

The **SIMPSON** Store

Store closes at 5.30 p.m. Saturday at 1 p.m. during July and August.

H. H. Fudger, President

J. Wood, Manager

Phone Number Main 7841. We have 50 lines to Central.

**SIMPSON**

# The Human Interest of the Simpson Store



lies in the wonderful way in which it places at your command its complex system and wonderfully varied stocks. It is our part to bring the best of everything at the smallest possible prices for your choosing—a service that needs only your order to become yours.

**TUESDAY'S PRICES show how enormously effective the big store has become in value giving.**

## MEN'S TWO-PIECE OUTING SUITS

Made from all-wool English tweeds and Oxford homespuns, in greys, of tropical weight. Cut in the most up-to-date single-breasted style, with three buttons. Trousers have turned-up bottoms, also belt and side straps. Carefully tailored. Splendid value. Worth much more. Reduced price ..... **7.95**

Another big cut in price of Two-piece Outing Suits, made from English tweeds, in blue, with fancy stripe patterns; single-breasted, three-button coats; trousers are made with turned-up bottoms; belt loops and side straps; smartly tailored. Reduced price ..... **15.00**

### MEN'S WHITE SERGE TROUSERS.

Ideal Outing Trousers, made from an English cream serge of dependable quality, in the most approved style, with cuffs, belt and side straps. Price ..... **4.50**

### SUMMER FURNISHINGS

BOYS' OUTING SHIRTS, 49c. WERE 65c, 75c AND \$1.00.

In the lot are white or tan duck shirts, white honeycomb and cream, tan and light grey cashmere shirts. These have attached and reversible collars; fancy striped cambric shirts, with double cuffs and separate collar. Sizes 12 to 14. Regular prices 65c, 75c and \$1.00. Tuesday, each ..... **.49**

### MEN'S CAMBRIC NEGLIGE SHIRTS.

A clearance of a manufacturer's overstock, in fancy stripes and figures, light and dark colors; also white negliges in pique, plain and pleated fronts, etc., all with small attached cuffs. Sizes 14 to 18. Nothing regularly under \$1.00, and a good many \$1.25 and \$1.50. One price Tuesday, each ..... **.69**

No mail or phone orders.

## Youths' Suit

Made in light-weight English tweeds and worsteds, cut in the three-button single-breasted style, with medium length lapel and centre vents fine Italian lining; sizes 32 to 35. Tuesday to clear ..... **7.95**

### A CLEARING LINE OF BOYS' SUMMER SUITS.

Made from English tweeds and worsteds, in neat fancy weaves of light-weight English tweeds and worsteds, in single and double-breasted styles, smartly tailored and well lined. Full American bloomers, with strap bottoms. Sizes 26 to 34. Regularly \$9.50, \$10.00 and \$10.50. Tuesday to clear ..... **7.50**

## Practical Hand Vacuum Cleaner

With all attachments for floors, furniture and wall cleaning; there are only five of them. Regular price \$19.75. Tuesday ..... **12.75**

### SEVEN DOZEN HEAVY WOOL BACK ENGLISH AXMINSTER RUGS.

Size 36 by 24, specially suitable for vestibules, piano mats, between doors, or many odd places. To clear quickly, special each ..... **1.49**

### A FEW ODD SEAMLESS IMPORTED AXMINSTER SQUARES.

Marked at very low prices, 8 ft. 3 in. x 11 ft., Tuesday \$18.75; 9 ft. x 10 ft. 6 in., Tuesday \$16.65; 9 ft. x 10 ft. 6 in., Tuesday \$18.50.

### SEAMLESS ENGLISH TAPESTRY SQUARES.

Extra good quality, one size only, 9 ft. x 12 ft. Regularly \$14. Tuesday ..... **12.50**

### THE NEW SAXON RUG.

Handsome Oriental, self color, and conventional designs, closely woven pile fabric, very rich in appearance: 9 ft. x 6 ft., \$5.00; 9 ft. x 7 ft. 6 in., \$6.75; 9 ft. x 9 ft., \$7.75; 9 ft. x 10 ft. 6 in., \$8.75; 9 ft. x 12 ft., \$9.50.

