

Now for the Big Drive

The sweep of our third floor stock-taking clearance has now reached the suits and coats of the highest class—fashionable Pongee Silk garments, made in New York by some of the best-known firms. But we're going to drive right through them at a pace that will astonish you—suits and coats that you'd be asked twenty-five dollars for in New York will be sold here on Monday morning for \$10.75.

Special clearance sale of 75 Women's Summer Suits; the majority of these were manufactured by some of the best garment makers in New York; the materials are fine quality black pongee, and of linen, in black, blue, pink or white; made in a variety of smart up-to-date styles. Some of the coats are braided, others trimmed with lace; some have collars of black satin, and others of white pique. Skirts are pleated, and either braided to match coats or else quite plain. These suits were

sold regularly at prices ranging from \$17.50 to \$29.50. Special Monday \$10.75.

Sale of an assortment of Women's High Grade Summer Coats, of pongee, bengaline or moire silks, in black only, and of fine or wide wale cream serges. These are in either long or medium lengths, semi or close fitting backs, mannish collars and lapels; tailored on fine shaped lines. The regular prices of these garments were \$15.00, \$17.50 and \$25.00. To clear Monday \$10.75.

Everything "Summery" Must Go

Woe unto the garment that is in any way related to the summer time these days—bright underwear for women, bathing suits—even aprons that are always needed—they're all in the Third Floor's outpouring procession for Monday.

WOMEN'S SUMMER UNDERWEAR.

Women's Vests, fine Swiss and plain ribbed cotton, several dainty styles, low neck, short or no sleeves, crocheted edges, run with mercerized tapes; sizes 32 to 38 bust measure. Monday clearing at 15c each.

Women's Drawers, fine white ribbed cotton, umbrella style, deep lace frill, open or closed; sizes for women 32 to 40 bust measure. Monday clearing at 25c pair.

CLEARING PRINCESS BATHING SUITS.

Letting one of our more expensive styles of Women's Bathing Dresses go at the lowest price of the less expensive ones. Stock-taking is next week. That's why. Phone orders filled.

About 120 Women's Bathing Suits, new Princess style, blouse and skirt in one piece, with separate bloomers, made in fine navy lustre, trimmed with facings of white lustre; roll collar, short sleeves; sizes for misses 30 and 32 bust measure and for ladies 34 to 42 bust measure. Regularly sold at \$3.50 a suit. Monday, each, \$2.25.

STOCK-TAKING REDUCES THESE APRONS.

65c Maiden Aprons, Monday, each, 47c.—Fine white lawn, bib and bretelles of extra fine embroidery, deep hem, sashes; size of skirt 38 x 40 inches. 40c Women's Kitchen Aprons, Monday, each, 25c.—Fine blue check gingham, fancy border across bottom, extra large, size 38 x 52 inches. 55c Women's Aprons, Monday 43c.—Extra fine white lawn, no bib, skirt trimmed with flounce and row of fine embroidery insertion, three clusters of tucks, sashes, size 38 x 40 inches.

The Last Monday in the Linen Sale

The last "housekeeper's day" in the most successful July Sale this department has ever held will be noteworthy for the half-dozen or so good price reasons given below. For instance, if we had to buy this longcloth to-day we could not sell it under 12 cents.

Second Floor, Yonge Street.

1,600 YARDS BLEACHED ENGLISH LONGCLOTH 7½c YARD. One of the best household and night gown cottons, made in Manchester, perfectly pure, round thread, needle finish, yard wide; this longcloth could not be replaced to-day for less than 11c to 12½c yard. Monday 7½c.

300 PAIRS BLEACHED HUCK TOWELS 3 PAIRS FOR \$1.00. Every thread pure linen, some fringed, but mostly hemmed ends, beautiful, soft, fine, perfect absorbent towels for the bedroom, 19 x 36, 20 x 38 and 20 x 40 inches. Your choice Monday 3 pairs for \$1.00.

