

**SIMPSON**

Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President

J. WOOD, Manager

Phone Number Main 7841  
We have 10 lines to Central

**SIMPSON**

### Two Dainty New York Waists Specially Priced for Monday's Selling

Trimmed with Val. lace and insertion. These waists show low Dutch collars and colored neck bows, with rosebuds, or low square necks, both opening at the back. Sizes 34 to 42. On Monday at the very special price of... **\$1.48**

New York, Man-tailored **Black Lawn Waists**, with turn-back collar and cuffs, finished with patch pocket and tie of same material. All sizes. Absolutely the newest design. 8 o'clock Monday... **\$1.00**

**This In Lunch Room**  
Monday from 9 to 5.30  
Served with Thin Bread and Butter and Ice Cream, with a Pot of Freshly-Made Tea.  
**Fifteen Cents**



## The Simpson Store

### Men's Correct Dress For Summer Occasions

We have a complete stock of Men's "Prince Albert" Coats, necessary for events such as June weddings. These coats are made from an English black vicuna cloth. The coat is the regulation double-breasted frock, designed and tailored with all the new touches of the best tailors. The lapels are silk faced and the rest is of the same materials as the coat, with trousers. Price... **\$22.00**

**Men's Trousers**, of West of England worsted, to wear with frock coat. Made from medium and light greys, in subdued stripe effects. Prices, \$4.00, \$4.50, \$5.00, \$5.50, and \$6.00

**MEN'S FANCY VESTS.**  
Fancy Vests are often worn with frock coats. We are showing a number of exclusive lines, in greys, with subdued patterns, in a silk and linen mixed vesting; also a number of plain dark fancy vests. Prices from... **\$3.00 to \$5.50**

**WHITE FLANNEL COATS.**  
An English White Flannel Coat, unlined, and well tailored, single-breasted style. Price, **\$4.50**  
**White Flannel Trousers**, for cricketing and outing, made from English flannel. Prices... **\$3.00 and \$3.50**

**BOYS' SUMMER CLOTHING AND WASH SUITS**  
**Russian Wash Suits**, in blue, with a double white thread stripe, military style, buttoning up side to shoulder, is trimmed down the front with plain chambray; elastic bottom bloomers. Sizes 2 1/2 to 6 years. Price... **70c**  
**Plain White Linen Sailor Blouse Suit**, with flowing-end tie, self-shield, and bloomer pants, with elastic bottoms. Sizes 7 to 10 years. Price... **\$1.00**

### Men's Straw Hats

Of fine imported sennit or coarse braids, wide or medium brims, deep black silk bands. Special for Monday... **75c**

### Boys' Hats 19c

Boy's Linen Hats, in white, navy, tan, sky, and fancy stripes, wide or turned-up brims, a specially good romp hat, light and cool. Monday... **19c**

### Men's Negliges 59 Cents

A good range of sizes, designs, and styles, odd and broken lines from our regular stock; every shirt a bargain. Be here sharp at 8 o'clock Monday morning for best selection. Regularly \$1.00, \$1.25, and \$1.50. To clear, each... **59c**

### Summer Array for Women on the Mantle Floors

**SUITS FOR WOMEN AND YOUNG GIRLS.**  
Made of imported English serges and imported tweed mixtures; smartly tailored, with notched and mannish collar, plain or novelty trimmed, and lined throughout with silk or satin. Skirts have the correct gored styles. Colors are tan, grey, green, and navy; also black and white stripes. Monday... **\$11.75**

**DRESSES FOR SUMMER.**  
Women's and young girls' sizes. Of all-over white embroidery, are dainty and attractive. The waists have square neck openings, outlined with lace insertion, with sleeves to match. At the neckline skirts are finished in pointed lace insertion, which is carried around the hem of the skirt also. Very special value Monday... **\$6.25**

**MOTOR COATS AT ATTRACTIVE PRICES, \$9.75 TO \$15.00.**  
Imported Cielian gloria silks, linens, and Tussore silks. Made in a variety of suitable styles, for motoring, driving, or street wear. Monday, special value... **\$9.75 to \$15.00**

**MANDELBERG RAINCOATS, \$12.50.**  
Of imported cashmere cloth, effectively lined with striped material, thoroughly rainproof; cut in a smart, mannish style, with Raglan sleeves, Collage collar, and slash pockets. Very special value... **\$12.50**

**GIRLS' COATS, \$5.00.**  
Loose-cut Coats, single-breasted, made of cheviot serge, in navy only. They have large collars, trimmed with King's blue, turned-back cuffs, trimmed to match collar; also a few plain-tailored, navy serge coats. Ages 6 to 12 years. Price... **\$5.00**

