

SIMPSON Store Opens 8 a.m. Closes at 5.30 p.m. H. H. Fudger, President. J. Wood, Manager. PROBS. Some showers, but partly fair, with moderate winds.

The Petticoat

What is the good of the smart fitting tailor-made suit or the shapely dress if the petticoat is all wrong? Don't blame the costume for looking bulky if you have not had the foresight to think of and provide yourself with a fitting underskirt first. One doesn't usually wear heavy underclothes in the summer, so why not get a really *seasonable* petticoat? These Heatherblooms and English silks are seasonable and reasonable.

HEATHERBLOOM AND "ENGLISH SILK" PETTICOATS.
 Women's Petticoats of "English" and "Shap" Silk, also Heatherbloom black, champagne and cream, pleated flounces trimmed with narrow pleated frills, also a number with *flared* flounces finished with stitching. Length, 38 to 42. Regular \$1.75, \$2.00 and \$3.50. Tuesday, 1.49 (Phone orders for black only.)
\$1.25 PRINTED PERCALE WRAPPERS, 79c.
 Women's Wrappers, of extra heavy quality Printed Percale, in attractive colorings of navy or cardinal, with white collar, cuffs, yoke and frill over shoulder, finished with fancy braid, fitted waist, lining, and pleated back. Sizes 34 to 44. Regular \$1.25, Tuesday, .79
\$6.00 SILK KIMONO GOWNS, \$3.95.
 Women's Long Kimono Gowns, of fine florentine silk, pretty floral patterns, sky, Copenhagen, pink, navy, wisteria and green; one style is shirred at waist and yoke, and has ribbon belt; another is made with Empire back and Gibson pleat over shoulder, fronts and sleeves finished with plain messaline. Regular \$6.00, Tuesday, 3.95

Gifts for the Bride

Cake Knives—Pearl handles, English silver plate, saw blade, nicely cased, 2.00
 Cake Server—Pearl handles, English silver plate blades, fancy ferrules, nicely cased, 2.00
 Fruit Knives, pearl handles, fancy ferrules, silver plated blades, set of 6 in satin lined leatherette case, 4.50
 Dessert Knives and Forks, pearl handles, English silver plate blades, fancy ferrules, 6 knives and 6 forks, in lined oak case, Tuesday at 7.95



A Shirt Riddle

What is it that—
 Makes a shirt, is made with the shirt, is all over the shirt, and won't wash out? There is no extra charge for it, but you are willing to pay for it, and if you don't get it you pay for it?
 The answer is evident when you wear a shirt of the right kind; it is "comfort."
 The trouble is, some shirts won't fit your collars, and some collars won't fit the shirts; size seems to make no difference; then the tie won't "run" and you get mad. There is no combination in the world that will make a man madder than a shirt, a collar and a tie... Here are shirts, collars and ties built together, they fit, they harmonize, they are in good taste and the thing for this summer, and the price, \$1.39, is not the real value of the shirt alone.
 These sets are of fine quality Swasette, in cream, sky, pearl and heliotrope. The shirts have fancy silk self-colored fronts, soft cuffs for links. The collars have smart double-stitched edges, and are just the comfortable depth. Tuesday's price per set is \$1.39, for a shirt usually \$1.50, a collar 25c, and a tie 25c. This is three of a kind worth holding.

Men's Two-piece Summer Outing Suits, all-wool homespun, in grey ground, with pencil stripe, 3-button single breasted sack style, half lining. Pants built for a belt. A splendidly tailored and perfect fitting suit. Sizes 34 to 44. 9.00
Boys' College Suits, long pants, made from imported tweed, in brown diagonal stripe pattern; three-button single breasted sack model. Sizes 32 to 36. 15.00
Men's Summer Wash Vests, imported English fancy vesting, including piques, percales and mercerized materials, in white, tan and grey grounds, with self and fancy colored stripes, 5-button single breasted style. Sizes 36 to 44. 1.50

