

# A STORE FULL OF MIDSUMMER SALE BARGAINS

## Black Dress Fabrics at Special Prices

REGULARLY 85c TO \$1.50, THURSDAY 67c PER YARD.

This bargain means price cutting for one day's selling only. Included in this lot are poplins, San Toys, crepes, epingle cords, worsted, check and diagonal all-wool voiles; also a limited quantity of silk embroidered marquisette, in stripe and floral effects; ideal draping fabrics for tunics or evening wear; 42 and 44 inches wide; warranted fast, permanent dyes. Regularly 85c to \$1.50. Thursday, per yard . . . . . 67

## BEAUTIFUL MOHAIR LUSTRES, REGULARLY 50c AND 65c, THURSDAY 33c YARD.

Ideal fabrics for Summer Dresses, Bathing Suits, Coats, etc., in brilliant finish and well-assorted color range, including black, 42 inches wide. Per yard, Thursday . . . . . 33

## CREAM AND PENCIL STRIPE SUITING 49c YARD.

Made from first-grade wool yarns, soap shrunk, in fine and medium twills. Also elegant hairline stripe effects, 44 inches wide. Regularly 65c. Thursday, per yard . . . . . 49 (Second Floor.)

## The Best Dollar Silks Obtainable

A splendid range of colorings in rich duchesse satins; grays, greens, blues, purple, flame, tango, etc., with ivory and cream, \$1.25 quality. On sale . . . . . 1.00

**38-in. Black Duchesse Mousseline;** a number that was never sold under \$1.25 previously. On sale Thursday, yard . . . . . 1.00

**Black Satin Paillette,** in 36-inch; a general favorite for its superior wearing quality, and deep black dye. Extra special value, yard . . . . . 1.00

**Summer Silks at \$1.00 per yard—**Striped shirting silks, in big variety; 36 inches wide; heavier weight Honans for motoring in 34 inch; natural color; Jap crepes, in ivory, 27-inch, and ivory and black India silk, in 36-inch. All superior value at 1.00 (Second Floor.)

## \$2.50 D. and A. Corsets \$1.50

Two beautiful models for medium and full figures. Phone orders filled. Women's Corsets, two stylish D. and A. models, for medium or full figures, medium low bust, very long skirts and backs, rustproof boning, wide side steels, six wide, strong garters, bust draw cords, dainty novelty trimming; stout figure model has reinforced abdominal section and elastic gores in back. Sizes 19 to 30 inches. Regularly \$2.50. Thursday 1.50

**GIRLS' WASH DRESSES.** Be on hand early if you would share in this splendid saving opportunity we have prepared for tomorrow. A dollar bill will surely get you more than you expect. Phone orders filled.

**Girls' Wash Dresses—**Ginghams, reps, chambrays, in blue, pink or tan; a host of pretty styles to choose from; a perfectly made garment. Sizes 10 to 14 years. Regularly \$1.50 to \$3.00. Thursday . . . . . 1.00

**Little Children's Wash Suits—**Fine printed percale, blue or tan stripes, high neck or roll collar, waistband, separate bloomers; sizes 1 to 3 years. Regularly \$1.00. Thursday . . . . . 50 (Third Floor.)

## A Rare List of Odd Rug Bargains

A general sorting out of all single odd rugs to be offered at these most attractive reduced prices before we take stock. All standard qualities, in good designs and colors.

