#### \$3.00 and \$3.50 Checks and Fancy Plaids, \$1.95 Yard

Lovely silk sheen finish, ideal for bathing suits; 44 inches wide. In navy, blue and black. Today, yard ..., 1,39

During June, July and August, 8:30 to 5:30 daily, except Saturday, when the closing hour is 1 p.m. No noon delivery on Saturday.

### FOX---the Ideal Fur for Summer Wear

Silver-Pointed Fox Scarfs ...... Large Natural Red Fox Scarfs Large Natural Silver Fox Scarfs ...... Fox Dyed Wool Scarfs, in the newest styles and colors ...... \$50,00 and

FUR STORAGE UNDER IDEAL CONDITIONS AT SIMPSOME

# 6720 Yards Superb Voiles on Sale Today at 75c Yard

A Simpson event that will bring an 8:30 rush. For these fashionable voiles are the equal, in many instances, of lines in our regular stock at \$1.75; and the others were originally intended to sell at \$1.50 to \$2.00—Absolutely nothing under \$1.50. Because a wholesaler preferred to accept a big price sacrifice in order to clear his shelves, this extremely low sale price was made possible. Choose from scores of fashionable colorings, scores of smart designs; English French and American productions; 36 to 40 inches wide; woven stripes and printed patterns. See the Queen and Yonge corner window; then be here promptly at 8:30 today and get your share at, yard, 75c.

## Today, A Day of Decisive Savings in impson's June White Sale



The Whitewear Department represents numerous substantial savings on merchandise of the very best quality. For the third day there are some splendid values in light-weight summer underwear, so necessary for the hot days just approaching.

1,600 Women's Vests, 43c Each Regularly 65c to 85c.

Washable Satin and Jap Silk Camisoles, \$1.89

Regularly \$2.50 to \$3.00. 582 pretty Camisoles, finished with lace and colored hand embroidered designs. The Jap design has dainty lace yoke. June White

Better Quality Nightgowns, \$2.95 Regularly \$3.75.

Fine white nainsook, tailored garments. The V-shaped neck and short sleeves are edged with hand-made lace. Embroidered with solid designs of hand embroidery. June White Sale 2,95

\$1.75 Underskirts at \$1.29

Neat fitting Underskirts, deep flounce of Swiss embroidery or dainty lace. Popular lengths. June White Women's Athletic Corsets at \$2.48 Smart sports models. Strong white coutil,

wide band of elastic at each side of bust and skirt. Correctly boned. Ideal corset for the slender figure. June White Sale ... 248 Glove Silk Bloomers, \$3.95

Flesh colored glove silk, elastic at wais and knee, June White Sale .......... 3.95 Women's Combinations, \$1.29

Ribbed cotton, in pink or white. Lace yokes, beading trimmed, wide lace finished drawers. June White Sale ...................1.29 White Cotton Envelope Chemises

Regularly \$5.00, Today, \$3.49. Summer weight—extra deep yokes trim-med at front and back with real Swiss embroidery or lace. A few are pink cotton, lace trimmed, June White Sale ........... 3.49

Crepe de Chine Bloomers, \$4.95

Brown, peach, navy blue, flesh, maize or white. Elastic finishes the waist and knee. June White Sale. . 4.95

#### Sheer Lingerie Waists in the June White Sale, \$1.95 Regular \$2.50, \$2.95 and \$3.50 Values

500 Pretty White Voile Waists, in styles that are particularly good. Some have pretty embreidery and face trimmings, others show dainty tucking effects. 20 styles to choose from, in all sizes 34 to 44. This is a special purchase and absolutely fresh stock. Today ...... 1.95

Simpson's-Third Floor.

#### Laces! Laces!

New Shipment Features in Our June White Sale -Valenciennes, Filet, Torchon and Cluny Laces Add the Loveliest Touch to Summer Frocks.

Valenciennes, Laces and Insertions, Beading and Beading Edges, up to 2 inches wide. Fine Nottingham French laces. Excellent variety for every use. June White Sale, yard, 6c, 8c, 10c to 60c.

Filet Laces and Valenciennes, in shadow effects, in edgings, insertions, bandings, in all the newest designs. 1 to 6 inches wide. June White Sale, yard, 12½ to 65c. Torchon and Cluny Laces, in linen and ecru shades, 1/2 to 4 inches wide; also odd lines of linen and cotton cluny

insertions for curtains. June White Sale, yard, 8c to 50c.

Simpson's-Main Floor.

Men's and Women's

Handkerchiefs In June White Sale

Men's Initial Handkerchiefs, all linen, 1/4-inch hemstitched hems. Small neat initial. 60c value. To-

day, 3 for ..... 1.49 Women's All-Linen Handkerchiefs, 1/4-inch hemstitched hems, firm quality linen. 25c value. Today, 

Simpson's-Main Floor.

