

L. SIMPSON

Store Opens 8 a.m. Closes at 5.30 p.m.

H. H. Fudger, President. J. Wood, Manager.

PHONE NUMBER MAIN 7841. We have fifty lines to Central.

L. SIMPSON

The Simpson Store's Announcements for Thursday

Royale Corsets Less Than Half

Such a price sacrifice seems incredible when you consider the beautiful model and quality of the Corsets in question. Yet this is one of the banner offerings of the whole season, and early morning attention is advisable. Phone orders filled.

300 Pairs Royale Corsets, a handsome new model in extra quality white coutil, medium low bust, very long and graceful below waist. 6 wide elastic hose supporters, aluminum rust-proof boning with 6 wide side steels, deep lace rim with ribbon, bust draw cords; sizes 20 to 30 inches. Regular price \$3.00. Thursday, a pair 1.35

Sale of White Petticoats

Replenish your wardrobe with one or more of these handsome Petticoats. They are our factory samples and balances of styles that have become broken in size or dust-soiled on our counters. On sale Thursday.

Nearly 400 in all. Beautiful Petticoats, many styles, chosen from the Nainsook or cotton trimmed, with handsome flounces of embroidery or with lace insertions and frills, all have dust ruffles and come in the popular narrow width; lengths 36 to 42 inches. THURSDAY HALF PRICE OR LESS.

Silk Flounce Petticoats \$1.98

Women's Petticoats of fine all-wool luster, black only; tailored sectional flounce of taffeta silk, trimmed with rows of pin-tucks and 1/2 inch tucks; deep underpiece of self. Sizes 36 to 42. Regularly \$3.50. Thursday to clear 1.98

CHAMBRAY WASH PETTICOATS, 40c. Women's Wash Petticoats of cotton chambray, blue or grey, plain two-sectional flounce; easy to wash and iron. Sizes 36 to 42. Very special, Thursday 40c.

50c CHALLIE DRESSING SACQUES, 39c. Women's Dressing Sacques of figured cotton challie, assorted figures and colors; roll collar of mercerized; allured waist; turn-back cuffs. Sizes 34 to 44. Regularly 59c. Thursday .39

2.00 CREPE SACQUES, \$1.49. Dressing Sacques of fine "Serpentine" Crepe, Copenhagen Oriental figure on white ground, square Dutch yoke, fronts and sleeves trimmed with mesaline silk, shirred waist, belt of ribbon. Sizes 40, 42 and 44. Regularly \$2.00. Thursday 1.49

Among the New Wash Goods

Muslins will occupy a very prominent place in your thoughts for the next few weeks. Our stock represents the very flower of cotton fabrics. Our regular prices are based upon big orders. "Special" prices will occur from now on. Keep in touch with this department. We have the biggest, best and brightest wash goods department in America. Plenty of light, competent clerks, and, indeed, everything that makes shopping a pleasure. Specials for Thursday:

200 pieces of Crum's and other fine English Print, 21 inches wide, light and dark grounds, spots, stripes and figures. Special circle of main floor. Regularly 15c. Thursday .8

Clearance of a lot of ends, muslin pieces and broken lines of muslins, lawn, gingham, flinghams, etc. Regularly up to 15c. Thursday .6

100 Zephyr Dresses, in a big variety of large and small checks, mauve, pink, navy, fawn, etc., beautifully trimmed and finished; the material alone is worth more. Regularly value \$5.00, for 1.50

The fashionable "Ratine" Suiting, in white, tan, pink, sky and mauve, 27 in. wide .65 Special value in Pretty Summer Muslin, with border or without, dainty designs, in all colors, small and large flowers. Regularly 12 1/2c. for 6

A lot of floral printed Silk Organdy, white grounds, with polka dot and pretty floral designs, printed over all. Regular value 49c. for .17 No phone or mail orders filled.

