

L. SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager.

PROBS.—Mostly fair and warmer, with a few local thunderstorms.

L. SIMPSON



Ready, Set, Go!

Get away from the mark before 8 o'clock tomorrow morning if you want to be in at the finish of the Whitewear Sale. You should make the finish of this sale count in your favor. Nowadays everything costs more, and it is a big race for the best values. An opportunity for getting best value is here in our Whitewear Department. The last of the sale will be one great clearance of women's dainty clothes at prices which make it worth your while to "Get Ready!" and "Go!" The prizes will be distributed at Simpson's.

Little Girls' Dresses. Fine lawn, eleven pretty styles to choose from, waist and skirt styles, trimmed with fine Val lace or embroidery insertions and frills, some have all-over embroidery skirts; all are perfect fitting and beautiful quality, sizes 2 to 7 years. Regular prices \$1.50 to \$2.75 each. Wednesday, each .75.

Infants' Dresses. A very dainty style in fine embroidered lawn, exquisite hand embroidery, yoke, headings, tucks and narrow lace frills, sizes for ages 1, 2, 3 years. Regular price \$1.95 each. Wednesday sale price .75.

Corsets. 300 pairs only, an elegant D and A model, in fine white long skirt, with 4 garters, fine steel summer batiste, medium bust, extra throughout, with 4 wide side steels, lace trimmed. Sizes 18 to 26 inches. Regular price 75c pair. Wednesday sale price, pair .50.

Corset Covers. Several styles in fine cotton or nainsook, full front styles, trimmed with lace frills, insertions, and heading, run with silk ribbon. Sizes 32 to 42 bust. Wednesday all at, each .25.

Drawers. Fine cotton, wide umbrella style, cluster of small tucks, flounce of 3 rows, fine lace insertions and edge of lace. Lengths 23, 25, 27 inches. Regular price 75c pair. Wednesday, a pair .50.

Drawers. Isabella style, fine nainsook, no gathers at waist or on hips, wide bell flounces of fine embroidery, both styles. Lengths 23, 25, 27 inches. Regular price 85c pair. Wednesday sale price, pair .63.

Beautiful Nightdresses of nainsook, Empire style, elaborately trimmed with finest lace insertions and frills, embroidery heading and silk ribbons, pretty trimmed kimono sleeves, slip over style neck. Lengths 56, 58, 60 inches. Regular price \$3.75 each. Wednesday, each 1.75.

Maid's Aprons. Fine white lawn, bib and shoulder bretelles of embroidery, flounce on bottom of skirt, sashes. Size 36 by 36 inches. Wednesday sale price .25.

One Day's Selling of One-Piece Dresses

It will be a good day's selling, too; we have seen the dresses, and the prices should never have been mentioned in the same breath.

They are Lingerie and French Mulls, in pinks, pale blue, mauve and white. Some are slightly soiled. Round and shaped yoke, high and low collar, trimmed with lace insertion or embroidery. Skirts are either with panel, gored, pleated or frill effects, trimmed to match waists. They were reasonable at the regular prices, \$15 to \$25. Wednesday they are 8.95

Women's Skirts, for outing or picnic parties, of a splendid quality white repp, made in a smart nine-gore style, with inverted pleat back. Sizes 37 to 42 front lengths 2.75

Kimonos, Dressing Sacques & Gingham Dresses

Women's Long Kimono Gowns of cotton crepe, plain colors, black, navy, sky, cardinal and pink; yoke is made double, shirred front and back; sleeves and fronts trimmed with fancy mercerized border. Sizes 34 to 44. Regular \$1.50. Wednesday 1.19

Dressing Sacques of fancy figured muslin; mauve, pink, blue; tucked fronts; fronts, cuffs and belt of figured self. Sizes 34 to 42. Regular 75c. Wednesday 49

Women's Dresses, chambray, in grey, sky or pink, with neat stripe effect; Gibson pleat, buttoned cuffs. Gingham, in navy or sky check; Dutch neck, plain piping. All sizes. Regular \$2.50. Wednesday 1.49

Lawn Waists and Waists of Silk Embroidered Net Fine Lawn Waists, lovely embroidered fronts, cluster tucking, short kimono sleeves, pretty Dutch neck with lace edging; also Peter Pan style, perfectly plain kimono style, with turn-down collar, turn-back cuffs and sailor tie, of navy, with white spot. Sizes 32 to 42. Regular \$1.00. Wednesday 49

