

SIMPSON SIMPSON SIMPSON SIMPSON SIMPSON SIMPSON SIMPSON SIMPSON

The "Don't Worry" Club

Women who have joined this Club are quite comfortable, thank you, even on the hottest summer days. If you were to make their acquaintance you'd find most of them enthusiastic about the summer-in-town, particularly because of the things that happen in city stores just before stock-taking. Look at this typical example of the good things that come the way of a "don't-worry" woman—a nine-dollar Wash Suit for twenty-nine! You'll find quite a number of women looking at these wonderful suits in the Yonge street window to-day. You needn't worry about not getting one if you are an early Thursday shopper—only the selection is best at 8 o'clock.

WOMEN'S SUITS.

Great sale of Women's Summer Suits of splendid qualities light and medium weight wash materials, in the season's popular shades of rose, sky, amethyst, mauve, fawn, natural and white, smart semi or close fitting, coats, either plain tailored or trimmed with pipings or braidings; skirts are either pleated, semi-pleated or gored styles; trimmed to match coats. These garments sold regularly at prices ranging from \$5.00 to \$9.00. Thursday to clear \$2.39.

Fine Silk Summer Waists

On Thursday morning we will put on sale 300 Silk Waists that will be recognized immediately as great value at one ninety-five. Made by a maker who produces the best, distinguished for good cutting and fine finish. Silk waists made to your order could not please you much more than this fine lot:

300 Fine Waists, of soft summer silk, black or white, made with wide tucking front and back, front opening, with centre box pleat; collar and cuffs of silk embroidery or heavy guipure lace. These waists are guaranteed for washing. Sizes bust measurements 32 to 42. Special value \$1.95.



Women's Rustproof Corsets at \$1.25 Pair

Beautiful Corsets at a remarkably low price. Warner's Corsets are renowned for their unsurpassed fitting qualities and long wear. Phone orders filled.

300 pairs Warner's Rustproof Corsets, two stylish and popular models, in either fine, heavy white coutil or white summer batiste; medium bust, long below waist; filled with guaranteed rustproof steels, four wide side steels, four elastic garters. Sizes 18 to 30 in. Thursday while they last \$1.25 a pair.

STOCK-TAKING LOWERS PRICES ON BEAUTIFUL WHITEWEAR.

Corset Covers, a dainty style, in fine nainsook, full front, trimmed with pretty embroidery ribbon run medallions and Valenciennes lace insertion, edges of lace, back tucked. Sizes 32 to 44 bust measure. Thursday clearing at 47c each.

Exquisite Corset Covers, front of all-over very fine embroidery, back cluster tucked, Valenciennes lace frill, beading and silk ribbon on neck and arms. Sizes 32 to 44 bust measure. Regular value \$1.25 each. Thursday clearing at 75c each.

Night Dresses of fine cotton, Mother Hubbard style, tucked yoke, trimmed on neck, front and cuffs with fine embroidery. Lengths 56, 58, 60 inches. Regular value \$1.00 each. Thursday clearing at 63c each.



Long Silk Gloves Worth More than Double

This announcement will bring a stream of people to our Glove Counters from early morning until closing time. In this offering profit has been lost sight of, and only the volume of business considered. There'll be plenty of salespeople to serve you. Come as early as possible.

75c LONG SILK GLOVES 35c.

Women's Imported Pure Silk Long Gloves, Jersey wrist, 12-button length, perfect fitting; a clearing from a large importer. In the lot are black, white, grey, sky, pink; all sizes. We cannot guarantee to fill phone or mail orders on sale. Regular 75c. On sale Thursday 35c.

50c SILK PLAIDED HOSE 35c.

Misses' Silk Plaided White Stockings; looks like silk, wears better; double spliced heel, toe and sole. Sizes 3½ to 8½. Regular 50c. On sale Thursday 35c.



July Sale of Linens

We know that this is a good sale from the enthusiasm with which women are buying the unusual offerings. It may not interest them to know that they are helping us break selling records daily, but it is a satisfaction to find that our idea of "good values" coincides with theirs. Here's some more for Thursday:

(Phone Direct to Linen Dept.)

HEMSTITCHED PILLOW CASES 49c PAIR.

