

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

THE ROBERT SIMPSON COMPANY, LIMITED

PROBABILITIES.
Strong northerly and northwesterly winds; showery and cool.

THE ROBERT SIMPSON COMPANY, LIMITED

JULY 23rd FRIDAY



50c Chiffon Veiling 25c

GIRLS, we have the loveliest veiling at 25c a yard! Get some to wear over your hat on the boat to keep the wind from waving your hair. On sale Saturday morning in the department near the Yonge Street door.
Pretty Swiss Collars will be cheap, too—19c for 35c and 50c ones.
950 yards of Silk Chiffon Veiling, with 1-1/2 inch hemstitch satin border, in white, sky, pink, navy, black—18 inches wide. Regular 50c yard. Saturday morning, per yard, 25c.
293 "Gibson" Embroidered Swiss Collars, beautifully fine, new, clean. In white and white with colors. Regular 35c and 50c each. Saturday morning, each, 19c.

Long Lisle Gloves 29c

Women's Long Lace Lisle Gloves, black and white, elbow length, neat patterns, all sizes, special Saturday, pair, 29c.
Women's Long Plain Lisle Thread Gloves, elbow length, opening at wrist, black, white, tan, grey, mode and navy, all sizes, regular 50c, Saturday morning, 35c.

Men's 50c and 65c Lisle Socks 25 Cents

HOLIDAY SOCKS. Come in the morning. Good enough to wear with low shoes and trousers turned up, three inches to six inches. Come early.
Men's Finest Imported Lisle Thread Socks, fancy checks, fancy stripes, silk embroidered fronts, silk embroidered clocks, drop stitch and plain colors, newest shades, dressey and splendid wearing, double sole, heel and toe. Sizes 9-12 to 11. Regular 50c and 65c values. On sale Saturday morning, pair, 25c.
On sale New Store.



To-morrow is a Half Holiday—Shop Early and Often



Holiday Dresses for 98c

ON SALE in the Cloak Department Saturday morning, 8 o'clock. Just the kind of a dress to take it easy in on Muskoka trips, in the morning, picnics, country jaunts or negligé afternoons at home in the garden. They cost you almost nothing at all, because of stock-taking's approach.

150 Ladies' Holiday Dresses, neat styles and patterns, fresh and cool looking. Materials are striped and spotted muslins and all white muslins. Styles are either two-piece or semi-princess; trimmed with Swiss embroidery insertions. Regular \$1.35 values. Saturday morning, 98c.
Cannot accept phone or mail orders.
LADIES' SUITS. English Rep Suits are much in demand for holiday and summer wear; a smart style we have on sale to-morrow morning is of fine quality, in fawn, pink, blue or white; medium length coat, stole collar effect, pockets, cuffs and collar trimmed with black, finished with buttons, flare skirt, trimmed with buttons to match coat. Saturday \$1.00.
WASH SKIRTS. Ladies' Separate Wash Skirts, of black or navy duck, with white polka dot, made in full flare gore style. Saturday \$1.25.
White Linen Skirts, in 13 gore flare style, cut very full, deep hem at bottom. Saturday \$2.50.
\$1.25 GIRLS' DRESSES 98c. (On sale James and Queen St. Section of Cloak Department.)
A special purchase of Girls' Dresses, of fine gingham, in pink, navy and green check effects, printed percales, in stripe and fancy patterns; made in either jumper or one-piece dresses, trimmed with strapings of self or Val lace. Regular value \$1.25. Saturday 98c. 10, 12 and 14 year sizes. (No phone or mail orders.)



We close at 1 p.m. to-morrow. Shop early. Come at 8 o'clock if you can. Make the afternoon a real summer holiday.

