



**Extra Special Values in 'Kerchiefs**

Women's Fine Quality Pure Irish Linen Handkerchiefs. No phone orders. Very special, half-dozen for 98c.

Women's English Lawn Handkerchiefs, 4 for 25c, 6 for 20c, 6 for 24c and 6 for 25c.

Men's English Lawn Handkerchiefs, 3 for 22c and 3 for 25c.

Dainty Colored Corner Embroidered Handkerchiefs, with neatly embroidered designs. Today, 3 for 45c.

Children's Colored Border Lawn Handkerchiefs. On sale today at 5 for 25c.

White Lawn Handkerchiefs, with embroidered edge and blue corner. Each, 7c.

Men's Initialed Corner Handkerchiefs. Today, each, 8c.

Girls' White Lawn Handkerchiefs. Today, 6 for 20c.

Boys' Sport Handkerchiefs, with colored border. Today, 3 for 25c.

**Embroideries and Laces**

44-inch Embroidery Flouncings for skirts, open work patterns, scalloped and hemstitched. Regularly 98c and \$1.25. Today, 48c.

Cotton Torchon Laces. On sale today, per yard, 8c.

**Neckwear**

Fique Tuxedo Collars, Satin Collars, Organdy Collars and Fillet Lace Collars. One price today, 38c.

Long Tuxedo Rolling Collars. Today, 29c.

Colored Organdy Collars, plain and lace trimmed. To clear today at 10c.

50c, 75c and \$1.00 Colored Organdy Collars and Sets. A wonderful bargain today, 33c.

Black, White and Navy Shetland Vests. Today, 50c.

**Visitors to Toronto**

We cordially invite the public to take advantage of this Store's conveniences, and to feel quite at home when here.

**THE PALM ROOM**—On the Sixth Floor, is a good place to dine. Excellent food is well served at a moderate charge.

**INFORMATION BUREAU**—On Main Floor, Centre.

**TELEGRAPH STATION AND FREE PARCEL CHECK ROOM**—In the Basement, Centre.

**POST OFFICE**—On the Street Floor, Centre.

**WOMEN'S REST ROOM**—On the Third Floor, Richmond Side.

**TELEPHONE BOOTHS**—Conveniently located throughout the store.

**Women's 39c Lisle Hose at 29c**

Black and white lisle thread, extra fine quality, closely knitted and seamless. Sizes 8½ to 10. Regularly 39c. Today, 29c.

**75c Hose 59c.**

Women's Fibre Silk Ankle Hose, excellent quality, high silk leg, lisle thread top; white and black; sizes 8½ to 10. Regularly 75c. Today, 59c.

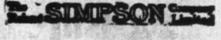
**Children's Hosiery**

45c Cashmere Hose, 33c.

Splendid quality black union in ribbed finish. Closely knitted and good weight. Double knee. Sizes 6 to 8½. Regularly 45c. Today, 33c.

**Youths' 35c Hose, 23c.**

Manufacturers' seconds in youths' fine, one-and-one ribbed, black cotton hose. Knitted elastic and close. Splendid for camp wear and hard play. Sizes 8½ to 10. Regularly 35c. Today, 23c.



**Men—It's 10° Cooler In a Simpson Suit!**

*Just You Try One and You'll Find That We're Right About It*



In the first place the fabrics are light and airy. Next, Simpson clothes are developed in weaves that keep their shape, look stylish and give the maximum of service.

You will feel comfortably assured that you look well and feeling that way is a big point in keeping cool.

**Men's Palm Beach Suits \$15.00**  
Natural shade Palm Beach Cloth; single-breasted, 3-button, semi-fitted sack model; well tailored trousers. Sizes 36 to 44. Price, \$15.00.

**Stout Men's Palm Beach Suits \$16.50**  
Plain Medium Grey Palm Beach Cloth, especially designed for men of this type; three-button sack models; well tailored trousers. Sizes 40 to 48. Price, \$16.50.

**Young Men's Palm Beach Suits \$15.00**  
Sand shade Palm Beach Cloth with neat stripe effect; single-breasted, 2-button, form-fitting sack models with slash pockets. Well tailored trousers. Sizes 35 to 42. Price, \$15.00.

**Men's Outing Trousers \$4.50**  
Cream and white with black stripe English Flannel Trousers; well tailored; finished with belt loops and cuff bottoms in sizes 31 to 44. Price, \$4.50.

**Have You Dined in Simpson's Palm Room Lately?**  
Connoisseurs say it is unequalled in Toronto from the point of food, service and moderate charge. Sixth Floor.

**Working Trousers \$1.98**  
Well tailored and strongly made in dark greys, with neat stripe effects. Sizes 31 to 44. Just for today, \$1.98.

**Long Coats for Working \$3.00**  
For munition or factory work; made from strong, serviceable khaki duck, with three patch pockets, close-fitting collar and removable buttons. Sizes 35 to 46. Just for today, \$3.00.

**Men's Bath Robes Today \$8.50**  
Made from a soft blanket cloth material, light weight, in dark maroons, greys, browns and greens, with novelty figured pattern effects, and fancy girdles. Sizes 36 to 48. Just for today, \$8.50.

**Officers' \$2.50 Khaki Shirts 98c**  
250 only, Officers' Khaki Shirts, in fine twill material; coat style; two separate collars; shoulder straps. Sizes 15 to 18. Regularly \$2.50. Just for today, 98c.

**The Boys' Section Will Be the Scene of Action Today When Knicker Suits Are \$4.95**

The price gives but a poor idea of the excellent quality. It is exceptional for the money. They're cut and tailored to insure the longest wear and the greatest satisfaction.

