

H. H. FUDGER,
President.
J. WOOD,
Manager.

THE
ROBERT

SIMPSON

COMPANY,
LIMITED

PROBABILITIES.
Southernly winds; warmer; partly fair,
with thunderstorms.

THE
ROBERT

SIMPSON

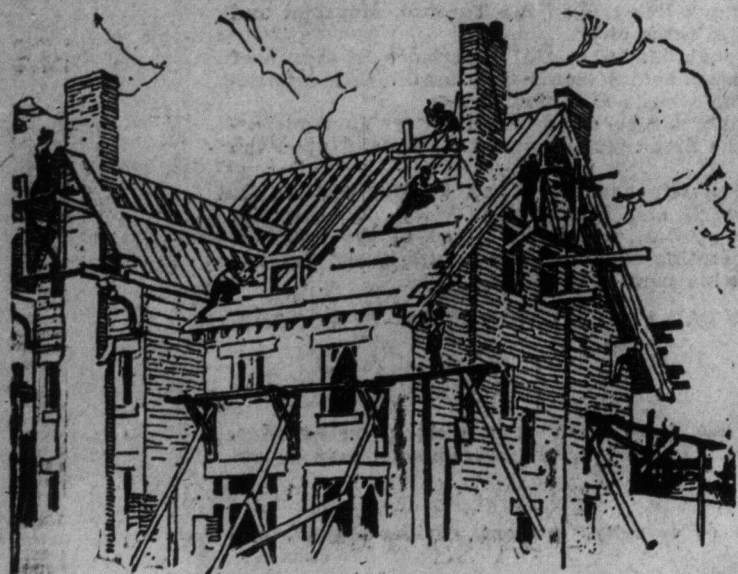
COMPANY,
LIMITED

Thursday,
July 22

Simpson's Time Table

Store Opens 8.00 a.m.
Closes 5.30 p.m.
Saturdays, during July and August, Closes
1 p.m.

Home Builders are Joining Our Housefurnishing Club



MANY of the owners of the hundreds of houses going up in Toronto and its neighborhood have accepted our invitation to make free use of our Housefurnishing Stocks, select what they want now and defer payment until the house is finished and the other expenses done with.

We have room in the Club for more. We will accept 500 members for July. Join now. Full particulars on application at the Club Office, Ground Floor, Richmond Street.

Basement Program for Friday

CHINAWARE.

High-grade English Semi-Porcelain Dinner Sets, of 97 piece composition. Queen's border decoration, in handsome dark blue or green, dark blue decoration has gold traced handles and edges, green decoration with fine green line; these sets sell regularly for \$10.75. Friday \$8.50.

7-inch Majolica Jardinieres. Friday 35c.

CUT GLASS.

10-inch Berry Bowls, deep shape, exquisitely cut, pearl pattern. Regular \$25.00. Friday \$9.50.

3-pint Water Jugs, handsome design, heavy cut handle. Regular \$12.00. Friday \$6.50.

Tumblers, cut to match above jug. Regular \$12.00 dozen. Friday 6 for \$4.70.

Vase, 10 inches high, flare shape. Regular \$6.00. Friday \$2.50.

GLASSWARE.

Crown Fruit Jars, 1 pint. Friday, dozen 60

Crown Fruit Jars, 1 quart. Friday, dozen 70

Crown Fruit Jars, 1-2 gallon. Friday, dozen 80

Best White Rubber Seal Rubbers. Friday, dozen 10

Wire Fruit Jar Holders. Friday, each 10

\$1.25 Clock 79c To-morrow Morning

200 Nickel Alarm Clocks, 4 1/4 inch dials, American movements, loud alarm, lever to stop, guaranteed timekeepers. Regular value \$1.25. Friday 79c.

Cutlery Bargains on the Programme

1000 Knives, celluloid handles, extra fine quality Sheffield steel blades, dessert and dinner sizes. Regular \$2.25 and \$2.75 dozen. Friday 6 for 75c.

100 pairs Desert Knives and Forks, pearl handles, fancy ferrules, English plated blades. Regular \$1.50 pair. Friday, 98c pair.

\$1.25 Salt and Pepper Shakers 29c Each

200 Cut Glass Salt and Pepper Shakers, handsomely cut, heavy sterling silver tops. Regular \$1.00 and \$1.25 pair. Friday 29c each.

\$5.00 SALAD BOWLS, \$3.98.

50 only Salad Bowls, rich Crown Derby colors, English plate rim and servers, handles to match bowls. Regular selling \$5.00. Friday \$3.98.