A Day of Specials in Black Silks

Black Dress Mousseline, 400 yards of an extra fine quality, in rich black mousseline; a perfect skein-dyed silk, with the new satin finish; 40 inches wide. Special, per yard 1.44

C. J. Bonnet's Black Fleur-de-Nice Dress Satin, soft, subdued finish; 40 in. wide. On sale, per yard 1.69

New Black Luxor Peau de Soies, guaranteed qualities of Swiss manufacture, the new luxor finish giving brightness, richness and durability, in 32-inch, \$1.50, \$1.75 and \$2.00 per yard.

Rich Black Duchesse Mousseline, 40 inches wide. Regularly \$2.50, for, per yard 2.00

120 yards only, in a beautiful weighty silk for suits, coats and dresses; a yard-dyed black, perfect in weave and finish, for, per yard 2.00

Clearance of Summer Weight Dress Fabrics 88c PER YARD.

Silk colliennes, silk crepons, silk wrap Henriettes, silk and wool glorias, tussore Shantungs, chiffon Panamas, French San Toys, marquisettes and voiles, in plain and fancy effects; included in this special offering are a few novelty robe lengths, worth from \$16.00 to \$25.00 each length; widths from 44 to 55 in. Thursday's price, per yard .88

Women's Suits

A COLLECTION OF SUITS, Selected from our best sellers, are special at \$15.75.

Soft tweed mixtures, in small weaves, some with novelty trimmed collars, others plainly tailored; all lined throughout with colored silks. Skirts are the correct styles, with or without raised waist line. Colors grey, brown, green and tan. Regularly \$19.50. Thursday 15.75

GIRLS' SUITS, SPECIALLY REDUCED, \$3.50.

Of splendid serge, Vicuna and tweed cloths. The coats are slightly fitting and lined throughout with satin. Skirts are neatly gored and trimmed with strappings of self. A variety of colors. The price is far below the usual on every one. Thursday 3.50

MISSIE' AND YOUNG GIRLS' DRESSES.

One-piece Dresses of pretty embroidered muslin. Waist has stylish short sleeves, semi-low neck, outlined with pretty embroidery design. Skirt hangs gracefully and surrounded with pretty embroidered design. Regularly \$10. Special for 4.85

WELL-CUT SERVICEABLE SKIRT of good quality imported Panama, in black and navy, made in two-styles, high waist line and one-sided effects, and ornamented with buttons. Special value 2.85

RAINCOATS, \$6.95.

Raincoats, in a variety of serviceable materials and smart styles, cravenettes, in light or dark shades, rubberized materials, cut on semi-fitting or straight lines, etc. Tailored collars and revers or turn-over collars, buttoned up to throat if desired. Regularly \$15.00, for 6.95

MISSIE' COATS.

A collection of Coats, made of navy, serge and tweeds, in grey, brown and green tones. These coats are cut on semi-fitting or straight lines, and all smartly trimmed. A splendid variety for choosing, at 11.00

MOTOR COATS At \$15.00, \$20.00, \$25.00, \$27.50 up to \$41.50.

A beautiful collection of Motor Coats, including tweeds, corduroys, high-class cravenettes and English rainproof tweeds, cut on smart English Raglan lines, with leather buttons. Some have set-in sleeves, some button up to throat. Large range of prices, \$15.00 to \$41.50.

Waists at 98c

200 Black Shirt Waists, of good quality, lustrous finish, mercerized sateen, plain back, tucked at shoulder, patch pocket, fastens with large black buttons, shirt sleeve, with buttoned cuffs, soft French collar, sizes 34 to 44. \$1.50 value. Thursday .98

