

**L. SIMPSON**

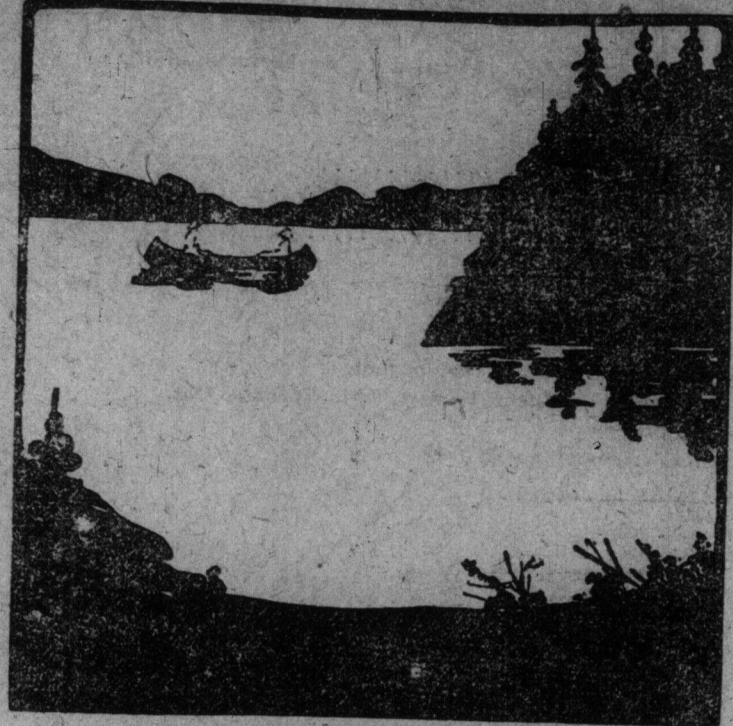
Store Closes 5.30 p.m.—Saturday 1 p.m.  
During June, July, and August.

H. H. FUDGER, President

J. WOOD, Manager

Phone Number Main 7841  
We have 50 lines to Central.

**L. SIMPSON**



# For Your Pleasure THE SIMPSON STORE

takes away a major part of the fatigue of shopping. It's a summer pleasure to visit its cool aisles and well displayed stocks. Come in the cool of the morning, if possible, and enjoy yourself

## Cool Summer Suits for Men, \$10.50

### MEN'S NAVY BLUE CLAY TWILL WORSTED SUITS AT \$10.50.

Light-weight Blue Suits are always popular for summer wear. These are made single-breasted sack style, lined with a twill mohair serge to match. Trousers cut semi-peg top; sizes 36 to 44. Our special price \$10.50.

### MEN'S UNLINED BLUE SERGE COATS.

Cool and light for the hot weather, pure, all-wool material, in indigo dye; made single-breasted, with three patch pockets. Sizes 34 to 46. Price... \$4.50

### MEN'S FLANNEL OUTING TROUSERS.

Medium grey ground, with narrow white pencil stripe, cut semi-peg top, with side straps, keepers for

belt, and rolls on the bottom; five pockets. Sizes 32 to 42. Price... \$3.00

### YOUTHS' SUITS.

Of blue English worsted, with a fancy chalk stripe, one-half-inch apart; smart three-button, single-breasted style, with long soft roll, and perfectly tailored throughout. Vest is five button; pants are peg top. Sizes 33 to 35. Price... \$13.50

### BOY'S LIGHT-WEIGHT OUTING SUIT.

Smooth finish, fancy light grey English tweed, three-button, single-breasted style, with centre vent and slightly form-fitting back. Lining is of fine lustre to match. Bloomers are made in the full American style, with belt loops. Sizes 28 to 34. Price... \$6.50

### CLEARING OF BOYS' SHIRTTWAISTS.

In fancy stripes and scroll designs. Some have soft attached collars, others pleated fronts with laundered cuffs and band. Many in this line reduced to half regular selling price. Some are slightly counter soiled. Sizes 5 to 14 years. Thursday, to clear... \$50c