Made from beautiful fine English cottons, 2-in. spoke hemstitched ends, torn sizes, 45 x 33 inches; just such cases as you're used to paying 65c to 75c per pair for. 200 pairs, Thursday, per pair 49c.

TWILLED BLEACHED SHEETS FOR \$1.24 PAIR.

And they're made from such heavy, strong English sheetings, torn sizes, standard hems, 2 x 2½ yards. We have 100 pairs for Thursday, per pair \$1.24.

A BLEACHED DAMASK TABLE CLOTH FOR \$1.09.

A finely woven, good weight Scotch manufactured Bleached Satin Damask Table Cloth, which we guarantee to give entire satisfaction, at more money than we're asking here; pretty bordered designs; about 2 x 2½ yards. Each, Thursday \$1.09.

Imported Wall Paper 17c

3,500 rolls Imported Parlor and Dining Room Papers, in old rose, red, pink, green, blue, brown, terra cotta, yellow, with light blends. Regular to 35c and 50c. Thursday 17c.

6,000 feet Room Moulding, white or imitation oak. Regular to 2½c. Thursday 1¼c.

350 rolls Embossed Paper and Leatherette, for parlors, dados, vestibules, etc. Regular to \$1.50 roll. Thursday 69c.

Fresh News from the Basement

Tumblers, 12 ounce size, clear glass melted edge. Regular 90c dozen. Thursday 49c dozen.

Crown Fruit Sealers, quart size. Per dozen 65c.

Tea Cups and Saucers, fine clear china, gold decorations. Regular 12c. Thursday 7c.

15 only Dinner Sets, high grade English semi-porcelain ware, Crown Derby decoration, gold lined and finished. Regular \$18.50. Thursday \$13.25.

3,000 Soup, Meat and Tea Plates, and odd pieces in dinner and toilet ware, for quick selling Thursday, 4c.

The Grocery List

2,000 lbs. fresh Dairy Butter, in prints, per lb. 23c.

Choice Sugar Cured Ham, half or whole, per lb. 20c.

Malta Vita Breakfast Cereal, 3 packages 25c.

Maggi's Soups, assorted, 6 packages 25c.

Salt, in 5-lb. bag, 3 bags 14c.

Choice Red Salmon, ½-lb. flats, 3 tins 25c.

Fresh Flaked Wheat, per stone 49c.

Imported Pure Malt Vinegar, imperial quart bottle 20c.

Edwardsburg or Beehive Table Syrup, 5-lb. pail 25c.

Mustard, in bulk, per lb. 20c.

Knox Gelatine, 2 packages 25c.

Quaker Oats, large package 23c.

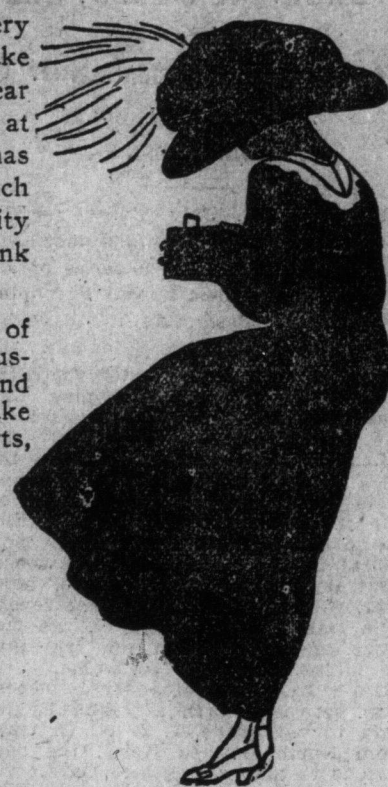
Telephone direct to department.

35c ASSAM TEA 28c.

300 lbs. Fine, Rich, Full-bodied Assam Tea, a 35c tea anywhere. Thursday, per lb. 28c.

Quick! For these Black Voiles

As Black Voiles are now the very height of the fashion, it won't take long for this special lot to disappear on Thursday; for we're selling them at 67c. This same attractive fabric has been sold right along for half as much again; so here's a buying opportunity that no woman, who has to think about expense, should miss:



We have a very special lot of French, German, English and Austrian Voiles, in fine, medium and coarse meshes. These voiles make up particularly well for skirts, dresses and suits; permanent blacks; nice crisp finish; pure wool qualities. 42 and 44 inch. Thursday special 67c yard. Regular prices 85c and \$1.00.

