



H. H. FUDGER,
President.
J. WOOD,
Manager.

The **SIMPSON** Company Limited

Store Opens 8 a.m.

Store Closes 5.30 p.m.

PROBABILITIES—

Moderate northerly winds; fair, with moderate temperature.

"The Moving Finger Writes"

In a few days now a hundred pens will be writing down on the stock sheets the contents of this large city block-full of merchandise.

What an undertaking it is, even for the smallest department. Managers are eager to move out as much merchandise as they can before the pens begin their task; but it is not without regret that they see goods of sterling worth, such as those mentioned in the following columns, sacrificed for the sake of the modern system of store-keeping, the semi-annual inventory that winds up every half year.

For you the system makes opportunities that are clear gain—So don't overlook one of to-morrow's collection.

"A Pretty Girl, a Summer Night," "A Moon all Soft and Mellow"

But the poetry does not relate what the girl was wearing, thereby robbing the verse of much feminine interest. We suggest that it should have been a Dutch-neck waist with short sleeves. This is just a hint for the girls to come for these new waists bright and early Tuesday morning.

100 Waists, in dainty summer style, front of all-over fine embroidery and pin tucking, Dutch neck, 3/4 sleeves, embroidery and lace edging. Sizes 32 to 42. Special Tuesday \$1.25.

150 Waists, of fine mull, exceedingly pretty front of dainty Swiss embroidery, panels, group tucking and rows of fine Val lace, square low neck, short sleeves, trimmed to match waist. Sizes 32 to 42. Special value \$2.50.

A smart Waist, of soft mull, made in chancelier style, side-front opening, beautifully hand embroidered, short sleeves, cuffs, roll collar and front, is finished with pleating and bebe Irish lace insertion. Regular \$4.00. Tuesday \$1.98.

\$3 Long Crepe Kimonos \$1.95

Just the thing for the bed-room lounge, on the hottest day.

Women's Kimono Gowns, of serpentine crepe, Oriental, floral and conventional patterns, navy, sky, cardinal, helio, green and myrtle; tucked back and front; fronts and sleeves trimmed with band of satin ribbon in harmonizing shades. Sizes 34 to 44. Regular \$3.00. Tuesday \$1.95.

Good News for the Golf Girl

Or any girl that loves the out-o'-doors. They know the comforts of a good sweater coat. We're selling ten dollar ones for less than half price to-morrow.

\$6.50 TO \$10.00 SWEATER COATS, TUESDAY TO CLEAR AT \$4.75.

All that are left of our high-class Coats. Your vacation isn't complete without one; all are this season's styles; long and medium lengths; colors brown, castor, grey, navy and old rose. Sizes 24 to 42 bust measure. Regular prices \$6.50 to \$10.00. Tuesday \$4.75.

No phone orders.

THESE LINES OF WHITEWEAR MUST GO.

Corset Covers, fine lawn, front has wide embroidery, with silk ribbon and two rows Val lace insertion, neck and arms finished with Val lace frills. Sizes 32 to 44 bust measure. Regular value 65c. Tuesday to clear at 35c.

Underskirts, fine cotton, 17-inch lawn flounce, two rows wide fine lace insertion, one row wide embroidery insertion and deep ruffle of lace, lawn dust ruffle. Lengths 33 to 44 in. Regular value \$2.00. Friday to clear at \$1.45.

Night Gowns, fine cotton, slip-over style, yoke has insertions of Val lace and embroidery medallions. Val lace frills, lace beading and silk ribbons. Lengths 56, 58, 60 inches. Regular value \$1.25. Tuesday to clear at 87c.

Selling of Tips Has Been Forbidden

But we not going to let that interfere with a special shipment of ostrich tips that have just been received and which we will dispose of to-morrow at 85c each. And don't overlook the plumes—they're great value at \$1.85 and \$2.85.