Hammocks for the Holidays

Canadian Hammocks, closely woven, full size, solid pillow, valance and head spreader; good assortment of colors. Regular \$1.50. Friday, \$1.09; regular \$2.50. Friday, \$1.69.

WINDOW SCREENS FOR 22c.

Adjustable Window Screens, 22 inches high, extending to 40 1/2 inches. Regular 30c. Friday 22c.

1650 rolls Wall Paper, assorted. Regular to 8c. Friday 8 1/2c.

Wall Papers and Mouldings Friday

1950 rolls Wall Paper, for bedrooms and parlors. Regular to 15c. Friday 7c.

1950 rolls Parlor and Dining-room Papers, reds, greens, blues, etc. Regular to 35c. Friday 17c.

1950 rolls Imported Parlor and Dining-room Papers, brown, red, green, fawn, etc. Regular to 50c. Friday 27c.

Room Moulding. Regular to 2 1/2c. Friday 1 1/2c

Chair Rail. Regular to 4 1/2c. Friday 2 1/2c

Plate Rail. Regular 12 1/2c. Friday 8

Groceries Selected for Bargain Day Offerings

500 bags Choice Family Flour, 1-4 bag 75

Amalia Currants, cleaned, 3 1/2 lbs. 25

Finest Valencia Raisins, 4 lbs. 25

Fancied Peel, mixed, orange, lemon and citron, per lb. 15

Perfection Baking Powder, 3 lbs. 15

New Orleans Molasses, 2-lb. tin 10

Heather Brand Flavoring Extract, 8 oz. bottle, lemon and vanilla, per bottle 10

2000 packages Jello Jelly Powder, assorted, 4 packages 25

Choice Pink Salmon, Salad Brand, per tin 10

Finest Canned Tomatoes, 2 lbs. 15

Choice Rangoon Rice, 7 lbs. 25

Choice Pearl Tapioca, 5 lbs. 25

Telephone direct to department.

5 LBS. PURE CELONA TEA, \$1.00.

1 ton Pure Celona Tea, in black or mixed. Friday, 5 lbs. \$1.00.

Friday is Bargain Day, Saturday is a Half Day

WHILE we encourage early shopping every day, and Fridays no less than any, it should not be overlooked that Saturday this week is only half a day. We will close at 1 p.m. on Saturdays during July and August. Therefore we suggest that Friday in a measure helps out Saturday, and those who have week-end shopping to do may find it more convenient to do it tomorrow. At any rate, Friday shopping will be profitable, whether in the morning or afternoon. Here is what we have prepared:

Black and Colored Dress Fabrics

1500 yards Fashionable Black Dress Fabrics, Black Velles, Chiffon Panamas, Bengaline and Imperial Cords, Fancy Weave Armures, Mohair Lustras and Sicilians, Fancy Stripe Taffeta Cloths; qualities guaranteed. 42 to 48 inches wide. Friday bargain, per yard, 50c.

Plain and Fancy Armures, Plain and Shadow Stripe Chiffon Panamas, Chevron Stripe Worsteds, Bengaline Cords, Black and White Check Worsteds; a splendid assortment of weaves and colors; suitable for house and street wear. 42-44 inches wide. Friday bargain, per yard, 44c.

Delaines and Challises, a beautiful assortment of fashionable and popular designs and color combinations, pin, polka and coin spots, rosebud and floral designs, fancy broken stripes, Paisley, Oriental and Persian designs; a big variety to select from. Regularly selling 35c, 40c and 50c. Friday bargain, per yard, 29c.

Lining Department

32-inch Black Satene, fast, permanent dye and finish; makes a beautiful coat lining, and is also suitable for drop skirts, etc. Friday bargain, per yard, 12c.

Peraline Lining, in black only, bright, lustrous finish, and warranted to retain its silky appearance and color; will not cut; specially adapted for drop skirts, etc. 36 inches wide. Regular value 25c. Friday bargain, per yard, 17c.

Wash Goods Dept.'s Offerings for Friday

50 pieces only Fine Quality English Gingham, in pale blue and white check only, beautiful washing quality. Regular 12 1/2c. for 6c.

A new lot of Good Printed Muslins, Lawns and Batistes, floral effects, spots, figures, sprays and wreaths, pink, sky, mauve and other combinations. Regular 15c to 20c, for 7 1/2c.

100 pieces White Spot Swiss Muslin, very good quality, hand embroidered spots; pieces only of 10 yards; various sizes in dots. Worth regularly per yard 19c. Pieces of 10 yards 70c.