Dresden and Persian Silks

Paris, London and New York at present are very strong on Persian and Dresden; in fact, the prevailing style in Paris to-day is entire dresses of exquisite color-combinations in these silks. They are very extensively used in effects of plain silk and Dresden. We have just received an advance shipment of these silks. 23 inches wide; both light and dark colors to choose from. Price, per yard 65c.

Three Good Items in the Wash Goods Dept.

200 yards of 42-inch Pure White Nainsook, fine, even, round thread, and a very useful width; specially made for ladies' and children's underwear. Special price 15c.

Pretty Printed Muslins, Lawns and Organdies, with large four-lard spot effect, in pink, green, mauve, sky, etc. Special value 15c.

A big lot of underprice Muslins, Lawns and Organdies, printed in pretty colorings and designs, floral and ring effects. Many of these worth 25c. Special 10c.

Five Interesting Items from the Fifth Floor



20 only Dressers and Chiffoniers, of good design, well made, of solid hardwood, in surface golden oak finish, splendid drawer space, with wood trimmings, fitted with British plate mirror. Our regular prices \$10.75 to \$12.50. Thursday to clear \$7.35.

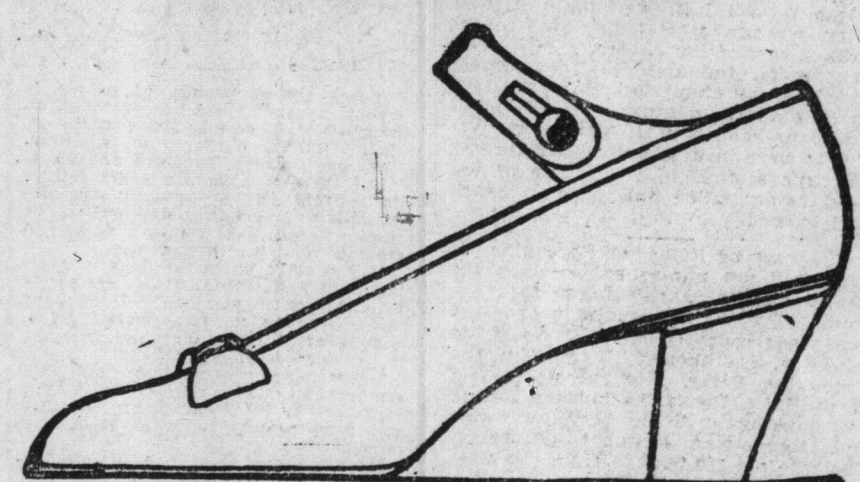
Odd Washstands, made of solid birch mahogany finish, one long drawer, with single door cupboard, shaped top, with brass trimmings. Our regular price \$5.00. Thursday \$1.95.

Solid Oak Arm Chairs, in golden finish, shaped seat, with embossed back, strongly made and comfortable. Our regular price \$2.50 to \$2.75. Thursday \$1.25.

Arm Chairs, made of solid oak, early English finish, suitable for den or living room, slat back, with shaped seat of a very plain, neat design; strong and well made. Our regular price \$5.00. Thursday selling \$3.65.

Sideboards and Buffets, in genuine quarter-cut oak, golden finish, highly polished, with double door cupboard, long linen drawer, with lined cutlery drawer, oval or square shaped British plate mirror. Our regular prices \$32.00 to \$45.00. Thursday selling \$27.75.

Women's White Canvas Shoes 99c



This remarkable price should start a whole regiment of White Shoes moving from our second floor. No season requires more comfortable footwear; but it must be smart at the same time. Here is a chance to buy smartness and comfort for less than a dollar a pair!

SALE OF WHITE CANVAS SHOES.

240 pairs Women's American White Canvas Ankle Strap Pumps, hand turned soles, canvas covered Cuban heels, short vamp style, with neat ribbon bow. Sizes 2½ to 7. Regular selling price \$1.49. Thursday 8 o'clock 99c.

190 pairs Women's White Canvas Oxfords, canvas covered Cuban heels, flexible soles, four large eyelets, neatly taped edges. All sizes 2½ to 7. Regular selling price \$1.49. Thursday 8 o'clock 99c.