SMALLWARES

Clapperton's 200-Yard Spool Thread, black or white, 3c spool; dozen 35

Coats 200-Yard Spool Thread, spool, 4c; dozen 48

Belding's 50-Yd. Spool Silk, black and colors; spool, 4c; dozen 45

Mantoro's Linen Thread, spool 5

Barbour's Linen Thread, spool 5

1,000-Yard Basting Thread, white only; per spool 10

Simpson's Special Mending Wool, on cards; 3 for 5

Mending Wool, in skeins, 2 for 5

"Kimono" Dress Shields, pair 35

Ironing Wax, 4 for 35

Bee-wax, per cake 5

Asbestos Iron Holders, 3 for 5

35-Inch Mohair Boot Laces, black and tan, per dozen 5

Arm Bands, blue, white, mauve and pink, Thursday, pair 5

Military Pad Hose Supporters, black, white and blue, Special 25

Art Nouveau Paperette, Regularly 55c. Special Thursday, per box .18

Men's Boots & Oxfords

300 pairs Men's Goodyear-welted Boots and Oxfords, blucher and button style, in tan Russia calf, box calf, gummetal and patent colt leathers, single and double soles; high, medium and low heels, some are leather lined; sizes 7 1/2 to 11. Regular prices were \$3.50, \$4, 2.95 \$4.50 and \$5. Thursday 1.99

WOMEN'S BOOTS AND OXFORDS.

460 pairs Women's Boots and Oxfords, button and blucher styles, tan Russia calf, patent colt, gummetal and viet kid leathers, new short and medium vamps, Cuban, military and low heels. Sizes 7 1/2 to 7. Regular prices to \$4.00. Thursday 1.99

Men's White Duck Shirts

with a reversible collar; a strong, serviceable shirt, which is extra long, and large in the body. All seams are strongly double sewn. This shirt is manufactured specially for us, and cannot be duplicated for \$1.00. Sizes 14 to 18. Thursday .75

MEN'S SOFT NEGLIGES

with a collar and tie to match, for \$1.49; an extra long shirt, made coat style, 2-inch double collar, with patent fasteners; the tie is 45 inches long; the material is a fine cambric, with narrow hairline stripes, in blue, black or helio; sizes 14 to 18. Buying these separately would cost you \$1.75. Thursday, the set for 1.49

Hemstitched Sheets, \$1.75 a Pair

English Bleached Sheets, spoke hemstitched, a fine even weave, 70 x 90, a good serviceable sheet. Thursday, pair 1.75

Scotch Blankets, all pure wool, thoroughly scoured, finished and whipped singly, 7 lbs., 68 x 86. These blankets are guaranteed not to shrink. Thursday 5.85

BATH TOWELS, PAIR 45c. Turkish Bath Towels, in a good heavy make, firmly woven with a close heavy pile in grey and white stripes, 21 x 44. Thursday, pair 43

Phone direct, Second Floor.

Silverware for \$1.98

Silver-plated Biscuit Jars, with handles, satin finished, with the word "Biscuit" engraved on side. Special 1.98

Silver-plated Nut Bowls, in a fluted design, gold lined. Special 1.98

Butter Dishes, glass base, with silver-plated cover. Special 1.98

Silver-plated Fern Pots, pierced design, bright finish, complete lining. Special 1.98

Glass Fruit Baskets on silver-plated stand. Special 1.98

Silver-plated Cake Baskets, with fancy handles and feet, satin-finished, hand-engraved. Special 1.98

Table Mirrors, 9-inch size. Special 1.98

Silver-plated Dessert Sets, including cream jug and sugar bowl. Special 1.98

New Wilton Squares

There is perhaps no rug made which is so universally popular and satisfactory as the Wilton fabric. It comes in such a large variety of designs and colors as to meet every requirement, whether it be for dining room, living room, or dainty bedroom. It is made in so many different qualities that those who are looking for a quite moderate priced rug can find what they require among them, as easily as the finest quality, made of the most carefully selected worsted yarns.