Sizes 8 to 15 years. Handsome olive grey mixed tweeds; single-breasted, three-button model, with yoke; pinch-back style; all-around three-piece belt at waist; full-fitting bloomers, with strap and buckle at knee. Only 44 suits in the lot to go out on the stroke of the gong this morning at \$4.95.

**Boys' Short Shirt Waists 59c**  
Regularly 75c, 85c, \$1.00 Boys' Shirt Waists. A special purchase from a large manufacturer; plain and fancy stripes, also plain tan; short sleeves; collar can be left open or closed at neck. Regularly 75c, 85c and \$1.00. Just for today, 59c.

**Boys' Wash Suits 95c**  
Broken lines and odd sizes from our regular stock; all sizes, but not every size in every pattern; tan, blue and green chambray, white tennis linen, in Tommy Tucker style; blue and white stripe galatea and tan linen, in junior Norfolk style. Sizes 2½ to 8 years. 8.30 special, 95c.

Boys' Shirt Waists in blue, black and mauve stripe, \$1.75.

Boys' Bathing Suits, Sizes 22 to 32, 50c.

Boys' Balbriggan Underwear, shirt and drawers, 50c a garment.

Boys' Balbriggan Natural Combinations, Sizes 22 to 32, 75c.

Boys' Cotton Jerseys in navy blue, long and short sleeve, 39c.

Boys' Neglige Shirts with separate collars in black, blue and mauve stripe, \$1.25.



**Yards and Yards of Nainsook Will Be Carried Away at 15c Yard**

That's less than mill price. Fine and durable; woven especially for lingerie, nightgowns and all kinds of household uses; pure white, and of soft, pure finish. Not more than 20 yards to a customer. 3,000 yards, 35¢.

Bleached Twilled Sheetting, 70 in. wide; good heavy quality. 70c value. Clearing today, yard, 59c.

Hemmed Pillow Cases, sizes 42 x 33 and 44 x 33 in. 85c value. Clearing today, pair, 69c.

Bathrobe Lengths, made from lovely soft quality ve-

lour; size 72 x 90 inches, with girdles to match; ideal for convalescent soldiers' lounging robes, etc. Extra special today, length, \$4.25.

Scalloped Damask Table Cloths, size 64 x 64 inches; round and square, assorted, pretty designs. \$2.00 value. Clearing today, \$1.29.

Natural Colored Towelling, 16½ in. wide; fancy red border; serviceable quality for kitchen use; 1,500 yards to clear. Less than mill price. Today, yard, 14c.

Brown Holland Linen, for wash dresses, boys' suits, and so on; 38 inches wide.

Regularly 65c. Clearing today, yard, 55c.

White Crochet Bedspreads, size 72 x 90 inches; finished hemmed. Regularly \$2.95. Special today, \$2.35.

White English Satin Bedspreads, size 72 x 90 inches. \$4.00 value. Special today, \$3.25.



**Mill Ends of White Wash Fabrics 10c Yard**

Mill Ends in White Goods, useful for the making of waists, dresses, children's frocks, etc. A miscellaneous lot, hence cannot accept mail or phone orders. Today, per yard, 10c.

Linen-like Suitings—the reason of the big reduction is that there are only two shades, natural and sky; 36 inches wide. Regularly 50c. Today, per yard, 25c.

Printed Voiles that cannot be duplicated under 50c per yard. A dress manufacturer's surplus stock bought at a low cost. White grounds with check and floral designs, also spot designs; 36 inches wide. Today, per yard, only 29c.

Plaid Gingham Zephyrs — It would pay you to lay in stock for next year at this sale price; 32 inches wide in over forty colorings. Regular 65c. Today, per yard, 49c.

Plain Pink Voile—Scarce goods today at any price; 36 inches wide. Regularly 50c. Today, yard, 39c.

Snowflake Voile—A lovely sheer quality for summer frocks and the popular lingerie blouse; 36 inches wide. Today's price at the mill in England is 60c. Our price, today, per yard, 49c.

**Silks**

**Ivory Habutai Silks 84c and \$1.24 Yard**

Japanese Silks have advanced enormously since we placed this contract and these lots are from 25 per cent. to 30 per cent. under today's market prices.

There is no other summer silk so satisfactory in every way for waists, dresses, middie and lingerie; 36 inches wide. Do not miss such an opportunity. Phone orders filled. Today, per yard, \$1.24.

Black Summer Silks, including silk crepe de chimes, light weight mes-saline, fine quality paillettes and several weights in the popular chiffon taffetas. Regularly \$2.50. Today, per yard, \$2.24.

Striped Crepe Pongees, natural grounds with popular stripes in the "Crinkle" effect. Per yard, \$1.50.

Colored Silk Crepe de Chine, Dress and Suiting Satins, in Charmeuse and Duchess finish, extra weight Ivory and Black Crepes, fine quality colored Chiffon Taffetas, and many odd pieces of \$2.95 and \$3.00 Silks and Satins. Today, per yard, \$2.50.

Natural Shantung Pongee, smoothly woven and free from dressing. Regularly \$1.50. Today, per yard, \$1.24.

**Dress Goods**

Black Brilliantine Lustre, with bright silk finish and fast dye; 42 to 44 inches wide. Regularly \$1.25. Just for today, per yard, 95c.

Novelty Wool Delaines, in the newest French patterns, fast colors, fancy stripes, floral designs, etc. Good value at 75c. Today, per yard, 46c.

Guaranteed British Cheviot Serge Suiting, 54 inches wide, perfectly soap shrunk. Regularly \$3.50. Today, per yard, \$2.95.

Fancy All-over Plaids and Checks, for suit coats and skirts; grey and black, blue and grey and black and white. Today, per yard, 74c.



FOR DESIRABLE...  
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H. H. WIL...  
28 King Street Ea...

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