

H. H. FUDGER,
President.
J. WOOD,
Manager.

The SIMPSON Company Limited

TUESDAY,
July 19, 1910

Store Opens 8 a.m.

Store Closes 5.30 p.m.

PROBABILITIES—

Moderate variable winds; fine; about same temperature.



Extermination of These Wash Suits

One hundred and fifty dainty colored wash suits have been discovered on our 3rd floor, blooming together, and hoping to be missed by the ruthless stock-taker. All their lovely companions have gone at prices as high as nine dollars—They are now going to suffer the indignity of being hustled out at three nineteen. Read these particulars.

Clearance sale of 150 Women's Wash Suits in some of this season's smart styles. Coats are medium length, with semi or close fitting backs, mannish or long roll collars, some trimmed with self-strappings, others with braidings. Skirts are either pleated or gored styles, trimmed to match coats. Materials and colors are repp-in sky, linen mauve or white, mercerized poplinette in blue, rose, navy, white, grey or pink, ramie cloths in wisteria, mauve, sky or rose, also in stripe effects of tan, blue or rose shades, all sizes from 32 to 42 bust measurements in the lot, but not in each material, style or color; these sold regularly at prices ranging from \$6.50 to \$9.00. To clear Wednesday, \$3.19.

Money Saved on these Smart Separate Skirts

50 only, Women's Separate Skirts, in a smart semi-pleated style, has nine gores, cut full, pointed on side gores, giving a yoke effect, falling into pleats at bottom, finished with self-covered buttons, the material is an all-wool diagonal serge, in black, navy, grey or green, sold regularly at \$6.00. Wednesday's price \$4.95.

Two Shirt Waist Items That Will Create a Stir Wednesday Morning

Too many shirt waists would be impossible. What the laundries do not do to them, the hot weather does. Bearing this in mind, you'll be glad to secure these dainty waist creations, marked at small prices.

\$1.50 COLORED SHIRT WAISTS 98c.

22, made from fine Scotch zephyrs, chambrays and imported percales, strictly tailored, wide tucks, open front, white linen collars, shirt sleeves. All are in neat stripe design, in blues, greys, mauve and champagne. Sizes 32 to 42. Regular \$1.50. Wednesday, 98c.

\$2.95 LAWN SHIRT WAISTS \$1.95.

100 Waists, made from fine, sheer lawn, two pretty styles; front opening, and rows of fine Swiss embroidery and tucked back, long sleeves with tucked cuffs; another style with yoke of pin tucking, and trimmed with large guipure lace motif, French sleeves, finished with tucking and lace insertion. Regular \$2.95. Wednesday, \$1.95.

More Discoveries in the Basement Sale

Every day we are bringing out values in the basement that have not been equalled since our new basement was opened. The stock of chinaware is magnificent—much too magnificent from the stock-taking point of view—so we're making clean sweeps in every direction. Here are the offerings for Wednesday:—

36 dozen only Soup and Breakfast Plates, in fine Austrian chinaware, neat floral pattern, with gold scalloped edge. Regular \$2.25 dozen. Wednesday snap \$1.13 dozen.
58 only Cheese Dishes, Austrian chinaware, artistic floral decoration. Regular \$1.00. Wednesday 49c.
200 dozen Tea Cups and Saucers, best English bone china, gold decoration. Regular \$1.20 dozen. Wednesday special 84c dozen.
1,700 pieces White China for decorating, clear, smooth, white china body, Vases, Bon Bon Dishes, Hair Receivers, Comports, Jardinières. Values up to 75c. Wednesday 25c.
87-piece Dinner Sets, underglaze decoration, dainty blue, floral design, all pieces gold trimmed. Wednesday's big special, \$6.25.
Three genuine snaps for Wednesday selling in Cut Glassware. 8-inch Berry Bowl, Celery Tray, Sugar and Cream Set; rich, deep flaring cut; full of sparkling color. Regular \$4.50. Wednesday \$2.49.
Table Tumblers, 8 oz. size. Regular 65c dozen. Wednesday 45c dozen.
Antique Hammered Brass Ware, round Benares Trays, quaint Oriental designs. Regular 89c. Wednesday 25c.
Oblong Trays, in brush brass finish, size 9 x 12, with extra heavy handles. Regular \$2.25. Wednesday \$1.25.
Crumb Tray and Scraper, brush brass finish, ebony handle. Regular \$2.25. Wednesday \$1.69.

