

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.—S.E. to S.W. winds; partly fair and warmer, with local showers.

SIMPSON

The Great Table-Covering Day of the July Linen Sale

This will be one of the most welcome days since the commencement of the Linen Sale. Those who like nice table linen will find useful bargains here. Glance through this list—it is convincing.

After Thursday housekeepers will hardly err on the side of extravagance if they have a clean cloth every day.

- Tapestry Table Covers 4.45
- Satin Damask Table Cloths 1.98
- Fancy Printed Table Covers Half Price
- Small Fancy Cretonne Covers75
- Hemstitched Damask Table Cloths 3.95

36 only Fine Tapestry Table Covers, beautiful designs; fringed all around; 2x2 and 2x2½ yards; selling in Blanket Section. Regular \$6.50 to \$9.00 each. Your choice Thursday 4.45

Printed Cretonne Covers, 36x36 inches, for small tables, dens, summer cottages, etc.; pretty floral and figure designs; warranted fast colors; big assortment. Thursday, each... .75

SATIN DAMASK TABLE CLOTHS, \$1.98 EACH.

2x2½ yards; every thread linen; perfect bleach; full satin damask; beautiful bordered designs; all one price. Your choice, Thursday, each 1.98

FANCY PRINTED TABLE COVERS, HALF PRICE.

Very Fine Floral, Conventional, Dutch and French Designs in Printed Chintz, Cotton and Linen Table Covers, will wash and not fade; 2x2 yards. Regular \$4.00 and \$4.50 each. Thursday Half Price

HEMSTITCHED SATIN DAMASK TABLE CLOTHS, AT \$3.95.

Rich heavy satin damask, in fine weave, all pure linen and snow white spoke hemstitched all around, new bordered designs for oblong or square tables; about 2x2½ yards. Your choice, each, Thursday 3.95

(Second Floor)

Toilet Goods at Greatly Reduced Prices

250 Sample Hair Brushes, some have solid ebony backs, and some rosewood, with eleven rows of hand-drawn bristles. Regular to \$1.00. Thursday45

Tooth Brushes, the best French makes. Regular 20c. Thursday13, or 2 for .25

Shaving Sets—Mug, Brush and Colgate's Soap. Regular 50c. Thursday29

Campana's Italian Balm, for freckles and sunburn. Regular 25c size. Thursday 2 for .25

Phone direct to Toilet Department.

37 Handsome Semi-made Robes

JUST 37 NEW SEMI-MADE ROBES, LONDON SAMPLES, ON WHICH YOU MAY SAVE \$10.00 TO \$25.00.

They are silk paillette, duchess, satin and silk and wool colienne, beautifully embroidered in a variety of pretty designs; the skirt is in an almost finished state (only requires finishing down the back) with sufficient material to match for any style of waist; there is a lovely range of colors; also black; no two alike. Regular values \$25.00 to \$40.00. Special price to clear, Thursday 14.95

Silks for Thursday

1000 Yards Black Duchess Paillette Silk, guaranteed to give satisfaction, deep full black, suitable for dresses, skirts, waists, slips, etc. Regular \$1.50 quality. Thursday, per yard 1.19

500 Yards Rich Black Satin Paillette, good heavy quality, excellent wear, Lyons dyed. Thursday, special, per yard... .46

A Stampedede of Petticoats

Women's Petticoats, of fine silk taffeta, in plain black and shot effects, also messaline in black and white stripes; tailored and pleated flounces, underpieces of percaline. Regular \$3.95 and \$5.00. Thursday 2.95

Women's Dressing Sacques, of printed percale, two different styles; one with shirred waist, collarless; the other with attached belt of self and turned down collar; both trimmed with fancy self border; all sizes. Thursday59

Parasols

45 Rich Dresden Parasols, also stripe, in light and dark grounds, gilt frames and pretty handles. Regular \$3.50, \$4.00 and \$4.50 values. Thursday 2.37

20 only Parasols, cream silk, handsomely embroidered with silk braid; a few rich Dresdens with artistic handles; some are slightly counter-soiled. Regular \$6.00, \$6.50 and \$7.00 lines. Thursday 2.98

35 Pretty Summer Sun Shades, in light colors, in checks and Paisley designs, newest colorings. Regular to \$3.50. Thursday 1.89

Three Garments on Which Women May Save Money

(Third Floor)

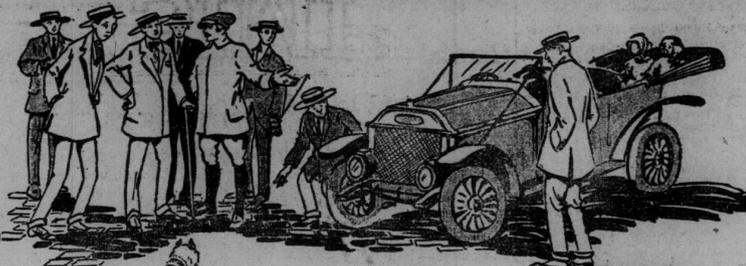
Just about now our department for Women's Outer Garments is offering cool economies that will meet with a warm reception. You must thank "stock-taking" for this saving of \$8.25 on a pretty Silk Coat, this chance of a Charming Summer Dress at \$4.00, and this great value apparent in this Skirt bargain:

Women's \$21.00 Silk Coats for \$12.75

Delightful styles of black moire silk, and tussore and Shangtung silks, in natural shade; square or shawl collars; some plain tailored collars and revers. Regularly sold at prices ranging from \$14.50 to \$21.00. Thursday 12.75

Dainty Summer Dresses for Women and Misses—Materials are fine mulls, Swiss embroidery and lace insertions; waist is tucked in front; some have lace insertion; others with embroidery and lace; flounce effect at bottom, with tucks or lace insertion. Thursday 4.00

Smart Wash Skirts, of imported rep, in sky and white, gored style, with graduated strappings on each side; 33 to 37 front lengths. Thursday 2.50



Men's News

What Will Make It Go?

A driver who omits to take stock of his car, how much oil and gasoline he has with him, and what a load he can carry, soon finds that his motor has ceased to be "a running concern."

Same way with a business; if we didn't take stock of this running concern every six months, we'd soon be not only stationary, but defunct. To keep our stock up to your expectations, we are now laying aside all broken lines and late deliveries for you to take at practically your own price.

From day to day you will find mentioned here the items that we've found most recently. But it's well worth your while to come and inspect the whole of this merchandise we've marked for quick disposal.

The Bulletin for Thursday's Selling

- Raincoats \$6.75 and \$16.00
- Summer Wash Vests \$1.49
- 50c Neckwear, for25
- Outing Shirts. Reg. to \$3.50, for .89
- Panamas. Reg. to \$10.00, for \$4.75

Here are further particulars:—

COATS

Men's Cravenette Raincoats, in dark Oxford grey cloth; cut in Chesterfield style; 50 inches long; trimmings, workmanship the best; sizes 36 to 44. Regular \$10.00. Thursday 6.75

MEN'S BURBERETTE CLOTH RAINCOATS, \$16.00.

English Burberette Raincoats, in fawn shade; cut in military collar style, slant pockets; seams all double sewn; can be worn as fall coat, as well as a waterproof. Thursday 16.00

VESTS

Men's Wash Vests, in assorted patterns of grey and white stripes; fancy weaves and diagonals; cut with five detachable buttons; best quality trimmings and four pockets. Regular \$1.75 to \$2.50. Thursday 1.49

TIES

50c and 75c Silk Neckwear for 25c—All broken assortments of our best selling lines in Men's Silk Neckwear, four-in-hands, Derbys, French seam, open and flowing ends, reversibles, batwing or paddle-end styles; light, medium and dark colorings; all new designs. Regular prices 50c and 75c. On sale Thursday, each 25

SHIRTS

1400 Outing Shirts for Men at a Greatly Reduced Price for Thursday—Some are samples from one of the best English manufacturers, in fine silk, silk and wool batiste, fine wool batiste, crepes, percales, cashmeres, etc.; also qualities from our own regular stock. Not all sizes in each range, but a good assortment in all, from 14 to 18. Some with collars attached; others bands only; single and double cuffs. Regular prices from \$1.00 to \$3.50. Thursday, each 89

NO MAIL OR PHONE ORDERS

HATS

75 only Men's Genuine South American Panama Hats—Extra fine, close, even weave; bleached or natural shade; fedora, telescope or tourist shapes. Regular up to \$10.00. Thursday 4.75

Fancy Silk Hat Bands—Fine qualities, in plain and fancy patterns. Regular 50c. Thursday 25

Men's and Boys' Linen Hats—In white or tan, soft stitched brims. Thursday, special 35

Aids to House Comfort at Prices That Make it Easy to Get

BRUSSELS RUGS AT \$9.98.

Brussels Rugs have come very much to the front these last few years. Your grandmother and your great-grandmother will swear by a "Brussels" Carpet, and tell you that she has had one for twenty years and it still looks well. The advent of "hardwood" floors has brought about the manufacture of rugs of every description, and "Brussels" Rugs are as well woven, are made in as good designs, and varied colorings, as Wilton or Axminster.

We will emphasize "Brussels" Rugs on Thursday in a very special way. Two sizes only at this price. Lots of other sizes in stock.

This special range includes rose, fawn, green and blue lattice and floral effects, and a few good chintz designs: 9x12. Regular price \$16.00. Thursday 11.98

9x10.6. Regular price \$14.00. Thursday 9.98

WINDOW AND PORTIERE CURTAINS.

During the season we make up many Curtains to be used as samples and for display purposes. Included in the variety of fabrics used are velours, monk's cloth, Egyptian cloth, stencilled linen, casement silks, etc. Single and pairs; some as good as new; the assortment includes short, medium and long lengths. Regular \$1.25 to \$21.75.

THURSDAY AT HALF PRICE

TENTS, THURSDAY, \$9.98.

