

SIMPSON

Store Closes 5.30 p.m.—Saturday 1 p.m.
During June, July, and August.

H. H. FUDGER, President

J. WOOD, Manager

Phone Number Main 7841
We have 66 lines to Central.

SIMPSON

The Simpson Store Assures You of Savings

Hints of Exceptional Opportunities in the Mantles

A collection of dresses in one-piece style, made from batiste, muslins, mulls, and linens; waists beautifully embroidered, others trimmed with lace insertion with choice of high or low collars, princess and empire effects. Skirts pleated, or plain effects, and trimmed to match waists. Colors are pink, pale blue, white, and tan. Some of them slightly soiled, hence this big concession. Worth \$7.50 to \$14.50. Very special. \$3.65

SPECIAL CLEARING OF WOMEN'S COATS.

Made for medium and stout figures, from imported Panamas and serges, in navy and black only. Specially priced. \$7.95

TAILORED SKIRTS FOR MISSES.

Fine quality all-wool Panama, in black and navy, is made with high waistline and plain back panel, front panel cut in fancy designs, to give the one-sided effect. Special value. \$3.98

WOMEN'S AND YOUNG GIRLS' DRESSES.

Becoming styles in lingerie, waists are trimmed with lace insertion and embroidery touches, and have the new peplum, some handsomely trimmed with thread lace insertion, with high or low collars. Skirts trimmed to correspond with waists. Price. \$7.50 to \$10.00

Gloves and Hosiery

Women's Lisle Thread Hose, in a large selection of plain colors, fancy effects and lace ankles, in colors. These are odds and ends of regular stock and are a fine lot; sheer quality, sizes 8 1/2 to 10, half-price, Monday, pair. 19c
Women's Plain Black "Llama" Cashmere Hose, summer weight, fashioned, soft, English spun yarn, close and elastic, double heel and toe, 8 1/2 to 10, special value, Tuesday, 3 pairs \$1.15, pair 46c.
Men's Plain Cotton Sox, even thread, close finish, nice weight, in tan, black and colors, all in circular stripes, double-heel and toe, 9 to 11, exceptional value, Monday, 12 1/2c pair, 5 pairs 55c.
Women's Elbow Length Pure Silk Gloves, opening at wrist, medium fingers, double tipped fingers, firm, close finish, black and white, sizes 8 1/2 to 10, extra value, Monday, pair. 75c

A Little Special in Paris Model Gowns

36 French Lingerie Dresses to be sold at half-price. These smart yet inexpensive summer frocks combine the chic lightness and freedom inseparable from French work with the elegant materials and finish. The trimmings, too, are applied with discretion, being simple and good and include cornelli work, hand embroidery, and neat insertions. These are to be disposed of at \$15 each. Also a number of other high grade lingerie models will be cleared at very interesting prices.

The June Sale of White

Features Hand-Made French Lingerie

Most beautiful hand-made and hand-embroidered French whitewear direct from Paris will be specialized in the White Sale Tuesday. Exquisite qualities and styles will be offered at very attractive prices for the day. Admirers of this charming lingerie should be on hand early.

French Hand-made, Hand-Embroidered Night-dresses, slip-over style, several designs. Sale price \$2.50

French Hand-Embroidered Nightdresses, slip-over style. Sizes 32 to 42 bust. Sale price. \$1.75

Corset Covers, French Hand-Embroidered, full front, dainty effects. Sizes 32 to 42 bust. Sale price. \$2.00

French Hand-Embroidered Petticoats, lengths 36 or 38 inches, handsome styles. Sale price. \$4.00

French Hand-made, Hand-Embroidered Pant-sloves, or Drawers, open or closed, lengths 23 or 25 inches. Sale price. \$1.65

French Hand-Embroidered Combinations, corset cover and drawers in one; pretty effects. Sizes 32 to 42 bust. Sale price, each. \$1.50

French Hand-made, Hand-Embroidered Bridal Sets of 3 pieces: Nightdress, corset cover, and drawers, beautifully matched. Sizes for 32 to 42 bust. Sale price, a set. \$3.50

French Hand-made, Hand-Embroidered Knickers, open or closed styles, gathered in knee, lengths 19 or 25 inches. Sale price, pair. \$1.75

Save a Dollar Each on Women's Coat Sweaters

We saved twelve dollars a dozen of the factory price of these splendid Coat Sweaters when we cleared this line from the famous "Pen-Angle" mill. This means we mark them for you at a third less than regular selling price. On sale Tuesday.