A Saving in Summer

Hosiery and Footwear

Just in the midst of the summer season now—and most people are ready for a second pair of light shoes and a fresh supply of hosiery—here's all the footwear you need at most attractive prices.

35c COTTON HOSE 19c.

Women's Plain Black Cotton Hose, medium weight for present wear, imported, fashioned, double spliced heel, toe and sole, Hermsdorf dye; all sizes. Regular 58c. Tuesday pair 19c, or 3 pairs for 55c.

50c SILK PLAITED HOSE 35c.

Misses' Imported Silk Plaited White Hose, full fashioned, extra spliced heel, toe and sole; look like pure silk, and will wear 50 per cent. better. Sizes 6 to 8 1/2. Tuesday, pair 35c.

Summer Shoes

BATHING SHOES.

120 pairs Women's Bathing shoes, white canvas, canvas covered rubber sole, all sizes, no half sizes. Special Tuesday 29c. Black canvas, with covered cork sole. Special Tuesday 58c.

WHITE CANVAS OXFORDS.

180 pairs Women's White Canvas Oxfords, Blucher cut, covered heel, flexible leather sole, all sizes 2 1/2 to 7. Special Tuesday \$1.19. Children's ankle strap, with leather heel, 69c.

CHILDREN'S SCHOOL BOOTS.

180 pairs Children's Boots, Dongola kid, Blucher, patent toe-caps, heavy soles, all sizes 5 to 10 1/2. Worth \$1.00. Special Tuesday 75c.

Ramie Suits—Do You Know Them?

Ramie Suits are better than linen suits; they do not crease and look mussed after one outing; they are made of the grass instead of the flax, and they never harden as linen suits are apt to do. Here's an opportunity to try them out for very little money—Repp and Ramie Suits at about half price Tuesday.

WOMEN'S WASH SUITS.

Special sale of women's high grade Wash Suits, of splendid quality English repp, in white, pink or natural, fine linen in blue only, and of ramie suitings, in rose, wisteria, linen and sky, and of cadet, tan and rose, with stripe effect; smart semi-fitting coats, some with braiding, skirts in either pleated or in flare gore style, with deep tucked graduating skirt, giving flounce effect, braided to match coat; sold regularly at \$7.50, \$8.00, \$9.00 and \$10. Tuesday, \$4.69.

WOMEN'S SUMMER DRESSES.

"As Cool as They Look"

Clearance of Women's Summer Dresses of the material best suited for wear during the warm weather, fine mercerized mulls, in soft, silky finish, in the following shades—mauve, sky, white, grey and pink; these are made in pretty one-piece styles; some with net yoke and collar, with rows of wide and narrow lace insertion down front, waist line is defined by wide band of lace insertion, tucked flounce, puffed sleeve, trimmed to match waist; others have yoke of self and front panel of Swiss embroidery, with row of lace insertion down each side, flounce has rows of pin and narrow tuckings, sizes are 32 to 42 bust measurements. Not every size or color in each style or color, but all in the lot; the regular selling prices of these goods were \$4.50 and \$5.95, Tuesday's price, \$3.89.

Economize on Carpets

Midsummer stock-taking effects a clearance in Tapestry and Brussels Carpets at a reduction, meaning a saving to you. These are all excellent carpets, and there's enough in each pattern for one or two good sized rooms, with a border to match. Remember, too, they are good sized member, too, they are good sized and lined free. Here's the saving:

200 pairs of fine Lace Carpets, in Nottingham, Swiss, Battenberg, Brussels, Marie Antoinette, and Point Arabe. The patterns are of floral and scroll designs, with handsome deep borders, colors white and cream. Regular prices from \$1.00 to \$3.00 per pair, Tuesday, 65c to \$2.00 per pair.

Stock-Taking Reductions in Curtains

If you have windows to drape when you are settling your house in the Fall, consider this rare chance to buy curtains now. They may be carefully put away in the meantime, and you'll save from 1 1/2 to 2 on the price.

