

**The SIMPSON**

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

H. H. Fudger, President.

J. Wood, Manager.

PHONE NUMBER MAIN 7841.  
We have fifty lines to Central.

**The SIMPSON**

### Captivating Apparel Attractively Priced

Never before have we shown more charming frocks at such low prices. These garments listed here are certain to meet with your approval and so will the price:

Lingerie Dresses, lace trimmed all-over embroidery, made of crisp French voile, marquisette and changeable silks. Waists have high or Dutch collars, outlined with thread lace patterns. Colors are tan, white, blue, brown and a variety of light and dark shades. Prices \$7.50, \$10.00, \$15.00, up to \$25.00. Women's and misses' sizes.

#### WOMEN'S AND MISSES' WASH SUITS.

Crash and Linen Suits in several models. Coats are made Norfolk style, others cut-away and square effects; fasten with pearl buttons. Skirts are smartly tailored. Colors white and natural shades, \$6.50, \$6.95 and \$9.00.

#### GIRLS' RAINCOATS.

Made of imported poplin and rubberized cashmere cloth, cut on a popular model, buttoning close up to throat, with tabs at wrist. Colors navy, fawn and olive. Special 4.75

#### RAINCOATS FOR WOMEN.

A special lot of these fine coats, made of rubber-lined tweeds, in grey, fawn and green shades, lightweight and black proof material, cut in a mannish raglan style, with sleeves and college collars. Regular value \$10.00. Wednesday special 5.95

#### WOMEN'S VOILE SKIRTS.

Crisp, all-wool voile, in black only. These are our left-overs from our spring stock, made in plain gored and new semi-pleated style, all trimmed with silk folds, braiding and fancy buttons. Regular values \$6.49 to \$9.50. Wednesday special 4.85

### Lustres for Bathing Suits Two Special Purchases

These two lustre specials on sale Wednesday in our dress goods department, and priced away below ordinary figures. Purchased by our London, Eng., buyer at a big discount to clear. We offer them at a price to make a one-day's selling of them. Splendid cloths for bathing suits, dresses, etc., can be had in a full range of colors: 40 inches wide, 25c; 42 inches wide, 37c—heavier quality.

### Sale of Surplus Stock of French and American Blouses

This week's special for Wednesday offers a large choice of lingerie, in batiste, marquisette and good linen. These blouses are perfect in detail. Some are trimmed with real lace, others are heavily hand embroidered. Beside the lingerie, there are some extremely pretty nion and chiffon blouses, in practically all colors. Instead of paying any price between \$6.50 and \$12.50, you can get your choice Wednesday for 3.95

### BROWN HOLLAND 40 inch, 25c yard

Brown Holland Linen, in beautiful quality, suitable for women's or children's wash dresses, strong, serviceable make. Special Wednesday, yard 25c

100 Sets Table Linen, one cloth, 68 x 86; one dozen Napkins, 22 inches x 22 inches, to match, all pure linen, in assorted designs. Special Wednesday, per set 2.95

Long Cloth, soft quality, new washed finish, 36 inches wide. Wednesday, yard 10c

English Striped Flannelette, 32 inches wide, good heavy make, fast colors. Special Wednesday, yard 9c

White English Satin Bed Spreads, beautiful range of designs to choose from, large size, 76 x 90. Special Wednesday, 1.95

### Wash Goods

Linen Suitings are now "the" thing, and we have a splendid assortment in various prices, in grey, pink, sky, mauve, black, tan, linen, brown, etc. Prices range from 15c to 65c.

