 9 and 10 only. Friday bargain 79c.

148 pairs Women's Boots, patent coil leather, dull matt calf uppers, fancy or plain pumps, Cuban heels; all very dressy boot. All sizes 2 1/2 to 7. Worth \$3.00. Friday bargain \$2.29.

DOUBLE-HEADER TO-MORROW

"Two games for one admission" is an announcement that brings joy to thousands of loyal fans—but our double-header will appeal to a wider class, and our slogan for to-morrow is "Two articles for the price of one."

To-morrow is the last Friday Bargain Day before stock-taking and, as every manager knows, is the last call for summer goods.

It's to-morrow or never for thousands of dollars' worth of reasonable merchandise—and if you read these prices, you will decide that as far as you are concerned, IT WILL BE TO-MORROW!

"An Error" to Miss This Millinery Clearance

45 Really Good Trimmed Hats, in lingerie, leghorn, black chip, black mohair, etc.; smart or dressy styles; many are brand new, others are marked down from \$4.50, \$5.00 and \$6.50. Friday \$2.85. 45 other styles that have been selling at the reduced price of \$2.25 and \$3.50. Clear Friday \$1.50.

"Struck Out" by the Stock-Censor

ALL THIS SEASONABLE HOSIERY AND GLOVES. Women's Black, Tan, Seamless Cotton Hose, spliced heel, toe and sole. Regular 20c. Friday, pair 12 1/2c. Women's Black, Tan, Full Fashioned German Made Cotton Hose, splendid wearing. Regular 35c. Friday pair 19c, 3 pairs 55c. Boys' and Girls' Fine Ribbed Black, Tan Cotton Hose; some are seconds; will wear as well as firsts. All sizes 6 to 10. Regular 25c. Friday 12 1/2c.

Not "White Sox" but Most Attractive in Price

Men's Fancy Silk Thread Socks, fancy stripes. Regular 20c, 25c. Friday 10c. 15c GARDENING GLOVES 10c, OR 3 FOR 25c. Men's White Canvas Gloves, for gardening. Regular 15c. Friday 10c, 3 pairs 25c.

Just Enough for a Full Team

And six spares! Look what the first fifteen arrivals at the book department will get. 15 sets only the Harmsworth Encyclopaedia, Canadian edition; bound in maroon silk cloth, gilt stampings, clear type, good paper; 10 volumes to set; containing 50,000 articles; profusely illustrated. This set is up-to-date. For students, a full and carefully selected bibliography is appended to each important article. Published at \$20.00. Special price \$8.50 set.

A Half-Mile of Carpet—it should all get home!

850 yards of Brussels Carpet, suitable for parlors, dining rooms, dens, libraries, halls and stairs. A good range of designs and colorings; 1/2 borders to match. Regular \$1.10 to \$1.25. Made, laid and lined, if bought on Friday, for, per yard, 89c. 500 English Tapestry Rugs, in useful designs and colorings, including Oriental, floral and lattice: 3 x 3 yards. Friday bargain price, each..... 6.99 3 x 3 1/2 yards. Friday bargain price, each..... 7.99 3 x 4 yards. Friday bargain price, each..... 8.99 3 1/2 x 4 yards. Friday bargain price, each..... 10.99

All that is left of a Fine Line of Rubber!

Hot Water-Bottles or Fountain Syringes, together with remnants of several lines of rubber goods, Atomizers, Complexion Brushes, etc. Regular prices \$1.25, \$1.50, \$1.75 and \$2.00. Will be cleared at 1/2 off regular prices.

OTHER HALF-PRICE REDUCTIONS.

Cornwall Corn Salve, 10c bottles, Friday..... .5 Toothache Gum, 10c bottles, Friday..... .5 Ripan's Tablets, 25c size, Friday..... .25 Syrup Hypophosphites, 50c bottles, Friday..... .25 Liver Fix, 25c boxes, Friday..... .12 Autograph Linen Markers, Friday..... .10

You Should Try to "Reach Home" with these Wallpapers

800 rolls, suitable for kitchen, bedroom or back halls. Regular to 8c and 10c. Friday 3 1/2c. 1,650 rolls Bedroom and Small Parlor Papers, assorted colors. Regular to 25c. Friday 17c. 2,400 rolls Imported Parlor and Dining Rooms, reds, browns, greens, blues, creams and light shades. Regular to 50c, Friday 22c; regular to 75c, Friday 37c.

