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Part

Thursday, Dominion Day, the Store will be Closed. To-day we Publish the Bargain Lists for Friday

Linens and Staple Goods

WEDNESDAY MORNING

(Second Floor, Yonge Street-Our New Linen Department.)

200 Bleached Damask Table Cloths, every thread linen, all first-class bordered designs, about 2 x 2 1-2 yards. Regular \$1.50, \$1.75, \$1.88 and \$2.00 each. Fri-

"Coo yards Bleached Canton, 25 in. wide no dressing, well napped. Regular 8 1-2c per yard. Sale price Friday, 5c.

1,000 yards Checked Tea Towelling, red or blue checks, fast selvedge, heavy close Irish make, 19 and 20 inches wide. Regular 7 1-2c per yard. Sale price Fri-

(Main Floor.)

600 yards English Unbleached or Factory Sheeting, extra heavy, strong make, plain or twilled, two yards wide. Regular 25c per yard. Sale price Friday

100 only Fringed Honeycomb Quilts, white or colored, no dressing, best designs, full double bed size. Regular \$1.00 each. Sale price Friday 69c. 720 yards White Indian Head Suiting, beautiful finish, 36 inches wide. Regular 20c per yard. Sale price Friday 12 1-2c. (At the Cotton Counter.)

120 only All Pure Linen Bleached Satin Damask Sideboard Scarfs, spoke hemstitched all round, pretty woven designs, 16 x 72 inches. Regular 63c each. Sale price Friday 39c.

Wall Papers

2,500 rolls Odd Walls, Borders and Ceilings, assorted colorings. Regular to 8c,

Friday 2 1-2c. 2,500 rolls Imported Bedrooms, Sitting Rooms, etc., florals and stripe effects, green, blue, yellow, white. Regular to 25c. Friday 11c.

2,500 rolls Imported Parlors, Dining Rooms, Dens, etc., in reds, green, browns, blues, fawns, etc., two-tone effects. Regular to 50c. Friday 19c. TUBE PAINTS AND ARTISTS' SUP-

PLIES. Oil Tubes, assorted colorings, Regular 5c, Friday 2 1-2c; regular 10c, Friday 6c; regular 15c, Friday 8c; regular 45c, Fri-

day 28c. Water Pans, assorted colors. Regular 13c, Friday 8c; regular 25c, Friday 15c; regular 45c, Friday 28c.

Artists' Paint Boxes, enamelled and partitioned. Regular \$1.50. Friday 59c. Artists' Pads. Regular 15c, Friday Se; regular 25c, Friday 18c. (Fourth Floor.)

Jewellery Bargains

Solid Gold 10k. Pearl Set Rings, fine real pearls, claw setting. Regular \$3.00, Friday \$1.09.

10k. Solid Gold Baby Signet Rings Regular \$1.00. Friday 49c. Gold Filled Lockets, plain, for mono gram, room for two pictures. Regular \$1.50.

Friday 49c each. Gold Filled Fine Curb Necklets, 16

50c JEWELLERY, 10c. Gold Filled Cuff Links, assorted designs gold filled and fancy stone set Hat Pins; sterling silver Brooches, hand engraved, Bead Necklets, enamelled Souvenir Brooches, etc. Regular selling up to 50c.

Friday 10c each. 10c COLLAR BUTTONS, 3 FOR 10c. 50 gross Collar Buttons, front and back, post and lever. Regular selling 100 each. Friday bargains 8 for 10c.

Pepper Shakers 29c Each broidery insertions. Regular \$2.50 val

300 Cut Glass Salt and Pepper Shakers, beautifully cut, heavy sterling silver tops. Regular selling \$1.00 and \$1.25

\$1.25 ALARM CLOCKS, 69c. 200 Alarm Clocks, copper finish cases, loud alarms, lever to stop, guaranteed trimmed with fold of self, or quite plain. timekeepers. Regula: selling \$1.25. Fri-Regular values \$10.50 to \$14.50. Friday

Cutlery Bargain

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

Grocery Bargains

300 bags Choice Family Flour, 1-4 bag 75c.

Amalia Currants, cleaned, 3 1-2 lbs. 25c. Choice Valencia Raisins, 4 lbs. 25c. New Orleans Molasses, Cherry Grove Brand, 2-lb. tin 10c.

