

# Mid-Week Values of Interest in Simpson's Summer Sale

## Mid-Week Sale of Shoes

**"QUEEN QUALITY" SUMMER SHOES, \$2.95 WEDNESDAY**  
 Newest styles, best leathers, popular colors, finest fabrics; turn soles, Goodyear soles, light McKay soles; Cuban, French, Spanish and military heels; buckles, bows and jet ornaments; "Queen Quality" Pumps, Colonials and button and lace Oxfords; all sizes; widths A to E. Regularly \$4.00 to \$6.00. No mail orders. See "Queen Quality" window. Wednesday 2.95

**MEN'S \$4.00 AND \$5.00 BOOTS, WEDNESDAY, \$2.75**  
 Dress, Street and Business Wear Button and Lace Boots, made of patent calf, dull calf, vic kid and mahogany tan calf, with hand-sewn process soles, and uppers of dull leather, and fawn, brown and black cloth; plain and toecap vamps; a real style showing, with plenty of the good popular kinds; all sizes; C, D and E widths. Regularly \$4.00 to \$5.00. No mail orders. Wednesday 2.75

**WOMEN'S WHITE PUMPS, WEDNESDAY, 99c.**  
 Sizes 2 1/2 to 7, White Poplin and Canvas Pumps and Two-Strap Slippers, turned soles, covered and leather heels, ribbed silk tailored bows, all sizes, 400 pairs. Regularly \$1.50. Slipper Section. No mail orders. Wednesday .99

**BOYS' "HANDY ANDY" SHOES, WEDNESDAY, 75c.**  
 A Popular Runabout Oxford, made of dark brown calf, unlined, double-stitched elk soles, reinforced seams; sizes 11 to 13 and 1 to 5; only 300 pairs of these \$1.50 shoes for 75c a pair Wednesday. No mail orders.

The most realistic vision of the present war yet seen in Toronto is the "EVENING OF A GERMAN DEFEAT," the great War Picture now on exhibition on the Fourth Floor.

It is hard to realize it, but this is the sort of thing our own men have taken part in. The Grens, the Queen's Own, the Highlanders, the Body Guard—have gone through scenes like these. Come and see it if you would appreciate their valor and their sacrifice.

If you have not yet decided on your Summer Outfit—come here and price, fit and style will decide for you.



## Summer Outing Furnishings for Men

- All-White Soft Outing Shirts, with separate soft collar and double cuffs, also attached, reversible collar and single-cuff styles; coat fronts; all sizes 14 to 17. Summer Sale price, each .87
- Assorted Striped Outing Shirts, with starched neckbands, double cuffs, also plain colors in light blues, grays and tans, with finely pleated bosoms; all sizes. Regular \$1.25 and \$1.50. Summer Sale price Wednesday, each .98
- Natural or White Balbriggan Combinations, "shorts and longs," ribbed cuffs and ankles, perfect fitting, all sizes. Summer Sale price Wednesday, suit .87
- Men's Navy Bathing Suits, in plain one-piece style, or with small skirt attached; buttoned on shoulders; all sizes for men. Summer Sale price, suit .47
- Navy Cashmere Bathing Suits, one-piece and imitation two-piece styles; all sizes. Summer Sale price Wednesday .87

## An Average Saving of \$9 on These Men's Suits at \$10.95

Only \$18.00, \$20.00 and \$22.00 Men's Suits in the Lot of 150 Suits, made from English all-wool worsted cloths, in fine (will navy blue, English worsteds and tweeds, in neat stripe and check patterns or diagonal weaves; cut in the season's new single-breasted sack style; every detail perfect; mohair linings; sizes 35 to 44. Wednesday . . . 10.95

Youths' Summer Norfolk Suits, \$10.00—Exceptional values in Norfolk suits; new models; single-breasted, with belt; long cuff trousers; English and Scotch tweeds, in neat gray patterns; sizes 32 to 35. Wednesday . . . 10.00