Practically Our Entire Stock of Two Piece Summer Suits Reduced to \$9.95

IT is pretty near stock-taking time. We are going to clear out our high-grade summer holiday suits—two-piece Americans mostly. To-morrow morning is the occasion picked for the slaughter.
The suits are such as custom tailors make. You won't get the same dash and swing in ordinary tailor shops, either. Here are the full specifications.
Men's High-grade Two-piece Summer Suits, including the newest and most fashionable American models, made up in exclusive New York style. The materials are fine imported fancy worsteds, tropical weight, and soft finished English summer weight homespuns, presenting a variety of very rich colorings, handsome in effect, in tan, mode, light and medium greys, with shadow stripe and colored thread mixtures, coats cut in two and three-button single-breasted style, hand tailored, and carefully finished, half lined with fine alpaca, seams nicely bound, made up with finest trimmings, perfect fitting, showing every detail of high-class suits. Sizes 35 to 44. Regular prices \$14 to \$18.50. To clear Saturday morning 9.95.
Men's English Cambric Russian Suits, in white, with fancy blue stripes; made to button up close to throat, with neat round collar and white muslin bow tie in front; pants blumer style. Sizes 3 to 7 years. Regular price \$1.25. Saturday to clear, 75c.



Underwearables for Women

SATURDAY morning will be bristling with rich saving opportunities. It will be well worth your while coming early. In several instances the goods will be marked away below cost.
LADIES' UNDERWEAR. Ladies' Vests, fine ribbed cotton, low neck, with short sleeves or no sleeves, finished with heading and ribbon. Sizes 32 to 38 bust measure. Regular prices 15c and 20c. Saturday at 8 o'clock, 10c.
Ladies' Vests, fine ribbed cotton, Watson's second, low neck with short sleeves, heading and ribbon finished. Sizes 32 to 46 bust measure. Regular prices 35c to 55c. Saturday at 8 o'clock, 18c.
Ladies' Vests, Merode Brand, fine ribbed cream color cotton, high neck with long or short sleeves, and low neck with short or no sleeves, finished with silk heading and ribbon. Sizes 32 to 44 bust measure. Regular prices 50c and 75c. Saturday at 8 o'clock, 25c.
CORSETS. 160 only pairs Ladies' Superfine Corsets, Royale Directoire model, extra quality white batiste, medium high bust, long front, hips and back, deep skirt extension, filled with finest all rustproof steels, wide side steels, four strong plain elastic garters, lace and ribbon trimmed. Sizes 18 to 26 inches. Regular price \$2.00. Saturday at 8 o'clock, \$1.00.
DRESSING SACKS. All our Dressing Sacks that are in the least counter soiled or mused, fine printed lawn or white lawns; the latest styles; all perfect goods, from our regular stock. Not all sizes in every style, but sizes 22 to 44 bust measure in the lot. Saturday at 8 o'clock, half price.
Hundreds of others as good to choose from. On sale New Book Department.

Wash Goods in the Morning Early

TEMPTING Prices for Saturday morning. Come when it is cool, you'll be glad to have your shopping done early and the afternoon free—especially if you secure your share of these good things.
30 pieces Good English Print, 28 inches wide, absolutely fast colors, light grounds of pink, sky, lilac, etc. Regular 12 1/2-c, for 6c.
300 yards more of underbought Printed Muslins, pretty figures of pink, sky, mauve, yellow, etc. Most of them 20c value. To-morrow 7 1/2-c.
A charming lot of high-class French Muslins, Voiles, etc., in all the newest shades, stripes and figures, right away from the old conventional styles. See these on the second floor. They are worth 35c. To-morrow 15c.
About 60 Semi-ready Robes, all linen, a few colored ones, but mostly white. These can be made to fit any figure in a few hours. Many of them are worth regularly \$12.00 to \$15.00. Some are all linen, others Swiss muslins. Here is a great opportunity. While they last, \$2.00.



Irresistible Lingerie Hats for \$4.00

EVERY Hat in this special lot for Saturday morning selling for less than worth of materials alone. Every one new, clean and fresh. Every one ready to wear. We'll take your old hat and send it home for you. Wear one of these new lace hats for the holiday.
Lace, embroidery and ribbons on the newest wire shapes.
Only 60 in the lot. First choice is always best. Cela vans dire, as they say in Paris and Quebec.
8 a.m. Saturday. \$4.00 each.

