

Simpson's Midsummer Sale List

Store Hours 8.30 a.m. to 5.30 p.m. Saturday Closing 1.00 p.m. with no noon delivery

Table Cloth Bargains Monday

A MANUFACTURER'S SECONDS.
Lot 1—Regularly \$2.25 to \$2.75 each; 2 x 2, 2 x 2 1/2, 2 x 3, 2 1/2 x 2 1/2 yard sizes, for ... 1.69
Lot 2—Regularly \$3.75 to \$4.00, for \$2.98. These cloths are only slightly imperfect in weave, or a little off color in finish, or have something very slight amiss with them. They will wear just as well as "firsts," and once laundered one would never know what the imperfection had been. Come at 8.30 for best choice, for we cannot accept mail or phone orders for these cloths.

Breakfast 8.30

Homelike Breakfasts are served each day for those families are away for the summer. Here is choice for four men, each price ... 20
Rolled Oats or Wheat, with Cream; Newland Eggs (two), boiled or poached; Toast; Pot. of Tea or Coffee with Cream.
Orange Slices; Toasted Corn Flakes, with Plain Omelette; Toast; Pot of Tea or Coffee, with Cream.
Fried Bacon; Hash Brown Potatoes; Toast; California Prunes; Pot of Tea or Coffee, with Cream.
Half Grape Fruit; Shredded Wheat Biscuits (one), with Cream; Pot of Tea or Coffee, with Cream.
(Sixth Floor.)

Man is Judged by His Clothes

It is surprising how great an element of success are the garments wherewith we clothe ourselves. A last year's straw hat may mean a loss of ten times its value in a business interview—a poorly-fitting suit may prevent an introduction that might prove invaluable. You have no right to forfeit the advantage of good clothes when such prices as the following place them within your reach, values that are merely typical of what the department affords:
Men's Straw Baster Hats, of the newest shapes; fine imported semi or coarse brims; narrow, medium or wide black silk bands; extra-fitting cushion sweatband. \$1.50, \$2.00 and \$2.50 hats. Monday for85
Children's Straw Hats; very fine Canton brims, in plain white or natural color straw, with navy blue and white silk of satin bands; or natural color straw; narrow, medium or wide brims. Regularly 75c and \$1.00. Monday for46
Men's Pyjamas, in all kinds of summer materials and flannels; sizes in the lot \$4 to \$4.44. Regularly \$2.50, \$3.00, \$3.50 and \$4.50. Monday ... 1.25
Men's Better Quality Neglige Shirts; with soft, double cuffs or laundered style; best American and Canadian makes; sizes 32 to 38. Regularly \$2.00 and \$2.50. Sale price Monday ... 1.35
Extra Large Work Shirts, in English Oxford with double breast, black, blue and heavy black and white striped drill, all seams double sewn. Sizes and half sizes, 14 to 18. Regularly \$1.00 and \$1.25. Sale price59
English Natural Wool Underwear, in summer weights, several well known brands among them. Shirts and drawers, a few short sleeves and knee lengths, the rest long sleeves and ankle length. Sizes in the lot \$4 to \$4.44. Regularly \$2.00, \$3.00 and \$4.50. Monday, a garment46
A special purchase of Worsted Trousers, Regularly \$2.50 and \$3.00. Of English worsted trousering in gray and brown stripes, Sizes 34 to 44. To clear ... 1.50
Men's Special Work Pants, 30c. Made from honest, good wearing tweeds, in gray and brown. Sizes 34 to 42. To clear95
Men's Raincoats, Monday, 75c. Regularly \$1.00 values. Sizes 40, 42, 44 to 48. Made from good English paramatta cloth in fawn and greenish fawn colors; 50 inches long, with close fitting collar; all seams securely sewn, cemented and stitched. To clear75
Boys' Sample Wash Suits, 49c. Regularly 75c, \$1.00 and \$1.25. Sailor and military Russian style, with belt. Splendid range of patterns and shades, including the newest striped patterns. Sizes 2 1/2 to 6 years. Monday49
(Main Floor.)



