

The **SIMPSON** Store

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.

East and northeast winds; cool and unsettled, with showers, but partly fair.

The **SIMPSON** Store**Sporting Goods**

- Fishing Rods, bamboo, 2-piece. Wednesday .10
 Fishing Rods, bamboo, 3-piece, with brass binding. Wednesday .25
 Fish Hooks, boxes of 100. Wednesday .15
 Trout Spoons. Wednesday .15
 Mackerel Lines, test 15 lbs., 75 feet. Wednesday .10
 Stag Lines, test 18 lbs., 60 feet. Wednesday .15
 Baseball Bats, Boys' Slugger. Wednesday .10
 Baseball Bats, Men's Professional. Wednesday .25
 Baseballs, from 5 to 1.25
 Fielders' Gloves, leather lined. Wednesday 25c, \$1.25 and 1.35
 Tennis Rackets, with polished frames, good quality gut, and combed cedar handles, in different weights. The Volley, Wednesday \$1.35; The Match, Wednesday \$1.50; The Club, Wednesday \$2.00; The Parkdale, Wednesday \$2.50; The Champion, Wednesday \$3; The Victor, Wednesday 4.25
 Tennis Balls, Stayenger's 1911. Wednesday .45
 Tennis Balls, Wimbledon. Wednesday .35
 Tennis Balls, Champion. Wednesday .25
 Tennis Nets, hand-made, tarred, waterproof nets, No. 3. Wednesday .3.00
 Tennis Nets, heavy tarred thread, wide canvas binding, No. 8. Wednesday 4.25
 Tennis Nets, extra heavy tarred thread, wide canvas binding, No. 11. Wednesday 5.00
 Tennis Nets, white. Wednesday \$2.00, \$3.00 and 3.75

Wednesday to Be an Important Day in Lace Curtains

We have selected from our extensive showings several of our leading lines, and priced them to make it doubly worth while to purchase Wednesday.

Nottingham Lace Curtains, in a wide range of well designed patterns, new conventional, stripe and insertion effects, some plain centres, exceptionally good weave and well finished, 52 and 54 inches wide, 3 and 3½ yards long. Good value at \$2.00. Special price Wednesday, 1.37

Swiss Curtains, in particularly handsome designs and fine quality net, 50 inches wide, 3½ yards long. You will appreciate the low price to which this line is marked. Special price Wednesday, per pair 3.48

Battenberg Curtains, of extra quality net, effectively designed insertion and corner motif, neat edging, will give excellent wear, 50 inches wide, 3½ yards long. Special price Wednesday 4.38

Arabic Curtains, made to our special order from best quality net, set with wide insertion, heavy motif corner and edging of neat lace, 52 inches wide, 3 yards long, attractive curtains. Special price Wednesday, per pair 5.48

Brussels Carpet, Tapestry, Linoleum, etc.

500 yards Brussels Carpet, best five-frame, in fawn, rose, green, brown and blue. ¾ border to match. Regular up to \$1.45 per yard. Wednesday, per yard (made and laid) 1.19

900 yards Tapestry Carpets, of a good quality, good coloring, and pretty designs, suitable for parlors, dining-rooms, dpps, halls and bedrooms; some have ¾ border to match. Regular up to 85c per yard. Wednesday, per yard69

Printed Linoleum, block, floral, tile and parquet designs. Regular up to 60c per yard. Wednesday, per square yard33

English Velvet Rugs, with close, deep pile, in green, floral, red and Orientals, fawn, brown, etc., woven in one piece:

3 yards x 3½ yards. Wednesday . . 17.49
 3 yards x 4 yards. Wednesday . . 20.49
 3½ yards x 4 yards. Wednesday . . 24.49

Interesting Glove Items

Women's Real French Kid Gloves, odds and ends from regular stock, in a variety of colors; two-dome fasteners, wrist length, all perfect goods, all sizes in the lot. Regular 75c to \$1.50. Wednesday49

Cannot fill phone or mail orders.

Women's Long Silk Gloves, black only; they come above the elbow, jersey wrist; all sizes. Regular 75c. Wednesday55

Women's Lisle Thread Gloves, the lot consists of long, in black only, and wrist lengths in black, white, tan, mode, grey; all perfect goods; all sizes. Regular 35c. Wednesday19

**Get Rid of Your Handicap!**

Just as the Englishmen in the recent international polo matches were handicapped by a dearth of ponies, so many a man goes through life handicapped by a dearth of clothes. He hasn't enough "changes"; and in most cases, it's not because he can't afford them, but rather because he doesn't think people notice.

