

The **SIMPSON** Company Limited
 H. H. FUDGER, President. J. WOOD, Manager. Store Opens 8 a.m. Store Closes 5.30 p.m.

Main 7841
 50 Lines to Central

The **SIMPSON** Company Limited
 PROBABILITIES—Moderate southerly winds; mostly fair and warm; scattered thunderstorms. Friday, July 8, 1910.

**WE CLOSE
 AT 1 P.M.
 To-morrow**

WE OPEN the store promptly at 8 o'clock every business day of the year, but on Saturday during July and August we make an exception in the time of closing. At one o'clock to-morrow the doors will be closed, and Baseball, Golf, Boating, Motoring, Flying and kindred excitements will call upon our attention. In the morning, however, from 8 till 1, we are united for Business. We have prepared an enticing programme to encourage early shopping. We want to begin early and get away early. Help along the campaign for eight o'clock shopping. Do it in the only effective way possible—Come yourself.

**WE CLOSE
 AT 1 P.M.
 To-morrow**

Women's Summer Suits 8 a.m.

A collection of Wash Suits of good quality mercerized poplin, in shades of blue, rose, navy, grey, pink and white; also of the new ramie cloth, in mauve and blue. Coats are close-fitting, some braided on collar and cuffs, others trimmed with pipings. Skirts are either flare gore or pleated styles. All sizes from 32 to 42 bust measure in the lot, but not in each material or color. Sold regularly at \$6.50 and \$7.95. Special, Saturday, \$5.49.

Women's Summer Dresses 8 a.m.

Clearance sale of Women's Summer Dresses, of seasonable materials, mostly fine chambrays, English repps, mercerized rajahs; grey, green, sky, mauve, cadet, navy and white in the lot, but not in each material.

Also fine checked gingham, in tones of blue, pink, mauve or fawn with white; some have yoke and collar of lace or insertion, others are braided with fine braids. Skirts are either in flare gore, pleated or semi-pleated styles; some are trimmed with deep tuck of self, giving flounce effect. Would sell regularly at prices ranging from \$5.95 to \$10.00. Only 95 dresses in the lot. To clear, Saturday, \$3.95.

Women's and Misses' Coats 8 a.m.

53 only Women's and Misses' Coats, suitable for summer wear; some are of checked tweeds and striped covert cloths, in long lengths; others striped covert cloth, in two-tone fawn shade, semi or close-fitting backs, trimmed with self strapings or buttons. Sold regularly at \$5.00, \$6.50 and \$10.00. Saturday, to clear, \$3.95.

Women's Separate Skirts at 8 a.m.

Special purchase of 100 Women's Separate Skirts, of splendid quality of duck in white only, made in a smart nine-gore flare style, with inverted pleat back and panel front, and deep hem around bottom. These garments are a good full cut, fit well, and are easily laundered. Will go on sale to-morrow morning at 8 o'clock sharp. Special value, \$1.50.

Girls' Summer Suits 8 a.m.

75 Suits; splendid washing materials, Indian head suitings of white with black or blue stripe effects, linene in fawn, navy or sky with white stripe; made in jumper styles; some trimmed with pipings, others with buttons; skirts in smart pleated styles. Sold regularly at \$2.75 and \$3.50. Sizes are 8 to 14 years. Saturday's price, \$1.95.

Eight o'clock Waists at 69c

300 Splendid Waists of fine white lawn, fronts of dainty embroidery and lace insertion, cluster of pin-tucking, tucked back, lace collar and dressy lace-trimmed sleeves; sizes 32 to 42. Regular \$1.25 and \$1.50. To clear, Saturday, 69c.

100 Lovely New Waists, fine sheer lawn, all made strictly summer styles, with Dutch, chanceler and square neck effects, short sleeves, and trimmed with dainty Swiss embroidery and Val. lace; 32 to 42 sizes. Reg. \$2.00. Saturday \$1.25.

8 o'clock Whitewear Offerings

Any one item is worth a trip to the store for. Beautiful garments, ready to wear, at little prices. Come early. Phone orders filled and delivered Saturday.

35c Nainsook Corset Covers, lace and ribbon, sizes 32 to 42 bust, Saturday morning, 25c.

\$1.39 Petticoats, fine cotton, deep embroidery flounce, all lengths, Saturday morning, 98c.

\$1.69 Petticoats, fine cotton, deep flounce, 4 rows lace insertion, ruffle of lace, all lengths, Saturday morning, \$1.19.