\$1.75 "D and A" Corsets at \$1

More than 300 pairs of one stylish D. & A. model will be cleared at cost price. Phone orders filled. Made from fine white coutil or batiste, low bust, very long skirts and back, finest rustproof boning, free hip bone, wide side steels, four strong garters, bust draw cord, deep lace trim; sizes 33 to 30 inches. Regularly \$1.75. Monday, to clear, at ... 1.00

\$1.50 WOMEN'S BRASSIERES, 75c.

Beautiful "D. & A." model, in fine white batiste with yoke back and front of handsome embroidery, run with silk ribbon, buttons and rows in back, short steels in front section; sizes 32 to 44 bust. Regularly \$1.50. Monday, .75

WOMEN'S COMBINATIONS, 17c.

Half-price for all the combinations you need for the hot weather. Phone orders filled.

Women's Combinations, fine ribbed white cotton, low neck, with short or no sleeves, lace beading and draw ribbon, wide lace trimmed, umbrella style or tight knee drawers; sizes 32 to 44 bust. Regularly 35c. Monday, to clear17
(Third Floor.)

Bathing Shoes

For women, misses and children, made of fine white duck, bound and trimmed with red or navy blue.
Women's, sizes 3 to 749
Misses', sizes 11 to 239
Children's, sizes 7 to 1029

COOL WATER-RUSH SLIP-PERS, 69c.

Just the thing for the verandah or the summer cottage, comfortably lined with white Turkish toweling, for men or women. Sizes 3 to 1069

CANVAS AND POLIN PUMPS, 99c.

Colors white, black, mauve, gray and tan, covered heel of same material, some Colonial style, some have neat bow on vamp; sizes 2 1/2 to 8. Monday99
(Second Floor.)

Gloves, Hosiery

Women's Long Silk Gloves, elbow length, double tipped fingers; mouche-paire opening at wrist; dome fasteners; black, white; all sizes. Regularly 75c. Monday59
Women's Wrist Length Silk Gloves; dome fasteners; double tipped fingers; pure silk thread; black, white; all sizes. Special. Monday, per pair39
Women's Silk Boot Hoses, with lisle thread top; deep garter welt; applied heel, toe and sole; apron-shaped lacing; black, white, tan all sizes. Special. Monday50
Women's Lisle Thread Hosiery; black, white, tan, also black and tan, with silk embroidered fronts; double applied heel, toe and sole. 50c and 60c values. Monday, per pair25
Boys' and Girls' Ribbed Black and Tan Cotton Socks, applied heel, toe and sole; strong, knee wearing; sizes 5 to 10. Regular 15c. Monday12 1/2
Infants' and Children's Socks, plain feet, with fancy colored tops; sizes 4 to 14. Also black and tan, with silk embroidered fronts; double applied heel, toe and sole. 12 1/2c and 15c. Monday10 1/2
Men's Lisle Thread Socks; the lot consists of black, tan, gray, navy, white; also black with neat silk embroidered fronts. All sizes. Regularly 50c. Monday 35c; 3 for \$1.00.
Men's Holesproof Cotton Socks; black, tan, gray; six pairs guaranteed to wear six months. Monday, six pairs ... 1.50
Men's Holesproof Lisle Thread Socks; black, tan, gray; applied heel, toe and sole; six pairs guaranteed to wear six months. Monday, six pairs ... 2.00
(Main Floor.)

Jewelry at 28c

9k gold pearl and amethyst set brooch, fine circle design; a Roman finish opauy pin, in torpede shape; in 10k gold; necklace of real crushed rose beads, with small pearls in between, 90 per cent. roses, guaranteed; set of six pearl set beauty pins, necklaces of milky amber colored beads; a necklace of graduated white, orange or purple beads; a fine gold-filled locket chain; gold-filled Rosary; a set of nine Roman finish beauty pins, finest quality; sterling silver initial cuff links, any initial, fine hand-engraved; round and oval-shaped locket; in men's and women's sizes, engraved and plain, bright and Roman finish, small sizes for the best makers, such as gold, silver, in men's and women's sizes, engraved and plain, bright and Roman finish, hand-carved; twelve different designs in real agate crosses, attachment for chain, beautiful colored with white enamel; Roman stripe 50c, 75c and \$1.00. Monday 25c. (Main Floor.)