Men's Straw Hats

Men's Straw Sailor Hats, new American shapes, high, medium or low crowns, with brims in proper proportions, fine split, sennit or Canton braids, black silk bands. Tuesday 1.50
Men's Panama Hats, in complete range of the latest English and American shapes, specially good qualities, and splendid values at at 2.95, 4.95, 6.00, 6.50 up to 10.00

Keep Your Feet Cool

MEN'S WOMEN'S AND MISSES' DUCK AND CANVAS SHOES ON SALE TUESDAY.
 200 pairs Men's Boots and Oxfords, selected white duck uppers, Blucher style, Goodyear welted leather soles, new high toe and straight lasts, American make. Sizes 5 1/2 to 10. Regular value, \$3.50, Tuesday 2.25
 360 pairs Women's White Canvas Oxfords, canvas covered heel, flexible sole. Sizes 2 1/2 to 7. Tuesday 1.39
 300 pairs Women's Pumps, and three eyelet ties, American make, sea island duck uppers, hand turned soles, covered Cuban heels, some of the pumps have ankle straps, others with hand tailored silk bows. Sizes 2 1/2 to 7. Worth \$2.50, Tuesday 1.99
 240 pairs Misses and Children's two-strap Slipper, sea island duck, flexible leather soles, low heels, American make. Sizes 8 to 10 1/2, \$1.10; sizes 11 to 2. Tuesday 1.25
 120 pairs Children's White Canvas Pumps, ankle strap, low heel, flexible leather soles. Sizes 8 to 10 1/2. Tuesday .79

Washing Fabrics

Fine French Organdies, hand printed, in most exquisite designs and colorings. These dainty goods are deservedly popular this season. A special price for to-morrow, regular value 35c... 12 1/2
 Printed French Voiles, a clearing sale supplying plenty of waist lengths, and many long enough for dresses. All beautiful designs in floral and geometrical effects. Regularly 39c... 15
 Scotch Zephyr, 31 inches wide, stylish designs, in a full range of colorings. Special value... 19
 Printed Organdies and Batistes. They are 29 inches wide, and consist of floral and Dresden designs, regularly priced at 20c. Special... 8
 30 pieces only, fine white Mercerized Brocade, mostly small figures. These goods are so popular on account of their fine washing qualities. The only effect the laundry seems to have is to make them as good as when they were bought. Special value for to-morrow, regularly 15c... 11 (No phone or mail orders.)

Exquisite Flouncings and Bandings

We have just received another shipment of marquisette and batiste flouncings and bandings. The designs are exquisite, workmanship equal to hand embroidery, and no two pieces are alike. Plain material to match embroideries, in white or ecru.
 Marquisette Flouncing, in white or ecru, from \$3.00 to \$6.50 yard.
 Marquisette Bandings and Insertions in white or ecru, per yard, from 65c to \$3.00.
 Swiss Embroidered Flouncings, 27 and 44 inches wide, all new designs. Prices from 48c to \$3.25 yard.

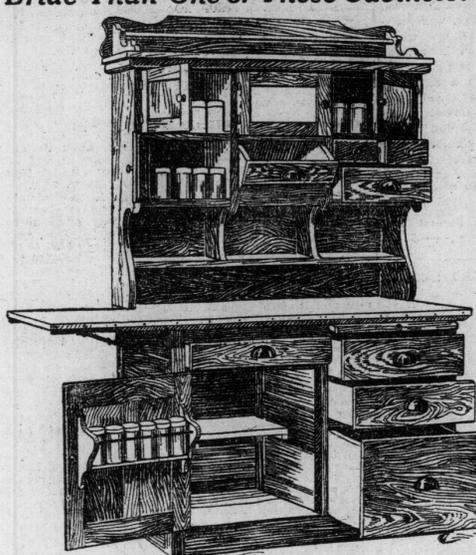
June White Sale Now On
Come For Your Share To-morrow