These Linens have taken a "Long Lead" off Regular Prices

Fancy Linens reduced, 150 Scarfs, size 20 x 50 inches, drawn centres and lace edge, two lines; very pretty patterns. Regular 79c and \$1.00, for 49c each. 600 pairs Pillow Cases to clear at 25c a pair. Size 42 inches; made from English cotton, and well made. Friday only 25c pair. 70 only Fine Chintz Comforters, double bed size, good designs, and fine white fillings. To clear Friday at \$1.99.

75c Huck Towels for 48c pair. 100 pairs of fine all linen Irish Made Huck Towels, big size, 24 x 41 inches, for quick selling, 48c pair. 50 dozen Napkins, size 20 x 20 inches, hemmed ready for use, good designs. Regular 70c. To clear Friday for 48c dozen. Factory Cotton, 36 in. wide, good even weave, free from specks, and good weight. Friday 8 1/2c yard.

500 yards White Dress Linen, for shirt selling, fine, even weave, suitable for quick sales and dresses. Regular 25c. Friday 17c yard. Twilled Roller Toweling, 17 in. wide, full bleached, all linen, red border. Very special Friday 8 1/2c yard.



Here's "A Scorcher!" You'll have to Travel Some—and Early!

Friday morning we are going to sell all our odd pieces in Combs and Bandeaux. At these prices you must be here at 8 a.m. if you wish to share in these extraordinary comb values.

Make Sure of This One

60 dozen Very Dainty Plauen Lace Jabots to clear at each 10c. Black Nottingham Machine Made Lace Scarfs. Regular \$1.50. Friday 50c.

Here's Something Better than a Rain-check

150 only Fancy Parasols to clear; broken lines from our regular stock, including special lines, to be sold before stock-taking; a large range to choose from; all new goods, in fancy lace effects, also stripes, checks and floral designs, including plain silk taffetas. Values up to \$2.00. Friday 75c.

"Club" Bags and other Conveniences

TRUNKS, SUIT CASES, CLUB BAGS AT \$3.95 EACH. 300 Trunks, Suit Cases and Club Bags, to meet the demand for the week-end holiday, at prices which enable us to offer them at \$3.95 each. Every piece is guaranteed to be of "Simpson" quality. Inspect them. Friday's bargain price \$3.95 each. (Top Floor.)

"A Sacrifice" on these Beautiful Silks and Dress Goods

2,000 yards, rich qualities of French satin de chine, Swiss paillette, English pean de soie, French foulard silks and check effects in checks, stripes, etc.; just what is needed to finish the season for a smart, stylish dress for at home or away. Complete range of colorings, light and dark, ivory and black. Friday bargain 50c yard.

NATURAL SHANTUNG SILK 50c YARD.

500 yards Pure Silk Shantung, 34 inches wide. Natural Shantung Pongee or raw silk is fashionable; but, apart from its vogue, it looks well, wears well, and does not crust. These silks wash perfectly, and are best when worn for dresses, waists, long coats, men's shirts, and children's wash dresses. Friday bargain, 34 inches wide, 50c yard.

50c BLACK VOILES \$1.19.

500 yards Beautiful Black French Voile, in medium mesh weave, that will not shrink; firm, crisp quality; rich, full, unfinishing black; 54 inches wide. Regular selling \$1.50. Friday \$1.19.

SPLENDID LUSTRES, PER YARD 25c.

800 yards Navy, Brown and Grey Lustres, bright silk finish, guaranteed fast dyes, correct fabric for bathing suits, etc. 40 inches. 25c yard. 50c MOHAIR LUSTRES 38c. 1,000 yards beautiful, bright Mohair Lustres; fine, crisp finish; navys, browns, greens, tans, cream, Saxe blue, also black; nice cool fabric for summer for waists, skirts, dresses, etc.; thoroughly fast dyes. 42 inches. Regular 50c quality. Friday 38c.

50c FRENCH DELAINES 35c.

500 yards French Delaines, black grounds, with spots, stripes and floral designs; fast and permanent dyes; excellent quality, and finished to perfection. Regular 50c. Friday 35c.

