

L. SIMPSON

Store Closes 5.30 p.m.—Saturday 1 p.m.
During June, July, and August.

H. H. FUDGER, President

J. WOOD, Manager

Phone Number Main 7841
We have 20 lines to Central.

L. SIMPSON

A Red-Letter Day In Many Departments of The Simpson Store

Seasonable Mantles At Very Low Prices Thursday

GIRLS' REEFER COATS.

Made of light-weight serges, in white and navy; some have velvet collars, while others have collar, revers, and cuffs, piped with red and white braid. Sizes 8 to 12 years. Price..... \$3.65

NEW YORK'S LATEST DRESSES.

Smart Lingerie Dresses, made of French voile, marquisette, and allover embroidery. Waists have high or low collars, outlined with silk embroidery. Val. or thread lace insertion. Skirts are perfect fitting, some with insets effect, flounces, and overskirts. Shades are all white or white with dainty pale trimmings. Some made to sell for nearly three times the price..... \$7.85

DRESSES FOR MISSES AND SMALL-SIZE WOMEN.

Cotton repps, embroidered mull, and muslins, some trimmed with insertions and embroidery, while others have collar and cuffs in scalloped embroidery. Waists have round or square-cut necks, short or long sleeves. Splendid value. \$3.95

WOMEN'S COATS, HALF-PRICE.

A collection of our best-selling lines, including serges in navy and black, tweeds in light colors, black and white checks, also a few Shantung silks. All in a variety of attractive styles. Regular prices \$13.50 to \$25.00. Thursday..... \$6.75 to \$12.50

ATTRACTIVE SKIRTS AT \$5.00.

Women's Skirts, of imported Panama, light-weight serges, and cheviot serges, in black and navy, and made in a number of the newest styles, high or normal waists; cut to give the one-sided effect. Price..... \$5.00

Infants' Bibs 6 for 25c

1,200 Infants' Bibs, of soft white mull, neatly quilted and wadded, frill of pretty embroidery, small embroidered medallion. Our regular 3 for 25c. Thursday..... 6 for 25c

Handkerchiefs

Children's White Lace. Trimmed Handkerchiefs, of soft, sheer lawn, edged with pretty Valenciennes lace. Our regular 5c quality. Thursday..... 6 for 18c

200 Framed Pictures Reduced

A splendid assortment of Framed Pictures, with a range of subjects so large that you can select a picture to fit well into any style of room. They are framed in gilt, with fancy burnished corners, in brown, Mission, or ebony mouldings. Thursday, a special price, \$2.50. See Yonge Street Window. No phone or mail orders.

Varied Silk Items

A big clearance of colored dress silks in Satin de Chene, Duchesse palette, Merveilleux, etc. Nearly every shade is represented, also black and ivory. These silks are regular 50c to 80c values, rich in finish and serviceable in wear. Clearing on Thursday at, per yard..... 44c

Selected qualities in Natural Shantung-Pongee, 40" yards, in medium and heavy weaves, hand-woven Shantung Silk, guaranteed to give perfect satisfaction; 34 in. wide. Regular 85c, for per yard..... 62c

Washing Foulards—Splendid value in these tub foulards, in new stripes affect; make cool, dressy garments; 40 inches wide. Per yard..... 86c

Rich Black Duchesse Satin—A soft satin-finished silk, very rich, deep black; 40 inches wide. Regular \$1.75. Offered on Thursday at, per yard..... 1.44

Bargains in Peter Pan Waists

An attractive little line of Cool Summer Waists, made of extra good quality cambrie. The turned-down collar, cuffs, and patch pocket are in navy, cadet, or cardinal; sizes 32 to 42. Special Thursday..... 75c

Shirt Waist, \$1

A Solid, Good-Wearing Shirt Waist, of imported Madras, in a variety of small designs, strictly man-tailored, with soft turned-down collar and cuffs, fastened in front with four large, visible pearl buttons; sizes 34 to 42. Special Thursday..... \$1.00

OPTICAL DEPARTMENT
SECOND FLOOR
YONGE STREET SIDE

Winding Up the Great June Sale of White Three Days of Half-Price Selling

Commencing Thursday, and continuing Friday and Saturday, we will make a special three-day's winding up of our biggest and best June White Sale. All odd balances of styles and counter-musings and slightly soiled pieces will be Half-priced and quickly disposed of. Nearly a thousand garments will be offered each day, if you would save half the cost of your summer lingerie, don't fail to come during the next three days.