**SKIRTS OF SERGE, \$3.00.**  
The material is good quality imported serge, in a medium grey shade, made in a four-gore style, with high waistline, finished with a tuck down the centre of the front and back panels, ornamented with buttons of self. Price... **\$3.00**

### Gloves and Hosiery

Women's Long Silk Gloves, elbow length, opening at wrist, close, firm finish, black and white; sizes 5 1/2 to 7 1/2. Extra value, Monday... **50c**  
Women's "Lilama" Black Cashmere Hosiery, medium weight, soft spun yarn, close finish, double heel and toe; 8 1/2 to 10. Special, Monday, pair... **29c**  
Men's Extra Fine Plain and Fancy Cotton Half-Hose, seamless, close, even finish, plain black and tan, and many colors, with neat circular stripes, in sizes 9 1/2 to 11. On sale Monday, pair... **12 1/2c**

### LARGE BLACK HATS

With Maline Bows, are among the new millinery we will show to-morrow. Also small-turban effects will be here in new beauty. The prices are very moderate, for the grade of the hats, being **\$3.50 to \$6.50**. One special line at **\$4.50** will have extra display.

### Seasonable Silks

**BLACK SUMMER SILKS.**  
An exceptional offering in a Black Jap Silk, with a soft India finish and perfect dye. Regularly 50c per yard; 36 inches wide. On sale, per yard... **34c**

### COLORED SHANTUNG SILKS.

In dress and suiting weights. A special purchase of the following shades only: Tan, gold-en-brown, saxe-blue, navy, and black, in Shantung Silk, and natural shades in Tussore and Honan weaves. Silks that are value for **\$1.00 to \$1.50** per yard; 34 and 36 inches wide. To be cleared Monday at, per yard... **89c**

### 260 YARDS BLACK MOUSSE-LINE DRESS SATIN.

With the new silk-satin finish, in rich, deep blacks; 40 inches wide. Special for Monday, per yard... **\$1.53**

### THE NEW BLACK BENGALINE OORD SILK.

In 54-inch width. A special offer for Monday, at, per yard... **\$2.39**

### Wash Laces

From Nottingham **HALF PRICE**

Summer Sale of Valenciennes, Machine Torchon Laces and Insertions, an immense variety of patterns. Laces are from 1/2 to five inches, insertions from one-half to three inches; all new goods. Just the kind of laces you'll require for summer clothes. On sale Monday **HALF-PRICE**, that means—  
Laces, 30c dozen, for 15c dozen  
Laces, 40c dozen, for 20c dozen  
Laces, 50c dozen, for 25c dozen  
Laces, 50c dozen, for 30c dozen  
Laces, 8c yard, for 5c yard  
Laces, 10c yard, for 5c yard  
Laces, 25c yard, for 12 1/2c yard  
Laces, 6c yard, for 3c yard

### Carpets by the Yard—Some Exceptional Bargains

For one day only, we shall offer these very special price inducements in our Carpet Department. Hotel proprietors and others who need good, reliable carpets should avail themselves of this opportunity for a considerable saving. The goods are all standard, first-class qualities that we can recommend.  
Wilton Velvets, for rooms and stairs, generally sold at \$1.35. Our regular price, \$1.20 and \$1.25. Monday, special sale... **\$1.00**  
English Tapestry Carpets, a hard wearing quality. Regular price, 55c and 70c. Monday, special sale... **50c**  
Oriental Design in Rich Axminster, yard... **\$1.25**  
Beautiful reproductions of fine, genuine Eastern Rugs, that have the appearance of much more expensive carpets. There are tans, browns, blues, coppers, and rich reds, from the best English and domestic makers, for \$1.25.  
Inexpensive Sitting-room or Bedroom Carpets, useful and rich looking.  
Heavy Nylon, 28 inches wide, yard... **\$1.45**  
Five-Frame Brussels Carpet, in Oriental self-color or chintz effect. Regular price \$1.45, yard. Monday, special sale... **\$1.09**  
English 22 1/2 inch Brussels Star Carpet at a price less than the regular cost. Regular price \$1.25. Monday, special sale... **90c**  
Self-color Wilton Carpets, in shades of brown, green, and blue, which will make beautiful parlor, library, living-room, or dining-room carpets, at a fraction of the regular cost. Regular \$1.55 and \$1.75. Monday, special sale... **\$1.19**  
18-inch Jute Brussels Star Carpet, an entire stock of one of the King's makers. Oriental designs in blues, greens, and reds. Monday, special sale, yard... **30c**

### For Your Eyes' Sake

Consult our thoroughly qualified Opticians. We offer Scientific Testing, Accurate-Fitting Frames, and Finest-Quality Lenses for Spectacles and Eyeglasses.  
Second Floor—Between Yonge Street Elevators.

