Join the Jolly, Bustling Crowds Coming to Simpson's Today for These Bargains!

Store Closes Tomorrow at 1 p.m.

Exceptional!

Women's Summer Neckwear, 39c

New York's latest styles in organdy, pique, poplin and Georgette crepe, in colors and white; some lace trimmed; others hemstitched; V front; square and round-shouldered styles included. 75c and $1.00 values. At ..... .39

Millinery Furore!

Genuine white bleached $2.50 Toyo Panamas at 1.45

Fine White Bleached Panamas at $1.89—Selected shapes, including pencil edges. Regularly $2.75 and $3.00. Today 1.89

Clearing Trimmed Hats

$10.00 to $20.00 Hats for	6.65
$ 7.50 to $12.50 Hats for	4.95
$ 6.50 to $ 7.50 Hats for	3.65
$ 3.25 to $ 5.00 Hats for	1.95

Children's Lingerie Hats at 95c

Muslin or Swiss embroidery, trimmed with satin ribbon. Regularly $1.25 to $1.75. This morning ..... .95

Phone Your Wants Main 7841

Cloth Bound Books, Each 30c

BOYS!

Wash Suits Reduced to 83c

Eton and junior Norfolk models, in natural linens, blue chambrays, tan stripe patterns, and blue and white combination effects; coats have pleats and patch pockets; deep Eton collars and tassel cord ties; straight knickers have waistband; boys 2½ to 8 years. Every suit an outstanding bargain. Regular $1.50, $1.75 and $2.00. Friday bargain ..... .83

Boys' Bloomers

Sturdy, full-fitting Bloomers, tailored from fawn corduroy; designed with belt loops at waist, side and back pockets and strap and buckle at knee; boys 7 to 15 years. Sizes 25 to 33. A splendid bloomer for play or school. Selling today at ..... .95

Boys' Tweed Raincoats

Dressy double purpose Overcoats, for 7 to 15 years; made of stout grey and fawn check coatings, in single-breasted style, with convertible collar; designed with loose-fitting box back; rubberized lining, and stitched and cemented seams. Regular price $10.50. Today at 6.95

Boys' $10 to $12 Hand-tailored Suits, $6.85

Beautifully tailored and finished throughout; made of imported grey and brown wool tweed suitings, in neat stripe and check patterns, in fancy Norfolk and pinch-back models; coats have well-formed shoulders and neat lapels, and are strongly lined; full-fashioned bloomers have belt loops at waist and expanding kneebands; boys 7 to 16 years. Sizes 25 to 34. Today 6.85

Hosiery Women's Children's

Women's Fine Fibre Silk Ankle Hose, shear seamless finish, deep cotton top and cotton heel, toe and sole. Black and white. Friday bargain, pair ..... .39

Women's Plain Black and White Cotton Hose, of extra fine quality, seamless foot, spliced heel, toe and sole. Friday bargain, 3 pairs 50c; a pair, 18c.

Women's "Penangle" Brand Plain Black Light Weight Cotton Hose, soft fine yarn, seamless finish. Extra special value. Friday bargain. 3 pairs, 55c; pair, 20c.

Women's 59c Fine Fibre Silk Ankle Hose, Friday a pair 49c—Black and white, seamless finish, deep cotton top and cotton heel, toe and sole. Today, pair ..... .49

Boys' and Girls' Black Ribbed Cotton Hose of strong yarn, seamless finish, spliced heel, toe and sole. Sizes 5 to 10. Friday bargain ..... .19

Imported Blouses $4.95

$6.50 to $9.75 Values

Taken right from our own stock, and representing everything new and chic in georgette and crepe de chine. The colorings are superb, and include ivory, maize, champagne, flesh, etc. Sizes 34 to 42 in the lot. Our regular prices are $6.50, $7.50, $7.95, $8.95 and $9.75. Marked for clearance today at 4.95

$1.25, $1.48 and $1.95 Middies at 95c

200 Smart Middies, in the regulation middy, coat and belted effects. All white or white trimmed with plain colors and striped effects. Sizes 34 to 42. Regular prices 1.25, $1.48 and $1.95. Special Friday bargain at ..... .95

Tailored Styles in Becoming

Wash Dresses for Misses, $3.75 to $5.00

Neatly tailored dresses, easy to launder, and so becoming to young girls; good quality chambray and Beach cloth; made with deep white collars, novelty pockets, and trimmed with buttons; in white, pink, tan and blue. Special $3.75 and $5.00.

