

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS.—Mostly fair and moderately warm; a few light showers.

SIMPSON



Summer Coats and Dresses in the Mantle Dept.

A long Tusore or Shantung Silk Coat is the very thing for this summer's wear in more senses than one. No other garment could be more useful, as becoming, and by wearing one the dictates of fashion are carried out to the letter.

Our Mantle Department is showing a very exclusive collection of new arrivals on Tuesday at prices to suit most dress allowances. We noticed some priced at \$16.50, some at \$35.00, and lots of "in betweens."

Women's Coats; some of the prettiest have the large shawl collars, belts, new kimona sleeves, with wide cuffs and smart patch pockets; others have high waist effects, and some are in very smart and distinguished plain tailored styles, with black satin trimmings.

There is a large selection, and even to the uninitiated the fact that great values are being offered will be at once apparent. Prices from 16.50 to 35.00

WOMEN'S SUMMER DRESSES.

For summer wear one of the most dainty dresses is made with all-over embroidery waist, yoke is of thread lace insertion, three-quarter sleeves, with cuff part to match yoke; skirt has all-over embroidery to knee line, which continues to bottom, with lace insertion and fine tuckings; this dress comes in white only 29.50

Another Beautiful White Lingerie One-piece Dress has the fashionable square low neck, outlined with fine lace insertion, and embroidered design, continued to waist line; belt of lace insertion; a neat fitting pleated embroidery skirt 25.00

New Dresses for the House

Woman's House Dress of excellent quality percale, cadet blue, with white pin dot; waist has three 1-inch tucks, Dutch neck belt and cuffs of fancy self stripe, three-quarter sleeves; front opening; seven-gored skirt. Sizes 34 to 42. Specially priced Tuesday 1.39

Tub Dresses for Misses or Small Women

Here are particulars of two dainty styles, one of excellent quality gingham, in stripe effects, sky, pink or tan with white; Dutch neck, belt and turn-back cuffs, trimmed with plain line in harmonizing shades; side front opening, with large pearl buttons. Another style is extra quality print, white with black, navy or pink pin spot; short sleeves, round Dutch neck and belt, piped and trimmed with plain self color; waist has invisible back opening; both styles have perfect fitting gored skirts. Sizes 14, 16 and 18 years 2.25

Linens and Staples

Qualities That Can't Be Beaten at the Price

AMERICAN SILKOLINE COMFORTERS, \$1.69.
75 fine Comforters, for three-quarter beds, made with good American silkoline coverings in very pretty patterns, best white fluff. Something you will need for the summer home. Tuesday 1.69

15c UNBLEACHED CANTON FLANNEL, 11c.
1,000 yards English Unbleached Canton Flannel, 28 inches wide, fine firm weave, well napped, will bleach pure white. Regular 15c yard, on sale Tuesday 1.11

PILLOW CASES, 3 PAIRS FOR \$1.00.
500 pairs fine English Pillow Cases, size 42x33 and 44x33 inches, well made, filled seams, plain or hemstitched ends, good heavy cotton, special price, Tuesday 3 pairs for 1.00

DAMASK TABLE CLOTH, \$2.19.
60 only, Pure All Linen Irish Damask Table Cloths, full size, 24x24 1/2 yards, good close weave, fine bright Damask, finest new patterns, bordered all round, extra value. Tuesday 2.19

FINE OXFORD SHIRTINGS, 19c YARD.
500 yards Oxford and Harvard Shirtings, best English make, in medium and dark colors, perfect washing goods, 28 inches wide, fine stripes and checks. Special Tuesday 1.19

Footwear for Lacrosse, Tennis, Bowling or Bathing

Here is our new price list for Lacrosse, Tennis, Bowling, Bathing and Outing Rubber Soled Duck Footwear. Our brand new stock is in:

	Men's	Boys' or Misses'	Child's
White Duck Bathing Shoe, duck covered, rubber soles, tape ties	.29	.29	.22
White or Blue Duck Tennis Oxford, black rubber sole, lace style	.69	.55	.46
Blue Duck Tennis Oxford, black rubber sole, Blucher style	.75	.59	.49
Blue Duck Tennis Oxford, black rubber sole, Blucher leather insole	.79	.59	.55
White or Black Duck Tennis Boot, black rubber sole, Blucher leather insole	1.15	.89	.79
White or Black Duck Tennis Boot, black rubber sole, Blucher leather insole	.85	.75	.65
White Duck Blucher Bowler's Boot, dark red, real rubber sole, leather insole	1.35	1.15	
Black Duck Lacrosse Blucher Boot, rubber cleats on soles, leather insole	1.50	1.25	

