

The **SIMPSON** Co.

Store Opens 8 a.m.

Closes at 5.30 p.m. Today

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.

E. and S. winds; mostly fine and warm; local thunderstorms to-night.

The **SIMPSON** Co.

We're Coming Strong!--Canadians in General, and the Simpson Store in Particular

Down at Philadelphia yesterday, everybody, including the man from Missouri, was shown that when you put Canadians in rowing togs, they don't have to take back water from anyone.

Canada is "coming strong" just now, in every line of endeavor. If you take it in the matter of stores, where in the world can you find, in a city of Toronto's size, equipment and merchandise equal to that of The Robert Simpson Company Limited?

And where on the continent will you find such dependable clothing for men, at such reasonable prices? As an instance, look at the values specified here; they're the kind that make a steady pull for popularity among men who are particular about their comfort and their appearance.

Men's Socks at Half Price

(Main Floor).

That is what our socks' sale offers. Just the summer sock, too. Here are three items from the many that will be on sale Thursday morning. A stock for summer would be a sensible thing to get, and it will pay you twice over to take advantage of the sale:

Lisle Thread and Cotton Socks at half-price, over-makes from the manufacturers, also samples and broken lines; a variety of plain colors and fancy patterns. Regular 25c. On sale Thursday, pair . . . 12½

Men's Finest Imported Lisle Thread Socks, in all the very newest designs and colors; a large range of colors and patterns, checks, stripes, embroidered and clocks. Regular 50c and 60c. On sale Thursday, 29c; 3 pairs 85

Men's Imported Pure Thread Silk Socks, gauze weight, lisle thread sole, heel and toe, where the wear comes, black, tan, grey, helio, myrtle, cadet; all sizes. Regular 50c. Thursday, 35c; 3 pairs 1.00

China

(Basement).

440 pieces Fancy Chinaware, comprising bon bon dishes, hair receivers, trinket boxes, cups and saucers, vases, jardinières, fruit dishes, compots, celery trays, jugs, etc. Regular to \$2.00. Thursday 75

97-piece Dinner Sets, beautiful designs, serviceable ware, complete service for twelve people. Thursday 4.95

8 only, Dinner Sets, decorated in the famous Repton design, best Birto ware. Thursday, special 12.50

4 only, 102-piece Limoges China Dinner Sets, solid coin gold decoration, Greek key band, tea cups with old gold handles. Regular \$71.40. Thursday 49.50

Fern Pots, dainty cut glassware, gem design. Regular \$6.00. Thursday 2.93

Flower Vases, 13 inches high, vase shape, bright sparkling color. Regular \$6.00. Thursday 2.93

Tumblers, ½-pint, bell and straight shapes, clear finish. Regular 60c dozen. Thursday, dozen 45

Fruit Jars, Crown brand, pints, dozen 55

Shirts and Underwear

500 Men's Cellular Outing Shirts, with reversible collars, large and roomy bodies. A dollar shirt, for Thursday, all sizes, each 75

1000 Men's Underwear, Shirts or Drawers, open mesh knit, long or short sleeves, ankle or knee-length drawers. Thursday, each 44

200 Men's Combinations, open mesh knit, pure white, with short sleeves and ankle length drawers. Sizes 34 to 44, per suit, regular \$1.50. Thursday 1.00

Men's Athletic Underwear, shirts and drawers, made from a fine pure white nainsook, for hot weather these are the coolest. Thursday, garment 50

200 Suits, Combinations, athletic style, no sleeves and knee-length drawers, made from a pure white fancy nainsook. Sizes 34 to 44. Regular \$1.50. Thursday 1.25

Outing Shoes

(Second Floor).

A CHANCE FOR THE WHOLE FAMILY.

Twelve hundred pairs White or Blue Duck Outing Shoes, corrugated rubber soles, Blucher style uppers, every pair guaranteed perfect, and this year's manufacture:

Men's, sizes 6 to 11. Thursday 75

Women's, sizes 1 to 5. Thursday 59

Boys', sizes 1 to 5. Thursday 59

Misses', sizes 11 to 13. Thursday 49

Children's, sizes 6 to 10. Thursday 45

(Phone orders filled).

Wall Papers at Less Than Wholesale Prices

(Fifth Floor).

Reg. \$1.00 per roll, Thursday, per roll .35

Reg. 75c per roll, Thursday, per roll .25

Reg. 50c per roll, Thursday, per roll .17

Reg. 25c per roll, Thursday, per roll .9

8000 rolls Imported and Domestic Wall Papers, for drawing-rooms, parlors, dining-rooms, halls, dens and bedrooms. The colorings are greens, wood shades, browns, tans, buffs, champagne, reds, blues, pinks, creams, and light shades, in plain figured, stripe and floral design.

Hot Weather Housefurnishings

On Thursday, odd curtains which have been used as samples or display purposes, will be specially priced. Velours, silks, monks' cloth, tapestry, easements, Madras, Nets, etc., some finished with cord, some with galoon, many with stenciled patterns, mostly pairs, some single curtains; various lengths. Prices range from 80c to \$35.00. Thursday at Half Price.

