

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manag^{er}

PROBS.— Fresh easterly winds; partly cloudy and cooler, with some showers.

SIMPSON



This is the end of a procession of 159 fortunate women. Poor No. 160, this is what she will miss:

A SUMMER DRESS

Worth all the way from \$15 to \$45 which she might have purchased for **\$9.95**

These dresses are the last of a \$5,000 lot of samples. The best of the best. No manufacturer has poor samples. There are only 159 dresses for the first 159 customers on Wednesday morning. The average worth of these dresses is \$27.90. Make a point of being one of the 159, for it is not often possible to buy an up-to-date garment at an out-of-season price, is it?

The Dresses are fashionable and stylish, made of satin foulards, messalines, challies, French mulls, nets, linens, fancy linens, Panamas, Venetian cloths; colors are pale blue, mauve, cream, pink, tan, cadet, fawn, white, grey, green, brown, also black and white; styles are mostly kimona sleeves, ¾ lengths; a variety of designs in the waists; high or low collar; trimmings are lace insertions, silk braids, novelty velvets and corded designs. Skirts are up-to-date, trimmed to match waists. Sizes 32 to 38. Regular values \$15.00, \$19.50, \$25.00, \$35.00 and \$45.00. Wednesday **9.95**

Racing Notes, Etc.

The most talked-of entry at the Toronto meet of the O. J. C. is HEADGEAR, by Paris Milliner, from Simpson's Table.

We hear that shortly there will be a change of owners, the name of that popular sportswoman, Miss T. O. Ronto, having been mentioned as a probable purchaser. This is only hearsay, however, as the competition for possession of one of the celebrated Simpson stock is bound to be keen.

Seriously: We have kept this great spring meeting in view, and the display of Summer Hats on Wednesday will be hard to equal. Materials and shapes are absolutely the latest, and every hat seems to have a distinctive feature that seems to embody a distinctly Parisian idea.

Reliable Summer Footwear for Women

WOMEN'S BOOTS.

- 1,000 pairs Women's High Grade Boots in nine popular styles, fine workmanship, medium heavy soles, new short ramps.
 - 1. Patent oiled leather, black cloth button top, high Cuban heel.
 - 2. Patent oiled leather, black velvet button top, high Cuban heel.
 - 3. Patent oiled leather, black dull calf top, high Cuban heel.
 - 4. Patent oiled leather, dull calf Blucher top, high Cuban heel.
 - 5. Vicid kid leather, dull calf Blucher top, high Cuban heel.
 - 6. Vicid kid leather, dull calf Blucher top, military heel.
 - 7. Velour calf leather, dull calf Blucher top, military heel.
 - 8. Gun metal leather, dull calf button top, Cuban heel.
 - 9. Black velvet button top, high Cuban heel.
- All sizes 2½ to 7. A special purchase. Regular prices, \$2.50, \$3.00, \$3.50, and \$4.00. Wednesday **1.99**

WOMEN'S OXFORDS.

- 1,200 pairs Women's Oxfords, Blucher, lace, ankle strap, silk tie and button styles; patent calf, suede, tan Russia calf, vicid kid and gun metal leathers, also black velvet; high New York, Cuban, military and low heels. All sizes 2½ to 7. Special purchase price Wednesday **1.99**

EIGHT SPECIAL VALUES IN RELIABLE FOOTWEAR, ALL ONE PRICE WEDNESDAY, 99c.

- 120 pairs women's black prunella cloth boots, elastic sides, leather sole.
- 120 pairs women's black prunella cloth slippers, elastic instep, leather sole.
- 120 pairs women's tan canvas, ankle strap pumps, Cuban heel.
- 120 pairs women's tan mercerized canvas ankle strap pumps, Cuban heel.
- 120 pairs boys' buff leather boots, heavy soles, 3, 4, and 5 only.
- 120 pairs women's strong dongola boots, Cuban heel, 2½ to 7.
- 120 pairs misses' strong dongola boots, low heel, 11 to 2.
- 120 pairs women's strong dongola one strap house slippers.

