

SIMPSON'S MIDSUMMER SALE OFFERS YOU THIS GREAT LIST



Extra Special!
House Dresses
Half Price 1.25

An excellent opportunity for the young or slight woman who wears size 24. Chambray, gingham and cambric house frocks in a variety of serviceable and attractive colorings. Many styles. Long or short sleeves. Regularly \$2.50. Just for Tuesday, \$1.25.

\$3.95 and \$4.50 Blouses \$2.95

The price does not begin to represent the excellent value of these rich, pure crepe de chine blouses. Various light or dark colorings, and several of the most popular styles. Pin tuckings of fine lace edgings are among the most delightful features. All sizes to 44 in the lot. The \$3.95 and \$4.50 kind, Midsummer Sale, today, \$2.95.

Remarkable "Just for Tuesday" Saving in Women's

Smart Lustre Bathing Suits

Simple but ever so smart are they—developed in navy and black wool lustre. Two styles—one with pretty button trimmed square neck and block trimming on skirt—the other with "V" neck, slashed sleeves and green trimmings on skirt and bodice. Both have adjustable waist and attached bloomers. Marvellous value. Just for Tuesday, \$4.98.



Women's Hand-Made Nightgowns.

Charming slip-over styles, made of sheer nainsook. Daintily trimmed with scalloped edging and ribbon-run buttonholes. Just for Tuesday, \$2.75.

Women's Hand-Made Corset Covers.

Odd lines made of beautiful materials, with dainty hand scalloped edges and handsome floral and drawn work designs. Sizes 24 to 42 in the lot. Regularly \$3.50, \$4.50 and \$5.00. Just for Tuesday, \$2.68.

Women's Underskirts for \$1.19.

Made of good quality white cotton, with deep flounce of Swiss embroidery. Cotton underlay. Regularly \$1.75. Just for Tuesday, \$1.19.

Women's Umbrella Drawers, 49c.

Made of fine cotton, with deep flounce of lace or lace insertion with white lawn. Both styles. Just for Tuesday, 49c.

"Just for Tuesday" Savings in the WOMEN'S SECTION

Women's Silk Poplin Dresses at \$10.95

On Sale at 10 a.m. Today

Wonderful value—chosen from regular stock, ranging in price from \$12.95 to \$15.50. Excellent quality silk poplin, in a variety of smart styles; embroidered or button trimmed, and finished with novelty pockets and dainty satin collars. Colors navy, grey, taupe, sand and black. On sale at 10 a.m. today, \$10.95.

Women's Silk Suits Reduced to \$23.75

Lovely Quality, Smart Designs, Tempting Bargains

'Tis the result of a backward season that you may buy a \$35.00 suit today for \$23.75. Think of the saving it affords at such an opportune time!

Fine taffetas and silk poplins, in a pleasing variety of smart designs—typical of the season's popular modes. Colors taupe, Copen, navy, brown, green, black. Midsummer Sale, today, \$23.75.

Women's Wash Skirts.

Cordelines, repps and drills, in all white. Colored striped skirts and novelty weaves in a number of good styles. Novelty pockets, girdles and button trimming. Former prices \$1.95 to \$2.25. Midsummer Sale, today, \$1.58.

Women's Wash Dresses.

Voiles and fancy muslins, plain, or made attractive by stripes, novelty designs, checks, foulard or Paisley patterns. Color combinations, many and lovely. Satisfyingly styled, beautifully made and finished. All high-priced stock reduced for Midsummer Sale, today, \$5.49.

"Just for Tuesday"

"Just for Tuesday" Notions

Pin-on Hose Supporters, in black and white. All sizes. Regular price 25c. Sale price, pair 10c.

Colored Embroidery Edgings, 3 yards to bolt. Regular price, 10c bolt. Sale, bolt 5c.

Merit Pearl Grey Hair Pins, waved or straight, 10 and 8 pins in a box. Regular price 25c a box. Sale price, 2 boxes for 35c.

Woven Initials, warranted fast colors. All style initials in stock. Sale price, 3 doz. for 9c.

