

**SIMPSON**

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.

Moderate northwesterly winds; fine; not much change in temperature.

**SIMPSON**

### Give Your Feet an Outing



They've tired of the week-long grind on pavements and floors—put them into these relieving Outing Shoes, and let them feel the soft turf. These prices are your opportunity:

Men's, Boys' and Youths' Outing Shoes, for lacrosse, tennis and bowling, at special prices Friday morning.

Black or White Duck Shoe, with rubber sole. Men's, .69; Boys', .55; Youths' . . . . .45

Blue Duck Blucher Shoe, with rubber sole. Men's, .75; Boys', .59; Youths' . . . . .49

Blue Duck Blucher Shoe, with rubber sole, leather insole. Men's, .79; Boys', .69; Youths' . . . . .55

White Duck Blucher Shoe, with white rubber sole, leather insole. Men's, 1.15; Boys' . . . . .85

Black Duck Blucher Boots, with black rubber sole. Men's, .85; Boys' . . . . .69

White Duck Blucher Boots, with white rubber sole, leather insole. Men's, 1.15; Boys' . . . . .95

White Duck Blucher Boots, with red rubber sole, leather insole. Men's, 1.35; Boys' . . . . .1.15

Phone orders filled.

### And These Socks at Half Price

Men's Imported Lisle and Cotton Socks, fancy patterns, double-spliced heel, toe and sole; all sizes. Regular 25c. Friday . . . . .12½

### Things Worth Hurrying For To Be First to This Hammock

Hammocks, net woven, in red and green stripes, with stationary head rest and fringed valance; size 32x74. Regular \$1.25 value. Friday . . . . .89

Lawn Mowers, a few odd lines at reduced prices Friday:

Daisy Lawn Mowers, 7-inch drive wheel, three blades, 14-inch cut, Friday, 2.75; 16-inch cut, Friday . . . . .3.00

Star Lawn Mowers, 9-inch drive wheel, three blades, 14-inch cut, Friday, 4.00; 16-inch cut, Friday . . . . .4.50

Woodyat Lawn Mowers, 10-inch drive wheel, four blades, 16-inch cut, Friday, 4.75; 20-inch cut, Friday . . . . .5.25

### To Get These Travelling Goods Checked

26 only Trunks, Suit Cases and Club Bags, of high-class manufacture, that are slightly soiled, go at half price. Regular prices \$10.00 to \$45.00. Friday . . . . .Half Price

### To Get as Many of These as Possible

#### HOLIDAY READING

2000 Books, paper covers, fiction. Regular 10c . . . . .3 for .25

1000 Handy Pocket Editions, in red cloth. Regular 30c each. Saturday, each . . . . .21

A few of the titles by the Baroness Orczy: "I Will Repay," "A Son of the People," "The Scarlet Pimpernel," "The Tangled Skein," "Bean Brocade," "The Emperor's Candlesticks."

### To Get a Straw Hat Cleaner For 5 Cents

Straw Hat Cleaner. Regular 10c. Friday . . . . .5

Art Gum, for cleaning belts, shoes, etc. Regular 10c. Friday . . . . .5

Cloth Balls, for cleaning all light materials. Regular 15c. Friday . . . . .10

Joss Sticks, 10 packages in bundle . . . . .10

Face Chamois . . . . .5, 10, 15

Beef, Iron and Wine. Friday . . . . .25

### To Get in the Jam For These Values

Fruit Jars, Crown Brand—Per dozen: Pints, .55; Quarts, .65; Half Gallons . . . . .75

1000 Tea Cups and Saucers, Honey Pots, Fruit Plates, Dinner Plates . . . . .5

200 Doulton Tea Pots, Jardiniers, Chocolate Pots, Nippon Vases. Regular to \$1.25. Friday . . . . .49

70 Dinner Sets, complete, for six people. Friday . . . . .2.49

No phone or mail orders.

