

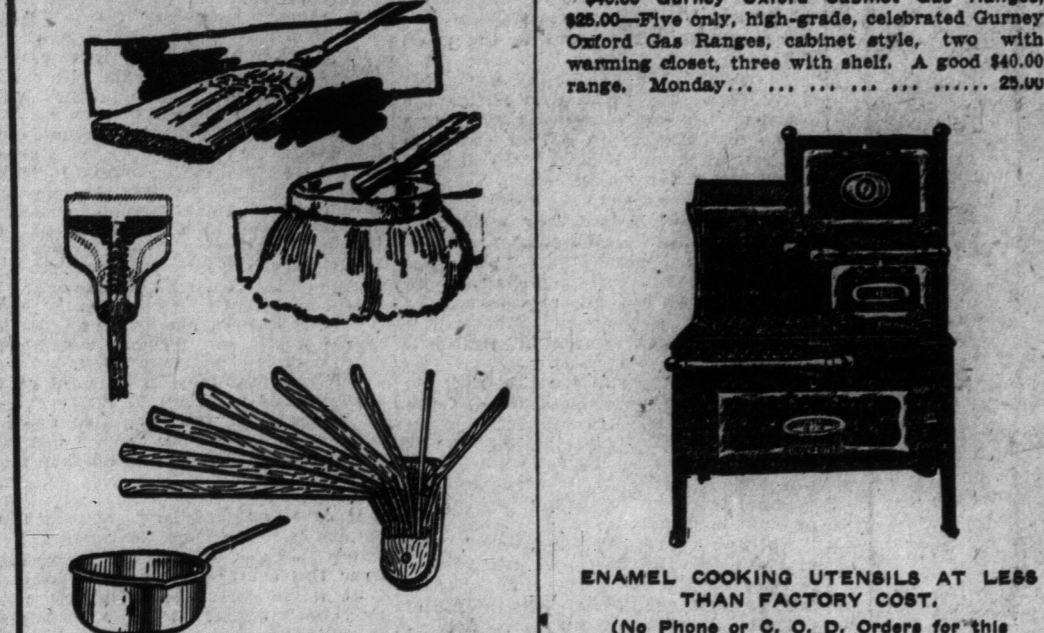
THE SIMPSON STORE

Today's Basement Sale

THESE FOR 25 CENTS.

Corn Brooms, four string, well made 25
 Polish Mops, for hardwood floors, linoleum, etc. 25
 Towel Racks, to attach to wall, with eight wooden arms, a good size rack 25
 Indoor Clothes Line Reels, winds upon reel, for 25
 Window Screens, size 48 x 60 25

No. 2 1/2 25
 No. 3 1/2 25
 No. 4 1/2 25
 Silverplate Silver Polish, bottle 25
 Nail Hammer, steel, well finished 25
 Mopsticks, complete with mop cloth 25
 Aluminum Ladders, Saucers, 1-quart size 25
 Spint Clothes Basket, medium size 25



A TON OF FLOOR WAX AT 35c LB. ROYAL FLOOR WAX.

Is strictly high-grade, made by the makers of "Old English" floor wax. Monday's price is less than present price and the price and the wax is equal to any 50c wax made. One-pound tins, Monday 35c; two-pound tins, Monday 65c.

Laundry Supplies

Imperial Clothes Wringers, enclosed coops, spiral springs, warranted grade, rubber rollers, a good \$4.50 wringer, Monday 2.95
 Galvanized Iron Wash Boilers, size 8 or 9, Regular \$1.25, Monday 75c
 Clothes Baskets, oblong shape, made of tough split wood, a very serviceable and strong basket, two sizes, Monday 75c and \$1.00
 Zinc-faced Wash Boards, "Special Globe" 27 Clothes Pins, six dozen in package 10
 Scaled Linen Clothes Hampers, square, with covers, Regular \$1.50, Monday 95c
 Curtain Stretcher, each, adjustable brass pins, Regular \$2.50, Monday 1.95
 Mrs. Potts' Gad Irons, nickel-plated finish, three irons, hand and handle, Monday, set 45c
 Yacht Mops, a very popular kind of floor mop with large cotton string head and long handle, Monday 45c
 Step Ladders, strong and well-made, with pall rest; 7 ft. size, 85c; 8 ft. size, 95c, Monday 75c
 Garbage Cans, galvanized iron, ball handle, slipcover, medium size, Regular \$1.25, Monday 95c
 Galvanized Iron Wash Tubs, four sizes, Monday, 75c, 95c, \$1.15 and \$1.25.