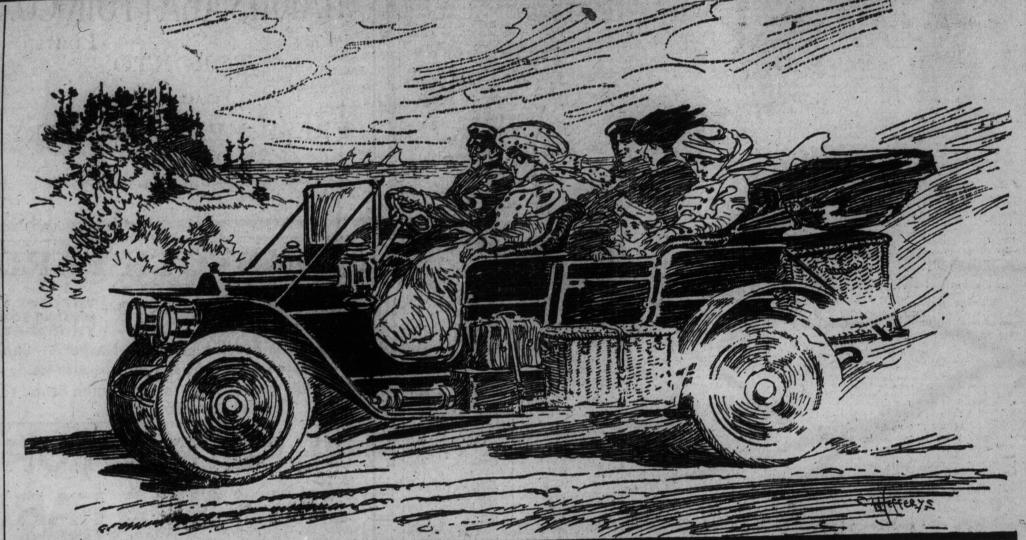
Perfection Baking Powder, 2 tins 25c. oz. bottle, 3 bottles 25c.

2000 packages Jello Jelly Powder, assorted. Regular 10c, 4 pachages 25c. Choice Rangoon Rice, 7 lbs. 25c.

Pearl Tapioca, 5 lbs. 25c. Choice Pink Salmon, Salad Brand, per day \$1.98. tin. 10c.

Finest Canned Tomatoes, 2 tins 15c. (Telephone direct to department.) 5 LBS. PURE CELONA TEA, \$1.00.

uniform quality and fine flavor; 1 ton, narrow gathered frill and dust ruffle depth friday, black or mixed, 5 lbs. \$1.00.



Ladies' Summer Under-

Ladies' Vests, fine silk-finished, ribbed cotton, low neck with no sleeves, narrow strap over shoulders, finished with lace beading and ribbon. Sizes 32 to 38 bust measure. Regular value 25c. Friday bargain 12 1-2c.

Ladies' Vests, fine ribbed cotton, high eck, with long or short sleeves, and low neck with short or no sleeves. Sizes 32 to 44 bust measure. Regular value 39c. Friday bargain 25c.

Infant's Wear

cess style, embroidery beading around waist, lace frills and tucks, deep hem. Sizes 6 months to 3 years. Regular value \$1.50. Friday bargain \$1.00.

Infant's Short Dress, fine dotted Swiss muslin, French style, yoke solid tucked front and back, lace beading and frills, deep hem. Sizes 2 to 5 years. Regular value \$2.00. Friday bargain \$1.50.

Child's Dress, fine lawn, French style berthe frill, Val. lace insertions and frills, waist and skirt tucked, embroidery bead-Gold Filled Fine Curb Necklets, 16 ing around waist. Sizes 2 to 5 years. inches long. Regular \$1.50. Friday 49c Regular value \$3.00. Friday bargain

Child's Coat, fine cream white Sicilian cloth, handsomely trimmed with silk braid, pearl buttons. Length 22 inches. Bar Pins, gold filled Brooches, colored Regular value \$3.00. Friday bargain

\$2.50 Summer Dresses 98c

A manufacturer cleared his stock of Ladies' Summer Dresses to us at an extremely low price; they are made of printed muslins and percales, in fancy designs, \$1.00 and \$1.25 Salt and spots, checks and stripe effects, and some of white muslins; made in jumper and two-piece styles, trimmed with Swiss embroidery insertions. Regular \$2.50 value; (Cannot accept phone or mail orders.)

LADIES' SUITS, \$7.95.

43 only Ladies' Suits, of black, navy, myrtle, grey and brown worsteds, and cream serge; coats are medium length, trimmed with buttons; skirt flare gore,

LADIES' SEPARATE SKIRTS.