600 JAPANESE DOYLIES AT 2 FOR 25c.

Dainty, durable, very pretty, hand drawn and worked designs, spoke hem-stitched all around, 9 x 9 inches, done on fine Irish linen; can't have too many of such doylies around the home, and note the price. Regular 18c each. On sale upstairs in Linen Department, Monday, 2 for 25c.

THESE BEAUTIFUL SATIN DAMASK TABLE CLOTHS \$2.00 EACH. Always the biggest value in town for the money at Our Linen Counters, but Monday we excel even ourselves, and sell you such a cloth for \$2.00 as will not be seen again for anything like the money; fine weave, rich satin damask Irish meadow bleach and manufacture, 2 x 2½ yards; very handsome bordered designs. Each, Monday \$2.00.

BEAUTIFUL SUMMER OR FALL BLANKETS FOR \$2.28 PAIR. 60 x 90 inches, fine unshrinkable White Wool Blankets, dainty pink or blue borders, thoroughly clean, and a durable, soft, downy napping. Only 45 pairs. Per pair, Monday \$2.28.

HEMMED GLASS TOWELS 3 FOR 25c. Red checks, 23 x 32 inches, one of the best drying, greatest wearing Irish towel made. Only 20 dozen. Monday 3 for 25c.

42-INCH HEAVY CIRCULAR PILLOW COTTON 15c YARD. 600 Yards heavy circular pillow cotton, strong thread, linen finish, one of the most satisfactory pillow cottons you can buy. Per yard, Monday 15c. (Phone direct to Linen Department.)

Best Sale Yet of Ostrich Feathers

Our present Summer Sale of Ostrich Feathers is proving to be the most successful we have ever run. Values like these we are offering on Monday show plainly the reason.

20½-inch Plumes, black or white, extra good fibre, worth regularly \$6.00 each, Monday \$3.85.

18-inch Plumes, black or white, extra good fibre, worth regularly \$4.50 each, Monday \$2.85.

6 Tips in bunch, black only, regularly \$1.25, Monday 85c.

Fashionable Suitings

English and French Suitings, in self colors, hairline stripes, and some very smart combinations in two-tone effects, and mannish stripes, also new wide wale worsted suitings in a lovely range of new colorings, nice clean cut twill, thoroughly sponged and unshrinkable, 44 in. to 52 inch. Monday \$1.00 yard.

BLACK SUITINGS.

We are particularly strong in our Black Dress Suitings, wide wale, diagonal suitings, French worsteds, broad-trim cloths, etc. Ideal suitings for coats and suits, tailors well and retains shape, all pure wool qualities, and full rich blacks, thoroughly sponged, 50 and 52 inch. Monday \$1.00 yard.

These Waists, Slightly Soiled, Half Price

This is a collection of beautiful waists that have become mused during the summer season on our counters. You'll find here the most popular styles of the season, and the price of one trip to the laundry is all that stands between you and a clear gain of 50% on each waist.

About 150 Waists, broken sizes from this season's best styles and qualities of fine embroidered lawns, pure linen, vesting and repp waists, made in pretty lingerie effects, or smart tailored shirt waists. These waists are slightly counter mused from handling. All sizes 32 to 44. Regular \$1.50, \$2.00, \$2.50, \$3.00 and \$4.00. To clear Monday at exactly half-price.

Advance Shipment of Rich Black Silks

For coats, dresses, suits, skirts and waists.

We have just received an advance shipment of Black Silks. Owing to the strong demand for black silks, and their present scarcity, this new shipment is particularly welcome. There are splendid qualities of C. J. Bonnet's peau de sole, 66c and 88c yard.

French and Italian Taffeta, 36 inches wide, \$1.00 yard.