Today's Values in Glass and China

WHITE ENGLISH DINNER-WARE

Cups and Saucers, regular \$1.25 85c
 Dinner Plates, regular \$1.00 75c
 Breakfast Plates, regular \$1.10 85c
 Tea Plates, regular \$1.00 75c
 Bread and Butter Plates, regular \$1.00 75c
 Covered Vegetable Dishes, regular \$1.25 95c
 25c to 40c GLASS FRUIT BOWLS AT 15c.

NEW TABLE GLASSWARE

4 1/2-piece Colonial Glass Berry Set, Monday 95c
 12-piece Clear Glass Flower Vase, 14 to 15-inch, Monday 1.95
 8 to 10 A. CHINA SPECIALS

80 only, Limoges China Covered Vegetable Dishes, pretty floral and conventional decorations, some are gold trimmed. A manufacturer's sample. Regular prices \$2.00, \$2.50 to \$3.50 each, Monday, 1.25 and 1.50
 120 English Set, \$12.50—French border design, gold-trimmed handles and edges, English ware.
 Wedgwood Ware, \$10.00—French border design, gold-trimmed handles and edges, 97 pieces, \$10.00
COMPLETE 12-PIECE SET, \$7.50.
 Pretty green floral border, 97-piece dinner and tea set, Monday, \$7.50
"BRIDAL ROSE" CHINA.
 Regular 75c Sugar Bowl for 15c
 Regular 1.50 Chocolate Pot for 95c
 Regular 1.50 Covered Marmalade Jar for 95c
 Salad Bowls for, each 17c and 15c.

35c to 50c GIBSON TEAPOTS, 55c
 English Teapots, three to six cup sizes, Monday, \$1.25, \$1.50, \$2.00

CROWN FRUIT JARS

Plates, per dozen, 85c
 Quarts, per dozen, 95c
 Half Gallon, per dozen, 1.00
PERFECT SEAL.
 Plates, per dozen, 1.00
 Quarts, per dozen, 1.10
 Half Gallon, per dozen, 1.20
 Glass Tops for Crown Jars, each, 15c
 Metal Rings for Crown Jars, each, 15c

The "Charles" Limoges China, a new dainty Limoges French china, stock patterns, pretty pink rose-bud festoon border, half-gold handles, new 97-piece composition \$6.75

A visit to the Simpson Store today will be the best tonic for a "Mondayish" feeling. The excellence of our Monday values, the cheerful brightness of the store, the fact that you can shop here and actually save money, make Monday a popular day with our customers.

Nothing Like 'em for Outing and Camping Wear! Khaki Drill Outing Pants \$2.00

Cuff bottoms; belt loops and 5 pockets. Sizes 30 to 44, at 2.00

KHAKI BEDFORD RIDING BREECHES, \$3.00.

Strong khaki cotton Bedford cord; reinforced inside seams. Sizes 31 to 40 3.00

MEN'S TWEED TROUSERS, \$1.95.

Assortment of colors and patterns. Sizes 32 to 44 1.95

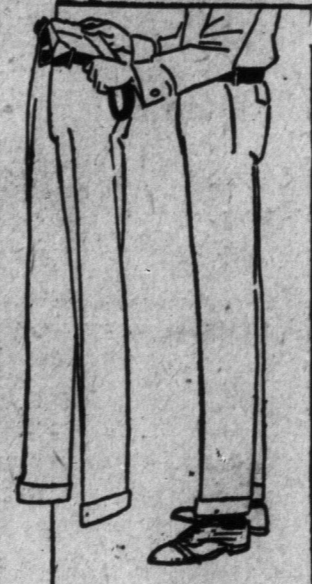
PALM BEACH MOTOR DUSTERS, \$10.50.

Gray Palm Beach cloth; cut double-breasted, with convertible collar. Sizes 36 to 44 10.50

NATURAL LINEN DUSTERS, \$9.00.