PERFECTLY PLAIN SEAMLESS FRENCH WILTONS. This is a new Rug made specially to our order, in soft neutral pastel shades of green, tan and rose, very artistic and an excellent background for dainty furniture. Special offer of one hundred rolls of fine new inlaid and assorted Matting; regularly 20c and 25c yard; Thursday, 17c. Bale of 40 yards, 66.25

Specially priced Stencilled Japanese Squares and Mats, Thursday—18 x 26 inches, 12c; 27 x 34, 25c; 36 x 72, 38c; 6 x 6 feet, 85c; 6 x 9, \$1.25; 9 x 9, \$1.75; 9 x 12, \$1.85; 9 x 18, \$2.25

WILTON HEARTH RUGS and Mats, as well as every size in Hall Runners, 2.3 and 8.0 wide by various lengths.

New Japan Matting are all on hand now and marked at attractive prices for quick selling.

Special offer of one hundred rolls of fine new inlaid and assorted Matting; regularly 20c and 25c yard; Thursday, 17c. Bale of 40 yards, 66.25

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Men's Clothing for Travel and Business

DUSTERS FOR \$3.49 Regularly \$6.00 and \$4.50. On sale, High-grade Dusters made from fine English drill, in a light tan shade. These Dusters are regular motor style to button to the chin. Single and double-breasted styles, close-fitting collars, pearl buttons, wind shields in sleeves and draw straps. Regular prices, \$6.00 and \$4.50. Sale price 3.49

PARAMATTA WATERPROOFS. Made from double texture English paramatta cloth in tan shade and in greenish fawn. They are cut single-breasted, long and loose; close-fitting collars, English Raglan shoulders, strapped seams, and guaranteed to be absolutely waterproof. Price 15.00

BURBERETTE RAINCOATS. Made from an English burberette cloth in a greenish fawn shade. Cut single-breasted style to button to the chin; half lined. These coats are well tailored and make a most desirable light showerproof coat. Price 16.50

"DURWARD'S" English Burberette Coat, in a light fawn shade. Made single-breasted style, with Raglan shoulders, slash pockets, cuff on sleeves. Made in London, England, by expert tailors. Price 22.00

"FAT BOYS" SUITS.

Two-Piece Double-Breasted Suit, of a light grey imported tweed, diagonal weave, with a fancy thread stripe. Coat is cut with fashionable long soft roll lapels and side vents. Perfectly tailored and lined. Full, roomy bloomers with side straps and belt loops. Sizes 12 to 18 years. Price 19.50

Another Suit is of dark grey shadow stripe imported tweed. Three-button, double-breasted, lined with a fine Italian will lining. Full American bloomers, with watch pockets and belt loops. Sizes 12 to 18 years. Price 12.00



Verandah Chairs and Rockers

finished natural, green or red. Some with woven reed seat and slat back, others with both woven reed seat and back. All made strong, durable and comfortable.

Chairs with woven seat and slat back Price 90

Rockers to match above. Price 95

Sewing Rocker, with woven reed seat and extra high back. Price 2.25

Arm Rocker, with woven reed seat and back, built for comfort. Price 2.70

Arm Rocker, extra large size, strongly braced wide arms and woven seat and back. Price 2.90

Refrigerators in endless variety, all finished rich golden oak color; Some made of hardwood, others of solid oak. We have them lined with galvanized steel, white enamel, genuine enamel and solid stone. All at reasonable prices.

Refrigerators, made of hardwood, with galvanized steel lining, removable provision shelves and strong ice rack. Price 9.75

Refrigerators, made of hardwood, rich golden finish, lining of white enamel, cleanable flues and removable provision shelves. Price 9.75

Refrigerators with solid oak case and lining of genuine enamel, 46 inches high and 29 1/2 inches wide. Carefully made and very desirable. Price 31.50

"Stone White" Refrigerators—Cases are made of solid oak, in rich golden finish, with lining of solid stone, strong ice rack, removable and cleanable, adjustable shelves. Price 33.00

Some Hat Specials

Men's College Shape Soft Hats, telescope crown and flat set brim; fine American fur felt; colors slate, silver, brown and tan. Thursday 1.50

Boys' Telescope Crown Soft Hat, neat, dressy style; fine imported felt; colors brown, tan, sage, slate or black. Special at 1.00

Boys' Varsity or Bulldog Shape Caps, in fine navy or black worsteds or beaver cloth, plain or with fancy crests. Good values at 25c, 35c, 39c and 45c.