Kimono Waists of fine Swiss lawn, collarless effect, front of beautiful embroidery tucking and rows of Val lace insertion, pretty kimono sleeves, tucked and lace trimmed; fastens invisibly in back. Special Wednesday 1.48

Charming Waists of Silk-Embroidered Net; ecru or white, double kimono sleeves; front and extending right down sleeve has banding of real Cluny lace, with touches of silk hand-work, in sky, coral or black. A \$5.00 waist. Very special, Wednesday 3.95

The Wash Goods Sale

"Rajah" Washing Silk—A splendid suiting for a summer dress at one-third regular price. Colors are purple, amethyst, red, shot blue, peach, rose, etc. Regular 59c. Sale price 19

Mercerized Brocade, 38-inch, with pretty tucks. Just the thing for waists, children's frocks, etc. Regular 39c. Sale price 15

Cotton Shantung, 27-inch; mauve, grey, wisteria, pink. Regular 25c. Sale price 12 1/2

Remnants—Zephyrs, gingham and chambrays. Regular 25c. Sale price 6

(No Phone or Mail Orders.)

Attractive Linens

Crash Suitings—This season's most popular materials for tub suits, boys' and girls' wash clothes, etc.; 30 to 34 inches. Wednesday 15

Towels, pure linen, hemmed ready for use; 18 x 36 and 19 x 38. Wednesday 29

White Honeycomb Quilts, hemmed ready for use; free from dressing; for double beds 98

Ready-made Unbleached Sheets, 70 x 90—just the sheets for the camp. Wednesday, per pair 98

Table Cloths, pure linen, full satin damask, 66 x 86 inches. On Wednesday, each 1.34

English Long Cloth, for undergarments, one yard wide. Wednesday 9 1/2

Seasonable Dress Goods

We recommend these fabrics for summer wear on account of their weight and cool qualities, combined with good wearing capacity.

New Wool Delaines, 30 inches wide, 35c and 40

New Bordered Delaines, 30 inches wide 50

Mohair Lustres, in all colors and black, 25c, 35c, 50c. 1.00

Silk Striped Voiles and Marquettes, 40 to 44 inches wide, 50c, 65c, 75c. 85

TWO SPECIAL INDUCEMENTS FROM THE SILK DEPARTMENT. 800 yards of natural Homan Shantung, all pure raw silk, guaranteed quality. 34 inches wide. Regular value 69c. Wednesday, per yard 47

300 yards rich black satin Paillette, guaranteed French dye, deep full back, exceptional value, 39 inches wide, Wednesday to clear, per yard 1.29



EXIT Children's Dresses from the Paris Model Dept.

This might be another hare and tortoise fable, at original prices these smart French frocks for children would eventually be disposed of, for they are what one expects to pay for such exquisiteness. But we're impatient with the slow-but-sure selling, and have decided to chase these little frocks out like so many hares to-morrow morning. For that reason we will sell

Frocks that were \$20.00, for 5.00 and frocks that were \$10.00, for 2.00

Fifty charming English Smock Dresses, in Bash and Persian silks. These dresses are most useful, and always look nice. Prices were from \$15 to \$25. Wednesday 5.00

Twenty-five Linen and Lingerie Frocks, lovely dresses for summer wear. Prices ranged from \$5 to \$20. On sale Wednesday 2.00

Smart Liberty Capes, in soft satin, lovely light wrap for summer wear. Prices were from \$10 to \$15. On sale Wednesday 5.00

French Model Department, Third Floor, Yonge Street.

For Active Hands and Feet

With the coming of hot weather, hands and feet call for special treatment. No matter how active or how sedentary your habits are, you'll find in our department of gloves and hosiery just what you want, at most advantageous prices. Here are some examples for Wednesday:—

60c Silk Socks, 3 Pairs \$1.25. Men's Fine Imported Pure Silk Socks, gauze weight, with lisle thread sole, heel and toe; colors black, tan, grey and all the newest shades. All sizes. Regular 60c. Wednesday 45c, 3 pairs 1.25

Women's Black Cotton Hose, seamless, double-spliced heel, toe and sole. All sizes. Regular 20c. Wednesday 12 1/2

Women's Wrist-Length French Kid Gloves, broken lines from regular stock; two dome fasteners, oversewn seams; a large variety of colors. All sizes in the lot, but not in each color. Regular 75c to \$1.25. On sale Wednesday 49

Women's Lisle Thread Gloves. The lot consists of long in plain black; also long lace, grey, beaver. Wrist length in black, white, mode. All sizes. Regular 35c. Wednesday, 19c pair, 3 pairs for 50