Cotton Messaline Petticoats \$1.50

Soft Finished Cotton Messaline, in black, white and beautiful shades of Copenhagen, tan, rose, brown and navy; seven-inch knit pleated flounce, finished with narrow trim, sizes 38 to 42. Tuesday ... 1.50
Same style and material as above except that flounce has inset of black and navy stripe ... 1.50
(Third Floor.)

Exceptional Sale of Cotton Dresses \$3.95

This is a group of manufacturers' samples and overstocks of a well-known manufacturer. The following materials are shown: Dainty Flowered Voles, Crepes, Swiss Florings, etc. A wonderful assortment of styles. Some are soiled from handling, but otherwise in perfect condition. Sizes for misses and women. Regularly \$6.50 to \$9.50. Monday ... 3.95
Coats for Summer, \$2.95. A nice range of materials, such as wool serges, in black, kimono or set-in imported. Sold regularly for \$7.50 and \$8.50. Monday 2.95
Wash Skirts, \$3.75. Of most desirable wash fabrics, and cut in the latest styles. All are from the best makers. Among them are: ratines, checks and plaques, in the new lounge tunic designs. Monday sale price ... 3.75
Suits for Women, \$6.50 for early morning selling. These are the suits of all-wool broadcated serges; assorted sizes for misses and women. Monday, 8.30 a.m. ... 6.59
(Basement.)

Wash Goods Wonder for Monday

See the Yonge Street windows, and be here early for one of the best values we have ever offered in this department.
48-inch Plain French Ratines, in shades of sky, pink, French yellow and gray.
50-inch Brocaded Ratines, for sports coats, etc., in shades of white, pink, mauve, cream, saxe, gray, linen, brown and navy.
50-inch Jacquard Ratines, in shades of lavender, and white, sky and white, pink and white, tan and white.
50-inch Honeycomb Suitings, for coats and suits, in shades of champagne, pink, gray, visteria, saxe, brown and the new green.
We have no "regular price" on these goods. We bought them on Thursday from a jobber, who said they would sell for \$1.00, \$1.50 and \$1.75. We sell them all at one price Monday27
(Second Floor.)

Bed, Spring and Mattress Complete \$5.55

REGULARLY \$9.60.
Iron Bedstead, in pure white enamel; has brass caps on each post; supplied in all standard sizes. Mattress, centre is filled with curled seagrass, with heavy layer of felt at both sides, neatly tufted and covered in twill ticking. Springs, the frame is made of kiln-dried hardwood; spring is strongly woven and well supported. Regularly \$9.60. Special, complete ... 5.55
Mattress, the filling is of sanitary curled seagrass, with extra layer of felt at both sides, tufted and covered in art ticking. Regularly \$3.45. Special ... 2.45
Mattress, filled with elastic cotton felt, carefully selected, neatly tufted and covered in art ticking; has roll stitched edges, supplied in all sizes. Regularly \$7.50. Special ... 3.95
Bed Spring, the frame is of steel tubing; spring is extra fine woven steel wire, with steel-rope edge, reinforced; in all sizes; fully guaranteed. Regularly \$5.00. Special ... 3.95
Pillows, well filled with mixed feathers, encased in strong ticking. Special, pair85
Pillows, filled with all pure feathers, carefully selected, and covered in fine art ticking. Special, pair ... 2.95
Dining-room Chairs, 35 Sets Only, made of solid quarter-cut oak, in golden finish; the seats are upholstered in genuine leather. Set consists of five small and one arm chair. Regularly \$21.50. Special ... 15.35

Bargains in Embroideries

6,000 yards of Fine Swiss Flouncing and Cambric Camisole Embroideries; a late shipment. Extra saleswomen—extra circles.
We cannot accept phone or mail orders.
Swiss Flouncings, 26 inches wide; immense variety set patterns; scallop borders; neat, pretty floral patterns; for children's dresses. Summer Sale Monday, 22c yard, instead of 35c.
Camisole or Corset Cover Embroideries; 17 in. wide; beading for 1/4-inch ribbon; fine quality of cambric; openwork pattern. Summer Sale Monday, per yard, 15c instead of 25c. (Main Floor.)

