

Today Reveals Minimum Prices in Simpson's Summer Sale

STORE HOURS: 8.30 A.M. TO 5.30 P.M., CLOSING SATURDAYS AT 1 P.M. DURING JUNE, JULY AND AUGUST

TODAY'S THE DAY

Whether you do not feel comfortable in a ready-to-wear Suit and would rather wait while one is made to your order.

225 suit lengths to select from, which we have been selling all season at \$28.00, \$30.00, \$32.00 and \$34.00. On sale today, made to your order, for 19.50

All must go, as we do not carry stock from one season to another in this department; the materials are all fine imported suiting, in Scotch tweeds, English worsteds and fancy vicunas, also some plain blue serges and worsteds, which are manufactured specially for the custom tailoring trade; a large variety of patterns to select from; in the fancies there are no two alike; neat stripes, small checks, club checks, tartan checks, and Glen Urquharts; fit and satisfaction guaranteed. Your choice, made to your order from measurements taken, today, at 19.50

Any of these Fine Suitings made up by our Regular Custom Tailors for **19.50**

N.B.—This is the last day of this offer.

The Summer Sale in Men's Wear

- Men's Balbriggan Underwear, sixteen trimmed shirts and drawers, in sizes from 34 to 44. Regular price 44c. Friday bargain, per garment .32
- Work Shirts, in plain navy, black and white stripe, in either single or double front; sizes 14 1/2 to 17. Regular prices 69c and 75c. Friday bargain, each .44
- Flannellette and White Cotton Night Robes—The latter are trimmed with narrow blue or cardinal braid; all have turn-down collar; Canadian and British makes; sizes 15 to 19. Regular price \$1.00. Friday bargain, each .67
- White Outing and Cricketing Shirts, attached reversible collar, in plain or white with stripes; sizes 14 to 17. Regular prices \$1.25 and \$1.50. Friday bargain, each .93
- Silk Neckwear, in the wide-end styles, made from 50c quality tie silks, assorted stripes and figures. Friday bargain, each .10

\$2.50 and \$3.00 Trousers at \$1.98

Made from English tweeds and worsted cloths, in good stripe grays; sizes 32 to 44. To clear 1.98

New Summer Frocks of the Better Kind

LATEST FROM NEW YORK, \$7.95.

Dozens of pretty tub frocks, in white, figured, striped or combination fabrics; the very smartest hot weather dresses; skirts in folds, frills, tiers and pleats. Today 7.95

NEW YORK SAMPLES—PALM BEACH (WASH) SUITS, \$7.95—REGULAR \$12.50.

Several dozen samples, showing the military, Norfolk, box-pleated, semi-pleated, belted and various other good styles; with or without pockets. Regularly \$12.50. Today at 7.95

WOMEN'S TOP COATS, \$6.95. REGULAR \$12.50.

All this season's styles, including the newest in flare, pleated, yoked and the ever-popular belted effects; materials and shades are of the wanted kinds. Bargain 6.95

DAINTY CREPE AND TAFFETA DRESSES, \$20.00.

Many individual styles and few alike, several being new designs just received; examples of the latest imported models, quaint and pretty. White, black, Belgian, navy and sand. Today 20.00

Notions at Special Prices to Clear

- Mending Wool, on cards; black, brown, white. Regularly 4 for 5c. Friday, 10 for .10
- Dome Fasteners, black and white, all sizes, guaranteed rustproof. Regularly 4c dozen. Friday, 5 dozen .10
- Tape in Bundles, black and white, 12 pieces to bundle. Regularly 5c. Friday, 3 for .10
- Hooks and Eyes, 2 dozen on card, black and white, sizes 0, 2 and 3. Regularly two cards for 5c. Friday, 6 for .10
- Pin Cubes, toilet pin cubes, black and white pins. Regularly 10c each. Friday .5
- Safety Pins, one dozen assorted sizes on card. Regularly 2 for 10c. Friday, 4 for .10
- Dome Fastener Tape, black and white. Regularly 15c yard. Friday .11
- Leaded Tape, for use in summer costumes, black and white. Regularly 10c yard. Friday .8
- Stickered Braid, in navy and brown, used for children's dress trimming. Regularly 15c bolt. Friday .8
- Lingerie Tape, in white, blue and pink. Regularly 10c package. Friday .8
- Dress Shields, transparent, guaranteed, sizes 2, 3, 4 and 5. Regularly 25c and 35c pair. Friday .15

50c Neckwear for 19c
75c Neckwear for 25c

A Swiss shipment reached this country by mistake, and we were able to secure it at such a price as to afford this most wonderful bargain. Every piece is strictly up-to-the-minute in style; clean, new and snowy white; finely embroidered French organdy collars, with the new pleated turn-over collar in three artistic patterns; 50c collar for .19; 75c sets for .25

