

L. SIMPSON

Store closes at 5:30 p.m.
Saturday at 1 p.m. during June, July and August

H. H. Fudger, President

J. Wood, Manager

Phone Number Main 7841.
We have 50 lines to Central.

L. SIMPSON

Home and Personal Needs at Simpson's

Women's Summer Vests Selling at Half Price

Clearing twelve hundred garments, including many pretty styles and fine qualities, that, for one reason or another, we are satisfied to take about half-price for. Don't miss the opportunity. Phone orders filled.

1,200 Women's Summer Vests, fine ribbed white lisle thread or mercerized cotton, plain or fancy yokes, beading and tapes in neck and arms, low neck; short, long or no sleeves; sizes 32 to 40 bust. Regularly priced 35c, 40c and 50c each. Thursday all at, each .19

A July Sale in Linens

Embroidered Pillow Cases \$1.48 Pair

Irish Embroidered Pillow Cases, all pure linen, rich designs, nicely hemstitched; size 44 x 36. July Sale price, Thursday, pair 1.48

100 Pure Full-Bleached Irish Satin Damask Table Cloths, beautifully designed, handsome border all round; size 2 x 2 1/2 yards. July Sale price, Thursday .243

Reversible Silkoline Comforters, well filled with pure white fluffy filling; pretty designs and colorings; size 60 by 72 inches. July Sale price, Thursday .145

Bleached Sheets, made from closely woven English sheeting, free from dressing; neatly hemstitched; large size, 70 x 90. July Sale price, Thursday, pair 1.03

Pure Linen Huckaback Washstand or Small Dresser Scarfs, hemstitched ends; size 17 x 50 inches. July Sale price, Thursday .33

(Second Floor—Yonge Street)

Children's Millinery

We have planned for a generous day of pricing on the Children's Hats. For our mid-week sale we will give extra selling space, extra salespeople for these big bargains. They are separated into hats for the baby, for the little girl, and for children up to 12 years. We give a condensed list of prices. Only all clean, fresh goods offered:

At .25—Muslin Bonnets and Straw Hats. Regularly 50c and 75c. Thursday .25

At .50—Fine Muslin Bonnets and Milan shapes. Regularly \$1. and \$1.25. Each .50

At 1.00—Fancy Lace Hats and fine leghorns. Regularly \$1.75 and \$2.50. Thursday 1.00

At 1.50—Trimmed Hats, Lace Hats, Silk Bonnets and Fine Milans. Regularly \$2.75 to \$4.50. Thursday 1.50

None of these goods will be exchanged.

Black Dress Goods

All Wool Black French Voiles, regular price 65c per yard. Thursday .49

All Wool Black French San Toys and Poplins, regular price 65c. Thursday .49

All Wool English Black Panama in medium weaves. Regularly 65c per yard. Thursday .49

English Tussore Royale, a very dressy fabric, black only. 42 inches wide. Regularly \$1.00 per yard. Thursday .75

Black Mohair Tristones in three special qualities, 40 inches wide, 25; 42 in wide, 35; 44 in. wide, 50

All the above qualities are guaranteed best fast unfading dye, and rich permanent finish. —Dress Goods Dept. 2nd Floor.

New York Silk Kimonos

Just arrived from New York, dainty long Kimono Gowns, in heavy Messaline satin, suitable for Pullman or steamer; navy, sky, Copenhagen or garnet, \$8.50 and \$10.00.

MESSALINE SILK PETTICOATS \$2.95.

Women's Petticoats of fine messaline silk, two-piece knife pleated flounce, black, King's blue, emerald, White, primrose and pretty shot effects, lengths 36 to 42. Thursday .2.95

PRINT DRESSING SACQUES 59c.

Dressing Sacques of fine Printed Percale, poplin style, fronts and Dutch neck finished with neat embroidered edging, black, navy or helio. Sizes 34 to 44, Thursday .59

Rich Silks

BLACK DRESS SILKS AND SATINS.