## Men's Summer Hats at Low Prices

- American Split Braid Straw Boater Hats, extra fine quality, and very close, even finish; high or medium low crowns, with fine black silk bands; bows at side or quarter. Specially priced . . . 2.00
- Young Men's Panama Hats, in a smart and dressy American style, pencil curl brim, and medium crown; clear white bleach; best finish. Wednesday . . . 4.50
- Men's Pearl Gray Soft Hats, latest fedora shape, with fine black silk bands. Wednesday . . . 1.45

## REMARKABLE \$12.50, \$15.00 AND \$17.50 VALUES IN Wash Suits for Women

Some of the smartest styles shown this season are here in genuine "Palm Beach" cloth that does not crush and will wash most satisfactorily. Numerous styles are shown here only and offer exceptional range for selection. Special showing Wednesday 12.50 to 17.50

Other Wash Suits at . . . 4.95 to 10.00

## ENGLISH REP WASH SKIRTS, 98c.

75 only, in superior quality white English rep, made with flare and button trimmed; full assortment of sizes in bands and lengths. Regularly \$1.50. Special . . . 98

## WOMEN'S SILK DRESSES AT \$8.50.

A splendid lot of silk poplins, paillette and taffetas, in black, navy, green, Copenhagen and gray; a variety of up-to-date styles showing wide skirts, plain flare or pleated from yoke; waists with coatees or dressy styles with vests of lace or organdy, and wide skirts shirred around top; sizes for misses or women. Regularly \$10.00, \$12.50 and \$15.00. Wednesday . . . 8.50

## WOMEN'S RAINCOATS, \$6.95.

Guaranteed English rainproof, cashmere top and rubber lined; Raglan styles, with or without belts; colors of navy, sand, olive, browns and fawn. Regularly \$10.00. Specially priced Wednesday at . . . 6.95

## WOMEN'S BLACK SILK COATS, \$16.50.

Made of fine quality moire, silk lined throughout; newest designs in empire, belted and vest effects; styles suitable for dressy wear; pretty white collars and ruffles, braid trimmings. Regularly \$22.50, \$23.50 and \$25.00. Wednesday . . . 16.50

## EMBROIDERED WHITE VOILE AND MUSLIN DRESSES, \$5.00.

Many pretty designs, showing flounces, frills and plain skirts; simple waists daintily trimmed with lace or organdy yoke and collar; others in bolero effects; a good assortment of sizes. Exceptional value for . . . 5.00

Other New York Dresses . . . 6.50 to 15.00

## Waists in Large Sizes at \$1.50

Two Dainty Sheer Waists of Cotton Voile, made up smartly with the new style features, generously cut for real comfort; both styles have open front, low graceful collar and long sleeves; different designs of embroidery on each; sizes 46, 48 and 50-inch bust. Phone and mail orders promptly filled. Wednesday . . . 1.50

## Welcome Prices Wednesday on Dainty Hot-Weather Wear for Women in The Summer Sale of Whitewear

**Women's Nightgowns**, two pretty styles, fine white cotton, yoke of beautiful embroidery and lace insertions, slip-over style, fine white lace edges on neck and sleeves, silk ribbon draws, fine cotton crepe, slip-over neck, dainty torchon lace edges on neck and sleeves, silk ribbon draw; sizes 56, 58 and 60 inches. Regularly \$1.25. Wednesday at . . . .89

**Women's Petticoats**, finest white cotton, flounce consists of three rows of wide fine lace, lawn dust ruffles, also an out-size petticoat of finest cotton, deep flounce of beautiful embroidery lawn dust ruffles; lengths 36, 38 and 40 inches. Regularly \$2.25. Wednesday . . . .1.50

**Women's Combinations**, two lovely styles; an envelope style of very fine nainsook, pretty embroidery and val. lace insertions, run with two rows of wide silk ribbon at neck, val. lace edges on neck, arms and at knee, also an ordinary style; cover has yoke of beautiful embroidery medallions, val. lace insertions and edges, ribbon run and finished with bows in front; drawers trimmed with embroidery medallions, val. lace insertions and edges finished with silk ribbon bows, embroidery beading run with silk ribbon at waist; sizes 34 to 44. Regularly \$2.75. Wednesday . . . .2.00