### 2,000 YARDS OF SCOTCH PRINTED LINOLEUM.

In choice tile, parquetry, matting and carpet designs. Special Tuesday, square yard ..... **.39**

## 52-inch Serges

ON SALE TUESDAY 64c.

Fine clean twills, made from specially selected, pure Botany yarns, guaranteed to be thoroughly scoured and soap shrunk. Purchasable below market value, we offer you the benefit of our saving Tuesday. Navy, Copenhagen, alic, greys, tans, browns, etc., guaranteed pure wool qualities. The width is 52 inches ..... **.64**

### BLACK VOILE SPECIAL.

1,500 yards—A shipment of Black French Voiles, just to hand from a leading French maker. Medium mesh, with a rare, crisp touch, which is permanent. They are dyed and finished by the best French experts. Good value for 75c per yard. On sale Tuesday, 42 in. wide ..... **.59**

## Women's Fine Silk Hose 39c

Fashioned, shear gauze weight, double elastic garter welt, deep lisle top, high spiced ankle, heel, toe and sole, black only, 9 to 10, extra value, Tuesday, pair ..... **.39**

Infants' Fancy Cotton Sox, fine close weave, in white, with colored check tops. Sizes 4 to 7. Extra value, Tuesday ..... **.12½**

Boys' and Girls' Ribbed Black Cotton Hose, summer weight, double knee, stainless dye, double heel and toe. Sizes 8½ to 10. Special value, 18c pair, 3 pairs ..... **.50**

## The Latest New York Belts

We have just received a shipment of the Women's Narrow Patent Leather Boots, which are having a decided vogue in New York as well as in Toronto. A good variety of these is now shown on our counters:—

- 1½-inch Patent Leather, in plain black or black and white, also in stripes of red and white, blue and white, and brown and white. Price ..... **.25**
- 1½-inch Inlaid with White Kid, very new. Price ..... **.50**
- 1½, 2 and 2½-inch Coat Belts, in black, brown, red and white, all sizes. Price ..... **.25**
- White Kid Belts, 1½ inches wide, finished with slit buckle. Price ..... **.50**

## Misses' Sailor Dresses

Misses' Sailor Dresses, made from white linen, with sailor collar, cuffs and tie of red or navy, trimmed with white braid. Three-quarter high waist line, piped with corresponding shade. Sizes 16 and 18 years. **1.50** Tuesday Third Floor West.

## Toilet Goods

- AT REDUCED PRICES
- Roger and Gallet's Santal and Carnation Face Powder, Regular Price 25c. Special ..... **.25**
- Yales Almond Blossom Face Cream, Regular Price 50c. Reduced Price ..... **.25**
- Bentley Cold Cream, Regular Price 25c. Reduced Price ..... **.15**
- Lemolner's Imported French High Grade Toilet Soaps in Santal, Lily of the Valley and Violet. Regular Price 65c per cake. Reduced Price per cake ..... **.15**
- Ducharme's Imported Toilet Vegetal, Regular Price 60c. Reduced Price ..... **.15**
- Roger and Gallet's Vera Violette Toilet Water, Reduced Price ..... **.85**
- Vanderbilt Toilet Rolls, large 1 lb. roll. Special, 4 rolls for ..... **.25**
- Phone direct to Toilet Dept.

## LENSES

for Spectacles and Eyeglasses of every description are now being ground, right in the Optical Department. You will be interested in seeing the grinding plant at work. Quick service is guaranteed and perfect accuracy. The next time you have a broken lens to be replaced, try the department. Optical Dept., second floor, Yonge street side.