\$1.50 Nightdresses, nainsook, slip-over, pretty embroidery medallions, lace and ribbons, all sizes, Saturday morning, 98c.

And
 600 pairs Royale Corsets, in summer weight white batiste, a beautiful model, medium bust, long below waist, with unboned skirt with 4 garters, fine rustproof steels, wide side steels, fine lace and ribbon trimmed, satin bow, sizes 18 to 26 inches; regular price \$1.50 pair; Saturday morning, \$1.00 pair.

Women's 8 o'clock Underwear

700 Women's Vests, fine white ribbed cotton, low neck, short sleeves, crocheted edges and draw tapes; sizes 32 to 38 bust; Saturday morning, 10c each.
 600 Women's Vests, fine Swiss ribbed lisle finish cotton, low neck, no or short sleeves, crocheted edges and mercerized tapes, very elastic knit; sizes 32 to 42 bust measure; Saturday morning, 19c.

8 o'clock Tub Dresses for Girls

Girls' White Lawn Dresses, two pretty styles we are clearing out, trimmed with handsome embroidery applique or with fine Valenciennes lace insertions and frill and small tucks, Dutch or V neck, 3/4 sleeves; sizes for ages 6 to 16 years; regular values \$2.00 and \$2.25 each; Saturday morning, \$1.50.

Girls' Colored Tub Dresses, three beautiful styles to choose from, all jumper effects, with low, round or Dutch necks, with no sleeves or short wing sleeves, made in fine chambrays, Scotch gingham and percales, all the best colorings; sizes 6 to 14 years; Saturday morning, \$1.50.

Women's 8 o'clock Oxfords

Oxfords and Pumps—broken sizes—most of the popular styles and leathers in the lot, though not in each size—all sizes in the collection.
 Regular prices run from \$2.50, \$3.00, \$3.50, \$4.00 to \$4.50.
 Saturday, \$1.99.

White Canvas Ankle-Strap Pumps, regularly up to \$4.00, for 99c.

CHILDREN'S BOOTS FOR 79c — ALL SIZES 5 TO 10½.
 300 pairs Children's Boots, dongola kid, Blucher, patent toe caps, medium and heavy soles, all sizes 5 to 10½. Special purchase price, Saturday, 79c.

8 o'clock Millinery Offerings

Nearly 100 New Trimmed Hats to select from—scarce black mohairs, popular black chips, dainty lingeerie, and summery leghorns, shown trimmed with white flowers, tulle, or handsome ribbons; would sell regularly from \$5.50 to \$7.50; Saturday morning, \$3.85.

130 New Banded Sailors that have never been out of their boxes; large straight or rolling brims; the line we have been selling at 98c; Saturday morning, 58c.



The Simpson Dollar Shirt

500 a day is our schedule in the selling of these Shirts. To-morrow is a half day, so we want to sell one thousand of them. How's that for arithmetic? Half the time, but twice the quantity. Saturday is a day to sell Dollar Shirts, and we are out to sell them.

Saturday morning we'll add several new lines to the already overflowing counters.

We've added more space, more salesmen, and are prepared to sell the 1,000 in the half day.

We can show a selection of shirts second to none—shirts that would sell in most stores at \$1.25 and \$1.50; shirts made by the best Canadian manufacturers; shirts "up to the minute" in patterns, colorings and style; shirts that fit you all ways always.

SYNOPSIS:—
 Sizes and half sizes, from 14 to 18.
 Over 50 patterns to choose from, and to every pattern there are three or more colorings, making a grand total choice of 150 or more, that are different.

There's many that feature the pleated front.
 Fully two-thirds are coat style.

There are plain whites and colors for those who prefer them, a multitude of stripes, a splendid selection of neat figures and polka dots. All shirts are made with small cuffs attached—that's quite the correct thing nowadays.

Every shirt will fit. You can take our word for it.
 This sale is something big, and every Toronto man should appreciate our effort to give the best possible values at

ONE DOLLAR PER SHIRT

Come Wednesday. Phone and Mail orders filled.

8 o'clock in the Wanless Store

WE WANT TO SELL OUT 100 SUITS OF PYJAMAS SATURDAY MORNING.

We Want You To Come At 8 o'clock Sharp For Them.

\$2.00, \$2.50 AND \$3.00 PYJAMA SUITS, \$1.49.

