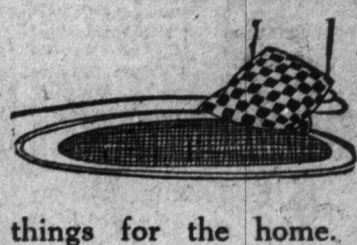


# Simpson's Mid-Summer Sale

## Get Acquainted With the Home-Lovers' Club



things for the home.

This is a convenient, dignified service extended to customers who wish deferred payments when making purchases of things for the home.

It costs nothing extra to join the Club—no fees, no interest whatsoever.

Club and cash customers enjoy equal advantages.

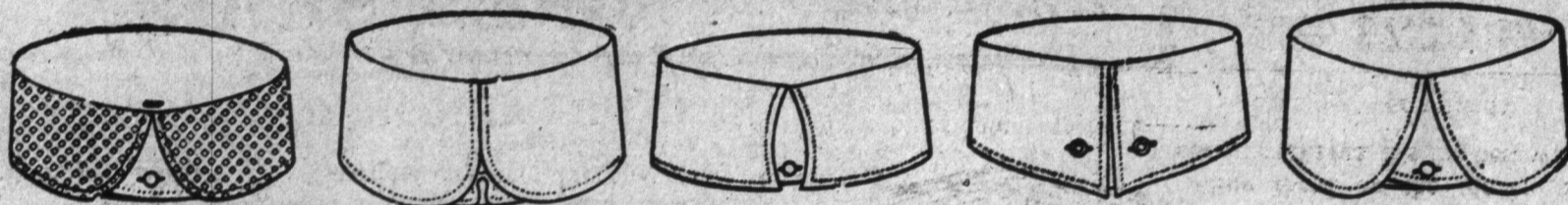
Confer with the Club Secretary and learn what suitable arrangements can be made for you.



This is a convenient, dignified service extended to customers who wish deferred payments when making purchases of things for the home.

## 42,000 25c 'Arrow' Collars, 2 for 25c

The Collar Sensation of the Season—First Quality Kinds Selling at Half Price



All Sizes in Every Style  
13 to 18

STYLES GOTHIC, LYNX, BALTIC, DRAYTON, MADRAS 4, CHADLEY, HURON, SPARLING and BRANDON.

How this big purchase was made is an interesting story, but suffice to say, that here is an opportunity to choose from a wide variety of the newest and best collars on the market.

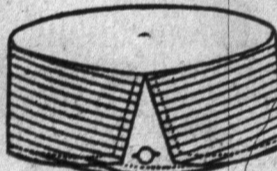
Illustrations show the styles.

You can see what a splendid chance there is to stock up for months to come.

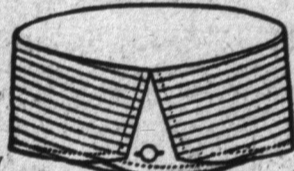
Buy them by the dozen in sealed packages, it's the best way. No exchanges or refunds.

### Two Special Values in Soft Collars

35c Collars, 2 for 25c  
50c Collars, 2 for 25c



Two smart styles in "Arrow" Soft Collars, the right thing for hot weather.



"Sparling" brand of French pique. Regularly 35c each. Midsummer Sale price, 2 for 25c.  
The "Brandon," made of fine French whipcord—a 50c collar. Midsummer Sale price, 2 for 25c.

### Men! Worsted Trousers at \$2.95

Men's Strong, Serviceable Worsteds Trousers, made up in dark greys, in neat stripe effects, and brown and grey mixtures; well tailored; finished with pockets and back straps. Sizes 32 to 44. \$3.00 today, Midsummer Sale price, \$2.95.

Men's Cotton Molekin Pant Overalls, 95c.  
Serviceable and strongly made, in two shades, brown with black and blue with black stripes; finished with two side, one hip pocket and back strap. Sizes 36 to 44. \$3.00 a.m. today, Midsummer Sale price, 95c.

### Small Boys' Wash Suits at \$2.98

Regularly \$4.00 to \$6.00.

There's a classiness about these smart little suits that distinguishes them from the ordinary kinds. They're all woven fabric, they're all tub and sunproof, and so well put together that they're almost "son-a-proof"; 34 patterns to choose from; all new fresh stock.

