

The **SIMPSON** Company Limited
H. H. FUDGER, President. J. Wood, Manager.
Store Opens 8 a.m. Store Closes 5.30 p.m.

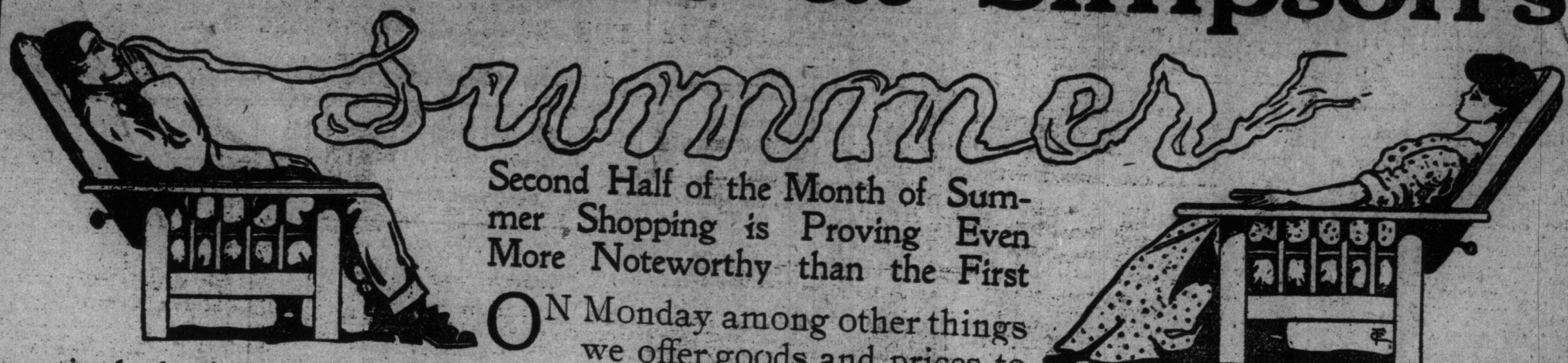
Main 7841
50 Lines to Central

The **SIMPSON** Company Limited
PROBABILITIES: West to south winds; mostly fair and
decidedly warm; thunderstorms.

The Summer Sale at Simpson's

BILL OF SALE MONDAY

A Sale of 1,000 yards Green-
wich Linoleum.
A Sale of Mattresses and
Pillows.
A List of Summer Sale Staples.
Second Day of the Muslin Sale.
The Summer White Wear Sale.
\$10.50 and \$15.00 Swiss
Robes \$4.75.
75c to \$1.00 Silks 57c.
Half-Price Summer Vests.
Sale of Boys' Summer Wear.
A "Summery" Monday Base-
ment Sale.



Second Half of the Month of Sum-
mer Shopping is Proving Even
More Noteworthy than the First

ON Monday among other things
we offer goods and prices to

particularly interest housekeepers.
charity begins at home.

Housekeeper read this page over carefully. Economy like

1000 Yards of GREENWICH Inlaid Linoleum

Monday's Contribution to the Summer Sale from the Department of Floor Coverings

OF course you know the reputation of Greenwich Linoleum.
All the world knows it. It is standard. So are Green-
wich prices. But as a noteworthy contribution to the sum-
mer sale we will sell:

One thousand yards of Greenwich Inlaid Linoleum in a large range of new
designs suitable for Dining rooms, Kitchens, Bath-rooms, Halls, etc. A very heavy
well made cloth, colors will not alter, always new and fresh looking.

Lot No. 1 Regular prices \$1.10 and Lot No. 2 Regular price 90c and \$1.00.
\$1.25. Monday 89c square yard. Monday 79c square yard.

Sale starts at 8 a. m. Please bring room measurements with you.

Summer Sale in the Furniture Department.

Mattresses, filled with white
layer cotton, tufted and covered
with good quality neat design
tickling. For Monday, special, \$5.95.
Regular \$7.75.

Pillows, blue art stripe pattern
tickling, filling thoroughly
renovated, good durable pillow
cover. For Monday only, per pair, 95c.
Regular \$2.00.

90 pairs only of Pure Down Pil-
lows; ticking of German linen; size
22 x 28. Exceptional value for Mon-
day, \$4.50. Our regular price \$8.00,
per pair.

Iron Bedsteads, in pure white
enamel finish, made with heavy
posts, with fancy scroll filling; 4 ft.
8 in. size only. Monday selling
\$7.45. Regular \$9.00 to \$11.00.