Clearing 900 pieces June Sale Whitewear, consisting of counter-solled and odds and ends of best-selling styles in Nightdresses, Petticoats, Drawers, Combinations, Corset Covers, Princess Slips, and Bridal Sets of 3 or 4 pieces; all beautiful styles and qualities; embroidery or lace trimmings. All sizes in the lot. Thursday, Half Regular Prices.

Closing Out One Style of Royale Corsets

"Magnificent" is the word to describe this "Royale" Corset we are closing out Thursday. They are right-up-to-the-minute in style, elegant in material, and beautifully trimmed. Phone orders filled. 280 pairs only. "Royale" Corsets, a handsome and fashionable model in white summer button; light weight and very strong, medium low bust, extra long fronts, 6 fine garters, satin and lace trimmings. Sizes 18 to 27 inches. A regular \$6.00 Corset. Thursday, a pair..... \$3.50

\$5 Trimmed Hats Thursday \$2.85

57 Hats, taken from our \$5.00 cases; all have the blue pencil mark. "\$2.85." A stylish hat at a very low price, just in time for the holiday. Thursday..... \$2.85

\$3.50 Street Hat for \$1.85

In black, navy, browns, and Tuscan, nicely draped, all hand-made. Thursday..... \$1.85

In the Children's Department

75 dozen Hats, for holiday wear, in fine Milans, Leghorns, and Javans. Thursday..... 50c

For Sun and Rain

150 Women's Umbrellas, with stylish long ebony handles, in assorted mountings of sterling silver, silk mixed tops. Thursday sale price..... \$1.35

185 Women's Sun or Rain Umbrellas, with extra close rolling frames, silk covers, with ebony handles. Thursday sale..... \$2.69

240 Children's Sunshades, in attractive floral designs, assorted. Thursday sale..... 23c

130 Sunshades, in many fabrics, dainty summer color tints and designs; others in silk having plain-colored centres, with rich Paisley borders; also white grounds with attractive floral designs and neat handles. A most desirable lot for Thursday's sale..... \$1.19

Gloves and Hosiery

Women's Long Pure Silk Gloves, elbow length, opening at wrist, pearl fasteners, double-tipped fingers, firm, close finish; black and white. Sizes 5 1/2 to 7 1/2. Special Thursday, pair..... 75c

Women's Fine-Quality Real Thread Silk Hose, gauze weight, full fashioned, even thread, double elastic garter top; high, spliced ankle, heel, toe, and sole; sizes 8 1/2 to 10 1/2; black and tan. Extra special Thursday, pair..... 59c

Men's Fine-Quality Silk Lisle Thread Socks, nice weight, close, even finish, plain colors, embroidery, and fancy effects; this season's newest; 9 1/2 to 11 1/2 double heel, toe, and sole. Extra value, Thursday, pair..... 25c

A Semi-Annual Sale of Men's Custom-Made Suits

This Department is run in the interests of an exacting trade. Its customers are men who know and demand the newest materials, as well as the most careful cut.

No cloth is carried over from season to season, and hence, we make twice a year a complete clearance of all unsold materials. Thursday's selling event is one that you can turn to decided profit.

We Offer 250 Suit Lengths, no two alike, all of this season's newest designs and sporting the finest imported fancy wools, chevrons, and tweeds, many of them exclusive patterns of the finest fabrics, imported especially for our custom tailoring trade. Suits of these cloths have sold all season regularly at \$25.00, \$33.00, \$50.00, \$52, and some \$34.00. We will make your choice, to your measure, taken on Thursday or Friday, in either single or double-breasted sack style, for..... 19.75

These Suits will be tailored in a first-class manner, to your own individual taste, with best trimmings to match. Fit and Satisfaction guaranteed or your money Refunded.



Sale of Boots, Pumps and Oxfords for Men, Women, and Children

Four Thousand Seven Hundred Pairs "Queen Quality," made by "McPherson," "Murray," "Cleo," "McCready," and "Mrs. A. R. King," in all sizes and widths. Select your Holiday Footwear to-morrow. Remember, the Morning Is Best!