MOIRE LININGS 25c PER YARD.

Moire Linings, lovely range of this fashionable lining, in a fine light weight quality, suitable for drop and underskirts, also for lining purposes; fast dyes. 42 inches. 25c yard.

We Keep "putting them over" in the Basement

400 Teapots, fireproof Rockingham Ware. Regular 15c. Friday 9c. Umbrella Stands, deep collar, majolica ware. Friday \$1.99. Dinner Sets, in Austrian china ware, dainty rosebud decoration; all pieces trimmed and finished in gold. Regular \$25.00. Friday \$19.25.

"Lining Them Out" on Curtains and Curtain-Stretchers

For Friday we offer a beautiful quality Nottingham Lace Curtains at an attractive price. They are the season's latest patterns, in dainty conventional, motif, floral and scroll effects; 3 and 3 1/2 yards long; 52 and 64 inches wide; strong thread, firmly woven, heavy edging; will give excellent wear, and look well. Specially priced for Friday selling, a pair 98c.

LACE CURTAINS AT 98c.

500 extra heavy Curtain Stretchers, fitted with unbreakable fixtures, solid brass, nickel plated; non-rusting pins; measurement scale on frame; adjustable 2 to 4 yards long, 1 to 2 yards wide, folding 4 inches square by 6 feet long; easily stored when not in use. Selling at an unusually low price. Good value at \$1.75. Friday only 98c.

CURTAIN POLES AT 9c.

Oak, Mahogany or Walnut Poles, 4 feet by 3/4 inch, complete with open or closed brackets, wood ends, nicely finished. 500 only. Worth 15c. Friday on sale at, each 9c.

WINDOW SHADES AT 29c.

An unusual offering in Oil Opaque Window Shades; a limited number, green only, 37 inches wide, 72 inches long; complete with brackets; excellent value. Worth 45c. Special Friday at 29c.

A Chance for a "Double Play" Here

TWO SUITS FOR THE PRICE OF ONE. Tells the tale of a Friday Suit opportunity for men. Truly, when you see the way we have cut-priced these to clear, it seems a shame—but stock-taking demands it. There's only 75, so come early. REGULAR \$10.00, \$11.00, \$12.00 AND \$13.50 TWEED SUITS, FRIDAY \$6.95.

75 only English and Scotch Tweed Suits, dark grey, brown or green grounds, with neat self and fancy colored stripes; single and double breasted styles; splendidly tailored. Sizes 34 to 40. To clear Friday \$6.95. REGULAR \$2.75, \$3.00 AND \$3.50 WORSTED PANTS, FRIDAY \$1.98.

Men's English Worsted Pants, in a large assortment of dark stripe patterns, splendid fitting. Sizes 31 to 44 in waist. To clear Friday \$1.98.

MEN'S \$4.00 BATH ROBES \$2.98. Men's Blanket Bath Robes, in red, blue, pink or grey grounds, with neat fancy scroll and stripe patterns. Sizes 36 to 46. To clear Friday \$2.98.

BOYS' 65c, 75c AND \$1.00 WASH SUITS 49c. Boys' Blue or Grey Chambray Russian Wash Suits, also blue and white stripe English prints, thoroughly fast colors. Sizes 2 1/2 to 7 years. To clear Friday 49c.

BOYS' 85c AND 75c SHIRT WAISTS 49c. Boys' English or French Print and Madras Cloth Shirt Waists, light or medium grounds, with neat fancy colored stripes or checks. Sizes 4 to 14 years. Friday to clear 49c.

Almost a "Steal"

WHEN YOU BUY MEN'S "TOGS" AT THESE PRICES. Men's French Balbriggan Underwear, in medium sizes only, also all sizes in fine "Zummerknit" Balbriggan Underwear. Regular price 50c per garment. Friday bargain 35c garment.

Men's Work Shirts, in fancy colored stripes, black and white stripes and English Oxfords, attached collars, some reversible; also a handy pocket in each. Regular price 75c. Friday bargain 50c.

Men's White Duck Outing Shirts, reversible collars and pocket; a splendid shirt for bowling, cricketing, etc. all sizes. Friday bargain 67c each.

