

Thursday Shopping News at Simpson's

These are days full of interest for economical buyers. Each day sees a host of seasonable merchandise marked down for quick clearance---some of them get into the newspapers, but there are ever so many others, and mostly the best values, that we do not advertise owing to the quantities being too small. It will pay you to stroll through the store any day to look for the not advertised specials.



Let Your Feet Share in the Summer Outfitting

Our Shoe Department was never in better shape to give you the benefit of unlimited choice. The newest, smartest boots are offered at prices you cannot easily match elsewhere. See these Thursday:

- \$7.00 TO \$10.00 HIGH CUT WOMEN'S NOVELTY BOOTS, \$6.50.**
14 different styles; 139 pairs of Women's High Laced and Button Boots, taken from our regular stock, and all this season's best lasts and styles. Your choice of buckskin, gray, ivory, African brown and white kid; Goodyear welt and hand-turned soles; covered and leather heels. All sizes from 2 1/2 to 7 in the lot, though not in every style. Thursday 6.50
- MEN'S RUBBER SOLE OXFORDS, \$4.00.**
Made of dark brown willow calf; straight lace style; English recede toe; blind eyelets; fibre rubber sole; rubber heels. Sizes 5 1/2 to 11. Thursday, per pair 4.00
Same style, black calf. Per pair 4.00
- MEN'S "BOND ST." STRAIGHT LACE BOOT.**
Made on English recede toe; best grade of gunmetal calf, with blind eyelets; no hooks; gray tops; light-weight Goodyear welt sole; flat heels. Sizes 5 to 11. Per pair 5.50
Same style, patent colt. Per pair 5.50
- CHILDREN'S TURN SOLE SLIPPERS.**
350 pairs Children's Slippers, with instep strap, made of tan Russia and black calf leather; turn soles; imitation tip and neat tailored bows. Sizes 2 to 8. Regular \$1.85. Thursday .. 1.19
- Low Cut OUTING SHOES**
Boys' White Canvas Oxford, red fox, extra double weight soles. Sizes 1 to 5. Thursday 1.19
Boys' White Canvas Oxford, white rubber soles. Sizes 1 to 5. Thursday89
Men's White Canvas Oxford, rubber soles. Sizes 6 to 11. Thursday99
Men's White Canvas Oxford, red foxing, extra double weight sole. Sizes 6 to 10. Thursday 1.29

Try Our Combination Breakfasts in the Palm Room

- A quiet, cool place to take your first meal---where good service and good surroundings enable you to enjoy what you eat.
- AT 15c.**
Toast or Rolls, Marmalade, Prunes or Stewed Fruit, Tea or Coffee.
- AT 25c.**
Any Cereal with Cream, Fried Ham or Bacon, or Eggs any style, Toast or Rolls, Tea or Coffee.
- AT 30c.**
Fried Ham and Eggs or Bacon and Eggs, Toast or Rolls, Fruit, Tea or Coffee.
- AT 35c.**
Fried Ham and Eggs or Bacon and Eggs, Hashed Brown Potatoes, Toast, Fruit, Tea or Coffee.

Vacation Needs for Men and Boys

- Youths' Long Trousler Suits \$7.50**
In pinch-back style, in neat patterned gray mixed English tweed. Two pieces, coats and pants only; the coat lined and trousers finished with cuffs and belt loops. Sizes 32 to 35. Thursday 7.50
- MEN'S KHAKI DRILL DUSTERS.**
Long and roomy, with slash pockets and convertible collar. Sizes 36 to 50 1.75
- 150 PAIRS OF WORKING PANTS.**
Strongly made from gray and black stripe cotton tweeds, with side and hip pockets. Sizes 32 to 44 1.00
- Boys' Camp Suits of Khaki Drills \$1.48**
200 suits, consisting of full cut shirt, with soft collar and two outside breast pockets and bloomer pants, full cut. A strong suit for boys' summer wear. Sizes 7 to 15 years. Thursday ... 1.48
- BOYS' ENGLISH TWEED SUITS, \$3.85.**
145 Single-breasted Yoke Norfolk Suits, with full cut bloomers, tailored from dark gray striped tweeds, stitched-on belts and pleats from yoke to belt. Sizes 25 to 33. Thursday at 3.85

How Are Your Eyes?