Dress Goods Bargains

- Broken lines of Summer Dress Fabrics for the first Friday in our "Great Summer Sale."
- Wool Crepe de Chine, San Toy and Armures—Wonderful range of colors for summer dresses. Regularly \$1.00. Friday .75
- Lovely Silk Stripe Veils—A special purchase; silk stripe veils in a full range of new shades, also white, 42 inches wide. Friday .25
- 54-inch English Check Suiting—Worsteds finish, in the most wanted size check of black and white. Friday .53
- English Brilliantine Mohair Lustrés—Guaranteed fast raven black. Friday .35
- Ivory Corduroy Suitings—Good qualities, keenly priced. .75, 1.00 and 1.50
- Shantung-Pongee Silk—Sand and Palm Beach shades, 50 pieces. Regularly 85c. Friday .69
- 27 and 36-inch Ivory Jap Silk—The 27-inch is extra heavy. Friday .44
- Two Bales Natural Shantung Silk—Selected qualities. Regularly 50c to 65c. Friday .44
- All Silk Crepe de Chine—in plain and ripple effects, beautiful colorings, including plenty of pinks, blues, and ivory. Regularly \$1.69 and \$2.00. Friday 1.15
- Bonnet's Black "Fleur-de-Nice" Satin. Regularly \$1.33. Friday .85
- 300 Yards Black Messaline, very bright and rich, 36 inches wide. Regularly \$1.19, for .94

Cool Hats for Men

- Men's Neglige Straw Hats. Regularly \$1.00. Friday bargain .45
- Men's Straw Boater Hats. Regularly \$1.00 and \$1.50. Friday bargain .69
- Men's Sennit Braid Straw Boater Hats. Regularly \$2.00 and \$2.50. Friday .150
- Men's and Boys' Tweed, Worsted and Serge Golf Caps. Regularly 50c and 75c. Friday bargain .35
- Children's Hats, in mushroom, Rah-Rah and other styles, in crash, duck, drill and ratine, plain and fancy colors. Regularly 75c. Friday .49
- Children's Straw Hats. Regularly 50c and 75c. Friday .39

Men's \$10.00 Waterproof Coats for \$7.95

Necessary to every man's comfort. These are of good quality double texture English paramatta cloth, in greenish fawn color; cut single-breasted, long and roomy; close-fitting collar; all seams securely sewn and stitched; sizes 34 to 46. To clear 7.95

Look at These Items

- In the Bargain Section.
- Wash Dresses. Regular \$5.00 to \$8.50, for 1.95
- Wash Skirts. Regular \$1.00 and \$1.25, for .49
- Dust Coats. Regular \$4.50 to \$7.50, for 1.95
- Children's Coats. Regular \$5.00 to \$9.00, for 2.95
- New Wash Suits. Regular \$6.50 and \$7.50, for 4.95



Or, if you don't care to wait, but simply want to put on a Suit that fits, and be done with the matter---

TODAY'S THE DAY

Here's one of the biggest bargains for men ever offered! It's a frank attempt to beat any Friday's selling the Men's Store has known, and gives our customers the best suit value ever offered in Toronto at the price.

When you see these suits in the window, notice the good materials, the fine tailoring—and, without going any further, consider that these two items alone would use up more than our price today. For today we are aiming at VOLUME OF BUSINESS—and, as this price will show, all other considerations have been lost sight of.

These 300 Suits Will Be Ready for Your Choosing at 8.30 Friday. Men who know Suit Values will make no delay.

These suits are made by one of Canada's most important manufacturers, out of English tweeds and worsteds, in browns and grays, stripe and check patterns; the linings are fine twill mohair, and the size range is from 34 to 44; the prices these suits would sell for in the regular way are \$10.00, \$10.50, \$12.00, \$13.50, \$15.00. Today **4.95**

Youths' Suits at \$7.85

Suits that sell regularly at \$12.00, \$12.50, \$13.50 and \$15.00, of this season's models, but in somewhat broken size ranges; single-breasted sack and Norfolk models, with long cuff trousers; imported tweeds and worsteds; sizes 32 to 35. Friday bargain 7.85

8.30 A.M. SPECIAL FOR BOYS.

150 Suits to Clear at \$2.85.

These suits are the very newest models, single-breasted, fancy Norfolk styles, with bloomers, in gray and brown mixed tweeds; sizes 25 to 32. Friday bargain 2.85

BOYS' WASH SUITS, 49c.

Regularly 65c, 75c and \$1.00.