Original and exclusive styles in one, two, and three eyelet ties, button and blucher Oxfords, ankle strap, Colonial, and plain pumps, button and blucher boots, all leathers and combinations of leathers and fabrics are included. A, B, C, D, and E widths. Sizes 2 to 7. Regular \$3.00, \$3.50, and \$4.00. Thursday, 3 o'clock..... \$1.99

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Two-Piece Summer Suits, made from the natural linen, in a good style, single-breasted, three-button coat. Pants with cuff bottoms, belt and side straps. Well tailored throughout. Price..... \$3.75

Another Fine Summer Suit is made from very light colored linen and cotton mixed material, having a fine cord finish; cool, and will wear well; single-breasted coat; cuff trousers, belt and side straps, well made. Price..... \$6.00

HOT WEATHER COATS.

A Fine Stripe Pattern Cotton Coat, with patch pockets, single-breasted, well made, and a coat most comfortable for warm days. Price..... \$1.25

MEN'S BLUE SERGE COATS.

Made from a good-wearing English blue serge, single-breasted, three-button style; unlined and cool, well tailored; Price..... \$4.5

WASH SUITS FOR THE SMALL BOYS.

Russian Sailor Suit, made from English chambray, in grey, with fine white stripes. Sailor collar trimmed with white braid; flowing-end tie, white shield with ornament. Bloomer pants, with elastic bottom. Sizes 2 1/2 to 6 years..... \$7.25

Grey and White Stripe Galatea Suit, Russian sailor style, made with full sailor collar of white drill, neatly trimmed with fancy white and blue braid; white shield and tie. Bloomer pants. Sizes 2 1/2 to 6 years..... \$2.00

Russian Military Suit, of blue and white striped serges, trimmed with plain blue collar and down front; pleated sleeves and belt; elastic bottom bloomers. Sizes 2 1/2 to 6 years..... \$2.00

Boys' Shirt Waists. In plain white, with pleated fronts and laundered cuffs. Sizes 11 to 14 neck. Price, 75c

Scotch Zephyr, English Madras, and Cambric Shirt Waists, in fancy stripes, polka dots, and scroll effects; made with soft attached collars and full, roomy body. Sizes 11 to 14. Price..... 75c

"Superior" Brand Combinations at \$1.98 a Suit

100 Suits of Men's "Superior" Brand Combinations, silk and flax mixtures, or lace-knit lisle thread, in pure white or white with pale blue stripes. "Superior" Combinations are made in the United States, and are considered to be the best-fitting garments of their style. We have these few odd lines which must be cleared; all sizes. Regularly \$2.50 and \$3. Thursday, suit, \$1.98

CLEARING LINES OF MEN'S PYJAMAS.

200 Suits Pyjamas, of genuine English flannel, cambrics, cashmerettes, solettes, zephyrs, striped chambrays, and crepe cloths; medium or light weights; light or dark colors, in plain or fancy designs; all styles and sizes in the lot. Regularly \$2.50, \$2, \$1.50, and \$1.25. To clear Thursday, a suit..... 98c

MEN'S WHITE TWILL OOTON NIGHTROBES.

About 250 Nightrobes, of fine material for summer wear, large and long and well made; a good garment for hard wear. Sizes 17 and 18 only. To clear, Thursday..... 59c

Wilton, Axminster, Velvet, and Tapestry Rugs

Regular standard qualities at lowered prices

ENGLISH AND DOMESTIC FINE WILTONS.	
6 1/2 x 9 1/2. Special, Thursday.....	\$12.95
9 1/2 x 10 1/2. Special, Thursday.....	15.95
9 1/2 x 10 1/2. Special, Thursday.....	16.95
9 1/2 x 12 1/2. Special, Thursday.....	19.95
11 1/2 x 12 1/2. Special, Thursday.....	33.00
11 1/2 x 13 1/2. Special, Thursday.....	39.00

AXMINSTER SQUARES. Imported seamless and seamed, extra fine quality:

7 1/2 x 9 1/2. Special, Thursday.....	\$17.50
9 1/2 x 10 1/2. Special, Thursday.....	27.50
9 1/2 x 12 1/2. Special, Thursday.....	32.50
10 1/2 x 12 1/2. Special, Thursday.....	29.50
10 1/2 x 13 1/2. Special, Thursday.....	33.00

SEAMLESS ENGLISH VELVET RUGS. Good reliable hard-wearing squares in a variety of good colors and designs:

9 1/2 x 10 1/2. Special, Thursday.....	\$14.95
9 1/2 x 12 1/2. Special, Thursday.....	16.95
10 1/2 x 12 1/2. Special, Thursday.....	19.95