## Straw Hats for Men

Are of fine quality American split brims; medium or wide brims, with black silk bands. Thursday bargain... \$1.00

Neglige shapes, Canton Braid Straw Hats, flip and curling brims, black or fancy silk bands. Thursday... \$1.00

## Panama Hats

Panama Hats, fine quality, close and even brims, tourist and telescope shapes, best finish. Special value... \$5.00

## Penman's Balbriggan Underwear, 44c a Garment

5,000 garments of Men's "Pen-Angle" brand Balbriggan Underwear, from fine two-thread Egyptian yarns, every garment bears the "Pen-Angle" trademark, which is a guarantee of quality, all sizes, 34 to 44. Special for Thursday, 44c

### NEGLEGE OUTING SHIRTS.

With separate collars. About 1,000 Shirts, for the warm-est weather. Materials of the lightest weight, in plain or striped effects, separate double collar, with patent fasteners with each one; all sizes in the lot. Regularly \$1.25 and \$1.50. To clear Thursday... \$8c

### MEN'S BATHING SUITS, 98c.

1,000 Men's Navy Blue Bathing Suits, one-piece combination styles, button on shoulder or down front; good quality material, of a medium weight, will wear well and keep its color. All sizes in each line. Special for Thursday, only 98c

## Men's Patent Leather Oxfords \$2.95

500 pairs Men's High-Grade Patent Colt Oxfords, every pair is made by the Good-year welt process, with single or double soles. The styles are the very newest, with new short or medium vamps; high or low heels. These are custom-grade shoes, finished by hand; sizes 5 to 10, in all popular widths. Regularly \$4.00, \$4.50, and \$5.00. Thursday, \$2.95

It's human nature to make a "sample" just a little better than the "regular run." To-morrow we will sell 500 pairs "Queen Quality" and "Boston Favorite" "Sample" Pumps, Ties, and Oxfords, in all leathers and styles. Sizes 3, 3 1/2, and 4; A, B, and C widths. Regular price \$3.00, \$3.50, \$4.00, and \$4.50. Thursday... \$1.99

## Swiss Flouncings

44-inch Swiss Flouncings, handsome patterns, in floral, eyelet, and lace effects; scallop and hemstitch borders, large variety of patterns, work 27 inches deep. Our regular \$1.50 and \$1.95 qualities. Summer Sale price Thursday... 90c

Swiss Allovers, in pretty eyelet and small floral patterns, 22 inches wide. Just what you will require for yokes, sleeves, and blouses. A 50c quality. Summer Sale price Thursday... 25c

## Third Day of Our Big Untrimmed Hat Sale

Two Prices That Should Clean the Tables Quickly

50 dozen Shapes, regular \$2.00, for... 50  
80 dozen Shapes, regular \$1.50, for... 25

All colors and the best selling styles represented. Hats for children, misses, young women, and matrons.

### TRIMMED HAT SPECIAL.

60 Black Hair Shapes, in large dress effects, having white wings, maline ribbons, marabou ostrich mounts, and combination trimming. A stylish, cleverly-designed dress hat, very light in weight. Regularly \$6.00. Thursday, 2.85  
60 of them, each... 2.85

See Yonge Street Windows.

## The July Linen Sale in Full Swing

\$2.50, \$2.75, AND \$3.00 DAMASK CLOTHS, \$1.58.

Beautiful Cloths, all pure linen, large range of designs; size 2x2 1/2 yards. Regularly \$2.50, \$2.75, and \$3.00. July Sale Thursday... \$1.58

White Suting Linen, coarse, heavy thread, 36 inches wide, very popular this season for costumes. On Sale Linen Section. Wednesday, yard... 35c

40 Irish Embroidered Bedspreads, all pure linen, nicely embroidered and hemstitched; size 90x100 inches. These include some of our best lines. Regularly \$13.75, \$16.75, and \$18.00. July Sale Thursday... \$9.50