#### \$1.15 Stamped Dresses 89c

\$1.25 Stamped Carriage Covers, 89c Each

Baby Carriage Covers stamped on heavy white pique in baby designs or initialed to order. Regularly \$1.25 each. June White 

### Dresser Scarfs, Damask Table Cloths and Sheeting

Dresser and Buffet Scarfs, 89c Each

About 600 Dresser and Buffet Scarfs, including Irish embroidered, lace-trimmed and some filet lace designs. Regujarly \$1.25, \$1.35, \$1.50 and \$1.75. June White Sale, today, each

Specially Priced in the June White Sale Today 34-Inch White Flannelette, 39c Yard

2,000 yards White Saxony Flannelette, good close weave, medium weight, with a nice warm nap. Good width, 34 inches, which cuts to good advantage. June White Sale, to-day, yard ...............................39 Damask Table Cloths, \$3.45 Each

200 Heavy Quality Damask Table Cloths, of strong, even weave. Splendid for good, hard wear. Spot or stripe designs only, Some are hemmed. Size 2 x 2 1-2 yards, Regularly \$4.50. June White Sale, today, each

76-Inch Bleached Sheeting, 78c Yard

1:500 yards of a close weave, medium weight, fully bleached sheeting. Note the wide width. 76 inches for the large double beds. Extra special, June White Sale, today, yard ...... .780 Simpson's-Fourth Floor.

### Women's Pumps and Oxfords \$4.50



(No Phone or Mail Orders on Sale Footwear, Please.) Patent colt-black, brown, and gray kid, and

calf leather-some white canvas. Plain vamp or fancy toecaps, flexible Good-year welted or McKay sewn soles; Spanish, Cuban, and low heels, Sizes 2 1-2 to 7 in the Women's \$12.00 to \$16.00 Low

Shoes, \$8.45 "QUEEN QUALITY" SAMPLES. Plain Pumps, Colonials and Oxfords. in brown calf, brown and black kid, patent leather,

or gunmetal leather. Straight and wing toecaps. 

Men's \$7.00 Brown Boots, Today, \$4.75

Blucher style, with medium round toe, guaranteed rubber fibre soles, and low flat heels. Sizes 6 to 11. Today ..... 4.75

Men's \$10.00 Oxfords, \$8.45

Brown Calf and Black Kid Oxfords, on recede and broad toe lasts. Blucher and straight lace, with Goodyear welt soles, solid rubber and leather heels. Sizes 6

Simpson's-Second Floor.

#### Long Waisted Pullovers \$4.95

For the Young Lady of 8 to 14 Years Knitted in rib weave of fine pure wool. Pretty contrasting color bars on the sailor collar, cuffs, waistline and skirt. Colors, rose with seal, saxe with white, emerald with white, cardinal with white. Extra special.

## Girls' Imported Chambray Dresses

Splendid quality fashioned in three dainty styles, trimmed with finely mercerized white repp collars and cuffs, or contrasting pipings. Each style is belted and has two useful pockets. 

#### (Girls' 6 to 14 Year Dress Section.) Maids' Black Uniforms \$1.95

Which is Even Less Than Half-Price Made from deep black cotton twill with a white hemstitched collar, and black buttons for fastening. Fit-ted waist band, large pocket in skirt and long sleeves with white cuffs. Sizes 34 to 44: Today, special .... 1.95 Simpson's-Third Floor.

## Special Purchase of New Frocks

A special purchase of women's and misses beautiful new frocksfresh from their wrappings and priced away below what they would regularly sell for.

Exquisite Beaded Georgette - ruffly Taffetas of extra quality and rich satins -in colors navy, taupe, brown, French blue, mulberry and black.

The sketches tell the story of their fetching smartness, but you must see them to realize their amazing value today at,



Women's and Misses' \$29.75 to \$35 Skirts, \$13.25

Charming assortment of new designs for summer sports and dress wear. Cream Serges and Novelty Silk Brocaded Baronet Satin in pastel

tones. White and Flesh Wash Satins.

Stripes. Rich Wool Plaids in varied color-

About 100 skirts in all at dollars and dollars below what they would or-

### Tots' Wear

Dark-toned Eoliennes.

Mothers! Our Kiddies' Department is replete with every sort of wearable from the wee baby up to his grown up sister of 14 years.

White Pique Carriage Covers

Regularly \$1.50, at 75c. Splendid quality white pique, with fancy turn back revers, em-today ......

Infants' Button Front Vests, 43c 

Children's "Blue Bird" Socks at 49c 

White Drill Sailor Tams at 85c Strong white drill, trimmed with colored embroidered band with streamers. Sizes 6 to 6 5-8. To-

Fur Storage Under Ideal **Conditions** 

### Women's \$95.00 to \$125.00 Suits

\$67.50

57 only-from our regular stock of stunning high-class tricotines, gabardines and wool serges. Sizes 34 to 42-colors navy, rookie, sand, French blue black. Today, Sale Extraordinary ..... 67.50

Women's \$37.50 to \$50.00 Coats, \$32.50 Distinctive styles in goldtone, silvertone, polo cloth, velour and serge.

Colors tan, sand, gray, Copen., navy, black. Sizes 34

to 42 in the lot. Today, special ................. 32.50

Misses' \$75.00 to \$100.00 Suits

\$59.75 Very fine tricotines, gabardines and serges—elegantly tailored and trimmed, richly silk lined.

Colors navy, sand, rookie and black; and sizes 14 to 20 years in the lot. Worth shopping early for today at. . 59.75

Miases' \$37.50 to \$57.50 Coats, \$27.50 Bolivias, velours, polo cloths, silvertips and goldtones in a host of sports, street and dress styles. Half and full-lined with silk. Favored shades and sizes 14 to 20 years in the lot. Today, special ...... 27.50

Simpson's-Third Floor.

Robert SIMPSON Company

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