Materials are galateas, oxfords, peggy cloths, lawns and linens; patterns are blue and white stripes, grey and white, pink and white, plain pink, grey and blue, trimmed with white. Styles are Norfolk, novelty Norfolk, and many other popular styles, with all around belt; many of this lot are extra heavy weight, suitable for all season wear; sizes 8 years to 8 years. Today, \$3.00 special, \$2.98.



### Visitors to Toronto Are Welcome Here

We cordially invite the public to take advantage of this store's conveniences and to feel quite at home when here.

#### The Palm Room.

on the Sixth Floor is a good place to dine. Excellent food is well served at a moderate charge.

#### Information Bureau

on Main Floor—Centre.

#### Telegraph Station and Free Parcel Check Room

in the Basement—Centre.

#### Post Office

on the Street Floor—Centre.

#### Women's Rest Room

on the Third Floor—Richmond Side.

#### Telephone Booths

conveniently located throughout the store.

## Midsummer Comfort for Little Tots

Look over this list and see what a small outlay will abundantly supply the little ones with all the "Extra" needs.

Infants' Binders, knitted in fine rib of a soft white wool and cotton mixture. Silk stitched edges. No pins or buttons, as they fasten with twistless tapes. Regularly 30c. Midsummer Sale price, today, 15c.

Children's Dainty Dresses, made of washable Japanese crepe. Yokes, sleeves and belts trimmed with touches of checked gingham or fancy braiding. Square belt. Deep hemstitched hem. Colors white, saxe, pink or copen. Regularly \$1.25 and \$1.50. Midsummer Sale price, today, 69c.

Infants' Long Skirts, made of fine white nainsook, with ample width of skirt, which has deep hem and ten dainty pin tucks. Attached nainsook waists. Length 30 inches. Regularly 75c. Midsummer Sale price, today, 49c.



## Dressers and Chiffoniers Low Priced for Today

Dresser of quarter-cut oak, shaped front, has two large and two small drawers, bevelled plate mirror. Midsummer Sale price, \$24.50.

Princess Dressers of quarter-cut oak, shaped front, has one large and two small drawers, large oval bevelled plate mirror. Midsummer Sale price, \$24.50.

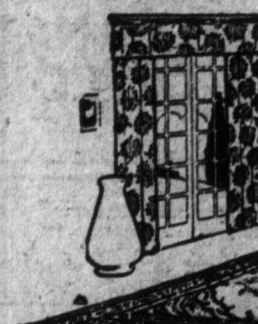
Chiffonier to match above dressers, has five large drawers, fitted with oval plate mirror. Midsummer Sale price, \$23.75.

Dressers of golden surface oak, three large drawers, shaped standards and large bevelled plate mirror. Midsummer Sale price, \$11.25.

### \$14.50 to \$18.50 Porch Settees \$9.95

4 Porch Settees in Indian splint, Belgian grey and grey enamel. Some with cane seats and backs. Regularly \$14.50 to \$18.50. Midsummer Sale price, \$9.95.

Porch Chairs and Rockers, with heavy slat backs, roll seats and wide arms. Green only. Midsummer Sale price, \$5.95.



## Better Rugs for the Money

People who appreciate how rug materials are soaring out of sight will best realize the economy in buying all the rugs they'll need now and for the future. These items represent good values—the rugs are made to withstand the scorching sun.

### \$15 Rag Rugs \$10

Great bargain in plain centre rag rugs, with pretty illuminated borders. Colors of grey, rose, mauve, green, blue and fawn. Specially suitable for bedrooms. Size 6 x 9, regular \$13.50; size 6 x 10.6, regular \$15.00. Midsummer Sale price, \$10.00.

### Japanese and Matting Rugs

New shipment just received. Splendid rugs in rich Turkey and Oriental colorings. Size 6 x 8. Today, Midsummer Sale price, \$1.89.

### Tapestry Squares at \$13.50

For the parlor or sitting-room, excellent lot of tapestry rugs; tan ground, allover pretty chintz design. Size 7.6 x 9.0. Today, Midsummer Sale price, \$13.50.

### Congoleum Rugs at \$6.95

Splendid selection of Congoleum Seamless Rugs, variety of colors and designs, 6 x 9. On sale today, Midsummer Sale price, \$6.95.

### Honor the "Blue Devils"

French Flags 98c  
Well made of all wool bunting, size 3 feet long by 18 inches wide. Limited quantity only.



## Eight Rousing Items for the Housekeeper

They are rousing, right enough, and customers will do well to rouse themselves early today, if, for example, they want to buy sheets at \$1.95 per pair.