200 pairs of fine Lace Curtains, in Nottingham, Swiss, Battenberg, Brussels, Marie Antoinette, and Point Arabe. The patterns are of floral and scroll designs, with handsome deep borders, colors white and cream. Regular prices from \$1.00 to \$3.00 per pair, Tuesday, 65c to \$2.00 per pair.

Canadian Souvenirs

Silverware Section.

5,000 Brooches, Pins, Gold-filled Scarf Pins and pairs Cuff Links, in enamel work, sterling silver, some set with jewels, Canadian emblems and coat of arms. A complete range from 25c to \$1.00.

"HALL MARKED" GOLD BROOCHES.

Pendants, Brooches, 9k gold, plain and with filigree work, set with pearls and amethysts; also gold dress pins. To sell Tuesday from 75c to \$3.85.

\$1 Colored Shantung Silks, per yard 64c

34 inches wide.

Wonderfully low in price.

Wonderfully good in quality.

Tuesday's reduced price should surround this counter with many happy women at 8 o'clock sharp. Don't leave it till afternoon or you may miss the very shade you desire.

French dyed, rich shades of pale blue, Copenhagen, Algerian, buttercup, tans, amethyst, shell pink, navy, brown, green shades, reseed, green, etc., two weights, one for suits, the other dresses.

Seasonable Toilet Articles at Stock-taking Prices

Dr. Charles' Face Powder, in flesh and white. 50c size. Tuesday 25c.

Shell Brand Castile Soap, 2 1/2-lb. bar. Tuesday 21c.

Velouté Face Powder, in flesh and white. Regular 20c. Tuesday 10c.

Murray & Lannan's Florida Water, 25c size. Tuesday 19c.

Simpson's Tooth Paste, none better, regular 30c, Tuesday 2 for 25c.

Toilet Paper, packages, no rolls, regular 10c. Tuesday 6 for 25c.

Rimmel's Eau de Quinine Hair Tonic, regular 75c. Tuesday 39c.

Men's Scratched Ebony Military Brushes, in solid leather case. Regular \$3.50. Set complete Tuesday \$1.99.

Phone orders filled. Phone direct to department.

Dress Goods Dept.

"Priestley's" Black Voiles reduced. \$1.00 per yard in the regular way—Tuesday, 69c.

Stamped every 5 yards with the maker's name—a sufficient guarantee of its standard quality. 1,500 yards, that's all. Rich, full, permanent blacks; an ideal fabric for cool summer dresses; width 44 inches. Put this on your "early morning list"—you will have a rewarding visit.

Tuesday's List of Specially Priced Groceries

Acquire the habit of phoning your grocery order to Simpson's every morning. It will arrive on the next delivery, thoroughly packed and in splendid condition. Phone direct to the department, Main 7841.

One car Standard Granulated Sugar, 18 lbs. \$1.00.

Choice Side Bacon, peameal, half or whole, per lb. 22c.

Ogilvie's Royal Household Flour, 4 bag in cotton, 84c.

Fancy Japan Rice, 4 lbs. 25c.

Quaker Puffed Wheat, 3 packages 25c.

St. Charles Cream, 3 tins 25c.

H. P. Pickles, bottle 22c.

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

Manzanilla Olives, quart gem jar 29c.

Pure Lime Juice, Sovereign Brand, registered quart bottle 25c.

Canned Yellow Peaches, per tin 15c.

Aunt Jimmimah's Pancake Flour, package 10c.

Rock-bottom prices prevail throughout the entire section. High grade wares from the world's best potters at unparalleled reductions.

Limoges China Dinner Set, 120 pieces, in dainty broad green band decoration, solid gold handles; a masterpiece of the potters' art. This set sold regularly at \$185.00. Tuesday's special \$99.00.

Best English Semi-Porcelain Ware, Dinner Set of 97 pieces, in effective cobalt blue floral design, scalloped edge, heavily trimmed with gold. Regular \$14.75. Tuesday \$9.99.