A splendid lot of Beautiful Printed Mulls, Velles and Organdies, some of the high-class French goods. Here is a great opportunity to get a summer frock at less than half price. Regular 25c to 35c, for 15c.

Cape Suiting, 28 inches wide; all the best shades, such as pink, sky, yellow, ale, wisteria, etc. Regular 25c, for 12 1/2c.

Silk Warp Rajah, for outing suits, sky, linen, pink, grey, mulberry, etc.; wears longer and looks better than an all silk at \$1.50. Special 99c.

Infants' Wear

Children's Reefers, fine white piece daintily trimmed with fine embroidery, pearl buttons. Size 2 years only. Regular value \$1.50. Friday bargain \$1.15.

Infants' Long Skirts, fine cotton, deep hem, five tucks. Length 34 inches. Regular value 60c. Friday bargain 45c.

Infants' Short Dress, empire style, fine sheer lawn; tucks, embroidery, heading around waist, Val. lace frills, deep hem. Sizes 6 months, 1, 2, 3 years. Regular value \$1.25. Friday bargain 99c.

Infants' Long Skirt, fine white flannellette, deep silk floss hem, cambric waist. Regular value 85c. Friday bargain 49c.

Infants' Kimono Wrapper, fine soft flannellette, fancy color silk stitching, silk ribbon bow. Regular value 90c. Friday bargain 65c.

Children's "Bunny" Suits, fine cambray, light or dark blue, ox-blood and light green, three-piece suit in one; waist, skirt and drawers combined; trimmings opposite colors cambray. Sizes 1 to 6 years. Regular value 75c. Friday bargain 59c.

Corsets for Friday

Girls' Corset Waists, fine gathered cambric, Torchon lace trimmed, reinforced with tapes. Sizes for 1 to 12 years. Regular value 50c. Friday bargain 39c.

D. and A. Corsets, Directoire model 690, fine white batiste, medium high bust, long front, hips and back, deep extension skirt, bias cut, fine all rustproof steel filled, wide side steels, four strong plain elastic garters, lace, silk ribbon and satin bow trimmed. Sizes 18 to 28 inches. Regular value \$2.00. Friday bargain \$1.25.

Women's Whitewear

Night Dresses, fine nainsook, square or round neck, dainty fine embroidery heading run with silk ribbon, edged with fine lace. Lengths 56, 58, 60 inches. Regular value \$1.75. Friday bargain \$1.10.

Underskirts, fine cotton, deep lawn founce, three clusters hemstitched tucks, two rows insertion and wide frill of fine Val. lace, dust frill. Lengths 38 to 44 inches. Regular value \$2.50. Friday bargain \$1.75.

Drawers, fine nainsook, tucking, insertion and frills of fine Val. lace, fine embroidery medallions, silk ribbon bows. Sizes 23, 25, 27 inches, in both styles. Regular value \$2.00. Friday bargain \$1.19.

Women's and Children's Underwear

Ladies' Vests, fine white ribbed cotton, low neck, with short sleeves or no sleeves, heading and ribbon finished. Sizes 32 to 38 bust measure. Regular value 20c. Friday bargain 15c.

Ladies' Drawers, fine white ribbed cotton, umbrella style, with deep frill of fine lace. Sizes in both styles for 32 to 38 bust and 38 to 46 bust in open style. Regular value 35c. Friday bargain 25c.

Children's Vests, fine ribbed cotton, color white, medium neck, with short sleeves. Sizes 2 to 12 years. Regular value 15c. Friday bargain 12 1/2c.

Women's Bathing Suits

Fine navy blue lustre, blouse and bloomer combination, separate skirt, collar, tie and belt, white braid trimmed. Sizes 32 to 42 bust measure. Regular value \$3.00. Friday bargain \$2.25.

Finest quality lustre, colors navy or red, trimmed with white or red braid, silk stars, pleated skirt. Sizes 32 to 42 bust measure. Regular value \$4.50. Friday bargain \$3.50.

Children's Dresses

Fine small check gingham, green, blue, red, daintily trimmed with fine white embroidery, deep hem. Sizes 1, 2, 3, 4 years. Regular value 90c. Friday bargain 45c.

Several pretty styles, in fine prints, neat colors, jumper styles, trimmed with fine embroidery or braid. Sizes 3 to 14 years. Regular value 85c. Friday bargain 60c.

Fine white linen, daintily trimmed with strappings of plain blue or bias striped cambray, and pearl buttons. Sizes 4, 6, 8 years. Regular value 95c. Friday bargain 65c.

Fine white lawn, front and back solid tucked to bust line, row of fine embroidery insertion down front, on collar and sleeves; skirt has deep hem and wide tucks. Sizes 6, 8, 10 years. Regular value \$1.50. Friday bargain \$1.00.