Misses' Summer Skirts

Of Black Taffeta, $4.25

Marvelous values are these good silk skirts with shirred tops and novelty pockets, nicely finished with button trimmings.

Of White Repp, $1.50

There's no end of wear to this English repp, and these skirts are very correctly cut and smartly finished off.

Women's Tub Dresses at $4.95. Regularly $7.50 to $10.00.

200 dresses, this season's most attractive designs, taken from stock; also sample dresses of voiles and fancy muslins in floral, figured or striped designs. Several coat styles in combination effects included. Today special 4.95

Women's White Gabardine Skirts. Regularly $2.50. Today 1.29

Women's Coats Half Price

500 coats taken from stock; serges, poplins, velours and gabardines in plain or novelty weaves; this season's most likeable styles. Coats for any occasion—sports, dress or business wear—reduced.

$6.50 Coats for $3.25
$8.50 Coats for $4.25
$12.50 Coats for $6.25
$16.50 Coats for $8.25
$22.50 Coats for $11.25
$32.50 Coats for $16.25
$45.00 Coats for $22.50

MEN! Underwear---Shoes---Hats---Suits Four Bargain Events United! SAVE!

1 Men's Summer Suits of Desirable Tweed, Today $10.45

Choose suits of light grey mixtures, in neat becoming stripe or check patterns, or suits in the handsome Bannockburn ideas. Single-breasted sacque coats and vests, perfectly-fitting trousers. Sizes 36 to 44. Suits of excellent character and remarkable value. Clearing today at 10.45

Men's Underwear Below Production Cost---Absolutely! Combinations $1.19

2

All Styles, Summer Weight

The original quantity was so large that for the second day there will still be thousands and thousands of suits left for you to choose from—and every suit of these thousands is a bargain of rare merit.

We Bought a Factory's Complete Season-End Stock

And we got them at so low a figure that we offer them to you for less than they can be duplicated at the mills. Not only should every man who knows of this sale get a full supply for this season, but because of the higher wholesale prices already established for next year it will be a good investment to get your next summer's supply also.

Included are combinations of mercerized lisle, mesh, balbriggan and spring needle knit; made in all styles—short, long, one-quarter sleeves, knee and ankle lengths; white and natural colors. Come early if you can, but be sure to come some time during the day for a supply of these combinations at 1.19

Men's Panamas, Bangkoks, Leghorns $2.95

3

$4.00 and $5.00 Hats

Here's a clearance of needed Summer Hats, in such a medley of styles that most every man can choose his personal idea and save from $1.05 to $2.05 on the deal. These are broken lines from the season's most sought after stocks, including fedora with curl open brim, telescope with pencil or curl edge, together with other styles too numerous to mention. Every hat has fine corded silk band and leather sweatband. A limited number today at ... 2.95

Think of It! Men's Oxfords, $2.79

4

SEE YONGE STREET WINDOW

NO PHONE OR MAIL ORDERS

These are all fresh goods, made on the newest lasts. We bought them at a tremendous discount, which enables us to offer them today at away less than manufacturers' cost. There are hundreds of pairs worth from $4.50 to $6.00. Made of high-grade tan and Havana brown and black calf leathers, on English recede toe lasts, with plain and fancy perforated vamp, and ball strap; white and red rubber fibre sole and solid rubber heels. Some have leather toe-pieces, with large nails for golf; sizes 5½ to 10. $4.50 to $6.00 shoes today at 2.79

Boys' First Long Pants Suits $9.95

Youthful and boyish in appearance, strongly made suits, featuring single-breasted sacque coats and vests and neat-fitting trousers. Tailored in up-to-the-minute style. Sizes 32 to 35. Today 9.95

Men's Work Pants

Sturdy Work Pants, $1.49, of dark cotton worsted, in stripe effect. Sizes 32 to 44. Selling today 1.49