Clearing out line of Limoges China Dinner Ware, coronet design; a chance to replenish your set at half-price:

Soup Plates, regular \$4.50 dozen, Tuesday \$2.25 dozen.

Dinner Plates, regular \$5.00 dozen, Tuesday \$2.50 dozen.

Breakfast Plates, regular \$4.50 dozen, Tuesday \$2.25 dozen.

Sauce Tureens, regular \$2.25 each, Tuesday \$1.25 each.

Gravy Boat, regular \$1.70 each, Tuesday 85c each.

Sugar Bowl, regular \$1.40 each, Tuesday 70c each.

Cream Jug, regular 85c each, Tuesday 43c each.

Stop Bowl, regular 75c each, Tuesday 39c each.

Celery Trays, regular \$1.80 each, Tuesday 90c each.

Cake Plates, regular 70c each, Tuesday 35c each.

Tea Cups and Saucers, regular \$5.25 dozen, Tuesday \$2.63 dozen.

Meat Platters, regular \$1.05 each, Tuesday 53c each.

\$6.00 DINNER SETS FOR \$4.25.

Quaint old blue Stockholm design, full porcelain body, just the thing for every day wear. Tuesday special, complete set for 12 persons, \$4.25.

900 pieces Fancy China ware, from such famous potters as Doulton's, Nubian Art, etc.; Vases, Teapots, Salads, Bon Bon Dishes, Celery Trays, Plates, Figures. Values up to \$1.25. Tuesday's snap 49c.

See Richmond street window.

GLASSWARE REDUCTIONS.

150 only 9-inch Berry Bowls, in ruby colored glass, with rich gold decoration. Regular \$1.25. A genuine snap for 79c.

350 Clear Etched Finger Bowls. Regular 20c. Tuesday 9c.

Crown Fruit Jars, pint size, 55c dozen; quart size, 65c dozen; half gallon size, 75c dozen.

100 only Brass Handled Bon Bon Dishes, in pierced Dutch work, dull finish. Regular \$1.49. To clear Tuesday 69c.

LOW PRICES ON ENAMELWARE.

Copper Nickel Plated Tea Kettles,

Our July Sale of Household Linens

This is a logical time for a linen sale. Hundreds of young housekeepers are now buying their first supply—many older ones are replenishing their presses in anticipation of Exhibition visitors. These prices will make buying opportunities to fit their needs.

Phone direct to Linen Dept. Second Floor, Yonge Street. Getting Ready for Stock-taking.

\$2.50 BLEACHED SATIN DAMASK TABLE CLOTHS \$1.75.

This lot is from one of the best Irish manufacturers; every cloth is warranted pure linen; the designs are first-class, with a beautiful border all around, 2 x 2 1/2 yards. Only 125 to clear.

25c TO 30c BLEACHED HUCKABACKS 18c YARD.

All pure linen and meadow bleached, soft, perfect drying weave, 24 to 26 inches wide, in the lot is a little famous Old Blend huckaback. Only 300 yards.

35c TO 50c HUCKABACK-BEDROOM TOWELS 28c PAIR.

All good, large sizes, an assorted lot, hemmed ready for use, fine black and white, delightful, serviceable towels. Only 380 pairs in the lot.

20c BLEACHED ENGLISH LONG-CLOTH 12 1/2c.

Can't duplicate this; made from the best Egyptian cotton, perfectly pure for the needle; 36 in. wide, for family use. 700 yards.

If It's Wash Fabrics You Need, Come, Tuesday

The near approach of Stock-taking makes lower stocks imperative. Tuesday we'll use the "reduced price" lever in the wash goods department.

Please take note:—

30 boxes only, containing 12 yards of 36-inch White Nainsook, suitable for ladies and children's underwear. Box of 12 yards, Tuesday, \$1.65.