Dressers of assorted designs in
surface oak, fitted with oval or
square mirrors. For Monday, \$7.90.
Regular \$10.00 to \$12.00.

Solid oak Arm Chairs, of good
design, strongly made and com-
fortable. For Monday, \$1.49. Regu-
lar \$2.50 to \$3.50.

Summer Sale of Housekeepers' Staples

Second Floor—Yonge Street.
700 Yards Bleached English Pil-
low Cotton, 12½c Yard—44 or 46
inches wide; plain, firm, even, close
weave; a good durable pillow cov-
er. Clearing either width, per
yard, Monday, 12½c.

Glass or Tea Towels Reduced to
9c Yard—Some plain all linen
some red or blue checks, Irish or
Scotch makes, perfect drying; 900
yards in all; 20 and 24 inches wide.
Regular 12½c and 15c per yard.
Monday 9c.

Pure Linen 5 o'clock Tea Covers,
48c Each—Fine full-bleached satin
damask, spoke-hemstitched all
around; elegant designs and nice
fine quality; 41 x 51 inches; 12
dozen to clear \$1, each, Monday,
48c.

Odd Table Cloths For Only \$2.33
Each—We have no napkins to
match them is the reason. Finest
all linen, full bleached satin da-
mask; bordered designs; 2 x 2½
and 2 x 3 yards. Only about 50 in
the lot. Regular \$3.00 to \$4.50 each.
Monday \$2.33.

(Can't promise to fill mail of
phone orders)
A Great Sale of Brown Holland
at 18c Yard—Note the wide width—
39 inches; all pure linen, best Irish
manufacture; for summer dresses
and children's wear. Only 650
yards. On sale at the white linen
counter, per yard, Monday, 18c.

A White Quilt for \$1.44—Finest
American crocheted weave, elegant
designs, hemmed ends, full double
bed size. Only 80 in the lot. At
each, Monday, \$1.44.

65c Alarm Clocks 49c

500 Nickel Alarm Clocks, 4-inch dial, bevelled
case, extra loud alarm, lever to stop bell, guaran-
teed reliable timekeepers. Reg. 65c. Monday 49c.

Monday's Groceries

Finest Gold Dust Corn Meal, per
stone, 32c.
Pleasant Ham, 6 to 8 lbs., per lb., 16c.
Choice White Beans, 6 lbs. for 25c.
Least Strawberry Jam, 20-oz. bottle,
22c.
Quaker Puffed Wheat, 3 packages
for 25c.
Canned Apples, gallon, 23c.
Marmalade, in 6-lb. pails, per pail,
40c.
Ivory or Silver Gloss Starch, 6-lb.
tin, 55c.

OPEN STOCK DINNER WARE.

Haviland Limoges China Dinner Set
of 57 pieces, in the well-known
blossoms with green foliage,
and all pieces are mounted in dull
gold.
102 piece set. Reg. 47.50. **26.90**
Monday bargain.

77 piece set. Reg. 33.10. **29.90**
Monday bargain.

English Semi-Porcelain Dinner Set
of 57 pieces, in the "Gems" pat-
tern, of holly leaves and gold band.
a very attractive dinner set.
Reg. 41. Monday bargain **11.99**
Monday bargain.

40 piece Tea Set in high-grade Aus-
trian china, in rich floral decoration
and gold trimmings. Reg. 4.25
Monday bargain.

GLASSWARE.
Bracket
Lamp, com-
plete with re-
flector, etc.,
regular 55c.
Monday bar-
gain **.39**

Water Jugs, half gallon sizes, en-
gined.

Hammocks, assorted designs, with
pillow. Monday **.89**
Hammocks, canvas weave, one of
the best wearing hammocks, made
of green stripes, regular \$2.00. **1.79**
Monday.

Willow Clothes Baskets, Monday 65c.
Ironing Boards, 25c. 45c and 55c.
Corded Brooms, 40c. 45c and 50c.
Marvel Washing Machine. **3.98**
Monday.

China Salt Boxes, with wooden cover,
25c value. Monday **.20**
Cone Gas Toasters, to hold four
pieces of bread. Monday **.25**

Summer Sale of Ferns

Maiden Hair, Holly, Hardy Ferns, regular 20c
each, for 15c.
Kentia Palms, table size, regular 60c, for 40c.
Rubber Plants, regular 50c each, for 40c.

The Summer Sale of Silverware

Many of these pieces will come in splendidly as use-
ful little gifts for the bride.