Light and mid weight Panamas, in black and navy; French Venetians, in navy; ombre worsteds and poplinette, in brown and navy and brown serge; also a few tweeds in greys, made in a variety of flare gore and pleated styles, trimmed with self folds or strappings, or strappings of taffeta and buttoffs. Regular prices \$6.00 to \$10.00. Sizes mostly 39, 40 and 41 lengths. Friday \$3.95.

GIRL DRESSES, 65c.

75 only Girls' Dresses, of fine printed percale, in fancy patterns and stripe effects, also of checked ginghams, made in one-piece styles, trimmed with strappings of chambray or lace. Regular \$1.25 and \$1.50. Friday 65c.

500 LAWN WAISTS, \$1.98.

500 Waists of fine quality white lawn; some are made with fronts of all-over Canada Corn Starch, per package 7c. some are made with fronts of all-over Swiss embroidery and 1-2 inch tucks, long directoire embroidered sleeves; another style with front and back of alternate rows of embroidery and Valenciennes insertion; sleeves and collars lace trimmed in this lot are included a number of odd styles and sizes from our regular stock. Regular up to \$4.00. Sizes 34 to 42. Fri-

BLACK SATEEN UNDERSKIRTS, 69c.

500 Underskirts of rich black mercerized satcen of soft finish, made full with deep flounce of strapping and stitching, an A blend of Indian and Ceylon Teas, of accordion pleated frill, and finished with

Girls' Dresses

Fine print, light blue, with white, yoke trimmed with frill of goods and lace insertion, deep hem on skirt, well made and full sized. Sizes 6 to 14 years. Regular value 75c. Friday bargain 50c.

A clearance of samples and odd lines in fine ginghams, linens, chambrays and prints, neat designs, prettly trimmed, well made and fluished. Sizes 1 to 10 years in the lot. Values \$1.00 to \$1.75. Friday bargain 75c.

Sailor Dresses, in fine blue chambray, trimmed with white braid or natural color linen, trimmed with white pique; another style in fine gingham, yoke, collar, cuffs and shoulder frill have fine embroidery insertion, lace frills, deep hem. Sizes 6, 8, 10 years. Regular values \$2.00 and \$2.25. Friday bargain \$1.49.

Dresses, fine dotted Swiss muslin, deep collar of goods and cuffs have fine Val. lace insertions and frills; skirt has two wide tucks and deep hem. Sizes 6, 8, 10 years. Regular value \$4.00. Friday bar-

Bargains in Dress Goods

500 yards only of Cream English Serges and Panamas, qualities for women's dresses, suits and children's dresses. They are absolutely pure wool qualities, and will launder and clean to perfection. 46 in. wide. Regular value 65c. Friday bar-

500 yards of Navy Coating Serge and Striped Fancy Serge; the latter we have in a range of fashionable shades, all-wool and absolutely fast colors. Usual price 50c. 42 inches wide. 38c per yard.

1000 yards of All-wool German, Austrian and French Printed Delaines, in large variety of designs and colorings, spots of all sizes, stripes various widths, floral and figure designs, Persian and Paisley effects. 30 to 32 inches wide. Regular value 35c and 50c. Friday 29c.

Whitewear

Gowns, fine nainsook, slip-over, square neck, wide fine embroidery beading, with silk ribbon and lace frills around neck and cuffs. Lengths 56, 58, 60 inches. Regular value \$2.50. Friday bargain \$1.75.

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

Corset Covers, fine cotton, trimmed with embroidery, medallions or Val. lace insertions and frills, beading and silk ribbon. Sizes 34 to 44 bust measure. Regular value 95c. Friday bargain 65c. Drawers, fine cotton, lawn flounce,

nmed with fine tucks and frill of fine e. Sizes in both styles 23, 25, 27 in-Regular value 40c. Friday bargain ches.

Drawers, fine cotton, lawn flounce, broidery frill. Sizes 23 and 25 inches in open style only. Regular value 40c, Friday bargain 28c.

Corsets

300 pairs Ladies' Fine Corsets, fine summer weight batiste, medium bust, long nips and back, fine steel filled, wide side steels, garters attached, lace and ribbon trimmed. Sizes 18 to 26 inches. Regular value \$1.25. Friday bargain 75c.

60 Summer Hats at \$5.75

On fine imported Leghorns (many with the new turned up side effect) we put a handsome ostrich plume that is worth \$4.50 alone, and along with it rich ribbons or Paris flowers, making any one of these hats worth from \$9.00 to \$11.00 each. Friday bargain \$5.75.