100 Cheese Dishes, dainty designs. Regular 75c. Friday . . . . .25

### Wall Papers and Jap Leathers

2600 rolls Mica and Colored Papers, for bedrooms and kitchens. Regular to 8c and 10c. Friday . . . . .3½

3000 rolls Floral and Stripe Papers, for bedrooms and small parlors and halls; assorted colors. Regular to 20c. Friday . . . . .9

2500 rolls Parlor and Dining-room Papers, in good colorings; tapestry and tone effects. Regular 25c and 35c. Friday . . . . .17

1700 rolls English, French, German and American Papers, for parlors, dining-rooms, dens, libraries and halls; rich colorings. Regular to 50c and 65c. Friday . . . . .27

100 yards Japanese Leather Ends, 4 yards and over; good designs; for daddoes and dining-rooms. Regular to \$1.00 and \$1.50 yard. Friday . . . . .49

350 rolls Leatherette and Pressed Papers, light and dark colorings, for parlors and dining-rooms. Regular to \$1.50 per roll. Friday, per roll . . . . .59

### The Uplifting Influence of the Simpson Store for Men

Don't you feel an uplift, an exultation when you come here and get high-class distinctive clothes and furnishings for less than you'd pay for the ordinary kind in a men's specialty shop? Fact is, we're specialists when it comes to men's wear, and we sell the kind of clothes that you'd expect to pay two prices for—elsewhere. Here, things are marked at prices close to cost, as you'll see on this page, and you can't help a feeling of exultation every time you put on these Simpson-value-clothes.

#### A Great Movement in Men's Summer Hats

140 Men's Panama Hats, small, medium and large shapes, fine even weave, black silk bands. Regular \$3.50 and \$4.50 hats. Friday . . . . .1.95

200 Men's Straw Hats, sailor and curl brims, fine braids, mostly sizes 7, 7½, 7¼. Regular \$1.00 and \$1.50. Friday . . . . .45

Land and Water Hats, for men, boys or ladies, colors plain white, pearl, cardinal, navy, brown, tan or mottled, best quality. Friday bargain . . . . .35

Men's and Boys' Varsity and Golf Shape Caps, in large range of patterns, fancy tweeds, also navy serges. Friday . . . . .45

#### Do You Wear Brown?

150 Men's Stiff Hats, latest shapes and finest English fur felt, samples, mostly sizes 6½ to 7, all brown. Regular \$2.00 and \$2.50 hats. Friday, your choice . . . . .25

#### Shirts and Bathing Suits at the Right Prices

Men's Large Size Flannelette Night Robes, well assorted colored stripes; collar style; 18, 19 and 20 sizes only. Regular price 75c. Friday bargain . . . . .39

Men's One-piece Bathing Suits, in navy with assorted red and white stripes, also navy with white trimmings. Regular price 75c. Friday bargain . . . . .47

Men's Neglige Shirts, in sizes from 15½ to 18, inclusive; some slightly counter-soiled, but most are broken lines. Regular prices 50c, 79c and \$1.00. Friday bargain, each . . . . .39

Boys' White or Light Tan Duck Outing Shirts, also Grey or Light Tan Cashmere, with small cord stripes; all with reversible collars and pocket; sizes 12 to 14. Regular prices 65c and 75c. Friday bargain, each . . . . .47

### The News on the Back Page

"World" readers are learning to turn instinctively to the back page, where often the item of supreme interest for them of all the day's news is to be found. See if this is not the case to-day, where Friday's Sale of Good Suits at Five-Ninety-Five is announced.

150 Men's English Tweed Suits, assorted brown and grey grounds, with neat stripes, three-button single-breasted sack style, extra well tailored; sizes 36 to 44. Every suit good value at \$8.50 to \$12.50. On sale Friday at . . . . .5.95

Men's English Tweed Working Pants, medium and dark grey stripe patterns; sizes 31 to 42-inch waist. Regular \$1.50, \$1.75 and \$2.00. On sale Friday at . . . . .98

A Clean-up of Odd Sizes and Broken Lines in Our Boys' High-Grade Two-piece Suits, imported tweeds and fancy worsteds, light and medium grey, fawn and brown grounds, with self and colored stripes; popular double-breasted style; pants bloomer style; sizes 25 to 33. Regular \$5.00, \$6.00, \$6.50 and \$7.00. On sale Friday at . . . . .3.95

Boys' Russian and Sailor Blouse Wash Suits, made from English galateas, prints and chambrays, in neat assorted stripe patterns; pants plain and elastic bloomer style; sizes 2½ to 10 years. Regular \$1.25, \$1.50, \$1.75 and \$2.00. On sale Friday at . . . . .98



### At the Simpson Store Rare Chances For the Home-furnisher

Men who have homes to look after will be attracted by this list from our Housefurnishing Floors for Friday. Some rare bargains are going here to-morrow. See how many of them you need.