**Women's Drawers**, fine strong white cotton, wide embroidery trim at knee, open or closed styles; sizes 23, 25 and 27. Regularly 50c. Wednesday . . . .35

**Corset Covers**, fine nainsook, yoke of wide fine val. lace, silk ribbon draw at neck, val. lace edges on neck and arms; sizes 34 to 44. Regularly 50c. Wednesday . . . 29

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## A NEW STANDARD FOR CHINA

## "Wedgwood" Dinnerware

Of all English Dinnerware, "Wedgwood's" is, perhaps, the best known and most widely sought. We have just placed in stock four of the newest decorations of this world-famous ware; perfectly modelled and brilliantly finished. Wednesday is "Wedgwood Day" in the China Section. Come and see these new designs.

"Alasce" Dinner Set, \$11.45—"Wedgwood's" famous pattern; perfectly finished, beautiful clear, even surface; dainty pink rose festoon border decoration; choice of kermis or ovide cups; 97 pieces. Wednesday . . . 11.45

Wedgwood's "Lorraine" Decorations, \$12.50—An entirely new combination, green conventional border and pretty pink rose cluster design; new "Audley" shaped cover dishes; choice of kermis or ovide cups; 97 pieces. Wednesday . . . 12.50

Handsome Conventional Border, \$12.50—A very handsome, new, rich, conventional border decoration; Wedgwood's Patricia decoration; 97 pieces. Wednesday . . . 12.50

"The Duchess" \$15.00—A very beautiful rich black boxed and double rose cluster border design; perfectly finished Wedgwood semi-porcelain; ovide shape cups; 97 pieces. Wednesday . . . 15.00

## New White Milan Sailors

One of the best lines of untrimmed hats in the fine white Italian Milan, and, therefore, in great demand just now, as they are charming summer hats, with smart white bands or flowers; two new lines have come in from the makers of a large manufacturer. Regularly \$2.50 and \$3.50. Wednesday, \$2.25 and \$3.50.

**BLACK WINGS AT 50c.**  
 A big variety of large and small styles. Regularly 75c to \$1.25 per pair. Wednesday . . . 50

**NEW LARGE TRIMMED PANAMA'S \$3.75**  
 A brand new line of large sailor shapes in the white bleach quality, trimmed with ribbon scarves, in white or colored or handsome bows. This is one of the best values we have offered this season. As there are only 12 in the lot they will soon be sold. \$3.00 a.m. Wednesday . . . 3.75

## For the Picnic

Cardboard Plates, 6-inch size, doz. 3  
 Cardboard Plates, 8 and 9-in., doz. 4  
 "Lily" Sanitary Drinking Cups, five cups in a sealed carton . . . 5  
 Special Lunch Set, containing one white crepe table cover, 42 x 36-inch, and 12 napkins. Special . . . 10  
 Outing Lunch Set, containing two heavy white crepe paper table napkins, 6 x 4 1/2; also 25 napkins. Special . . . 10  
 White Crepe Paper Table Napkins, size 14 x 14 inch, package of 100, 12c; 200 for 21c.  
 Dennison's New Fast Color Table Napkins, fancy designs, 5c per dozen, 35c per 100.  
 Dennison's Special Lunch Set, containing one white table cover, two fancy decorated napkins, 12 doilies and 6 plates, per set . . . 30



## Stockings and Gloves

**Women's Pure Thread Silk Hose**, extra strong thread, closely woven, deep lace thread top, double garter welt; black, white and colors; spliced heel, toe and sole; sizes 8 1/2 to 10; special value. Wednesday, pair . . . 39

**Women's Plain Lace Thread Hose**, and silk lace thread; black, white and colors; finest quality; double garter welt; sizes 8 1/2 to 10; extra value. Wednesday, pair, 35c; 2 pairs, \$1.00.