Satin and Felt Hats

Before May was over Paris had begun to consider the fabric hat; June saw it fairly launched, and July witnesses a universal demand for the white felt and the white satin. Has it anything to do with the bright and varied tints of the gowns that make the white hat so generally useful? Here, anyway, are the newest:
White French Felts, Flowers, Mounts, Wings, Baby Wings, every sort of Trimming, often white, sometimes in dainty shades.
Also the White Satin Hat, exceptionally rich in its tailored effects.
Prices for these \$1.00, \$1.50, \$2.50, \$3.75, and \$4.75.
Panamas, regularly \$6.50, fine white bleached. Monday, while they last ... 3.50
(Second Floor.)

Basement Sale Specials and a Stray Shipment Clearance

\$34.50 Limoges Dinner Set Monday Morning \$17.25

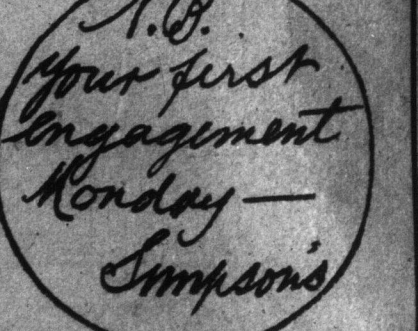
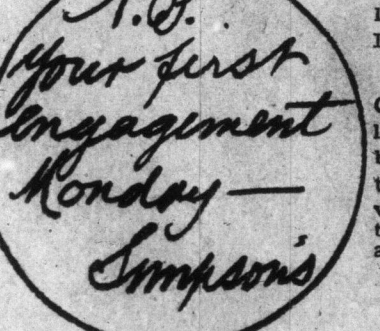
Finest Quality Limoges China 96-piece Dinner Set complete; dainty rosebud decoration, gold lined edges and handles. Regularly \$34.50. Half price ... 17.25
\$15.00 English Dinner Set. \$8.95—97-piece English semi-porcelain dinner set, pretty green floral border design, gold traced edges and handles, Kormis shape cups. Regularly \$18.00. Complete Monday ... 8.95
\$8.00 62-piece Dinner Set, \$3.95—Blue floral festoon border decoration on good quality English semi-porcelain, hard body well glazed. Regularly \$6.00. Complete, 52 pieces, Monday ... 3.95
\$12.00 "Wedgwood" Willow Dinner Set, \$8.95—Famous old English willow decoration and finest quality "Wedgwood" porcelain. Beautifully finished ware, brilliant smooth overglaze. Regularly \$12.00. Monday, 97-piece sets at complete ... 8.95
\$3.75 Ten-piece Toilet Sets, \$2.45—Pretty rose decoration, with tinted background, splendid quality of ware. Ten-piece sets, Regularly \$3.75. Monday the set, complete ... 2.45
25c Jardiniers, 10c—English Majolica 5-inch Jardiniers, various shapes and colors. Regularly 25c. Monday, each10
Specials in Odd Teletware—Large ewers, regularly 45c, for 29c.
Large basins, regularly 45c, for 29c.
29c Covered Chambers, regularly 45c, for 29c.
Covered Soap Dishes, regularly 25c, for 10c.
10c, 15c, 15c and 20c Carlehed China Plates, Each 2c—Excellent quality Carlehed china tea, breakfast, soup, bread and butter and dinner plates. Pretty violet spray decorations, gold traced edges. Monday, choice at, each35
(Basement.)