	Reg. price.	Thurs. price.	day.
3 Brussels	6.9x9.0	\$10.50	\$7.95
2 Brussels	6.9x9.0	12.50	8.95
1 Brussels	6.9x9.0	14.00	10.95
1 Brussels	6.9x9.0	16.85	11.95
1 Wilton	6.9x9.0	15.00	8.95
4 Extra Fine Velvets	6.7x9.6	18.75	11.95
3 Imported Hair Brussels	5.4x7.3	10.75	7.95
3 English Brussels	6.9x7.6	8.50	5.95
4 Imported Hair Brussels	6.7x9.10	15.75	10.95
1 Brussels	6.8x10.6	10.00	8.95
1 Brussels	6.8x10.6	18.75	12.95
1 Seamless Axminster	10.6x13.6	31.50	22.95
1 Seamless Axminster	9.10x13.2	27.50	18.95
1 Seamless Axminster	10.6x12.0	25.00	18.95
1 Seamless Axminster	10.6x12.0	29.00	21.95
1 Fine Seamless Axminsters	9.10x13.2	42.50	31.95
1 Brussels	9.0x12.0	17.75	11.95
1 Brussels	9.0x12.0	29.50	19.95
1 Brussels	9.0x12.0	21.50	15.95
1 Seamless Wilton	9.0x12.0	29.50	19.95
1 Wilton	9.0x12.0	40.00	29.95
1 Wilton	9.0x12.0	39.50	29.95
1 Wilton	9.0x12.0	35.00	29.95
1 Extra Fine Seamless Axminster	9.0x12.0	96.00	48.00
1 Extra Fine Seamless Axminster	9.0x12.0	64.00	48.00
1 Brussels	9.0x12.0	55.00	29.95
1 Brussels	9.0x9.0	18.00	12.95
1 Brussels	9.0x9.0	16.25	10.95
1 Brussels	9.0x10.6	28.00	14.95
4 Brussels	9.0x10.6	15.75	11.95

Pages and pages of our stock ledger must be reduced to a mere tithe of their present importance during the next few days. When the half year is closed we want to be able to record our stock in much smaller figures than ever before; no odd lots or broken lines to embarrass the departments in handling fall goods. The shelf and ware room space are just as important, for new fall goods are on the way ready to fill every foot of loft and store space we can get. SOME OF THE MOST SURPRISING BARGAINS YOU EVER SAW ARE THE RESULT OF these stock clearings, from among which we selected these for description. Come at 8.30 for Unadvertised and Short Bargain Lots.

## Wise Investments in Clothing for Men

Ready-to-wear clothes have much to recommend them, both in superior style, accurate fit and exceptionally low prices. These particular goods have all these and more, for under the urge of approaching stock-taking the prices are far lower than usual.

**A CLEARANCE OF MEN'S SUITS AT \$10.95.** Regularly \$12.50, \$15.00, \$18.00 and \$20.00. Odds and broken lines from stock, in English tweed and plain blue and black worsteds; single-breasted, three-button style coats; single-breasted vest, and smartly made trousers; best quality (will mohair) linings. Thursday 10.95

**COMBINATIONS FOR MEN.** All our summer combinations are reduced in price, some of them nearly half-price, in four different ranges; athletic style, in pure white mesh knits and nainsook, popular brands; short sleeves and knee length; sizes 34 to 44. Regularly \$8c and \$1.00. Thursday . . . . . 59

**OUTING SHIRT SPECIAL.** All kinds of outing shirts with reversible collar, separate collar or attached collar, odd lines to be cleared before stock-taking; all sizes in the lot; colors plain white, tan, gray, sky and cream, also lots of stripe designs. Regularly \$8c, \$1.00, \$1.25 and \$1.50. Thursday . . . . . 69

**Special Sale of Furniture Thursday**  
Dining-room Chair, in golden finish, has saddle seat and high back, well draped. Regularly \$10. Special . . . . . 69

**3,500 Yards of 1914 Wash Fabrics on Sale**  
A factory stock clearance, difficult to describe, because so varied. Not much of any one weave, but the stocks comprise voiles, crepes, ratines and cotton suitings, in plain colors and printed effects. The price quoted is about one-third of their original value. 27 to 40 inches wide. Come early for fullest choice. Tomorrow at, per yard, . . . 11 1/2 (Second Floor.)

**20c, 25c and 35c Vests for Women, Thursday 2 for 25c**  
An extraordinary clearance. It will certainly pay you to lay in a supply for some time. They are of fine ribbed white cotton and lisle thread, low neck with short or no sleeves, finished with lace heading and draw ribbon. Some styles have fancy lace or crocheted yokes with no sleeves. Sizes 32 to 42 bust. Regularly 20c, 25c and 35c. Thursday, 2 for . . . 25 No Phone or Mail Orders.

