

SIMPSON

Store closes at 5.30 p.m. Saturday at 1 p.m. during July and August.

H. H. Fudger, President

J. Wood, Manager

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

SIMPSON

\$3 Crepe Kimono Gowns \$1.95

Long Kimono Gowns, of fancy figured "serpentine" crepe, floral patterns, in navy, sky, cardinal or pink; empire style; some with satin collar and cuffs; others trimmed with fancy self border. Sizes 38 to 44. Regularly \$3.00. Pre-Inventory price **1.95**

\$1.50 PETTICOATS 95c. Women's and Misses' Petticoats, of "Hygrade," "Heatherbloom" and moiree; also a few wash skirts of printed percale, in navy grey, brown, Copenhagen or black and white stripe effects; embroidered, tailored and pleated flounces. Regularly \$1.39 and \$1.50. Pre-Inventory price **.95**

No phone or mail orders.



Many-Hued Parasols

150 Children's Parasols, in a most desirable assortment of fancy patterns. Special Thursday **.22**
180 Women's Fancy Cambric Sunshades; in a splendid variety of fancy patterns and stripes, in light and dark colors, with gilt frames and assorted handles. Special Thursday **1.10**

Long Tablecloths \$2.48 Each

A clearing of odd lines of 2 x 3 yard Table Cloths, all pure linen, fine satin damask, beautifully bleached, exquisite designs with borders all around, only about 40 cloths in the lot. Regularly \$3.25 to \$3.75 each. July Sale price Thursday **2.48**
300 YARDS ENGLISH NAWSOOK, 18c YARD. Suitable quality for women's fine undergarments or baby's clothes, 36 inches wide. July Sale price, yard Thursday **.18**
TEA CLOTHS AND DRESSER SCARFS, 98c EACH.

These are very new designs, made from natural color linen, with white embroidery, pure linen, spike hemstitched all around; tea cloths, 30 x 50 inches; dresser scarfs 18 x 54 inches; for dops, summer cottages, etc. Only about 15 dozen. July Sale price (upstairs in Linen Department) Thursday **.98**
HEMSTITCHED DAMASK TABLE CLOTHS, \$1.98.
All pure linen, full bleached, rich new border designs, spike hemstitched all around, 54 x 86 inches. Only 150 to clear. July sale price, each, Thursday **1.98**
(Parson Linen Department, Second Floor.)

Phonix Ivory Hair Brush HALF PRICE

Hair Brushes, with concave and oval backs, with long, stiff bristles, and a few cloth and hat brushes, all at **half-price**. No phone or mail orders.

Exciting Events at Simpson's

During these days that immediately precede stock-taking every day becomes bargain day for economical shoppers.

Thursday will bring a remarkably varied list of specials, scarcely touched upon by this page of announcements.

Come early with your wants and you will fill many of them at bargain prices.

WHITEWEAR Men's Better Grade 2-piece Suits

Women's Underwear

Stock-taking time means a great saving to those who shop early in the underwear department. We have many lines which we will offer on Thursday's special list at greatly reduced prices.

WOMEN'S AND CHILDREN'S UNDERWEAR.

900 Women's Vests, ribbed white cotton, draw tapes and heading at neck; short or no sleeves. Sizes 34 to 40 bust. Regularly 15c. Thursday **.10**

Women's Drawers, fine ribbed white cotton, umbrella style, lace trimmed, open or closed styles. Sizes 32 to 38. Regularly 25c. Thursday **.19**

Children's Vests, fine quality white Swiss ribbed vests, draw tapes and heading, no sleeves. Sizes 6 to 10 years. Regularly 15c. Thursday **.8**

Children's Vests, fine quality ribbed white cotton, button front, long sleeves. Sizes 2 to 12 years. Regularly 15c. Thursday **.8**

WOMEN'S SWEATER COATS.

A special—Having purchased the balance of a manufacturer's stock of these coats, we give you an opportunity on Thursday to secure one at one-third the regular price.