42 boxes only, containing 12 yards of 42-inch White Nainsook. Per box, Tuesday, \$1.95.

A clearing of Printed Cotton Organ-dies, Lawns and Muslins, figures, spots and fancy mixtures, in all the leading colorings. Regular 15c to 20c per yard. Tuesday 10c.

32 pieces of fine all-wool Printed French Voiles, bought greatly under price. Regular price would be 69c. Tuesday 35c.

Ends of high-class French Muslins and Organ-dies, in many designs; also fine silk and cotton mixtures. Mostly waist lengths. Spots or plain, black, sky, pink, navy, white, cream, green, wisteria and others. Regular, per yard, 39c to 65c. Tuesday 17c.

Nearly One Hundred Dollars Off the Price of One Dinner Set!

That's just how serious we are about stock-taking in the basement. You've never seen this quality of Limoges sold before at anything like the prices quoted—fancy buying a \$195 set for \$99—we're asking only about half on most of the high-class merchandise in the basement.

Limoges China Dinner Set, 120 pieces, in dainty broad green band decoration, solid gold handles; a masterpiece of the potters' art. This set sold regularly at \$185.00. Tuesday's special \$99.00.

Best English Semi-Porcelain Ware, Dinner Set of 97 pieces, in effective cobalt blue floral design, scalloped edge, heavily trimmed with gold. Regular \$14.75. Tuesday \$9.99.

Clearing out line of Limoges China Dinner Ware, coronet design; a chance to replenish your set at half-price:

Soup Plates, regular \$4.50 dozen, Tuesday \$2.25 dozen.

Dinner Plates, regular \$5.00 dozen, Tuesday \$2.50 dozen.

Breakfast Plates, regular \$4.50 dozen, Tuesday \$2.25 dozen.

Sauce Tureens, regular \$2.25 each, Tuesday \$1.25 each.

Gravy Boat, regular \$1.70 each, Tuesday 85c each.

Sugar Bowl, regular \$1.40 each, Tuesday 70c each.

Cream Jug, regular 85c each, Tuesday 43c each.

Stop Bowl, regular 75c each, Tuesday 39c each.

Celery Trays, regular \$1.80 each, Tuesday 90c each.

Cake Plates, regular 70c each, Tuesday 35c each.

Tea Cups and Saucers, regular \$5.25 dozen, Tuesday \$2.63 dozen.

Meat Platters, regular \$1.05 each, Tuesday 53c each.

\$6.00 DINNER SETS FOR \$4.25.

This Boy Knows What He Wants

It sometimes takes a lot of talking, boys think, to make the grown-ups realize what they really want. But any boy can demonstrate, at any given time, that he needs another pair of knickers—especially this kind, that are made out of the best ends of the best cloth, and that are selling at 69c.

BOYS' ODD KNICKERS.

Regular Prices 90c to \$1.75, Tuesday 69c.

Boys' Knicker Pants, made from short ends of English and Scotch tweeds, and fancy worsted suiting cloths, in a large assortment of light and dark shades, including greys, browns, etc. in neat stripe and check patterns; well made and lined throughout with strong, durable cotton. Sizes 26 to 38. Regular prices 90c, \$1.00, \$1.25, \$1.50 and \$1.75. Tuesday to clear at 69c.

Boys' Dark Navy Blue English Flannel Blazers, pockets, cuffs and edges, trimmed with fancy silk cord edges in red, yellow, pale blue and blue and gold. Sizes 26 to 32. Regular price \$1.55. Tuesday \$1.00.

Wanless Store Re-Building Sale

Only two days left, Tuesday and Wednesday—then finished.

We are very busy engaged in clearing out all balances of men's apparel still left in this section—as many men know to their satisfaction.

Tuesday, all broken lines of Men's Outing Shirts, the kind that have soft lay-down collars attached, that sold regularly at 75c, \$1.00, \$1.25 and \$1.50, will go at, each,

67c

White cellular, white duck, fancy white stripes, and small checks, mercerized tan soles, fancy stripes, cashmerettes, tan ducks, etc.; hundreds of shirts, but not all sizes in each line.