Great Attractions in Hosiery and Gloves

Women's Kid Gloves, 8-button length, undressed suede gloves, in tan, brown and mode, also short wrist length gloves in glace kid, black, with dome fasteners. The long gloves have mousquetaire opening at wrist. Sizes 5 1/2 to 7. Regular 75c and \$1.00. On sale Tuesday, pair59

Women's Wrist Length Pure Silk Gloves, 2 dome fasteners, double tipped fingers, perfect fitting, black, white and all the wanted shades; sizes 5 1/2 to 8. Special Tuesday, pair50

Men's Undressed Suede Finished French Kid Gloves, in grey, black, dome fasteners, oversewn seams, silk points on back; sizes 7 to 9 1/2. Regular \$1 value. Tuesday49

Misses' Silk Embroidered and Plain Tan Cashmere Hose, English made, fine all-wool cashmere; sizes 4 1/2 to 8 1/2 in plain; embroidered 6 1/2 to 8 1/2. Regular 35c and 50c. Tuesday25

Women's Plain Black Cashmere Hose, seamless English made. Regular 25c. Tuesday19

Wilton Rugs at Bargain Prices

30 ONLY ENGLISH WILTON RUGS AT HALF-PRICE.

They are in self colorings of blues, rose and green, suitable for bedroom floors. The designs are small, and the quality extremely fine.
9'0" x 9'0". Regular \$24.00. Tuesday 12.00
9'0" x 10'6". Regular \$27.50. Tuesday 13.75
9'0" x 12'0". Regular \$30.00. Tuesday 15.00
11'3" x 12'0". Regular \$40.00. Tuesday 20.00
11'3" x 13'6". Regular \$45.00. Tuesday 22.50

SWISS CURTAINS.
Rich Renaissance insertion effects, with heavy motif corners, plain, floral and figured centres, 50 in. wide, 3 1/2 yards long. Wonderful value at, per pair. Tuesday 3.50

NOTTINGHAMS.
The very finest quality, extremely lacy and yet effective, on account of the various stitches employed, nothing could wear better, and there is a richness of appearance quite unusual for Nottinghams. The pieces are special Tuesday 3.50

50-INCH ENGLISH CHINTZES.
The designs are equal to any of the most expensive goods, while the quality is the same as those usually priced at \$1.00, \$1.25 and \$1.50. Many patterns have a jaspe ground; the colorings include both bright and soft tones. Tuesday, per yard79

Boys' Suits

Boys' Russian Suits, made from fine English tweed, in spring and summer weight; medium and dark grey and brown shades; double breasted style with sailor collar, trimmed with silk cord; pants bloomer style; sizes 2 1/2 to 8 years. Regular prices \$4.00 and \$4.50. To clear Tuesday at 2.95

BOYS' WASH SUITS.

Boys' Wash Suits, in a blue and white stripe galatea, single breasted, with white drill Efon collar, self belt and tie; pants elastic bloomer style; sizes 2 1/2 to 6 years. Tuesday 1.00

Boys' Sailor Blue Wash Suits, in plain navy blue, pale blue and brown shades of pique; made with sailor collar, trimmed with fancy trimming, and white drill, detachable shield, with silk ornament on front; plain knee pants; sizes 6 to 10 years 1.50

Combination Underwear for Men

Thousands of men would wear Combination Underwear if they could be sure of a fit. The combination suit that doesn't fit is worse than the "two-piece" discomfort. Here are examples of good-fitting combinations:

Superior Mesh Knit, with linen thread mixture; the best fitting combination suit procurable; sizes 34 to 44 each. On Tuesday 2.50

Lisle Thread, with silk stripe, made exactly as above; sizes 34 to 44. They are easily worth \$3.00. Tuesday 2.50

Ellis' "Spring Needle" Balbriggan Combinations, natural shade, perfect fitting, close cuffs and anklets; sizes 34 to 46, each suit, Tuesday 1.50

"Simpson's" Athletic Combinations, made from pure white fancy nainsook without sleeves, and has knee length drawers; these combinations have elastic rib band let in across back to prevent them dragging; sizes 34 to 44, each suit 1.25

"Morley's" Pure Silk Combinations, flesh color, loose fitting, beautifully made; sizes 34 to 46. Regular \$9.00. Tuesday 3.00

AN EXTRA SPECIAL IN SILK SHIRTS.

200 only Men's Pongee Silk Shirts, large and long, all seams are strongly double stitched, made with reversible collar, so that separate collar can be worn if desired; sizes 14 to 17. Regular \$3.50. Tuesday 2.98



Silks

There is an indescribable fascination and charm about the black silk suit or dress. A something so distinguished. A garment of this material always looks good. It cannot help doing so because it is good. Here are a few pointers for purchasers of black silks:

Buy a guaranteed material of reliable make.
Be sure that it was dyed at Lyons.

