

L. SIMPSON

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

H. H. Fudger, President

J. Wood, Manager

Phone Number Main 7841.
We have 50 lines to Central.

L. SIMPSON

Stocktaking Clearance of Fine Corsets

Balance of lines of some of our finest corsets have to go before our Semi-Annual Inventory, which is fast approaching. Tuesday is the day. No phone or mail orders for them.

About 400 Pairs Elegant Corsets, some of the season's models of "C. B. a la Spirite," Royale, Jewel and D. and A. makes. Models for slender, medium or stout figures, beautiful material and styles; low, medium or high bust, 4 or 6 garters; sizes in the lot 18 to 30 inches. Regular prices \$2.50 to \$4.50 a pair. Tuesday all to go at a pair **1.50**

WOMEN'S SUMMER COMBINATIONS FOR 25c.

An extra low price for this popular underwear. A price that certainly does not represent even the factory cost. Every garment is first quality, and the quantity will soon disappear. Phone or mail orders taken up to noon.

600 only, made of white ribbed cotton, low neck, no sleeves, umbrella drawers with lace trimming, heading and draw tapes in neck and arms. Sizes 32 to 38 bust. Tuesday, while they last, a suit **.25**

Summer Dresses

For Women, Small-sized Women and Misses.

You can save money, and make sure of summer comfort.

These dresses have exceptionally clever styles, and were made by one of New York's best wash dress houses. The materials are ginghams, prints and percales; waists are trimmed in contrasting colors; some have collars and revers of embroidered linen; low necks and three-quarter sleeves. Colorings to suit all tastes. Prices from \$2.00 to \$5.00.

Other opportunities in the salons of women's apparel include:

WHITE SERGE SUITS.

About thirty suits of fine imported English serges; some of the coats are trimmed with braid on collars and cuffs; some are plain tailored, while others have novelty trimmings; skirts gored and pleated. Range of prices from \$16.50 to \$45.00.

SILK COATS \$8.95.

Made from peau de soies, in black, also Shantung, in navy and natural shades; some slightly soiled; cut in a variety of styles suitable for young or elderly women. Regularly \$15.00. Tuesday **8.95**

ATTRACTIVE VALUES IN THESE WOMEN'S AND MISSES' SKIRTS.

Smartly tailored, made of fine all-wool English Panama and serge; colors of black and navy; cut with high waist lines; some have plain panel front, trimmed with buttons; others have tabs of self, cut with pointed end on side of skirt, and finished off with buttons; all waist band sizes. Price **3.95**

Big Savings in Mid-Summer Millinery

We have in one group 63 beautiful trimmed hats; shapes are fine Milans, tagels and hairs; white, black and tuscany; the combinations of trimmings are rich satin ribbons, laces and flowers. The regular marked prices of these hats are \$5.00 and \$6.50. Tuesday sale **2.85**

These are also hats for dress occasions.

Women's Real Silk Hose

Of gauze weight, fashioned, close, firm finish, double-garter welt, and double heel and toe; 8 1/2 to 10; in black, tan and white. Special value Tuesday, per pair **.59**

Men's Fancy Cotton Sox, extra fine finish, in a great assortment of colors, with fancy checks, including plain black; 9 1/2 to 11, 15c regularly. Tuesday 12 1/2c pair, 5 pairs 55c.

Women's "Llama" Plain Black Cashmere Hose, of soft spun English yarn, medium weight, seamless finish, double heel and toe; 8 1/2 to 10. Special value Tuesday, per pair **.29**

Women's Wrist Length Pure Silk Gloves, with 2-dome fasteners double tipped fingers, in a large variety of shades; 5 1/2 to 7 1/2. 50c value. Tuesday, pair **.25**

A Clearance of Counter Mussed Lingerie and Tailored Waists

Three hundred beautiful Wash Waists, slightly broken in sizes, but including a good choice; some trimmed lace and embroidery; others in severe man-tailored effects. Selling ordinarily from \$1.25 to \$1.95. Tuesday's price **.79**

The French Models

A small group of very dainty Lingerie Gowns, each one different and distinctive in style, only put out at one price in order to prepare for the early autumn trade. To women desiring a really chic and becoming gown, this is a great opportunity, as ordinary selling prices range from \$25.00 to \$39.00. Tuesday's price **15.00**

The Simpson Store

Offers an unusual array of excellent values as the semi-annual stock taking makes it absolutely necessary to clear all the broken lines and special stocks at once. Tuesday is an excellent day for seeing the new week's display, and the values will never be better.

This in the Lunch Room

Tuesday afternoon, 3 to 5.30.

Omelet, with thin bread and butter and a pot of tea

10c.



Summery Items of Male Attire

MEN'S MOTOR DUSTERS.

Men who use motor dusters on the road or for shop or warehouse purposes can secure any kind here at prices ranging from \$1.25 to \$9.00.