150 only, Women's Sweater Coats of fine quality knitted wool, medium or heavy weight, high neck, two pockets. Colors in navy, maroon, with green trimming, brown with tan, and Oxford grey with pearl grey trimmings. Sizes 34 to 42. Regularly up to \$4.50. Thursday **3.00**

INFANTS' COATS AND CLOAKS.

Clearing balance of stock of infants' cream cashmere or Bedford cord cloaks, hand-somely embroidered, or silk braid trimmed. Regularly \$3.50 to \$6. Thursday \$1.50 to \$3.00.

Infants' Short Coats, cream cashmere or Bedford cord coats, silk embroidery ruffles. Some have silk embroidery on bottom of skirt. Sizes 6 months to 2 1/2 years. Regularly \$3.00 to \$3.50. Thursday \$1.50 to \$3.50.

Infants' Coats of cheviot serge, sateen-lined, black velvet collar, two rows brass buttons, colors red or navy. Sizes 3 to 6 years. Regularly \$3.50. Thursday **1.75**

CORSETS AT REDUCED PRICES.

About 200 pairs stylish Corsets to be cleared to-morrow. Consist of the new model "D. & A." "Royale" and "La Reine." Made from the finest of materials, medium or low bust, finest rustproof boning, 4 wide side steels, 4 or 6 suspenders. Sizes 18 to 28. Regularly \$2.00 to \$2.50. Thursday **1.25**

If the Price of a Pair of Glasses Interests You

watch for the big special Friday, the 26th. Optical Parlors, 2nd Floor, Yonge Street Side.

Are made from excellent English tweeds, in blue, with fancy stripe, cut single-breasted, three-button style; well tailored. Reduced to **15.00**

Suit of West of England Worsted, in grey, with fancy stripe; smart up-to-date, single-breasted coat, and trousers with cuffs, belt and side straps; made by expert tailors. Price **22.00**

Hot Weather Coats, made from tan Satara cord; cut single-breasted, with patch pockets; light-weight and cool. Price **1.25**

Men's Black Lustre Coats, made from heavy, good wearing black lustre; cut single-breasted, with patch pockets; well tailored. Price **2.50**

Clergymen's Black Lustre Coats, made long, with patch pockets. Price **3.50**

Boys' Black Lustre Coats, made with patch pockets, cool for hot days. Sizes 26-29, price **\$1.35; 30 to 32, price \$1.50.**

Boys' Striped Blazer Coats, in red and blue, black and blue, and orange and black. Sizes 25 to 32. Price **2.00**

Boys' Russian Wash Suits, of dark blue English print, with a chalk stripe; made sailor style, with plain sailor collar, and bloomer pants. Sizes 2 1/2 to 4 years. Price **1.25**

Stocktaking Reductions in Boots, Oxfords and Pumps

MEN'S BOOTS AND OXFORDS \$1.99.

1,000 pairs Men's Goodyear Welted and McKay Sewn Boots and Oxfords, button and Blucher styles, in patent colt, Dongola kid and box calf leathers; these are all new spring styles; high or low heels. Sizes 5 1/2 to 10. Regularly \$2.50, \$3.00 and \$3.50. Thursday **1.99**

GROWING GIRLS' PUMPS.

Mrs. A. R. King's Dainty Pumps for growing girls, made with full-fitting round toe and low heels; medium heavy Goodyear welted soles; neat corded silk bow on vamp, in patent colt, gunmetal and black satin. Sizes 2 1/2 to 7. Regularly \$3.50 and \$4.00. Thursday **2.95**

Clearance of Cool Linen Suits

Tailored Suits in natural and white, collars and cuffs trimmed with repp; some plain tailored and some novelty trimmed. Price **\$6.50 to \$9.00.**

WOMEN'S AND MISSES' MARQUISSETTE DRESSES.