254 only, **Women's Fine Coat Sweaters,** genuine "Pen-Angle" Brand, elegant quality knitted wool, medium heavy weight, high neck, 2 pockets; colors all navy or maroon, with green trim, brown with tan trim, and Oxford grey with pearl grey trim. Sizes 32 to 44 bust measure. Regularly \$4.00 coats. Tuesday, each. \$3.00

Men's Soft Outing Shirts

A range of hairline stripes, separate soft double collar, with patent fasteners. These shirts are made long and large in the body. Sizes 14 to 18. Reduced for Tuesday selling to. 98c

50 Suits only, Men's Twill Silkette Pyjamas, in pure white only, military collar, silk frogs, pearl buttons, beautifully made and trimmed, all sizes. To clear, Tuesday. \$1.89

Men's Genuine French Balbriggan Underwear, Shirts and Drawers, in ecru shade only, made with long or short sleeves, ankle or knee drawers, all sizes, 34 to 52. Special for Tuesday, per garment. 50c

Boys' Combinations of a Fine Two-thread Balbriggan, made with short sleeves and knee drawers, all sizes, 22 to 32. Special, Tuesday, a suit. 50c

Men's Paramatta Waterproof Coats

The "Presto" Collar Waterproof is one of the leading styles with men. These coats are made from a double texture English paramatta cloth in coffee color, cut long and loose and have the "Presto" collar. With a quick adjustment you have a protection collar out of the ordinary collar and lapels. Guaranteed to be absolutely waterproof. Price. \$10.50

A Better Quality Waterproof, made from a greenish fawn, double texture English paramatta cloth, cut with the famous "Presto" collar. Well tailored and absolutely waterproof. Price. \$12.00

MEN'S MOTOR DUSTERS.

Excellent Duster for motoring, is made from a tan color, English drill, in double-breasted style, slash pockets; well tailored. Price. \$4.00

Another Big Value Motor Duster is made from a tan color drill, a heavy-weight cloth. Has every protection device against dust and wind. Price. \$5.50

One of our **Finest Motor Dusters,** made from a fine Sahara cord material, in a fawn color, double-breasted, close-fitting collar, and pearl buttons. Price. \$8.50

Boys' English Flannel Blazers, in blue and red or orange and black stripes, made with three patch pockets. Sizes 3 to 15 years. Price. \$2.00

Boys' Scarlet Blazers, made with patch pockets, and trimmed with scarlet and white silk cord. Sizes 3 to 15 years. Price. \$2.50

Men's All-Wool Lightweight Dressing Gowns, in fawn, showing a fancy silk stripe, made with shawl collar, and patch pockets. Heavy silk cord at waist. A necessity for home or summer comfort. Sizes 36 to 44. Price. \$10.00

Table Cloths---Makers' Seconds

400 Slightly Imperfect Damask Table Cloths, large, medium, and small sizes, divided into four different lots for quick selling Tuesday---

LOT No. 1—Size 2 x 2 and 2 x 2 1/2 yards. Regularly \$1.50 to \$1.69. Tuesday. 98c

LOT No. 4—Size 2 x 2, 2 x 2 1/2, and 2 x 3. Regularly \$2.25 to \$2.75. Tuesday. \$1.49

LOT No. 3—Size 2 x 2, 2 x 2 1/2, 2 x 3, 2 1/4 x 2 1/4, and 2 1/2 x 2 1/2. Regularly \$3.00 to \$3.25. Tuesday. \$1.98

LOT No. 4—Size 2 x 2, 2 x 2 1/2, 2 x 3, 2 1/2 x 2 1/2, and 2 1/2 x 3 yards. Regularly \$4.00 to \$6.00. Tuesday. \$2.98

No Phone or Mail Orders.