Oliver Twist, Middy and Russian styles, in odd lots of suits; neat patterns in blue and tan stripes; also blue chambrays and natural linens; sizes 2 1/2 to 6 years. Friday bargain 49c

Sample Summer Shoes From Four Makers

They're the Manufacturers that Shoe Buyers have learned to trust; and in this sample sale there are all sizes and widths.

Come at 8.30 for Best Choice All Round FOR MEN, \$4.00 TO \$6.00 SHOES FOR \$1.99.

1200 pairs, two Canadian makers' sample and surplus stocks, exclusive high-grade, distinctive Oxfords and Summer Pumps, in patent, mahogany, gunmetal, tan and black polished leathers; white oak bark tanned leather, Goodyear and hand-turned soles; young men's new shapes and the conservative styles; \$4.00 to \$6.00 Oxfords. No mail orders. Friday bargain 1.99

FOR WOMEN, \$3.50 TO \$4.00 SUMMER SHOES FOR \$1.49.

900 Pairs—An advertised line of Pumps, Oxfords and Colonial; ankle and instep straps, bows and buckles; Cuban, baby doll, spool and French heels; newest toe shapes; Goodyear and hand-turned soles; selected patent colt, vicid kid, tan and mahogany calf, and black glove calf leathers; \$3.50 to \$4.00 shoes. No mail orders. Friday at 1.49

FOR BOYS, \$2.50 TO \$3.00 BOOTS FOR \$1.69.

500 Pairs—Black and tan calf leathers; Goodyear and double reinforced soles; Blucher lace styles; English and round American toe shapes; flange and military heels; sizes and half sizes from 1 to 5 1/2. Regularly \$2.50 to \$3.00 boots. No mail orders. Friday 1.69

FOR CHILDREN, \$1.50 TO \$2.00 MILITARY BOOTS, 99c.

420 Pairs—Gait leathers and Lace Boots, tan and black calf, patent colt and vicid kid leathers; hand-turned and flexible Mokka soles; plain and patent leather toe caps; patent leather trimmed and plain uppers; Educator toe shapes; sizes 2 to 10 1/2. Regularly \$1.50 to \$2.00. Friday bargain .99

N.B.—Rubber-soled Fox Trot Pumps, Yachting and Tennis Oxfords and Boots low-priced Friday.

Summer Bargains in Gloves and Hosiery

- Women's Plain Black and Tan Cotton Hose, sizes 8 1/2 to 10. Friday bargain .55; pair .11
- Women's Plain Lisle Thread Hose, black, tan and white; sizes 8 1/2 to 10. Regularly 25c. Friday bargain, 3 pairs .55; pair .19
- Women's Silkline Plain Hose, in black only, including white lisle thread, extra fine quality. Sizes 8 1/2 to 10; 25c value. Friday bargain, per pair .15
- Boys' and Girls' Hose, ribbed black cotton; sizes 7 to 10. Friday bargain .12 1/2
- Boys' and Girls' Stockings, ribbed black cashmere, double knee; sizes 6 to 10. Regularly 25c. Friday, 3 pairs .55; pair .19
- Women's Lisle Thread Gloves, tan, brown, mode, drab, sand, navy, green and black; jersey wrist. Friday bargain .19
- Women's White Silk Gloves 24-in., sizes 5 1/2 to 8. Regularly 55c. Friday .29
- Women's Summer Gloves, short and long, lisle thread, in colors. Friday bargain .25
- Men's Socks, plain black, tan, gray and navy; cotton; sizes 9 1/2 to 11. Friday bargain .12 1/2
- Men's Silk Socks, plain black and tan; sizes 9 1/2 to 11. Friday bargain .25

Have You Seen the War Picture?

You can read despatches every day for a year, and still not get as vivid an impression of the great war as one glance at the "EVENING OF A GERMAN DEFEAT" will give you. Fourth Floor, Yonge Street.

