

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.—Moderate S. to W. winds; partly fair, with thunderstorms and very warm.

SIMPSON

The July Linen Sale

goes merrily on. We say "merrily," and mean it. Our customers are the merry ones, and no wonder. For where else are such bargains in fine linen obtainable? Nowhen and nowhere in America. This summary portends another boost to the linen's popularity.

Satin Damask Table Cloths, rich double satin damask, all pure linen and full grass bleached Table Cloths, for round or square tables, 2x2½ yards, only fifty altogether. Regular \$4.50, \$4.75 and \$5.00 each. Wednesday 2.98

Grey Homespun Flannels, 28 inches wide. July Sale price 25

Bath Towels, heavy brown linen, hemstitched, hemmed or fringed, in white, fancy stripes, 150 pairs of these large Turkish Bath Towels; some worth \$1.35 per pair. July Sale price 75

Steamer Rugs—Every rug pure wool, reversible, some in Irish colorings, some genuine Scotch plaids, fringed ends, standard sizes. Wednesday 5.00

A Beautiful Long Cloth—Manchester's finest 36-inch Long Cloth, for night gowns and dainty undergarments. Only 600 yards. July Sale 12

(Second Floor)

The Silks of the Orient Lowered in Price

If you could induce some eastern potentate to come shopping with you some morning, on our Second Floor, he would certainly express astonishment at seeing his native silks sold at these prices so far from home:

Tempting Summer Silks

Five varieties, all ready to lend themselves to present styles of travelling, beach or town dress.

Japanese Silks, all colors, black and ivory, 27 inches wide. Regular 35c and 50c. Wednesday 24

Pure Japanese Habutai, 36 inches wide, ivory and black only. Per yard 48

Satin Japanese Silk, washable, in coral, mauve, rose, reseda, catawba, Copenhagen and navy, 27 inches wide 49

Natural Shantung, first quality, 34 inches. Per yard 49

Black Dress Fabrics in Unlimited Variety

There are 2000 yards for Wednesday at Half Price and Under. They include All-wool Voiles, Silk and Wool Voiles, All-wool San Toys, Poplins, Tudor Cloths, Silk and Wool Crepes, Henriettas, Broadcloths, Satin Cloths, Novelty Lightweight Fabrics, Serges, etc., 44 to 54 inches wide. These are usually sold at \$1.00 to \$2.50. Wednesday, per yard . . . 69

Lower Prices on Wash Goods

Tucked Mercerized Brocades, some with plain tucks, others with embroidery and insertion, dainty small designs, 38 and 40 inches wide. Regularly 39c and 50c 19

Fine Scotch Zephyrs, 31 inches wide, large patterns, very stylish and in colors. Regularly 25c. . . 19

Fine Swiss Voile, 46 inches wide, with pretty border and hand embroidered small fancy figure on ground work of tan, pink, sky, etc. Regularly \$1.98 98

Three Cheers for Vacations!

THE man who invented them might well have been blessed by Sancho Panza, as was the man who invented sleep. If you have a vacation looming up, make sure of enjoying it to the full by providing suitable clothes for yourself. No need of make-shifts when new togs are being passed out at such prices as these:—

120 Two-piece Outing Suits, tweeds, flannels and homespuns, in light and medium grey shades, stripes and plain colors, single-breasted sack style, half lined. Comfortable hot weather suits; sizes 35 to 42. Regular up to \$15.00. Wednesday at 7.95

Summer Vests. English and French fancy wash vestings, in white, grey, and tan, with fancy stripes; sizes 36 to 46. Wednesday 1.50

Shirts and Undergarments

In pure white and silk and lisle mixtures, in a flesh color; sizes 34 to 44. Regular \$1.25 and \$1.50. Wednesday, each 89

Men's Negliges, in colored stripes and fancy designs; coat or ordinary style; sizes 14 to 18. Regular \$1.00, \$1.25 and \$1.50. Wednesday 69

Pyjamas, for summer wear, plain colors, fancy designs and stripes; all sizes. Regular \$2.00, \$2.50 and \$3.00. Wednesday . . . 1.49

Boys' Shirt Waists

Percales and Madras Cloths, English prints, in plain white or with black and colored stripes; sizes 6 to 15 years. Regular 65c and 75c. Wednesday at 50

Boys' Blazer Coats, English flannels, in plain navy blue, with red and blue and white and blue silk tape edging; also in assorted stripes; sizes 26 to 32. Regular prices \$2.00 and \$2.50. Wednesday 1.59

Fifty Silk Hats, \$3.45

For the glorious Twelfth, new 1911 shapes, plain silk or cloth bands. These hats are good value at \$5.00. Tuesday and Wednesday . . . 3.45

Dollars to be Saved on these Boots and Shoes

180 pairs Men's Boots, "Doctor's Special," tan or black box calf leather, Blucher, bellows tongue, leather lined, triple Goodyear welt sole, heavy reinforced shank, long wearing, E and EE widths; all sizes 6 to 11. Regular price \$3.95. Wednesday 2.95

MEN'S HIGH LEG BOOTS AT ABOUT ONE-THIRD OFF REGULAR PRICE.