SEAMLESS ENGLISH TAPESTRY SQUARES. A few designs in standard qualities that will not be made again:

9 1/2 x 9 1/2. Special, Thursday.....	\$ 7.95
9 1/2 x 10 1/2. Special, Thursday.....	9.95
9 1/2 x 12 1/2. Special, Thursday.....	11.95
10 1/2 x 12 1/2. Special, Thursday.....	13.25

Refrigerators

Cases made of hardwood, finished golden, with lining of galvanized steel. Price, \$5.75

Refrigerators, a good family size, case made of hardwood and lined with galvanized steel, strong provision shelves and strong ice rack. Price..... \$9.95

Refrigerators, of extra large size, with double doors, case is finished in rich golden, adjustable shelves and cleanable flues. Price..... \$29.75

Refrigerator, with cases made of solid oak, finished rich golden color, with lining of solid stone. Price, \$53.00

This is a Lunch Room Thursday Afternoon 3.00 to 5.00. Fresh Fruit Sundae with Cut Cake. TEN CENTS

Chinaware

250 Covered Vegetable Dishes, large meat platters, in English semi-porcelain. While they last, Thursday..... 25c

Large Toilet Jugs and Basins, in great assortment of colorings. To clear at..... 39c

100 dozen Table Tumblers, in semi-cut designs. Thursday, special, per dozen..... 98c

Austrian China Dinner Set, in rich Dresden finish, with gold mounting, Kermas or oval cups, round or oval casseroles, 102 pieces in set. Regularly \$38.00. Thursday, special..... \$27.50

Panama Hats

Extra fine weave, natural white, not bleached, braids selected from tough, good-wearing, South American palm leaf; a very comfortable, durable hat. Specially good value..... \$5.00

Sennit or Rough Braid Straw Boater Hats

This is one of the most popular Hats of the season. Low crown and wide brim, with deep black silk bands. An extra good hat at a special price. Thursday..... \$1.50

"Sunfast" Drapery Fabrics

Although sun is necessary for health and happiness, still it is dreaded by the woman of the home for decoration. The uses of Sunfast Drapery Fabrics will eliminate this fear. A feature which adds economy is that Sunfast draperies can be unlined. Formerly, expensive draperies and wall coverings lost their lustre and gradually faded from the effects of strong light. Beautiful range of soft shades, full 50 inches wide, worthy of your careful consideration when the sun room question presents itself. Prices, per yard..... 2.00

CURTAIN MADRAS

Sundown Curtain Madras in soft shades, guaranteed fast colors, neat patterns; one of the most effective and durable curtain fabrics of this season; 50 inches wide. Price \$1.00 and \$1.25.

REMNANTS HALF-PRICE

Drapery and Upholstery Fabrics in lengths up to five yards, suitable for odd chair covers, boat or verandah cushions, or curtains. To clear at half-price.

ENGLISH CHINTZES.

Remarkable showing of imported Linen Taffetas, Cottons, and Chintzes, 50 inches wide, newest designs, beautiful old-fashioned patterns; one of the most effective and durable curtain fabrics of this season. Prices range from \$1.00 to \$2.50 yard.

Groceries

2,000 lbs. Dairy Butter, Per lb.....	15c
Salt, in 3-lb. bags, 3 bags.....	25c
Edgewood, or of the Beehive Syrup, 5-lb. pail.....	25c
Smoked Rolls of Bacon, lean and mild, half or whole, Per lb.....	15c
Malta Vita Breakfast Cereal, 3 packages.....	25c
Imported Macaroni, 3 packages.....	25c
English Marrowfat Peas, 3 packages.....	25c
Fresh Flaked Wheat, Per stone.....	45c
Maggi Soups, assorted, 8 packages.....	25c
Choice Red Salmon, Per tin.....	15c
Scott-Taylor's Worcester Sauce, 3 bottles.....	25c
Finest Shelled Walnuts, 7 1/2 lb.....	30c
Goodwill's Canned Raspberries, Per jar.....	25c
Imported Malt Vinegar, Imperial quart, Per bottle.....	20c
Best quality Cooked Ham, Per lb.....	30c

35c Assam Tea for 28c. 50 lbs. Fine Rich Full-Bodied Tea, of uniform quality and fine flavor. A 35c tea anywhere. Thursday, per lb..... 28c

The Robert SIMPSON Company Limited

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