## Bungalow Curtain Nets Thursday 33c Yard

200 yards Bungalow and Egyptian Curtain Nets, in eoru and beige tones only, many weaves and effects, 45 to 50 inches wide, usual prices 45c and 50c. Thursday, special at, yard... 33c

### COLONIAL ART DIMITIES.

300 yards Soft Colonial Dimities, in variety of floral patterns, full 36 inches wide, used extensively for curtains, drapes, and bed covers. Worth 40c, special, Thursday, yard... 21c

### \$2.50 LACE CURTAINS \$1.89 PAIR.

500 pairs Nottingham Lace Curtains, in white only. The superior cotton used and neatness of patterns give the desired effect and durability, usual \$2.50 quality. Thursday, at, yard... \$1.89

### SWISS LACE CURTAINS, \$3.59.

50 pairs Swiss Applique Curtains, in white and ivory tones. Good patterns, well worked out on double Brussels net. Strong edges, 50 inches wide. Thursday, special at, pair... \$3.59

### TAPESTRY CURTAINS, \$1.98 PAIR.

A special purchase of Rich Tapestry Portieres enables us to offer these curtains at such a low figure, usual drapery shades and combinations, well finished with fringe at top. Special, Thursday, at, pair... \$1.98

## \$15.00 Tents at \$10.98 Complete

50 only tents made of 8-ounce duck, size 10 ft. x 12 ft. x 3 ft. wall. For a comfortable, roomy tent, the camper or holiday-seeker will find this opportunity unequaled; usual price \$15. Thursday special at (poles and pegs included)... \$10.98

## Unique Sale of Handy Hand Bags

276 WOMEN'S HAND BAGS AT \$1.50.

Clearance of manufacturer's over-productions and samples, bought at an average price. They will be sold at a fraction of regular selling prices. Leathers are real seal, seal goat, elephant, cross grain walrus, saphiro, suede, plain or studded with cut steel; velvet, plain or studded with cut steel; embroidered bags, satin, silk, bengalines, and a few high-class summer bags of lace and silk. Linings are of real leather and corded silk. Some are fitted with both coin purses and card case, but all have coin purse. Oxidized silver and gilt frames. Leather and long, hard handles. There is unlimited variety of shapes. Of some, we have just one of a kind; of others, we have three or four. This is a rare opportunity to buy a bag with a small part of the usual outlay. Regular selling prices are as follows:

46 at	2.00	14 at	3.75	8 at	5.50
61 at	2.25	8 at	4.00	6 at	6.00
22 at	2.50	2 at	4.25	2 at	6.50
85 at	2.75	2 at	4.50	2 at	6.75
18 at	3.00	5 at	4.75	2 at	6.99
18 at	3.25	4 at	5.00	2 at	7.25
26 at	3.50	4 at	5.25	2 at	7.50

Thursday's price, each... \$1.50  
(See Yonge St. Window.)

## Five Saving Opportunities in Whitewear, Corsets, Infants' Wear, and Girls' Dresses

Cool summer garments for under or outer wear for women, girls, or infants.

### NO. 1.

Women's Summer Vests, fine white lisle thread, low neck, short or no sleeves, heading and draw tapes; sizes 32 to 38 bust. Regular price 25c each. Thursday, each... 15c

### NO. 2.

Infants' Vests, finest ribbed white all-wool, "Rubens," "Brownie," and button-front styles. Sizes 3 to 18 months. Regular prices 35c and 40c each. Thursday, each... 19c

### NO. 3.

Girls' Middy Waists, New York make, white percale, with red or navy blue sailor collar, short sleeves. Sizes 8 to 14 years, with red popular summer wear for girls. Thursday in Girls' Dress Department, each... \$1.25

### NO. 4.

Infants' Dresses, fine white nainsook. Mother Hubbard style, tucked and insertion yoke, deep hem on skirt, narrow lace on neck and cuffs, just the dress for hot weather wear. Sizes 6 months to 2 years. Thursday, each... 46c