Friday Bargains Measured in Yards

SILKS

Fancy Check Suitings, 48c. Fancy checks and overchecks, for sports wear, in misses' and children's dresses; 40 inches wide. Today, yard .48

Silk Warp Poplin, $1.28—A special purchase; may be had in the leading shades and black. Worth, if bought at mills today, $1.50. On sale today, per yard 1.28

Black Dress Goods at $1.50. Included are all-wool poplins, Santoys, crepes, armures, Permo. To clear at 35 per cent. below today's wholesale cost. Today, per yard 1.50

Wash Goods

No Phone or Mail Orders for This Item.

17c Broken lots of all-white fabrics, only 1,000 yards all told. Included are extra heavy Indian head, Palm Beach suitings, voiles, wide drills, 32, 36 and 40-inch weaves, marked at a price that should clear the lot this morning in 30 minutes. Friday bargain ..... .17

29c 1,200 yards Fine White Indian Linens, 36 inches wide, for children's dresses, blouses. Regularly 50c. Friday bargain ..... .29

49c White Ratines, 40 inches wide, a capital fabric for skirts. Regularly $1.00. Friday bargain, yard .. .49

13½c 1,500 yards Linene, in cadet shade, 36 inches wide, for house dresses and children's wear. Regularly 20c. Friday bargain, yard ..... .13½

Dress Goods

Natural Shantung Silk and Ivory Habutais. 79c to 85c values. Today ..... .68

36-inch Colored Habutai Silks, big color range of the best selling shades, with ivory and black. Regular price $1.00. Today, yard ..... .85

Extra Heavy Yard Wide Ivory Habutai Silk, specially adapted for middy suits and waists. Regular price $1.25. Today, yard 1.00

Black Silk Taffeta and Paillettes, 200 yards of each. Regular $1.55. Today, yard 1.39

$1.00 Quality 27-inch Ivory Cord Velvets for suits, separate skirts and sport coats; fast pile. Today, yard ..... .75

Extra Size House Dresses 98c

Materials are printed percales in grey and black, navy and cadet with white; high and low necks, long and three-quarter sleeves, high waistline. Sizes 41 to 51. $1.50 values, for ..... .98

Infants' Hats--65c Value--35c

Infants' Hats of fine white repp, deep turn-up brim, four-piece crown, silk rosette side of head, and lined with white lawn. Sizes 19 to 21. Regularly 65c. Friday bargain ..... .35

Infants' Barrowcoats made of fine white flannelette. Deep hem and shell stitched edge on skirt. Regularly 50c. Friday bargain .25

Infants' Carriage Covers

Extra quality white pique; full size with deep revers at top. Scalloped edges all around and lovely solid embroidery in centre and on revers. Regularly $1.25. Friday bargain ..... .75

Children's Wash Dresses, 43c

Eight hundred of them in this special clearance. Made in dainty French style, of splendid quality prints, in a wonderful selection of colors and patterns. Dainty collars with piped edges, double cuffs, inset belt at waist, and pocket on blouse, etc. Sizes 3, 4 and 5 years. Friday bargain ..... .43

CHINA, GLASSWARE (Basement)

Vegetable Dishes, good quality white porcelain, various shapes. Today, each	.35
Meat Platters, blue floral decorations. Today	.15
Fruit Nappies, blue decoration	.5
Bread and Butter Plates	.5
Decorated Milk Jugs, all sizes	.19
Double Egg Cups, various decorations	.6
Bakers, 8-inch, various decorations	.23
Decorated Vegetable Dishes	.59
Gibson's Teapots, 34c—All sizes and shapes; 2 to 6 cups. Today	.34

Glassware at Reduced Prices

Water Tumblers, lace decoration	.10
Kitchen Tumblers	.4
Plain Glass Tumblers	.6

GLOVES! WOMEN'S

Women's Pure Silk Gloves, made with two dome fasteners and double tipped fingers; shades black and white; sizes 5½ to 7½. Unusual value. Friday bargain ..... .69

Women's 16-button Length Gloves, of heavy-weight silk, open wrist style with dome fasteners, double tipped fingers; black and white; sizes 5½ to 8. Regularly $1.25. Friday bargain ..... .95