Men's Canoeing and Outing Jerseys, in plain navy, white with cardinal or white with navy trimming; good range of sizes. Regular prices 35c, 50c and 75c. Friday bargain 25c each.

Men's Silk Neckwear, in open end Derbys, reversible, panel and French seam styles; light, medium and dark colors. Regular 25c, 35c and 50c. Friday bargain 18c, 3 for 50c.

Men's Elastic Web Suspenders, white kid cast-off ends, brass trimmings; all widths webbing. Regular 50c. Friday bargain 35c pair.

Hard to See Past these Hat Prices

Men's Straw Hats, fine white Canton braids, curling brims, fine quality trimmings. Regular \$1.00 and \$1.50. Friday 59c.

Men's Straw Boater Hats, fine split and sennit braids, black silk bands. Regular \$2.00. Friday 89c.

Men's Panama Hats, medium and large shapes, fine quality and good finish. Regular up to \$5.00. Friday \$2.48. Friday 19c.

CHILDREN'S SUMMER HATS GREATLY REDUCED.

Children's Summer Wear Wash Hats, in white duck, drill and pique. Regular 35c. Friday 25c. Children's Fancy Mix Straw Sailors. Regular 35c. Friday 19c.

Children's Plain White Canton Braid, Jack Tar Style Straw Hats, very dressy. Regular up to 75c. Friday 35c.

"The Complete Circuit" for a Quarter

35c, 50c and 75c BELTS AT, EACH 25c. When you consider their splendid quality and the "little price" at which we have marked them, you will readily see there will be some great hustling round the Belt Department at 8 o'clock sharp, on Friday. All odd lines have received marching orders from headquarters. Regular in price 35c, 50c and 75c. Yours at, each, Friday 25c.

"Swing on This One"

4 only Verandah Swings at half price, solid hardwood frame, natural finish, double cane seat and back. Length 4.5, with chain attached. Regular price \$11.00. Friday selling \$5.50.

Dressers and Washstands, in quarter-cut golden oak, with shaped front, and large British bevel plate mirrors, highly polished and fitted with two long and two small linen drawers, with brass trimmings. Our regular prices \$38.00 and \$44.00. Friday selling \$19.50.

Odd Beds, in solid hardwood, white enamel or early English finish, strongly made, of very neat design, width 4.6. Our regular prices \$6.00 to \$7.75. Friday selling \$4.25.

This List Will Please the "Regular Attendants"

PURE GROCERIES AT FRIDAY PRICES. If you can't come, phone Main 7841. The next delivery brings your order.

1,000 bags Choice Family Flour, 1/2 bag..... .70 Choice Cleaned Currants, 3 1/2 lbs..... .25 California Seeded Raisins, 3 packages..... .25

Perfection Baking Powder, 3 tin..... .25 Finest Featherstrip Cocoanut, per lb..... .15 Yellow Cooking Sugar Crystals, 10 lbs..... .50

Cande Corn Starch, packages..... .7 New Orleans Molasses, 2 lb tin..... .10 Choice Rangoon Rice, 7 lbs..... .25

Pearl Tapioca, 4 1/2 lbs..... .25 1,000 tins Choice Pink Salmon, per tin..... .9 400 lbs. Fresh Peel Cake, regular 20c, per lb..... .15

2 1/2 LBS. PURE CELONA TEA 50c. A blend of Indian and Ceylon Teas, of uniform quality and fine flavor. One tin, Friday, black or mixed, 2 1/2 lbs. 50c.

Here's the Boy with the Water-Pail, too

An 8-quart Enamel One for 39c. FRIDAY BASEMENT SPECIALS. Strankey Seamless Enamel Water Pails, 8-quart size. Friday only 39c.

Galvanized Iron Ice Boxes, handy household size, just a few to clear. Friday \$2.79. Japanese Watering Cans, 14-quart size, Friday 35c; 6-quart size, Friday 25c.

Tin Daisy Tea Kettles, 48 only, Friday 14c. Enamel Cereal Cookers, for cereals, custards. Friday 39c.

China Salt Boxes, with wood covers, to hang on wall. Friday 20c. Window Screens, size 32 in. high, extending to 44 in. Regular 40c. Friday 29c.