Forethought in the Linen Department

In this sale, you are practically able to buy goods with forethought—you know you'll need the things in this list; if you don't buy them until the day you need them, you will never buy them at these prices. Look forward to the visitors, expected and otherwise, that may come upon you—then you'll see the wisdom of buying here to-morrow.

IRISH LINEN TABLE NAPKINS \$1.98 A DOZEN.

60 dozen only Pure Irish Linen Table Napkins, fully bleached, dainty bordered designs, very durable make. Size 22 x 22 inches.

HEAVY GLASS TOWELING, 10c YARD.

600 yards only, strong Irish Toweling, absorbent, good polisher, 24 inches wide. Regular 15c a yard.

ENGLISH PILLOW COTTON AT 12½c YARD.

620 yards of these goods, remarkable value, 46 inches wide, round thread, linen finish, plain pillow cotton, full bleached, will stand hard wear. Quick selling for early shoppers.

ANOTHER SPLENDID SILK SPECIAL.

500 yards Ivory or Black Japanese Silks, 36 inches wide. Sold in the regular way at 65c yard. Wednesday 47c.

Specially Priced Groceries for Wednesday

Phone Main 7841—the next delivery brings your order.
2,000 stone Fresh Rolled Oats, per stone 36c
Choice Sugar Cured Ham, half or whole, per lb. 19c
Fancy Fatma Rice, 4 lbs. 25c
Canned Apples, gallon s. tin 23c
Shirriff's Marmalade, 2-lb. jar 25c
Kipperd Herring, plain or in tomato sauce, 3 tins. 25c
Canned Tomatoes, 2 tins 15c
Canned Corn, 3 tins 25c
Force Breakfast Food, 2 packages 25c
Klovah Custard Powder, 3 boxes 25c
McLaren's Invincible Jelly Powder, assorted, 3 packages 25c
Teller's Cream Soda Biscuit, 3-lb. box 25c
2 LBS. FRESH ROASTED COFFEE 35c.
300 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, 2 lbs. 35c.

WHITE ALL-WOOL BLANKETS, \$2.98 A PAIR.

44 pairs only, made from long Canadian wool, in the cleanest, most durable way; very warm; pink or blue borders; weight 7 lbs.; size 64 x 84 inches. Selling regularly at \$4.00 a pair.

SHIRTINGS TO CLEAR AT 9c YARD.

600 yards only, fine material for shirts, boys' blouses, wash suits, girls' summer dresses, etc. Regular 15c a yard.

HEAVY CANTON FLANNEL, 7½c A YARD.

900 yards Fine Bleached Flannel, soft nap, firm weave, 26, 27, 28 inches wide. Regular 10c and 12½c a yard.

Wednesday's Wash Goods

15 pieces only of Silk Warp Rajah, linen colored grounds, with striped effects, in pink, sky, grey, green and champagne; these make lovely suitings, and are more durable than all silk. Regularly 65c a yard. Special 39c.

Silk and Cotton Mull, beautiful texture, suitable for summer, dressy for winter, self-colored spots and stripes, in pink, green, grey, rose, yellow, sky and white. Regularly 49c a yard. Special 25c.

Dainty Cotton Voiles, with spots and floral designs, every shade, slightly soiled, but good as new when washed; also Pretty Dresden Striped Muslin, for kimono and dressing jackets, all colors. Regularly 29c to 35c. Special 11c.

An assortment of very pretty Printed Muslins, Lawns and Organdies, in pink, sky, mauve, etc. Regularly 15c. Special 10c.

Framed Pictures Clearing at 35c Each

500 very fine reproductions of well-known paintings, handsomely framed in gilt, with burnished ornaments, suitable for sitting rooms and bedrooms; a large variety of subjects. Six only to each customer. See window.