350 pairs Women's White Canvas Pumps, ankle strap style, flexible leather soles, neat canvas covered Cuban heel, taped edges, ribbon bow, short vamp. Sizes 2½ to 7. Regular selling price \$1.49. Thursday 8 o'clock 99c.

60 pairs Children's White Canvas Ankle Strap Pumps, low leather heel, flexible sole, ribbon bow. Sizes 8 to 10½. Thursday 8 o'clock 79c.

\$9.45 Will Buy Men's Suits

That were \$12.00, \$13.50, \$15.00, \$16.50 and \$18.00,

just because stock-taking is only a week away. Suits that are splendidly tailored, are perfect fitting, and are in every way up to the standard set for Simpson clothing.

Would you get up a little earlier if you could make \$8.55 in five minutes?

Look! Regular \$18.00, now \$9.45, saving \$8.55. But you must come at 8 o'clock sharp.

Men's Dark Navy Blue and Black English Clay Worsted Suits, also English and Scotch fancy worsteds and tweeds, in medium or dark grey, brown and green grounds, with neat self and fancy colored thread stripes; cut from the latest three-button single breasted sack models, with broad shoulders and medium long lapels; splendidly tailored and perfect fitting. Sizes 35 to 44. To clear Thursday \$9.45.



Our Stock of Men's Bathing Suits Is too Large--How is Yours?

If the old suit is not up to the mark, we'll be glad to supply you with a new one at cost. Come Thursday. Four examples:

Men's Fancy Stripe and Plain Navy Cotton Bathing Suits, one-piece style. Regular price 50c per suit. Thursday 39c suit.

Men's One-piece Fancy Stripe Cotton or Plain Navy Cashmere Bathing Suits, also two-piece Navy Cotton Suits. Regular price 75c per suit. Thursday 50c per suit.

Men's Two-piece Fine Quality Cotton and One-piece Navy Cashmere Bathing Suits. Regular price \$1.00 suit. Thursday 68c suit.

Men's Extra Quality One-piece Cashmere Bathing Suits, all good sizes. Regular price \$1.50. Thursday 98c suit.

New Prices on Men's Hats and Hat Bands

Straws, were \$2.50, Thursday . . . 95c
Hat Bands, were 50c, Thursday . . . 15c



After your straw has had a few soakings, you must necessarily despise it—no longer a thing of beauty. How about a new one now, when they're going at these remarkable prices? There's plenty of summer left yet.

Men's Straw Hats, in fedora, negligence and boater styles, assorted in imitation Panama, split, Milan, Canton and sennit braids. Regular up to \$2.50. Thursday 95c.

Silk Bands for straw or soft hats, fine quality and large range of colors. Regular up to 50c. Thursday 15c.

LAND AND WATER HATS, THURSDAY 25c.

Land and Water Hats, for men, ladies or children; the best vacation hat; plain and mottled colors. Thursday special 25c.

A Yard of Linoleum for 33 Cents

Of course you'll need more for a room, but at the price you can afford it. And there's such a choice of pretty patterns and colors that you'll be sure to get what you like.

1,600 yards of Scotch Printed Linoleums, in block, floral, tile, parquet and matting designs, thoroughly seasoned. Regular 40c to 60c a yard. Thursday, per square yard 33c.

Dutch Printed Fabrics at half-price. Curtains, Table Covers, Couch Coverings, Cushion Coverings, etc.

Absolutely fast colorings, in block or hand prints.

Dutch blues, and a variety of bright Oriental and Indian colorings.

Curtains, regular \$6.00, for \$3.00.

Table Covers, regular \$1.00 to \$4.00, for 50c to \$2.00.

Cushion Covers, regular 50c to \$1.00, for 25c to 50c.

Women's and Children's Summer Underwear

Clearing three dainty styles of Women's Vests, fine Swiss ribbed white lisle thread, trimmed with narrow embroidered lace yokes; neck and arms finished with beading and ribbons; all are low neck, no sleeves. Sizes 32 to 38 bust. Regular price 35c each. Thursday each 25c.

Girls' Summer Vests, fine ribbed white cotton, high-neck, long sleeves, buttoned front, draw tape in neck. Sizes 2 to 12 years. Regular prices 25c and 30c each, according to size. Thursday, all sizes, each 15c.