240 pairs Men's Boots, tan storm calf leather, Blucher, bellows tongue, ten-inch leg, with two straps and buckles at top, triple thick sole, double Goodyear welt stitched, heavy reinforced shank, leather lined; all sizes 6 to 11. Regular price \$4.49. On sale Wednesday 2.95

SPECIAL PRICES ON SUMMER FOOTWEAR.

Barefoot Sandals—Women's, .99; Misses', .79; Children's, .59; Infants', .49
Tennis Shoes—Men's, .69; Women's, .55; Boys', .55; Misses' or Youths', .45; Children's, .39
Women's Duck Bathing Shoes29
Men's or Women's Water Rush Slippers29
Women's White Canvas Oxfords99
Shoe Polish, Regular 25c. Wednesday 2 for .25 (Telephone orders filled.)

Half Price and Less on Socks

Men's Lisle Thread Socks, imported, a clearing lot from a large maker, consisting of black, tan, also fancy colors, checks and stripes, double-spliced heel, toe and sole; all this season's goods; all sizes. Regular 50c. Wednesday, 25; 3 pairs 69

Boys' and Girls' Black 2-1 Ribbed Seamless Cashmere Stockings, English made, double-spliced, soft yarn; sizes 6 to 10. Regular 25c. Wednesday, 19; 3 pairs 55

Women's Long Silk Lace Gloves, black only; a neat cool glove; all sizes. Regular 50c. Wednesday 29

Bargain Brushes

FOR THE HAIR, TEETH AND NAILS.

Sample Hair Brushes, in solid ebony, with pure hand-drawn bristles. Regular values up to \$1.75. Wednesday 78

Tooth Brushes, including the best French makes. Regular up to 20c. Special . . . 10

Nail Brushes, in all sizes and shapes. Regular up to 35c. Wednesday 19

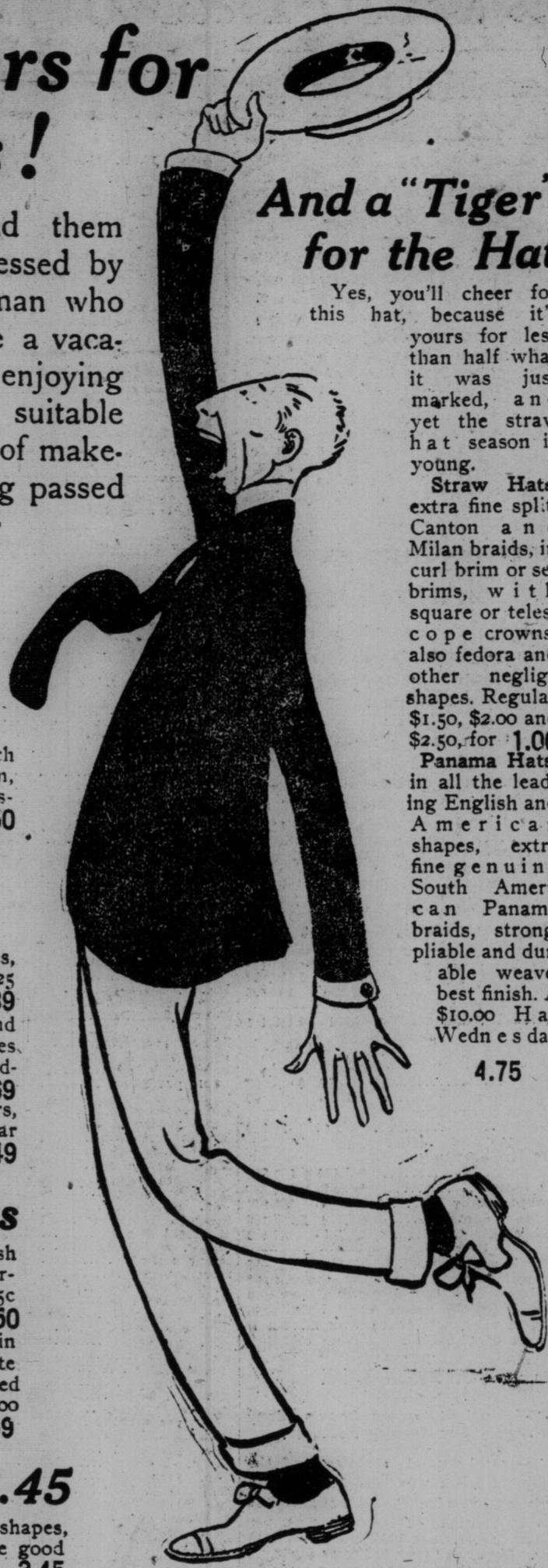
Phone direct to Toilet Department.

Wednesday Will Be the Second Day of the Picture Sale

Three Prices—\$2.00, \$1.00, 50 cts.

