This in Lunch Room

Wednesday Afternoo

Simpson's Special

with Lady Fingers

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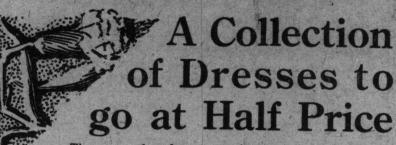
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A Mid-Week List of Big Values at Simpson's



These sample dresses, suitable for women and misses, are made of silks, lingerie, and allover embroidery. Some have high collars, others Dutch necks, all are alternately trimmed with pretty insertion and colored pipings, long and short sleeves. Some have the raised waistlines. Were \$14.00, \$17.50, \$18.00, \$19.00, \$22.50 \$7.25 to \$11.25

CHILDREN'S COATS AT REDUCED PRICES.

A collection of handsome coats, made of black and white imported shepherd's check and cheviot serges. They have box backs, large collars and revers tastefully trimmed in contrasting shades. Were \$6.95 to \$7.50. Bargain, Wednesday's price, \$4.45 SPECIAL VALUE COATS.

About 50 coats, taken from our best selling lines, include in materials imported serges in black, grey, and navy, French Panama in black and nevy, and tweeds in light skades. Made in a number of attractive styles. Were \$10.00 to \$17.50. Wednesday's price \$6.95

Washable skirts of imported repp, cut in a plain gored style, buttoning down the front with pearl buttons, plain panel backs, all sizes, come early. The price deserves your notice. A rush value at \$1.65

More Summer Underwear for Women at Half Price

This is another lot from the famous "Watson Mills" that came to us marked "seconds." The slight imperfections do not affect the garments in wear or appearance. No Phone Orders

2,800 Undergarments. Summer Vests and Corset Covers for women, ribbed white cotton or lisle thread. Vests come low orhigh neck, short, long, or no sleeves, beading and dark ribbons. Corset Covers come medium, high neck, long, short, or no sleeves, sizes 32 to 38 bust measure. Regular prices 25c to 35c each.

Double Dollars' Worth in Corsets

Two pairs of beautiful D and A Corsets for the price of one is the dasiest and best way to describe this extraordinary corset selling event Wednesday. Phone orders taken care of if before

Just 300 pairs to dispose of quickly of Charming D and A Corsets. A stylish model, in cool, white summer batiste, medium low bust, extra long skirt, fine rustproof boning, with 4 strong side steels, 6 garters, draw cords in bust, sizes 18 to 26 inches. Wednesday at, a pair\$1.00

Fine Lot

of Children's

Straw Hats

EXCELLENT VALUES.

neat curl brim. Can be worn in

many ways. An excellent style

for small child; has medium

dome crown, and is trimmed in

white, navy, brown, or cream

silk 50c, 75c, and \$1.00

Middy and Jack Tar shapes.

better suited for boys, have

square crowns, flip or curl

brim, plain white or in bleach-

No phone or mail orders.

or brown trimmed at ...

Babette and turban shapes.

The Summer-Weight Fabrics

All-wool English Serges, indigo dye, fast color, and permanent finish. Special value, per yard

Black French Voiles, pure botany wool, qualities that are guaranteed fast, unfading dye and best permanent finish, 42 inches wide, per yard, 59c An Especially

for Quick Selling

46 Cents a Yard

French-dyed silks; the black comes in taffeta and soft natural finish, gives splendid wear, cool and dressy, 36 inch. Per yard 46c

98 Cents a Yard

Wash-tub Silks, all pure and guaranteed perfect in color. A big range of striped and

self colors. This is a most serviceable fabric

for street or house wear, 40 inches wide, Per

\$1.00 Per Yard

line, Duchesse, and Black Satin Paillette; two

deep, full, skein-dyed blacks. On sale Wednes-

Exceptional offering in rich black Mousse-

Black and ivory Jap Silk, one yard wide,

The heart of the week gives us greater opportunity of serving you well. In addition to the comfort of mid-week shopping we give you this list of extra values to help in your home economy

Men's Two-Piece Summer Suits

In light grey all-wool homespun tweed, made by the Oxford mills in a light-weight close finish. Coats are cut single-breasted and half lined with lustre. Trousers have belt keepers and are turned up at the bottom. Sizes 34 to

AUTOMOBILE DUSTERS:

Made from dark fawn satara cord, in double-breasted style, with military

To clear Wednesday 75 only Men's English Terry Cloth Bath Robes, light grounds with fancy pink, blue, or mauve stripes, made long and roomy with small stand collar; patch pockets, and girdle. Excellert for beach use or at home. 35 to 44:

MEN'S AUSTRIAN BLANKET CLOTH BATH OR LOUNGING ROBES

Two More Boot Specials

MEN'S BOOTS AND OXFORDS, \$1.99

Men's Goodyear welted and McKay sewn Boots and Oxfords, in patent colt, tan calf, gunmetal, dongola kid, and box kip leathers, button and blucher style, short and medium vamps, high and low heels, sizes 6 to 11. Regularly \$2.50 and \$3.00. Wednesday \$1.99

WOMEN'S BOOTS AND OXFORDS.

1,100 pairs Women's High-grade Boots, Pumps, and Oxfords, in patent colt, vici kid, gummetal, tan Russia calf, satin, velvet, and cravenette, button, blucher, colonial, ankle strap, and plain styles; all made on the newest lasts, sizes 2 to 7. Specially priced Wednesday \$1.95

The July Linen Sale

TABLE NAPKINS, REGULARLY \$2.25; CLEARING, \$1.48 DOZEN.

Roller Towels, made from ser-iceable linen crash, 17 inches wide Hemstitched Pillow Cases, 17 inches wide, 2½ yards long, July Sale, each, 20c Hemstitched Pillow Cases, firm, evenly woven English pfillow cotton, slzes 42 x 33 and 44 x 38, July Sale, Wednesday Spairs for \$1.00 Fine All-linen Huckaback Towels, with damask borders, hamstitched or scalloped ends. July Sale Wednesday, pair 980 Princess Cambric, a fine English

On Sale Second Floor, Yonge Street.

Wash Laces Direct from Nottingham

Wash Laces and Insertions, in Valenciennes and machine Torchons, all the wanted widths, from 1 to 31/2 inches wide, large assortment of patterns, Summer Sale, half price.

Summer Sale price, dozen....15c Summer Sale price, dozen....25c

WOMEN'S NECKWEAR.

Swiss Embroidered and Plain Guipure Dutch Collars, this sea-son's styles, our regular 35c col-lars. Summer Sale price 19o

Imported Lingerie Blouses

A very special clearance of some 50 or 60 dainty French Batiste and Voile Waists, practically all different in style, some trimmed with real Irish and Cluny laces, others just as elaborately hand-embroidered, some are a little counter mussed, but otherwise are perfect. Marked prices from \$5.00 to \$12.50. Wednesday to clear \$2.95 Sturdy Silk Values

Child's Pearl Handled Set 49c A 3-piece Child's Set, including knife, fork, and spoon. Fork and spoon are Sheffield silver plated on nickel silver.

Special, set 49c STERLING SILVER MOUNT. ED SALAD SETS, 75c

Including Serving Fork and Spoon, genuine olive wood,

White Parasols 98c

The Season's Big Demand. 120 Handsome White Emproidery Parasols, with long handles and gilt frames. Special, Wednesday 98c

48 only, Imported Embroidered Parasols, a most attractive lot, including high grade lines. Some are counter soiled. Reduced to clear, Wednesday

Millinery

A Second Day's Big Selling of Untrimmed Hats.

Including 80 dozen New Black Hair Shapes, purchased at a very low price. These hats usually sell for prices ranging from \$2.75 to \$4.50. Mid-week sale price \$1.00

Other special lines are-\$1.50 Hats at 50c \$1.00 Hats at 25c



"Superior" Brand Combinations \$1.98

250 suits of men's "Superior" Brand Combinations, made from mercerized cotton, with a pale blue silk thread running through to form a stripe, giving this combination suit a very plain look. Among them are several linen lace combinations in plain white only. "Superior" Combinations are among the best-fitting on the market. These are a few odd lines. To clear them we have reduced the price considerably, all sizes in the lot. Reg

MEN'S NAINSOOK ATHLETIC UNDERWEAR.

1,000 garments of Men's Fine Nainsook Underwear, shirts and drawors; shirts have the small shoulder sieeve, and have the coat front. The
can factories from the finest yarns. All sizes, 34 to 44. Regularly 65c.

Wednesday, each

MEN'S TWO-PIECE BATHING SUITS, 75c.