For Tuesday we put on sale Men's Good Green Duck Dusters that button to the chin; will wear well. Price **2.00**

Fine quality Drill Duster, in tan shade, well tailored. Price **4.00**

SPECIAL MEN'S BLUE SUITS.

Made from a fine quality, good wearing English clay worsted, in navy blue, single-breasted coat, single-breasted vest, and fashionable trousers; good mohair linings; best tailoring. Price **12.00**

HOT WEATHER COATS.

A light colored tan shade Coat, for summer wear, in a Satara cord; give good wear; single-breasted. Price **2.75**

Blue Serge Coats, for hot weather, are made from English blue serge, that will wear well, and give a good appearance. Price **4.50**

Stout Boy's Suit, of fine imported tweed; a rich dark brown stripe; cut on the popular double-breasted style, with smart, shapely lapels and centre vent; full American bloomers pants, with belt loop and strap bottoms. This suit is cut to fit the large size boy from 12 to 16 years. Price **8.00**

Boys' Shirtwaists, of black, light and dark blue and tan materials; made with soft attached collar and patch pockets; seams are double stitched; draw string at bottom; sizes 6 to 12 years. Price **.50**

1,800 Yards Black Silk Striped Voiles

These dainty fabrics are very popular for summer wear. A number of pretty silk and satin stripe effects that make the coolest dresses and waists imaginable. Selling Tuesday, 42-inch **.48**

ALL-WOOL BLACK VOILES.

We have a large, well-selected stock of above voiles, medium mesh, nice, crisp touch and clean, even weave, Simpson standard quality dye and finish. Selling Tuesday, 42 inches wide **.48**

Careful Tests

Accurate fittings, the best of prices and most satisfactory results at Simpson's Optical Department, 2nd floor, Yonge st. side.

6-Inch Taffeta Ribbon 14c

Have the recent showers mused up your hat? If so, a few yards of ribbon will renew it, and make it last out the season. You can get your ribbon to-morrow. A six-inch taffeta ribbon that is firm, and which makes excellent hat bows, 22 different colors for your selection. Note the width. Tuesday, per yard at **.14**

Stock-Taking Prices for Black Silks

600 yards Black Duchesse Paillette, Black Satin de Chine and Satin Messaline, three beautiful weaves of firm qualities; will give excellent wear. A big reduction on this silk to clear. 36 in. wide. Tuesday special, per yard **.98**

500 yards only Black Satin Messaline. This satin is a very fine make, with a soft, subdued finish; made specially for us, and stamped on this silk to clear. Simpson's recommended quality. 40 in. wide. Tuesday special, per yard **1.33**

200 yards Novelty Stripe English Peau de Soie Dress Silks, with varied width stripes; included are black with white stripe, navy with white stripe, white with black stripe, and other combinations of colors; also a big range of plain colors, including ivory and black. Regularly 50c. Tuesday special, per yard **.37**

Reduced Summer Prices on Carpets, Mattings and Rugs

A few rolls of serviceable Union Carpet, 36 inches wide, in good colors and designs, reduced to, per yard **.33**

Clearing Five Hundred Yards of Very Good English Tapestry Carpets at this exceptionally low price, all new 1912 designs. Tuesday, yard **.49**

Substantial reductions in odd Tapestry Squares, unusually good values—

9.0 x 10.6, seamless, reduced to **10.75**

9.0 x 12.0, seamless, reduced to **12.50**

10.6 x 12.0, seamless, reduced to **13.75**

Two sizes only—

9.0 x 10.6, seamless, reduced to **7.95**

The Robert **SIMPSON** Company Limited

Summer Footwear at Hurry-Out Prices.

TENNIS SHOES.

Blue or White Duck Tennis or Outing Shoes, Blucher style, rubber soles and heels. The right styles for the whole family. They are both cool and inexpensive. Tuesday. Men's sizes, 6 to 11, 65c. Women's and boys' sizes, 1 to 5, 55c. Misses' and youths', sizes 11 to 13, 45c.

BAREFOOT SANDALS.

1,000 pairs in tan leather, solid leather soles, two straps and buckles, cool and comfortable. Tuesday. Women's sizes, 3 to 7, 99c. Misses', sizes 11 to 2, 79c. Children's, sizes 8 to 10, 69c. Children's, sizes 5 to 7, 59c. Infants', one strap only, sizes 3 to 5, 49c.

MEN'S WHITE CANVAS OXFORDS, \$1.00.

500 pairs Men's White Canvas Oxfords, Blucher style, leather soles and heels, just the thing for the hot weather. Sizes 6 to 11. Regular price \$1.50. Tuesday **1.00**

WOMEN'S OXFORDS AND PUMPS, \$1.99.