\$5,000 worth of other artistic Pictures at one-third off regular prices.

The **SIMPSON** Company Limited
Robert



And a "Tiger" for the Hat

Yes, you'll cheer for this hat, because it's yours for less than half what it was just marked, and yet the straw hat season is young.

Straw Hats, extra fine split, Canton and Milan braids, in curl brim or set brims, with square or telescope crowns, also fedora and other negligé shapes. Regular \$1.50, \$2.00 and \$2.50, for 1.00
Panama Hats, in all the leading English and American shapes, extra fine genuine South American Panama braids, strong, pliable and durable weave, best finish. A \$10.00 Hat Wednesday 4.75

China Chances in the Cool Basement

200 Baby Plates, picture decoration. Wednesday 15

125 pieces Rubian Art Wares—Salad Bowls, Comb and Brush Trays, Fern Pots, Chocolate Pots, Jardinières. Wednesday, special 98

Cake Plates, natural color floral decoration. To clear, Wednesday 5

Carlsbad China Dinner Sets, 98 pieces, delicate floral spray design, scalloped edge, gold lined and traced. Wednesday 16.50

20 Beautiful English Dinner Sets, 97 pieces, gold finish. Wednesday 4.95

Flower Vases, 16 inches high, lily shape. Wednesday 15

Lemonade Set, seven pieces, rich cut glassware, tankard shape jug. Complete set, Wednesday, 4.98

Housefurnishing Department

(Fourth Floor)

Tapestry Carpet, Made, Laid and Lined, at 73c Per Yard—Carpets suitable for the parlor, dining-room, den, bedroom or hall; the designs, which include Oriental, floral, chintz, etc., are adaptable for any of the above mentioned rooms, and there are colors to suit any scheme of decoration; 5/8 borders to match. Very special Wednesday, made, laid and lined 73

Japanese Mats, suitable for the verandah, summer cottage, etc., bright colors, good designs, size 30x60. Regular price 50c. Wednesday, each . . . 33

A Lace Curtain Day on Wednesday

Nottingham Lace Curtains at \$1.19

The designs at this price are exceptional, and include newest effects in conventional, floral, scroll, insertion and stripe effects, plain and figured centres, white and ivory, 3x3¼ yards long, 52 inches wide; curtains regularly sold at \$2 per pair. Wednesday 1.19

Swiss Curtains at \$2.99

These curtains are in a good variety of richly designed patterns; some deep all-over insertion effects, heavy motif corner; plain, floral and figured centres; 50 inches wide, 3½ yards long; white and ivory. Exceptional value at Wednesday's reduced price, per pair 2.99

Battenburg Curtains at \$3.99

Possibly no other curtain equals the Battenburg for attractiveness and wear. We have selected for Wednesday several effectively designed curtains, with deep rich insertion, dainty corner motif and neat edging, 50 inches wide, 3 yards long. Worth up to \$5.00. Wednesday, per pair . . . 3.99

Wall Paper

A visit to our Wall Paper Department, on the Fifth Floor, is a revelation to the person who has only gone as far as admiring the beautiful papers in the windows. Quantity is so great and variety so infinite that one really wonders how such countless designs are executed, but all the same a buyer does not get bewildered, as arrangements for showing and giving a correct idea as to how a paper will look "hung" are perfect.

Residential

Avenue Road, near 1625, 156 x 174; H. H. WILL 35 KING

PROBS: F

Town

Only Five Standing—Wanted—W Fire Swept Three Men Flames, Wh Drowned Conflagration

COCHRANE ARE WIT

A RECORD

The Town of yesterday's twice fire swept on July 11. It destroyed the mayor of the Porcupine has over a wide area timbered.

NORTH BAY

A terrible disease Northern Ontario and lack of rain, burning up with which have been week and reached licking up in the thing before them rible gale of wind ed down on village of the north coun perty will run th while the death r the Porcupine dis is at its worst. c prospectors, whose over a wide area timbered.

COCHRANE

The Town of Co of the T. and continental, whic out the other day to the ground to ants are in a he shelter, and ask neighboring towns South Porcupine been wiped out of the City was visited. part of the town, the outskirts were suffered severely. All the mining, Whitney Town, Hundreds of peop children, were for and streams, c intense and blis flagration, an im immense clouds the sky, illum flame, as the fire tree with frightu rible roar.

A report has co A full, and Y been burned to Moore and three lves by drowning pine town, whi flames. Driven In The flames av Porcupine town and wiped out b that the inhabi the lake, as n without the whi which burned th Gasoline boats from both towns the lake, where altho the outsid in flames, and being waged to provision supply several days at. It is being asp points.

At the Town o is burned excep Railway office, th house, Johnston' prial Bank, Me and N. O. Rail station and fre being wiped out Bank of Ottawa block, T. J. Roitschild's bla

Continued on

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NIAGAR July 11. (the mercu the top of the firemen by an alar When they scene, 5 Simms' exp wanted the fire in the baby brothe