Black Satin Paillette, a skein-dyed silk in a summer weight 38 inches wide, special, per yard .96

Black Satin Messaline, one of our own special weaves, bearing our name and recommendation, woven on the selvedge, 36 inches wide, per yard 1.24

Black Mousseline, Duchesse, beautiful, soft quality, in a rich deep black, perfect in weave and dye, 40 inches wide, on sale 1.69

Shantung-Pongee Silk, 60 yards in natural color, raw, silk, fine, clear finish, can be used for many dress purposes, and guaranteed to wear. 34 inches wide, per yard .53

SUNSHADES

High-grade English Parasols specially purchased for our ten days' sale. There is a large range of patterns and colorings, both in dark and light shades, including novelties, many worth twice the price. Thursday 2.83

WOMEN'S IMPORTED PARASOLS to clear Thursday. A splendid collection of pretty designs and good colorings to go with almost any costume in color. Thursday's price 1.39



Norfolk Coats for Youthful Figures

Misses and small sized women will find these very attractive Coats. They are a collection of outing coats in a wide range of materials, including cheviot serges, in scarlet, natural linen, colored blazers, in flannels. Some have yokes, others straps over shoulders, and hoods at the back, reversible belts around waists, and side pockets. Prices \$7.75 to \$14.75.

SKIRTS FOR MISSES AND SMALL SIZED WOMEN.

They are made from splendid Panama cloth, and tailored to perfection; colors are navy and black; high waist line, with plain front and back panel; cut in a fancy design on the side panel, to give the one-sided effect. Special value 3.98

STYLISH DRESSES FOR WOMEN AND MISSES.

Made of French voiles and lingers, daintily outlined with insertion, pipings and novelty touches; skirts are made with tunic effects, all-over embroidery tuckings and inset effects; some all white; others have effective colors in the trimmings; all new designs. Prices \$7.50 to \$25.00.

STEAMER COATS FOR PARTICULAR PEOPLE.

Warm and cozy Coats that have just lately been received from London; there is a wide range of materials, which include chinchilla cloths, tweeds, pilot cloths and homespuns, in grey, navy, tan, brown and light and dark mixtures; all cut in smart, mannish styles; some with belts or Raglan sleeves, and convertible collars. Prices from \$12.50 to \$35.00.

Suits for Hot Weather

Exceptionally well tailored Suits, made from English cloths in grey, light and dark colors, with stripe patterns. Up-to-the-minute, single-breasted, three-button coats, and trousers with cuffs, belt and side straps; \$10.50 to \$14.00 values. On sale Thursday 9.00

A Two-Piece Outing Suit, made from English tweed in medium shade of grey, fancy color thread stripe; tailoring the very best; single-breasted three-button coat, and trousers with cuffs, belt and side straps. Price 16.50

Boys' White Linen Blouse Suit, smart sailor style, with shield and flowing end tie; neat bloomers, with elastic bottoms; sizes 6 to 10 years. Price 1.00

Boys' Blue and Natural Linen Bloomer Pants, with elastic bottoms; sizes 2 1/2 to 10 years. Price .30

Boys' Natural Linen Suit, double-breasted, with belt and patch pockets; bloomers are made in the full American style, with belt loops and strap bottoms; sizes 8 to 16 years. Price 3.00

Boys' English Cambric Shirt Waists, of fine blue thread stripe material, made with white soft collar and cuffs, all seams double stitched, patch pockets. Sizes 11 to 14 neck .65

Boys' Fine Quality Shirt Waists, full assortment of stripes and scroll designs, made with a close-fitting double collar of same material, patch pocket and French cuffs; sizes 11 to 13. 1.00

Women's American Button Boots At Half Price

A very special purchase of beautifully finished high-grade American Boots, in all the newest summer lasts; made of tan calf, gunmetal, dull kid, vici kid, patent calf, satin, velvet and cravenette; sizes are 1 1/2 to 8; A, B, C, D and E widths. Regularly \$5.00. Thursday half-price 2.50

English Chintz and Cretonnes for Home Furnishings

The decorative uses of these printed fabrics are innumerable. Artistic rooms may be fitted out in one's city or country home with these inexpensive materials, giving a most refreshing and tasteful setting.