\$3.50 Damask Cloths \$1.89
(Main Floor, Yonge Street.)
58 only Rich Satin Damask Table Cloths, every thread pure linen, full grass bleached; these are all in the 28 1/2 yard size, being a number of odd cloths left from the season's business. Nothing left to match them. A splendid chance if you want one or two longer cloths than ordinary. Regular prices as high as \$3.50 each. Sale price Saturday \$1.89.
LINEN SUITING
(Main Floor.)
"Near Linen," the new white suiting, the best cotton suiting of the season, beautiful finish, correct weave,
made from long fibre cotton, finished by a new process, which gives it the appearance, wearing and laundering qualities of linen, 36 inches wide. Ask to see "Near Linen." Per yard Saturday 15c. (Cotton Counter).

Black Dress Fabrics Saturday Morning 50c

The weaves are all fashionable, and the dyes warranted fast, unfading blacks; the weights are suitable for odd shirts, dresses and waists, Voiles, Panamas, imperial cords, fancy armures, stripes, etc. Broken pieces and lines we do not want to take into stock, 42, 46 inches wide. Saturday morning, per yard, 50c.

Special Values in Black Silks for Saturday's Selling

1,000 yards of Black Chiffon Taffeta Silk, heavy quality, loom finish, deep jet black, mellow and lustrous. Special value. On sale Saturday, yard, 44c.
900 yards of 1 yard wide Black Habutai, perfect weave, lustrous finish, jet black, guaranteed Lyons dye. Regular 75c a yard. On sale Saturday, yard, 55c.

Good Summer Reading

Copyright Novels, bound in cloth. Published \$1.25, \$1.10 and 75c. Our price 25c per volume.
A few of the titles in this lot:
The Lord Evelyn, Max Pemberton.
The Chief Legatee, A. K. Gren.
The House of Defence, E. F. Benson.
Graham of Claverhouse, Ian MacLaren.
Kate Meredith, Financier, Cutcliffe Hyme.
Daniel Sweetland, Phillips.
The Man Between, Amelia Barr.
Doe Gordon, Mary W. Freeman.
Rezanov, Gertrude Atherton.
The Rock in the Baltic, Robert Barr.
The Watchers of the Trail, Chas. G. D. Roberts.
The Heart of the Ancient Wood, Chas. G. D. Roberts.
The Scarlet Pimpernel, Baroness Orczy.
Hundreds of others as good to choose from. On sale New Book Department.

Girls' 50c Silk Stockings 35c

Girls' Fine Imported Silk Platted Hose, white, black, sky and pink, very fine and soft. Sizes 4-1-2 to 5-1-2. Regular 50c. On sale Saturday, pair, 35c.

Specials in Soaps and Toilet Goods

1,000 dozen "Shell Brand" French Castile Soap. Our special price is 25c per dozen, for 19c.
1,440 only cans of Simpson's Special Violet Talcum Powder. This is our regular 20c line, for 10c.
1,200 bottles of Campana's Italian Ealm. This is an ideal preparation for tan and sunburn. Gentlemen find it very soothing after shaving. Our regular price is 15c, 2 bottles for 25c.
2,000 only tubes of Oris Dentifrice. This is a high-grade paste, in a collapsible tube, and is highly recommended. Our regular price 20c, for 10c.

Groceries for Saturday A.M.

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 25c.
Toasted Corn Flakes, 3 packages 25c.
Shiriff's Marmalade, 3-lb. jar 25c.
Baker's Cocoa, 1-2-lb. tin 25c.
Maconochie's Pickles, mixed and walnuts, pint bottle 22c.
Imported Sardines, in pure olive oil, per tin 10c.
Burlington Brand Pork and Beans, in Chili Sauce, large tin, 3 tins 25c.
White Comb Honey, in 1-lb. sections, the finest, per section 25c.
Redpath's Loaf Sugar, 4 lbs. 25c.
Imported Lime Juice, pint bottle 25c.
Choice Manzanilla Olives, 6-oz. bottle 15c.
300 lbs. Fresh Peel Cake, regular 20c, per lb. 15c.
Telephone direct to department.

Clearing Line of Boys' Wash Suits for 79c.

Boys' English Cambric Russian Suits, in white, with fancy blue stripes; made to button up close to throat, with neat round collar and white muslin bow tie in front; pants blumer style. Sizes 3 to 7 years. Regular price \$1.25. Saturday to clear, 75c.

