

**L. SIMPSON**

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

H. H. Fudger, President.

J. Wood, Manager.

PHONE NUMBER MAIN 7841.  
We have fifty lines to Central.

**L. SIMPSON**

# Leading Values at

## One Day's Programme of Mantle Selling

### WOMEN'S SUITS.

Our high-priced suits for women furnish the materials for this sale, embracing serges, whipcords, worsteds and tweeds, all of this season's style. The number is limited. Coats are plain or fancy tailored, with long revers, tastefully trimmed and lined throughout with shaded silk and satin. Prices were \$27.50, \$32.50, \$35.00 up to \$52.00. Thursday, \$18.50 to \$35.00.

### WOMEN'S SUMMER DRESSES.

Dainty, lingerie styles, some all-over embroidery, others trimmed with bands of lace and lace insertion. Some have the raised-waist line with silk belts. Skirts are trimmed to match waists, with lace insertion. Four styles. Price \$11.50 to \$25.00. Thursday, 7.50.

### GIRLS' COATS, \$3.50.

Of beaver, cloth and cheviot serge, made in a variety of styles, loose or slightly fitting. Some have large square collars, others all tailored and trimmed with fancy braid or velvet. Colors are tan, red and navy. Ages 6 to 14 years. \$3.50.

### WOMEN'S COATS.

A large variety of Silk Coats, some cut with loose-fitting back and front; others semi-fitting. Some have long revers and square collar, handsomely embroidered; others plain tailored, corded silks, peau de soie and satin. All sizes. \$11.50 to \$25.00.

### WOMEN'S SKIRTS.

Made of all-wool cheviot, cut in a semi-fitting style, with a placket back running down front and back, and ornamented with self-covered buttons, have high waist line. Colors black and navy. Full assortment of lengths. Special \$5.00.

### The Optical Dept.

Appeals to particular people, who appreciate a thorough, careful examination of the eyes, and glasses that correct any defects scientifically. Glasses are fitted to conform to the requirements of each individual case.

### Wash Goods

Ratine Suiting, special line in white only, 36 inches wide. Regular value \$1.00, for \$1.69.

A clearing lot of Hand Embroidered Swiss Muslins, spots and figures, 46 inches wide, pink, sky, mauve, grey, black, etc. Regularly \$1.98, for \$1.50.

Clearance of a big lot of Printed Organdie, white grounds with figured designs, in a big variety of colorings in many patterns. Regularly 12 1/2c to 20c. \$5.

A fine lot of English Prints, 31 inches wide, light ground with stripes. Regularly 12 1/2c. 7 1/2c. (No phone or mail orders.)

### Reduced Prices on Serviceable Silks

1,000 yards of leading shades in Satin Paillette and Satin Mervelleux, beautiful satin finished silks that can be depended upon for wear, new tans, browns, navy, reds, myrtle, Copenhagen, saxe-blue, old rose, new mauve shades, old gold, etc., also ivory. On sale Thursday, per yard \$1.46.

French Dyed Shantung Silks, in navy, tan, Copenhagen and natural shades, the balance of our \$1.00 line to be cleared, 24 inches wide and perfect color. Per yard \$1.69.

### TWO SPECIALS IN BLACK SILKS

36-inch Black Messaline Satin, in a fine, firm weave, and a 38-inch Black Satin Paillette, in a heavy quality. Both are skton-dyed black. Regularly \$1.25, Thursday's price is, per yard \$1.19.

### Sale of Black Dress Fabrics

3,000 yards of English and French Dress Fabrics, made from best quality yarns in pure wool, best fast unfading dyes and rich permanent finishes, new San Toys, Popline, Serges, Henriettas, Plain Wool Voiles, Silk and Satin Stripes, Voiles, Mohair Lustras, etc. Qualities that sell regularly for 65c per yard. Thursday \$49.

### SPECIAL IN CREAM SERGES. 80 INCHES WIDE, 88c.

Very popular for smart summer suits or dresses. A soft serge, guaranteed to be thoroughly scoured, and free from grease. Made in medium twill from best Botany yarns, and thoroughly shrunk and spotproof. This is our best selling line at \$1.00 per yard. On sale Thursday, 50 inches wide, per yard \$1.88.

## Men's Outing Shirts

With reversible collar, in plain white, with fancy designs or stripes, large, roomy shirts, which look well and will wear satisfactorily; soft material for summer wear; all sizes 14 to 18. Regularly \$1.25. Thursday \$1.98.

Men's "Imperial" Brand Pure White Balbriggan Shirts are excellent garments for summer wear; made with a French neck, strong sateen facings and pearl buttons; they are made from fine Egyptian cotton, and beautifully finished; all sizes 34 to 44. Regularly 50c. Thursday \$1.39.