Parlor Suites

At prices below the actual cost of production.

Frames are in polished mahogany finish, and covering of good quality silk tapestry. Some have upholstered spring seats and panel backs, others with both upholstered seats and backs. Prices given are actually below cost. Tuesday special, selection of 10 patterns. \$29.00 to \$61.00

Rugs Made to Order for Fall Delivery

Now is the time to place your orders for special rugs to be made during the summer months, in order to have them ready for the Fall season.

Our facilities for handling the class of work are very complete, there being at our disposal various kinds of weaves with which to carry out your ideas and to secure the correct tout ensemble for your interior.

We have at your service a staff of experienced decorators who have made a special study of this work, who are not only familiar with the various fabrics which can be employed in floor coverings, but who have a thorough knowledge of the correct relationship of wall treatments, curtains, and upholstery. We solicit enquiries, and believe you will find great benefit from co-operation with these departments.

HAND-MADE RUGS.

From the original factory in England which has the benefit of over 200 years of practical experience; also from one of the most famous factories of Austria. These rugs are woven entirely by hand to any size or shape required, can be colored to carry out whatever scheme you wish, and no matter what style or design your surroundings call for, they can be made to conform, correctly, and in a great many different qualities, for which we shall be pleased to submit quotations.

SEAMLESS SCOTCH AND ENGLISH AKMINSTERS.

These also are woven specially in one piece of any size, shape, or color. Perfectly plain centres, with darter, Oriental or other figured borders, plain centres, with handsome trellis or conventional designed centres with plain or figured borders. These are not expensive, and make very beautiful and artistic floor coverings, and are particularly valuable as a handsome setting or background for fine furniture and upholstery.

Three of Our New Picture Galleries Now Open

We are showing in the new setting a splendid assortment of reasonable wedding gifts. One gallery of framed carbons, reproductions of some of the finest masterpieces, which include landscapes, figures, religious subjects, and architectural studies. All have frames of the latest designs and finishes, ranging in price from. \$1.25 to \$25.00

A second gallery contains miscellaneous prints in color, such as hand-colored engraving, etching, photogravures, platinum, and French prints, framed in antique gilt frames; some in German hand-carved frames; others have fancy bow tops and filigree ornaments. Prices. 75c to \$35.00

The third gallery contains original paintings in oil and water color by some of the best-known Canadian and foreign artists.

Visit these galleries when next in the store.

Framed Mirrors

For kitchen, camp, or summer cottages use. Frame is of white enameled wood moulding. Sizes 8 x 10, 15c; 9 x 12, 25c; 10 x 14, 30c, and 10 x 17, 35c

Framed in Polished Imitation Oak. Sizes 8 x 10, 20c; 9 x 12, 25c; 10 x 14, 30c, and 10 x 17, 35c

Clock and Watch Repairing

Is One of Our Special Services

Every workman is the best in his line, and we guarantee all work to be well and carefully done. Everything from a dollar watch to a \$500.00 grandfather's clock will receive the proper attention in our workshop.

Growing Girls' Pumps, \$2.95

Sizes 2 to 6

Beautifully-Finished American Pumps, with full-fitting round toes and low College girl heels; made in black satin, patent colt, and gunmetal, with or without ankle strap; medium, heavy Goodyear-welted soles, for street wear; neat corded silk bow on vamp. Sizes 2 to 6. Specially priced for Tuesday. \$2.95

The Last Day for Taking Advantage of Our Big Offer: "No Charge for Trimming Hats"

We will make one of our big bargains for to-morrow in Shapes. At \$1.50 each. This with a few bunches of flowers, a little ribbon, and no charge for trimming, make a stylish low-price hat. Each. \$1.50

Velveteen Cords

An unusual value in cord velveteens, and at an unexpected time. 75 boxes of regular 630 quality, offered on Tuesday at per yard 48c. The reason for this unprecedented offer in velveteen cords is that they were shipped two months earlier than expected. Stocktaking being so near, they must be cleared immediately, hence the big cut in price. Rich, clear-cut cords that not only wear well, but wash well also. For suits, dresses, and children's wear. The color range includes ivory, cream, white, brown, tan, fawn, navy, emerald, wine, myrtle, cardinal, garnet, drab, tabac, etc. Regular 68c quality. On sale Tuesday, per yard. 49c