THE largest and best assortment of whitewear ever offered by this store was ready for the inspection of Toronto women last Thursday. Although the day was a wet one, thousands of women came, inspected and bought this whitewear, well knowing the quality, excellence and astonishing bargains obtainable at Simpson's Summer Sale.
 The rate of distribution has been record-breaking so far, and the question is how much longer a full assortment will hold out? However, there is no danger that an unlimited choice will not be available, even at existing prices, if you come for your share to-morrow. Here is a partial list that will serve to give you some idea of values offered by the sale.
Princess Slips, a beautiful style in fine nainsook, waist prettily trimmed with insertions and narrow edges of fine torchon lace, skirt has three insertions and frill of lace to match, heading and silk ribbon in neck and arms, sizes 32 to 42 bust measure. Regular price \$3.50 each. Tuesday June Sale Price 1.95
Drawers, fine nainsook, deep flounces, trimmed with insertions and frills of fine lace, 2 cluster of tucks, plain French waist band, lengths 32, 25, 27 inches, both styles, regular price \$1.25 a pair. Tuesday Sale Price .69
Nightdresses, a dainty new kimono style, low square neck, trimmed with fine embroidery heading with half inch ribbon draws, short sleeves trimmed with fine embroidery, sizes 36, 38, 40, 42 bust measure. Regular \$1.50 each. Tuesday Sale Price 1.00
Corset Covers, a beautiful style in fine nainsook, low neck formed with wide fine embroidery, heading run with two rows of ribbon, embroidery in arms, draw tape all around waist, sizes 32 to 44 bust. Regular \$1.25 each. Tuesday Sale Price .75
Petticoats, clearing, three beautiful styles, fine nainsook, deep flounce of fine German Valenciennes lace heading and silk ribbon, or deep embroidery flounce or combination embroidery and torchon lace flounce, lengths 38, 40, 42, 44 inches. Regular prices \$4.25, \$4.75, \$5.00 each. Tuesday Sale Price 2.95
Brasieres or bust supporters, fine cotton, perfect fitting, short sleeves in front section, neck, arms and yoke trimmed with mercerized embroidery, crossed back style, sizes 34 to 42 bust measure. Sale price... 35
Women's Summer Vests, slightly imperfect in the weave, fine ribbed lisle thread or cotton, dainty lace yokes or plain trimmed, heading edges run with ribbons, low neck, no sleeves, sizes 32 to 28 bust. Regular prices if perfect, 25c, 30c, 35c each. Tuesday Sale Price, each... 15
Women's Vests, extra fine unshrinkable white wool, plain knit, shaped summer weight, high neck, long sleeves, button front, sizes 32 to 40 bust measure. Regular price \$1.75 each. Tuesday Sale Price, each... 75

What Could be More Useful to a Bride Than One of These Cabinets?

Kitchen Cabinets, as illustrated, made of ash, natural finish. Bottom part has large cupboard, three roomy drawers and flour bin. Top is zinc covered with extension at one end. Upper part has four small cupboards, three drawers and sugar bin. This is a most desirable cabinet in every feature of construction, style and finish. Twenty-five only to sell Tuesday at the exceptionally low price of 17.90



The Best Groceries are in Our Basement
 One car Standard Granulated Sugar, 20 lbs., \$1.00. Ogilvie's Royal Household Flour, 1-4 bag, in cotton, 79c. Choice side bacon, peameal, half or whole, per lb., 18c. Canned Fruit, raspberries, strawberries, Lawton berries, peaches, plums and pears, in heavy syrup, per tin, 16c. Post Toasties, 3 packages, 25c. Pure Gold Quick Tapioca, Chocolate and Custard Powder, 3 packages, 25c. Finest Mild Cheese, per lb., 16c. Cross-fish brand Sardines, 2 tins, 25c. Sherriff's pure Marmalade, 2 lb. jar, 25c. St. Charles' Condensed Milk, 3 tins, 25c. Canned Green Beans, small and tender, Usher brand, per tin, 10c. Manzanilla Olives, 6 oz. bottle, 15c. Finest Cooked Ham, per lb., 29c.
 Telephone direct to Department.

In the Mantle Dept.