Men's Imitation Two-piece Bathing Suits, of balbriggan, in navy blue only, fasten on shoulders with two buttons; a good strong suit at a low price; all sizes. Regularly \$1.25. Thursday \$1.98.

## Tennis and Outing Boots and Oxfords

For your vacation, five hundred pairs of best quality Outing Boots, blue or white duck tops, blucher style, reinforced rubber soles and heels, corrugated, Thursday:

- Men's, sizes 6 to 11.....\$1.80
  - Boys', sizes 1 to 5......70
  - Youths', sizes 11 to 13.....50
  - Children's, sizes 5 to 10.....60
- Same quality as above, in low Oxford style:
- Men's, sizes 6 to 11......70
  - Boys', sizes 1 to 5......60
  - Youths', sizes 11 to 13.....50
  - Children's, sizes 5 to 10.....40

## Nine Days More of the June White Sale

We intend to make the last nine days of the sale surpass any that have gone before. Scrutinize the lists as they appear, or better still, come to the store and see.

Clearing 570 Nightdresses, twelve different styles, cotton or nainsook, slip-over neck, short or three-quarter sleeves, fine lace or embroidery and ribbon. Sizes 32 to 42 bust. Regularly \$1.00 to \$1.80 each. Thursday all one price.....75.

Half-price for Corset Covers—Many dainty styles, cotton or nainsook, lace or embroidery trimmed, full front or fitted styles. Sizes 32 to 42 bust. Regular prices 35c to \$1.00 each, Thursday, each.....19 to 30.

Corsets Very Low Priced, "D. & A." Model, of French cotton, white only, low bust, long skirt, rustproof steels, four wide side steels, fourarters, deep lace trim. Sizes 18 to 26 inches. Regular price \$1.50 a pair. Thursday sale price.....1.00.

Women's Summer Vests—Clearing nearly 2,000 at a third to a half less than regular prices. Ribbed white cotton, low neck, short or no sleeves, heading and draw tapes. Sizes 32 to 40 bust. Regular values 15c to 20c each. Thursday sale price.....12 1/2c.

DEMONSTRATION OF THE FAMOUS "H. & W." CORSET WAISTS. Toronto women are cordially invited to meet Mrs. Hebeon, of New York, a noted corset waist expert, who will be at the Corset Department for a few days to demonstrate the many superior qualities of the noted "H. & W." Corset Waists and Brassieres. Mrs. Hebeon will be pleased to assist any who care to take advantage of her knowledge for their own or their daughters' benefit. We carry a complete range of all "H. & W." specialties, including:

- "H. & W." Corset Waists for Women. Each.....1.25 to 2.50
- "H. & W." Corset Waists for Misses. Each......75 to 1.25
- "H. & W." Corset Waists for Girls. Each......75 to 1.25
- "H. & W." Brassieres for Women. Each......75 to 2.50

SPECIAL SALE OF "H. & W." BRASSIERES FOR THURSDAY. 300 only Women's "H. & W." Brassieres, of white percale, dainty white embroidery, short steels in front sections, crosses in back, embroidery edge on neck and arms. Sizes 32 to 46 inches. Regular price 75c each. Thursday special sale, each.....50.

## RIBBONS Women's Belts

6 to 8-inch Fancy Ribbons, can be used for sashes or fancy bags, pretty combination of shades in striped ombres, satin stripes and Dresden. Regularly 49c to 69c. On Thursday, \$25.

## Voile and Marquisette Blouses

We illustrate for to-morrow's selling one of the very smartest of New York "Cossack" Blouses, made of good marquisette; has front opening, with three cotton frogs at top; rest of front is of heavy embroidery and linen cluny lace; the deep sailor collars of embroidery and lace can be seen in illustration; short sleeves of tucking and lace; this is one of 80 equally dainty effects which we show for Thursday at.....2.95.

### BREAKFAST

Ready to Serve at 6 o'clock. ONE OF OUR SPECIALS. Rolled Oats or Wheat, with Cream. Nests in any Style. Toasted Fresh Strawberries and Cream. Tea or Coffee. TWENTY-FIVE CENTS.

## Sun-room Curtains

St. Regis Silk, specially attractive for the decorative purposes in sun parlors or halls, where the fabric is exposed to the strong sun. 50 inches wide, in soft shades, two weaves plain or corded, very rich, durable and effective, at \$1.25 and \$1.75 yard.

LINE VELOURS AT 83c YARD. Imperial Line Velours, deep rich pile, soft finish, 3 shades of green only, slightly damaged in transit, does not affect the wearing qualities and hardly noticeable. A rare opportunity to secure portieres at about half price. Thursday, at yard.....83c. (No phone or mail orders.)