## Black Milan Hats

In matron and dress shapes; the great demand for this style of hat has made them rather hard to find for special selling, but we secured a late shipment from a large manufacturer at a good discount in price. Tuesday we make two prices:

- \$2.00 Milans, special ..... **1.00**
- \$2.75 Milans, special ..... **1.50**

No phone or mail orders taken.

## Wash Goods

- White Pique—A full range of these popular goods now in stock. 28 inches wide, fully bleached, and the best of their various qualities made narrow and medium cord, 20c, 25c, 30c, 35c; wide cord, 35c and 50c.
- White Poplin—Strong and durable, good wearing material, 25c and 30c.
- Printed Galatea—For boys' suits and girls' dresses, very strong; 70 different stripes and all shades of plain colors. Special value ..... **.23**
- Full range of Pretty Plain White Spot and Figure Swiss Muslin, hand embroidered, 25c, 30c, 35c, 50c.
- Mosquito Netting, green, white and black; 36-inch, 6c; 60-inch, 8c.
- Ducks and Drills, for summer outing suits, 23 inches wide; navy, sky, white, mauve, tan, brown, alic, green and black. Special ..... **.15**
- White Mercerized Brocade Vesting, 28 inches wide, special patterns, 25c, 20c, 15c.

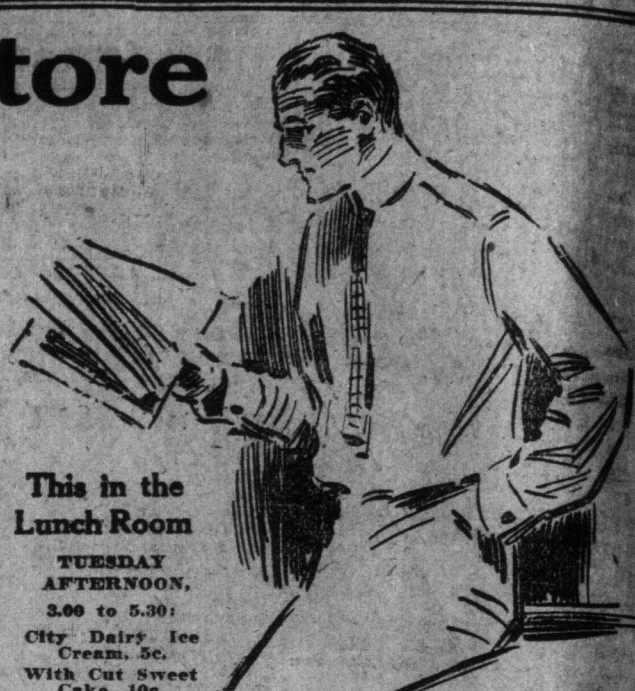
## Ribbons Galore

Pure Silk Taffeta and Satin Duches Ribbons, 5 and 6 inches wide; an exceptional value, considering the quality and that there are colors in the taffeta, including white. The satin comes in the dark colors only. Tuesday, yard ..... **.12½**

## A Sale of Hammocks on Tuesday

- 400 Fancy Hammocks, fancy floral effect, with foot and head spread, large pillow and wide valance, fringed a full large size hammock, close weave, made to wear, good colors, \$3.25, July selling reduced to ..... **2.56**
- IN THE BASEMENT.
- 10,000 White Picnic Plates. July Sale 25c for ..... **.5**

The **SIMPSON** Company Limited



This in the Lunch Room TUESDAY AFTERNOON. 3.00 to 5.30: City Dairy Ice Cream, 5c. With Cut Sweet Cake, 10c.