Low Prices, New Wall Papers

A chance for apartment house tenants or owners, real estate men and house owners to get a good line of English papers, clearing at less than half prices.

3,500 rolls Imported Sitting-room or Bedroom Papers, in plain stripe and florals, in blues, pinks, greys, greys, browns, yellows, mauves. Regularly 50c roll. Thursday .21

Regularly 25c roll. Thursday .11

8,000 feet White Enamel or Imitation Oak Moulding. Thursday special, per foot .1

Toilet Specials

Babcock's Corylopsis Face Powder. Regular price 75c. Special .39

Babcock's A 1 m o n d Cream Balm, for the complexion. Regular price 20c. Special 2 for .25

Williams' Violet Supreme Talcum Powder. Regular price 25c. Special 17

Berset Shaving Cream. Regular price 25c. Special 15

Yardley's English Toilet Soaps. Regular price 10c. Special 4 for .25

Simpson's Antiseptic Shampoo Powders, seven in each box. Special per box .45

(Phone Direct to Toilet Dept.)

MUSIC

(Sixth Floor)

Song Successes as Sung by EMMA CARUS

Rum Tum Tiddle . . . 14

Pots and Pans . . . 14

That Countess Quartet . . 14

And all other popular successes.

Picture Frame Mouldings

New importations of the very best. Bring your prints, carions, etchings, engravings, photographs, oil paintings and water colors. Let us show you the beautiful designs and finishes which we are offering, from the best Canadian and American makers. There are Flemish oaks, antique girts, walnut, rosewood and mahogany veneers, sepia, ebony's, silver, white enamel and heavy gold burnished mouldings.

Expert workmanship, experienced salespeople, moderate prices.

The China Sale

Thursday will be \$1.00 day in "The China Basement." 2,000 pieces Art Pottery Wares. Regularly \$2.00 to \$5.00. On sale Thursday at 8 a.m. 1.00

Art pieces from some of the world's greatest potteries, Royal Doulton, Coalport, Wedgwood and the Royal Nippon Wares, Rubian Art Vases, Wedgwood Teapots, Bon Bon Dishes, Fruit Bowls, Pedestals, Jardinieres, "Chocolate Sets, Fruit Sets, Sugar and Cream Sets, Cracker Jars, Comb and Brush Sets, Nut Bowls, Himeyura Vases, Jugs, Rail. 1.00

Plates, etc. Thursday special. No mail or phone orders.

The Groceries

2,000 lbs. Dairy Butter, in prints. Per lb. 25

Choice Sugar Cured Hams, half or whole. Per lb. 17

Edwardsburg or Beehive Strup, 5-lb. pail .28

Salt in 5-lb. bags, 3 bags14

Malta Vita Breakfast Cereal, 3 packages . . 25

Fresh Flaked Wheat. Per stone45

English Marmalade, 2-lb. jar25

Oxo Cubes, 3 tins25

Shirriff's Marmalade, 2-lb. jar25

Maggi Soups, assorted, 6 packages25

Choice Pink Salmon, 1/2-lb. flats, 3 tins . . 25

Canned California Yellow Peaches, large tin . 25

Scott Taylor's Worcester Sauce, 3 bottles . . 25

Canned Apples, gallon 8. Per tin28

35c ASSAM TEA FOR 28c.

500 lbs. Fine Rich Full-bodied Assam Tea of uniform quality and fine flavor, a 35c tea anywhere. Thursday, per lb.25

94.50 Block the Ontario; for rentals; H. I. 85

PRO STA

Eli Dunk Events Coron Prision

"That to his Stricha hours of and 7 a pures that to Char today, as crime."

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Where is Continued

The SIMPSON Company Limited Robert