**Best and Girls' Mercerized Ribbed Black and White Lace Thread Hose**, double strong, close weave, elastic ribbed, fast dye, reinforced heel, toe and sole; sizes 8 1/2 to 10. Wednesday, pair, 35c; 2 pairs, \$1.10.

**Women's Outsize Thread Silk Hose**, extra wide leg, seamless deep lace thread top, double garter welt; black and white; spliced heel, toe and sole; sizes 8 1/2 to 10. Wednesday, pair, 35c; 2 pairs, \$1.10.

**Women's Long Silk Gloves**, 24-inch length, tipped fingers, black and white; double to 5. Wednesday, pair, 35c; 2 pairs, \$1.10.

**Women's Wash Chambray Gloves**, heavy black stitching on back, 3 dome fasteners, strong seam seams; in white only; sizes 8 1/2 to 8. Wednesday, pair, 35c; 2 pairs, \$1.10.

**Men's Plain Lace Thread Socks**, tan, gray, navy, suede red, black and white; seamless foot, extra fine quality; in sizes 8 1/2 to 11. Wednesday, pair, 35c; 2 pairs, \$1.10.

## 40c and 50c Enamelware, 25c

**Good Quality Gray Enamelware**—Preserving Kettles, Straight Covered Saucepans, Berlin Covered Kettles, Water Pails, Double Boilers, Dishpans; 40c and 50c value. Wednesday. . . 25

**Tin Watering Cans**, 6-qt. size. Wednesday . . . 23

**Galvanized Watering Cans**, 6-qt. size. Wednesday . . . 39

**Galvanized Watering Cans**, 10-qt. size. Wednesday . . . 49

**Refrigerator Pans**, square galvanized iron . . . 49

**Lawn Hose**, 3/4-inch (inside), 50-foot length, three-ply warranted grade, complete with couplings, clamps and brass nozzle. Wednesday at . . . 4.69

## Electric Fixture Outfit for 7 Rooms

Complete Outfit of Electric Fixtures for a 7-roomed house, comprising 41 fixtures, complete with glassware, installed free in the city. Regularly \$20.85. On sale Wednesday . . . 9.95

Insulation joints and inspection fees extra.

## The Robert Simpson Company, Limited

## STORE HOURS:

During June, July and August, 8.30 a.m. to 5.30 p.m.

SATURDAYS;

8.30 a.m. to 1 p.m.

## SLIP COVERS FOR YOUR FURNITURE

These exceptionally interesting prices do not include the cost of materials, which are offered below at special rates; Chesterfield or Sofa, \$2.50; Large Arm Chair, \$1.85; Medium-sized Arm Chair, \$1.55; Occasional Chair, \$1.50.

Our Drapery Stock comprises chintzes for the bedroom, living-room, sun-room, and for almost every conceivable purpose, printed in rich color combinations on excellent fabrics.

English Chintz at 25c Yard—31 inches wide, all-over designs, effective for slip covers. Wednesday, yard . . . .25

English Washing Chintzes at 40c Yard—Heavy quality, 31 inches wide, for slip covers, cushion covers or curtains in the living-room or dining-room. Wednesday, yard . . . .45

Cretonne for the Sunroom at 18c—31 inches wide. Wednesday, special, yard . . . .18

Scotch Madras Muslin at 30c—For window curtains; neatly laundered; stripe, block and all-over floral designs; white or cream; 50 inches wide. Regular 40c yard. Wednesday, yard . . . .38

English Lace Curtains at 60c Pair—Excellent serviceable curtains, 2 1/2 and 3 yards long, lace borders with spray centre, colbert edges. Wednesday, per pair . . . .69

Nottingham Curtains at \$1.79 Pair—Effective curtain, either double cable net or regular Nottingham weave, borders with plain or spray centre; 8 yards long; colbert edges; white or cream. Regular \$2.00 pair. Wednesday, pair 1.79

Sash Curtain Rods, at each . . . .5, 12 1/2 and 15

Cottage Extension Rods, with hook brackets and silver ends. Regular 10c each. Wednesday, each . . . .7

Opaque Window Shades, Wednesday, each . . . .25

Combination Opaque Shades, Wednesday, each . . . .49

FLY SCREENS MADE TO ORDER, ANY SIZE, ANY STYLE.