## Men's and Boys' Straw Hats

Boater or straight brim style, black silk bands, all well finished. Tuesday bargain, 25c. Men's Panama Hats, made from very fine natural bleach South American braids, best quality trimmings and finish; sizes 6½ to 7½. Tuesday ..... **4.95**

## 3 Pairs Men's Summer Sox 25c

Men's Extra Fine Cotton Sox, close, even finish, soft, good wearing yarn, neat, narrow, circular stripes, in colors of navy, cadet, grey, helio and tan, new arrivals from abroad; sizes 9½ to 11; 15c grade. Tuesday, 3 pairs ..... **.25**

## Values in Linens for the July Sale

- 75c AND \$1.00 TOWELS 49c PAIR.
- Huckaback Bedroom Towels, all pure linen, beautiful damask borders, hemstitched ends. Regularly 75c and \$1.00 pair. Tuesday, pair ..... **.49**
- White English Satin Bed Spreads, range of floral designs, large size, 76 x 99, corners cut suitable for brass or iron beds. Tuesday **3.68**
- Plain Bleached Sheets, double bed size, 70 x 90, hemmed ready for use. Tuesday, pair ..... **1.25**
- Pure Linen Damask Table Cloths, made in Scotland, new bordered designs, size 2 x 2½ yards. July Sale Tuesday ..... **2.68**
- On Sale Second Floor.

## Corrective Treatment in Wall Decorations

We are often asked how to make rooms appear higher or lower, larger or smaller, lighter or darker. This can be done by proper choice of pattern or color in paper and mouldings, and in the hanging of pictures. We will be pleased to explain and give practical ideas.

Imported Living Room Papers, in plain striped, cloth, figured or foliage effects, in flat or silk faced, in green, tan, brown, fawn, champagne, old rose, yellow, cream, for drawing room, parlor, dining room, hall, den, library. Per roll, 35c, 50c, 75c, \$1.00, \$1.50.

Imported Bedroom Papers, in grey, cream, white grounds, in natural flowers, stripes, linen, chambray, jaspé, in full line of colors. Per roll, 25c, 35c, 50c, 75c.

- Decorations, Trims, Bands, Medallions, Cut-outs, Frames and Panel Effects, to suit any color. Per yard, 5c, 10c, 15c, 25c and 50c.
- SPECIALS FOR TUESDAY.
- 2,950 Rolls Imported Parlor, Dining Room, Hall, Den, Library, Bedroom and Sitting Room Papers, in good colorings and designs—
- Regularly 60c and 65c roll, Tuesday ..... **.27**
- Regularly 25c and 35c roll, Tuesday ..... **.16**
- Room Moulding, special, per foot ..... **.1**
- Chair Rail, special, per foot ..... **.2**
- (Fifth Floor.)

## China and Glass

- 2,000 Pieces English China, in the popular clover leaf design, comprising breakfast and tea cups and saucers, large cream jugs, slop bowls, cake plates, tea plates, etc. Tuesday, each ..... **.10**
- Decorated Dinner, Soup and Tea Plates, Tuesday, dozen ..... **.58**
- Covered Vegetable Dishes, Large Meat Platters, While they last, Tuesday ..... **.25**
- Best English Semi-Porcelain Dinner Sets, open stock patterns. Set of 98 pieces. Were \$16.50. Tuesday ..... **12.50**
- Limoges China Dinner Set for 12 people, solid matt gold trimmings. Were \$35.00. Tuesday ..... **25.00**
- 75 Dozen Cut Glass Table Tumblers, cut on best blanks. Tuesday, special, dozen ..... **4.49**
- 300 English Decorated Teapots. All sizes. Tuesday, special ..... **.19**
- Odd Pieces of Brassware—Trays, Kettles, Vases, Jardinieres, etc. To clear Tuesday at ..... **1.00**

## A List of Fine Groceries

- One Car Standard Granulated Sugar, 18 lbs. for ..... **1.00**
- Choice Side Bacon, peameal, half or whole, per lb. .... **.19**
- Lake of the Woods "Five Roses" Flour, quarter bag ..... **.55**
- Finest Creamery Butter, per lb. .... **.39**
- Finest New Cheese, per lb. .... **.39**
- Canned Shrimps, per tin ..... **.18**
- Best Quality Cooked Ham, per lb. .... **.14**
- Tickler's Pure Marmalade, 2-lb. jar ..... **.25**
- Fancy Japan Rice, 3 lbs. for ..... **.25**
- Kivoh Lemonade Powders, per tin ..... **.25**
- Pure Gold Quick Tapioca, Chocolate and Custard Powder, 3 pkgs. .... **.25**
- Parrowax, for sealing fruit, per lb. .... **.10**
- Choice Olives, quart gem jar ..... **.30**
- Quaker Puffed Wheat, three packages ..... **.25**
- Canned Peaches, 2 s. tin ..... **.18**