Women's Long Silk Gloves, broken lines, in a variety of colors—not all sizes in each color. Regular 75c. Wednesday, pair 55

Trimmed Hats

Copies of New York midsummer styles at half-price. Regular \$10 to \$30. Wednesday 5.00 to 15.00

White Hair Hats, good summer styles 1.50

100 Dainty Children's Hats; all different. Regular up to \$4.50. Wednesday 1.50

Washable Laces at Less than Half Price

Hundreds of yards of Wash Laces and Insertions, in machine Torcons, cotton Cluny, Nottingham Valenciennes; all the wanted widths for summer saving. On sale Wednesday less than half-price.

10c yd. Laces, Wednesday, yd. .3 5c yd. Laces, Wednesday, dozen .20

8c yd. Laces, Wednesday, yd. .3 yards 20

15c yd. Laces, Wednesday, yd. .5 4c yd. Laces, Wednesday, dozen .20

12 1/2 yd. Laces, Wednesday, yd. .5 yards 20

New "Dimity" Corset Cover Embroideries, in fancy checks and stripes, open-work and floral patterns, beading and scalloped edges. Regular 35c yard. Wednesday, per yard 19

Cambric Embroideries and Insertions, large variety of patterns; all new, clean embroideries; 2 to 5 inches wide. Regular 10c and 12 1/2c yard. Wednesday 7

Umbrellas and Parasols

Specially purchased lines selling Wednesday at exceptional values.

First—Women's and children's. Wednesday 39

Second—129 only, Men's and Women's, the handles are well assorted. good wear assured. Wednesday 88

Third—120 only, silk and wool gloria, with choice handles, both in the men's and women's. Wednesday 1.79

Fourth—100 Men's and Women's fine silk mixture tops, some have tape edge. All are silk cased; Wednesday, to clear 2.65

PARASOLS FOR 88c. 180 Women's Imported Parasols, a large range to choose from, stylish patterns and good colorings. Wednesday 88

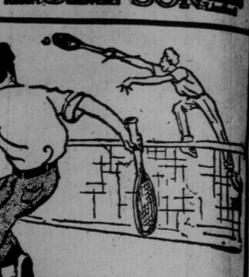
Wednesday's China

LIMOGES CHINA DINNER SETS, HALF PRICE. Regular \$125.00; Wednesday, \$62.50.

Beautiful translucent white china body, with genuine coin gold encrustation pieces, in the new St. Regis shape. A decisive value. Wednesday 62.50

102-piece Limoges Dinner Set, coin gold decoration, with delicate green Greek key band. Regular \$71.40. Wednesday 47.00

A Theodore Haviland Limoges Dinner Set, dainty floral spray design, all pieces gold stippled. Regular \$60. Wednesday 35.00



What We Call Good Service

From a men's store, is offering reasonable clothes at reasonable prices. We search the markets diligently with ready money, and every little while we run across some extraordinary values, that we're able to pass right along to our customers without delay.

In this case we ran across a couple of hundred suits that had been made up from mill samples, the latest materials, and the suits have never even been "on the road."

200 Suits of English Worsted and Tweed. Regularly sold at from \$12 to \$15. Spring and summer weights; 3-button single-breasted style; well made in every detail. Sizes 34 to 44. Materials and patterns in a great variety. Your choice on Wednesday 7.95

Boys' Suits, English worsteds and tweeds, in greys and browns. Single-breasted Norfolk, with bloomer pants. Sizes 25 to 30. Regular up to \$17. Wednesday 3.95

Neglige Shirts

2,000 of them. Plain and pleated fronts, small cuff attached, a few with separate cuffs; light, medium and dark colors, in chambrays, cambrics, percales, etc; coat shirts and ordinary styles. A clearance of discontinued lines from a well-known Canadian manufacturer, together with some of our regular selling stock. Sizes 14 to 17. Regular prices \$1 to \$2. Wednesday, each .69

Straw Hats

200 Men's Straw Hats in negligee shapes, medium or high crowns, curling or flip brims, fine Canton and split braids. Regular up to \$2.50. Wednesday 98

100 Men's Panama Hats, medium large shapes, full crown and wide brims; fine, close and even braids; \$5 hats. Wednesday 3.98

Brussels Carpet, Made, Laid and Lined \$1.23

As a special incentive to arise early on Wednesday morning, our Housefurnishing Department will show a range of Brussels Carpet that are very adaptable for parlors, diningrooms, dens, libraries, walls and stairs, and the colors are useful and varied, and include crimsons, fawns, greens, blues, rose and light tan. Some have 6 borders to match. We sell this range usually at \$1.25, \$1.40 and \$1.45 per yard, and the sewing, laying and lining, costs 11c per yard extra. Wednesday, we will sell them sewn, laid and lined. Complete for, per yard 1.23

The 8 o'clock buyer gets the best selections.