Cotton Poplin, a full assortment of colors in this popular material. 28 inches wide. White, black, sky, pink, brown, etc. Special 25c

The "Samson" galatea, the strongest and best galatea made. About 30 patterns in stripes and many fancies to choose from, combinations of navy, alicia, fawn, black, sky, etc., also in plain white, alicia, sky, navy, black, red, cardinal, fawn, etc. Special value 23c

"Rains" Suiting, the popular material for washing dresses, hats, etc., in white, tan and Alice, 28 inches wide 65c

A clearance of a lot of oddments in printed muslins, lawns, organdies, etc., some high-priced goods amongst them. All at one price, per yard 5c

### Black Dress Satins and Inexpensive Dress Silks

A clearance sale of about 500 yards of plain and fancy silks—pretty stripes and check designs—plain goods in all the fancy effects. Silks that make useful waists, dresses, etc. Clearing on Wednesday at 44c

NEW BLACK SILK-SATINS. Two exceptional offerings in this new satin-finished silk, so much in use at present.

300 Yards of 28-inch Black Silk-Satin, regularly \$1.39 per yard, for 1.24

150 Yards of 40-inch Black Silk-Monastelle Satin, regularly \$2.00 per yard, for 1.49

In deep, full blacks, and perfect in weave.

# The Simpson Store

## Men's Two-Piece Outing Suits

Wednesday morning, for Men's Two-piece Suits, made from plain blue and grey with white hairline stripe. They are made in smart single-breasted, three-button style coats, that are made up light, with well shaped shoulders, and trousers having cuffs and belt straps. Sale price 9.00

A Very Special Two-piece Outing Suit, for summer wear, made from English tweed in blue with hairline stripe, tailored in up-to-date single-breasted style; trousers with cuffs, belt and side straps, excellently tailored. Price 18.00

Boys' Natural Linen Suit, made in the smart three-button double-breasted style, with patch pockets and belt, neat fitting bloomer pants, with strap bottoms. Sizes 9 to 16 years 3.00

Boys' Lustre Coat, of plain black, made in the single-breasted style, with patch pockets. Just the thing for summer outings. Sizes 26, 28, \$1.85; 29 to 33, \$1.50.

Boys' Eton Blouse Suits, in natural linen, bloomer pants with elastic bottoms. Sizes 6 to 10 years. Price 1.50

## 3 Extraordinary Buying Chances in the June White Sale

Getting near the end of our greatest Semi White Sale. Only four more days to take advantage of the extraordinary low prices on beautiful whitewear that have made this sale a magnificent success. Come Wednesday sure. If not, phone your order.

600 Nightdresses, clearing 12 handsome designs, all slip-over or V necks, 3/4 sleeves, made of soft nainsook, and trimmed with fine embroideries and lace edges, silk ribbons and bows. Sizes 32 to 42 bust. Regular values one-third to one-half more than Wednesday's price, each .75

Petticoats, fine nainsook, fitted hips, finished with deep flounce of handsome eyelet embroidery, dust ruffle of lawn. Lengths 36 to 42 inches. Regular price \$1.50 each. Wednesday, each .89

Beautiful Corset Covers, made entirely of all-over embroidery dimity lawn, run all around with silk ribbon, embroidered shoulder straps. Sizes 32 to 42 bust. Our regular price \$1.25 each. Wednesday, each .75

### Come Wednesday for Aprons

25c APRONS FOR 15c EACH—75c and \$1.00 OVERALLS FOR 50c EACH.

1200 Kitchen Aprons, of heavy blue and white check gingham, wide fancy border across skirt, size 38x40 inches. Regular price 25c. Wednesday, each 15c

480 Women's Overall Aprons, clearing six styles, fine prints or gingham, in light or dark effects, some with sleeves, buttons in back, handsome styles, sizes for 32 to 42 bust. Regular prices 75c and \$1.00 each. Wednesday, each for .50



### The Wonderful Marmola Belt Corset

The perfect self-reducing Corset is the "Marmola Belt" for medium and stout women. Wednesday we offer two hundred pairs at just half their real value. If you want an elegant heavy Corset don't fail to get a pair. Phone orders taken.