WINDOW SHADES AT 39c.

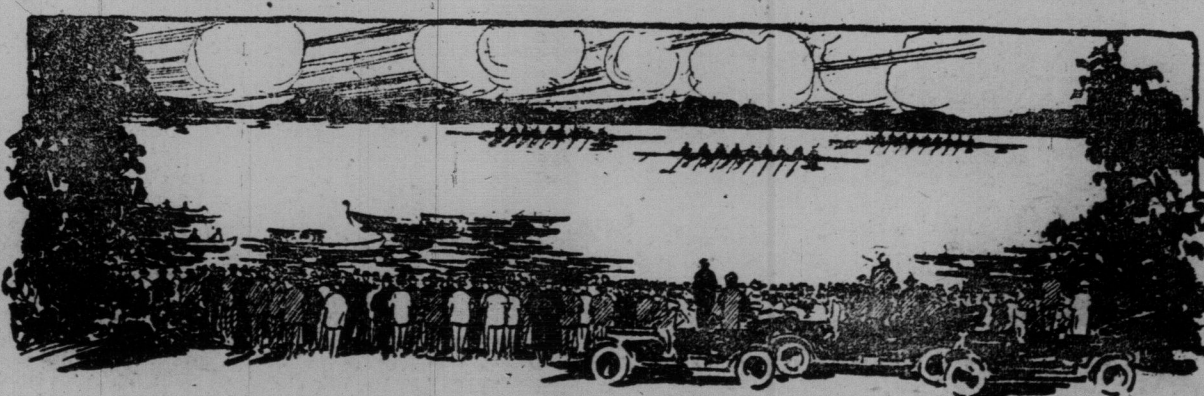
Oil Opaque Window Shades, trimmed with insertion, mounted on good spring rollers, 37 in. wide, 6 feet long, white and green, complete with brackets and pull. These shades usually sell at 65c. Thursday .39

Our House Furnishing Department is showing a seasonable list of Floor Coverings:

Japanese Matting, in green, red and blues, 1 yard wide. Thursday, half-price, per yard 15

Japanese Mats, good colorings, cool and easily handled. Thursday, reduced to:

9 x 9, each 1.49
6 x 9, each 1.19
3 x 6, each29

The **SIMPSON** Company Limited

Summer Suits and Vests

TWO-PIECE SUMMER OUTING SUITS.

80 suits only, English flannel finished tweed and homespun, light and medium grey shades, single-breasted sack style, half-lined; pants are made with belt loops; sizes 34 to 44. Thursday 7.95

Summer Suits, 3-piece suits, of navy blue imported worsted; a very soft and cool material; pants with belt loops; sizes 36 to 44. Thursday 9.95

Summer Vests, an English washing material, ideal for vests; a large selection of colors, in good style; sizes 36 to 46. Thursday 1.50

Boys' Summer Suits, English linen, Eton blouse, made double breasted, with Eton collar; pants elastic bloomer style; sizes 6 to 10 years. Thursday . . 1.50

Boys' Russian Suits, white and blue stripe, fancy pique, single breasted, with white drill sailor collar; pants bloomer style; sizes 2½ to 6 years. Thursday 1.25

Linens and Linens

(Second Floor).

There are linens and linens, they may come from Belfast, from Dundee, from Flanders, or from Manchester, and they come in quantities and qualities to Canada. The linens that are picked out by our buyers and sent to the Simpson Store are all of good quality, and the linens offered you at this, our Summer Linen Sale, are marked at prices quite foreign to materials belonging to their class. A visit to the department will be to you a great saving and a proof positive of what we claim.

Round Scalloped Damask Table Cloths, 86 x 86 inches, all linen, bleached damask cloths, with scalloped edge; new designs, with border all around; only 40. Regular \$3.95 to \$4.50 each. Thursday . . 2.95

Irish Embroidered Bed Spreads, all pure linen, 90 x 108 inches, embroidered designs, spoke hemstitched all around; only 25. Regular \$10.00, \$12.50 and \$15.00 each. July Sale price, Thursday 7.95

(No mail or phone orders).

Very Large Hemmed Bleached Sheets, 90 x 100 inches, good, large, roomy bleached sheets, torn sizes, ready hemmed; 50 pairs. Worth \$2.50 to \$2.65 per pair. July Sale price Thursday 1.95

Hemstitched Damask Tea Cloths, 35 dozen only, fine bleached satin damask 5 o'clock tea covers, 32 x 32 inches, spoke hemstitched all around, assorted designs. Regular 35c to 50c each. Thursday . . . 25

Chintz Comforters, reversible designs, in Turkey chintz, fluffy cotton filling, 72 x 72 inches. Each, Thursday 1.48

Men's Hats

Straw Hats, negligé styles, curl and flip brims, extra fine quality straw, black silk bands. Thursday, bargain 1.00

Straw Boater Hats, finest split and sennit braids, easy fitting and light in weight. Regular \$2.50 and \$3.00. Thursday 2.00

White Linen Hats, fine quality and finest, extra good values, at 25c, 35c and 45

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