Hardware, Cutlery---Basement

(Phone Main 7841)

Ekko Solid Alcohol Stove, with covered kettle and tin of solid alcohol, today	.39
Solid Alcohol Refills, 2 for	.25
Pastry or Bakeboard, with sides; size 18 x 24 inches; nicely finished, today	.59
Wear-Ever Aluminum Saucepans, 2-quart size, with cover, only one to a customer, just as a sample of this high-grade ware. Today	.98
Liquid Veneer Dust Cloth Free with a 12-oz. bottle of Liquid Veneer, the two today for	.50
Sunbeam Polish Mops for cleaning and polishing hardwood floors, linoleums and oilcloths. 144 to sell today at, each	.49

out. Tea Spoons, each 5c; Dessert Spoons, each, 12½c; Table

69c Petticoats, 39c

Made of closely woven cotton taffeta. Designed with novelty pleated flounce and comfortable waist band. Lengths 38 to 42.

A "Full Book" of Whitewear Bargains

No phone or mail orders for the following items. Number limited to each customer

$6.00, $8.00 and $10.00 Corsets, $3.75

Only about 240 pairs, though; everyone high-grade, presenting such popular makes as Bon Ton, Redfern, Royale, Regaliste, Gossard and La Diva; broken sizes from our best selling lines, remember. Styles for all types of figures. Made of fine coutil, batiste, silk figured broche and rich silk brocade; designed with medium or low bust; long free hips; laced front or back; elastic inserts in hip and at back. Sizes 19 to 30 in the lot. Regularly $6.00, $8.00 and $10.00. Today, a pair 3.75

A Sale of Summer Corsets at 89c

A manufacturer's clearance—a small, but important lot—only 300—so come conveniently early. Light corsets of fine coutil; designed with medium bust and long, free hip; boned with light, rustproof steel, side boning; trimmed with lace. Sizes 19 to 26. Regularly $1.50. Friday bargain ..... .89

Women's Bathing Suits

Extraordinary Value

$3.69

Excellent quality lustre in navy or black, two styles with bloomers and separate skirt, fancily trimmed. Friday bargain 3.69

75c Corset Covers, 29c—Fine Swiss all-over embroidery with V-shaped neck, finished with scalloping and silk ribbon, bottom has fitted peplum. Regular 75c. Friday bargain ..... .29

$1.50 Princess Slips, 75c—Round neck and deep front yoke of Swiss embroidery, two rows of ribbon beading; val. lace trimmed. Regular $1.50. Friday bargain ..... .75

85c Drawers, 59c—Wide umbrella style of fine nainsook with deep frill of dainty embroidery; both styles have scalloped edge. Regular 85c. Friday bargain ..... .59

$1.25 Women's Slip-over Nightgowns, 79c—Fine nainsook with round neck and short kimona sleeves, scalloped Swiss embroidery and lace to trim. Regular $1.25. Today ..... .79

Friday in the Past Has Always Been a Good Day to Buy Floorcoverings --- Today is No Exception

Imported Axminster Rugs, $31.95

Handsome seamless rugs, in rich Oriental designs and up-to-date colorings, suitable for living-room or dining-room use. Size 9 x 12. Special today 31.95

$33.50 Velvet Rug at $26.95

Special offer to clear out the balance of these hard wearing and handsome velvet rugs at an exceedingly low figure. Regular $33.50. Special today 26.95

Fine Japanese Matting at 29c

Close, fine weave; suitable for bedroom or summer cottage use. Plain colors or with occasional figure in soft and delicate chintz colors; 36 in. wide. Today, yard ..... .29

Fine Japanese Matting Rugs

Very closely woven; various designs, chiefly with plain centres and figured borders. Size 6.0 x 9.0, today $1.95; 6.0 x 6.0, $1.25; 3.0 x 6.0, 55c.

Bedroom Fibre Rugs at $1.89

Reversible patterns and delicate shades of brown, green and blue coloring. Can be easily cleaned with damp cloth. Size 3.0 x 6.0. Today 1.89

The Robert SIMPSON Company Limited