500 suits of Men's Two-Piece Bathing Suits, in navy blue only, we halbriggan, good fitting, and will wear well. All sizes, 34 to 42. R. of black, grey, tan, or brown, gilt or nickel buckles, very strong. sizes, 30 to 42. Regularly 75c. Wednesday, each

July Sale of Men's Sox

Men's Fine Cotton Lisle Finished sox, soft, close finish, nice weight, in plain black and tan colors, in checks and circular stripes, double heel and toe, 91/2 to 11, 19c value. Wednesday

Men's Fine Lisle Thread Sox, close even quality, perfect finish, plain colors and black, double heel and toe, all sizes. Special, Wednesday, 3 pairs 50c, pair, 18c Men's Lisle Thread Sox, sample, 1,000 pairs in all.

in a great selection of plain colors, fancy effects, embroideries, and laces, all are perfect, 91/2 to 11. Wednesday, pair 25c Men's Fine Plain Black Cashmere Sox, extra

soft spun yarn, close, elastic finish, good wearing, double heel and toe, 91/2 to 11. Wednesday 3 pairs, 650

Apartment Wall Papers

We are supplying a large number of apartment houses with wall papers. Our colors and designs are just the thing for rooms used for living, dining, or

WEDNESDAY SPECIAL.

4,350 rolls Imported and Domestic Papers, in assorted colorings, for dining or sleeping-rooms, in room lots or more. Regularly 25c and 35c. Wednesday, 16c; regularly 50c and 65c, Wednesday, 28c.

Fine Table Tumblers Fine Table Tumblers, neat etched band

design. Wednesday, dozen ... \$1.00 Salt and Pepper Shakers Salt and Pepper Shakers, Chippendale de-

sign, glass tops. Wednesday, per pair ... 21c 97-Piece Dinner Set Booth's Silicon China Set of 97 pieces, Cobalt blue band design and gold finish. Wed-

nesday, special \$14.95 Royal Doulton Rail Plates Royal Doulton Rail Plates, Cake Plates,

Fruit plates, Tankard Jugs, etc. Wednesday, Special 25c

Chocolate Sets

14-piece Chocolate Sets, in Nippon China, dainty floral patterns. Regular \$2.25. Wed-

Groceries

Fresh Rolled Oats, per stone.. 45c Choice Side Bacon, peameal, half or whole per lb. 20c Canned Peas, per tin Finest Carolina Rice. . . . 3 lbs. 25c Post Toasties. . . . 3 packages 25c Pure White Wine Vinegar, XXX. per gallon 250 Kkovah Custard Powder, 3 pkgs. 25c Crossed Fish Brand Sardines 2 tins 24c Borden's Eagle Brand Condensed Canned Pears in Heavy Syrup, per FRESH ROASTED COFFEE, PER

500 lbs. Fresh Roasted Coffee, in the bean ground pure or with chicory, Wednesday, per lb. 250

Canned Corn 3 tins 25c

A Big Wash Goods Clearance A big lot of fine English Prints, 31 inches wide, fast colors, white and colored grounds. Regularly 121/2e and 15c 8c

ed straw, cream, white, navy of our regular \$1.25 silks, 36 inches wide, in

deep, tun, sken-dyed blacks. On sale wednes-

Clearance of a quantity of ends of silk and cotton mixtures in a big variety Double width, real hand-embroidered ends of Swiss Muslins, some two color effects, pink, sky, mauve, black, white, etc., with various color combinations.

mer dresses, looks like and wears like linen. Regularly 15c, special 11c Fine French Printed Voiles, 28 inches wide, most exquisite

designs and colorings, pink, sky, grey, white, and other colored grounds with floral designs of color combinations. Regularly 49c,

"After-Season" Sorting Out of Carpets @ Rugs FOR REDUCTION IN PRICE

A Favorable Time to Buy Floor Coverings

Included are English Tapstry Squares, Seamless Velvet Squares, Imported and Domestic Wiltons, Imported and Domestic Axminsters, both seamless and seamed, also Scotch wool Rugs for bedroom use.

A few examples: Tapestries, 9.0 x 12.0, seamless, English make. Reduced to \$12.95 9.0 x 10.6. Seamless. English Velvets. Reduced to \$15.75 9.0 x 10.6, Extra Quality Wiltons. Reduced to 9.0 x 12.0, splendid hard-wearing quality. Reduced to\$28.35 9.0 x 12.0, hard-wearing and very artistic Wool Bedroom Rugs.\$17.25 CARPETS.

English Tapestries, 55c yard. Splendid Quality in Brussels Carpet, reduced to \$1.15 and 95c Rich English Axminsters, reduced to \$1.25 yard.

were taken out.