TAPESTRIES AT \$1.33 YARD. Exceptionally attractive group of upholstering tapestries can be used as wall covers, in many color effects and designs, including the forest or "verdure" patterns, 50 inches wide, worth regularly \$1.50 and \$1.75. Thursday, at yd. 1.33.

SWISS CURTAIN MUSLINS. Large quantity of Swiss Curtain Muslins, in white only, floral, spot or conventional designs, various widths, make serviceable saah or bathroom curtains, worth 35c, 35c and 40c. Special Thursday, at yard.....16.

ENGLISH CRETONNE, 20c. English Cretonnes, plain or repp finish, light and dark grounds, 32 inches wide, soft shades, used for box covers, light hangings and loop covers in bedroom. Special Thursday, at yard.....30.

COUCH COVERS. An exceptionally good assortment of Couch Covers, in rich Oriental shade, suitable for summer requisites, 60 inches wide. Prices range from \$1.50, \$2.00 up to \$4.00.

JAPANESE PORTIERE CURTAINS. 25 only Reed and Bamboo String Portieres, 3 ft. 6 inches x 8 ft. 6 inches long, used extensively for summer homes, allowing the cool air to pass freely through the room. Worth \$1.00. To clear at about half price, Thursday, at each.....55c.

## All-Over Nets

From Plauen & Nottingham. Fashionable designs that many of the new gowns this season shall have yokes and half sleeves of set. We have received shipments of the latest patterns in fancy stripe, imitation tucking and embroidered spots from Nottingham, India in white, rose and half sleeves of set. We have received shipments of the latest patterns in fancy stripe, imitation tucking and embroidered spots from Nottingham, India in white, rose and cream. Price per yard 22c, 25c, 35c, 42c, 50c to \$1.50.

HANDKERCHIEFS for women, pure Irish linen, with white or color borders, finished in corner, 4-inch hemstitched border, sheer linen. Regularly \$1.25 each. Thursday, 2 for.....17c.

## Hemstitched Pillow Cases 75c pair

Made from English pillow cotton, closely woven, free from dressing, size 46 inches. Special Thursday, pair.....75c.

Scotch Blankets, all pure wool, with a nice shirred nap, finished in scoured and shrunken, finished and whipped singly; double bed size, 68 x 88 inches. Thursday, pair \$2.95.

Nainsook, beautiful sheer needle-finish, 42 inches wide, for underwear, etc. Thursday, yard.....16c.

Heavy Hemmed Muckback Towels, all pure linen, large sizes, 22 x 40. Thursday, pair.....49c.

Hemstitched Sets of Linen, beautiful quality, nicely hemstitched, 1 cloth about 2 x 2 1/2 yards, 1 dozen napkins to match, 18 x 18. Special Thursday.....4.95.

Manicure Goods. High-grade Steel Manicure Scissors. Special.....25.

Real Ebony Nail Polishers, with removable chamois, 4 inches long. Special.....29.

Nordica Nail Polish. Special.....19.

Steel Nail Files, in neat case for the pocket. Special.....10.

Dr. Parker Pray's Rosaline. Special.....19.

Payne's Electric Nail Enamel. Special.....13.

Flexible Finger Boards. Per doz. Special.....7.

# The Simpson Store



## Unsorted Panama Hats Worth \$5, \$6, \$7.50 and \$10.00 Thursday Bargain - \$3.95

A late shipment of Panama Hats is the reason for this extraordinary Thursday reduction. Every Hat in this lot is of the best imported South American make and would sell readily at the prices mentioned. To clear them out in one day's selling we have reduced them all to a fraction of their usual selling value. Do not overlook this timely opportunity to secure a first-class hat at so little outlay. One day only, Thursday \$3.95



## Chauffeurs Suits--and Others Two-Piece Suit for Motoring

Made from a tan color English drill, in one of the popular Norfolk styles, with belt and shoulder straps. The coat is single-breasted, to button to the chin, with close-fitting collar. Trousers have belt and side straps, with cuff bottoms. These are well made suits. Price.....6.00

Another Excellent Light-weight Suit is made from grey whipcord; a yoke, Norfolk coat, four outside pockets, with flaps and buttons; pants have cuff bottoms, belt and side straps. Price.....8.50

Two-piece Summer Suit, made from medium weight crash linen, in natural color. Single-breasted coat. Trousers with cuffs and belt strap, well made, neat, cool suit. Price.....6.00

Boys' Two-piece Bloomer Suits, three-button, single-breasted style, with long roll lapels and centre vent. Made from light grey, smooth finish English striped tweed. Good quality linings; full fitting bloomer pants, with strap bottoms and belt loops. Sizes 28 to 34. Price.....6.50