Ironing Wax. Sale price, per dozen 10c.

Ocean Pearl Buttons, four hole, 3 to 4 buttons to card. Sale price, 3 cards for 1c.

Simpson's—Third Floor.

\$1.50 Brass Jardinieres 98c

100 ONLY, DULL OR BRIGHT FINISH FOOTED BRASS JARDINIERS. 7-inch opening. Phone orders filled. \$5.00 a pair. Today, each 98c.

Heavy Stoneware Crocks \$1.34

HEAVY STONWARE CROCKS, for preserving. Just for Tuesday, No. 5 size, with cover, each \$1.19; No. 6 size, with cover, each \$1.24. Phone orders filled.

Palm Room

Not only does the Palm Room hold the premier position among Toronto restaurants, but similarly is it the focal point of discriminating visitors to the city.

The food is well cooked — excellently served — and the charges are moderate.

Lace Curtains 88c Pair

White—just about 100 pairs, so come early today. Nottingham weave—six attractive designs, with conventional borders and plain centres; 36 inches wide and 2 1/2 yards long. Pair, 88c.

Bungalow Nets, 59c Yard.

Imported English nets, in a fine assortment of newest styles—with and without borders—fine, heavy weaves. White, ivory or ecru; 36 to 42 in. wide. Yard, 59c.

500 Lot Finish Window Shades, 79c.

Of opaque cloth—can be easily cleaned when soiled. Mounted on guaranteed Harshorn rollers. Complete, ready to hang. Size 27 inches wide and 70 inches long. Each, 79c.

Stair and Passage Oilcloths on Sale

We offer "Just for Tuesday" two of our best qualities and our newest designs in Stair and Passage Oilcloth at special savings. Not because there is anything wrong with them, but because we want to reduce stocks before stock-taking. The designs are new and the coloring fresh; 15 inches wide, 29c; 22 inches wide, 39c.

"Just for Tuesday" 2000 Pairs Men's Cotton Sox, Pair 23c

Black, grey, tan and mauve. Closely knitted firm weave and seamless foot. Elastic fitting ribbed cuff. Sizes 9 1/2 to 11. Regularly 29c. Just for Tuesday, 23c.

Women's Cotton Stockings, 23c

Black and white, extra closely woven and seamless. Deep double garter welt. Sizes 3 1/2 to 10. Exceptional value. Just for Tuesday, 23c.

Women's Silk Gloves, 69c

Black only, perfectly finished. Sizes 5 1/2 to 6 1/2. Two dome fasteners and double tipped fingers. Regularly 75c. Just for Tuesday, 69c.

Women's Penangle Cashmere Stockings, 49c

Plain black cashmere, in size 3 1/2 only. Seamless. Medium weight and double garter welt. Usual \$1.00 value. Just for Tuesday, 49c.

70-Inch Irish Table Damask, Yard 69c

Regularly Priced \$1.00

Semi-bleached Table Damask of Irish manufacture that will launder white and give splendid wear. Assorted designs; 70 in. wide. Not more than 10 yards to each customer. Regularly \$1.00. Just for Tuesday, yard 69c.

Crash Toweling 18c, Sheetting 75c

BORDERED CRASH TOWELLING, 17 inches wide. Heavy quality for roller towels, etc. 1,000 yards to clear less than mill price. Just for Tuesday, yard 18c.

PLAIN BLEACHED SHEETING, extra heavy quality linen finish, 2 yards wide. Regularly \$1.00 yard. Just for Tuesday, yard 75c.

CHILDREN'S WEAR

WHITE PIQUE SAILOR TAMS, daintily ornamented with pink or blue stitching and finished with smart side bow; elastic chin strap. Sizes 21 and 22. Regularly 95c. Just for Tuesday, 59c.

WATERPROOF FEEDER BIBS, rubberized and prettily ornamented with colored floral designs. Fine cambric backing. Strongly bound edges and neck ties. Regularly 45c. Just for Tuesday, 25c.