### Damask Table Centres Half Price

Bleached round centres, pretty designs, scalloped, size 36 x 36. Regularly \$1.00. Monday... **50c**  
Plain White Damask Linen, perfect bleach, specially manufactured for summer dresses, blouses, skirts, coats, etc. 28 inches wide. Special Monday, per yard... **30c**  
200 Pairs of Plain Hemmed Sheets, medium weight, linen finish, double bed size, 70 x 90. Special, Monday, per pair... **\$1.44**  
White Drill, for children's wash dresses, or middie blouses, 28 inches wide, on sale at white cotton counter. Monday, per yard... **15c**  
Cresch Reller Toweling, closely woven, a good heavy weight, 17 inches wide. Special Monday, per yard... **10c**  
Pure Irish Linen Table Cloths, in new oval designs, plain centres, an extra good cloth, 2 x 3 1/2 yards. Monday... **\$2.88**  
White Drill, for children's wash dresses, or middie blouses, 28 inches wide, on sale at white cotton counter. Monday, per yard... **15c**

## Samples and Overmakes in the White Sale

Rich choosing of Women's Beautiful Lingerie awaits you who patronize the great **Simpson White Sale Monday**. Nearly **Three Thousand** pieces, consisting of samples and overmakes, will be on sale at about **Half** the regular prices; hundreds of pretty styles in fine materials will be ready at 8 o'clock, and the earlier you come the more satisfaction you will have in your selection. We would prefer not to take 'phone orders.

**2,900 Pieces of Women's Whitewear**, all perfect goods and approved styles; consisting of Nightdresses, Corset Covers, Combinations, Drawers, Petticoats, Princess Slips, and Aprons; hundreds of different garments in the lot; all sizes, for women and misses, 32 to 40 bust measure.  
**MONDAY, ALL AT ABOUT HALF-PRICE.**

The **SIMPSON** Company Limited

### Fine Verandah and Porch Furniture

**SPECIALLY PRICED FOR MONDAY.**  
**Arm Rockers**, with woven reed seat and slat back, finished green. Monday... **\$1.89**  
**Arm Reading Chairs**, finished natural or green, built of heavy stock, one extra wide arm. Monday... **\$2.10**  
**Arm Rocking Chairs**, strongly braced and very comfortable, frame finished green, with woven reed seat and back. Monday... **\$2.49**  
**Arm Rocking Chairs large size**, woven reed seat, with woven reed panel in back, made strong and durable. Monday... **\$3.50**  
**Arm Rocking Chairs**, extra large size, built of heavy stock, strongly braced, finished green, woven reed seat and woven reed high back. Monday... **\$3.19**

### Tennis Shoes

First-Quality Blue Duck Tennis or Outing Boots, Blue-er style, corrugated rubber soles and heels. Monday—  
Men's sizes, 6 to 11... **80c**  
Boys' sizes, 1 to 5... **70c**  
Youths' sizes, 11 to 13... **60c**  
Children's sizes, 5 to 10... **50c**  
Same Shoe in low Oxford style—  
Men's sizes, 6 to 11... **70c**  
Boys' sizes, 1 to 5... **60c**  
Youths' sizes, 11 to 13... **50c**  
Children's sizes, 5 to 10... **45c**

### Trunks

45 only, high, square model, tourist trunks, with heavy hardwood slats, brass bumper and lid valances, 3 lever lock, and side catches, two leather belt straps outside, deep tray with covered hat box. Sizes:  
32 inch, Monday selling... **\$4.25**  
34-inch, Monday selling... **\$4.50**  
36-inch, Monday selling... **\$4.75**

### Upholstery Coverings

Upholstering Tapestry at a moderate price is a very popular fabric, especially at this season, when many odd pieces require re-covering. Pay a visit to our department and inspect the large assortment of patterns and weaves. Prices to suit every purpose, from per yard... **\$1.00 to \$4.00**  
**CRAFTSMAN CLOTH, 75c.**  
For those who are considering furnishing their homes, it would pay to call and see this new fabric, open weave, very decorative, 50 inches wide, full line of drapery shades, worth just double what we ask, very special for living rooms and libraries. Monday, at... **75c**  
**NOTTINGHAM LACE CURTAINS.**  
30 Pairs Cable Net Curtains, with plain centres and lacy borders. 4 1/2 yards long, extra heavy double net, string effect, and splendid washed qualities. Special, Monday, at pair... **\$1.35**  
**NOTTINGHAM LACE CURTAINS.**  
20 Pairs White and Ivory Nottingham Lace Curtains, heavy floral French scroll patterns. These curtains are very neat and appropriate for living or dining-rooms. Special, Monday, at pair... **\$3.50**  
**CHINTZES AND CRETONNES.**  
English Chintzes and Cretonnes, 32 inches wide, for loose covers and hangings, with light or dark grounds, soft floral, and conventional patterns, in pretty color combinations. Special, Monday, at yard... **40c**  
**SHADES AT 25c.**  
Good Heavy Opaque Window Shades, in cream or green tones, fitted on good roller, with brackets and pull extra value. Monday, at... **25c**