Nobby Little Children's Straw Hats

Square or dome crowns and brims, to be worn in many ways. Nicely trimmed, and of fine quality, plain white braids. Tuesday. 75c
Jack Tar Style Straw Hats, for children, small, medium, and wide brims; specially good quality imported plain white or unbleached braids, navy or white silk trimmings. Special value at. \$1.00

Wash Goods

Black and White Marquisette, dainty design, in black ground, with stripes, in white and white embroidered flower, splendid for summer dress for ladies. 45 inches wide. Regularly 65c. Special. 39c

Swiss Chaille, for summer dresses and kimonos, for ladies and children. They have pretty Dresden borders, with ground-work of cream, navy, sky, etc. Regularly 25c. Special, 12 1/2c

A special line of Fine French Linen, for dresses, 51 inches wide; linen, sky, white, etc. Regularly \$1.50. Special, 65c

Clearance of a Quantity of Sheer Crossbar White Muslins, very superior quality; splendid for children's and women's summer dresses. Regularly 25c. Tuesday. 9c

Clearance of a Fine Lot of Pretty Silk and Cotton Mixtures Dainty Jacquard designs in pink, sky, black, mauve, etc. These make splendid summer dresses for indoor or outdoor wear. Regularly 39c. Tuesday. 17c

Poplin Linen Suitings, a new delivery of leading colors, sky, pink, tan, etc. Tuesday, 35c
No phone or mail orders.

Toilet Goods

Dupont's Real Ebony Hair Brushes, with 23 rows of pure hand-drawn bristles. Special, 85c
Gilmore's large 1-lb. tin of Corsopolis of Japan Talcum Powder, Special. 15c
Royal Brown, White Lilia Toilet Soap, Special. 5 cakes for 25c
Donna Fox Toilet Soap, Special, 25c
Vantine's Oriental Toilet Water, Special, per bottle. \$1.00
De Mirville Face Cream, Special, per jar. 10c
Toiletware Department.

Half the Pleasure of Living Depends Upon Clear Sight

Spectacles and Eyeglasses fitted in our Optical Parlors are guaranteed to give perfect satisfaction to wearers. 2nd Floor, Yonge Street.

Cream Serges, with Black Hairline Stripe, Tuesday, Per Yard, 96 Cents

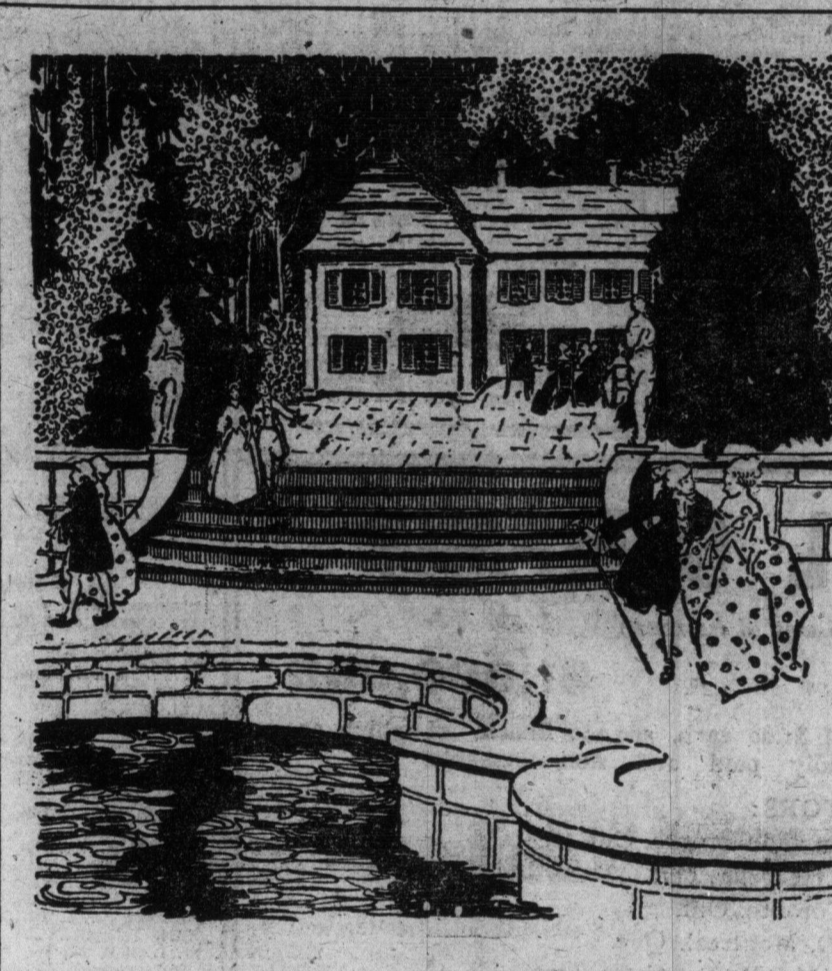
A special purchase of these goods enables us to offer you an exceptional bargain. These goods are very scarce, and we were very fortunate in procuring the shipment. Made from the finest selected yarns by one of England's exclusive serge makers in three widths of stripes, thoroughly shrunk and spotproof. 52 and 54 inches wide, per yard. 96c