1,080 pairs all one price Wednesday **.99** (Phone orders filled.)

A Few Glove and Hosiery Items Offering Great Values

- Boys and girls' Black Cotton Ribbed Stockings, double spliced heel, toe and sole, strong wearing and fast dye. Sizes 8 to 14. Regular 25c. Wednesday, pair **15c**
- Women's Gaiter Socks, double spliced heel, toe and sole, deep garter top. A large variety of plain colors. Regular 25c. Wednesday, pair **15c**
- Women's Imported Kid Gloves, black, only. Two dome fasteners, over-sewn seams, Grace finish. Sizes 5½ to 7. Regular 75c. Wednesday, pair **45c**
- Women's Lisle Thread Gloves, black, only. Double dome fasteners, over-sewn seams, Grace finish. Sizes 5½ to 7. Regular 75c. Wednesday, pair **45c**
- Men's Black Cotton Socks, with unbleached cotton tops, also plain black cotton, all sizes. Regular 25c. Wednesday, pair **12½c**
- Men's Black Cotton Socks, with unbleached cotton tops, also plain black cotton, all sizes. Double spliced heel, toe and sole. Regular 25c. Wednesday, pair **12½c**

Linens and Staples

- 36-76 SCALLOPED TABLE CLOTHS, \$3.98. 36 only fine all linen double damask Table Cloths, found, with scalloped edge, new fancy bordered designs. Regularly \$6.00 and \$6.75, two sizes, 31-31 inches and 30-30 inches. On sale Wednesday **\$3.98**
- BLEACHED SHEETS, \$1.25 PAIR. 200 pair fine full bleached sheets, good size, 69-90 inches, free from dressing. Regular value, Wednesday **1.25**
- BATH TOWELS, 65c PAIR. 100 pair only bath towels, white or colored, extra large size, close, heavy pile. Just an extra good bath towel, specially priced. Wednesday **48c**
- 15c STRIPS FLANNELETTE, 10c YARD. 300 yards fine striped flannelette, in good coloring, 32 in. wide, medium weight. Regular price 12½ and 15c. Wednesday **10c**

Popular Priced Dressing Sacques

- Fancy printed lawn, floral patterns, sky, mauve or pink, shirring at waist and neck, fronts and sleeves finished with broad band of lawn in harmonizing shades **.75**
- "HYDRGRADE" PETTICOATS, \$1.50. Petticoats of "Hydrgrade" that popular summer weight fabric, in attractive black and white stripe effect, made with eleven inch accordion pleated flounce, trimmed in novel design with quarter-inch strapping in contrasting colors. Cardinal, Cooper, hagen, black or navy. Lengths 35 to 42 inches **1.39**
- Other styles in black only



The men who present the best appearance at any function are not necessarily the men who spend too much money on their clothes. In fact, hundreds of men have learned that keeping a careful watch on the daily announcements of Simpson's Store for Men repays their time and trouble ten-fold. Not only in the matter of suits, but in every article of men's wear from socks to hats, this alertness to the daily opportunities here presented may make the difference between the well dressed man—and the other kind.

Suits

Men's English Tweed and Fancy Worsted Suits, in this season's newest shades and patterns, single-breasted style; carefully tailored; best quality linings and trimmings; sizes 36 to 44. Regular \$10.00, \$11.00, \$12.00 and \$12.50. To clear Wednesday at **7.95**

Hats

- Men's Soft Hats, new American shapes, in full high crown, with curling brim or telescope crowns, wide or medium brims, in slate, grey, fawn and black; stylish and serviceable hats. Wednesday, **1.50**
- Men's Silk Hats, new English shapes, or if you prefer the American styles, we have them, too, new brims, new crowns, and real good qualities at **3.50, 4.00, 4.50, 5.00 and 6.00**
- Men's Golf Caps, conservative and sporty patterns of worsteds, tweeds and serges. Get your summer companion for the cool evenings at Wednesday's special price **45c**