Useful Little Articles in Silverware

Cut Glass Vases, Salt and Pepper Shakers, with sterling silver tops; Mustard Pots, Trinket Boxes, Ink Wells of fancy glass; Bon Bon Baskets, Decorated China Dishes, Plated Stands, Sugar Baskets, with plated handles. Wednesday all one price 25c.



These Corsets for a Queenly Carriage

As many women know, "La Reine" Corsets are well named; this chance to buy such well-known corsets at a dollar and a quarter, instead of the usual two dollars, should bring a customer for every pair of them at 8 o'clock to-morrow morning—just two hundred pairs!

Two models, long or medium lengths, finest white batiste, medium high bust, extra deep skirt extension, four strong garters, finest, rustproof steels, lace and ribbon trimmed. Sizes 18 to 26 inches. Regular price \$2.00. Wednesday \$1.25.

Phone orders filled.

RUSH PRICES ON WOMEN'S SUMMER UNDERWEAR.

Women's Vests, pure white fine thread, low neck, no sleeves, lace yoke, heading and ribbon. Sizes 32 to 38 bust measure. Regular price 45c. Wednesday 23c.

Women's Vests, fine ribbed white cotton, low neck, no sleeves, deep lace yoke, heading and ribbon. Sizes 32 to 38 bust measure. Regular value 25c. Wednesday 12½c.

Children's Drawers, fine ribbed white cotton, tight fitting, knee length, or umbrella style, with lace edges. Sizes 2 to 16 years. Regular value 20c. Wednesday 10c.

Phone orders filled.

Many Pleasing Lines of Millinery at as Many Pleasing Prices

An early morning excursion to the Millinery Salon (1st floor up) Wednesday will prove both profitable and pleasant. Reduced prices are the rule of the day, as emphasized by the following:

60 new and stylishly trimmed Hats. They are all black or navy, just the thing for travelling; all are either light summer effects or small hats. Regular in price up to \$7.50. Wednesday \$3.50.

400 Untrimmed Shapes, mostly sailors, or hats that can be worn with a scarf, burnt or white. Worth up to \$1.50. Wednesday 38c.

200 Hat Scarfs, in assorted colors. Regular 85c and \$1.00. Wednesday 25c.

300 Sunbonnets, for ladies, misses or children, in assorted patterns. Regular 30c and 35c. Wednesday 25c.

130 others, regular 25c. Wednesday 18c.



What Every Woman Wants

Among other things, is a good supply of pure linen handkerchiefs. It's a rare thing to see this quality sold at half a dollar a dozen!

400 dozen Women's Pure Linen Handkerchiefs, of very fine quality. Wednesday morning at 6 for 25c.

Corset Cover Embroideries. Regular 25c for 12½c.

5,800 yards Corset Cover Embroideries on sale Wednesday morning at half price. Regular 25c per yard, for 12½c.

218 Embroidered Blouse Fronts. Regular 29c each. Wednesday 15c.

WASH BELTINGS.

1,500 yards Wash Beltings, in combinations of white and blue, white and pink, white and mauve and linen shades. Regular 25c and 35c yard. Wednesday 10c.

All our odd Bags of high-class goods, Regular \$5.00 each to \$30.00 each. Wednesday morning your choice for one-half.

Important News Here for Men

A New Outfit, from Hat to Boots, At a Trifling Cost.

To-morrow morning, there'll be "something doing" in our men's store. A man may enter at the Richmond street corner, looking "all to the bad" and by spending about thirteen dollars as here indicated, he may walk out on Queen street looking like a new man, fashionably dressed from head to foot. Here are the stopping places and the savings:—

A \$2.00 Straw Hat, for.....	.98
A \$20.00 2-Piece Suit, for....	9.95
A \$1.50 Shirt, for.....	.50
A 65c pair of Socks, for.....	.29
A \$2.75 pair of Boots, for....	1.99

A \$26.90 Outfit, for.....\$13.71

You'll find the details for all these items below; take any one, or all of them—it's an investment chance that few men will want to miss.

MEN'S TWO-PIECE OUTFIT SUMMER SUITS, REGULAR \$15.00, \$15.50, \$18.00 AND \$20.00. On SALE WEDNESDAY AT \$9.95.

