

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.—Moderate winds; fine to-day; a few local showers by Wednesday.

SIMPSON

Extraordinary Sale of Pictures at \$1.00

Extraordinary even for the department that has held some of the most sensational picture sales ever seen in Toronto. It would take a column to tell you all about it, but one glance at the windows on Tuesday will mean an 8 o'clock visit to the Sixth Floor on Wednesday.

1200 Framed Pictures and French Mirrors are "ordered out" of our Picture Department before stock-taking, regardless of cost prices. Never in the history of this store have such values been offered; description is impossible in this space. Values up to \$12.50 will be included, Wednesday, all one price, 1.00 (Sixth Floor)

When You're on the Sixth Floor, Don't Miss These Travelling Goods at Half Price

32 pieces, including Trunks, Suit Cases and Club Bags of high-class manufacture, slightly soiled, must be cleared Wednesday morning. Regular values from \$8.00 to \$45.00. Wednesday Half Price (Sixth Floor)

Rugs, Matting and Curtains Reduced in Price

Tapestry Rugs will bear comparison with any rugs made for durability, cleanliness, utility and cheapness. They are within reach of every house-keeper's purse, and the designs are adaptable for any part of the home.

On Wednesday a range of floral, Oriental, chintz and conventional designs, with a variety of useful colorings, and three good sizes are offered:
3 x 3 1/2. Regular price \$8.00. Wednesday . . . 6.98
3 x 4. Regular price \$9.00. Wednesday . . . 7.98
3 1/2 x 4. Regular price \$11.25. Wednesday . . . 9.98

30c JAPANESE MATTING AT 15c PER YARD.
Japanese Matting, in greens, reds, yellows and blues; every roll a different design; 1 yard wide, reversible. Regular 25c and 30c per yard. Wednesday reduced to, per yard 15

BAMBOO VERANDAH SHADES AT RUSH PRICES.

Last chance to procure at this low price Bamboo Shades; well made; complete with cord, pulleys and hooks; size 4 ft. x 6 ft. drop; green. Regular 70c. Wednesday 49
Size 5 ft. wide x 8 ft. drop, natural. Regular \$1.50. Wednesday 1.09

A few only other sizes at equally reduced prices. Window and Portiere Curtains, that have been used for display purposes. Wednesday, at Half Price

Wednesday Furniture Specials

Dressers, in mahogany finish, dull, good drawer space with large oval plate mirror. Wednesday selling 14.90
Dressing Tables, in solid mahogany, an exceptionally good pattern, beautifully finished. Wednesday selling 17.50
Library Tables, a massive design, heavy round legs and scroll feet; in grained oak; also in mahogany. Wednesday selling 13.90
Library Tables, in selected quartered oak; finished in early English; shaped legs with large under-shelf. Wednesday, selling 10.90
Kitchen Cabinets, made in solid ash, natural finish; base part has zinc top, large flour bin, cupboard and drawers; upper part has small cupboards and drawers. Wednesday, special 17.90

Good Things in China

Better visit the Basement on Wednesday if you want to satisfy any craving for the good things in china. There you will find shelf after shelf, and table after table, to interest you at prices such as these mentioned here as examples:
2000 pieces Fancy Chinaware Oddments, in dinnerware and cooking ware, Pudding Bowls, Tea Cups and Saucers, 8-inch Dinner Plates, Cream Jugs, 9-inch Pie Dishes, Gravy Boats, etc. To clear Wednesday . . . 5
700 Salad Bowls, Cheese Dishes, Doulton Rail Plates, Jardinières, Cake Plates, Nut Bowls, Celery Trays, Fruit Bowls. Half price, Wednesday 25
100 Tea Sets, complete for six people. Wednesday 69
Complete Dinner Set, for twelve people, high-grade English ware, dainty gold floral and three-line decoration. Wednesday, special 4.95
10 only Beautiful Decorated Dinner Sets, heavy gold finish. To clear Wednesday 7.98
Fruit Jars, 100 dozen for Wednesday, half-gallon size, per dozen65



Men's News

Pince-Nez—"Are you keeping your eye on the back page of The World these days?"

Boutonniere—"I always see it, but why particularly these days?"

P.N.—"Because these days are the days just before stock-taking, and they're going over the stock in the Simpson Men's Store with a fine tooth comb, as it were, eliminating all the loose ends and putting them aside for immediate disposal."

B.—"Well then, these are old things that anyone would sell at a sacrifice."

P.N.—"Not at all—can't be more than six months old, and one of the clerks was saying yesterday that the things to be disposed of are mostly late deliveries of summer goods that cannot be carried over."

B.—"In that case there should be some seasonable togs going at low prices."

P.N.—"Well, as I said, just keep your eye on the back page of The World between now and the first of August."

A Sale of One Hundred and Eighty-five Suits, and Every One a Bargain at \$8.95

(Main Floor)

Stock-taking staring us in the face, and in comes a late shipment of suits! Rather than turn them back, we've decided to march them out quick-step to-morrow. This is a sale that's good all the way through. Whether you get the first suit or the last suit, you'll be getting great value—only, to make sure of size and shade, come at 8 a.m.

