

SIMPSON Store Closes 5:30 p.m. Closes at 1 o'clock Saturday H. H. Fudger, President, J. Wood, Manager. Probabilities Moderate to fresh N. to W. winds; Real lower temperature. **SIMPSON**

Your Week-End Needs Squeezed Into a Score of Squares

(WE CLOSE TO-MORROW AT ONE O'CLOCK)

What Women Need

Frocks of muslin, mull and linen—just fifty! A special purchase of manufacturers' samples, to be sold Saturday morning for about one-third of their value. Colors, white, mauve, rose and green. Yoke collar, and entire dress daintily trimmed with lace and embroidery.

Bought earlier in the season, they would sell as high as fifteen dollars. Saturday \$4.75.

A separate skirt for lake trip or picnic, white linen, 13-gore flare style, \$2.50. (Third Floor, New Building.)

This Dainty Lingerie is Taking Wing

Princess Slips, fine nainsook, trimmed with imitation maltese lace and silk ribbon. Sizes 32 to 42 Bust measure. Reg. value \$3.50 each. Saturday, each, \$2.25.

Drawers, heavy cotton, wide umbrella style, deep flounce, hemstitched, all sizes. Saturday, a pair 19c.

Corset Covers, fine nainsook, daintily trimmed with embroidery, yoke, 32 to 44 bust measure. Saturday, each 50c.

Night Dresses, fine cotton, high neck, long sleeves, yoke of 6 rows fine embroidery insertion and tucks, fine embroidery ruffle on neck, front and cuffs, braid finished seams, lengths 56, 58, 60 in. Saturday, each 95c.

Take a Taxi to Get One of These!

Handsome Spanish lace scarfs will be sold here Saturday morning for just about half-price. Women of refined taste will recognize this as a rare opportunity. We'll sell these beauties as low as \$3-50 to-morrow morning.

And don't miss the loom ends of Swiss embroidery—a particularly fine lot of desirable widths in insertions and edging—25c to \$1.50 per piece.

(Main Floor.)

Men's Clothing

Before you leave town, look at the suits we're putting on sale to-morrow morning at \$9.95. These beautiful English Worsteds have been declared the best-fitting suits that our customers have ever slipped into. Later in the year you'll find suits like these selling for about twenty dollars—why not invest a ten-spot to-morrow and make 100% on your investment.

Our Boys' Galatea Blouse Suits have decided to leave us to-morrow morning—because we've cut their price almost in half to-morrow 89c. (Main Floor, Richmond St.)

The Waist You're Looking for

Two beautiful New York Waists on sale Saturday at a very exceptional price.

No. 1—A Fine White Sheer Batiste Waist, low neck, with "Dollar Princess" collar, trimmed real lace, ruffled lace frill down side of lace and lawn, rest of front heavy hand embroidery and tucking, short sleeves, shaped cuff trimmed real lace. Very fine value \$1.98.

No. 2—High neck and long sleeves, hand embroidered front, with German Val. yoke, fancy shaped cuffs, elaborately trimmed, tucked back and sleeves, all sizes. Extraordinary value \$1.98. (Third Floor, Old Building.)

Just for Girls

220 Girls' Dresses, finest ginghams and chambrays, high or dutch necks, fine embroidery insertion and tucks. Sizes 6, 8, 10, 12, 14 years. Our regular prices were \$2.25 to \$3.25 each. Saturday morning all go at \$1.50 each.

170 Summer Dresses for little girls, ages 1 to 6 years, two dainty styles in fine quality stripes or check zephyr ginghams in the best colors, trimmed with fine embroidery, applique and insertion, high or Dutch neck, short or no sleeves. Regular values \$1.50 and \$1.75 each. Saturday morning they will be 68c each.

Indian Head Suits for girls, semi-fitting coats, and semi-princess dress with strappings over shoulder, and pleated skirts, materials are striped Indian head, white with blue stripes, or in navy, sky or fawn with white stripes; also a few of repp, in navy, pink or white, sizes are 10, 12 and 14 years. Reg. sold at \$3.50 and \$4.50. Saturday only \$2.18. (Third Floor, New Building.)

Hammocks and Sporting Goods

There's lots of time left to "hammock," and even more left to "sport"—but the half price demon has been let loose in our basement, with the result that three dollar hammocks will sell to-morrow at \$1.50, and our whole line of baseball goods will also have their prices just about cut in two. Come and pick out your favorite gloves, mitts and balls.

Our revised prices on Association Footballs and Lally Lacrosse Sticks you will find to be the lowest in town.

Here's Freshness for Every Man

Half-a-dozen things to come for to-morrow morning—see how many of them you need:—Medium weight balbriggan underwear, and summer weight white lisle underwear at 49c. a garment.

Four hundred Bathing Suits, a beautiful assortment, but all must go to-morrow at 39c.

350 Outing Shirts, collar attached, really beautiful shirts; worth twice Saturday's price of 79c.

And last, the wind-up of a week's great shirt selling of that good kind of \$2.00 shirts for \$1.00—Wanless Building. (Main Floor, Richmond St.)

Novels for the Week-End

"The Mantle of Elijah," by Israel Zangwill, and two other cloth bound works just received from England. Saturday morning 25c.

Besides a splendid lot of Cloth Bound Books by Louis Tracy, Williamson, Hichens, Phillpotts, Stewart Edward White, and Mark Twain, which will be offered for 22c apiece, or five for one dollar. These were originally published at \$1.25. At this price there should be one or two in every suit case that leaves Toronto to-morrow. (Main Floor, New Building.)