The dainty patterns, either stripe, floral or period reproductions on white and cream grounds, assist where the color scheme has been carefully carried out in forming graceful and effective drapes.

An opportunity is given the thrifty housewife to display her skill in beautifying various rooms in the home.

Whether it is a single room or complete home furnishings, you will find our large stock most advantageous when carefully selecting appropriate drapes. Various widths, and prices to suit every purse, from 35c to \$3.00 yard.

SCRIMS AND ETAMINES.

Curtain Scrims and Fancy Etamines, new block patterns with heavy drawn work effects, also neat lacey stripes, in white, cream and ecru tones. Windows treated with these fine scrims give the desired effect, as well as being durable and economical; 45 to 48 inches wide. Prices 50c, 60c, 65c and 75c.

CURTAIN VELVETS AT 69c.

French Mercerized Curtain Velvets, well noted for their richness when used as hangings; mostly every drapery shade, but not a great quantity of any—thus the reason of the sacrifice price; 50 inches wide. Thursday, special .69

COUCH COVERS.

Rich, Soft Velvet Throws, used in dens, living rooms and libraries; artistic Eastern designs reproduced, giving wonderful effect; usual large size. When considering the couch cover question don't fail to see these fine rugs. Prices \$13.50, \$16.00 and \$18.00.

Wash Goods

MERCERIZED SOFT MULL AT HALF PRICE.

A wonderful opportunity to get a lovely dress at half the usual price. We secured a small maker's stock of these favorite goods in lovely shades, suitable for outdoor or indoor wear. They are 42 inches wide. Look like silk. Cream, sky, pink, black and mauve. Regularly 35c. for .17

PRETTY CHECKED GING-HAMS.

Clearance of a small quantity of oddments, ends and remnants. Some of the staple checks, but others in fancy designs in various colorings. Many in this lot worth 19c and 25c, per yard. The Popular Ratine Suiting. We can do these in a 28 inch width in 3 colors, viz., sand, white and Alice, the three colors everybody wants. Special value 2 for .65

See these on Second Floor.

NOTIONS

Beldings and Corticelli Thread, dozen .45

Coats and Kerr's Cotton thread, dozen .48

Clapperton's Cotton Thread, dozen .35

Pin Cubes, regularly 25c, Thursday .10

Dome Fasteners, 3 dozen .5

Hooks and Eyes, 5 cards .5

Pin Sheets, 3 papers .5

Mending Woods, colors, 5 cards .5

Quillbone, box .10

Wilson's Dress Hooks, regularly 10c each, Thursday 2 for .5

Asbestos Iron Holders, regularly 5c each, Thursday 2 for .5

Ironing Wax, 4 for .5

"Kayser" Brand Long Silk Gloves

12 and 16-button length, warranted double tipped fingers, every size and shade, extra good wearing. Selling price, per pair, \$1.00 and \$1.25.

Men's Fine Quality Silk Lisle Thread Socks

in a large range of plain colors and fancy effects; best finish, nice weight; double heel and toe; 9 1/2 to 11. Regularly 25c pair. Thursday .33

New Carpets at Very Close Prices

These fresh arrivals of Tapestry Carpets and Squares are marked at prices for quick selling. New English Tapestry Carpets, in splendid designs and colors. Per yard, 55c, 65c and 75c.

OUR TAPESTRY SQUARES. It is not often possible to make much reduction in the regular stock of new goods, but this shipment has come to hand rather late, so we are offering an extra inducement as an "after season" special. Two splendid qualities in many handsome designs.

7.6 x 9.0. Special	5.39	Special	6.99
9.0 x 9.0. Special	6.19	Special	7.89
9.0 x 10.6. Special	7.19	Special	8.89
9.0 x 12.0. Special	8.19	Special	8.89
10.6 x 12.0. Special	8.99	Special	10.99

Seamless Imported Axminster Squares, in Oriental designs, and floral, wonderful value at these prices; 6.3 x 9.4, special \$11.95; 7.6 x 10.4, \$15.85; 9.0 x 9.0, \$16.65; 8.3 x 11.0, \$18.75; 9.0 x 10.6, \$18.50; 9.0 x 12.0, \$20.75; 9.10 x 13.2, \$25.25.

