

The **SIMPSON** Company

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.—Easterly winds; some local showers, but partly fair, with higher temperature.

The **SIMPSON** Company**In the Mantle Dept.****Women's Summer Dresses**

These dainty one-piece dresses will be found just the thing for summer wear. Styles are exclusive, and the first glance will convince you that there was nothing seamed in the making.

They are of good quality chambray; waist has the kimono sleeves, rounded yoke and collar of thread lace insertion, outlined with narrow self-piping, front and back, rows of fine tuckings go to waist lines; skirts are very neat, with narrow tuckings to match waists; this dress comes in grey, pink and pale blue. Thursday ..... 5.95

**Women's Motor Coats**

A collection of Women's Motor Coats, of pure linen, in natural shades, in three different styles, full back, double-breasted; some button close to throat; others have collars overlaid with black, and belts. Prices are 6.50, 6.75 and 7.50

The New Motoring Outfit of specially prepared waterproof silk, in shades of navy, tan and mole. The coat is made in one of the latest styles, with full back, double-breasted front, buttons close to throat, turn-over collar and smart raglan sleeves, with wind shields at cuff, large pockets, smart hood lined with silk fastens close to face. Price of coat \$14.50. Hood, \$5.00. Sold separately or together.

**Millinery**

Just the hat for a wedding or a garden party will be on view on Thursday for \$7.50. There are just sixteen, fresh from our workrooms; all exquisite lingerie hats. No two are alike, and as it would be unfair to the others to describe one of them, we can but assure you that they are dainty, up-to-date styles, and trust that your visit will not be a late one on Thursday, or you will certainly miss this wonderful seven and a half dollars' worth.

**Wash Dress Goods**

Fine English Print, 31 inches wide, absolutely fast colors, white, black, sky, cadet, lilac, red and other colored grounds, spots, stripes and figures, in endless variety. Regular value 15c. Thursday ..... .8

Wide Scotch Ginghams, a splendid quality of cloth, and a great variety of all the staple checks; this cloth is our regular 15c quality. Thursday ..... .9

Fancy Printed Muslins. All muslins of a high quality, splendid designs and colorings, mostly French designs, regularly 20c and 25c. Thursday ..... .8

20 pieces 48-inch Plain White Organdie Muslin, part of a stock we purchased from a manufacturer; many of them are worth, per yard, 20c. Thursday ..... .5

30 pieces of Pretty Silk and Cotton Mixtures, in a big variety of colors and designs, high-class goods that regularly are 35c to 60c. Thursday ..... .33

Full ranges of White Mercerized Brocades, 28 to 30 inches wide, the favorite washing material that the oftener it is tubbed the better it looks; spots, stripes, figures and fancy designs ..... .25, .20, .15

**Dress Goods and Silks**

2000 yards rich black French and English plain and fancy striped voiles, in fine and medium mesh, guaranteed absolutely fast unfading dyes. Regular price 75c. Thursday ..... .59

Lustres for Bathing Suits, etc., in navy, grey, cardinal, sky, pink, brown, green, black, etc., bright silky finish, fast dyes, 40 inches wide, .25; 42 inches wide ..... .39

Black Double Width Duchesse Paillotte, specially heavy, pure silk, fast black, per yard ..... .97

Rich Black Double Width Satin de Chine, 40 inches wide, guaranteed black, in fine satin finish, per yard ..... 1.39

Rich Black Duchesse Mousseline, 40 inches wide, a splendid rich silk of exceptional bright finish and quality, per yard ..... 1.46

Rich Black Duchesse Mousseline, of the charmeuse finish, a high-class dress silk, 40 inches wide, per yard ..... 1.74

**South American Panamas**

100 Men's Extra Fine Quality South American Panama Hats, woven from select, close, even and strong, pliable fibres, specially well finished and trimmed, blocked in four of the most popular 1911 shapes, in telescope, negligee, tourist and the low square crown. Usually priced at \$7.50. Thursday, special ..... 4.95

Men's Sailor Hats, medium crown and brim, in fine Canton, Shantung and split braids, black silk bands, easy fitting sweats, also the fedora or curling brim shapes. Thursday, special ..... 1.00

**HUNDREDS** of men who have attended college in Toronto keep up their connection with our men's store no matter where in this wide Dominion they go. Those who are near enough to get the morning World the day it is published often telegraph in about "The Specials" announced for the following day. Here are examples of the values that have made us famous:

**Summer Suits**

Men's two-piece suits made from English flannel finished tweeds, all wool homespun in light and medium grey and greenish grounds, with pencil stripes, 2 and 3 button single breasted sack styles, half lined, lapels and fronts reinforced with thoroughly shrunk canvas. These suits will retain their shape and are perfect fitting. The pants are nicely cut and have cuff bottoms and keepers for belt. Sizes 34 to 44. Thursday, special ..... 9.00

Men's Heavy 8 oz. White Duck Trousers, well made with double stitched seams, finished with deep cuff bottoms and belt loops at waist. Sizes 31 to 44-in. waist 1.00

**White Shirts at a Big Reduction**

White Shirts, 500 only odd lines of the best Canadian and Austrian manufactures, lots of these shirts sell in the ordinary way for \$2 and \$2.50, none of them less than a dollar and a half. All sizes from 14 to 18 are included. To clear Thursday, each ..... .79

No phone or mail orders.

**Men's Bath Robes**

Austrian Bath Robes, all wool blanket cloth, in green grounds, fancy stripes and scroll designs, single breasted style with round collar and girdle. Sizes 36 to 44, 6.50

Men's English Terry Bath Robes, in tan and white and grey and white, fancy stripe patterns, single breasted style, long and roomy, with hood on back, and white cord girdle for waists. Sizes 36 to 44 ..... 4.50

**A Great Clearance of Men's Ties**

Men's Silk Neckwear, 2,000 ties, odd lines are to be cleared up after holiday sales. You must be here early to get the best selection. Regular 50c, 75c and \$1.00. To clear Thursday ..... .25

**Suspenders**

On the same counter is a real bargain in suspenders at 25c a pair, including athletic invisible suspenders, white kid ends with elastic webs and silk embroidered suspenders with elastic in the back and solid brass trimmings. Regular 35c, 50c, 75c and \$1.00. To clear Thursday ..... .25

**Summer Plans and the Whitewear Sale**

**W**HAT a satisfaction it is for the summer girl to have an abundant supply of snowy "frilly" garments—such a supply that she need never think of saving certain pieces for special occasions, because she knows that her bottom drawer is fairly billowed up with dainty lingerie, good enough for any time.

That is the happy state attained by the girl who is a regular customer of our Whitewear Sale, during the month of June. She doesn't have to be extravagant; but she does have to read our daily list, and come for the desirable garments announced here daily at a saving price.

Night Dresses, a dainty style, in soft nainsook, slipover style, short sleeves, neck and cuffs finished with French beading, silk ribbon and narrow lace; lengths 56, 58, 60 inches. Regular price \$1.00 each. Thursday sale price ..... .63

Corset Covers, fine nainsook, full front, trimmed with two rows dainty lace insertion, and band of tucking across bust, lace beading, silk ribbon and frill of lace in neck and arms, back tucked. Sizes 32 to 42 bust measure. Regular value 60c each. Thursday sale price. .43

Skirts, fine nainsook, deep flounce of extra fine wide embroidery, dust ruffle of lawn, French band, with draw tapes, lengths 38, 40, 42 inches. Regular price \$3.50 each. Thursday sale price ..... 2.00

Women's Vests, fine ribbed white lisle thread or cotton, low neck, short or no sleeves, lace and ribbon trimmed, sizes 32 to 38 bust, and in extra large sizes, low neck, short sleeves, sizes 40 to 46 bust measure. Regular price 35c and 40c each. Thursday sale price ..... .25

**All Linen Towels, Large Ones, 77c Pair**

Because they're manufacturers' seconds—but what does this mean?

Perhaps a thick thread, or a dark streak, or something very slight the matter with these towels, but won't hurt the wear of them anyhow; spoke hemstitched ends, heavy all-linen huck towels; large sizes, full grass bleached; some with fancy borders; 200 pairs only. Regular values up to \$1.75 per pair. Thursday ..... .77

Bleached Irish Satin Damask, 66c Yard. 72 inches wide, every thread linen, good heavy satin damask table linen; the kind to wash, the kind to wear, new designs. 280 yards only. Thursday, yard ..... .68

**A Great Showing of Fine Nainsooks.**

Linen finish, French finish, etc., 39 in. wide. Our cotton section has a lot of very fine new cloths, for the daintiest of undergarments, made from the best Egyptian cotton; the best place in town to make your selection. Per yard ..... .20, .25, .30, .35, .40, .50

**Printed Burlap Table Covers for Dens, 50c Each.**

36x36-inch Table Covers, made from splendid quality burlap, printed in bright Indian colors and designs; just the thing for cottage or den. Selling in the Blanket Section, each, Thursday ..... .50 (Second Floor.)