Four handsome styles, shown at this remarkable price. The waists are trimmed with lace insertion, and the designs are in every detail new and effective. The skirts have a tunic effect. Splendid value **7.50**

WOMEN'S AND MISSES' FRENCH LINGERIE

And Embroidery Dresses. Waists are trimmed with lace insertion and novelty touches. The designs new and effective. Skirts joined to waists, show tunic effects. Four styles shown **7.50**
Useful as well for automobile use as for water travel. These imported coats come from London and New York's most exclusive houses. Included in the lot are fine woolly chinchillas, hairy zebelines, fancy tweeds in dark and light shades, all designs follow the newest styles. Our prices are extremely low at **\$12.50 to \$37.50.**

WHITE WASH SKIRTS.

Made of repps, linens, cordelins and natural linen. There is good variety of styles for your selection. Prices **\$1.65 to \$2.50.**

The Black Silk Sale Continued

800 yards Rich Black Duchesse Mouseline and Rich Black Duchesse Paillette, in two of the most popular weaves, guaranteed to give every satisfaction; perfect black, skein-dyed silks; the mouseline is 36 inches wide, and the paillette 39 inches wide. On sale Thursday, per yard, **1.18**

300 yards Rich Black Mouseline Duchesse Satin, a superior quality silk, beautifully dyed and finished; every yard guaranteed to be perfect in weave. Regularly \$2.00. To be cleared Thursday, per yard **1.69**

1,000 yards Shantung Silk, natural color only, bright finish; will launder perfectly; 34 inches wide. Thursday, per yard **.44**

BREAKFAST READY AT 8 A.M.

When the family are all away at the sunny cottage but you, this is a good place to get your breakfast. In carte or specials, from **15c to 50c.**

The Sale of Travelling Goods

(See Yonge Street Window)

Stock-taking sale of our high-class travelling goods. In order to make room for new arrivals we are clearing out the following lines at greatly reduced prices. Wardrobe trunks, sole-leather trunks, bureau trunks, stuffed fibre trunks, black duck with leather bindings and straps.

2 Bureau Trunks, regularly \$36.00, for \$27.00

1 Fibre Trunk, regularly \$14.10, for **10.60**

1 Fibre Trunk, regularly \$16.15, for **12.60**

2 Wardrobe Trunks, regularly \$42.50, for **31.90**

1 Wardrobe Trunk, regularly \$76.50, for **57.40**

1 Wardrobe Trunk, regularly \$56.00, for **42.00**

1 Sole Leather Trunk, regularly \$50.00, for **35.50**

1 Sole Leather Trunk, regularly \$68.00, for **48.50**

1 Sole Leather Trunk, regularly \$40.50, for **30.40**

2 Sole Leather Trunks, regularly \$41.50, for **31.15**

2 Black Enamel Trunks, regularly \$21.00, for **15.75**

1 Black Enamel Trunk, regularly \$22.25, for **16.75**

GROCERIES

- 2,000 lbs. Dairy Butter, in pint. Per lb. **25**
- Finest Sugar Cured Ham, half or whole. Per lb. **19**
- Maita Vita Breakfast Cereal, three packages. **37.40**
- 2,000 lbs. Canned Tomatoes, 2 lbs. tin (Only 2 tins to a customer). **25**
- Domestic Kipper Herring. Per 10 lb. **14**
- Imported Macaroni, 3 bags. **25**
- Fresh Flaked Wheat. Per stone **45**
- Salt in 5-lb. bags, 3 bags. **24**
- Edwardsburg or Beehive Sugar, 5 lb. tin. **18**
- Imported Pure Malt Whiskey, Imperial quart bottle. **20**
- Scott Taylor's Worcester Sauce, 3 bottles. **25**
- English Marrowfat Peas, 3 packages. **25**
- Maggi Soups, assorted, 6 packages. **25**
- Finest Shelled Walnuts. Per lb. **25**
- Choice Olives, quart jar. **20**
- 600 LBS. FINE RICE FULL-BODIED OF uniform quality and fine flavor, a 5 cent tea anywhere. Thursday, per lb. **.28**