900 pairs Women's Button and Blucher Style Oxfords and Colonials, ankle strap and fancy pumps, in patent pony, gunmetal, tan Russia calf, vicid, black satin, black velvet and cravenette. Every pair is up to the minute in style and finish. Sizes 2 to 7 1/2. Regular prices \$2.50, \$3.00, \$3.50 and \$4.00. Tuesday 8 o'clock **1.99**

Men's \$1.00 Duck Shirts 69c

700 Men's White or Light Tan Duck Shirts, very strong and most serviceable shirts for sports or outing purposes; extra large in the body, and extra very long; made with a reversible collar; all sizes 14 to 18. Regularly \$1.00. Tuesday **.69**

1,000 Men's Pure White Cellular Shirts, the coolest for the warmest weather, with attached collar and pocket. Large and roomy body; all sizes 14 to 18. Regularly 75c and \$1.00. Tuesday **.59**

500 Men's Neglige Shirts, balance of a manufacturer's overmakes, and several samples; all good designs and a large assortment of colors; light, medium or heavy weight materials, starched cuffs and neck band; large shirt, made coat style; all sizes 14 to 18. Regularly \$1.00, \$1.25 and \$1.50. To clear Tuesday **.69**

Straw Hats

In negligee and boater styles, made of fine white Canton brims, with black silk bands. Tuesday special **.49**

Panama Hats, in semi-tele-scope or depressed crown shapes; very fine qualities and best finish. Tuesday **4.00**

Men's Golf Shape Caps, in fine imported English and Scotch tweeds, well lined and finished. On sale Tuesday **.25**

\$2.50 'Halcyon' Messaline Petticoats \$1.98

Women's Petticoats, of "Halcyon" messaline, in black only; deep knife pleated flounce; are finished with two narrow joined frills. Sizes 36 to 42. Regularly \$2.50. Tuesday **1.98**

\$1.50 HOUSE DRESSES 95c.

Women's House Dresses of fine American percales; a manufacturer's clearing line; all new designs, high collars on Dutch necks, three-quarter sleeves, fitted skirts; some high waist lines; navy, cadet, grey, stripes and checks; sizes 34 to 44. Regularly \$1.50. Tuesday **.95**

Parasols \$1.85

A stock-taking clearance of odds and ends of Women's Silk Parasols, a specially good range of patterns, stripes, checks and plain colors, including white embroidered; good serviceable frames, with a good assortment of handles. Some are counter soiled. Have sold from \$3.00 to \$4.50. On sale at 8 o'clock Tuesday **1.85**

CHINAWARE

Decorated Toilet Jugs and Basins. While they last Tuesday **.39**

Strong Porcelain Baking Dishes, in useful sizes. Tuesday special **.15**

Fancy China, in Austrian ware, comprising salad bowls, celery trays, chocolate pots, sugar and cream sets, etc. Tuesday special **.39**

Brass Candlesticks, best English make, pillar design. Tuesday special, pair **1.00**

Limoges China Dinner Set, in artistic rosette design, design, coin gold finish, sets for 12 people. Was \$38.25. Tuesday **25.00**

12 only Pots and Pedestals, in famous Ravissant art ware. Regularly \$9.95. Tuesday on sale at **5.00**

The Linens & Staples

July Sale Prices

IRISH CROSS-BAR BLOUSINGS, 25c YARD. 36-inch grass bleached Irish Cross-bar Blousings, linen and cotton mixed, beautiful sheer cloth, at White Linen Counter. Regularly 35c and 50c yard. July Sale price, Tuesday **.25**

ENGLISH CROCHET QUILTS \$1.98 EACH.

Full bleached, and beautiful fine quality, of pretty designs, ready hemmed; for full double beds; 100 only. July Sale price, each, Tuesday **1.98**

STOUT BLEACHED ENGLISH SHEETINGS, 25c YARD.

70-inch or double bed width, fine, plain English sheeting, made from best wearing long staple cotton; only 600 yards. July Sale price, per yard, Tuesday **.25**

SATIN DAMASK TABLE NAPKINS \$1.88 DOZEN.

22 x 22 inches, all pure linen, grass bleached, very pretty bordered designs, exceptionally good wearing napkins. July Sale price, Tuesday, dozen **1.88**

The Grocery List

One car Standard Granulated Sugar, 18 lbs. **1.00**
Ogilvie's Royal Household Flour, 1/2 bag, in cotton **.85**
Choice Plennie Hams, 6 to 8 lbs. each, per lb. **.14**
Finest Creamery Butter, per lb. **.29**
Post Toasties, 3 packages **.25**
Finest New Cheese, per lb. **.18**
Canned Haddie, Brunswick Brand, per tin **.11**
Shirriff's Marmalade, 2-lb. jar **.28**
Choice Lentils, 5 lbs. **.15**
Fancy Japan Rice, 5 lbs. **.25**
Goodwillie's Canned Plums, per jar **.20**
St. Charles Milk, per tin **.9**
Finest Cooked Ham, per lb. **.30**
Pure Gold Quick Tapioca, Chocolate and Custard Powder, 3 packages **.25**
Parrowax, for sealing fruit, 1-lb. package **.10**