Umbrella Bargains for Friday's Customers

600 Ladies' Umbrellas, best steel, close rolling frames; tops are mercerized taffetas, with tape edges and silk and wool gloriol; the handles are very beautiful, being pearl posts and crooks, fancy horns, gunmetal and natural woods, mounted with sterling silver and rolled gold; all are full size. Regular value \$1.50 to \$2.50 each. Friday bargain \$1.10.

Odd Sizes in Waist Department

A collection of odd sizes and assortments in Chiffon Taffeta Silk and Fine Net; made with tucking and braiding, and trimmed with insertions and silk buttons. Nets are in white or ecru, and silk in brown, navy and myrtle. All sizes in the lot. Regular \$3.00 to \$5.00. Friday \$1.89.

The lot comprises White Lawn, Vestings and a few colored Shirt Waists; prettily made, embroidered fronts, trimmed with lace insertion, long or medium length sleeves, and clusters of tucking. Regular \$1.00 and \$1.25. Friday 49c.

Silk Bargains for Friday Shoppers

Rick Double Faced Black Beau de Sole Dress Silk, pure yarn dyed, beautiful rich full black, handsome dress quality. On sale Friday 78c.

Handsome Stripe Silks, in chiffon taffeta, satin de chine and surah weaves, in all the newest and most desirable colorings, rich qualities for stylish gowns, waists, etc. On sale Friday 68c.

Rich dress qualities, deep full unfading black, fashionable weaves. Selling at 65c yard. On sale Friday 47c.

Cloak Dept. Attractions for Bargain Day

LADIES' SUITS, \$7.95.

70 Ladies' Linen Suits, of splendid quality, in pink, mauve, blue, green, made in this season's styles; coats are 38 inches long, semi-fitted backs; collar and cuffs trimmed with black, finished with fancy buttons; flare gore skirts. Regular \$10.95. Friday \$7.95.

Ladies' Dresses \$2.95

90 Ladies' Dresses, of fine printed muslins, in fancy designs, stripes or spots, also of white, made in either two-piece or semi-princess styles, trimmed with insertions of Swiss embroidery or Valenciennes lace. Regular \$4.50 and \$5.50. Friday \$2.95.

Ladies' Wash Skirts \$1.19

100 Wash Skirts, of fine quality blue chambray, made in flare gore style, finished with wide pleated shoulder straps, trimmed with buttons. Regular price \$1.49. Friday \$1.19.

\$2.50 Girls' Dresses 69c

A collection of Girls' Dresses, New York styles, of fancy prints, in stripe, check and fancy designs, of blue, pink or brown tones, and of fine gingham, in blue or pink check or plaid effects, made in one-piece styles; waist part trimmed with strapings in harmonizing colors; full pleated skirts. Regular \$2.50. Sizes 10, 12 and 14 years. Friday 69c.

(No phone or mail orders accepted.)

\$2.00 Underskirts \$1.19

Rich Lustrous Moreen Underskirts, with wide founces, trimmed with stripes of spots, and finished with a finely gathered and stitched full frill; colors black and brown. Regular \$2.00. Friday \$1.19.

(No phone or mail orders.)

\$1.75 Wrappers 89c

Women's Wrappers, of good quality prints, in spots and fancy figured designs, on black, navy and cardinal grounds, fitted waist linings, deep yoked frills and full skirts, with deep gathered founces. Regular \$1.25 and \$1.75. Friday 89c.

(No phone or mail orders.)

Simpson's Gloves for Bargain Day

Women's Black Lisle Thread Wrist Length Gloves. Regular 20c. Friday 12 1/2c.

Women's Long Lisle Thread Gloves, black and grey only. Regular 35c. Friday, pair, 10c.

Women's Long Lace Lisle Thread Gloves, black and white, neat lace patterns. All sizes. Friday, pair, 25c.

Women's Black and White Long Suede Finished Kid Gloves, 5 1/2 to 5 3/4 sizes only. Friday, pair, 39c.

Hosiery Bargains in This Store

Women's Black and Tan Cotton Hosiery, double sole, heel and toe. All sizes. Regular 20c. Friday, pair, 12 1/2c.

Women's Gause Lisle Thread Black Hosiery, fine quality for warm weather. All sizes. Special Friday, pair, 25c.

Misses' Black and White Cotton Hosiery, fashioned, double sole, heel and toe. Friday, pair, 12 1/2c.

Children's Black and Cardinal Lace Socks, lisle thread. Friday, pair, 12 1/2c.