Special Sale of Men's Nightrobes

We have purchased a quantity of Men's English Flannelette Nightrobes in a neat range of stripes at a great reduction. The quality of the material is what you would get in a seventy-five or one dollar robe. We offer you on Thursday—

3,000 Night Robes, of medium weight, in pink, drab, helio or blue stripes; large, extra long body, pocket, and turn-down collar; all sizes 15 to 20. Special purchase price **.59**

1,000 garments of Men's Underwear, shirts or drawers; several well-known makes, in pink, blue, drab or pure white; no sleeves, and knee drawers; or long sleeves and ankle length drawers; balbriggan and nainsook are the materials; all in perfect condition and ready to wear. All sizes 34 to 44. Regularly 50c and 65c. Thursday **.39**

100 only Men's Heavy-weight All-wool Bathing Suits, in plain navy blue only, made two-piece style, with the quarter sleeves to the jersey. All sizes. Regularly \$2.50. Thursday **1.98**

Children's Straw Hats

Very dressy, middy Jack Tar and turban styles; fine quality, plain white, black or satin finish, with navy, brown, white or self trimmings. Thursday **.50**

Children's Linen and Drill Hats, colors are white, navy, sky, tan and cardinal. Thursday **.25**

Gloves and Hosiery

Women's Lisle Thread Hose, shear fine quality, in colored lace ankles and plain colors, including fine black cotton. All sizes, 35c value. Thursday, pair **.19**

Men's Fine Cotton Socks, close, fine thread, nice weight, in a great range of colors, with fancy check, also in plain black cotton. Sizes 9 1/2 to 11. Regularly 15c pair. Thursday, 12 1/2c pair; 5 pairs 55c.

Women's Long Lace and Plain Lisle Thread Gloves, opening at wrist, with dome fasteners, fine close finish, elbow length. All sizes. Special value Thursday, pair **.29**

Women's Kid Gloves, extra soft, pliable skin, 2 dome fasteners, oversewn seam, stylish stitching, perfect fitting, in black, tan and white, 5 1/2 to 7 1/2. Special value Thursday **.59**

Sale of Books and Stationery

Fine Linen Papeteries, containing 24 sheets, with envelopes to match. Regularly 19c, special Thursday, 15c each or 2 for 25c.

Initial Stationery, fine linen paper, any initial, 14c per box or 2 for 27c.

Office Pencils, H. B., per dozen **.7**

Muskoka Lichen Writing Tablets, 60 sheets with envelopes to match. Special **.25**

Copyright Novels, published at \$1.25 and \$1.50. Special Thursday, each **.23**

Alger Books for Boys, Regularly 18c, special Thursday, 2 for **.25**

Books for the Young, all good literature. Thursday, each **.10**

Post Card Albums, Regularly \$1.25, extra special Thursday, each **.75**

(Book and Stationery, Main Floor.)

DINNERWARE

40-piece Carlsbad China Tea Sets, Thursday, special **4.98**

Complete Dinner and Tea Set for 12 people, of Austrian chinaware, with Kermiss shaped cups, natural color, spray design and gold finish. Thursday special **9.98**

67-piece Dinner Service, in Booth's Silcon china, with Cobalt blue band design and gold trimming. Thursday, special **14.95**

Royal Austrian China Dinner Set, coin gold finish. Thursday, special **22.50**

Bernardat Limoges China, Dinner Service, with green key border and solid gold finish; set of 102 pieces. Thursday, special **49.50**

Two Exceptional Values

BLACK DRESS GOODS.

Black Chiffon Panama. This Panama is imported from one of the best makers in England, bought under exceptional conditions which enables us to offer them at the reduced price quoted below. Guaranteed for quality and unfading dye. Best permanent finish. Regularly \$1.25 per yard. 54 inches wide. Selling Thursday at 8 o'clock **.84**

BLACK ALL-WOOL VOILES.