Underwear

- "Britannia Brand," velvet finish merino, beautifully soft; will not irritate the skin, and guaranteed unshrinkable, natural shades; sizes small, medium and large men's. Wednesday, per garment **.49**
- Duck Shirts, seams double stitched, yoke, pocket and turn-down collar, reversible style; white, light or dark tan and pearl grey; sizes 14 to 18. Wednesday **.75**
- Body Guard Brand, Men's Natural Wool Sanitary-Finished Underwear, made especially for the Robert Simpson Company, summer weight, light or dark shade; sizes 34 to 44. Easily worth \$1.00. Wednesday **.75**
- Pure White Cashmere Shirts and Drawers, "Body Guard Brand," these are exceptionally well finished, and are guaranteed absolutely unshrinkable. Special price Wednesday, per garment **1.25**

China

- 200 Royal Doulton China Bread and Butter Plates for quick serving. Wednesday **.15**
- \$35.00 for this 102-piece Limoges China Dinner Set, all pieces scalloped edge; genuine coin gold decoration; dainty rosebud band design. Regular \$40.50. Wednesday **35.00**
- 70 pieces Artware and Bric-a-Brac Amphora Vases, Royal Vicuna, Dutch Jardinieres, Kinrain Vases, Doulton Fruit Plates, Chocolate Sets, Royal Nippon Vases. Wednesday, special **2.98**

Baby Folders

- 150 Baby Folders, leatherette sides and hood, large size body, solid hub wheel, rubber tires **4.69**
- Full line of Baby Carriages and Wheel Goods on Fifth Floor.

Important Sale of Pictures and French Mirrors at Half Price

On Wednesday we commence a remarkable Picture and French Mirror Sale, including original paintings, water colors and reproductions of old and modern masters. They will be on sale in two of our galleries on Sixth Floor, and comprise so large a range that space prevents details.

We call the special attention of those looking for suitable and lasting Bridal Gifts at this season.

A Mid-Week Saving on the Finest of Corsets

We have more of the finer grades of Corsets than we care to see on our stock lists. That's the only reason for offering six hundred pairs of three beautiful models of famous makes on Wednesday at Half-price. Ask for "Whitewear" if ordering by phone.

Nearly 600 pairs Extra Fine Corsets, comprising three magnificent new models of "D. and A. de Luxe," "Warner's Rustproof" and "Royale," finest white coutil or summer batiste; medium or low bust; very long skirts, with six strong garters; fine non-rustable steels, deep lace and ribbon. Sizes 18 to 26 inches. Regularly priced at \$2.50, \$3.00, \$3.50 each. Wednesday, a pair **1.50**

Wednesday is \$5 Day in the Blouse Department

French Hand-embroidered Batiste Blouses, embodying the most beautiful embroideries we have ever seen; designs and styles so original and uncommon, materials so very sheer and dainty, that we feel sure the garments will arouse great interest from our customers.

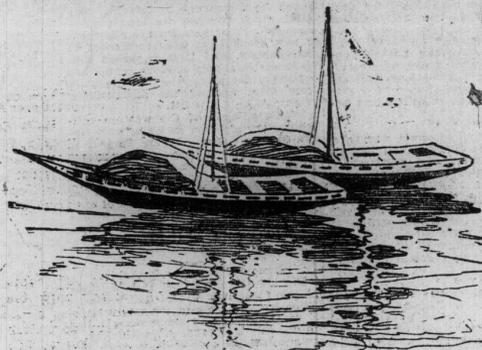
Fifty new French Hand-embroidered Blouses, which are equal to anything we have hitherto sold at \$10.50, \$12.50 and \$15.00. For Wednesday **5.00**