SUMMER SALE BARGAINS IN Corsets, Underwear and Whitewear

- Women's Vests, fine ribbed white cotton, low neck with short or no sleeves, plain or lace yokes, beading and draw tapes, balance of several styles. Sizes 34 to 42 bust. Regularly 70c and 25c. Friday bargain .29
- Women's Vests or Drawers, fine ribbed white lisle thread, yokes low neck, short or no sleeves, lace or plain yokes; drawers fine lace trimmed, umbrella style, open or closed. Sizes 32 to 44 bust. Regularly 50c. Friday bargain .29
- Women's Nightdresses, fine nainsook, slip-over style. Battensburg lace yoke, Val lace edges on neck and sleeves, silk draw ribbon. Lengths 56 to 60 inches. No phone orders. Regularly \$1.00. Friday bargain .59
- Women's Corsets, finest summer net, medium low bust, very long hips and back, finest rustproof boning, wide side steels, four strong garters, bust draw cord, embroidery trim; sizes 18 to 36 inches. Regularly \$1.50. Friday bargain .79
- Corset Covers, fine nainsook, choice of styles daintily trimmed with fine Val lace and embroidery insertions. Val lace edges, silk draw ribbons. Sizes 34 to 42 bust. Regularly 60c. Friday bargain .35
- Drawers, fine nainsook, tucks and ruffle of beautiful silk bows, open or closed. Lengths 26 to 27 inches. Regularly \$1.50. Friday bargain .89
- Princess Slips, fine nainsook, yoke and flounce finished with insertions and edges of fine Val lace, silk draw ribbon. Sizes 34 to 42 bust. Regularly \$1.55. Friday bargain 1.00
- Petticoats, fine cotton, flounce has insertions and edges of fine lace, lawn dust ruffles. Lengths 38 to 42 inches. Regularly \$1.25. Friday bargain .69

CHILDREN'S AND INFANTS' WEAR.
Infants' Coats, fine white pique, collar, cuffs and belt, scalloped embroidered, large pearl buttons. Lengths 20 and 22 inches. Regularly \$1.50. Friday bargain 1.00
Carrriage Coats, fine white rep, handsomely embroidered centre, scalloped edges. Regularly \$1.50. Friday bargain .89
Girls' Dresses, blue and white checked English Oxford or rose color chambray, trimmed with white pique, collar, cuffs, belt and piping. Sizes 6 to 14 years. Regularly \$1.50. Friday bargain 1.00
Girls' Dresses, fine white lawn, tucks, Val lace insertions and edges in waist; all-over embroidery skirt; braided-covered seams. Sizes 3 to 6 years. Regularly \$1.25. Friday bargain .75
Children's Evening, waist and drawers in one, fine nainsook, embroidery edges at knees, buttoned back, drop seat. Sizes 2 to 6 years. Regularly 80c. Friday bargain .55

\$1.50 House Dresses 79c

300 Women's House Dresses of plain cotton lincse, striped percale and singham; navy, cadet, gray and tan; many different styles in the lot; three-quarter and long sleeves; V and high necks. All sizes in the lot. Regularly \$1.50. Friday bargain .79

SATEEN PETTICOATS. black, navy, cerise, mahogany, wine, sand and myrtle; pleated and pin-tucked flounces. Lengths 36 to 42. Friday bargain .39

\$1.75 and \$2.00 Hand Bags 95c

Seal, Morocco, Long and Crepe Grain Leather Hand Bags, in all the leading shapes and sizes, vanity fittings and change purses, colors and black. Regularly \$1.75 and \$2.00. Friday .95

Jewelry at Friday Bargain

Long Guards of Real Coral, 50 inches long; also long guards of "fish scale" pearls; 10c. gold chain; every size to 42. Friday bargain .25
Large Selection of Sterling Silver, Gold-Filled and Pearl Cut-Links for Children's wear; pretty stone-set gold-filled Necklaces; gold-filled Lockets, plain and stone set; gold-filled Neck Chains. Regularly 98c and \$1.25. Friday bargain .49

Silk Waists for \$1.48

Oddments and samples in crepe de chine, mezzaline and chiffon, assortment of colors and styles; every size to 42. Friday bargain .42
Lingerie and Tailored Waists, for early business Friday; all sizes to 42. Regularly 75c and 80c. Friday .25
100 Middie and Balkans, in various styles, all white, white and colored trimmings; sizes to 44. No phone or mail orders. Regularly \$1.00, \$1.25 and \$1.45. Friday bargain .49

Summery Wash Goods Values

- 36-inch Plain Prints, Copenhagen, mauve, sand and sky; also 20-inch plain organdies. Regularly 15c. Friday bargain .7 1/2
- 27-inch Scotch Crepes, white grounds, flake designs, checks and stripes; also plain shades of gray and black. Regularly 25c. Friday bargain .9 1/2
- 5000 Yards 32-inch White Krinkle Crepes, an underwear manufacturer's cancelled orders. Regularly 18c. Friday bargain .9 1/2
- 36-inch Silk and Cotton Crepe de Chine, in black, sky, pink, Copenhagen, Belgique, mauve, green, maize, etc. Regularly 75c. Friday bargain .49
- 36-inch Crepe Voiles and 27-inch Krinkle Crepes, on dark grounds. Regularly 29c and 35c. Friday bargain .12 1/2
- 27-inch Plain Colored Piques, in mauve, black, tan, natural, beetroot and sky blue. Regularly 25c. Friday bargain .9 1/2
- 40-inch Black and White Voiles, stripes, checks, figures, etc. Regularly 39c and 50c. Friday bargain .29

The Robert Simpson Company, Limited