You Can Buy a \$15.00 Tent Thursday for \$9.98—These tents are perfectly made, double sewn seams, and every strain point re-inforced; special 8-ounce duck; 10 feet wide, 12 feet long, 7 feet high, with 3-foot walls, with guy ropes. Worth \$15.00. Thursday 9.98

Poles and Pegs, extra 1.50

China for Thursday

400 Decorated Porcelain Jugs, quart size. Thursday... 15

100 pieces Bric-a-Brac and Fancy Chinaware, comprising amphora vases, teapots, casseroles, chocolate pots, pedestals, art jardinières. Regular to \$3.00. Thursday 98

Dinner Set, beautiful gold decoration, Ivorino ware, complete for six people. Thursday 2.49

Dinner Set, high-grade English porcelain ware, Crown Derby effect, complete service for twelve people. Thursday 12.50

4 only Limoges China Dinner Sets, 102 pieces, an artistic and decorative set. Regular \$75.00. Thursday 49.50

60 dozen Water Goblets, full crystal, dainty etched lace design. Regular \$4.00. Thursday, per dozen 2.00

Fruit Jars, pints, per dozen 55

70 pieces Brassware, slightly damaged, jardinières, fern pots, kettles, etc. To clear39

Wall Papers

Preparatory to stock-taking all odds and ends in the department will be cleared out regardless of original prices.

There are papers suitable for any room in the house. One lot of imported papers in a great variety of designs and color effects goes on sale Thursday, as follows: Regular \$1.00. Thursday... .49 Regular 50c. Thursday... .24 Regular 75c. Thursday... .37 Regular 35c. Thursday... .17 Another batch, Regularly 15c and 25c. On Thursday, 7c. .11 Short ends of Burlap, at per yard14 Odd Friezes at, per yard 1/2, 3

Examples of Ever Popular Simpson Footwear

BOYS' BOOTS AT HALF PRICE.

180 pairs Boys' Boots—Sizes 4 and 5 only, strong buff leather, lace and Blucher styles, heavy solid leather soles. Regular value \$1.60 and \$1.35. Thursday79

CHILDREN'S BOOTS.

300 pairs Children's Boots, strong dongola kid, button style, patent toe-caps, spring heel, sizes 4 to 7½. Regular 60c. Thursday 49

WOMEN'S "COUNTESS" BOOTS AT HALF PRICE.

120 pairs only Women's "Countess" Brand Boots and Oxfords, Blucher, button and lace styles, vici kid, patent coil and gunmetal leathers; all sizes in the lot 2½ to 7. Regular prices \$3.00 and \$4.00. Thursday 1.99

SIX EXTRA SPECIAL FOOTWEAR VALUES FOR THURSDAY.

- (1) Women's Duck Bathing Shoes, black or white. Thursday 29
- (2) Men's White Duck Goodyear Welt Boots and Oxfords. Thursday 1.99
- (3) Men's Box Kip Blucher Boots, with heavy soles 1.99
- (4) Men's Goodyear Welt Tan Calf Oxfords. Regular \$4.00. Thursday 2.49
- (5) Men's Patent Coil Welt Blucher Oxfords. Regular \$3.50. Thursday 2.49
- (6) Men's 10-inch Leg Tan Welt Prospector Boots. Regular \$4.49. Thursday 2.95

Phone orders filled as long as they last.

One Dollar's Worth for a Quarter

On Thursday we are preparing for stock-taking, and clearing up all incomplete lines. No phone or mail orders will be accepted, but a saving of 75c on a pair of gloves usually priced at \$1.00 will make it well worth your while to come down town.

Women's Gloves, Long and Short Silk and Lisle Gloves—long in tan, brown, cardinal, grey, black; short in white, tan, black, grey, mode; all sizes. Regular up to \$1.00. Thursday, per pair 25

Girls' 1-1 Ribbed Tan Cotton Hose, seamless, double spliced heel, toe and sole; the correct shades of tan; sizes 6 to 10. Special on Thursday 12½

Men's Fine Imported Lisle Thread Socks, broken lines from regular stock, in stripes, checks, spots. Regular 25c and 35c. On sale Thursday, per pair 19, 3 pairs .55

Summer Millinery for Children

(Second Floor)

How would you like to wear a winter hat all through the summer? Just notice the number of children whose parents apparently think it quite all right to bundle up the kiddies' heads in exactly the same style of bonnet during the hot weather as they did when the temperature was below zero.

On Thursday a newly-arrived consignment of Summer Bonnets and Hats from New York will be displayed in the Millinery Salon, in three sections. Prices are 50c, 75c and \$1.00, and are about half the money you would expect to give for similar millinery. Space forbids description, but you will not be disappointed.

The **SIMPSON** Company Limited

West side of 100 feet frontage H. H. W. 25 King

PROBS: ?

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Rumor That O to Opposit procity, Po ation a Y the People Meantime.

OTTAWA, Jul political situat turn, accordi the lobby to-n it is said, will position. The p know is that to formally pass understanding that effect for a year when the peopl the pact. Colo by a series of taken place. C prime minister ario supporters, reached the lea

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