Sheets Clearing Less Than Wholesale Price—Serviceable quality bleached sheets. Size 70 x 90 in. Finished with a 2-inch hem at top and 1-inch hem at bottom. Not more than three pairs to a customer. Midsummer Sale, \$1.95.

Bedsprings Priced for Quick Clearance—White English Alhambra Bedsprings. Size 70 x 90 inches. Finished with neat hems. Regularly \$2.50. Midsummer Sale price, \$1.85.

White Union Wool Blankets—Size 64 x 82 inches. Midsummer Sale price, today, per pair, \$7.95.

Table Damask Greatly Reduced—Semi-bleached, good sturdy quality. Will launder nicely; 60 in. wide. Regularly \$1.00 per yard. Just 300 yards to clear at Midsummer Sale price, today, per yard, 75c.

Damask Table Napkins—Size 20 x 20 inches. Assorted pretty designs. Regularly \$2.50. Midsummer Sale price, today, per doz., \$1.95.

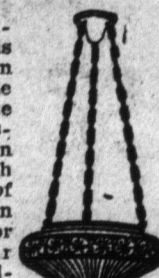
White Flannelette, 27 in. wide; 25c value. Midsummer Sale price, today, per yard, 15c.

Fine Quality Nainsook—36 in. wide, soft needle finish, for women's and children's wear; 30c value; 2,000 yards to clear at Midsummer Sale price, today, per yard, 22c.

Fine Quality White Middy Drill—36 in. wide. Midsummer Sale price, per yard, 39c.

### Just \$7.70 for This Fixture

This charming design is produced in two colors; the body of the bowl is translucent satin finished with a border of daisies in either rose or blue; either color is excellent for sitting-rooms, parlors and bedrooms; size of bowl 14 in. across. The hanger is brush brass finish; complete as shown in illustration. Installed free in city. Midsummer Sale price, \$7.70.



### Brass "Wicker" Table Lamps.

With silk lined shades, for sunrooms, verandahs, balconies, summer homes, den, sitting-room and boudoir. 15 in. high, 8 in. round shade, \$3.55, \$4.55. 18 in. high, 8 1/2 in. square shade, \$3.75 and \$3.95.

### Flashlights.

Small "cigarette case" style for 62c.  
8 in. tubular fibre, with nickel trimmings, 77c.  
10 in. tubular fibre, with nickel trimmings, 87c.  
All complete with strong battery and bulb.

### In the Needlework Section

#### 35c Stamped Guest Towels 29c

Made of fine self-stitched huck for white or colored embroidery, with floss to complete. Size 18 x 36 inches. Midsummer sale price, today, 29c.

Biscuit or Candy Boxes of tin, covered with chintz or brocade, braided trimmings. Very dainty and durable. Assorted sizes. Regularly 35c. chintz covered, each 25c; regularly 60c. brocade covered, each 60c.

### 85c Sunfast Casement Cloth 69c Yd.

Sunfast Casement Cloth, Regular 85c, for 69c Yard. For one day only. Imported English make, in good tones of green and brown. 50 inches wide.

Imported \$1.85 Tapestries for \$1.69 Yard. Several excellent patterns to choose from in lawns, greens and reds, for furniture covers and portieres, 60 inches wide.

Lovely Shadow Cloths 95c Yard. These sold at \$2.50 yard until recently. They are in very attractive colorings of green, pink, blue and yellow, showing fancy stripe designs, with rousebuds; make effective side draperies or slip covers for bedroom furniture.

Up to 75c Art Chintzes 39c Yard. Mostly short lengths up to 15 yards of some of our better quality chintzes that we have no reserve of, so must be cleared. Light and dark colors; 30 to 36 in. wide.

### \$11.50 to \$12.75 Record Cabinets

Going Today at \$8.75  
Just a few of these A1 Cabinets. Best quality in mahogany and fumed oak finish. Shelves and racks to hold 100 records of any make. Size of cabinet 17 x 19 1/4 inches, will hold medium size and small Victrolas or phonographs.  
No phone orders. Victrola Department, 6th Floor.  
Regularly \$11.50 to \$12.75. Midsummer Sale price, \$8.75.

### Tourist and Steamer Trunks Today \$3.95

Slightly soiled; a few with straps; waterproof canvas covered; brass dome corners; good lock and bolts; deep tray, with covered hat box. Sizes 32, 34 and 36 in. Today, \$3.95.

