

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

Market Adelaide 6100

SIMPSON'S MID-SUMMER SALE

Store Will Remain Closed All Day Today---Dominion Day
Extraordinary Sale Arrow Brand Shirts

\$2.50, \$3.00 and \$3.50 Values, Wednesday

\$1.88

MEN! A remarkable sale will be held in this store commencing at 8.30 Wednesday when hundreds of shirts in values ranging from \$2.50 to \$3.50 will be offered for sale at the extraordinarily reduced price of \$1.88. At the former prices these shirts were better buys than anything in Toronto, but now at \$1.88 the attraction is irresistible.

Through a fortunate purchase of the entire floor stock of the left-overs, broken ranges and cancelled orders from the Arrow shirt factory we are enabled to offer the men of this city genuine bargains in shirt values.

When you buy a shirt bearing this label



you know in advance that the color is fast, the style right and the pattern exclusive.

The assortment is varied and will please even the most exacting and fastidious. The sizes range from **14 to 18** and everyone is assured of a perfect fit. These shirts are especially adapted to satisfy the hard-to-fit. In addition to the wide range of sizes the sleeves are of different lengths.

Colors

In the lot are the season's most fashionable colors adapted to suit all tastes, for those who desire the more extreme in stripes and colorings and likewise for those whose tastes are more conservative and subdued. There are plain and fancy hairline stripes of black, blue, helio---also two or three tone effects in bright or medium designs and plain white with fancy cord.

Materials

These shirts are all neatly fashioned from the most durable and popular cloths as percale, crepe and corded materials. They are finished with the popular double French cuff style. Sizes are 13-2 to 18. These shirts regularly sell at \$2.50, \$3.00 and \$3.50.

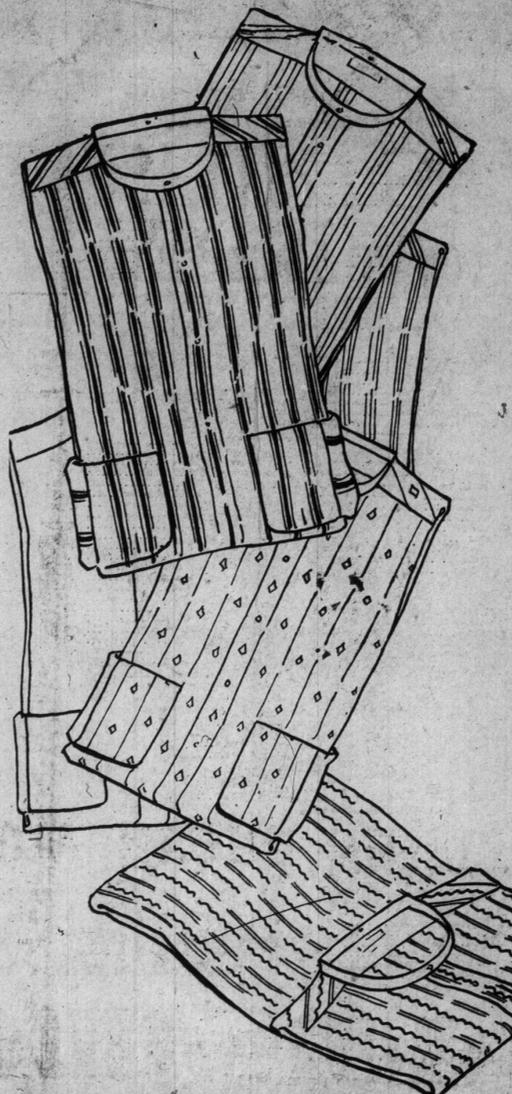
The sale of these shirts will begin at 8.30 Wednesday morning. We anticipate a big rush and we would offer a suggestion that all interested be on hand early. Sale price \$1.88.



FOR MEN AND YOUNG MEN.

Exclusive Arrow Brand Shirts in sizes 13½ to 18.

ARROW SHIRTS



The **SIMPSON** Company Limited

STORE CONVENIENCES FOR OUT-OF TOWN VISITORS

THE PALM ROOM — On the Sixth Floor.
 INFORMATION BUREAU — On Main Floor, Centre.
 TELEGRAPH STATION AND FREE PARCEL CHECKROOM — In the Basement, Centre.
 POSTOFFICE—On the Street Floor, Centre.
 WOMEN'S REST ROOM — On the Third Floor, Richmond Side.
 TELEPHONE BOOTHS — Conveniently located throughout the store.

WE PAY DELIVERY CHARGES

On all purchases of \$10.00 or more, to any station in Ontario.

HOME FURNISHINGS

Rugs for Verandah and Summer Home

In the Midsummer Sale

Prairie Grass Rugs at Moderate Prices.

Woven from tough and durable grass—attractive for bedroom or veranda. Shades of green and brown with figured effects or plain centre. Sizes 2 feet 6 inches x 4 feet 8 inches at \$1.75 each; 3 x 6 feet at \$1.95 each; 4 feet 6 inches x 7 feet at \$4.25 each; 6 x 9 feet at \$6.50 each; 8 x 10 feet at \$7.50 each; 9 x 12 feet at \$12.50 each.

Cocoa Fibre Rugs.

Tough and durable—will stand outside exposure and rough wear. Stencilled in fast colors on one side only, in plain and figured effects. Size 2 feet 3 inches x 4 feet 6 inches at \$1.75 each; 4 feet x 6 feet at \$4.50 each; 4 feet 6 inches x 7 feet 6 inches at \$6.25 each; 6 feet x 9 feet at \$9.75 each; 5 feet x 10 feet at \$12.50 each.

Fine Japanese Matting 35c Up.

Finely woven rice straw matting—plain natural color, or in colored designs, at 35c, 40c and 50c per yard.

Printed Linoleum Only \$1.19 Per Square Yard.

In tile, floral, wood and block patterns, heavy glazed finish, and well seasoned. Two yards wide only. \$1.19 per square yard.

Simpson's—Fourth Floor.

Midsummer Sale

in the

HARDWARE

DEPARTMENT

Four-Passenger Lawn Swings \$8.69.

High-grade make — painted and varnished. 10 only to sell Wednesday at \$8.69.

Child's Swing \$2.49.

Similar to a large lawn swing—suitable for little folks from 2 to 5 years. 36 only to sell. Midsummer Sale Wednesday, \$2.49.

Force Cups 39c.

For removing stoppages from basins, sinks, etc. Saves plumbers' bills. Midsummer Sale Wednesday, 39c.

Roller Skates.

For boys and girls. Adjustable sizes for all size boots. Midsummer Sale Wednesday, 98c pair.

Other grades at \$1.50 and \$2.50.

Simpson's—Basement.