200 pairs Marmola Belt Corsets, the famous self-reducing made in the heavy white coutil, re-inforced abdominal sections, no straps or hooks, double watch-spring steels throughout, 6 wide side steels, 6 heavy elastic suspenders, fine lace and ribbon, sizes 28 to 30 inches. Wednesday to go at a pair 1.75

### Handkerchiefs for Women

1,000 dozen of Women's Linen Handkerchiefs direct from Ireland, purchased at a third of the usual price. These handkerchiefs are of fine quality linen, smooth finished, bleached to snowy whiteness, 1/4-inch hemstitch. On Wednesday these handkerchiefs will be divided into two lots at bargain prices:

Lot 1—Women's Handkerchiefs, of purest of linen, 1/4-inch hem. Our 10c quality. Summer sale, Wednesday 3 for 17

Lot 2—Women's Handkerchiefs, extra fine quality of linen, 1/4-inch hem. Our 3 for 50c quality. Summer sale Wednesday 6 for 55

### Women's and Children's Belts

In patent leather. It is almost impossible to keep up with the demand for these goods. Recent big shipments have arrived which make our stock now complete.

One of our most popular styles is a coat belt of patent leather, slightly shaped in front, in three widths, 1 1/2, 2 and 2 1/2 inches; colors black, white, red and brown; sizes 28 to 36. Price, each 25c

We are also showing the straight belts, for dress wear, 1 1/2 and 2 1/2 inch; black only; sizes 28, 28 1/2, 29, 30, 31, 32, 33, 34, 35, 36. Children's Buster Brown Belts, in black, brown, white and red 15c

### Japanese Mattings & Matting Rugs

A "job clearance" of fancy imported Japanese mattings, unusual effects. Wednesday, yard 21c

A good assortment of new mix colored and self-colored mattings. Special Wednesday, yard 17c

Beautifully colored extra heavy Japanese grass-spun rugs in greens, tans and blues: 30 x 60, Wednesday 79c 36 x 72, Wednesday 1.09 60 x 90, Wednesday 3.75 90 x 120, Wednesday 7.50 90 x 150, Wednesday 9.35

Very thick closely woven tweed green moss in green and natural colors—extra-special value: 60 x 90, reduced to 3.25 90 x 90, reduced to 5.95 90 x 120, reduced to 7.25

Some beautiful colors and designs in close matting rugs that are made of straws that are dyed before being woven and so the colors go right through and are quite reversible: 27 x 54, Wednesday 23c 29 x 72, Wednesday 35c 9 x 9, Wednesday 1.75 9 x 10, Wednesday 1.85 9 x 12, Wednesday 2.35

### SEE OUR "SPECIAL" HAND VACUUM CLEANER.

A wonderful help to house-cleaning. Regular price \$19.75. Wednesday \$12.75, with all attachments for furniture and walls.

## Neglige Shape Straw Hats for Men

This in the Lunch Room Wednesday afternoon 2.00 to 5.30. Fresh Straw-berries and Cream, with thin cut Bread and Butter, Pot of Tea, TEN CENTS



in a fine imported white Canton braid, imitation of Panama styles; good-wearing and easy-fitting hats; well finished. Excellent values at 50c, 75c and \$1.00.

### Men's Straw Boater Hats

fine and close split braids, deep black silk bands, medium or wide brims. Wednesday, special 1.00

## The Sale of Parasols and Umbrellas

A special purchase of Pure Silk Parasols, consisting of a wide range of attractive Dresden stripes and Paisley effects; including silk and children in pretty color tints, with handsome handles and excellent gilt frames. \$4.00, \$5.00 and \$6.00 values; Wednesday 2.95

A LOW SPECIAL PRICE FOR MEN'S DUCK OUTING SHIRTS.