Buy on Tuesday at Simpson's because our silks fulfil these qualifications, and you will save from 27c to 52c per yard on regular prices, according to material. The following are on sale on the second floor on Tuesday:

700 yards Rich Black Duchesse Paillette, Rich Black Mousseline Duchesse, deep full black, guaranteed Lyons dye; these two silks are our \$1.75 and \$2.00 qualities. Tuesday special, 40 in. wide, per yard 1.48

500 yards Black and Ivory Japanese Habutai, guaranteed first choice quality, full 36 inches wide. Reg. 65c. Tuesday, per yard .48

200 pieces Natural Honan Shantung, guaranteed quality, heavy, firm weave, bright silky finish; the most useful and fashionable material one can get for summer dresses, waists, skirts, children's wear, etc.; launders well, and wears well; 34 inches wide. Per yard58

Dress Goods

Tuesday will be a big day for Colored Dress Goods and Suitings at50

3,500 yards of New Dress Goods and Suiting Fabrics, all new clean fashionable goods, selling in the regular way at 75c per yard.

New San Toys, all pure wool qualities, in all wanted shades. 42-in. wide. Regular 75c. Tuesday59

New Poplins, in fine cord effect, French make and dye. Regular 75c. 42 in. wide. Tuesday59

New Chevron Suiting, an ideal fabric for light tailored suits; all pure wool. Regular 75c. Tuesday, for59

Navy Serges, pure indigo dyes, pure botany yarns, in fine and medium twills. Regular 75c. Tuesday59

New Pencil Striped Suiting, a special purchase from an English maker, splendid cloth for wear, very popular for tailored suits or skirts. Regular 75c. Tuesday59

Shepherd Checks, in three sizes of check, suitable for dresses or suits, splendid washing quality. Regular 75c. Tuesday59

Wash Goods

Notice for a minute the style of shopper that makes up the crowd on the second floor in the department devoted to Washing Fabrics and you will realize that women who dress well are aware of the character of the goods here. It will be borne in upon you that Toronto women are alive to the fact that washing dresses can be just about as dainty, and are just as fashionable, as anything that can be worn this summer. Here are a few special items for Tuesday shoppers:

30 pieces Fine White-Mercerized Brocade, a beautiful silk-like material that is so popular for waists, etc. It retains its lustre after repeated washings. Regularly 25c. Special18

Zephyr Checks, in voile weave, from Glasgow, a novelty in this make of material; the designs are mostly large checks, but are not particularly obtrusive.25

Wide Printed Batiste, lovely designs of various colors upon a white ground, with decided novelty effects, geometrical, large spots and floral designs, forming the border, extremely stylish29

A complete range of Best American Printed Muslins. Such a wealth of beauty in moderate priced fabrics of this nature were never before shown in any one collection. Extra special values at20 and .15

Sunshades and Parasols

Fancy Sateen Sunshades, in various pretty designs, in light and medium colors, gilt frames and neat handles. Tuesday .95

Fine Silk and Wool Umbrellas, men's and women's, splendid selection of handles, strong steel rod and frame. Extra value 1.00

Men's and Women's Austria Covered Umbrellas, a good serviceable umbrella; the handles are trimmed, natural wood, also mission woods. Tuesday69

Something New and Attractive in Waist Dept.

Tuesday Morning We Introduce You to "The Quaker Girl" Waist and Cap as Illustrated.

This is one of the most charming and becoming modes ever designed. It is our own conception, and the ladies of Toronto will have the pleasure of setting a new style to The Continent. The waist is a plain black lawn, with a deep pointed "Priscilla" collar and cuff which detaches for washing purposes, cut low in the neck, as illustration. The cap is of black lawn, with a broad Quaker band of white, and fastened at side with white muslin ties. For motoring, boating, golfing, etc., it is an ideal garment. On show in the "Simpson" Waist Department only. Price of Waist, \$2.00. Cap, 75c.



Summer Dresses for Girls of All Ages

A magnificent display of Girls' Summer Tub Dresses is here at your service; the prettiest and daintiest styles are shown in thoroughly reliable materials, in great variety. "Simpson" dresses do fit. That point alone is making hundreds of new and satisfied customers each season. The wearers are just as pleased as their mothers. Tuesday will be a special Girls' Dress Day.