The Foundation of Solid Comfort

From kitchen, cellar, laundry, basement and out-house in perfect order, well supplied, unstinted, spread out little spider-web-like threads of comfort, reaching to the farthest corner of the best room, and the very edge of the garden fence. If these places run right, then solid comfort is the house rule. If they lack anything, that lack will be felt somewhere and promptly in the home structure. Is your own home supply system perfect? If you lack anything, you will find it Monday in the Basement.
IMPORTED GRANITWARE, 25c.
Three and four-coated blue and white saucepans, vegetable cooking pans with granite covers, teapots, teakettles, rice boilers, large lipped saucepans, boiling pots, etc. Prices ranged from 80c to \$1.25. One piece of any kind to each customer. (We cannot fill phone or mail orders for this granitware). Monday, special35
15c Tin Dainty Kettles, Monday3
GALVANIZED GARBAGE CANS.
With close-fitting covers and ball handles. Regularly 95c size. Monday's Basement Special, 80c. Regularly 75c size, Monday's Basement Special 64c. Regularly 60c size, Monday's Basement Special 54c.
25c Light Blue Painted Sink Strainers, for 35c.
10c-foot Galvanized Clothes Line Wire, Regularly 25c. Monday, special19
50-foot Galvanized Clothes Line Wire, Regularly 15c. Monday, special11
50-foot Cotton Line, Monday, special ... 25
GALVANIZED WASH TUBS.
45c size Tubs, Monday43
60c size, with wringer attachment, .73
80c size, with wringer attachment, .73
500 Galvanized Scrub Pails, Regularly 25c. Monday, special15
50c Vacuum Washers; distributes the boiling water and helps wash the clothes. Monday, special28
\$1.25 Aluminum Rice or Cereal Boilers and Cookers, Monday97
CUTLERY SPECIALTIES.
Sheffield Steel Dinner and Dessert Knives, with white celluloid handles, should be sold for \$2.00 a dozen. Monday, half-dozen83
PENKNIVES, POCKET-KNIVES AND JACK-KNIVES.
Bons have two and some three blades, of keen cutting Sheffield steel, brass lined to prevent rusting, handles of stag, horn, bone and celluloid. Regularly 50c, 60c, 75c, Monday39
BROOMS, 25c.
1,000 Carpet, Rug or House Brooms, four and five strings woven. Regularly 40c and 45c. Monday, special39
25c Zinc-faced Wash Boards, Monday, special19
\$1.00 Wash or Laundry Baskets of clean French willow cleft with smooth woven wide handles. Large size, Monday Basement special79
Long Smooth Clothes Props, Monday, special14
Fawn Grass Woven Knife Baskets, with centre division and handle, Monday special30
Extension Clothes Racks, Regularly 25c and 30c. Monday Basement sale 15c and 20c.
STOCKTAKING PRICES IN MONDAY'S BASEMENT SALE—HARDWARE.
Lawn Mowers, with 4 keen cutting blades:
Woodruff 15-inch Mowers, Monday 5.00
Woodyatt 15-inch Mowers, Monday 5.25
Empress 14-inch Ball-bearing Mowers, Monday ... 5.50
Empress 15-inch Ball-bearing Mowers, Monday ... 5.83

WINDOW SCREENS AND DOORS.

Your last opportunity to buy Screen Doors and Windows at these prices:
\$1.75 Doors, Monday basement special ... 1.39
\$1.50 Doors, Monday basement special ... 1.25
\$1.00 Doors, Monday basement special95
Varnished and grained finish, strongly bracketed.
WINDOW SCREEN BARGAINS.
25c Window Screens, Monday's special20
60c Window Screens, Monday's special49
TINWARE ITEMS MUCH REDUCED.
\$1.25 and \$1.50 Tin Wash Boilers, first quality copper bottoms and tin covers, sizes 5 or 9. Monday special95
30c Galvanized Wash Boilers, with galvanized covers that will not rust. Monday special89
Red Lintels for soap, 3 lbs., Monday special23
Fancy Japan Rice, 3 1/2 lbs.25
Canned Apple Gullon size, Per tin25
Choice White Beans, 7 1/2 lbs. Wax Candles, Per dozen25
Lily Brand Catnap, 3 bottles25
Red Lintels for soap, 3 lbs.25
Canned Pitted Cherries, Per tin10
Pearline, 1-lb. package10
Ivory or Silver Glass Starch, 6-lb. tin25
Old Dutch Cleanser, 3 lbs.25
Ammonia Powder, 4 packages ... 25
Sunlight and Surprise Soap, 5 cakes ... 25
Comfort and Taylor's Borax Soap, 6 cakes ... 25
Simpson's Big Bar Soap, Per bar ... 25
\$1.50 PURE CELONA TEA, \$1.15. 1000 lbs. Pure Celona Tea of uniform quality and the favor of black or mixed, Monday, 5 lbs.15
(Basement.)



The Robert Simpson Company, Limited