The suits are of excellent pattern and first-class workmanship, and are selling for half price on Wednesday. Regular prices \$12.50 to \$18.00. There are English tweeds, Scotch tweeds and fancy worsteds, made up into the smartest single-breasted sack suits of the season. Sizes 34 to 44. Wednesday 8.95

The Right Kind of Neglige Shirts

800 only Men's Neglige Shirts, mostly coat style, with small laundered cuffs attached (a few separate cuffs); all this season's patterns and makes. There are plain and pleated fronts, in cambries, percales and Austrian cloths. These are the shirts that will fit correctly. White, white with black stripes and figures, and a large assortment of colored designs. Sizes and half sizes, from 14 to 18. Regular \$1.25, \$1.50 and \$2.00. Wednesday, each98

The Last Straws

Not the kind that hurt the camel—the price is not heavy enough to be felt at all.
Men's Straw Sailor Hats, correct American and English styles, finest makes, split Canton and scennit braids. Regular \$2.00 and \$2.50. Wednesday 1.50
100 Men's Panama Hats, fine close and even weave, new shape, nice finish. Wednesday, special 1.95 (Second Floor)

The **SIMPSON** Company Limited

Footwear for the Whole Family

(Second Floor)

CHILDREN'S BOOTS.

412 pairs Children's Boots, dongola kid, patent toe-caps, spring heel, button, medium weight sole, all sizes 4 to 7. Regular 69c. Wednesday 49
Phone orders filled.

INFANTS' KID MOCCASINS

220 pairs Children's Kid Moccasins, Blucher, fancy trim, brown, pale blue, pink, red and white; all sizes 1 to 4. Regular 29c. Wednesday 19
Phone orders filled.

WOMEN'S WHITE CANVAS SHOES.

360 pairs Women's White Canvas Oxfords and Ankle-Strap Pumps, leather and covered heels; new short vamps; American styles; all sizes in the lot 2 1/2 to 7. Regular prices \$1.00 to \$1.75. Wednesday . . . 79

WOMEN'S LEATHER OXFORDS.

370 pairs Women's Oxfords, the last few pairs of some of our best selling styles; gunmetal, patent colt, vici kid and tan calf leathers; all sizes in the lot 2 1/2 to 7. Regular prices \$2.50 to \$3.00. We want to clear the lot Wednesday at 1.49

MEN'S WHITE WELT BOOTS AND OXFORDS.

400 pairs Men's White Duck Boots and Oxfords, Blucher, Goodyear welt soles (not McKay soles); all sizes 5 1/2 to 10. Worth \$3.25. Wednesday 1.99

Here's Something to Surprise You!

(Main Floor)

WOMEN'S 50c HOSE FOR 12 1/2c.
WOMEN'S 35c LONG GLOVES FOR 15c.

"The best items in Gloves and Hosiery that have appeared in the papers for six months."

That's what the department manager said about these items, as with a touch of pardonable pride he submitted it for Wednesday's selling. Here are fuller details:

50c HOSE, 12 1/2c.

Women's Fine Imported Lisle Thread Hose—The list consists of broken lines from regular stock; all new summer goods, in stripes, checks, spots and silk embroidered; all sizes. Regular up to 50c. On sale Wednesday, per pair 12 1/2

Cannot fill phone or mail orders.

Not more than six pairs to a customer.

35c LONG GLOVES, 15c.

Women's Long Black Lisle Thread Gloves, jersey wrist, elbow length; all sizes. Regular 25c and 35c. Wednesday 15

These Linens Will Be Universally Admired

When once you get them home, everyone in the house will observe the virtue of these linens. And it will be an easy matter to get them home while these July Sale prices are in evidence.

WHITE DRESS LINENS CLEARING 25c YARD.

About 480 yards White Irish Dress and Blouse Linens, every thread linen, including a few pieces of famous "Old Bleach" make, 36 inches wide. July Sale price, to clear, Wednesday, per yard 25

BEAUTIFUL DAMASK LUNCH CLOTHS, 98c EACH.

All pure linen and full bleached, some spoke hemstitched, some scalloped all around; very rich, dainty designs; 36x36 and 45x45-inch sizes; about 15 dozen in the lot. July Sale, each, Wednesday 98

OUTING AND OXFORD SHIRTINGS CLEARING AT 9c YARD.

All odd pieces Fancy Stripe Outing Shirtings, dainty colorings, also a few pieces fine English Oxfords for Outing Shirts, Boys' Tub Suits, etc. Regular 15c and 20c per yard. July Sale, Wednesday 9

HUNDREDS OF PRETTY TURKISH BATH MATS, 49c EACH.

Reds, blues, browns, pinks, etc., in hemmed Bath Mats, good large sizes, full close pile. Regular 75c each. July Sale price, Wednesday 49

BLEACHED SATIN DAMASK TABLECLOTHS, \$2.99 EACH.

50 only Pure Linen Bleached Satin Damask Tablecloths, rich bordered designs, 2x3 yards, odd lots from the season's selling. Regular \$3.50 to \$4.00 each. July Sale, Wednesday 2.69 (Second Floor)

A Remnant Sale of Ribbons

All the odds and ends of our season's Fancy Ribbon Stock will be cleared up Wednesday for 15c yard; the color combinations are good, including pale blue, pink and white; the widths are 5 1/4 inches up to 6 1/2 inches. Prices have been very greatly reduced. Excellent hat bow, hair bow and sash ribbons are included. Wednesday, per yard 15

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