

Here's the Merchandise You Need to Make Summer Welcome

STORE HOURS: 8.30 A.M. TO 5.30 P.M., CLOSING SATURDAYS AT 1 P.M. DURING JUNE, JULY AND AUGUST

Lingerie Waists

Five Big Tables of Fresh and Dainty Summer Waists at 98c. In many cases this price would not pay for the material. lovely, solid embroidery and flimsy laces on sheer voile and crepe; collars showing all the latest concoits of fashion; 20 styles, and every size to 42 bust. Half price and less on Wednesday at 98

School Girls' Ribbons for 8c

A Pure Silk Taffeta Ribbon, 4 inches wide; white, cream, pink, pale blue, sage, Copenhagen, old rose, Nile, lilac, tan, brown, cardinal, navy and black. Wednesday, yard 8

Women's Neckwear

2700 Pieces Finely Embroidered Organdy Collars, 35c and 50c each, for 19
300 Organdy Collar and Cuff Sets, to sell for less than half price. Per set 25

O.S. "Heather-bloom" Petticoats

Outside Petticoats of guaranteed cotton, "Heather bloom," black only (54-inch hip measurement), three section flounce with groups of knife pleating and pin tucking; sizes 38 to 42. Wednesday . . . 1.75
NEW "STOUT" Petticoats, \$1.50. New House Dresses of extra quality print, navy with neat white stripe, perfectly proportioned and cut to fit the average stout figure; y-neck, stitched-down collar and cuffs piped with black and white; sizes 39 to 61. Wednesday . . . 1.50

14k Gold Necklaces

14k. Gold Bow Knot and Scroll Necklaces, set with 30 real pearls. 14k gold necklace, 18-inch, with ring and clasp. Regularly \$30.00. Wednesday 15.95
14k. Gold Pearl and Leaf Drop Necklaces, three baroque pearl drops, 14k. gold necklace in rope pattern. Regularly \$12.50. Wednesday 9.95
14k. Gold Daisy and Leaf Drop Necklaces, four strand pearls, 14k. gold necklace. Regularly \$12.50. Wednesday 9.95
14k. Gold Daisy and Leaf Drop Necklaces, four strand pearls, 14k. gold necklace. Regularly \$12.50. Wednesday 9.95

THE SIMPSON DRUG COMPANY
ROBERT SIMPSON DRUG COMPANY LIMITED.
Nature's Remedy, 25c for 15c, \$1.00 size, 60c.
*Cascarets, 10c, 20c and 40c.
*Laxatives, 15c, 25c and 50c.
*Cassell's Tablets, 50c size, .30
Virol, 75c size 54c, 1.00 size 75c.
*Mecca Ointment, 15c and 35c.
*Radway's Relief 18
*Zambuk, 50c size, .30
*Sargol, 1.00 size, .75
*Beef, Iron and Wine 25
*Headache Wafers, 12 in box, .19
*Combination Sets for using with any standard hot water bottle, .49
*War Stamps Extra.

For Your Picnic

Cardboard Picnic Plates, 8-inch size, 3c per dozen; 8 and 9-inch size, 4c dozen.
"Lily" Sanitary Drinking Cups, 5 cups in a sealed carton, carton 5c.
Special Lunch Set, containing 1 Crepe Table Cover (white), 42 x 52 inches, and 12 White Crepe Napkins, set 40
*Outing Sets, containing two heavy crepe Paper Table Covers, size 3 ft. by 4 1/2 ft., also 26 Napkins, per set 15
*White Crepe Paper Table Napkins, size x 14 inches, package of 100, 12c; 200 for 21c.
*Dunlop's New Fast-Color Table Napkins, new patterns, per dozen, 35c per 100.
*Dunlop's Lunch Set, containing 1 White Table Cover, 12 Decorated Napkins, 12 Doilies and 6 Plates, per set 35
*Waxed Roll Grease-Proof Paper, for wrapping sandwiches, 24 sheets in package. Regularly 5c roll. Special, 2 rolls for 7