Suit Cases at \$3.95. Extra heavy fibre, and wide leather straps; reinforced leather corners; swing handle; linen lined, with pocket. Exceptional value. Sizes 24 and 26 inches. Today, \$3.95.

Club Bags at \$4.95. Walrus grain, high double handles; leather sewed corners; brass lock and catches; has pockets. Sizes 16 and 18 inches. Today, \$4.95.

### The Popular Go-Carts Are These Up to \$15 Kumfy Kabs at \$10

No Phone or Mail Orders, No Refunds or Exchanges.  
Your choice of white enamel, brown stain, grey enamel and old ivory finishes, closely woven sides and backs of fine round reed; sleeper backs, foot rests and special drawer under seats; spring gears, brakes and heavy rubber tires. Come early, only 30 in the sale. Regular \$12.95, \$13.95 and \$15.00. Midsummer Sale price, \$10.00.

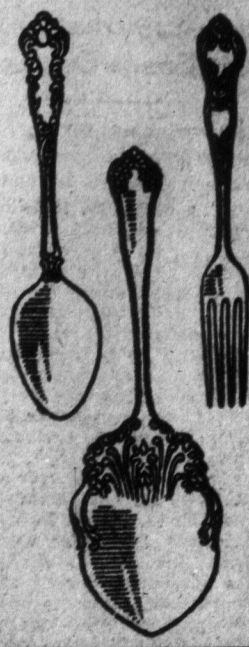
### 'Pullman' Baby Carriages \$29.50

Two attractive models, one all reed with roll edges, the other has wooden body with reed hood and trimmings; special features such as reversible gears and full tubular pushers; nicely finished in grey and white enamels. Midsummer Sale price, special \$29.50

## About Half Price For Rogers' Silver-Plated Ware

These new and attractive patterns have never been sold in the store before. The Midsummer Sale brings these splendid values.

Rogers' Silver-plated Dessert Spoons. Regularly \$3.50 dozen. Today, set of six, 95c.  
Rogers' Silver-plated Dinner Forks. Regularly \$4.00 dozen. Today, set of six, 95c.  
Rogers' Silver-plated Table Spoons. Regularly \$4.00 dozen. Today, set of six, 95c.  
Silver-plated Dessert Knives. Regularly \$3.50 dozen. Today, set of six, 95c.  
Silver-plated Butter Spreaders. Regularly \$4.50 dozen. Today, set of six, 95c.  
Silver-plated Cold Meat Serving Forks. Regularly 75c. Today, each, 46c.  
Silver-plated Soup Ladles. Regularly \$2.00. Today, each, 75c.



The Robert SIMPSON Limited

FOR... WALLACE AVENUE... H. WILL... King Street East... PROBS... Paris D... Fo... GERMAN... THAT T... CAN'T... Kuehlmann's... pares Them... of Their... A STUPEND... Kaiser's Loud... Confident Pro... to No... London, June 27... Gazette says: "The... Kuehlmann is a... blundered in... which he did not... were not authorize... may be altogether... secretary in... dream of making... about military... submitting every... higher command... endorsement of it... Von Kuehlin... it was been... authorities desired... because they t... break to the... news that the spee... which a few... were themselves p... now within their... "The chancellor's... still more, the cro... neutral countries o... speech, which follo... man's, confirm th... German people hav... er's speeches, too... confident promise... first stages of the... to be suddenly t... been to face the... may be greatly in... the great general... way to victory,... shock after the bo... encouraged."

TORONTO RAILWAY ASKING... J. Fleming De... Montreal That... The Toronto Str... any has no inter... Ontario Railway... increase its fare... Fleming was qui... statement on that... tion was, drat... Financial America... "Toronto to H... The despatch was... date of Tuesd... part: "Following... trial, Toronto is... likely to res... ure situation, A... Ontario Railway... changed for next m... increases are... next month... first six-cent cas... ment."

AUSTRIAN POST D... Position in M... is Captured... ENEMY THE... But Italian T... Advance... Casu... Rome, June 27... since post in F... was surprised by... and wiped... announces today... whole the acti... nowhere of ma... there was brisk... ranced lines in... Del Rosso... In this amou... Italian raid had... ture of prisoners... the Italian ad... The enemy was... sible losses... Austrian prison... more than 500 w... during the ope... Italians extended... Cape Sic.