These Voiles are specially priced for Thursday morning's selling. They are an all-wool, uncrushable and lustrous material, guaranteed fast dye. Regularly sold at \$1.25 per yard, 54-inch. Offering Thursday morning at **.94**

Dainty Wash Goods

A belated delivery of the well-known Pongee Linen Suitings gives an opportunity for a special price selling, but they are no less welcome on that account.

50 pieces only of our popular Pongee Dress Linen, 28 inches wide. Colors sky, linen, tan, white and Alice. Special at **.25**

A small quantity of remnants, including white muslins, lawns, etc., also a quantity of white bark mesh, slightly soiled. Regularly 12 1/2c to 29c per yard. **.7**

LOW PRICED RUGS

Beauty and inexpensive materials are combined in these floor coverings.

THE SAXON RUG, 9 FT. X 12 FT., \$9.75.
No rug gives a more handsome effect for small outlay than does this new weave. There are beautiful Oriental designs in tans, reds, greens and blues. Saxon rugs have a rich, lustrous pile surface, and are made from sturdy yarns.

7 ft. x 9 ft. **5.00** 9 ft. x 9 ft. **7.50**
7 ft. x 9 ft. **6.50** 9 ft. x 10 ft. 6 in. **8.50**
Unusually good value in a special purchase of

ENGLISH BRUSSELS SQUARES.
By virtue of a very good deal with one of the English manufacturers, we are in a position to offer good Brussels Rugs at these very small prices:

6 ft. 9 in. x 9 ft. **9.35** 9 ft. x 10 ft. 6 in. Thursday **14.35**
9 ft. x 9 ft. Thursday **12.35** 9 ft. x 12 ft., Thursday **18.35**

ART WOOL BEDROOM RUGS

that will give splendid service, and come in a number of good colorings, are priced as follows:

7 ft. 6 in. x 9 ft. **5.50** 9 ft. x 10 ft. 6 in. **7.75**
9 ft. x 9 ft. **6.75** 9 ft. x 12 ft. **9.00**

IN MATTING SQUARES AND MATS

there is still left a good choice of designs and colors. These extra heavy Japanese Grass Stencil Mats are marked down to cost, and some to less:

3 ft. x 6 ft., reduced to **1.19** 6 ft. x 9 ft., reduced to **3.95**
9 ft. x 12 ft., reduced to **8.95**

The Robert **SIMPSON** Company Limited

Light Summer Hangings Required?

Then our Scotch Madras is the very thing. 45 and 50 inches wide. Regularly 30c, 35c, 40c. White ground only. Very special, yard **.28**

Bedrooms look dainty, attractive and serviceable when furnished with Princess dimity, a beautiful washing fabric in delicate shades of blues, pinks, mauves and yellow; pretty designs both in floral and striped effects. Regularly 35c and 40c. Clearing Thursday, yard **.18**

Colonial Art Scrims, 40 inches wide, in floral and conventional patterns, for living room, library, dining room or den. An opportunity to be embraced sharp at 8 o'clock. Very special **.16**

OUR DRAPERY DEPARTMENT ANNOUNCES SWEEPING REDUCTIONS FOR THURSDAY.

Reversible fabrics in almost every shade, some figured, some plain, others corded, all 50 inches wide, for rich portieres, at a small price; among these will be found the rich figured Armure Cloth, Simile Repp, a heavy thick cord, silk finished, beautiful as a drapery fabric, or a covering; the Shikil silk, soft and lustrous, equally well suited to windows or doors. Prices regularly \$1.00, \$1.25, \$1.50. Thursday all one price **.89**

Another strong line is the Seville Repp, a mercerized fabric, heavy and durable, in green and brown only. Regularly \$1.00, for **.69**

150 pairs only, 3 yards long, heavy knotted fringe top and bottom, colors light, dark and olive greens, brown and crimson. This is a discontinued line, therefore we want to clear every pair Thursday. Regular selling price \$6.50. Thursday **4.45**