Toilet Goods

Odd Line of Imported and Domestic Toilet Soaps at Half-price
French Castile Soap, 3/4-lb. bar, Special 25
Brown Windsor Toilet Soap, special, per dozen cakes 35
Armour's Liliac, Heliochrome and Sandalwood Toilet Soap, regularly 12 1/2-cake, special, 2 for 25
French Castile Soap, in cakes, special, per dozen cakes 25
Shampoo Powder, regularly 25c box, special, 19c
Real Ebony Hair Brushes, regularly \$2.00, special 1.25
Rubber-set Tooth Brushes, regularly 35c, special 25
Nail and Cuticle Scissors, regularly 50c, special 25
*Whitcomb's Meadow Violet Toilet Powder, 1-lb. tins, special 20
*Murry & Lannan's Florida Water, special 35
*Roger & Gallet's Face Powder, Special 30
*Florida Skin Lotion, regularly 20c, special, 2 for 25
*Rose, Violet and Arbutus Talcum Powder, special, 4 for 25
*Roger & Gallet's Rouge, regularly 20c, special 10
*War Stamps Extra.

News of Today's Selling

For Men—212 English Tweed and Fancy Worsted Three-piece Suits on sale at \$39.50. 49
Athletic Style Combination Underwear, white, 1/2-cotton, half-price, per suit 49
For Women—Three latest new Shantung Silks, sand shades, regular price \$5c. On sale at \$3.99. 42
Specials in White-wear, Suits and Dresses, and Wash Goods.
For Boys—Khaki Bloomers and Waists; sizes 4 to 14 years. Complete suit, 98c; separately, 40c for waist or bloomer.
For Girls—New Lawn and other White Summer Dresses, trimmed with lace and embroidery. Regularly \$2.50 to \$3.50. 1.50
Also Pretty Wash Dresses, regularly \$1.00 45

600 Boys' Suits to Clear \$2.95

600 Suits, made and tailored with every detail taken into consideration in the making. They have been priced at less than the actual cost to reward early shoppers Wednesday, and outfit 600 boys in one morning; splendid wearing tweeds in rich shades of grays and browns; nicely lined; all sizes from 7 to 17 years. Regular \$5.00, \$5.50 and \$6.00 values. Wednesday morning 2.95

Gloves and Hose Are Everyday Needs

HERE ARE PRICES TO HELP.
Women's Long White Silk Gloves, above the elbow length, opening at wrist, 2 dome fasteners, high apical finger tips; sizes 5 1/2 to 8; 75c value. Wednesday, pair .49
Women's Long White and Black Lisle Thread Gloves, opened at wrist, dome fasteners, in sizes 5 1/2 to 8. Wednesday, pair 35
Women's Plain Lisle Thread Hose, white, black and with various colors, sheer fine weaves; sizes 5 1/2 to 10. Wednesday, 3 pairs 50c, pair 15c.
Women's Lisle Thread Hose, bright lustre finish, seamless; tan, black and white; sizes 5 1/2 to 10. Wednesday, 3 pairs 50c, pair 15c.
Women's Pure Thread Silk Hose, deep lisle thread top, double garter welt; black, white and colors, in sizes 5 1/2 to 10. Wednesday, 3 pairs 50c, pair 15c.
Boys' and Girls' Ribbed Black Cotton Stockings, seamless, fast dye, strong school hose, extra apical heel, toe and sole; sizes 6 to 10; extra value. Wednesday, 3 pairs 50c, pair 15c.