Girls' Middy Dresses, for ages 8 to 14 years, fine white duck, with cadet blue trimming, very tastefully arranged, separate long blouse and skirt. Each 3.00

Infants' Dresses, for ages 6 months, 1 and 2 years, fine lawn, dainty embroidery, yoke, skirt, trimmed with insertions and frill of Val. lace. Each 1.00

Infants' Dresses, for ages 6 months, 1 and 2 years, Mother Hubbard style, solid tucked round yoke, skirt finished with deep hem, short sleeves, made in fine nainsook- neat and dainty. Each50

Girls' White Dresses, for ages 6 to 14 years, fine lawn, waist front of all-over fine embroidery, V neck of embroidery, three-quarter sleeves; skirt finished with deep plain hem. Each 1.75

Girls' Dresses, for ages 3, 4, 5 years, fine stripe or check gingham, prettily trimmed with plain materials, or with fine white embroidery insertion, pink, blue or mauve effects. Each75

Girls' Dresses, for ages 6 to 14 years, fine small check chambray, colors pink and blue, with white, trimmed with white pique, pleated skirts, several handsome styles. Each 1.00

Girls' English Buster Brown Frocks, for ages 2 to 5 years, fine printed galatea, white sailor collar and belt, fancy braid trimming, colors navy or cadet blue, with white stripes. Each85

Girls' Dresses, for ages 6 to 14 years, fine print, white ground, with pink, blue or red patterns, trimmed with plain material to match, Dutch neck and three-quarter sleeves. Each 1.25

Little Girls' Highland Bloomer Dresses, for ages 2 to 8 years, a perfect summer dress, fine gingham, bloomers attached to waistband, easily laundered, colors pink or blue small check. Each 1.50

Girls' Tub Dresses, for ages 6 to 14 years, fine gingham and chambray, colors navy, sky or pink, plain or with pretty patterns, several pretty styles, high or Dutch necks, at, each, 1.75, 2.00, 2.50 and 3.00

Brushes Bristling With Price Reductions in the Toilet Dept.

A purchase of all the sample brushes of a wholesale house enables us to retail at a great deal less than the usual. They are solid ebony and rose-wood hair brushes with pure hand drawn bristles, and a few choice brushes. The prices range from \$1.25 to \$2.50, and you may obtain them on Tuesday at, each69

1,000 Tooth Brushes, regular value 20c. Special Tuesday9

1,000 Nail Brushes, in white and black bristles, regular values up to 35c. Special19

China, Etc. for Tuesday

Brass Candlesticks, tall shape, old English design, solid cast. Tuesday, special, pair75

Rubian Artware Vases, handsome decorations, up to \$2.25. Tuesday, to clear98

China Dinner and Tea Service, comprising 102 pieces, translucent, rich glaze, bone china body, oriental decoration. Teas with old gold handles. Tuesday, special 125.00

600 Doulton China Cake, Tea and Dinner Plates, values up to \$1.00. To clear Tuesday39

Baby Carriages and Folders

Wooden Carriages, English style leatherette hoods, brakes and rubber tires. Prices \$17.25, \$21.00, \$24.00 to \$44.00.

Reed Body Carriages, leatherette or wicker hoods, natural color or brown, brakes, rubber tires. Price \$13.95, \$15.50, \$21.00, \$23.00, \$25.00.

50 New Leatherette Baby Folders, hood, rubber tires. Special for Tuesday 4.79

Wall Paper

BED-ROOM and SITTING ROOM PAPERS.

Make your bed-room walls restful with plain papers and cut out or decorative uppers. The 1917 styles are ready.

New imported and domestic bedroom and sitting room papers, assorted colorings, Reg. prices, roll, 8c, 10c, 15c, 25c, 50c, 75c, \$1.00.

SPECIALS FOR TUESDAY.

3,500 rolls Bedroom papers, good colors. Regular to 15c. Tuesday, 7c; regular to 25c. Tuesday, 13c.

3,500 rolls parlor, dining room and hall papers in reds, greens, blues, brown, tans. Regular to 50c. Tuesday 28c; regular to 75c. Tuesday 39c; regular to \$1.00. Tuesday 49c.

Groceries for Monday

One car Standard Granulated Sugar, 20 lbs., \$1.00.

Lake of the Woods Five Rose Flour, 1/4 bag, in cotton, 75c.

Choice Picnic Hams, 6 to 8 lbs. each, per lb., 13c.

Canned Fruit, Raspberries, Strawberries, Lawton Berries, Cherries, Peaches, Plums and Pears, per tin, 16c.

Finest Messina Lemons, 2 dozen, 25c.

Fresh Pineapple, good size, 15c each, per dozen \$1.60.

Grape Nuts, 2 packages, 25c.

Canned Corn, 3 tins, 25c.

St. Charles Evaporated Milk, 3 tins, 25c.

Pure Gold Quick Tapioca, Chocolate and Custard Powder, 3 packages, 25c.

Clark's Potted Meats, 5 tins, 25c.

Imported Strawberry Jam, Tip Tree brand, 16 oz. jar, 20c. Telephone direct to department.

The **SIMPSON** Company Limited

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