CHILDREN'S WASH ROMPERS, Beach style with open leg. Strong white with blue striped percale—buttoned down front and with drop seat and smart belt. Blue chambray collar and pocket. Sizes 2 to 6 years. Regularly \$1.50. Just for Tuesday, 95c.

CHAMBRAY WASH DRESSES for little tots of 1, 2 and 3 years; made in pretty baby style, with neat bound collars, square pointed front and short yokes in coolest effect. Finished with shirring and stitching. Colors pink or blue. Regularly \$1.50. Just for Tuesday, 95c.

Tapestry Rugs \$11.95

Good designs, in great assortment. Conventional or floral effects. Size 7 1/2 x 9 1/2. Just for Tuesday, \$11.95.

Brussels Rugs Down to \$26.95.

Suitable patterns for bedrooms or living-rooms; Oriental or floral effects—strongly woven. Size 9 1/2 x 12 1/2. Just for Tuesday, \$26.95.

Heavy Axminster Rugs at \$14.95.

Oriental designs and colors—shades of deep blue, old rose and tan. Size 4 1/2 x 7 1/2. Just for Tuesday, \$14.95.

"Just for Tuesday" Real Cameo Jewelry REDUCED

CAMEO PENDANTS, 14k gold, in plain, scroll, filigree or pearl set mountings. Regularly \$4.00 to \$7.50. Just for Tuesday, \$2.00 to \$3.75.

PINK CAMEO BROOCH, 14k gold, pearl set filigree design. Regularly \$16.50. Midsummer Sale, today \$9.95.

BROWN SHELL CAMEO BROOCH, scroll design, 14k gold. Regularly \$19.50. Midsummer Sale, today, \$11.95.

PINK CAMEO BROOCH, square filigree design, 14k gold. Regularly \$13.50. Midsummer Sale, today, \$8.75.

10K GOLD OCTAGON CAMEO BROOCH, Regularly \$10.00. Midsummer Sale, today, \$7.95.

PEARL MOUNTED PINK CAMEO BROOCH, 14k gold. Regularly \$27.50. Midsummer Sale, today \$19.50.

BAR PIN SET WITH CAMEO, 14k gold. Reg. \$10.00. Midsummer Sale, today \$7.95.

10K GOLD FILIGREE DESIGN CAMEO BROOCH, Regularly \$7.00. Midsummer Sale, today \$4.75.

FANCY PEARL SET PINK CAMEO BROOCH, Regularly \$16.50. Midsummer Sale, today \$9.95.

\$1.95 BATTENBERG TABLE COVERS, \$1.25— Hand-made Battenberg lace table covers. Handsome designs with lace centres. Size 54 inches round. Regularly \$1.95. Just for Tuesday, \$1.25.

FINE-HUCK BEDROOM TOWELS, with fancy damask borders and hemmed ends. Large size. Regularly 75c. Just for Tuesday, pair 49c.

ENGLISH MADAPOLLAM, of beautiful quality, extra wide width, 43 inches. Soft needle finish. Regularly 50c. Just for Tuesday, yard 39c.

ENGLISH-MADE CIRCULAR PILLOW COTTON, in fine even weave; 42 in. wide. Regularly 55c. Just for Tuesday, yard 45c.

IRISH EMBROIDERED HEMSTITCHED PILLOW CASES, in attractive designs. Size 44 x 36 in. Regularly \$1.75. Just for Tuesday, pair \$1.25.

Big Reductions in Wanted

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30 Matron's Hats at \$1.95.

Soft, becoming effects in black chiffon with flower and ribbon trimming. Regularly \$3.50. Midsummer Sale, today, \$1.95.

Large Pencil Edge Panamas.

Extra fine and well finished in the glossy white. An ideal summer hat. Regularly \$2.75. Midsummer Sale today, \$1.95.

White Sport Hats Specially Priced.

White English Sport Hats, in splendid shapes, ribbon trimmed. Midsummer Sale today, \$1.95.

Boys' Long Khaki Trousers at \$1.98

Boys' Long Khaki Trousers, made from good quality khaki drill, finished with belt loops, 4 pockets, cuff bottoms. Sizes 25 to 31 waistband. Just for Tuesday \$1.98.