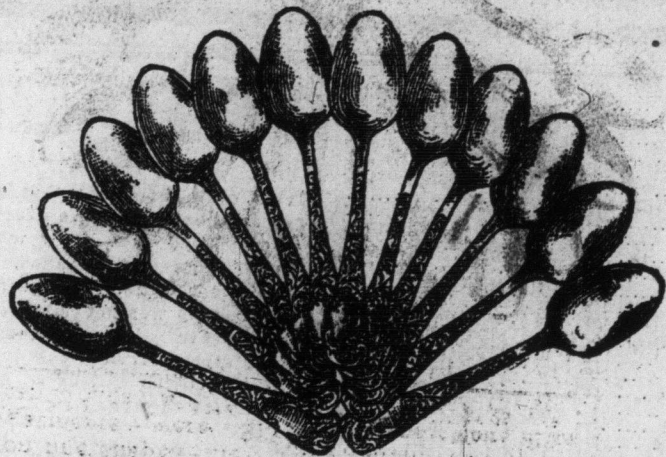
Splendid Black Cord Silks, for coats, etc., 22 and 36 inches wide, per yard, \$1.50 and \$1.75.

"C. J. Bonnet's" French Taffeta, 36 inches wide, \$1.19 per yard.

Duchesse Paillette, 36 inches wide, per yard, 97c.

Rich Duchesse Satin, 36 and 48 in. wide, \$1.50 and \$1.75 per yard.

French Moire Silks, 20 inches wide, \$1.00 and \$1.25 per yard.



How Many of these 5000 Spoons

will your household get on Monday morning? The last time we held such a spoon sale, seven thousand spoons were sold in one day. Here is another unique opportunity—spoons of all kinds and sizes. Spoons that every household needs. Here's a partial list of prices:—

5,000 SPOON SALE.

Silver Plated Tea Spoons, fancy pattern handle. Monday 8c each.

Rogers' Silver Plated Tea Spoons, fancy pattern handles, neat floral design. Monday 12c each.

Wm. A. Rogers' Silver Plated Tea Spoons, neat scroll design, Horse Shoe trade mark. Monday 15c each.

Sterling Silver Coffee Spoons, Louis pattern handles, gold bowls. Monday 25c each.

Sterling Silver Tea Spoons, Louis pattern handle. Monday 49c each.

Rogers' Dessert Spoons and Dessert Forks, fancy scroll pattern handle. Monday, each 25c.

Rogers' Table Spoons and Medium Forks, neat scroll design. Monday, each 30c.

These Prices will make the Summer Shoes March

There's good reason these days to give your feet the freedom of cooler, lighter shoes. Here's Summer foot-comfort at astonishing prices—and tennis shoes! Never have such good outing shoes been offered in large quantities at the prices quoted here.

SUMMER FOOTWEAR

BATHING SHOES.

180 pairs Women's and Boys' Bathing Shoes, a new lot just received, white canvas, with canvas covered rubber soles. Sizes 3, 4, 5, 6 and 7. Special purchase price Monday 25c.

MEN'S PATENT OXFORDS.

60 pairs only Men's Oxfords, selected patent cut, dull calf Blucher top, creased vamps, Goodyear welt soles. All sizes 5 to 11. Regular price \$4.00. Monday stock-taking clearing price \$2.49.

BOYS' BOOTS.

For Outdoor Rough and Tumble. 120 pairs Boys' Boots, extra strong, long wearing, box kip leather, Blucher, heavy sole, solid leather. All sizes 1 to 5. Regular \$1.69. Monday \$1.39.

WOMEN'S OXFORDS.

180 pairs Women's White Canvas Oxfords and Ankle Strap Pumps, canvas covered heels. All sizes 2½ to 7. Regular price \$1.49. Monday 99c. (Telephone orders filled.)

TENNIS SHOES.

700 pairs Tennis Shoes, the best brand made, all sizes:

	Boys' or Youth's	Women's or Girls'	Children's
White or black duck Oxford, black rubber sole	.69	.59	.29
Navy blue duck Oxford, black rubber sole	.69	.59	.29
White duck Oxford, black rubber sole	.79	.69	.49
White duck Oxford, white rubber sole	.85	.75	.49
White or black duck boot, black rubber sole	.85	.89	.79
White or black duck boot, white rubber sole	.124	.114	.69

(Telephone orders filled.)

The SIMPSON Company Limited

Store Opens at 8 a.m. Store Closes To-day at 1 p.m. Probabilities—Moderate winds; fair and warm.