Pretty Hats for Pretty Heads

Silk Turbans, with high crown in bell or beehive styles, will be put on sale to-morrow morning at two prices—\$3.50 and \$4.50.

Besides these, all our very best Sailors will be cleared at most attractive prices, \$2.00 ones for 65c, \$1.50 ones for 38c.

And the Feather Sale is more interesting than ever—we never sold so many beautiful plumes in one sale before—maybe because we never before sold them so reasonably. Think of six-dollar plumes for \$3.85, and \$4.50 plumes for \$2.85. Paris feather novelties are being opened up every day. See the latest ones Saturday. (Second Floor, Old Building.)

Parasols and Ribbons

A couple of the finishing touches that make the holiday bright—one hundred and ten English parasols, natural wood handles, white or gilt frames, worth two dollars, Saturday morning, 85c.

Then a few broken lines of Silk Taffeta Ribbons. Regular quarter ribbons, will be offered to-morrow at 11c.

N.B.—Ask to see the manufacturer's clearance of Women's Close Rolling Umbrellas. Specially priced at \$1.35. (Main Floor, Yonge Street.)

Fix Both Ends--Boots and Hats

Four hundred straw hats will leave the Richmond street store like a flock of pigeons Saturday morning—a month's good wear for them yet—three dollars is the price these good hats have been marked at—to-morrow you may have any one of them (if you early enough) for 95c.

And now the Boots—nearly five hundred pairs of five dollar boots, broken range of sizes, but otherwise the best ever—Saturday \$2.49.

And just about as many Boots and Oxfords for women—fine pickings—all that are left of our highest class summer stock. To-morrow morning \$1.99.

Belfast Fancy Linens for 29c

Multiply this price by two or three and you'd be nearer the reasonable price. 18 x 54 hemstitched and hand embroidered runners with shams to match every design, also 30 inch table centres, all to go at 29c to-morrow. (Queen Street Circle.)

For a special sale of Linen Table Napkins, Tea Towels and Dresser Scarfs, take old elevators to the 2nd floor. You'll find 25% saving awaiting you.

Good News of Silks and Dress Goods

500 yards Rich Ivory Satin Duchesse Liberty, rich mousseline finish, 40 ins. wide, \$1.38 yard.

500 yards Rich Black Duchesse Paillette and Satin de Chine Silks, 36 in. wide, 97c.

1,500 yards French Velour Cashmere, English Twill Coating Serges, French and English Panamas, Silk Taffeta Cloths, French San Toys and Poppins, French and German Voiles, French All-wool Henriettas. 42 and 44 inches. Saturday morning 50c.

600 yards beautiful Persian and Paisley Design Challies, very newest idea for fall wear. Saturday morning 38c yard. (Second Floor, Old Building.)

Oh! what a Coolness!

Bring the youngsters to the basement on Saturday morning, and buy them an air-ship! It will set you back only 19c or perhaps 39 cents, and will amuse them for a week. Zeppelin style or aeroplane.

And while you're down there, you'll notice the Ice Cream Freezers, and that will cost you a little more; but it will be well worth every cent. 6-quart size, \$3.75; 8-quart size, a dollar more; 10-quart size, \$6.75. All with steel frames, strongly built, unbreakable.

Hosiery Sale Finish--Five Hours To Go

For Women, finest lisle thread hose, silk embroidered, 29c

Imported Lisle Thread Hose, black, tan and colors, 15c.

Plain Black All-wool Cashmere Hose, 19c. All-wool "Llama" Cashmere Hose, English made. Pair 29c.

For men, finest imported Lisle Thread Socks. Saturday, pair 15c.

Plain black all-wool Cashmere Socks, 19c. Boys' and Girls' Ribbed All-wool Black Cashmere Stockings, English made, 18c, 3 pairs 50c.

Infants' and Children's Socks, all imported lisle thread, 10c, 3 pairs 25c. (Main Floor.)

Bedroom Settee, Awfully Handy, \$4.98

Come to the fourth floor and see a beautiful collection of bedroom boxes covered in pretty chintz which will be on sale to-morrow morning at this attractive price. Whether for the summer cottage or one's own bedroom, they're the real thing.

And nearer Yonge street on this floor, there's a collection of English Tapestry Rugs, marked at prices that should be good news to hundreds of cottagers—for instance, 3x3½, \$7.89.

Fifty Willow Arm Chairs

They mean comfort, whether on the verandah or indoors. They are full size, very strongly made and braced, buff color. Saturday morning \$2.48.

This is the leading item in the August Furniture Sale for Saturday. Other interesting features are: Sliding Bed Couches at \$8.25; Combination Buffet, golden oak, \$17.00; Quartered Oak Dining Chairs, \$14.00. (Fifth Floor.)

Tea, Tea-pots & Other Comforts

2½ LBS. CELONA TEA, BLACK, MIXED, 50c. 2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 26c.

Toasted Corn Flakes, 3 packages 25c. Loaf Sugar, 4 lbs. 25c.

Clarke's Pork and Beans, in Chili sauce, large tin 10c.

Baker's Cocoa, ½-lb. tin 22c. Fancy Mixed Biscuits, 2 lbs. 25c.

Teapots, terra cotta and green, gold decoration. Saturday 13c. (Basement.)

Here's the Suit Case to Hold it all!

Sorry we have only 35 to sell at a dollar and a quarter saving! These are clean, new Suit Cases, with centre lock and two extra bolts, inside pocket and straps, made of fine, smooth leather, and never sold under five dollars. Thirty-five early customers may buy them to-morrow morning at \$3.75 each. (Sixth Floor.)

The **SIMPSON** Company Limited