Have our man come and measure and give you an estimate for windows and doors; also for verandahs, which are much more comfortable if enclosed with a good screen.

## Your Summer Furniture Includes the Refrigerator

Those described below have outside cases made of thoroughly seasoned, kiln-dried hardwood, golden finish, plain raised panels and swinging base, bronze lever locks and hinges, self-retaining casters, cleanable flues, removable provision shelves and strong ice rack.

Refrigerator, hardwood, height 39 1/2 in., width 25 1/2 in., depth 17 in., galvanized lined. Special, Wednesday . . . .7.00

Refrigerator, hardwood, height 41 1/2 in., width 25 1/2 in., depth 18 1/2 in., white enamel lined. Special, Wednesday . . . .10.75

Refrigerator, hardwood, height 44 1/2 in., width 28 1/2 in., depth 19 1/2 in., white enamel lined. Special, Wednesday . . . .11.90

Refrigerator, hardwood, height 46 1/2 in., width 32 1/2 in., depth 20 1/2 in., white enamel lined. Special, Wednesday . . . .14.40

Refrigerator, hardwood, height 48 1/2 in., width 36 1/2 in., depth 20 1/2 in., white enamel lined. Special, Wednesday . . . .16.60

## LIBRARY TABLES.

Made of genuine quarter-cut oak, fumed or golden finish, fitted with centre drawer and bookshelves at each end. Regularly \$20.50. Special, Wednesday . . . .18.95

Extension Dining Table, in quarter-cut oak, fumed or golden finish, "colonial" design, has 48-inch top, extending to 8 feet. Regularly \$29.00. Special, Wednesday . . . .26.00

Dining-room Chairs, in solid quarter-cut oak, fumed finish, very heavy design, the seats are well upholstered and covered in high-grade leather. Regularly \$27.00. Special, Wednesday . . . .24.00

Couch, all-over upholstered, and covered in imitation leather; extra large size. Regularly \$10.50. Special, Wednesday . . . .7.50

Parlor Suite, frames are made of mahogany, suitably upholstered, arm chair and arm rocker; the seats are comfortably upholstered, and covered in silk tapestry. Regularly \$99.50. Special, Wednesday . . . .22.50

## Groceries

- Telephone Direct to Department, Adelaide 6100.
- 1000 tins Finest Canned Peas, 3 lbs. . . . 25
- 2000 stone Fresh Rolled Oats, Per stone . . . . 25
- Clark's Pork and Beans, tall tins, in Chili sauce, 3 tins . . . . 25
- Choice Pink Salmon, 1/2-lb. flats, 3 tins . . . . 25
- Choice Side Bacon, peameal, sliced, 1/2-lb. . . . 25
- Esselfirst Shortening, 3-lb. . . . 25
- Finest Cooked Ham, machine sliced, Per lb. . . . 25
- Fresh Butter Milk, Galton . . . . 15
- Telfer's Cream Soda Biscuits, Per box . . . . 25
- Macaroni or Spaghetti, 3-pkg. . . . 25
- Beucer Brand Jam, assorted, 5-lb. . . . 15
- Choice California Prunes, 2 lbs. . . . 25
- Pure Gold Salad Dressing, 3-pkg. . . . 25
- Dalton's Lemonade Syrup, 2 lbs. . . . 15
- Heinz Pickles, phone size, Bottle 1/2-lb. . . . 25
- Finest Canned Lobster, 1 1/2-lb. tin . . . 25
- E. D. Smith's Marmalade, 16-oz. jar . . . 15
- Post Toasties, 3 packages . . . . 25
- Onion Salt, Bottle . . . . 14
- Pure Gold Quick Tapioca, Chocolate, 3 packages . . . . 25
- FRESH ROASTED COFFEE, 1-lb. tin, 1000 lbs. Fresh Roasted Coffee, in the finest ground pure or with chicory. Wednesday, per lb. . . . 37

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