A Sale of Purse-Proud Panamas

HA, HA, how the common every-day Braided Straw Hats will laugh Saturday morning. The haughty Panamas are to skeddadle at \$3.49. Think of it—\$3.49! Panamas, purse-proud Panamas from Panama, or somewhere down there. Genuine goods.
We got hold of 125 of them, the kind that sell from \$6.50 to \$10.00 in the regular way.
All the shapes—Fedora, Neglige, Tourist, etc., in various brim widths, finely woven and thoroughly bleached. Sizes 6-1-2 to 7-1-4. Saturday morning, \$3.49.
50c TO 75c LINEN HATS, 25c.
Men's and Boys' Linen Outing Hats, round or square crown shape, in blue, fawn, slate and fancy stripes and checks. Regular 50c and 75c. Saturday, 25c.

Holiday Shirts for 68c.

HERE'S a bright summer morning opportunity to buy a holiday shirt or two. Read this:
1500 Neglige Shirts Reduced for Quick Selling Saturday Morning
Broken lines from our regular stock that must be cleared before stocktaking. All sizes in the lot, but not in each line.
We've divided them into two lots:
Lot 1—1,000 Fancy Neglige Shirts, of Madras cambrics, zephyrs, etc.; cuffs attached or detached, plain and pleated bosoms, blues, tans, greens and a large variety of stripes, spots and figures. Values to \$1.25.
Lot 2—500 Outing Shirts, in plain white or stripes, fancy vestings and cashmerettes, ducks and white nets, reversible collars and pockets. Values to \$1.00. Sizes 14 to 18. Saturday morning 68c.



Summer Footwear for Saturday Morning

The best store in Toronto for Rubber-soled Canvas Footwear. Brand new, perfect Shoes at lowest prices.

2,000 PAIRS OF THE BEST QUALITIES OF SUMMER FOOTWEAR

	Men's	Boys'	Youths'	Women's	Misses'	Children's
White Duck Boot, white rubber sole, leather insole, Blucher cut	1.10	.90	.90	.90	.90	.90
White Duck Oxford, white rubber sole, leather insole, Blucher cut	.90	.80	.80	.80	.80	.80
White Duck Boot, black rubber sole, leather insole, Blucher cut	.90	.80	.80	.80	.80	.80
White Duck Oxford, black rubber sole, leather insole, Blucher cut	.70	.60	.60	.60	.60	.60
Black Duck Boot, black leather sole, Blucher cut	.60	.50	.50	.50	.50	.50
White or Blue Duck Oxford, Blucher, leather sole	.50	.40	.40	.40	.40	.40
White Duck Oxford, Blucher, flexible rubber sole	1.40					

700 pairs of Navy Blue Duck Shoes, for tennis, outing, lacrosse, yachting and bowling, rubber soles, with wide corrugation, Blucher cut, best workmanship, all sizes. Saturday: Men's 50c, boys' 40c, women's 40c, children's 30c, youths' 40c.
MEN'S BOOTS, \$2.49
The expression "Solid Comfort" is thoroughly typified in the straight last, the medium broad toe and the calf uppers of these Men's Boots for Saturday's selling at \$2.49.
Their regular value is \$3.50. 500 pairs of Men's Boots, made from box calf or kid, Blucher, heavy solid Goodyear welted soles, leather or duck lined, all sizes. Regular value \$3.50. On sale Saturday \$2.49.

MAINLY ABOUT PEOPLE.
H. A. Mumford, late of the Sims Contracting Co., Cobalt, was in the city yesterday, and left last evening for New York to negotiate stock issues with the Stikney-Thomas Mining Co.
At the opening of the Bath pageant the Duke and Duchess of Connaught received with special cordiality Miss Brenda Taylor of Bath, N. B., and Miss

Powell of Bath, Ont., who came to pay homage to the mother city.
Rev. R. A. King, principal of the Canadian Presbyterian College at Indore, India, has arrived home on a six-months' trip to California and Washington.
"The Canal in Winter," by E. W. Redfield of Centre Bridge, Pa., the only American picture to receive a medal at the spring salon of the Society of French artists, has been purchased by the French Government; for the Luxembourg Gallery.
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