

**SIMPSON**

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.

Westerly winds; partly fair and cooler, but some showers.

**SIMPSON**

### Come and See These Things for the Floor

**Best Quality Wilton and Axminster Carpets**—We are clearing a lot of broken lines, handsome designs, in conventional, floral and Oriental, good color combinations, suitable for any style of room or hall, with borders to match. Regularly up to \$1.75 per yard. Tuesday, per yard, made and laid ..... 1.15

**700 yards of Scotch Printed Linoleum**, thoroughly seasoned and perfect goods in every respect, new matting, floral, block and tile designs. Regular 50c per square yard. Tuesday, per square yard ..... 39

**1600 yards of Japanese Matting**, in good designs and serviceable colorings, woven on cotton warp, 36 inches wide. Regular 25c and 30c per yard. Tuesday, per yard ..... 15

**Japanese Mats**, 3 feet x 6 feet, in Oriental designs and colorings. Regular 50c. Tuesday, each ..... 33

### Two Dainty Summer Waists

#### SUMMER WAISTS.

**Dainty Lingerie Waists**, pretty, all-over embroidery fronts, clusters of fine tucking, lace insertion trimmed, lace collar, three-quarter sleeve with lace edging; also Shirtwaists of fine vesting, made with Gibson pleat, kerchief pocket and linen collar; all sizes 32 to 42. Regular \$1.50. Tuesday ..... 98

**Dainty Kimono Waists**, fine sheer linen, made square low neck, short sleeves; entire waist is trimmed with banding of fine Swiss embroidery insertion and Val. lace, clusters of fine pin tucking; fastens invisibly in back; all sizes. Special, Tuesday ..... 1.48

### Gifts for the Bride

- Nut Bowls ..... 1.98, 3.98, 8.00
- Bake or Pudding Dishes, 2.98, 5.00, 5.50, 6.00, 7.50 and ..... 10.00
- Cake Baskets ..... 1.98, 2.98, 3.50, 5.00
- Casseroles ..... 5.00, 7.00, 7.50
- Fern Pots ..... 1.49, 1.98, 2.98, 5.00
- Soup Tureens ..... 5.00, 10.50, 12.50
- Butter Dishes ..... 1.98, 4.00, 5.00
- Salad Bowls ..... 3.98, 5.00, 6.00, 9.00
- Teapots ..... 3.98, 5.00, 6.00, 7.00
- Candelabra ..... 9.00, 10.00, 12.00, 17.50
- Tea Sets ..... 5.95, 9.95, 15.00, 18.00 and ..... 40.00
- Dessert Sets ..... 1.98, 2.98, 5.00

### Sample Lace Robes

**50 Samples Semi-made White and Ecru Lace Robes** at one-third of their regular value; all are the latest style, in the very finest of Brussels net with lace medallions; some have gold fillet net worked in; others are heavily embroidered with soutache braid. Regular \$15.00, \$18.00, \$25.00, \$29.00, \$39.50. Tuesday (Trimming and Robe Department—Main Floor) ..... 9.75 See Yonge Street windows Monday.

### Muslin Dresses, Petticoats, Etc.

#### CHAMBRAY DRESSES.

**One-piece House Dresses**, of chambray, navy or grey; waist is made with tucked front, wide box pleat, finished with pearl buttons, roll collar, buttoned cuffs, seven-gored skirt; sizes 34 to 44. Tuesday ..... 1.50

#### PRINTED MUSLIN DRESSES.

**Women's Dresses**, of printed muslin, in navy or sky; waist is tucked front and back, kimono sleeve and round Dutch neck, piped with solid color, and finished with pearl buttons; sizes 34 to 44. Tuesday ..... 1.69 No phone or mail orders.

#### EMBROIDERED "HYDEGRADE" PETTICOATS.

**Petticoats of "Hydegrade"**, made with deep flounce and underpiece trimmed with tucking, also a deep ruffle of eyelet embroidery; black, navy or Copenhagen; sizes 36 to 42. Tuesday ..... 1.39

## AN IMPORTANT MESSAGE FROM THE MEN'S STORE

No matter what you've been accustomed to pay for your clothes, you'll be doing a wise thing to inspect, as early as possible to-morrow morning, the suits that are worth as high as \$18.00, but that we are offering for \$7.95.

The Suits are made from English and Scotch tweed and fancy worsted suitings, in light and medium grey mixtures, and dark grey and brown; cut on the most approved three-button single-breasted sack models; sizes 35 to 44. Regular \$10.00, \$12.00, \$14.00, \$15.00 and \$18.00. On sale Tuesday at ..... 7.95

### Boys' Suits

Imported American models, all high-grade materials, English tweeds and fancy worsteds, in all the newest shades; pants bloomer style, strap, buckle and belt loops; sizes 27 to 34. Regular \$7.00, \$8.00, \$8.75, \$9.50 and \$10.50. Tuesday ..... 4.95

### Shirts, Etc.

**5000 Men's Duck Outing Shirts**, with reversible collars, in white, light or dark tan and blue grey. Regular \$1.00. Tuesday ..... 75

**Men's Sea Island Cotton Underwear**, shirts or drawers, in a pearl grey, with silk facings to match, long sleeves, ankle length drawers; sizes 34 to 44. Regular 75c. Tuesday ..... 50

**Men's Swimming Suits**, in blue, blue and white, and blue and red; made in the combination style, to fasten on shoulder; small, medium and large sizes. Regular 75c. Tuesday ..... 47