## Items of Weight With Women

### Infants' and Girls' White-wear Half-Priced

Tuesday will be good-bye day to all the counter soiled pieces in our Infants' and Girls' White-wear Department, Third Floor. Every piece will be half price or less. No phone orders.

About 300 pieces Infants' and Girls' White-wear, consisting of our counter stock of infants' dresses, robes, skirts and cream cashmere coats and cloaks; also girls' night dresses, petticoats and drawers, also little girls' coats, for ages 2 to 5 years. Sizes for white-wear 2 to 16 years. TUESDAY HALF-PRICE OR LESS.

### HANDSOME COAT SWEATERS FOR WOMEN HALF PRICE.

A Red Letter Day's Selling—Elegant qualities and styles are slated to go Tuesday at less than factory cost. We are clearing the decks for stock taking. No phone orders.

On sale Tuesday, 192 only Women's Coat Sweaters, several styles in the lot, all made from finest wool yarns, in high or V neck, two pockets, pearl buttons, medium or heavy weight, plain or fancy knit, colors cardinal, maroon, grey, navy, royal blue and white, and all white; sizes 22 to 42 bust. Regular prices \$3.50, \$4.00, \$4.50 each. Tuesday all ..... **2.25**

## Dresses, Skirts and Coats in the Mantle Section

WOMEN'S, MISSES' AND YOUNG GIRLS' EMBROIDERY DRESSES. French Voiles and Lingeries. Waists are daintily trimmed with insertion, platings and novelty touches. The designs are new and effective. Skirts made with tunic effects, all-over embroidery, tuckings and inset effects. Some are all white; others in colors. Most reasonable and welcome at their very low prices, 7.50 to \$25.00.

### SKIRTS IN POPULAR MATERIALS.

A collection of Skirts, which include the new cordeline and pique, in white only. Made in a good plain style, with open front and plain panel back. Washes and launders perfectly. Tuesday for ..... **2.50**

### GIRLS' RAINCOATS.

Of rubberized twill, in navy, grey and tan. These coats have loose backs and raglan sleeves; turn-over collars, fastening up to throat; ages 6 to 14 years. Tuesday, each ..... **4.75**

### STEAMER COATS.

A large collection of handsome coats, all from the best makers of London and New York. These garments are in the newest styles and materials, such as Chinchilla cloth, polo cloth, reversible tweeds and Zebelines; suitable for motoring, steamer travel or general utility wear. Price range \$12.50 to \$37.50.

## Excellent Silk Offerings

Variety, freshness and distinctive styles such as these are seldom offered at the prices named to make Tuesday a record day.

A splendid range of Washing Foulards, in light grounds with beautiful contrasting colored stripes, in varied width of stripes. These silks are guaranteed absolutely fast in color and are the correct thing for summer gowns; will not crush; 40 inches wide. Tuesday, special, per yard ..... **.38**

300 Yards only. An opportunity to get one of this season's most fashionable dress satins at a very low price, considering the excellent quality of the fabric, its deep rich full black, and the guarantee from C. J. Bonnet, the world's best black silk maker; 40 inches wide. Tuesday, special, per yard ..... **1.69**

300 Yards Black Mousseline Duchesse Satin, soft lustrous finish, deep full black. This satin is highly recommended for its wearing qualities. Usually sells for a third more than price quoted; 40 inches wide. Tuesday, special, per yard ..... **1.48**

INVESTMENT \$1000 per month of city. H. H. WILLIAMS KING ST.

SIXTH IN

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