Fine Imported Tropical Weight Worsteds Suits, medium and light grey shades, in plain and fancy effects, made up on the popular 3-buttoned single-breasted sack style, half lined, also some full lined with light lustre lining to match, pants cut full pegtop style, finished with deep rolls on the bottom and reefers for belt, sizes 34 to 44. To clear Wednesday at \$9.95.

50c A SENSATIONAL SALE OF 50c SIMPSON SUMMER SHIRTS.

Is Announced for To-morrow, the last day of the Wantless Rebidding Sale.

The most important point about this sale is what it does not include—no seconds, no misfits, no shirts that we have not sold on our regular counters.

It does include every odd and broken range of our regular stock shirts that sell in the usual way at 75c, \$1.00, \$1.25 and \$1.50.

Phone orders filled.

IMPORTANT POINTS TO REMEMBER.

Come at 8 o'clock. Sale takes place in the old Wantless Building. Plenty of salesmen, thousands of shirts. See Yonge street windows to-day.

AT FIFTY CENTS EACH YOU CAN CHOOSE FROM:

Plain or pleated fronts.
Cotton or ordinary.
Dozens of different patterns.
Many different colorings.
Small laundered cuffs attached.
Sizes and half sizes from 14 to 18.
All at one price, each 50c.

MEN'S COOL UNDERWEAR AT "NEAR ZERO" PRICES.

Main Floor, Richmond Street Section.
White Lisle Thread Undergarments for men, perfect fitting, and pleasantly cool; two weights, silk facings.

Phone orders filled.

Fine Socks for Men, Less Than Half Price

It is said that a fresh pair of Socks every day will do more to keep a man cool than a schooner of beer—if any man wants to test the statement we will supply the socks to-morrow morning at less than half their regular price—here are the details:—

50c AND 65c SOCKS, 3 PAIRS 85c.

Men's finest imported Lisle Thread Socks. The lot consists of all our best lines from regular stock, in all the newest colorings, in fancy patterns, also silk embroidered fronts and clock sides. All sizes. Regular 50c and 65c. On sale Wednesday, pair 29c; 3 pairs 85c.

Boys' and Girls' Fine Ribbed Black, Tan Cotton Stockings, manufacturers' seconds, will wear as well as firsts, double spliced heel, toe and sole, broken sizes. Regular price for perfect goods 25c. On sale Wednesday, pair, 12½c.

In Our Dress Goods Department Will Be Found

Gratifying price reductions on Black Dress Goods and Fine Lustrous.

First, as you step from the elevator Wednesday, will be seen in grand array—

1,200 YARDS OF FRENCH, AUSTRIAN AND GERMAN BLACK DRESS FABRICS, PRICED, PER YARD:

All-wool French Panamas	63c
Silk Striped Taffeta Cloths	85c
All-wool Diagonal Twills	85c
All-wool San Toys	85c
All-wool Check Voiles	85c
All-wool Striped Voiles	85c
All-wool Coating Twills	85c
All-wool Poplins	85c
Silk Embroidered Voiles	85c
All-wool Plain Voiles	85c

FURTHER ON

You'll see a special purchase of fine navy blue lustrous, the kind that's just right for bathing suits, 40 inches wide. The price ticket reads, per yard, 25c.

AND ON THE SAME COUNTER

We're selling on Wednesday, regular 50c Mohair Lustrous, in shades of navy, brown, greys, reds, navys, greens, in light and dark shades, 42 inches wide, at, per yard, 38c.

Wall Papers Half-Price Wednesday

Whether you are papering now or later, don't let Wednesday pass without securing your supply—in the face of the below quoted prices you simply can't, that's all.

5,500 rolls, for attics or kitchens. Regular to 12½c. Wednesday 7c.

For bedrooms. Regular to 25c. Wednesday 11c.

Imported Parlor and Dining Room Papers, good colorings, in flat or silk effects:

Regular to 35c. Wednesday 17c

Regular to 60c. Wednesday 24c

Regular 75c and \$1.00. Wednesday 39c

60 rolls German and American Pressed Leathers. Regular \$1.50 roll. Wednesday 89c.