Linens and Staples for Friday

(Second Floor, Yonge Street.)

Clearing manufacturers' seconds in Bleached Damask Table Cloths, very little wrong with them, good designs, with borders all around, 2x2, 2x2 1/2 and 2x3 yards. Regular values up to \$2.00 each. Friday bargain 98c.

100 dozen only Knitted Dish Cloths, also used as sponge cloths, bar wipes, etc. Regular 35c per dozen. Friday bargain 25c.

8 pieces only All Linen Brown Irish Stair Drill, red border and stripes in centre, 18 inches wide. Regular 15c yard, Friday bargain 9c.

Clearing Saxony Flannellettes, plain pink and blue only, fast colors, full napping, 23 inches wide. Friday bargain, per yard, 5c. (Main Floor.)

Odd lot Grey Union Camp Blankets, strong, warm, clean blankets, 8 lbs., 64x84 inches. Regular \$2.80 per pair. Friday bargain \$1.98.

940 yards Heavy Unbleached or Factory Cotton, round, strong thread, 36 inches wide, excellent sheeting cotton. Friday bargain, per yard, 9c.

210 pairs Extra Heavy Hemmed Pillow Cases, torn sizes; some are made from circular cuttings, 42x33 and 44x33 inches. Regular value 40c to 45c per pair. Friday bargain 29c.

Great Bargains in Ostrich Feathers

100 Ostrich Plumes, black or white, 17 1/2 inches long, lovely quality, rich bright fibre. Regular \$4.50 each. Friday bargain \$2.50.

100 Ostrich Feathers, black only, 19 and 20 inches long, fine glossy fibre; every feather perfect. Regular price \$5.50 each. Friday bargain \$3.50.

75 only, bunch of three Ostrich Tips, fine quality, black only. Regular price \$1.00 each. Friday 65c.

Millinery Department Offers Hats at \$1.85

150 Trimmed Hats for ladies and misses, a wonderful bargain; the bare hat is worth the price asked; all are stylish hats of the present season, trimmed with lovely ribbons and pretty sashes of Persian or Oriental design; some are trimmed with pretty flowers. Special Friday bargain \$1.85.

Bargains in Ribbon Remnants Friday

Clearing of the season's remnants, all colors, all kinds, all widths and all sorts of lengths from 1-2 yard to 2 1/2 yards. We sell them at half price Friday.

Men's Clothing Bargains for Friday

250 Men's Three-piece Suits, English tweeds, clear grey shades, fine shadow stripe effect and herringbone weaves; a practical suit for business wear. Sizes 36 to 44. Regular \$10.00, \$11.00 and \$12.50. Clearing Friday \$5.95.

Men's Working Pants, made from strong durable imported and Canadian tweeds; an assorted lot of dark grey mixtures and subdued stripe patterns; well made; side and hip pockets. Sizes 32 to 44. Regular \$1.50. Friday 97c.

Boys' Wash Suits

Boys' White and Blue Stripe Cambric Russia Suits, made to button close to neck, with neat Prussian collar and white muslin bow tie in front; bloomer pants. Sizes 4 to 7 years. Regular price \$1.25. Friday to clear 85c.

Men's Bathing Suits and Summer Furnishings

100 one-piece Bathing Suits, in cashmere, navy, trimmed red or white, 34 to 42. Regular \$1.50 suit. Friday 97c.

300 Outing Shirts, of white matte, soft bands and cuffs. Regular to \$1.00. Friday 59c.

1000 garments of Men's Double Thread Egyptian Yarn Balbriggan Underwear. Sizes 34 to 40. Also 100 Combination Suits of "Health" Brand Balbriggan, 44, 38, 38. Regular to 50c. Friday 29c.

500 Fancy Colored Silk Handkerchiefs, in a large variety of colorings and fancy borders. Regular to 50c. Friday 25c.

800 Fancy Silk Four-in-hand Neckties, for men, correct widths, splendid shadings and designs. Regular to 50c. Friday 29c.

300 Boys' or Men's Leather Belts, ring sides and plain, 1 and 1 1/2 inches wide, tan or black shades, 24 to 38. Special Friday 29c.

1000 Wash Neckties for men, four-in-hand style, stripes, spots, checks, figures and plain white. Special Friday 2 for 35c.

Summer Hats at Bargain Prices

Men's Soft Felt Hats, fedora, Alpine and crusher styles, colors brown, fawn, slate and black. Regular \$1.50 and \$2.00. Friday 89c.

Men's Straw Sailor Hats, in fine split or seamt braid, medium or wide br