Window Casement, in an excellent range of designs and colorings, on cream grounds; patterns specially suitable for bedroom curtains; full one yard wide. Worth 20c. Friday, per yard, .9

Sash Curtain Net, 1000 yards, flat or frilled, excellent wearing quality, finished with neat insertion and lace; full one yard wide. Worth 25c. Friday, per yard . . . . .16

Nottingham Lace Curtains, specially selected for Friday from our best selling patterns; plain and figured centres; white and ivory; 3, 3¼ and 3½ yards long; 52 inches wide. Values up to \$2.00. Friday, per pair . . . . .1.19

Tapestry Curtains, plain and two-toned effects, reversible, fringe top and bottom; 40 inches wide, 3 yards long. Regular \$2.50. Friday, per pair . . . . .1.98

### Friday Bargains in Floor Coverings

Brussels Rugs at a Great Reduction—All good colors, in floral, Oriental and chintz designs; two sizes only: 9 ft x 10 ft, 6 in, regular price \$14.00, for 9.98; 9 ft. x 12 ft., regular price \$16.00, for . . . . .11.98

Scotch Printed Linoleum, in block, tile, florals and matting designs; extra heavy quality; 2 yards wide. Regular price 45c to 60c. Friday, per square yard . . . . .37

Mohair Mats, in plain colors; red, brown, green and black; very durable; 24 x 48 inches. Regular price \$3.35. Friday, each . . . . .2.49

Mitre Mats, made from Wilton, Axminster, and Brussels border; well made; sewn by hand; 3 ft. 9 in. x 3 ft. 9 in. Regular price \$9.00. Friday . . . . .1.89

\$15.00 Tents, Friday for \$9.98—8-ounce duck, double sewn and reinforced; size 10 ft. wide, 12 ft. long, 7 ft. high, with 3 ft. walls. Friday, special at . . . . .9.98

Window Shades, all opaque; cream, green and fawn; 37 inches wide, 6 feet long; good spring rollers, with brackets and pull. Worth 45c. Friday . . . . .29

Bedroom Suites, of three pieces, in mahogany; dresser, chiffonier and dressing table. Regular price \$194.75. Friday . . . . .145.00

Dressing Tables, in mahogany. Regular price \$35.00. Friday . . . . .17.50

Davenport, with mahogany frame and leather upholstery. Regular price \$60.00. Friday . . . . .39.00

Davenport, with mahogany frame and moire silk upholstery. Regular price \$67.50. Friday . . . . .46.90

Library Suite, of two pieces, solid mahogany frame, covering of green denim. Regular price \$70.00. Friday . . . . .49.00

Dining-room Suite, of ten pieces, in selected oak, finished natural. Regular price \$113.75. Friday . . . . .79.00

30 Odd Dining Chairs, well made, of selected materials. Prices from \$3.50 to \$12.75. Friday . . . . .Half Price

25 Odd Office Chairs, in oak and mahogany. Prices from \$8.75 to \$19.50. Friday . . . . .Half Price

### Baby Carriages, Folders and Walkers

#### All New Goods to be Cleared

10 Baby Carriages, reed or wooden bodies, reed or leatherette hoods. Regular to \$18.50. Friday, 14.69; regular to \$21.50. Friday . . . . .16.79

25 New Folders, full size, hood, spring seat, solid wheels. Special, Friday . . . . .4.59

20 Baby Walkers, swing seat, toy table runners. Regular \$1.75. Friday . . . . .1.19

20 Baby Walkers, spring seat, toy table runners. Regular \$2.50. Friday . . . . .1.99

—Fifth Floor.

The **SIMPSON** Company Limited

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Yonge, 188 ft. from  
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