Our Wednesday Shoe Sale Will Be a Mid-week Treat for Tired Feet

Here are the kind of shoes that keep the feet cool—light and sum-mery in appearance, yet durable and very low in price.
Women's \$3.50 Shoes, \$1.49; Men's \$5.00 Victor Oxfords, \$2.49; Misses' \$1.50 Oxfords, 75c; Boys' \$1.50 Shoes, 75c. No phone or mail orders.
MEN'S \$5.00 VICTOR (GUARANTEED) SHOES. WEDNESDAY, \$2.49.
400 pairs Button, Lace and Blucher Oxfords, best quality tan and black calfskin, patent calf and kid leathers, hand-strown process soles, tackless, seamless insoles, military and English heels, popular toe shapes, new foxing; calf, kid and canvas linings. Victor Brands stand for the best that can be built into men's footwear; all sizes; an exceptional sale of Victor Oxfords. Less than half price Wednesday, 2.49.
WOMEN'S \$3.50 SHOES LESS THAN HALF PRICE WEDNESDAY, \$1.49.
800 pairs of Leading Canadian Makers' Summer Shoes, in pumps, colonials, button and lace styles, new leathers, new patterns, best quality soles, latest heels; round, narrow, wide and recede toe shapes; buckles, bows, button and strap ornaments; a well-known brand that has won the confidence of the Canadian women, 800 pairs, all sizes, C, D and E widths. Regularly \$3.50. Less than half price Wednesday, 1.49.
BOYS' \$1.50 SHOES FOR 75c PER PAIR WEDNESDAY.
Only 300 pairs Boys' Lace Low Shoes, tan willow calf leather, elk soles, double stitched welt, spring heels, athletic toe shape; shoe the boys for 75c, sizes 1 to 7. Regularly \$1.50. Wednesday 75
MISSIE'S \$1.50 OXFORDS HALF PRICE WEDNESDAY, 75c.
250 pairs Misses' Outing-Shoes, Gypsy style, made of tan lotus calf, green elk soles, reinforced, foot form toe shapes; just the thing for the healthy out-door girl, sizes 11 to 2. Regularly \$1.50. Wednesday 75
SPECIAL EARLY HOUR BARGAIN. \$1.50 SLIPPERS FOR 49c.
Children's \$1.25 and \$1.50 Slippers, Wednesday 49c—250 pairs, sizes 3 to 10 1/2, ankle and instep strap, pumps and colonials, turn soles, selected kid and dull calf and tan calf leathers, buckles and bows, ten toe style, foot form lasts; special Wednesday, 8.30, bargain; sizes 3 to 10 1/2. Regularly \$1.25 to \$1.50, for 49

Summer Floor Coverings

Nippon Grass Rugs, very closely woven, with plain centres and figured border, for sun-rooms, verandahs and summer living-rooms; size 6.0 x 9.6, 4.25; 8.0 x 10.0. 6.50
Special—100 only, 30 x 60 inches. Each 79
UNION RUGS LOW PRICED.
10 only, in green and red floral design, size 9.0 x 9.0. Regularly \$6.95. Wednesday special 5.45
15 only, red and fawn colorings, size 9.0 x 9.0. Regularly \$6.35. Wednesday special 4.95
Japanese Matting, 15c Yard—30 bales of new Matting, in fawn, blue, green and red colorings. Regularly 20c yard. Wednesday, per yard 15
Japanese Jute Rugs, a few only in two sizes; Oriental designs and colors; size 2.3 x 4.6, 1.45; 3.0 x 6.0, 2.45
Rag Rugs, \$1.45 Each—Plain centres with fancy borders, two colors only, gray and blue; size 27 x 36 inches. Wednesday, each 1.45
Brussels Rugs, Regularly \$29.50, Wednesday, \$22.75—11 only Brussels Rugs, in Oriental and floral designs, suitable for any room, size 9.0 x 12.0. Regularly \$29.50. Wednesday 22.75

Graniteware at 57 Cents

HALF-PRICE FOR CUSTOMERS WHO SHOP EARLY.
600 Pieces Triple-Coated Graniteware, light blue outside and white lined; Rice Boilers, Milk Boilers, Tea Kettles, 14-quart Dishpans, Saucepans with covers, Teapots, etc. One piece each kind to any customer. Regularly \$1.15. No phone or mail orders. Wednesday, 8.30 a.m. 57
12 Jelly Cake Plates, blue and white graniteware. Special, each 5
Garden Hose, rubber hose, 1/2-inch size, fitted with couplings, 50-foot lengths, guaranteed to stand city water pressure, hose lengths fitted complete and brass nozzle. Regularly \$4.50, for 3.89
HAMMOCK CLEARANCE.
\$5.25 and \$6.00 Hammocks for \$3.59—Large size, with large, loose pillows, close weave. Wednesday 3.59 (No Phone or Mail Orders for Hammocks)
Gas Plates and Gas Ovens, \$1.75 Two-burner Gas Plates for 1.49
\$2.50 Gas Plates, three-burner, for 2.19
\$2.00 Gas Ovens, for 1.31
\$1.35 Glass Door Ovens, for99
10 Metal Gas Tubing, per foot 6
\$3.50 Nickel-plated Gas Irons, with 6 feet tubing. Special, for 2.59

The News of the Russian Victory

in the eastern theatre of war gives an added interest to the war picture now exhibited on our Fourth Floor. It was reported that ten thousand Germans were captured; this fine painting will give you a vivid idea of the scene after the German defeat, when the Germans were being marched off to Siberia. Come and see it today—Fourth Floor, Yonge Street.