Add to the pleasure of your summer vacation---by taking a spare pair of eyeglasses with you. Rimmed styles from 1.00 Gold-filled rimless styles from 2.50 The "Rosco" Toric styles from 4.00 Oculists' prescriptions accurately filled. (Optical Dept., 2nd Floor.)

Wash Fabrics

- NEW PLAID CHIFFONS.**
Silk and cotton, with plaids, in black, navy, Copenhagen, brown and green; very smart for dresses; 36 inches wide 49
- Palm Beach Suitings, natural shade.** 36 inches wide. Thursday, per yard 39
- Awning Stripes, gingham weave;** stripes of black, blue, tan and pink. 32 inches wide. Thursday, yard 25
- Blazer Stripes, 36-inch width;** white with rose, green, black or blue stripes 39
- White Middy Drills, for skirts,** suits, etc.; 36 inches wide. Thursday 20

Summer Dresses

- \$5.00, \$6.95 and \$7.95**
Dainty muslins, voiles and fancy cotton weaves, made into charming frocks, with pretty waist, and fluffy skirts; styles are numerous, and the shadings are perfect. The combinations in stripes or floral are exceptionally pretty. Several new designs shown. Thursday, \$5.00 to \$7.95.
- NEW SERGE SUITS, \$15.00 AND \$20.00.**
Early fall styles at prices for early selling; beautiful English serge and proper length and style for fall, 1916. Shades black, navy, green and browns. Special, \$15.00 and \$20.00.
- WOMEN'S WASH SUITS, \$6.50.**
Material washable Beach cloth, in natural shade; coat with convertible collar, fancy belt and riple from waist; skirt full flare. Thursday 6.50
- CORDUROY SKIRTS, \$8.50, NOW \$5.00.**
For golfing; rose, peacock, cadet or bronze shades; newest style, with pockets. Thursday 5.00
- WASH SKIRTS FOR WOMEN.**
Rep, cordelina, piques, khaki or Irish linen; many styles, and new designs, 95c, \$1.25, \$1.50, \$1.95 and \$2.25.

Here's a Pre-Stocktaking Clearance of Good Millinery

- Early Hats from the French Room at \$5.00, and Showroom Models that have been selling at \$12.50 to \$20.00.
- Most of them New York hats, that we desire to clear immediately; extremely desirable hats, including, perhaps, the very hat that you have been considering in our showcases. Come early. Thursday, each 5.00
- Bangles and Watchbands at \$2.50,** to be cleared in the next few days; good, bright colors and material; splendid hats for golfing and motoring. Selling regularly for \$4.50 to \$6.50. Clearing price, Thursday 2.50

Ribbon Sale

6-inch Taffeta Ribbon, good heavy quality; also 1-inch satin and many odd bolts of fancy ribbons in stripe or floral designs, good range of the best colors. Regular 15c, 20c, 25c and 35c. Thursday 15

Embroideries

22-inch Swiss All-over Embroideries; dainty small designs, suitable for blouse waists or baby dresses; 75c qualities. On sale Thursday 38
Cambric Flouncings, 7 inches wide, good wearing quality, open work designs. Extra special, yard 11