That's something worth coming after, isn't it? Pink, blue, grey, tan and white in plain shades. There are stripes and spots, and dark and light shades. They're cool and easy-fitting and comfortable, and made from the right kind of fabric for these hot nights. Also some Ceylon flannels, if you prefer them. The price we've marked them is wonderfully low. Per suit, Saturday, \$1.49.

Women's 8 o'clock Neckwear

210 dozen of "Dutch" Collars, made of sheer lawn, trimmed with Valenciennes and machine Cluny laces and insertions; also Jabots of pleated lawn, finished with rows of lace, insertion and lace; the regular selling value is 25c each. Saturday, 2 for 25c.

133 dozen of Plauen, Guipure "Gretchen" Lace Collars, in white only; all new goods; in the most effective and open-work designs. Saturday, each, 24c.

Saturday Morning's Groceries

2,000 lbs. fresh Creamery Butter, White Clover brand, per lb., 25c.

Loaf Sugar, 4 lbs., 25c.

Toasted Corn Flakes, 3 packages, 25c.

Rich Red Salmon, Regal brand; regular 20c per tin, 17c.

Clark's Pork and Beans, in chili sauce, large tin, 10c.

Imported French Peas, 2 tins, 25c.

New Lobster, 1/4 tin, 20c.

Imported Lime Juice, pint bottle, 25c.

Pure White Clover Honey, per section, 24c.

Canned Yellow Peaches, in heavy syrup, per tin, 15c.

Fancy Mixed Biscuits, 2 lbs., 25c.

Shirriff's Marmalade, 2-lb. jar, 25c.

Telephone Direct to Department.

Eight o'clock Ribbons Saturday

3,000 yards new Silk Taffeta Ribbon, 4 1/4 inches wide, in all the new summer tints, including white, cream, sky, Mexique, rose, Nile, lilac, turquoise. Clearing Saturday, 9c yard.

Women's 8 o'clock Stockings

Women's Silk and Silk Lisle Thread Hose, in the lot are black pure silk ankle with lisle tops and lisle sole, splendid wearing, also fancy striped colored silk lisle hose, newest shades and patterns, all sizes. Regular \$1.00, on sale Saturday, pair 69c.

Ralph Connor Books 50c

The following "Connor" books will be published in the popular reprint edition from original plates, cloth bound, as follows: Black Rock, Sky Pilot, The Man From Glenarry, Glenarry School Days, The Prospector and The Doctor. On sale Saturday, each 50c.

Special while they last 50 copies of the plain cloth edition of The Doctor; published at \$2.00, 50c each.
 On sale Book Department.

Men's Worsted Suits 8 a.m.

REGULAR PRICES \$15.00 TO \$20.00—SATURDAY MORNING \$11.95.
 High-grade English Worsteds Suits, in light or dark grey, brown or fawn grounds, with neat self and fancy colored stripes, three-button single-breasted sack style, with broad shoulders and long lapels; splendidly tailored; sizes 35 to 42. Regular prices \$15.00, \$16.50, \$18.00 and \$20.00. Saturday, to clear, \$11.95.

Men's Wash Vests 8 a.m.

REGULAR PRICES \$1.25 TO \$2.50—SATURDAY, 98c.
 Men's Wash Vests of fancy piques, ducks and percales, in white, grey and fawn grounds, with neat self and fancy colored stripes and figures; sizes 36 to 44; regular prices \$1.25, \$1.50, \$1.75, \$2.00 and \$2.50; Saturday, 98c.

Boys' 8 o'clock Suits Saturday

Boys' English Galatea Wash Suits, in blue and white and grey and white stripes and figures, guaranteed thoroughly fast colors, made up in Russian style, buttoning up to right shoulder, finished with self belt; pants elastic bloomer style; sizes 3 to 7 years; Saturday, \$1.25.

Men's Hats at 8 a.m.

Latest American designs in boater and negligee shapes, best quality split Milan, Pedal, Sennit and Canton braids, every one first-grade and dressy hats, superior quality silk bands and extra fine cushion leather sweats; sold in the regular way at almost double the price we are asking; regular prices \$2.00, \$2.50 and \$3.00; Saturday, 8 a.m., your choice, \$1.50.

8 o'clock Underwear for Men

50c BALBRIGGANS, 29c.
 Just 1,000 garments, in blue, pink, cream, etc., shades. A clearing line of exceptional value we secured at our own price. Come at 8 o'clock sharp Saturday morning if you need summer underwear. There are all sizes to start with, but they won't last long at this "less than regular cost" price we quote. No customer limited—buy all you need now and for the rest of the season, at a price that saves you much money. Per garment, Saturday, 29c.
 Plenty of salesmen. No phone or mail orders.