Double-breasted style. Sizes 36 to 44, at 9.00

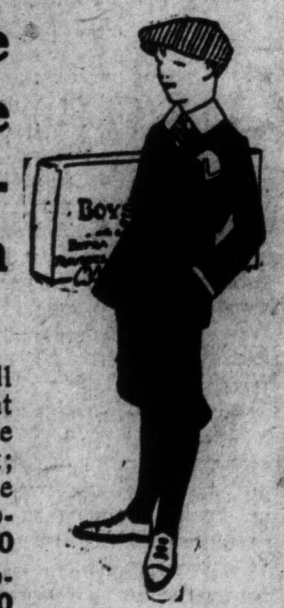
Black Lustre Coat, for office wear. Sizes 36 to 44 2.25



A Happy Boy is He Who Takes Home One of the Cool and Comfortable Palm Beach Suits

Single-breasted style, with pinch back; all around belt, and patch pocket front; light weight sea-breeze material; light gray, with small purple speck; bloomers full cut, with belt loops at waist; straps and buttons at knee. Best of all, they have an extra pair of bloomers. Sizes 25 to 33. Today 4.50

Also a better quality in sizes 25 to 33. Today 5.50



In Men's Wear Boys' School Suits at \$3.85

Sport Shirts, of duck, in white, tan and gray. Sizes 14 to 17, Monday75

Men's White Soisette Sport Shirts, fine corded cloths; short or long sleeves. Sizes 14 to 17 1.00

Men's Palm Beach Outing Shirts, collar attached; breast pockets. Sizes 14 to 16 1/2. Sell- ing Monday75

Men's Cotton Bathing Suits, one-piece, or with skirt; navy only. Sizes 34 to 44, Each 50

Men's Two-piece Bathing Suits, navy and white, navy and cardinal; drawstring at waist. Sizes 32 to 44. Each 75

Boys' School Suits at \$3.85

Broken lines, single-breasted yoke Norfolk styles; for ages 7 to 14 years; dark gray, with pin stripe; brown diagonal and heather mixtures; full cut bloomers; all sizes in the lot, 25 to 32. Monday 3.85

Officers' Trunks

Vulcanized fibre; all rounded edges; fibre bound, 8-ply veneer construction; cloth lining, with reinforced tray. Size 36 inches, Monday 10.75
 Size 40 inches, Monday 11.75
 Lettered free of charge.

Bargains in the Furniture Section

Extension Table, quarter-cut oak top, plain oak pedestal, fumed or golden finish, Colonial design. Size 45 inches x 6 feet 13.50

Set of Dinners to Match Above Table, solid oak, with quartered oak panel backs, fumed or golden finish, leather upholstered seats. One arm and five small chairs 13.25

Extension Table, in solid quarter-cut oak, fumed or golden finish, 48 in. top, 6 ft. extension, extra heavy divided pedestal, double locks 19.95

Dining Chair, in solid quarter-cut oak, to match above table, genuine leather slip seats, fumed or golden finish, five small and one arm chair in set 19.25

Divanette, "The Famous Kindel," solid oak frame, fumed finish; seat and back in brown art leather 24.95

Refrigerator, thoroughly kiln-dried hardwood cases, golden finish, lever locks and hinges, provision and ice chambers are lined with vulcanized steel, strong ice rack, cleanable flues, removable provision shelves, depth 17 in., width 26 in., height 39 in. 6.75

Library Tables, quarter-cut oak, fumed finish, two centre drawers and bookshelves at each end. Size of top 44 x 28 in. 14.95

A Display of Beautiful Oriental Rugs

A beautiful display including several large sizes in rich blues and rose colorings, suitable for the scheme of decoration now in vogue. Prices are considerably below today's value.