The Question of Youth

What is real clothing economy for a young man? Our Clothing Department tries to answer this question. By offering young men only the reliable kind of clothes—not as flashy and extreme as they'll see elsewhere, but thoroughly good. So that any reductions we make indicate no falling off in quality, but means, at this season, that the stock-taking pressure is being applied to goods of the very highest quality. Below you'll find youths' suits quoted at about half their value, and some of our very best shirts priced at even a smaller fraction of their regular price.

70 only English Tweed and Fancy Worsted Suits, in medium and dark grey and brown grounds, with neat self and fancy colored thread stripes; single or double breasted styles; also a few black clay twill worsteds, in single breasted style; splendidly tailored in every way. Sizes 33, 34 and 35. Regular prices as high as \$15.00. To clear Monday at \$7.45.

We have too many expensive Neglige Shirts to take into stock; hence this "extra special" price for Monday. Men's best quality Neglige Shirts, in fine percales and cambrics; the newest American, Austrian, English and Canadian makes; novelty stripes and figures; cuffs attached; coat and ordinary fronts, pleated and plain; all colors. Sizes and half sizes 14 to 18. Regular prices \$1.25 to \$2.50. Monday 99c each. (See Yonge Street Window.)

The Little Tramp

At this stage of the summer, most boys' clothes have just about reached their limit—he's ready to be "done over" from head to foot. Why not take an hour Monday morning, and get him fixed up—there never was a better chance than right now in the midst of this stock-taking clearance.

BOYS' FANCY SUITS.

Regular Prices \$5.00 to \$7.00, Monday to Clear \$3.49.

Boys' Russian and Sailor Blouse Suits, made from royal blue serges and worsteds, also light and dark grey fancy worsteds and tweeds, finished with sailor collar and detachable shield; pants elastic, bloomer style. Sizes 2½ to 7 years. Monday to clear \$3.49.

BOYS' SHIRT WAISTS.

Regular Prices 65c and 75c, Monday 49c.

Boys' Shirt Waists, made from prints, percales and Madras cloths, in a large assortment of light grounds, with fancy colored stripes and checks, thoroughly fast colors. Sizes 4 to 14 years. Monday 49c.

Boys' Outing and Canoeing Jerseys, in plain navy, navy with red trim, navy with white trim, white with red trim, white with navy trim, and all white; in all sizes for boys. The regular prices of these are 25c, 35c and 50c, but not all colors and sizes in each. All one price Monday, 22c each.

Boys' One-piece Bathing Suits, in navy's self, buttoned on shoulder, fast colors, and will shed the water easily. Special Monday 22c per suit.

Boys' Summer Weight Pyjamas, made from fine American cambrics, light stripes, spots and figures. Regular price \$1.00. Monday 44c per suit.

1,000 garments of Boys' Balbriggan Underwear, long and short sleeves, ankle and knee length drawers; broken lines from our regular stock; not all sizes in each quality, but a good range for all ages in the lot. Regular prices 25c, 35c and 50c. All one price Monday 19c each.

Children's Straw Hats, Jack Tar and turban style, plain or colored silk bands, named "plain bound on edge. Regular 50c and 75c. Monday 39c.

Children's Wash Tams, white duck, plume and tan linen, also cream serge. Worth 35c and 50c. Monday 29c.

Children's Linen Sailor Hats, in tan, white, navy and cardinal; round or square crown. Regular up to \$1.00. Monday 49c.



25c Children's Socks, 15c

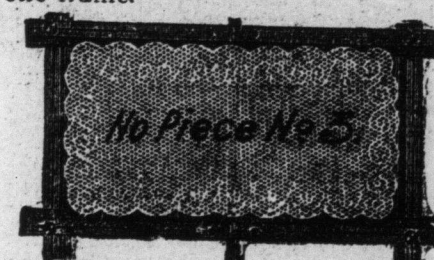
Children's Socks for summer wear, fine hile thread, fancy colored tops, all new goods, all sizes 4 to 8. Regular 25c. On sale Monday, pair, 15c.