The Simpson Housefurnishing Club Open for July

The Club Secretary Will be Ready Friday to Sign 500 New Members

O UR HOUSEFURNISHING CLUBS have won a place in Housekeeping Economics distinguished above any other opportunity of the sort. It is the most liberal plan we know of. It means home-owners may have the remarkable privilege of a charge account at Simpson's for all goods required from the Carpet and Curtains and the Furniture Department. If desired we will include Pictures and Silverware.

As you know our prices are based upon cash merchandising. We charge those who become members of our club not a cent extra for the convenience of time payments.

If you need-Carpets Rugs Summer Matting Linoleums Oilcloth Curtains

Shades Screens Furniture Covering Verandah Furniture Summer Cottage Furniture A Refrigerator A Bedroom Set

or any goods sold in these departments you will be serving your own interests by joining our July Club. Extra business is our sole purpose in making this offer, assuredly a most liberal one, for we charge nothing for interest or any other expense whatsoever.

The Club Office is on the Ground Floor, James-street. The Secretary will give you full particulars.

Bargains in Silks 4000 yards Rich Novelty Dress Silks, in stripes and checks, self color, two-tone ef-fects, handsome color combination in light and dark shades, beautiful rich dress qualities, in taffeta, Louisine and surah weaves. Regular selling price 65c, 75c, 85c and \$1.00 yard. Friday bargain 45c.

2500 yards Rich Dress Silks, in plain colors, satin pailette and chiffon taffeta weaves, handsome dress qualities, in full assortment of light and dark colorings. Regular selling price 65c and 75c yard, Friday bargain 45c.

900 yards Rich Black Dress Silks, chiffon taffeta weave, beautiful heavy quality, recommended for wear, splendid shade of black, very stylish for coats, dresses, waists, etc. Regular selling price 65c yard. Friday bargain 45c.

Clearing of Millinery

1000 and over Untrimmed Hats and Flops, in the choice summer weights and colors. Worth from \$1.25 to \$2.00 each. Friday 50c.

800 Untrimmed Shapes and Children's Streamer Hats, in all colors. Regular 75c to \$1.25. Friday 25c.

700 bunches Flowers and Foliages, fine imported qualities. Worth up to \$1.50.

200 boxes of Assorted Flowers. Worth from 25c to 50c. Friday 10c.

Wash Goods Bargains

2000 yards pretty striped Gingham, for ummer dresses, all fancy stripes, in grey, green, pink, sky, mauve, etc. 12 1-2c for 6c. A big lot of Printed Organdies, Print-

ed Batistes, Printed Lawns, Printed Mus-

lins, in all new designs and colorings, spots,

stripes and figures. Regular 15c to 25c. Hundreds of lengths of 36-inch Nainsook. These are mill ends of from 6 to 8 yards. Regular prices ranging from 12 1-2c to 20c, per yard 8c.

A quantity of pretty plain colored Mercerized Mull, pink, sky, mauve and black. Regular price 25c, for 15c.

Linen Suiting, a few pieces only, 36 in. wide, pale blue and cream white, very special value. Regular 29c, for 15c. Mercerized Crepe Suiting, double width, pretty shades of pale blue, mauve, pink, etc., makes beautiful summer dresses. Regular price 35c, for 19c.

Small lot of Crum's best No. 1 English Print, light grounds, stripes and figures. Regular price 15c. Friday 9c. (No phone or mail orders.)

Parasols

300 Parasols, all this season's latest designs, in white embroidered and fancy silks, stripes, checks and floral patterns, also pure silk taffeta in plain colors. \$2.00, \$2.75, \$3.00 values. Friday \$1.59.

75c Long Lisle Gloves 29c

Women's Long Lisle Thread Gloves, extra fine quality, 2 dome fasteners, opening at wrist, black only, all sizes. Regular 75c. Friday, pair, 29c.

Hand Bags

\$3.50 to \$6.00 Bags, Friday \$1.98. \$6.50 to \$11.00 Bags, Friday \$2.98. 20 only Ladies' Hand Bags, in calf leather, Saffiam, morocco and Sian, in greens, greys, tans, browns and black.
Regular \$3.50 to \$6.00. Friday \$1.98.

15 only, same leathers and colors, from \$6.50 to \$11.00. Friday \$2.98.