Card Trays, satin finish, roanoco
border; regular \$1.50; Monday 89c.
Butter Dishes, bright silver fin-
ish, engraved, bead border, fancy
handles, and knife and glass drain-
er; regular \$5.00; Monday \$1.98.

Combination Sugar Bowl and
Spoon Holder, satin and bright fin-
ish, complete with 12 silver-plated
teaspoons; reg. \$3.98; Monday \$2.98.
Nut Bowls, high wooden silver fin-
ish border, and stand, gold lined;
regular \$5.00; Monday \$3.98.

Graved fern pattern, regular price
\$3.30. Monday bargain **.33**
Water Bottles, in pressed and colou-
al pattern, regular 35c. Mon-
day bargain **.19**
Table Tumblers, size 12 oz., regular
90c dozen. Monday bargain **.40**
dozen.

RICH CUT GLASS.
Napkins, Vases, Sugar and Cream
Sets, Compotes and Berry Bowls, re-
gular \$10.00, for **6.50**
Celery Trays, Compotes, Water Jugs,
Water Bases, regular 3.75. Mon-
day bargain **3.15**
Flower Vases, in rock crystal, 1.98
regular 3.50. Monday bargain **1.98**
2,000 Cups and Saucers, in the clover
leaf and gold band decoration; regu-
lar price 15c each. Monday bar-
gain, each **.10**
16-piece Toilet
porcelain ware, in rich floral deco-
ration, four colors, blue, green, pink
and buff; all pieces full sized, regu-
lar \$3.75. Monday bargain **2.99**
3,000 Plates, comprising soup, bread
and butter, tea, breakfast and din-
ner, regular 75c. Monday bar-
gain, each **.30**

2-burner, reg. \$1.75. Monday. **1.29**
3-burner, reg. \$2.50. Monday. **2.29**
Queen Gas Oven, asbestos lin-
ed. Monday **.89**
National Gas Oven, asbestos
lined. Monday **1.15**

Daisy Oil Stoves—
1-burner, regular **.45**
2-burner, regular **.85**
1.50. Monday. **1.35**
Roxton Jack Planes,
regular \$1.60. **1.19**
Monday.

Grass Shears, Monday, 15c and 20c.
Grass Shears, best steel blades,
Monday, 60c, 79c and 95c.

Garden Rakes, 14-
tooth. Mon. **.21**
Garden Hoes **.25**
Monday.
China Salt Boxes, with wooden cover,
25c value. Monday **.20**
Cone Gas Toasters, to hold four
pieces of bread. Monday **.25**

Gray Enamelware Preserving Kettles:
9-pt. Monday **.42**
11-pt. Monday **.53**
14-pt. Monday **.65**
22-pt. Monday **1.20**
Gray Enamel Cereal
Cookers, Mon-
day **.39**

Stranky Enamelware, Water Pails,
eight-quart size. Monday **.39**
Tin Boilers, with
copper, flat bottom,
size 8 and 9,
regular \$1.25 and
\$1.35. **.89**
Monday.
Tin Boilers,
with copper pit,
bottom, sizes 8,
9 and 10, regu-
lar \$1.45 and \$1.55.
.99
Monday.

Extra Good Quality Boilers, size 8,
regular \$1.50. Monday **1.19**
regular \$1.50. Monday **1.19**

Galvanized Boil-
ers, flat bottom,
size 8, regu-
lar \$1.25. **.69**
Monday.
Galvanized Tubs,
8 sizes, Monday
60c, 72c and 85c.
Galvanized 10 x
18x17, Mon. **3.25**
day.

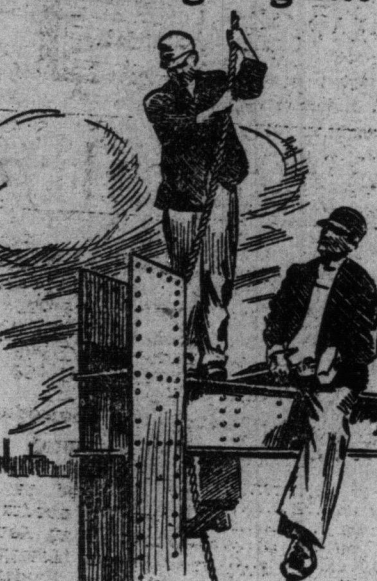
Wringers, best
rubber rolls, en-
closed vs. steel
ball bearings, 1-
year guarantee,
regular \$5.50 and
Monday **4.98**

Globe Wash Boards, reg. 20c. **.17**
Monday.
Glass Wash Boards, regular
35c. Monday **.28**
Pots' Irons, three
iron, handle, and
stand in set, pol-
ished, reg. 75c.
Monday **.59**
set. Monday **.59**
Iron Hoisters, will
hold three iron
regular 25c. Mon-
day **.19**
Pots' Iron Handles, Monday **.8**
Japanned Watering Cans, 6-qt. 30c;
10-qt. 35c; 14-qt. 40c; 18-qt. 45c.
Galvanized Garbage Cans, 3 sizes.
Monday 60c, 80c and 95c.