Hosiery Comfort for Women

Women's Seamless Cotton Hose, black, tan, double spliced heel, toe and sole; sizes 8½ to 10. Regular 20c. Monday, pair, 12½c.

300 Curtain Stretchers at Exactly Half Price

Stretchers are indispensable when lace curtains are washed, because they allow a safe, uniform drying, and several pairs may be stretched on the one frame.



These are made of the very best materials, the lumber being kiln-dried, carefully selected, and perfectly dressed. The pins are brass, nickel-plated, and cannot rust-stain the curtains. The metal fixtures are unbreakable and easily adjusted to suit any size curtain, or for the stretcher in a very small compass. Regular \$1.50. Monday, each, 75c.

Monday's Groceries

Fels Naptha Soap, bar, 5c.

Sunlight Soap, 6 bars 25c.

Comfort and Eclipse Soap, per bar.

Surprise Soap, 6 bars 25c.

Heather Brand Soap, 8 bars 25c.

Simpson's Big Bar Laundry Soap, per bar, 10c.

Taylor's Borax Soap, 6 bars 25c.

Pearline, 1-lb. package, 11c.

Old Dutch Cleanser, regular 10c. 3 for 25c.

Kitchen Sapolio, per cake, 8c.

Powdered Ammonia, large package, 9c; 3 packages, 25c.

Naptha Powder, 1-lb. package, 5c.

Canada White Laundry Starch, 1-lb. package, 7c.

Parian Blue, 2 packages, 7c.

Moody's Lye, per tin, 7c.

Gold Dust Washing Powder, large package, 23c.

Kleenzee, 3 packages, 25c.

Bon Ami Soap, per cake, 12c.

Lux Washing Powder, per package, 10c.

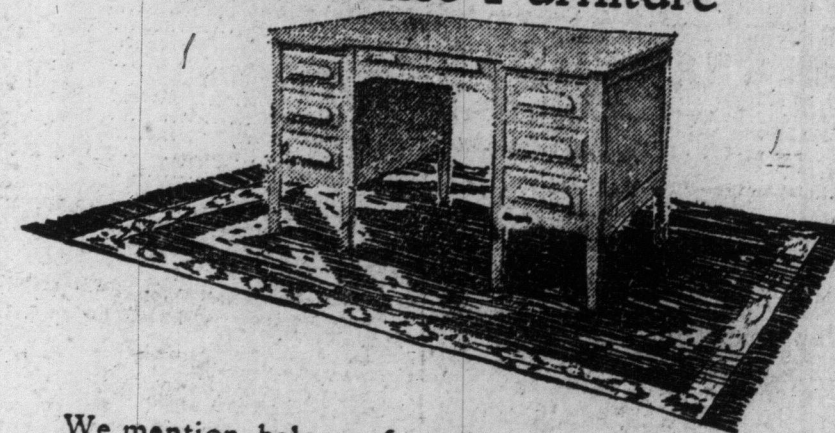
Taylor's Soap Powder, 2 packages, 9c.

Telephone direct to department.

5 LBS. PURE CEYLON TEA, \$1.00.

Monday half ton, black or mixed, 5 lbs. for \$1.00.

Good Office Furniture



We mention below a few pieces of office furniture on which there will be special price tickets for Monday. If you have any office furnishing to do take this opportunity of looking through our Fifth Floor. You will see the newest, cleanest stock of furniture to be found in Canada to-day.

Sanitary Roll Top Desk, in solid oak, golden wax finish, fitted with good drawer accommodation, for office requirements. Size 52 inches long. Our regular price \$30.50. Monday selling \$24.90.

Flat Top Office Desk, in solid oak, early English finish, double pedestal, large drawer space, with extension slides. Length 50 inches, width 30 inches. Our regular price \$29.00. Monday selling \$24.50.

Sanitary Typewriting Office Desk, in solid quarter-cut oak, golden wax finish, fitted with three large drawers and extension slide. Our regular price \$27.00. Monday selling \$23.75.

Revolving Office Chair, made of solid quarter-cut oak, golden finish, highly polished, large panel back, with saddle seat. Regular price \$14.50. Monday selling \$9.50.