Dress Goods

- In our Dress Goods Department Wednesday will be found gratifying price reductions on Black Dress Goods and Colored Lustres.
- 1,500 yards of English, French and German Black Dress Fabrics. Priced, per yard **.63**
- All-wool French Panamas, Silk Striped Taffeta, All-wool San Toys, Silk Striped Voiles, All-wool Poplins, All-wool Plain Voiles, All-wool Henriettas, All-wool Armures, etc. Regular value 85c and \$1.00, for **.63**
- 50c LUSTRES FOR 39c.
- We're selling on Wednesday regular 50c Lustres for 39c; shades, navy, cream, grey, Copenhagen, red, brown and black; a splendid, hard-wearing cloth, with a bright, lustrous finish. 42 inches wide. Wednesday **.39**
- Navy Blue Lustre, the kind that's just right for bathing suits; fast color. 40 in. wide. The price ticket reads, per yard **.35**

Silks

- C. J. Bonnet's wide width rich Black Beau de Soie. We have just put into stock a big shipment of these rich black silks, so desirable for the present style of suits, coats, dresses and mantles. Every yard is guaranteed by the above well-known manufacturer. Deep, full black, and beautiful, rich, soft finish; 40 inches wide, \$2.00 and \$2.50 per yard. 44 inches wide, per yard **2.50**
- 350 yards of Rich Black Paillette and Rich Black Mouseline Duchesse Satin, guaranteed fast, unfading dye; deep full black. Regular values up to \$1.75. 39 inches wide. Per yard **1.48**



From Japan

The sturdy little Japs who steered these sampans down the sunny rivers of the Mikado's country would be surprised at their surroundings if suddenly set down in the Simpson Store. They would feel a little nearer home, perhaps, on the Fourth Floor, for on Wednesday we are emphasizing Japanese House Furnishings. Perhaps the cargoes of these very sampans are here amongst the interesting collection of Rugs, Screens, Matting, Verandah Cushions, etc.

- You'll find remarkably useful things at remarkably low prices on Wednesday. Here are a few details:
- 1000 Japanese Woven Grass Verandah and Lawn Seats, large size, thick, and well braided. Wednesday **4 for 10**
- No phone or mail orders for these Seats.
- 1000 Japanese Verandah Cushions, coverings of fine matting, neatly bound and filled with soft fibre, very durable. Regular 25c. Wednesday, each **.19**
- 400 Japanese Mats, 3x6 feet, made of fine straw, good designs and colorings, cotton warp. Regular 50c. Wednesday, each **.29**
- No phone or mail orders for these Mats.
- 800 Japanese Rugs, made of fine straw, woven on cotton warp, handsome designs, in good colorings. The ideal summer floor covering.
- 6x6 feet. Regular \$1.00. Wednesday, each **.77**
- 6x9 feet. Regular \$1.35. Wednesday, each **.97**
- 9x9 feet. Regular \$1.75. Wednesday, each **1.49**
- 9x10 feet. Regular \$2.00. Wednesday, each **1.67**
- 9x12 feet. Regular \$2.50. Wednesday, each **1.99**
- 6000 yards Fine Japanese Matting, in jacquard designs, good shades of brown, blue, red and green cotton warp, reversible. Regular 25c. Wednesday, per yard **.12½**
- No phone or mail orders for this Matting.
- 600 Bamboo Verandah Screens, good quality, wide slats, made from surface wood only. Complete with cords and pulleys:
- 4x8 feet, in natural wood. Regular 75c. Wednesday **.63**
- 6x8 feet, in natural wood. Regular \$1.15. Wednesday **.93**
- 8x8 feet, in natural wood. Regular \$1.50. Wednesday **1.27**
- 10x8 feet, in natural wood. Regular \$1.85. Wednesday **1.59**
- 12x8 feet, in natural wood. Regular \$2.25. Wednesday **1.89**
- 4x8 feet, stained green. Regular 90c. Wednesday **.73**
- 6x8 feet, stained green. Regular \$1.35. Wednesday **1.09**
- 8x8 feet, stained green. Regular \$1.75. Wednesday **1.47**
- 10x8 feet, stained green. Regular \$2.25. Wednesday **1.83**
- 12x8 feet, stained green. Regular \$2.65. Wednesday **2.19**

The **SIMPSON** Company Limited