**50 Only Steamer Rugs Half Price**  
In an excellent range of plaids; serviceable, heavy and warm enough to take the place of blanket or comforter in winter. Regularly \$3.75. Sale price Thursday, 9 for . . . 1.38 We cannot accept Phone or Mail Orders. (Third Floor.)

## Two Sight Lenses \$4.75

The ground-in kind, with the deep curve, for far and near vision. Regularly \$7.50 to \$9.00. Extra special 4.75

Extra where astigmatism must be corrected. Eyes tested by specialists. (Optical Dept., Second Floor.)

**Embroideries for Less Than Swiss Manufacturer's Cost**  
27-inch Swiss Flourishes, in pretty openwork designs and a dozen or more patterns to choose from at a price far below the Swiss manufacturer's cost, all new patterns and perfect goods. Not more than 5 yards to any one customer. Regularly 50c to 70c yard. Thursday . . . . . 25 (Third Floor.)

## Draperies and Curtains

Novelty and Bungalow Nets, 26c yard. In cream, white and arabe shades; 46 to 50 inches; a beautiful selection of high-class nets; the majority are worth nearly double. Special for Thursday, per yard . . . . . 26

**Cream Madras, 49c yard.** Rich Scotch Madras; 50 inches wide; nothing equals Madras to wear; launders easily, and always hangs gracefully; a beautiful summer hanging for any room; every piece is greatly reduced for Thursday, yard . . . . . 40

**30c Bordered Scrims, 17c yard.** Strong and durable; dainty colored borders, with plain centres, in ecru and cream shades; 38 in. wide; colors in border to match the usual decorations in living or dining-rooms. Thursday special, yard . . . . . 17

**50-inch Wide English Crotonnes, 49c yard.** Regularly 75c, 85c, \$1.00 and \$1.25 yard. Fast colors; a huge collection of short lengths up to 25 yards, left from a busy season's selling; suitable for slip covers, window curtains, cushions, etc., in light and dark colors. Extra special Thursday, per yard . . . . . 49

**85c Plusheen for 49c yard.** A new fabric made to take the place of the well-known velour, at a very much less price; richly finished; suitable for window and door curtains; 50 in. wide; in all standard shades. Thursday, yard . . . . . 49

**Plain Opaque Cloth Window Shades, 89c each.** Size 37 x 70; mounted on Hartshorn rollers, in plain green and cream colors; complete with brackets and pulls. Regularly 70c. Thursday, each . . . . . 59

**Trimmed Window Shades, 87c each.** Size 36 x 70; a mixed lot; colors are green, with lace and insertion to match, and white with insertion only; mounted on reliable spring rollers; complete with brackets and pulls. Regularly 75c. Thursday, each . . . . . 57 (Fourth Floor.)

## Groceries

2000 lbs. Fresh Dairy Butter. Per lb. . . . . 23  
Paris Pate for sandwiches. Per tin . . . . . 10  
Sugar-Cured Ham, half or whole. Per lb. . . . . 20  
Edwardsburg or Beehive Table Syrup. 5-lb. pail . . . . . 25  
Clark's Chipped Beef. 5-lb. tin . . . . . 25  
Featherstrip Coconut. Per lb. . . . . 18  
Scott, Taylor's Worcester Sauce. 3 bot. . . . . 25  
Choice Olives. Quart glass jar . . . . . 25  
Peek Freans Shortbread. Per lb. . . . . 25  
Peanut Butter, in bulk. Per lb. . . . . 20  
Rich Red Salmon. 2 tins . . . . . 25  
Featherstrip Coconut. Per lb. . . . . 18  
Scott, Taylor's Worcester Sauce. 3 bot. . . . . 25  
Choice White Beans. 5-lb. tin . . . . . 25  
Canned Apples, gallon size. Per tin . . . . . 25  
Mixed Pickles, Niagara brand. 20-ounce bottle . . . . . 25  
Upton's Marmalade. 5-lb. pail . . . . . 45  
Onion Salt for flavoring. Per bottle . . . . . 25  
Clark's Pork and Beans. Large tin . . . . . 25  
Schuller's Grape Juice. Pint bottle . . . . . 25  
35c Assam TEA FOR 25c.  
1000 lbs. Fine, Full-bodied Assam Tea of uniform quality and fine flavor, a 35c tea anywhere. Per lb. . . . . 25 (Basement.)