Men's Straw Boater Hats

1915 shapes, made from fine sennit braids, and trimmed with medium or wide black silk bands; easy fitting cushion leather sweatbands; good wearing hats of \$1.50 quality. Wednesday 89
CANTON BRAID STRAW HATS
in plain white, 1-inch black silk bands, tourist and fedora shapes. Wednesday 1.00

For the notice of men who are still wearing heavy or medium weight clothes we draw attention to these

2-Piece SUITS at \$10.50

Two-Piece Outing Suits, of the right weight, made from English tweed, blue with white hairline stripe; cut in a smart single-breasted sack style with only a light lining through the fronts; trousers have cuff bottoms and belt loops; sizes 36 to 44. Price 10.50
Homespun Norfolk Suit, in medium shade of plain gray, cut in fashionable single-breasted yoke Norfolk style, with belt; trousers with cuff bottoms and belt loops; nicely tailored and finished; sizes 36 to 44. Price 10.50
Yoke Norfolk Suits, of Donegal tweed; Michael Sterns is the manufacturer of this exceptional suit, which for style and value cannot be surpassed; made from a light gray Donegal tweed with coat in single-breasted yoke, Norfolk style, and trousers with cuff bottoms and belt loops; sizes 35 to 42. Price 15.00
Men's Palm Beach Suits at \$9.50—Plain pattern cloth, cut in single-breasted sack style with patch pockets, trousers have cuff bottoms; sizes 36 to 42. Price 9.50

Bedding for Hospital Use

Fully Bleached English sheets, free from dressing, hemmed; size 65 x 90 inches, at, per pair 1.28
Hemmed Pillow Cases, size 42 x 33 inches, clearing 3 pairs for 75
Hospital Draw Sheets, size 54 x 70 inches. Clearing at, each 39
Cotton for Bandages, factory or unbleached cotton; fine quality; 34 inches wide, at, per yard 75
Towels for Hospital Use, hemmed huckaback doctor's towels; size 14 x 18 inches. Priced at, each 35
Nurses' Towels, fine huckaback; all-line; hemmed; size 18 x 36 in. Priced at 3 pairs for 1.00
Flannelettes and Cottons for Hospital Shirts, white Saxony flannelette; beautiful, soft quality; 31 inches wide. Priced at, yard 9/2
Striped Flannelette for Soldiers' Pyjamas; width 25 inches. Priced at, yard 10
White Longcloth, close, even weave and free from dressing, for making surgical coats, width 46 inches. Priced at, per yard 9/4
We will suit shirts and pyjamas for hospital use free of charge.

English Curtain Nets at Half Price

Two lots and every piece of net worth double what it is marked: Lot 1—Nets in Ivory and white, 40 to 60 inches wide. Regular \$5.00. Wednesday 2.50
Lot 2—Ivory or white curtain net, 40 to 50 inches wide. Regular 45c yard. Wednesday 22
Scotch Madras Muslin at 38c Yard—A beautiful, light and dainty curtain material, in cream or white, 45 inches wide, neat floral designs, easily laundered. Regular 45c yard. Wednesday, yard 38
English Washing Chintz at 39c Yard—A number of exquisite color combinations, for window curtains, box chair or cushion coverings, printed on light or dark grounds, 41 inches wide. Special, Wednesday, yard 39
American Silkolones at 14c Yard—Good designs, in a variety of colorings, excellent quality, 36 inches wide. Wednesday, yard 14
Nottingham Lace Curtains at 80c Pair—A good quality lace curtain at a low price, rich floral borders with spray centres, 3 yards long, finished with heavy colbert edge. Wednesday special 89
Filled Muslin Curtains at 75c Pair—Plain or spotted muslin of excellent quality, with frill on one side and bottom, 2 1/2 yards long. Regularly \$1.25 pair. Wednesday, \$30, pair 79
GENERAL ACCESSORIES FOR THE WINDOWS.
Opaque Shades, 36 x 70 inches. Wednesday, each 25
Combination Opaque Shades, 36 x 70 inches. Wednesday, each .49
Opaque Shades with neat insertion. Wednesday, each 49
Extension Rode, with silvered ends. Wednesday, each 17
Geese-neck Extension Rod. Wednesday, each 7
Awning Duck, in all colors. Wednesday, yard 35