Women's Lingerie Dresses.
 A clearance sale of Dresses of French lingerie and fine mull, in pretty shades of pink, pale blue, mauve and of white; waists have either square or rounded yokes of dainty lace insertion or fine embroidery; waist line is defined by belt effect, either of lace insertion, embroidery or of crushed messaline, long or three-quarter length sleeves, high or low collar; skirts are gored, panel or frill effects; some trimmed with lace, others with embroidery to match waist. Regular selling prices were \$17.50, \$21, \$25, \$27.50, \$35 and \$39.50. Tuesday... 12.95

Women's Summer Skirts.
 Dressy Wash Skirts, of a splendid quality imported repp, in white, comes in a seven-gore style, with row of embroidery insertion set in each seam and down front panel, fold of self and inverted pleat back. Tuesday... 4.25

Women's Summer Coats.
 Very serviceable coats of good lustrous quality mohair, in black or navy, with hairline stripe, semi-fitted back, shawl collar, overlaid with natural shade Shantung silk and narrow piping of red silk; sleeves have turn-back cuffs, trimmed to match collar... 14.50

This name assures you of longer wear and better satisfaction than is afforded by any other make of gloves.
"Kayser Make."

Women's Long Silk Patent Finger-Tipped Silk Gloves, white and colors, in 12 and 16-button lengths, double tipped fingers; every pair guaranteed, perfect fitting; all sizes. 12-button 1.00. 16-button... 1.25
"Kayser Make."
Women's Wrist Length Silk Gloves, black, white and colors, dome fasteners; every pair guaranteed; all sizes, 3 qualities... .50, .75, 1.00

Millinery of Quality

38 Trimmed Hats, in fine chip, hair, Javas and Tuscan braids. These are beautifully trimmed with French flowers, aigrette and fancy silk ribbons; some of the most becoming styles of this season are included; colors are black, white, burnt, champagne, with trimming to blend. Mid-week sale price... 3.95
48 Imported Hair Shapes, in six different styles; colors are black, white and tuscan. Regular \$3.50. Mid-week sale, each... 2.00
 White and Black Javas, in styles of rolling brims, sailor effects. Regular price \$2.50. Mid-week sale... 1.00

Fancy Linens at a Reduction

Our linen department's contribution for Tuesday promises to bring the biggest day's selling in the history of the department. Hundreds of beautiful Tea Cloths, Centrepieces, Pillow Shams, Doylies, etc., are offered at far below their regular prices. This affords an excellent opportunity for those starting housekeeping or in search of suitable wedding presents.
 Beautiful Venetian Lace Luncheon Cloth, plain linen centre, exquisite deep lace round, 45 x 45 inches, regular \$7.75, Tuesday, each... 4.75
 Handsome Venetian Lace Doylies, fine linen centre, 12 x 12 inches, regular 75c each. Tuesday... .49
 Round 20 x 20 inch Centrepieces, pure Irish linen, lace trimmed and insertion. Regular 50c each. Tuesday Half Price.
 Round Lace Trimmed Doylies, insertion to match in centre, 12 x 12 inches, 36 dozen only. Tuesday, 2 for... .35
 Round Venetian Lace Centrepieces, 24 x 24 inches, regular \$6.50 each. Tuesday... 3.95
 Beautiful Drawn Pieces, 30 x 30 inches, beautiful round, fine Venetian lace centrepieces, 20 x 20 inches; also a few square Venetian lace centrepieces, 12 x 12 inches. Regular \$1.50 each. Tuesday... .96
 Dainty All-over Nottingham Lace Doylies, 25 dozen only, square, scalloped edge. Tuesday, 2 for... .5 (Second Floor.)

Bedroom Boxes

Upholstered in English Cretonnes and Sateens, cloth lined throughout, complete with castors. Regular \$3.00 and \$3.50. Tuesday, each... 1.98
ENGLISH SATEENS.
 2,000 yards of good quality English sateen, in wide range of designs and colorings, suitable for cushion and comforter coverings, curtains, etc. Regular 20c. Tuesday, yard... .11
SCOTCH LINOLEUM.
 3,000 yards of Scotch Linoleum, the heaviest quality, perfectly printed. The designs include several new and attractive matting designs, particularly suitable for the summer residence. Good value at 50c. Tuesday, square yard... .39
 Japanese Mats, 36 x 72 inches, in neat designs and colorings. Regular 50c. Tuesday, each... .39

The Robert SIMPSON Company Limited