### NO. 5.

Wonderful Corset Bargain, clearing 420 pairs elegant Corsets, consisting of "Madame Irene," "Royale," "C. B. a la Spritite," "La Reine," "Bon Ton," "Redfern," and "Modart"; laced front models, many fashionable models in these celebrated makes, medium, high, or low bust. White coutil or batiste. Sizes in the lot 18 to 30 inches. Regular price \$4.00 to \$10.00 a pair. Thursday, a pair... \$1.95

## Homespun Suitings, 68 Cents

Popular Lightweight Summer Suitings, among the most serviceable for summer tailored suits, etc.; ideal fabrics for holiday wear, on account of their dust-resisting qualities. Made from the best selected yarns and guaranteed to be thoroughly shrunken; 50 to 54 inches wide. New greys, greens, browns, blues, etc. Regular prices \$1.00 and \$1.25 per yard. Thursday... 68c

## FOR TIRED, ACHING EYES AND DIMMED VISION

Here is relief. Glasses fitted at prices ranging from \$1.50 up, according to the needs of each case. No charge for examination. Satisfaction guaranteed. Second Floor—Yonge St. Side.

## Handsome Coats of Cream Serge and Black Silk

About thirty in this lot, which we wish to clear at once. Made from cream serge, some with crayon stripe, also some black silks, in peau de soie and messalines, in a number of good styles, dressy or plain. Regular value \$16.75 and \$17.75. Thursday... \$9.95

### MISSES' COATS OF LINEN.

Cool Irish Linen Coats, suitable for general wear. Made in natural color only. The style is fashioned on the newest lines, with square backs and fastening single-breasted; flap pockets. Price... \$3.95

### COOL DRESSES FOR WOMEN.

A limited number of Attractive Dresses, in a wide variety of styles. The materials include silks, foulards, marquisettes, and lingers. The waists are trimmed with lace insertions and novelty touches; high or Dutch necks, long or short sleeves. Skirts display gored and inset effects. Shades are white, blue, black, and pretty stripe and floral designs. Regular price \$12.50 to \$18.50. Suitable for women and misses. Thursday... \$7.35

### ANOTHER LOT OF HANDSOME SUITS.

Include cheviot serges, serges, and tweeds, in dark and light navy, black and greys. Some cut Norfolk styles, with straps and belts; others plain tailored, semi-fitting styles. Skirts show gored, pleated, inset effects, with high waistslines. Splendid value at... \$14.85

### SUITS FOR VACATION USES.

For misses and small size women. These suits are made of imported Venetian cloth, cut on semi-fitting lines; the collar, cuffs, and revers are trimmed with plain panel back and front, and have the high waistline. Navy only. Price... \$9.75

### SKIRTS AT \$5.00.

A variety of Handsome Skirts, which include Panamas, serges, and cheviot serges, in black and navy. Some cut with the new, one-sided effect, and ball fringe trimmings; some trimmed with buttons; others plain panel back and front. All the latest styles. A variety, at... \$5.00

## Women's Lisle Thread Hose 19 Cents

Second Floor—Yonge Street.

Plain colors, lace ankles, neat pattern; odds and ends; all sizes. Thursday, 3 pairs, 55c; pair... 19c

Infants' Socks, extra fine cotton, in white, with colored fancy tops, newest designs; sizes 4 to 7. Special Thursday, pair... 12 1/2c

Women's Fine Cotton and Lisle Thread Hose, black and tan, in cotton; pink, sky, and dark red, in lisle; all sizes. Extra value. Thursday, pair... 12 1/2c

Men's Finest Quality Silk Lisle-Finished Socks, gauze weight, extra fine thread, large range of plain colors and fancy effects; sizes 9 1/2 to 11. Extra value. Thursday, 3 pairs, 55c; pair... 10c.