### Notions for Monday

Kimono Dress Shields, guaranteed. Monday Special, pair... **35c**  
Oma Dress Shields, sizes 4 and 5. Regularly 35c and 50c. Special, pair... **20c**  
Hooks and Eyes, black only 6 Cards for 5c  
Ironing Mitts, regularly 5c each. Special... **2 for 5c**  
Ironing Wax... **4 for 5c**  
Pin Sheets... **2 for 5c**  
Lapperton's Thread, dozen... **35c**  
Belding's and Corticelli Spool Silk, dozen... **45c**

### The Basement Sale

**WINDOW AND DOOR SCREENS.**  
Best make and materials only, a complete line of all the standard sizes for the Monday Basement Sale—  
Closed Open to Monday  
14-inch 18-inch 28-inch... **17c**  
14-inch 20-inch 32-inch... **17c**  
14-inch 22-inch 40-inch... **19c**  
14-inch 24-inch 40-inch... **25c**  
14-inch 26-inch 40-inch... **25c**  
14-inch 28-inch 40-inch... **25c**  
14-inch 30-inch 40-inch... **25c**  
14-inch 32-inch 40-inch... **25c**  
14-inch 34-inch 40-inch... **25c**  
14-inch 36-inch 40-inch... **25c**  
14-inch 38-inch 40-inch... **25c**  
14-inch 40-inch 40-inch... **25c**  
14-inch 42-inch 40-inch... **25c**  
14-inch 44-inch 40-inch... **25c**  
14-inch 46-inch 40-inch... **25c**  
14-inch 48-inch 40-inch... **25c**  
14-inch 50-inch 40-inch... **25c**  
Phone orders direct to Hardware Department.  
**SCREEN DOORS.**  
Screen Doors, strongly made and nicely grained, four sizes: 3 1/2 x 6, 3 1/2 x 8, 2 1/2 x 6, 10, and 8 1/2 x 7. Monday... **75c**  
Screen Doors, extra good style, fancy corner brackets; four sizes: 2 1/2 x 6, 2 1/2 x 8, 2 1/2 x 10, and 3 1/2 x 7. Monday... **\$1.00**  
Screen Doors, 3-panel style, varnish finish, strengthened by eight fancy corner brackets; four sizes: 2 1/2 x 6, 2 1/2 x 8, 2 1/2 x 10, and 3 1/2 x 7. Monday... **\$1.25**  
Screen Doors, highly finished, 2-panel style, bottom panel braced with row of spindles, also row of spindles across centre, ornamental corner brackets; makes an excellent front door. Monday... **\$1.50**  
**55c SWEEPING BROOMS FOR 33c**  
Another shipment of our House Carpet Brooms, with five strings, on sale for Monday at 8 a.m. A chance to stock up for carpet brooms. 55c for... **33c**  
**500 HOUSE SCALES FOR THE KITCHEN**  
Weights by ounces up to 24 pounds. Each pound indicated by ounces. Government inspected, and stamped for family use. Just in time for preserving, too. Well worth 23. Sale price... **\$1.59**

### The Grocery List

Finest Goldust Cornmeal... Per Stone, 35c  
Finest's Marmalade... 5 lb. pails, 45c  
English Marmalade Peas... 3 lb. pails, 25c  
Choice White Beans... 4 1/2 lb. cans, 25c  
Choice Pickled Beans... 4 1/2 lb. cans, 25c  
Canned Pitted Cherries... 2 lb. cans, 15c  
Pest Toasies... 3 Packages, 25c  
Finest Manzanilla Olives... 2 lb. cans, 25c  
Choice Pickles, Mixed and Chow... 40-oz. bottle, 25c  
Tovary or Silver Glass Starch... 5 lb. tin, 55c  
Old Dutch Cleanser... 2 lbs., 25c  
Snowflake Ammonia Powder... 6 Packages, 25c  
Sunlight and Surprise Soap... 6 Cakes, 25c  
Comfort and Taylor's Borax Soap... 6 Cakes, 25c  
**5 LBS. PURE CELONA TEA, \$1.15.**  
500 lbs. of Pure Celona Tea of uniform quality and fine flavor. Monday... **5 lbs., \$1.15**

**\$11,000**  
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