Saturday Morning Socks

Men's High-grade Lisle Thread Socks, including all our best lisle socks for summer wear, nothing reserved, all fresh, new goods, in all the latest patterns and colors—embroideries, clocks, checks, stripes—all from the very best foreign makers; regular prices range from 50c to 75c; on sale Saturday 35c pair, 3 pairs for \$1.00.

8 a.m. in the Sale of Linens

A CLEARING OF TABLE CLOTHS AT \$2.93 EACH. HEMSTITCHED ENGLISH SHEETS \$1.53 PAIR.

Real high-class cloths, rich double satin damask, every thread linen, full bleached; some Irish, some Scotch makes in the lot; beautiful bordered designs; these are odd lines; 2 x 2 1/2 and 2 x 3 yds. Only 36 to clear. Regular \$4.50 and \$5.00 each. Sale price Saturday morning, \$2.93.

420 YARDS "OLD BLEACH" DRESS LINEN CLEARING AT 48c YARD.

Every thread linen of the finest quality, fully bleached on the green and manufactured by "Old Bleach" Company, makers of strictly high-grade linens; 36 inches wide; nothing better for cool summer dresses. Upstairs in Linen Department. July sale price per yard, Saturday morning, 48c.

8 o'clock Muslins Saturday

Printed Lawns, Muslins, etc., in a big variety of designs and colorings—one of the nicest collections we have ever had; pinks, blues, mauves and all the newest shades in great profusion. A special circle for these on the main floor. All to be sold at one rush-out price, viz., 7c. "Nearlinsen," the great substitute for

linen, pure Irish bleach, a beautiful material for shirtwaists, summer dresses, etc., 36 inches wide; regularly 20c; special, 15c.

85c Black Summer Silks 65c

The Silk Department offering for early shoppers Saturday morning is not only remarkably low-priced, quality considered, but particularly seasonable.

Few, if any, dress materials find the favor for summer wear that is held by pure silk Japanese habutai, Lyons dyed and taffeta finish; wears well, launders well, and looks smart for dresses, waists, skirts or bathing suits; 36 inches wide, regular value 75c per yard, Saturday sale price 65c per yard, Saturday sale price 65c yard.

24 only hammoocks, pleasing pattern, with large head and foot spreader, deep valance, pillow, an exceedingly well-made hammoock; regular \$4.25. Saturday \$3.69.

200 pairs Children's Roller Skates, steel runners, plain bearing. Saturday 60c pair.

8 o'clock Sale of Hammocks

32 only in pretty design a good strong hammoock, with valance and lose throw back pillow; regular \$2.35. Saturday \$1.98.

24 only hammoocks, an assortment of colors, neat and attractive patterns with valance and well padded pillow; regular \$2.25. Saturday \$2.69.

28 only hammoocks, pleasing pattern, with large head and foot spreader, deep valance, pillow, an exceedingly well-made hammoock; regular \$4.25. Saturday \$3.69.

200 pairs Children's Roller Skates, steel runners, plain bearing. Saturday 60c pair.

8 o'clock Dress Goods

2,000 yards "black" all-wool stripe tafetas, all-wool French diagonals, all-wool French twill serges, all-wool French and English panamas, all-wool plain tafetas, mohair luyes, all guaranteed fast and permanent dyes, beautiful rich blacks; this is a very "special" lot for Saturday; morning; 42, 44, 46, 48 and 52 inches. Regular prices 65c, 75c, 85c. Saturday, 50c yard.

1,000 yards beautiful French delaines in black grounds with white spots, stripes and floral designs, fast and permanent black, pure wool quality, finished to perfection; 30 inches wide. Regular selling price 50c. Saturday, 35c yard.

Children's 25c Sox 15c

Children's Summer Socks, newest fancy tops, newest colorings, fine lisle thread; all sizes. Regular 25c. Saturday, pair, 15c.

Chambers' "Firing Line" 50c

A popular novel, just published in the reprint edition, "The Firing Line," by R. W. Chambers. Original edition sold at \$1.10. Reprint price, 50c. On Sale Book Department.

Flowers for Sunday

Carnations, regular 50c per dozen 55c
 Bouquets of Garden Flowers, each 18c
 Fern Fans, well filled, each 40c
 Phone Direct to Department.