Wall Papers

- Dainty Chintz Linen and floral treatments for bedrooms, new color effects of blue, pink and mauve on white and gray backgrounds. Special value, Thursday, single roll 15
- Tapstry Wall Papers for living-rooms and halls, new gray shades,** old blues, tans, and greens. Regular 50c to 75c. Thursday, single roll 25
- Chambray Wall Papers, green, blue, gray and cream.** Floral cut-out border in desirable colorings to use with chambray papers in bedrooms. Regular value 15c. Thursday, single roll 7
- Cut-out borders.** Reg. 6c. Thursday, yard 1
- Tiffany Blend Paper---excellent mottled treatment of green and gray with sunset finish.** Regular 50c. Thursday, single roll 19
- "Eltonbury" Silk Fibres---22 inches wide.** Complete range of colorings, including dark blue, brown, yellow and greens. Special value Thursday, single roll 40
- Solitaire Drawing-room Papers---high class designs---in two-tone shadings of champagne, ivory and green.** Regular \$1.25. Thursday, single roll 35
- Hall Papers---brown and green grounds with conventional and stripe design, marked in rich colorings and gold.**
- Wall, Regular 20c. Thursday, single roll 8**
- 18-inch match border.** Reg. 7c. Thursday, yard 2

Sporting Goods

- Tennis Raquets, Jacques' celebrated English make, 100 only to sell at about two-thirds regular price.** Thursday, at 1.69
- Other grades of Tennis Raquets, 1.25 to 1.00.**
- Tennis Balls, reduced from 50c to 39c.** Regular 50c. Thursday 39
- Cricket Presses, Thursday 49**
- CROQUET SETS.**
- 4-ball sets, Thursday 98**
- 6-ball sets, Thursday 1.50**
- 8-ball sets, Thursday 1.50**
- Other sets from 2.00 to 3.50**
- Golf Bats, Thursday 1.00 and 1.25**
- Golf Bags, 1.00**
- Golf Balls, 25, 35 and 50**
- Sand Pails and Shovels for children, set, 10**
- Hammocks, to clear on Thursday at, each 98**

Summer Toilet Needs

- Djer Kiss Talcum Powder, tin 25**
- Program's Milkweed Face Cream, 50**
- Mary Garden and Lias de Rigaud Talcum Powder, 49**
- Simpson's Peroxide Face Cream, 35**
- Bourjois Dora French Face Powder, 25**
- Bronny's Hand-cream Cologne, 49**
- Murray and Lanman's Florida Water, at, 25**
- Djer Kiss Toilet Water, 25**
- Sempre Giovine Beautifier, 45**
- Canthrox Shampoo, 45**
- When's English Bath Soap, cake, 10**
- Armour's Steric Castile, 3 cakes for, 25**
- Minty's Tooth Paste, tube, 25**
- *War Stamps Extra.**

Picnic Baskets

We show a large variety of sizes, styles and colors of Picnic Baskets. Made of split bamboo, woven willow and fibre matting:
Club Bag styles at 25c to \$1.50.
Split Bamboo Baskets, 65c to \$1.25.
Woven Willow, 75c to \$2.25.
Matting Suit Cases, \$1.75 to \$3.95.
Imitation Matting Suitcase, 24 inches long, \$1.19.
Split Cane Baskets at \$4.50 to \$6.95.
Fitted Lunch Hampers in Canvas Baskets for two or four persons, \$13.40 to \$69.75.

Reflector Tungsten Lamps

Display on Main Floor
These lamps are made in 25, 40, 60 and 100 watt sizes. Lamp and shade for one price. More light and greater durability than the ordinary tungsten lamp affords and costs no more to operate.
The Filament is Unbreakable. This is the strongest and most economical electric lamp made, and it fits any socket.

Shop and Be Cool!

We have reason for congratulating ourselves upon the summer temperature of the Store. Massive construction and perfect air circulation combine to make this the coolest Store in Toronto on a hot day.