Note—Bring rough measurements with you. We will send special workmen to take exact measurements if necessary.

A \$15.00 Tent for \$9.98 If you want a Tent buy Wednesday and save money. These tents are thoroughly well made of a special 8 oz. duck, each seam double sewn, and every strain ridge pole, made for inside pole reinforced, made for inside pole, with guy ropes, size 10 feet wide, 12 feet long, 7 feet high, with 3 feet walls. Worth \$15.00. Selling Wednesday at 9.98

Interesting Corset Announcement

Demonstration of Rengo Belt Corsets. Our lady friends are cordially invited to meet Miss Anderson, of New York, who for the next few days will be in attendance in our corset section to demonstrate and explain Rengo Belt Corsets, the most famous and wonderful corset made for women of medium or stout figure.

Rengo Belt Corsets have all the attributes of perfect form-reducing corsets, without the unsightly and uncomfortable straps and buckles so common in many so-called reducers.

Rengo Belt Corsets have all the beautiful lines that give a woman's figure the symmetry and grace that only perfect corseting can give. Consult Miss Anderson and she will tell you why most women should wear Rengo Belt Corsets.

This store is the sub-selling agent for these famous corsets in Toronto. Rengo Belt models to suit every figure in three qualities, \$2.25, \$3.50, and \$5.00 a pair.

New Wall Papers

Rich tones in champagne, grey, green, brown and tan, buffs and soft yellows, in plain effects, denote the best taste for the best rooms. English papers lead as usual in best colorings and designs.

New French and American Papers, in rich colors and plain designs, for dining rooms, reception rooms, parlors, dining room. Per roll 25c, 35c, 50c, 75c, \$1.00, \$1.50, \$2.50 to \$8.00.

English Freezes, in tulip, rose, water lily, fruit and field flowers, figures, scenic, water scenes, falcon. Per yard, 25c, 35c, 50c, 75c to \$1.00. WEDNESDAY SPECIAL.

4,600 rolls Imported Parlor and Dining Room Papers, in room lots or more, good colorings, in red, green, brown, blue, grey, neat design. Regular to 25c, Wednesday 11

Regular to 50c, Wednesday 24

Regular to 75c, Wednesday 37

Hanging Baskets 85c Hanging Baskets, well filled, each 85

Nicotina Salyvia—Bridal Rose. Regular 3 for 25c, at 4 for .25

Pansies—Regular 15c per box. Regular to 25c, Wednesday 2 for .25



For Summer Homes and Verandahs

SUMMER FURNITURE

For several seasons the Robert Simpson Co. have been in search of a really first-class make of reed furniture. We have succeeded in making a contract with a firm for the entire output of their factory. This furniture is made in exclusive English design to our order, and consists of chairs, rockers, tables and settees. Every piece is artistic. Good workmanship and materials are a guarantee of their strength. Color is a particularly handsome dark tan. It is impossible to obtain this furniture elsewhere.

Prices from \$10.75 to \$26.00

The Robert SIMPSON Company Limited

Picture Clearing

At Less Than Factory Cost

1,000 Pictures selected from our regular stock must go at 45c each on Wednesday, regardless of cost.

Carbons, etchings, artotypes, etc., will be included, suitably framed in gilt and burnished and oak frames, to suit bedrooms, sitting rooms or parlors. (See Yonge-St. window.)

N.B.—No phone or mail orders. No dealers supplied. Packed free for city delivery only.

Boys' Play Tents—In the Basement For Lawn or Camping purposes. 8-oz. duck, waterproof, strongly made and well finished—

5 ft. x 5 ft. Wednesday \$5.00

6 ft. x 6 ft. Wednesday 5.50

7 ft. x 7 ft. Wednesday 5.75

Hammocks, made from 4-ply cotton yarn, closely woven, with tufted head rest. 15-inch fringed valance, and bar foot spreader 38 x 78. Pretty tapestry effect in sky blue and olive. Regular \$4.00. Wednesday 3.39

Hamocks woven in red and green stripes, with stationary head rest and fringed valance. Size 32 x 74. Wednesday 48

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