No. 2004—Kazoo, elegant design, in lovely soft shades of blue and gold, bedroom, library, den or dining-room, size 11 1/2 x 17. Price \$40.00

No. 1077—Meias, Chinese design, rose and green with characters in turquoise blue, gold and green, for living-room or library; size 11 1/2 x 17 \$42.00

No. 2128—Anatolian, unusual piece in very soft shades of blue and gold, bedroom rug; size 12 1/2 x 10 1/2 \$75.00

No. 2000—Seraphic, a magnificent rug, dark royal blue ground, bold all-over design in gold and rose in handsome border in deep rich rose, for library or dining-room; size 12 1/2 x 10 1/2 \$75.75

No. 2025—Shavanas, exquisite drawing-room rug in lovely soft shades of coral, rose, cream and blue, in most intricate design; size 12 1/2 x 8 1/2 \$35.00

No. 1063—Anatolian, rich Mahal design, dark blue field with cream and rose relief, handsome border of rose, cream, green and blue; size 11 1/2 x 17 \$60.00

No. 2127—Anatolian, lovely drawing-room rug, Tudor rose centre, with medallion in cream, green, rose and blue; very artistic corners and border; size 12 1/2 x 8 1/2, \$25.00

NEW SEAMLESS TAPESTRY RUGS.

Splendid range of patterns for dining-room, living-room, or bedroom, Oriental and floral designs.

7 1/2 x 9 1/2 11.25
 9 1/2 x 10 1/2 15.50
 10 1/2 x 12 1/2 17.25
 12 1/2 x 14 1/2 21.75

Stencilled Rugs, 9 1/2 x 12 1/2, \$1.95—Plain centres with plain lines and Oriental key border, in green, brown and red colorings; also all-over patterns and some with bold medallions.

Stencilled Mating Mats, 27 x 54 inches, \$2.50—Only one large floral design, with plain band border at ends in rose of blue; size 27 x 54 inches, Regular 30c, Monday 25c

New Linoleums, 60"—Scotch and domestic printed linoleums, splendid range of matting, tile and floral effects, two yards wide only. Monday, square yard 60

Interesting Items for the Well-dressed Woman

A DISPLAY OF SUMMER FROCKS FROM NEW YORK, \$7.95, \$10.00 AND \$12.50.

Some of the smartest styles shown this season, in stripes, combinations or flared designs. Materials volles, marquisettes, organdies and lawns; trimmed with lace, embroidered collar and vestee, or other touches that give an effective result 7.95, 10.00 and 12.50

WASH SUITS FOR WOMEN, \$7.50, \$10.00, \$12.50 AND \$14.50.

New semi-Norfolk, pleated or flared styles; smartly tailored skirt; plain or open front, with wide sweep at hem; plain or striped Palm Beach, silver-buff and Beach cloth. All sizes 7.50 to 14.50

WOMEN'S MOTOR AND TRAVELLING COATS.

Un tweeds, gabardines, coverts, wool checks, Palm Beach, rajah silk and linen; black and white, fawn, navy, gray, brown, Copen, and natural 12.50 to 30.00

Women's Smart Street or Dress Coats, in the latest styles, materials and shades, Monday 15.00

TUB SKIRTS FOR STOUT WOMEN, \$1.50 AND \$1.75.

In white, rep, plain flared styles with narrow belt yokes or inset pockets; bands 20 to 25 inches; front lengths 38 to 41 inches 1.50 and 1.75

A Full Range of Tub Skirts for Women, in rep, pique, gabardine, fancy cords, stripes, Palm Beach plain or stripes 2.00 to 11.50

MISSIE'S SUMMER SUITS, \$15.00, \$18.75, \$25.00, \$35.00.

In cream serge, silks and rajah silks, with all the newest ideas, and smart trimmings; Norfolk or belted and flare styles. Sizes 14 to 30 years.

MISSIE'S SUMMER DRESSES, \$5.00 TO \$22.50 AND MORE.

Volles in plain colors or stripes, floral and plaids, crepes and plain colors, linen crease in fashionable shades, also white embroidered volles; sport models, and unlimited variety of simple and dainty ones. Sizes 14 to 30 years.

MISSIE'S SKIRTS OF SILK AND CLOTH.

Favourite models, in plain and striped taffetas, gabardines, poplins and serges, \$5.00, \$6.75, \$7.50 and \$10.50.

NEW WASHABLE SKIRTS.

In cordelle, cotton corduroy and rep, \$1.25, \$1.50, \$2.00 and \$3.75.

\$1.95 and \$2.95 Lingerie Waists at 95c

A group of good waists in cool lingerie, many styles and designs, but only a few of each; English volles, crepes and organdies are included. All sizes 34 to 42 in the lot, Regular \$1.95 and \$2.95, Monday 95c

\$2.55 AND \$3.95 SILK AND CREPE WAISTS, \$1.95.