Eastern Silks

- Ivory Jap Habutai, 1 yard wide.** Regular 59c. Thursday 47
- "Middy-weight" Ivory Jap Silks, 36 inches wide.** Regular 79c. Thursday 69
- Ivory or Black Jap Silk, 36 inches wide.** Regular \$1.25. Thursday 96
- Natural Shantung Silks, 2,000 yards, fine and medium weights.** Regular 59c. Thursday 47
- 75c Qualities Fine Natural Ningshai Silks; 33 and 34 inches.** Thursday 63

Clearing Dress Goods

- Regular to \$2.50, at 75c---Stock-taking clearance of all-wool and silk and wool fabrics, such as poplins, crepe de chine, embroidered voiles, in exclusive designs, grenadines, colliennes, etc.; all 42-inch materials. Clearing Thursday at 75**
- 50c Resida Voiles at 29c,** including sky, pink, Belgian, navy, rose, amethyst, royal, cream, white and black. Silky finish. Clearing Thursday at 29

Brooches, Half-Price

A large selection of fine quality brooches in 10k, and 14k, gold, set with real pearls, amethysts, peridot, sapphire and turquoise, in circle, bar and oval designs. Regular \$5.00 to \$25.00. Thursday, half-price.

"Royale" Corsets

- Three hundred pairs for summer wear were delivered to us just a month too late, and with stock-taking only a few days away, we will clear them tomorrow at a saving of more than a dollar a pair.
Fine white coutil; medium bust; long hips and back. Sizes 19 to 26 inches. Regular \$2.75. Thursday 1.59
- Bathing Suit Bags, fine rubberized cloth.** Regular 60c and \$1.00. Thursday 30c and 50c.
- Women's Combinations, finest ribbed white list.** Sizes 34 to 40 bust. Regular 75c. Thursday 50
- Women's Drawers, outside, fine nainsook; lengths 23 to 27 inches, for 44 to 50 bust measure.** Regular 80c and \$1.00. Thursday 40c and 50c.

CHILDREN'S \$1.50 DRESSES AT 50c.

Separate bloomers, blue and white checked English oxford, finished with red scalloping. Sizes 2 to 5 years. Regular \$1.50. Thursday 50

CHILDREN'S 50c MIDDIES AT 39c.

Fine balbriggan knit cotton, wide sailor collar. Sizes 2 to 14 years. Regular 50c. Thursday 39

The Skirt You Need for Your Holiday

- MISSIE'S NEW YORK SKIRTS AT \$2.75, \$3.25 and \$4.25.**
150 skirts, at almost manufacturer's cost. The very latest styles; reticulate pockets; pearl button trimming, and novelty shaped belts. Materials, gardenie, ratine and silverblom, in all the new stripes of tan, rose, Copenhagen, green, black and gold.

Dress Shields

- "Omo and Kilner's" Makes, plain sew-in regular shapes: 15c, 20c, 23c, 25c, 27c, 28c, 30c, 35c, 38c, 40c, 45c, "On and Off or Detachable," 20c, 23c, 25c, 28c, 30c, 33c, 35c, 40c, 45c.**
- "Crescent," small shirt waist shield, 15c, 20c and 25c.**
- "La Mode," lace trimmed shirt waist, 20c, 25c and 30c.**
- Black Silk, regular and short flap, 20c, 25c and 30c.**
- "Gem" Silk, regular and short flap, 25c, 30c and 35c.**
- The "Eiva" and Transparent Shield, white and flesh color, 20c, 25c, 30c and 40c.**

This is the Men's Store of Toronto

Men's Clothing, Hats and Furnishings are shown in adjoining sections, all conveniently located on the Ground Floor near the entrances on Yonge and Richmond Streets. The service is the kind men like.

A Club Bag for Your Trip

- Leather Club Bags, walrus grain, double handles, sewed frames, full leather lining. Sizes 18, 21 and 24 inches: \$7.50, \$8.00 and \$8.50.**
- Keritool Club Bags, heavy walrus grain, single handles, slide catches and lock. Sizes 18 and 21 inches: \$5.00 and \$5.75.**
- Leather Suit Cases, cowhide, smooth grain, lined. 21, 24 and 26 inches. \$5.00, \$6.00 and \$7.00.**