Clothes Pins, 6 dozen,
regular 10c. Mon. **.8**
Galvanized Water
Pails, 10-qt. size, 20c
value. Monday **.15**
Ice Cream Freezers—The Frost
King—
1-quart size **.49**
2-quart size **.59**
3-quart size **.69**
4-quart size **.79**
6-quart size **.89**
10-quart size **1.25**
Ice Tongs, hand size, for the house-
hold. Monday, 35c and 50c.
Garden Trowels, Monday, 25c.

Summer Queen Oil Stove, 2-burner,
the best oil stove made; \$1.50. **1.59**
Monday.
Tin Baths, well japanned, 3 sizes.
Monday, 21c, 35c and 45c.
Tin Baths, plain, Monday, 25c.
Galvanized Baths, plain, Monday,
35c.

Building Again



SOON the sound of the
giant rivetter will be
heard again on our part
of Yonge Street. Soon again
we'll see those mid-air feats
by which the steel construc-
tion men earn their daily
bread. For the Simpson block
is to have its last section com-
pleted this summer, when it
will stand at last four square,
uniform and entire.

The Wanless store must
first, of course, be taken
down. We are even now
conducting a sale of the
stock of Men's Furnishings
at present on display there.

On Monday we particularly
emphasize:—
300 More \$2.00 and \$2.50 Pyjama Suits
To Clear at \$1.50 Each
300 Pyjama Suits for men, regular
in price \$2.00 and \$2.50; swastika in
plain blue, tan, mauve, etc.; madras
in stripes; cashmerettes in
stripes; made in low neck style and
military, mostly with frog trimmings.
They fit perfectly—a sure feature of
Simpson pyjamas. They will go quick-
ly at, per suit, Monday, \$1.50.

Summer Sale Wall Paper
Imported Wall Papers at Less Than
Half-Price.

25c Bedroom Papers, Monday 11c.
50c Dining Room and Parlor Papers,
Monday 23c.
75c Parlor and Dining Room Papers,
Monday 31c.
150c Japanese Leathers, Monday
49c.

Second Day of the Great Sale of Underbought Muslins (Second Floor, Queen Street)

WE culled the prettiest, best and most summery of a great
wholesale stock of summer muslins, and we secured
them at a "cold-summer discount" of very generous propor-
tions. Now the goods have arrived, simultaneously with
the warm weather, and the sale started to-day.

This is Monday's quota:—

"Loretta" Organdy, another popu-
lar number; in a hundred different
designs, from the small moss rose
bud to the elegant large French
designs, in pink, sky, mauve, yellow
and green combinations; worth
and sold by us regularly at 17c.
Special sale price, 15c.

White Mercerized Broadcloth Vest-
ings, fine quality, looks like silk
and retains its lustre after repeat-
ed washings; scores of designs to
choose from in spots, figures, fancy
stripes, etc. Regularly 20c and 25c.
Sale price, 13c.
(No 'phone or mail orders.)

63 pieces 30-inch pretty bordered
Organdy Florelle; tan, pink, mauve,
white and sky grounds, with new
row or wide fancy stripes and ring
designs; some with the pretty,
fashionable Dresden border; the
most dainty designs imaginable.

Had we bought these in the regu-
lar way the price would have been
15c. Sale price, 10c.

"Princess Raye," a well-known
and popular floral-printed organdy
from a celebrated New York manu-
facturer; the designs are so nume-
rous that no pen can describe them,
but just come and see; spots, fancy
stripes and figures. Regularly 17c.
Sale price, 8c.

63 pieces 30-inch pretty bordered
Organdy Florelle; tan, pink, mauve,
white and sky grounds, with new
row or wide fancy stripes and ring
designs; some with the pretty,
fashionable Dresden border; the
most dainty designs imaginable.