### Hats

**Straw Hats**, in fine white Canton braids, straight or curling brims, or the fedora shapes; black silk bands. Tuesday ..... 69

**Boys' Straw Sailor Hats**, in white Canton braids, well made and finished. Tuesday ..... 25

**Men's and Boys' Outing Hats**, in white, slate or tan drill, medium or large brims. Tuesday ..... 25



### TOURISTS and VISITORS

The Simpson Store, in a most unique way, stands for what tourists and visitors need, and what they most heartily appreciate, viz.:

#### REFRESHMENT—ENTERTAINMENT—ENRICHMENT

In providing the finest retail store in Canada, one object has been to change the character of shopping from hard work to pleasant occupation. All that elegant equipment, scientific ventilation and sanitary appointments can contribute to this end are here. While you enjoy the best-served and most appetizing summer foods and drinks, you have (between 12 and 2 o'clock) an orchestral concert that would cost you from 50c to \$1.00 in any music hall, according to the seat you choose. Every seat in our Palm Room and Restaurant is a good one. But it's your enrichment that will really attach you to this store. Now, here's a statement you don't have to take second-hand; prove it for yourself, as thousands do every summer. Whether you come from Canada or the States, town or country, you can save money on the goods you buy here, compared with what you'd pay at home. That's enrichment; economy is the road to wealth.

**Men's Fine Imported Lisle Thread Socks**, newest styles and colors. Regular 35c. Tuesday, 25; 3 pairs ..... 65

**Men's Finest Imported Lisle Thread Socks**, silk embroidered fronts and fancy stripes and checks. Regular 50c. Tuesday ..... 29

**Men's Fine English-made Cashmere Socks**, soft even thread, full fashioned, double spliced heel, toe and sole; black, grey, tan, green, navy. Regular 45c. Tuesday ..... 29

**Men's Thread Silk Socks**, with lisle thread sole, heel and toe; tan, grey, purple, navy. Regular 45c. Tuesday ..... 29

**Men's Fine Imported Thread Silk Socks**, double spliced lisle thread heel, sole and toe; all sizes; in plain black, tan, grey, navy. Regular 50c. Tuesday, 35, or 3 pairs ..... 1.00

### Women's Oxford Shoes \$1.49

**260 pairs Women's Low Oxford Shoes**, in dongola kid, patent colt and gun-metal leathers; low and high heels; Blucher style; sizes 2 1/2 to 7. Worth to \$2.50. Tuesday ..... 1.49

#### WHITE CANVAS PUMPS, \$1.49.

**300 pairs Women's American White Canvas Ankle-Strap Pumps**, canvas covered, Cuban heel, corded silk bow; sizes 2 1/2 to 7. Tuesday 1.49 **GIBSON TIES, \$1.49.**

**240 pairs Women's White Canvas Gibson Ties**, American make, either two or four eyelet, canvas covered, Cuban heel, taped edges; sizes 2 1/2 to 7. Tuesday ..... 1.49

The **SIMPSON** Company Limited  
Robert

## Your China is Always Subject to Criticism

If you would like the criticism of your friends and visitors to be favorable and their remarks to others as to your good taste flattering, we can arrange it for you. China is a pretty good index to the owner's character. The china in the basement of the Simpson Store is an index to the character of our goods. The selection for a dainty tea table is unsurpassed in this city. If a beautiful ornament in really good china is required, the Art Section can furnish it. For to-morrow's selling we are specializing **Dinner Services**. See these sets and you will at once recognize figures quoted here to be bargain prices.

**102-piece Limoges China Dinner Set**, artistic decoration, gold lace finish. Regular \$150.00. Tuesday ..... 75.00

**23 only English Dinner Sets**, 97 pieces, complete service for 12 people; neat designs, gold line and edge. Tuesday, special ..... 7.98

**10 only Tudor Decorated Dinner Sets**, complete for 12 people. See this extra special, Tuesday ..... 14.25

**102-piece Limoges China Dinner Set**, transparent white body, rosebud band decoration. Regular \$30.00. Tuesday, special ..... 14.95

**Coalport China Dinner Set**, comprising 102 pieces; no need to speak of the beauty of this, the king of chinaware; beautiful old English design and decoration. Regular \$300.00. Tuesday ..... 200.00

**This Splendid Limoges China Dinner and Tea Service**, high-grade white china body, genuine coin gold band decoration; teas with mat gold handles; a superb specimen of the potters' art. An extra special Tuesday ..... 59.00

**200 Complete Dinner and Tea Services**, for 6 people. To clear Tuesday, 2.25 No phone or mail orders.

### Traveling Goods at Factory Prices

**26 only High-Class Black Pebble Grain Club Bags**, deep square model, double handles, hand sewn on frame, leather lined, with best quality trimmings. Regular prices, 16-inch, \$12.60. Tuesday ..... 8.95

Regular price, 18-inch, \$13.50. Tuesday ..... 9.95

### Men's Fine Summer Socks

To-morrow is **Men's Sock Day** in the Hosiery Department. Summer Socks, with reductions of 20c a pair in some cases, should be snapped up by thousands; Lisle Thread, English Cashmere and Fine Silk Hose will be represented. All are the best obtainable. You can easily pass a pair of the "silks" through your ring, in spite of the lisle thread sole, heel and toe.

**Men's Lisle Thread Socks**, plain and fancy colors, also stripes and checks; all sizes. Regular 25c. Tuesday ..... 15