A FEW ROLLS OF STAIR CARPETS. English Brussels, good quality, 22 1/2 in. wide. Special, yard .95

English Mottled Velvet, rich mixed red shades, a hard-wearing carpet: 18 in. wide. Special .69

22 in. wide. Special .79

27 in. wide. Special .99

English Jute Brussels, special clearing in one width only, 18 in. wide. Yard .35

New French Velvet Door Mats, specially made for us at a very exceptionally low cost. 27 x 12, 55c and 65c each.

500 Pieces Royal Vienna China

Both useful and decorative, comprising Salad Bowls, Chocolate Pots, Brush and Comb Trays, Nut Bowls, Celery Trays, Comports, etc. Thursday less than half-price .50

Teapots, in Gibson art ware, to hold 6 and 8 cups. Thursday special .25

\$35.00 Bavarian China Dinner Sets, of 102 pieces, in new green band border design, all finished in coin gold. Thursday special 25.00

Royal Doulton Fruit and Service Plates, in handsome designs, all artist signed. Thursday special on sale at .198

The Robert SIMPSON Company Limited



Clearing Lines of Boys' Outing Shirts

Shirts with separate collars, others with attached collar, in white, tan, sky and grey, and a few striped effects; all sizes 12 to 14 in the lot. Regularly \$1.25 and \$1.50. To clear Thursday .89

Men's White Cotton Night Robes, well made, long and large in the body, turn-down collar, good hard wearing twill material; sizes 17 and 18 only. Reduced to clear Thursday .59

MEN'S UNDERWEAR.

200 garments of Men's Genuine French Sea Island Cotton, cream shade, shirts and drawers, well made and trimmed with silk; all sizes 34 to 46. Regularly \$1.00. Thursday, per garment .75

400 Men's Outing Negliges, with a separate soft collar to match; these are made coat style, are large in the body, and full length; the material is a grey, with fine white stripes close together; all sizes 14 to 18. Regularly \$1.25. Thursday .98

Men's Straw Hats

In extra fine quality white Canton or French chip, imitation of Panama style, easy fitting, well finished hats, with black silk bands. Thursday .100

Men's Rough or Sennit Braid Straw Boater Hat, low crown, wide brim, deep black silk band. Thursday .150

Land and Water Hats, in fine grade white pearl, cardinal, navy or brown felt; excellent vacation hat. Thursday .45

Rocking Chairs

150 Arm Rocking Chairs for the Porch or Verandah. Frames finished, green, red or natural; double woven reed seat and back. Built for comfort and durability. Thursday, special 2.29

This in the Lunch Room

WEDNESDAY AFTERNOON, 3.00 to 5.30.
King George Sundae, with Cut Cake, TEN CENTS.

THE GROCERIES

2,000 lbs. Dairy Butter, in prints, per lb. .25
Finest Sugar-cured Ham, half or whole, per lb. .10
Malta Vita Breakfast Cereal, 3 packages .25
Salt, in 5-lb. bags, 3 bags .14
Edwardsburg or Beehive Table Syrup, 5-lb. pail .28
English Marrowfat Peas, 3 packages .25
Fresh Flaked Wheat, per stone .45
Choice Red Salmon, per tin .18
Finest quality Shelled Walnuts, per lb. .30
Cowan's Prepared Peas, assorted, 3 packages .25
Canned Peas, in heavy syrup, per tin .15
300 jars Goodwillie's Canned Plums, per jar .20
Scott Taylor's Worcester Sauce, 3 bottles .25
Maggi Soups, assorted, 6 packages .25
Imported Malt Vinegar, imperial quart bottle .20
35c ASSAM TEA FOR 28c.
5,000 lbs. fine, rich, full-bodied Assam Tea, of uniform quality and fine flavor. Thursday, per lb. .25