20 only, dainty colored Swiss Robes, in sheer lawn and fine
muslin; skirts all shaped ready to make up, and full material
and trimmings for the bodice; in pale blue, pink, rose and mauve
only. These new goods would sell in the regular way from
\$10.50 to \$15.00. Monday morning, \$4.75.

Semi-made Swiss Embroidered Robes

20 only, dainty colored Swiss Robes, in sheer lawn and fine
muslin; skirts all shaped ready to make up, and full material
and trimmings for the bodice; in pale blue, pink, rose and mauve
only. These new goods would sell in the regular way from
\$10.50 to \$15.00. Monday morning, \$4.75.

Summer Sale of Silks

75c, 85c and \$1.00 Plain and Fancy Silks, 57c
Hundreds of styles in summer's fashionable silks for after-
noon and evening gowns, coats, and smart silk frocks, including
foulards, check and stripe taffeta, novelty satin de chine, Swiss
paillette, French satin messaline, etc. Some are full pieces;
others waist and dress lengths. Nearly every plain color and
color combination desired, light and dark; ivory and black.
Splendid values at regular prices—75c, 85c and \$1.00 yard. All
one price Monday, per yard, 57c.

Black Dress Voiles Selling Half-Price

800 yards black Voiles with white stripes, single, double and
treble stripe effects, extremely rich and handsome fabrics for
summer gowns, waists, odd skirts, etc.; guaranteed fast and per-
manent blacks. We have been selling this voile for one dollar
yard. Monday, half-price, 50c.

1,500 yards beautiful quality black Voile, in plain stripes and
checks; the season's newest weaves in pure wool qualities and
guaranteed permanent blacks; characteristic and seasonable fab-
rics for present wear. Regular selling price \$1.25. Monday, half-
price, 63c.

Globe Wash Boards, reg. 20c. **.17**
Monday.
Glass Wash Boards, regular
35c. Monday **.28**
Pots' Irons, three
iron, handle, and
stand in set, pol-
ished, reg. 75c.
Monday **.59**
set. Monday **.59**
Iron Hoisters, will
hold three iron
regular 25c. Mon-
day **.19**
Pots' Iron Handles, Monday **.8**
Japanned Watering Cans, 6-qt. 30c;
10-qt. 35c; 14-qt. 40c; 18-qt. 45c.
Galvanized Garbage Cans, 3 sizes.
Monday 60c, 80c and 95c.

Clothes Pins, 6 dozen,
regular 10c. Mon. **.8**
Galvanized Water
Pails, 10-qt. size, 20c
value. Monday **.15**
Ice Cream Freezers—The Frost
King—
1-quart size **.49**
2-quart size **.59**
3-quart size **.69**
4-quart size **.79**
6-quart size **.89**
10-quart size **1.25**
Ice Tongs, hand size, for the house-
hold. Monday, 35c and 50c.
Garden Trowels, Monday, 25c.

Summer Queen Oil Stove, 2-burner,
the best oil stove made; \$1.50. **1.59**
Monday.
Tin Baths, well japanned, 3 sizes.
Monday, 21c, 35c and 45c.
Tin Baths, plain, Monday, 25c.
Galvanized Baths, plain, Monday,
35c.

Wringers, best
rubber rolls, en-
closed vs. steel
ball bearings, 1-
year guarantee,
regular \$5.50 and
Monday **4.98**

Globe Wash Boards, reg. 20c. **.17**
Monday.
Glass Wash Boards, regular
35c. Monday **.28**
Pots' Irons, three
iron, handle, and
stand in set, pol-
ished, reg. 75c.
Monday **.59**
set. Monday **.59**
Iron Hoisters, will
hold three iron
regular 25c. Mon-
day **.19**
Pots' Iron Handles, Monday **.8**
Japanned Watering Cans, 6-qt. 30c;
10-qt. 35c; 14-qt. 40c; 18-qt. 45c.
Galvanized Garbage Cans, 3 sizes.
Monday 60c, 80c and 95c.

Clothes Pins, 6 dozen,
regular 10c. Mon. **.8**
Galvanized Water
Pails, 10-qt. size, 20c
value. Monday **.15**
Ice Cream Freezers—The Frost
King—
1-quart size **.49**
2-quart size **.59**
3-quart size **.69**
4-quart size **.79**
6-quart size **.89**
10-quart size **1.25**
Ice Tongs, hand size, for the house-
hold. Monday, 35c and 50c.
Garden Trowels, Monday, 25c.