**Low Shoes for Men and Women**

300 pairs Men's High-grade Oxfords, in patent colt, tan calf and gunmetal leathers, including the new short vamp, straight last and swing toes, that sell throughout Canada at the standard price of \$4.00. Sizes 5 to 11. Thursday ..... 2.95

420 pairs Women's Oxfords, in tan calf, patent colt and vici kid leathers, Goodyear welt and McKay sewn soles, low, Cuban and New York heels, made by the Victoria Shoe Co. and Kingsbury of Montreal; sizes 2½ to 7. Regular to \$3.50. Thursday ..... 1.99

**Carpets and Curtains** (Fourth Floor).

400 yards of English Tapestry Carpet, a large variety of patterns to select from, in greens, reds, fawns and oriental colorings; this carpet is a particularly good wearing quality, and very low-priced. Regularly worth up to 75c per yard. Thursday, per yard ..... .49

500 yards of Reversible Ingrain Carpet, in green, red and fawn, full yard wide. Specially priced for Thursday, per yard ..... .45

Axminster Hearth Rugs, 100 only to clear, of heavy pile and rich in appearance, new designs in floral, conventional and oriental colors; size 27 in. x 54 in. Specially priced for Thursday, each ..... 2.25

Smyrna Door Mats, extra heavy quality, in floral and oriental designs, size 18 in. x 36 in. Specially priced for Thursday, each ..... .99

**CURTAIN NETS AT 24c.**

We are showing a very special line of Curtain Nets Thursday at a most interesting price. The designs and weaves are new and exceptionally good, color white, ivory and Arabe; 50 inches wide. Extremely low price, per yard ..... .24

**TAPESTRY CURTAINS AT \$2.98.**

The Tapestry Curtains on sale Thursday are attractive in quality, design and price; the colorings are one and two-toned effects, and include the manufacturer's outfit; reversible patterns, fringe top and bottom; 45 inches wide, 3 yards long. \$4.00 qualities. Thursday, per pair ..... 2.98

**Wall Paper**

New Imported and Domestic Papers, suitable for drawing-room, reception room, hall, dining-room, den or library. Per roll, 25c, 35c, 50c, 75c, \$1.00, \$2.50.

New Bedroom Papers, plain, figured or floral, linen, crash or stripe, with cut-outs or plain. Per roll, 10c, 15c, 25c, 35c, 50c and 75c.

**THURSDAY SPECIAL.**

8000 rolls Parlor, Hall, Dining-room and Bedroom Papers, in good colorings and neat designs. Regular to 25c, Thursday 11c; regular to 50c, Thursday 24c; regular to 75c, Thursday 38c; regular to \$1.50, Thursday 74c. (Fifth Floor.)

**Beautiful China Bargains**

450 pieces Art Pottery Ware and Bricks—Bricks in many cases at less than half-price, comprising Rubian Art Vases, Royal Doulton Cake Plates, Wedgwood Teapots, Coalport China, Tea Cups and Saucers, Ravissant Jardinières, Kinrarin Vases, Royal Nippon Hand-painted Wares, etc. On sale sharp 8 a.m. Thursday ..... .98

Limoges China Dinner Set, one of the noted Bernardand & Cie productions. The set comprises 102 pieces, in rich, transparent white china body, decorated with coin gold encrustation; all pieces in the new Napoleon shape. Specially underpriced for Thursday. 125.00

For the summer cottage, 50 Dinner Sets, complete, for six people, an artistic, light, durable set. Thursday special ..... 2.69

Rich Cut-Glass Sugar and Cream Set, dainty star design. Per set ..... 3.95

60 Brass Flower Baskets, handled, bright finish. Thursday ..... .69

**Figure Out Your Saving on These:**

Women's Long Silk Gloves, the kind that come above the elbow, black only, all sizes 6 to 7½. Special Thursday, pair ..... .55

Women's Silk Hose, black and colors, pink, myrtle, Copenhagen, lisle thread sole, heel, toe and top, make them wear much better. Regular 75c. Thursday, pair ..... .59

Girls' Plain Cashmere Stockings, in the correct shades of tan, also some tan, with silk embroidered fronts; not all sizes in embroidered, but all sizes in plain from 4 to 8½. Regular 35c. Thursday, per pair ..... .25

Men's Fine Imported Silk Socks, lisle thread heel, toe and sole, black, tan, grey and a variety of fancy colors; all sizes. Regular 50c. Thursday, .35; 3 pairs ..... 1.00

The **SIMPSON** Company Limited