Little Boys' Wash Suits 49c

Natural Shade Linen Bloomers, made with belt loops, three pockets, strap with button and buttonhole at knee. Sizes 6 to 12 years, 19c.

Blue and White Striped Oxford and Palm Beach Cloth Knickers. Sizes 3 to 10 years. Just for Tuesday, 49c.

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Big Reductions on Wall Papers

Large range of new designs in up-to-date colorings. Divided into three lots for easy clearing.

15c to 25c KINDS, 110 SINGLE ROLL

Striped and floral patterns in pretty colorings for bedrooms—conventional designs in rich colorings for sitting-rooms and halls—many styles have borders to match.

35c to 50c KINDS, 23c SINGLE ROLL

Large variety of decorative treatments, in new subdued tones for living-rooms and halls. Embossed and relief wall papers for drawing-rooms in pastel shades.

"Just for Tuesday" Specials in Hardware

BRAD BOARD—10 1/2 inch diameter, round hardwood board, nicely finished. Today, 25c.

BRUSH FLOOR BROOMS—Swiss clean-up wear long—13-inch wide—long handle. Today 49c.

Larger sizes specially priced at \$1.98 and \$2.98.

VERANDAH GATES to keep the kiddies in—natural wood finish—varnished—4-foot size. Today \$1.49; 7 1/2-foot size, today \$2.49.

White English Sport Hats, in splendid shapes, ribbon trimmed. Midsummer Sale today, \$1.95.

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THE SORT OF VACATION BOOKS YOU'LL ENJOY AT 30c

Priced Fully 50 Per Cent. Less Than Market Value—Phone Main 7841

Months ago we made a great special purchase of holiday reading, anticipating your present requirements. Since then the English publishers have been forced to make two very substantial advances in prices, owing to the scarcity of paper and labor. Hence the books that we offer you at 30c could not be duplicated to sell under 50 per cent. increase. Seize the opportunity today to lay in a liberal supply at the old price. Cloth bound. Each 30c.

REX BEACH
The Net.
The Silver Horde.
Heart of the Sunset.
The Ne'er Do Well.
The Spoilers.
Partners.
Going Home.
The Barrier.
JEAN WEBSTER.
Jerry.

Dear Enemy.
Just Peppy.
STUART EDWARD WHITE.
The Riverman.
Blazed Trail Stories.
The Westerners.
Silent Places.
Arizona Nights.
Bobby Orde.
Conjuror House.

ODD TITLES
"The Man on the Box," by Harold McGrath.
"The Birth of a Nation," by Thomas Dixon.
"Little Shepherd of Kingdom Come," by John Fox, Jr.
"Trail of '91," by Robert W. Service.
"The Shepherd of the Hills," by Harold Bell Wright.
"Roads of Destiny," by O. Henry.
"A Master of Craft," by W. W. Jacobs.
"A Knight on Wheels," by Ian Hay.
"Pigs is Pigs," by Butler.

Black Silks

1,400 yards of Black Satin Paillettes—Extra weight, all-silk weaves, from a well-known Swiss manufacturer—qualities that we can recommend for stripes of silk, 1-2 inch apart. Midsummer Sale, today, yard \$1.94.

96c Natural Silk Shantungs, 1,000 yards. Just for Tuesday, yard 75c.

Habitat Silk, 1,000 yards, yard wide in our ivory tone. Regularly 75c. Just for Tuesday, 69c.

Black Chiffon Taffetas, specially made for bathing suits; 36 inches wide. Regularly \$2.50. Just for Tuesday, yard \$2.24.

Wash Goods

Wanted Weaves for Hot Weather Suits, Frocks and Sports Skirts at Bargain Prices.

White Snowflake Voiles, 36 in. wide. Regularly 75c. Midsummer Sale, today, yard 49c.

Silk Stripe Voiles, rose shade with neat single stripes of silk, 1-2 inch apart. Midsummer Sale, today, yard 49c.