Clothing for Men

200 Men's Two-Piece Summer Outing Suits, made from all-wool English home spuns and tweed effects, in light and medium greys, grey mixtures, with fanny invisible stripe patterns; coats single breasted, 1-4 lined, fronts reinforced with best interlinings; tailored and finished in latest fashion. Regular \$8.50, \$9.50 and \$10.50. Clearing Friday \$4.95.

150 pairs Men's Working Pants, made from imported and Canadian tweeds, strong serviceable materials, mostly in grey mixtures, with quiet stripe patterns. well made, side and hip pockets. Sizes 32 to 44. Regular \$1.50. Clearing Friday

Men's Worsted Pants, made up of fine English fancy worsteds, in neat grey and black subdued stripe effects, also a large assortment of darker grey and fancy colored mixtures, including the newest seasonable colorings, cut, tailored and finished in the latest style. Regular \$3.25, \$3.50 and \$3.75. On sale Friday \$1.98.

CLOTHING FOR BOYS. Boys' Dark Navy Blue and White Striped Russian and Sailor Blouse Wash Suits, made with sailor collar and white cotton shield; Russian Suits have bloomer pants; sizes 3 to 7 years. Sailor Blouse Suits have plain pants; sizes 6 to 10 years. Regular price 75c. Clearing Friday 49c.

Boys' White and Blue Striped Cambric Russian Blouse Suits, made to button close to neck, with neat Russian collar, finished with white muslin bow tie in front; pants bloomer style. Sizes 3 to 7 years. Regular \$1.25. Friday to clear 87c.

Men's Furnishings

500 Men's One-Piece Bathing Suits, navy, with white or red trimmings, imported from Germany, 34 to 42. Special Fri-

800 Outing Shirts for men, with reversible collars and pockets, white, cellular (or net), striped cashmerette vestings ducks, etc., 14 to 17. Special Friday 69c. 1000 Neglige Shirts, splendid quality material, cuffs attached, spots, stripes, checks, etc., 14 to 16 1-2. Special Friday

1000 Black Sateen Work Shirts, for men, collar attached, double stitched seams, yoke, etc., well made and roomy, 14 to 17. Special Friday 44c. 300 garments of Men's Balbriggan.

Underwear, shirts or drawers, cream shade. Sizes 34 to 42. Special Friday B5c garment. 200 Boys' One-Piece Bathing Suits,

navy and red stripes, 22 to 32. Special Friday 85c suit. 1000 pairs of Men's Elastic Web Sus penders, cross back style, cast-off kid ends, a variety of fancy shadings. Regular 50c.

800 Four-in-hand Silk Neckties, in a large variety of patterns and shadings, correct widths. Regular 50c. Friday 25c.

Bargain Day Hats

Men's Soft Hats, newest summer shapes, colors pearl grey, tan, fawn, brown and black. Regular \$2.00 and \$2.50, Fri-

Men's Straw Hats, sailor and fedora shapes, fine plain white braid, good black silk bands and leather sweats. Friday Men's Linen Hats, in grey, tan and

fawn, in stripes and checks, also fancy mixtures. Friday 45c.

Caps and Tams

Children's Wash Tams, in drill, duck, pique and crash. Friday 19c. Children's Straw Sailors, white of fancy mixtures. Regular 25c and 25c. Friday 18c.

Men's and Boys' Caps, in golf and varsity shapes, in tweeds and serges. Regu-lar 25c and 35c. Friday 10c.

Art Needlework

(Near James Street Entrance.) Hand embroidered and drawn work Linen Centre, 18 x 18, Friday 25c. Pillow Shams and Dresser Covers, in

Swiss and applique. Regular 65c, 85c each. Friday 49c each. Another lot of Verandah and Boating Cushions, in Roman stripes, scenery and tapestry effects. Friday 69c.

Bargain Day Ribbons 70 pieces Silk Taffeta Ribbon, in cream, white, rose, Alice, Nile, navy, grey, myrtle, sky, lilac, apple, cardinal, reseda and brown, a pure silk ribbon, 7 1-2 in. wide, suitable for millinery purposes, also sashes. Our regular 45c ribbon. Friday 25c yard.

Ribbon remnants in all colors, in plain and fancy ribbons, all widths, 1-2 yard to 3-yard lengths. Friday 1-2-price.

Flower Department

Kentia Palms, table size. Regular 750.

Hardy Ferns. Regular 25c each, 2 for

Artistic floral designs made up on the shortest notice. Satisfaction guarantees