Men's Pure White, Pearl Grey or Light Tan Duck Outing shirt, with a reversible collar, made from good quality material, that will wash and wear well. An extra large shirt, full length and strongly sewn. Price away below their regular values. All sizes in each color, 14 to 18. Wednesday, special 39c

We have a full range of sizes in stock now of Boys' Pure Wool Cashmere Jacket suits, summer weight, in navy blue with cardinal or white stripes around neck and cuffs. Sizes 20 to 32. Special Wednesday 1.00

Close Rolling Silk Mixtures Covered Umbrellas, with exceptionally good range of up-to-date handles, both for men and women, silk-cased. \$2.50, \$3.00 and \$3.50 lines. Wednesday 2.19

Serviceable Umbrellas with strong steel rod and frame. The handles are well assorted in neat and fancy styles, both for men and women. Special sale Wednesday 59c

## Travelling Goods Specials

56 Vulcanized Fibre Band, High Square Model Tourist Trunks, heavy brass dome corners, clamps and valance cases, strong bolts and hinges, excelsior lock, fancy check lining, full covered tray, and dress tray, two heavy belt straps, and centre band. Clearing, all sizes, 22, 34, and 36. Wednesday 5.50

29 only, Cowhide Leather Suit Cases, steel frames, strong swing handles, pocket and inside straps, double bolt locks and combi lock and side catches, some with heavy straps all round. Clearing sizes at 24, and 26 at one price, Wednesday 4.20 (See Yonge Street Window)

French and English Shadow Cloths—the dainty, soft-toned fabric that gives an exquisite effect to the drawing or reception room. Nowhere will be found such a collection of these fabrics as shown in our Drapery Department, and a visit will be well repaid. 59 inches wide. Prices \$2.50, \$2.75 and \$3.00.

## Imported Wall Papers for 14 cts.

Room lots of Imported Wall Papers, over 25 broken lines and balance lots to be cleared up. Just the thing for rooms, flats, apartments.

3,650 rolls Imported Parlors, Halls, Dining-rooms, living or Sleeping-room Papers, in blues, greens, browns, champagnes, greys, tans, buffs, reds, yellows, in 10 to 30-roll lots. Regularly to 50c roll, Wednesday, per roll 14c

Wall Papers 5th Floor.

## Queen Quality SHOES

'Queen Quality' and 'Boston Favorite' Sample Oxfords and Pumps \$1.99

The five thousand pairs of "Queen Quality" and "Boston Favorite" model samples are almost half sold. To-morrow we will make a special display of all styles in every leather and fabric that is made into shoes. There are colonial, ankle strap and plain pumps; one, two and three-eyelet ties and all styles of Oxfords. The sizes are 3, 3 1/2, 4, in B and C widths; high, medium and low heels; every pair is beautifully finished. The regular selling prices were more than twice as much in almost every case. 1.99

## China and Brass

40-piece Austrian China Tea Set, in dainty chain rosette band design, gold finish. Wednesday 4.99

10 Complete Dinner Sets for 12 people, in Maddocks' Royal Victoria ware, green lace border and gold trimmings, all pieces well modelled. Wednesday special 9.93

300 pieces Spun and Hammered Brassware—A splendid assortment: Large Serving Trays, Umbrella Stands, Pedestals, Jardinieres, Coal Scuttles, Spirit Kettles, Flower Baskets. Wednesday clearing price 2.49

## OPTICAL DEPARTMENT SECOND FLOOR YONGE STREET SIDE

## The Grocery List

Fresh Rolled Oats, per stone 45c. Finest Sugar Cured Ham, Half or whole, per lb. 15c. Canned Corn, 3 tins 25c. Canned Peas, per tin, 12c. Quaker Puffed Wheat, 3 packages 25c. Teller's Cream Soda Biscuits, 5 lb. box 24c. Pure White Clover Honey, 5 lb. pail 75c. Lily's Syrup, 3 lb. tin 16c. St. Charles Milk, per tin 8c. Klavah Custard Powder, 5 packages 25c. Canned Lombard Plums, per tin, 10c. Crossed Fish Brand Sardines, 2 tins 24c. Pure White Wine Vinegar, per gallon 25c. Finest Cooked Ham, per lb. 30c. Pure Lime Juice, Sutton's Imported, pint bottle, 25c.

FRESH ROASTED COFFEE, PER LB., 25c. 500 lbs. Fresh Roasted Coffee in the bean, ground pure or with chocolate. Wednesday, per lb., 25c.

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