Boys' Three-piece Double-breasted Bloomer Suits, of brown English tweed, showing a fancy thread stripe, cut three-button style, five-button vest, linings of Italian twill, plain knee pants. Sizes 28 to 34. Price.....8.50

## Verandah Furniture That Must be Cleared

Nurse or Sewing Rockers, woven reed seat and back, in natural finish. Thursday.....1.39

Arm Rockers with woven reed seat and slat back, natural finish. Thursday.....1.88

Sewing Rockers, with woven reed seat and extra high woven reed back, finished natural.....1.98

Women's Arm Rockers, woven reed seat and back, natural finish, very desirable. Thursday.....2.39

Arm Rockers, built of heavy stock, comfortable and durable, finished natural, with woven seat and back. Thursday.....2.59

## China and Cut Glass

97-piece Dinner Set, in strong Staffordshire semi-porcelain, burnished gold finish, suitable for the summer cottage use. Thursday, special.....12.50

Bishop & Storer's 97-piece Dinner Sets, with conventional green border and gold edge lines. Regularly \$16.50. Thursday, special.....12.50

Wedgewood Dinner Sets, high-grade imperial porcelain-ware; with solid china gold mountings. Ideal gift china for the June brides. Regularly \$25.00. Thursday, special.....18.25

102-piece Royal Austrian China Dinner Set, open stock pattern, with fine body glaze. Keeps shape cups. Regularly \$31.00. Thursday special.....21.25

7-piece Water Set of cut glass, jug and 6 tumblers to match. Thursday, extra special, set.....7.50

## "Kaiser" Brand Silk Sale of Mattings and Matting Squares

The perfection of silk gloves—gloves with a guarantee. We have in stock and are showing a complete range of shades and sizes, in 12, 16 and 20-button lengths. Prices per pair \$1.00, \$1.25 and \$1.50.

Men's Sox. Fine Imported Colored Cotton Sox, nice weight; close, fine finish; soft, good-wearing yarn; plain colors and circular stripes on colors; double heel and toe; 9 1/2 to 11; 15c value. Thursday.....5 pairs .55

The Sale of Parasols and Umbrellas. Pure Silk Parasols to clear Thursday, \$2.25.

Dresdons, stripes and Paisley designs; some white embroidered and India parasols in plain colors. On sale Thursday.....3.25

180 Women's Sateen Parasols, some white centres and Paisley borders; also about 25 pure silk floral patterns. In the lot, Thursday \$9.

185 Children's Pretty Little Parasols, in assorted patterns.....12c

At 88c—Men's Umbrellas, with self-opening frames; Women's with assorted metals and trimmed horn handles; good-wearing Austria tops, with strong steel rod and frame. Clearing Thursday.....98

150 Silk and Wool Taffetas.....1.15

Nature Study Books. Our Trees and How to Know Them. Price.....3.00

Nature's Garden, by Nellie Bancham. Price.....1.10

The Way of the Woods, by E. Brock. Price.....1.75

Nature Studies in Field and Wood, by C. A. Reid. Birds.....60

How to Study Birds, by E. K. Job. Price.....1.50

Birds That Hunt and Are Hunted, by N. Blanchau. Price.....98

Butterfly Hunting in Many Lands. A Manual of Common Butterflies and Moths. Price.....30

Book Dept.—Main Floor.

## The Grocery List

2,000 lbs. Dairy Butter, in prints, per lb. 25c; Finest Sugar Cured Hams, half or whole, per lb. 19c; Malta Vita Breakfast Cereal, 3 pack; Hams, half or whole, per lb. 19c; Malta Vita Breakfast Cereal, 3 pack; Eggs 25c; Salt, in 5-lb. bags, 2 bags 14c; Edwardburg or Beehive Syrup, 5-lb. pail 25c; Fresh Flaked Wheat, per stone, 45c; English Marmalade, Peas, 3 packages 25c; Goodwillie's Canned Raspberries, per jar, 25c; Choice Red Salmon, per lb. 18c; Maggi Soups, assorted, 8 packages 25c; Finest Shelled Walnuts, per lb. 30c; Finest Lima Beans, 3 lbs. 16c; E.D. Smith's Pure Orange Marmalade, 1 lb. jar, 15c; Scott Taylor's Worcester Sauce, 5 bottles 25c; Finest Quality Cooked Ham, per lb. 30c.

35c ASSAM TEA FOR 22c. 500 lbs. Fine, Rich, Full-bodied Assam Tea, of uniform quality and fine flavor, a 25c tea anywhere, Thursday, per lb. ....28

\$10,000 Block eight lot 75 x 200 H. B.

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