## Other Wash Goods

A special showing of Dress Gingham; 30 in. wide; in plain shades, stripes and checks; colors are guaranteed fast; goods replaced, and all cost of making paid in full if they fade from any cause. Price . . . . . 20

**Duro Nuisse Cloth, in plain and stripes;** a cloth that will stand boiling; 30 inches wide. Price . . . . . 25

**Duro Piques, 28 inches wide;** lovely goods for dresses, suits and children's wear; color fully guaranteed. Price . . . . . 35

**Duro Nuisse Cloth, 28 inches wide;** in stripes and checks; guaranteed fast colors. Price . . . . . 35

**Duro Cravettes, or Scout Cloth;** for boys' suits, trousers and coats, a cloth that is water-proof and fast color; 28 inches. Price . . . . . 75 (Second Floor.)

## Flurry of Suits at \$3.95

Misses' and Junior Suits in a clean-up of our stock. Fine suits of broaded serges, serges and tweeds offered at half price and less. Only a limited quantity, so come early. Thursday . . . . . 3.95

**COTTON DRESSES AT \$5.95.** In a wide range of summery colors and combinations, prices these skirts are exceptional. Prices \$1.25, \$1.75, \$2.25 and \$3.75. (Third Floor.)

## Women's \$1.50 and \$1.75 Pumps, 99c.

Patent and vulv kid, in new and popular styles. They are all made on stylish lasts, and finished with neat, oxidized buckles; light, flexible soles and Cuban heels; all sizes from 2 1/2 to 7. Regularly \$1.50 and \$1.75. Thursday 99c

**Dressy Summer Pumps, 99c.** Black, white and popular shades of mauve, gray, cream and tan, canvas and poplin; finished with tailored bows or buckles of material; flexible soles and Cuban heels; very comfortable for summer wear. Sizes 2 1/2 to 7. Regularly \$1.25 and \$1.50. Thursday . . . . . 99

**Comfortable Southern Ties, 99c.** Fine dongola kid; made on full fitting lasts; no toe caps; light, flexible soles, and low, common-sense heels. Sizes 2 1/2 to 8. Regularly \$1.50. Thursday . . . . . 99

**Pumps and Oxfords, sizes 2 1/2 to 4 only, 99c.** Samples and odd lines from regular stock; patent coil, vulv kid, tan Russia calf and gummetal leathers; a great variety of smart styles; medium and light-weight soles; all styles of heels. Sizes 2 1/2, 3, 3 1/2 and 4. Regularly \$2.00, \$2.50 and \$3.00. Thursday 99c

**Popular Slippers for Children, 99c.** Dainty little patent coil slippers, in ankle and instep strap styles; neat bows and buckles on vamp; flexible hand-turned soles; spring or low heels; made on perfect-fitting foot form lasts. Sizes 8 to 10 1/2. Regularly \$1.50 and \$1.75. Thursday . . . . . 99 (Second Floor.)

## Linens and Staples

90-inch Unbleached Sheet, 25c yard—Good sturdy quality, in a plain, even weave, will bleach easily; splendid quality for making large sheets. Sale Thursday, yard . . . . . 25

**16c Apron Gingham Clearing at 11c yard—**Blue and white checked, perfectly fast colors, 38 inches wide, with or without border. Regularly 16c yard. Sale Thursday, yard . . . . . 11

**Bleached Table Damask, assorted designs, splendid quality for hotel or restaurant use.** 64 inches wide. Sale Thursday, yard . . . . . 29

**25c Fine White Cotton for 18c**—Madapolam or Spanish Long cloth, for making women's or children's undershirts, etc. Note wide width 45 inches, which cuts to great advantage. Regularly 25c yard. Sale Thursday, yard . . . . . 18

**Irish Brown Holland Linen** for wash dresses, boys' suits, dust coats, etc., 38 inches wide. Sale Thursday, yard . . . . . 15 (Fourth Floor.)

Store Hours: 8 a.m. to 5.30 p.m. THE SIMPSON COMPANY LIMITED

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