Veilings

A lovely collection of new border veilings just in from Paris; also a big variety of new meshes. Yard, 50, 55, 75 and 1.00

"Bridal Rose" Dinner Sets \$14.95

Three only complete Dinner Sets of 97 pieces, of the bridal rose pattern, for Wednesday morning 8.30 shoppers. Regularly \$22.50. No phone or mail orders. The set 14.95

AT ONE-QUARTER AND ONE-HALF LESS REGULAR PRICES.

Limited quantities only of each item. Plain edge lines only. Telephone orders.
99 dozen Tea Plates. Regular \$2.25 dozen 1.39
150 dozen Breakfast Plates. Regular \$3.00 dozen 1.50
31 Coupe Soup. Regular \$3.00 dozen 1.50
20 dozen Bread and Butter Plates. Regular \$1.50 dozen 1.20
28 dozen Fruit Saucers. Regular \$1.20 dozen 95
32 Oatmeal Saucers. Regular \$1.90 dozen 1.20
5 only, Platters, 10-inch. Regular 60c. Each 35
29 only, Platters, 12-inch. Regular \$1.00. Each 45
27 only, Platters, 14-inch. Regular \$1.50. Each 45
69 only, Platters, 18-inch. Regular \$2.00. Each 59
36 only, Platters, 18-inch. Regular \$3.75. Each 98
40 only, Covered Vegetable Dishes. Regular \$2.00. Each 84
12 only, Sauce Tureens. Regular \$2.00. Each 89
51 only, Butter Dishes (covered). Regular 85c. Each 39
55 only, Muffin 49
29 only, Salad Bowls. Regular 55c. Each 35
95 only, Chocolate Pots. Regular \$1.00. Each 79
25 only, Roll Trays. Regular \$1.25. Each 69
108 Celery Trays. Regular 55c. Each 39
181 only, Cream Jugs. Regular 55c. Each 19
200 only, Sugars. Regular 60c. Each 29
293 only, Pairs Sugar and Creams. Regular \$1.00. Each pair 49
70 dozen Cups and Saucers. Regular \$3.60 dozen 2.95
37 dozen Cups and Saucers, Bouillon. Regular \$5.00. Each 2.25
95 dozen Cups and Saucers, A.D. Regular \$3.00. Each 1.55
25 only, Soup Tureens. Regular \$3.45. Each 1.80
88 only, Sugar Bowls. Regular 60c. Each 23
NEW ARRIVALS IN FRENCH STOCK PATTERNS.
"Victoria" Pattern Limoges 62-Piece Dinner Set—Dainty pink rose border decoration, full gold handles, open stock pattern, additional pieces may be added at any time. Wednesday, the set 16.95
"Savoie" Bernardaud Dinner Set, \$32.95—Finest quality Bernardaud Limoges China, pretty green border design, full coin gold handles and edges, 102 pieces. Regularly \$59.50. Wednesday, the set 32.95
EXCEPTIONAL BARGAINS IN ART CHINA FOR WEDNESDAY.
"Cesaire" Plate, "A Noble of the Middle Ages," by A. Keeling. Regularly \$7.50, for \$2.75.
"Royal Crown Derby" Plate, by A. Gregory, dainty rose wreath border design. Regular \$34.00, for 17.00
"Royal Worcester" Vase, hand modelled dragon handles, by Harry Davis. Regularly \$195.00, for 97.50
"Royal Doulton" Vase, Delphiniums, by E. Barry. Regularly \$200.00, for 100.00
"Royal Worcester" Handled Basket, rose wreath decoration, by J. Brough. Regularly \$105.00, for 52.50