Let us nail this error here and now; people do notice how you dress and draw conclusions, superficial though they may be. But why not have them always draw good superficial conclusions? It costs very little nowadays, if you get into touch with such a store as this, and watch the daily offerings. Here, for example, is an attractive list for the out-door man:

The Man's Summer Hat

Straw Sailor Hats, straight brim, medium high crowns, black silk bands. Wednesday, special29
 Men's Linen Hats, cool and light in weight; color slate, tan and white. Wednesday25

Men's Serviceable Suits

English Fancy Worsteds and Tweeds, in grey, brown and greenish grounds, with self and faint colored thread stripes; three-button single-breasted sack style; extra well tailored in every way, and finished with best quality linings and trimmings; fronts reinforced with thoroughly shrunk canvas and haircloth; sizes 35 to 44. Regular \$10.00, \$11.00 and \$12.50. To clear Wednesday at 7.95

Hammocks

Hammocks, made from cotton yarn; closely woven, in yellow, red and green stripe effects, tufted head rest, foot spreader and deep fringed valance; size 36x74; a \$3.00 hammock. Wednesday 2.39

Visitors and Summer Tourists

When you arrive in Toronto for a day, and don't want to go to an Hotel, why not make the Simpson Store your headquarters? It's the hub of Toronto, reached from railway stations or wharves by the Yonge street cars. It occupies the block bounded by Yonge, Queen, James and Richmond streets. The store building is one of the sights of the city. You have to go to New York or Chicago to match it. Take time to inspect its solid construction and elegant equipment. You may have Breakfast, Luncheon, Dinner or Afternoon Tea in the Restaurant, Sixth Floor. Use the rest room, check your parcels and do your shopping in comfort with an easy mind.

Summer Necessities in Men's Wear

2700 Men's Leather Belts, imported and Canadian makes, patent clip buckle; several widths; all sizes 32 to 44; colors are tan, black and grey. Regular 75c and \$1.00. Wednesday59

4750 Men's Neglige Shirts, at a great reduction; designs and colorings are the chief features; they are large and long, and the sizes run from 14 to 18; the materials used in the manufacture of these shirts are the kind usually put into shirts selling at 75c and \$1.00. Wednesday50

10,000 Men's Wash Neckties, 48 inches long by ¾-inch wide; there are hundreds of patterns and colors. Wednesday, 3 for .25, or, each10

Summer Sale of Tennis, Bowling, Cricket and Bathing Shoes

Bright, new, clean, 1911 goods, guaranteed perfect by the manufacturer and The Robert Simpson Co., Limited.

Men's Cricket Boots, selected, strong white duck uppers, white leather strap and toecap, sewed leather sole, copper spikes; sizes 6 to 10. Regular value \$3.50. Wednesday 2.95

Men's Bowling Oxford, tan calf leather, regulation style, heavy rubber soles, and heels, sewn on to leather soles, strongly reinforced; sizes 6 to 10. Regular value \$3.50. Wednesday 2.95

(Telephone orders filled.)

Lacrosse Boot, Blucher style, selected black duck uppers, black rubber sole, rubber cleats, leather insole. Men's \$1.50; boys' 1.25

Yachting Boots and Oxfords, Blucher style, selected white duck uppers, white rubber sole, leather insole. Boots, men's \$1.15, women's 95c, boys' 95c. Oxfords, men's \$1.15; women's85

Tennis Boots and Oxfords, Blucher style, white or blue duck uppers, black rubber sole. Boots, men's 79c, women's 69c, boys' 69c. Oxfords, men's 75c, women's and boys' 59c, youths' and misses' 49c, children's45

Bathing Shoes, white canvas, fiberine soles, Men's 39c, women's 29c, misses' 25c, children's22

Telephone Orders Filled.

The Best of Linens and Staples

Spoke Hemstitched Table Napkins, finest snow white satin damask; every thread linen, spoke hemstitched all around; beautiful designs; 22x22 and 23x23 inches; just odd dozens. Regular \$5.50 and \$6.50 dozen. Wednesday . . 3.85

Sail Awning or Builders' Duck, all weights, superior quality, unbleached duck for builders, sail-makers, tent-makers, awnings, etc., standard width.

Weight 7 oz. 8 oz. 10 oz. 12 oz.
 Price, yard15 .18 .21 .25

1800 yards Bleached English Long Cloth, yard wide, including the famous Times Long Cloth; splendid underwear cloth. Wednesday, to clear, yard7½

Comforters for Summer Cottages, 70x70 inches, fancy printed cambric comforters, white fluff, filling, stitched fancy, splendid designs, warm and durable; 6 dozen only. Wednesday, each 1.44

Figured Huckaback Guest Towel Lengths, 15 x27 inches, pure linen, finest grass bleach; a lot of excellent new designs; about 200 lengths only. Linen Department, upstairs. Wednesday, per length19

Hemmed Sheets for Double Beds, 2x2½ yards; made from fine quality full bleached strong English sheetings; standard hems; only 100 pairs, at, per pair, Wednesday 1.44

(Second Floor)

China

97-piece Dinner Set, high-grade English semi-porcelain ware; Greek key band decoration, gold edge and line. Wednesday 14.25

Limoges China Dinner Sets, Theodore Haviland creation, translucent white body, dainty apple blossom design; all pieces coin gold stippled. Complete set of 102 pieces. Wednesday 39.75

60 only Complete Dinner and Tea Service for six people, English porcelain ware; all pieces embossed and gold decorated. Wednesday, special, per set 2.69

10 only 40-piece China Tea Sets, best Carlsbad chinaware, natural floral decoration. Wednesday, per set 3.98

Water Jugs, 2-pint size25
 Tumblers, ½-pint, semi-cut. Per dozen, 1.25

The **SIMPSON** Company
 Robert Limited