Summer Queen Oil Stove, 2-burner,
the best oil stove made; \$1.50. **1.59**
Monday.
Tin Baths, well japanned, 3 sizes.
Monday, 21c, 35c and 45c.
Tin Baths, plain, Monday, 25c.
Galvanized Baths, plain, Monday,
35c.

Wringers, best
rubber rolls, en-
closed vs. steel
ball bearings, 1-
year guarantee,
regular \$5.50 and
Monday **4.98**

Globe Wash Boards, reg. 20c. **.17**
Monday.
Glass Wash Boards, regular
35c. Monday **.28**
Pots' Irons, three
iron, handle, and
stand in set, pol-
ished, reg. 75c.
Monday **.59**
set. Monday **.59**
Iron Hoisters, will
hold three iron
regular 25c. Mon-
day **.19**
Pots' Iron Handles, Monday **.8**
Japanned Watering Cans, 6-qt. 30c;
10-qt. 35c; 14-qt. 40c; 18-qt. 45c.
Galvanized Garbage Cans, 3 sizes.
Monday 60c, 80c and 95c.

Clothes Pins, 6 dozen,
regular 10c. Mon. **.8**
Galvanized Water
Pails, 10-qt. size, 20c
value. Monday **.15**
Ice Cream Freezers—The Frost
King—
1-quart size **.49**
2-quart size **.59**
3-quart size **.69**
4-quart size **.79**
6-quart size **.89**
10-quart size **1.25**
Ice Tongs, hand size, for the house-
hold. Monday, 35c and 50c.
Garden Trowels, Monday, 25c.

Summer Queen Oil Stove, 2-burner,
the best oil stove made; \$1.50. **1.59**
Monday.
Tin Baths, well japanned, 3 sizes.
Monday, 21c, 35c and 45c.
Tin Baths, plain, Monday, 25c.
Galvanized Baths, plain, Monday,
35c.

Wringers, best
rubber rolls, en-
closed vs. steel
ball bearings, 1-
year guarantee,
regular \$5.50 and
Monday **4.98**

Globe Wash Boards, reg. 20c. **.17**
Monday.
Glass Wash Boards, regular
35c. Monday **.28**
Pots' Irons, three
iron, handle, and
stand in set, pol-
ished, reg. 75c.
Monday **.59**
set. Monday **.59**
Iron Hoisters, will
hold three iron
regular 25c. Mon-
day **.19**
Pots' Iron Handles, Monday **.8**
Japanned Watering Cans, 6-qt. 30c;
10-qt. 35c; 14-qt. 40c; 18-qt. 45c.
Galvanized Garbage Cans, 3 sizes.
Monday 60c, 80c and 95c.

Clothes Pins, 6 dozen,
regular 10c. Mon. **.8**
Galvanized Water
Pails, 10-qt. size, 20c
value. Monday **.15**
Ice Cream Freezers—The Frost
King—
1-quart size **.49**
2-quart size **.59**
3-quart size **.69**
4-quart size **.79**
6-quart size **.89**
10-quart size **1.25**
Ice Tongs, hand size, for the house-
hold. Monday, 35c and 50c.
Garden Trowels, Monday, 25c.

Don't Miss a Day of the Great June White Sale.

Monday You Can Buy:
Drawers, of fine cotton, umbrella
style, tucked full, all sizes, for 15c a
pair.
Carpet Covers, of fine nainsook, lace
and ribbon trimmed, full front, sizes
32 to 42 bust, for 25c each.
Petticoats, of fine cotton, deep
flounce, tucks, insertion and ruff of
embroidery, 38, 40, 42 inches, for 37c.
Princess Slips, fine nainsook, trim-
med with lace and ribbon and tucked
flounce, sizes 32 to 42 bust, for 85c.
Summer Corsets, of cool white sum-
mer net, rustproof, latest models, sus-
pender, sizes 18 to 26 inches, for
75c a pair.
Women's Summer Vests, fine white
ribbed cotton, low neck, no or short
sleeves, lace and ribbons, sizes 32 to
38 bust, for 10c each.

Boys' Two-Piece Suits

Regular Prices \$3.50 to \$5.00.
Monday \$2.49

Boys' strong, durable, Eng-
lish and Canadian tweed two-
piece suits, brown and grey
mixed grounds, with neat self
and fancy colored stripes, Nor-
folk and double-breasted styles
with belt, plain or bloomer
pants; sizes 25 to 32. Regular
prices \$3.50, \$4.00 and \$5.00.
Monday \$2.49.

Boys' Shirt Waists

Regular Prices