Samples and all small or broken lots from stock, black and a range of colors in the lot, Regular \$2.95 and \$3.95, Monday 1.95

Gloves and Hosiery

Women's Silk Hose, high silk leg, deep lisle thread top; black, white and colors 50

Women's Lisle Thread Hose, black or white, Monday, 50c and 25c.

Women's Black Cotton Hose, Sizes 8 1/2 to 10, Monday, 25c

Women's Pure Thread Silk Hose, black, white and a range of colors 1.00

Children's Summer Weight Cashmere Stockings, sizes 5 1/2 to 7 1/2, pair, \$1.00, 75c and 50c.

Women's Summer Gloves, silk, Canada-made, black and white, wrist length, \$1.00, 75c and 50c.

Long Gloves, black and white, opened at wrist. Sizes 5 1/2 to 8 1/2, 12, 16 and 20-button lengths. Pair, \$1.50, \$1.25, \$1.00, 75c, 50c.

Lisle Thread, wrist length, 3 dome fasteners. Sizes 5 1/2 to 8; white only. Pair 50

A Smart Set of Parasol and Hat

There's an interesting display in our Parasol Department, just inside of north Yonge St. doors.

Bright Sport Colors and Light Floral Designs are shown, matched in hat and parasol; every set different and charming when worn together.

BLACK AND WHITE PARASOLS, \$1.50, \$2.00, \$2.50.

A special showing of new designs in stripes, checks and combinations of plain centres with borders; taffeta silk covers and long black handles, Monday 45c

MARKET

Telephone Adelaide 6100

MEATS.

Stewing Beef, boned and lean, per lb 14
 Brisket Beef, per lb 14
 Mince Shoulder Beef, per lb 14
 Yearling Lamb Chops, per lb 25
 Choice Young Pork, per lb 25
 Family Sausage, per lb 25
 Best All Pork Sausage, our own make, per lb 25
 Maple Leaf Boneless Back Bacon, mild curing, whole or half, per lb 25
 Maple Leaf Pork Lard, 1-lb. prints, per lb 25
 Leaflet Shortening, 1-lb prints, per lb 25

GROCERIES.

4,000 tins Finest Canned Corn, 3 tins 21
 Monarch Flour, 5 lbs 21
 2,000 stone Fresh Goldenrod Cornmeal, per stone 21
 Choice California Prunes, 5 lbs 25
 Tilton's Oats, large package 25
 Upton's Marmalade, 4-lb. pail 25
 Choice Pink Salmon, tall tin 25
 Pure Cocoa, in bulk, per lb 25
 Finest Pot Barley, 5 lbs 25
 Fancy Japan Rice, 5 lbs 25
 Post Toasties, 3 packages 25
 Wax Candles, per doz 25
 Feta Naphtha Soap, per bar 25
 Cold Soap, 5 bars 25c, 21 bars 25
 Sunlight and Sunrise Soap, 8 bars 25
 Comfort and Taylor's Borax Soap, 6 bars 25
 Simpson's Big Bar Soap, per bar 25
 Ammonia Powder, 4 packages 25
 Pearline, large package 25
 Sapolio's Cleanser, 5 tins 25
 Old Dutch Cleanser, 3 tins 25
 Ivory or Silver Glass Sarsaparil, 6-lb. tin 25
 Lux, 3 packages 25
 1,000 lbs. Fine, Rich, Full Bodied Assam Tea of uniform quality and fine flavor, black or mixed, Monday, 2 1/2 lbs. 74

FRUIT AND VEGETABLES.

Finest Delaware Potatoes, peck 39
 Fresh Rhubarb, 3 bunches 5
 Green Peas, 2 bunches 5
 Radishes, 2 bunches 5

FLOWERS.

Finest Hardy Geranium Plants, assorted colors, per doz. 1.25 and 1.50
 Finest Cobaea Creeping Vines, 2 for 25
 Colosse Silver Leaf Geranium and Lobelia pots, per doz. 50

POULTRY FOOD.

One car Mixed Scratch Feed for chickens, in 50 or 100-lb. lots, per cwt. 2.25
 Bran or Shards, cwt 1.75
 Mica Grit or Oyster Shell, 10 lbs. 10

The SIMPSON COMPANY Limited