Bleached Sheetting 25c yard

- Close, even weave; 70 inches wide. Limited number of phone orders filled. Regular 30c to 35c. Thursday, yard 25c.
- White English Satin Quilts, some with corners cut, for brass beds, others plain, double-bed size. Regular \$6.00 and \$6.50. Thursday .. 3.95**
- Fancy Printed Bed Spreads, for the summer use.** Regular \$2.50. Thursday, special, per lb. 1.95
- All Linen Crash, 48 inches wide, 18-ounce weight. Regular 19c. Thursday, yard 19**
- Natural Bulging, pure linen, splendid washing and wearing quality; width 36 inches. Regular 60c yard. Thursday, yard 35**
- Hammock or Couch Throws, Thursday, each 1.75**

Hardware

- Green Japanned Watering Cans, 3-qt. size, Thursday 25c; 5-qt. size, Thursday 35c; 10-qt. size, Thursday 50c.**
- Galvanized Watering Cans, 6-qt. 65c; 10-qt. 85c; 14-qt. \$1.05.**
- Deluge Sprayers, for spraying rose bushes, trees, shrubs, flowers, etc.; also used for spraying cattle. Thursday 39**
- Nursery Refrigerators, white enamel finished, round corners, a compact little ice box, suitable for summer homes or places where there is no large refrigerator. Thursday 1.98**
- Lawn Hose, three-ply, warranted grade, complete with couplings, clamps and sprinkler.**
- 1/2-inch size, 25 ft., Thursday 2.25**
- 3/4-inch size, 25 ft., Thursday 2.75**
- 1/2-inch size, 50 ft., Thursday 3.98**
- 3/4-inch size, 50 ft., Thursday 4.98**
- Multiple Corrugated Hose, costs more to begin with, but it's the cheapest in the long run because it will outwear any other kind, fully warranted, any length required; 1/2-inch, 1/2 ft.; 3/4-inch, 17c ft.**

MARKET

- MEATS.**
- Round Steak, Simpson quality, Thursday, special, per lb. 25**
- Sirloin Steak, Simpson quality, Thursday, special, per lb. 25**
- Porkhouse Steak, Simpson quality, Thursday, special, per lb. 25**
- Smoked Back Bacon, extra, 25c curing, whole or half. Thursday, special, per lb. 15**
- Pure Lard, 1-lb. prints. Thursday, special, per lb. 15**
- Smoked Picnic Ham, 5 to 8 lbs. each. Thursday, special, per lb. 15**
- Pure Lard, 1-lb. prints. Thursday, special, per lb. 15**
- GROCERIES.**
- 4,000 lbs. Finest Creamery Butter, in 1-lb. prints, per lb. 25**
- One car Standard Granulated Sugar, in 20-lb. cotton bags, per bag 1.00**
- Finest Corned Corn, Peas or Beans, per bushel 1.00**
- Edwardsburg or Beehive Table Syrup, 8-lb. pail 25**
- Finest Featherbed Goose, large, per lb. 25**
- Fresh Flaked Wheat, per stone 25**
- Ingersoll Cream Cheese, large, per lb. 25**
- Choice Red Salmon, 2 tins. 25**
- Pick, in bags, 2 bags 25**
- Fancy Patna Rice, 3 lbs. 25**
- Pure Cocoa, in bulk, per lb. 25**
- Choice Lima Beans, 3 lbs. 25**
- Imported English Malt Vinegar, 1 imperial quart bottle, per bottle 25**
- Finest Canned Pumpkin, 3 tins. 25**
- Shredded Wheat or Grape-nuts, 3 lbs. 25**
- Finest White Sugar, 3 lbs. 25**
- Pure Gold Sealed Dressing, 3 lbs. 25**
- Green Peas, basket, 2 lbs. 25**
- Lime Juice, Sovereign Brand, bottle 25**
- 45c ASSAM TEA, PER LB., 27c.**
- 1,000 lbs. Fine, Rich, Full Bodied Assam Tea of uniform quality and fine flavor. A 45c tea anywhere in the world. Thursday, per lb. 27**
- FRUIT SECTION.**
- Choice California Sun-dried Orange, 50 lbs. 25**
- Delia Onions, 3 lbs. 25**
- Green Peas, basket, 2 lbs. 25**
- Van Beans, measure 15**

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