\$10.00 Mirrors for \$5.95

25 only very handsome British Bevel Plate Mirrors, for early shoppers, in heavy gilt frames, with rich ornamentation in relief; most useful and appropriate above a mantel or in a dressing room. Size 18 x 40 inches. Picture Department, top floor.



pearl buttons, elastic rib cuffs. Sizes 34 to 44. Regular 75c and \$1.00 garments. Wednesday 58c.

TWO DOLLAR STRAWS FOR 98c.

Men's Straw Hats, boater and negligé shapes, newest American styles, in split and sennet braids, silk bands and cushion leather sweats. Regular \$2.00. Wednesday 98c.

Children's Very Fine Straw Sailor Hats, turban and Jack Tar styles, plain white braids, bound on edge. Regular 50c and 75c. Wednesday 39c.

MEN'S BOOTS, WORTH \$2.75, WEDNESDAY \$1.99.

130 pairs Men's Boots, calf and kid leathers, Blucher cut, heavy soles, for business wear, easy fitting, long wearing, all sizes 5 to 11. Worth \$2.75. On sale Wednesday 1.99

No telephone orders filled.

WOMEN'S BOOTS, WORTH \$3.00, WEDNESDAY \$2.29.

480 pairs Women's Boots, selected patent calf, dull matt calf, Blucher top, creased vamp, Cuban heel, medium heavy sole, for street wear; all sizes and half sizes from 2½ to 7. Worth \$3.00. Special purchase price, Wednesday, 8 a.m. 2.29

No telephone orders filled.

"Ground Floor" Prices for Linoleums

Inventory day just a little way ahead. Stock's a little too heavy in several of the better lines, so we cut-priced them in a way that will move them quickly Wednesday.

1,250 yards of Beadorfer Inlaid Linoleum, in marble, parquet and tile designs; twenty designs to select from. The regular price \$1.50. Wednesday, per yard, \$1.35.

1,800 yards of Greenwich Linoleum, in block, floral, tile and mosaic designs. Regular \$1.15 to \$1.35, laid, Wednesday, yard 99c; regular 95c to \$1.10, laid, Wednesday, yard 85c.

15c Will Buy Any One of These 25c Articles

In The Basement, To-morrow

Iron Heaters, holds 3 irons; Wood Salt Boxes, to hang on wall; 2-pint Nickel Plated Tea and Coffee Pots; Nickel Plated Caspinders; keen cutting Shears, large size; Small Gas Rings; Household Meat Saws; Butcher Knives; 18-inch Japanese Serving Trays; Tea and Coffee Canisters; Rattan Carpet Beaters; Frying Pans; 10-quart Galvanized Pails; Embossed Knife Boxes; 12-quart Tin Pails; Fancy Washstand Splashes; grey enamel Preserving Kettles; Pudding Pans; Wash Basins; Feather Dusters; self-righting aluminum Salt and Pepper Shakers (pair) Wednesday 15c.

WORTH UP TO 50c, WEDNESDAY 25c.

Grey Enamel Water Pails, 10 quart size; Tin Foot Baths; Japanned Watering Cans, 6 and 10 quart sizes; Japanned Slop Jars, 5 and 10 quart sizes; 2 and 3 quart Strinsky Pudding Pans; 4 quart Preserving Kettles; 4 quart Preserving Kettles; set of Rosette Trons; Ban-nister Brushes; Shoe Brushes; Covered Market; and Shopping Baskets (handy size for shopping); Window Screens, size 22 to 40. Any article Wednesday 25c.

Hot Weather Toilet Necessities Reduced

Include these in your morning shopping list, or telephone direct to the department:

Princess Skin Food. Regular \$1.50. Wednesday \$1.10.

Grecian Manicure Sets, consisting of buffer, nail powder, manucure, pumice and emery boards. Regular 15c each. Wednesday 2 for 20c.

Taylor's Cameo Soap. Regular 10c. Wednesday 8 for 15c.

Princess Purifier. Regular \$1.50. Wednesday \$1.10.

Violet Talcum, our special 20c line. Wednesday 2 for 20c.

Powder Puffs. Regular 25c. Wednesday 15c.

20c.