Bathing Suit Time

Latest reports from Bathing Beaches—THE WATER IS FINE.

Tuesday's report from our Men's Bathing Suit Section:—

75c AND \$1.00 TWO-PIECE AND ONE-PIECE SUITS, 59c.

500 in the two-piece style, plain navy and navy striped white, all sizes.

200 in the one-piece style. All sizes.

Regular prices in each, 75c and \$1.00, Tuesday, per suit, 59c.

Clearing Men's \$5 Panamas at, Tuesday, \$3.65

Only 80 altogether—and everyone's choice.

A suggestion you'll readily agree to—Come at 8 o'clock.

The weave is close and fine, and features the best finish. The shape is "right up to the minute." The price away down. Do you need a Panama? Come Tuesday.

Men's Straw Hats, curling brim, medium high crown, very easy fitting, fine silk bands. Tuesday special 69c.

Nearly One Hundred Dollars Off the Price of One Dinner Set!

That's just how serious we are about stock-taking in the basement. You've never seen this quality of Limoges sold before at anything like the prices quoted—fancy buying a \$195 set for \$99—we're asking only about half on most of the high-class merchandise in the basement.

Limoges China Dinner Set, 120 pieces, in dainty broad green band decoration, solid gold handles; a masterpiece of the potters' art. This set sold regularly at \$185.00. Tuesday's special \$99.00.

Best English Semi-Porcelain Ware, Dinner Set of 97 pieces, in effective cobalt blue floral design, scalloped edge, heavily trimmed with gold. Regular \$14.75. Tuesday \$9.99.

Clearing out line of Limoges China Dinner Ware, coronet design; a chance to replenish your set at half-price:

Soup Plates, regular \$4.50 dozen, Tuesday \$2.25 dozen.

Dinner Plates, regular \$5.00 dozen, Tuesday \$2.50 dozen.

Breakfast Plates, regular \$4.50 dozen, Tuesday \$2.25 dozen.

Sauce Tureens, regular \$2.25 each, Tuesday \$1.25 each.

Gravy Boat, regular \$1.70 each, Tuesday 85c each.

Sugar Bowl, regular \$1.40 each, Tuesday 70c each.

Cream Jug, regular 85c each, Tuesday 43c each.

Stop Bowl, regular 75c each, Tuesday 39c each.

Celery Trays, regular \$1.80 each, Tuesday 90c each.

Cake Plates, regular 70c each, Tuesday 35c each.

Tea Cups and Saucers, regular \$5.25 dozen, Tuesday \$2.63 dozen.

Meat Platters, regular \$1.05 each, Tuesday 53c each.

\$6.00 DINNER SETS FOR \$4.25.

Quaint old blue Stockholm design, full porcelain body, just the thing for every day wear. Tuesday special, complete set for 12 persons, \$4.25.

900 pieces Fancy China ware, from such famous potters as Doulton's, Nubian Art, etc.; Vases, Teapots, Salads, Bon Bon Dishes, Celery Trays, Plates, Figures. Values up to \$1.25. Tuesday's snap 49c.

See Richmond street window.

GLASSWARE REDUCTIONS.

150 only 9-inch Berry Bowls, in ruby colored glass, with rich gold decoration. Regular \$1.25. A genuine snap for 79c.

350 Clear Etched Finger Bowls. Regular 20c. Tuesday 9c.

Crown Fruit Jars, pint size, 55c dozen; quart size, 65c dozen; half gallon size, 75c dozen.

100 only Brass Handled Bon Bon Dishes, in pierced Dutch work, dull finish. Regular \$1.49. To clear Tuesday 69c.

LOW PRICES ON ENAMELWARE.

Copper Nickel Plated Tea Kettles,