The Sale of Umbrellas and Parasols

Another lot of the little parasols for children in fancy patterns and many colors. Tuesday. 12 1/2c

Handsome Silk Parasol. The range of patterns, stripes and checks are extensive, including rich Dresdens, dainty embroidered whites, etc., specially purchased for Tuesday's sale. \$1.98

180 Men's and Women's Silk Mixture Covered Parasols. A wide range of styles in handles, in gunmetals, mission wood, ebonyes, hornes, assorted crooks, rolled gold and sterling silver mounted, with close rolling frames and silk cased. Special sale, Tuesday. \$1.95



The **SIMPSON** Company Limited

This in the Lunch Room Tuesday afternoon, 2.00 to 2.30. Home-made Lemon Pie. Pot of Tea. TEN CENTS.

\$2 Block of sligh and Carlton: an increased. H. H. W. 55 King
PROBS:
HOLD
Gigantic C talized at Rule Des American cerns—C Vitality In
A holding cor the Brazil Tr Company, L. M. capia. lization of \$70,000,000 is to 020 six per cen basis of excha share of prefer share of commo 1 1/2 shares of p of common for Tramway, and for one share of This is the a night by the o Janeiro and Sac panias, as the r ferences betwe Dr. F. S. Pearso The preferen Brazilian Tract Co. will partici the company at dividend at the common st being pro rata, and ordinary a ferred stock wh to assist. How the On the above distribution of t new company w R' de Janeiro C 000,000, and pre Paulo Tramw 500,000, and pre Paulo Electric C Let in treasury, 500,000, preferred to be retained o the company. Arrangements the underwrit common stock o b: the shareho port right to su ing. It is estim will be sufficient to maintain an surplus to carry p: preferred stock stock exchanges London, Brussel Big Stock The formation poration which t times of the t traction and elec the culmination a markable financi have been consu years. It also w ket campaign wh tory as the mo of the kind in t in a long time. the millions hav speculators who inside to see by the investo ficent faith in t to follow them during recent ye The subscribed Janeiro Tramwa Co., which opera lines, electric H phone and gas ne Brazil, is \$40,000, and of the Sao F and Power Co, v tive franchisee t ways, electric str power supply in 000,000. The auth holding corpora twice the combin the two subsidi Million From a stock n deal is most sat holder. The ho Rio, which was market yesterday his scrip for fo preferred shares pany. The pref dends of 6 per cent worth par. an mand a valuation tims the excha common, which d dividends of 5 pe is worth fully as of some at least about 1/2 of its st money market, a share for the p valuation for the of Rio would be vious to the rec ket, i.e., two me was quoted at \$1 has increased its or approximately In regard to s same showing i four shares of the exchange, 5 share 5 shares of the pr Continued on