Bathing Suits and Other Summer Wear for Men

Men's Navy Blue Bathing Suits, one piece, plain, also with small skirt, giving appearance of two-piece style; all sizes. Special, per suit 50
Men's Two-piece Bathing Suits, navy with cardinal or white trimming on Jersey and knickers; all sizes. Per suit, 75
White or Gray Duck Shirts, cricketing style, with reversible turndown collar; all sizes. Each 75
Fine Mercerized and Silk Lisle Combination Underwear, for men, white only; light weight; all sizes 1.50, 2.50 and 3.00
Soft White Cord Stripe Outing Shirts, with double cuffs and separate collar to match; all sizes 14 to 17. Regularly \$1.00. Wednesday special, each, at 53
Odd Lines of Our Better Quality Pyjama Suits, fancy stripes, plain colors, in soisettes and silkettes, cambrics and percales. Broken ranges of the above, but all sizes in the lot. Regularly \$1.50, \$2.00 and \$2.50. Wednesday, suit 1.19

7-Room Outfit of Electric Fixtures

Complete Outfit of Electric Fixtures for a seven-room house, comprising 11 fixtures, complete with glassware; installed free in the city. Regularly \$20.85. On sale Wednesday. . . 9.95
Insulation joints and inspection fee extra.

Demonstration of Wardrobe Trunks in Travelling Goods Dept., Sixth Floor.

New Summer Refreshment Room

FROM 2.30 P.M. TO 5.30 P.M.
Ice Cream, Milk, Buttercream, for the City Dairy, will be served exclusively in this room. Shoppers will enjoy eating here while being served.
Ice Cream, per dish 5
Fruit Sundaes, per dish 10
Sodas, all flavors 5
Regular Milk and Buttercream, per glass 5

Umbrellas \$1.25

200 only, covers of the silk mixture, with good shatter, with extra frames, sterling silver or rolled gold-mounted handles of the new designs. Regularly \$1.50, \$1.75, \$2.00 and \$2.50. Wednesday, 1.25

Cameras

Folding Camera, for pictures, 3 1/2 x 4 1/4, fitted with double lens and good shutter, with metal plate holder. Regularly \$4.95. Special, \$3.95.
"Maxoni" Box-form Camera, for pictures, 2 1/2 x 3 1/4. Regularly \$2.00. Special, \$1.95.
Complete Developing and Printing Outfit, 3 1/2 x 4 1/4, or smaller, special 1.25

Salad Bowls \$1.95

Salad Bowl, English china, floral design, silver-plated rim, complete with silver-plated salad servers. Regularly \$2.50. Wednesday at 1.95
\$4.00 BROWN BETTY TEAPOTS, \$2.50.
Brown Betty Teapots, sterling silver deposit, complete with porcelain. Regularly \$4.00. Wednesday 2.50

Groceries

TELEPHONE DIRECT TO DEPT., ADELAIDE \$100.
6000 packages Reppath's Granulated Sugar, 5-lb. packages 35
4000 tins Finest Canned Peas, 3 tins 22
2000 stone Fresh Roasted Oats, per stone 25
Clark's Pork and Beans, in Chili Sauce, tall tins, 4 tins 25
Choice Pink Salmon, 1/2-lb. tins, 3 tins 25
Fancy Japan Rice, 3 1/2-lb. tins 25
Espresso Shortening, 3-lb. tin 33
Finest Cooked Ham, machine sliced, per lb. 15
Fresh Butter, gallon 15
Macaroni or Spaghetti, 3 packages 25
Banner Brand Jam, assorted, 5-lb. tins 25
Choice California Prunes, 3 lbs. 25
Grape Fruit, large size, 4 for 25
Dalton's Lemonade Syrup, 3 bottles 25
Pure Cooked Ham, 3 packages 25
Heinz Pickles, Mixed and Chow, picnic size, per bottle 14
Finest Canned Lobster, 1/2 lb. 14
E. D. Smith's Marmalade, 16-oz. jar 15
J. D. Young's 3-pack 25
Onion Salt, bottle 14
Gorton's Custard Powder, 3 tins 25
FRESH ROASTED COFFEE, PER 1-LB. 7c.
1000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory, Wednesday, per lb. 7



The Robert Simpson Company, Limited