## Wash Goods

31-inch best Scotch Gingham, some with fancy borders, and others without, a splendid cloth, and gives a great opportunity for two nice summer dresses at the price of one; they are absolutely fast colors; and the wear cannot be surpassed; fancy stripes and checks, some of the latter are the larger designs, similar to Scotch tartans. Regularly 25c, special... 12 1/2c

Pretty Bordered Muslins, with a soft linen finish, dainty printed floral designs. Regularly 25c, for... 13c

Clearance of a lot of pretty white muslins, spots, stripes, and cross-bars; also a few white mercerized broadcases, just slightly mussed or shop soiled. Regularly 15c to 25c, for... 9c

All our fine Cotton Voiles and marquisettes, prettily printed on silk striped designs; 40 and 45 inches wide; some of the best French productions or amongst them, suitable for indoor or outdoor wear. Regularly 45c, 48c, 55c, and 60c, special... 35c

No 'phone or mail orders.

The **SIMPSON** Company Limited



This in the Lunch Room  
Thursday Afternoon  
3 to 5.30  
David Harum  
With Cake  
TEN CENTS

## Fancy Chinaware Decorated Jardinieres 39c

350 Decorated Jardinieres, 3 good and well assorted lot, for quick selling; will take 7 and 8-inch pot. Thursday, special selling... 39c

## Salad Bowls 25c

250 Salad Bowls, in German china, gold trimmed, with scalloped edge and floral decorations. Thursday, special selling... 25c

## Hair Receivers and Powder Boxes, pine trays, bon-bon dishes, vases, shaving mugs, mustache cups and saucers; in fine designed Austrian china. Thursday, half-price... 15c

Lemonade Set, in rich cut glassware, /tankard, jug, and six tumblers, in popular deep cut design. Thursday special... \$7.50

## Groceries

2,900 lbs. Dairy Butter, in prints. Per lb. 25c  
Finest Sugar Cured Hams, half or whole, per lb. 15c  
Fancy Patna Rice, 3 lbs. 25c  
Salt in 5 lb. bags, 3 bags for 14c  
Edwardsburg or Beehive Table Syrup, 3 lb. pail... 25c  
Malta Vita Breakfast Cereal, three packages... 25c  
Fresh Flaked Wheat, per stone 45c  
Choice Red Salmon, per tin... 18c  
Imported Malt Vinegar, Imperial quart bottle... 25c  
English Marrowfat Peas, 3 packages... 25c  
Canned Lombard Plums, per tin 10c  
Blue Bell Jelly Powders, assorted, 4 packages... 25c  
Scott Taylor's Worcestershire Sauce, 3 bottles... 25c  
Canned Asparagus Tips, per tin... 25c  
35c ASSAM TEA 25c.  
500 lbs. rich full bodied Assam Tea, of uniform quality and fine flavor, or a 35c tea anywhere. Thursday, per lb. 25c

TORONTO WORLD

Again the Transmiss... For Tw... Rainfall... Cooled t...

Toronto was yesterday; the not that had, caused trouble in the tie-up system suffer nearly 3 o'clock the city. The was crippled occurred in the Electrical De... between here... aid the dama... one of last F... R. F. Pack... Electric Light... supplies the... majority of... Toronto, said... was not a se... within ten m... went off the... Scott-street w... and 75 per ce... were supplie... came. Once... the public th... completely ab... events as th... avoided just... tem is inaugu... will always h... of power on... these interrup... The thunder... hydro-electric... energy to the... Fac... The majorit... and other su... ed from one... count of the... onto Electric... Altho the stre... break happen... ate period of... down town w... their homes f... Many peopl... or five miles... was felt in T... power came o... not get pro... 'clock. A Ru... The first in... the storm w... ing of the ru... seeing of the... the northwe... direction the... meter fell rap... in itself was... was breaking... the city hard... Pedestrians... pered for co... ter was too f... low of them... injury from b... houses or bu... signs were t... and more th... fered annihil... worst thing... One thing t... a slight ces... heat of the... ately after t... coolness was... second down... this coolnes... after the fir...

TORONTO PAS

D. F. Mag... Financial... Week's... an... D. F. Mag... well-known... yesterday ev... eral Hospita... week ago he... tal in a prec... operated up... and family s... will be priva... side Center...