

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

Genuine Worth in Special Values Everywhere In The Simpson Store

Bien Jolie 'Grecian-Treco' Corsets

Every woman will feel a keen interest in the new "Bien Jolie" Grecian-Treco Corsets. They are particularly adapted to present fashions, as they are made of a flexible knitted material, that gives a skin-like fitting and a graceful contour to the figure and looks perfectly nature-given. The "Bien Jolie" eliminates nearly all the boning used in ordinary corsets, giving modish figure lines with an exhilarating freedom and suppleness to the wearer. This store is the sole selling agent for "Bien Jolie" Grecian-Treco Corsets in Toronto. Price per pair 6.00

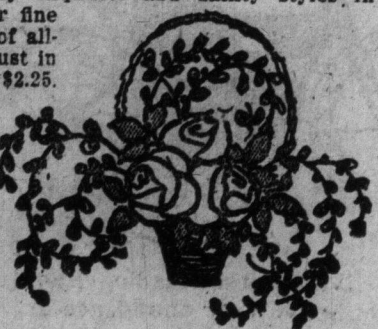
WOMEN'S WHITEWEAR HALF-PRICED.

Clearing several beautiful styles of our own make of white wear at half or less than half their usual selling prices. A size or two missing or slight counter selling from handling makes the clearance advisable from our standpoint. No phone orders.

Women's Handsome Night Dresses fine Nainsook or cotton, high neck or slip-over styles, fine embroidery or lace trimming, many charming styles to choose from, all sizes. Regularly \$1.25 to \$5.00 each. Thursday, 50c to \$2.25.

Women's Corset Covers, many exquisite and dainty styles, in Nainsook or lawn, embroidery or fine lace and insertions, some made of all-over embroidery, sizes 32 to 44 bust in the lot. Regular prices 50c to \$2.25. Thursday each, 25c to \$1.00.

Women's Petticoats, clearing handsome styles, in cotton or Nainsook, medium or narrow effects, wide embroidery or lace trimmed flounces, under dust ruffles, French bands, lengths 36 to 44 inches. Regularly \$1.50 to \$3.50 each. Thursday each, 75c to \$3.50.



Handkerchiefs, Neckwear, Laces and Embroideries At Much Below Usual Prices

Women's Lace Trimmed and Swiss Embroidered Handkerchiefs for exactly half-price. Each 10

Women's Fine Lawn Handkerchiefs, Thursday 8 for .25

Men's Pure All-Linen Meadow-Bleached Handkerchiefs. Each 10 (Not more than 6 to any one customer.)

\$1.00 27-inch Swiss Embroidery Flouncings, in many beautiful patterns to choose from. Thursday, yard 58

NECKWEAR.

Five bargains in neckwear. Sailor collars, with cuffs, in five different styles to choose from. At this price these sets will melt away like snow in July. Set 25

12 Patterns in Corset Cover Embroideries. Regularly 30c. Thursday 15

18-inch Plauen All-Over Laces, for blouses and yokes; 75 and 85 cents a yard; Thursday 58

Wide Ribbons 9c

The smartest hats for school girls are trimmed with ribbon. This is a school girl ribbon opportunity.

4 1/4 and 5-inch Taffeta Ribbons, in white, cream, pale blue, pink, turquoise, old rose, navy, brown, tan, lilac, bright red, cardinal and black. No more than 18 yards of any one color to one customer. Phone orders filled. Thursday, per yard 9

Taffeta Silk Petticoats \$3.95

"Simpson's Special" Petticoat, of extra quality taffeta silk; perfect fit and finish; tailored flounce is finished with stitched self strapping and pin-tucking; deep percaline underpiece with frill; black, navy, Copenhagen, emerald and pretty shot effects. Lengths 36 to 42. 3.95

O. S. Sateen Petticoats, \$2.00.

"Out Size" Petticoats of heavy imported black sateen; the flounce is trimmed with fancy pin-tucked design, and is finished with a deep tucked frill and underpiece. Lengths 38 to 42. Thursday 2.00

Misses' Gingham House Dresses, \$1.25.

Misses' or Small Women's House Dresses of fine gingham, blue or tan; cuffs and piping around front and set-in kimono sleeves of linene in harmonizing colors, Dutch neck, side fastening. Thursday 1.25



The foundation of a successful business lies in the confidence of a well-pleased public. To-day we offer a store full of special values that will prove the beginning of solid friendship between you and the Store.

Welcome Pricing in Many Lines from the Mantles

Women who have still to buy their Spring Outfits will not be disappointed in the list of special values offered for Thursday.

New styles are represented in Suits, Coats, Skirts and Dresses, and a wide variety of materials that makes selecting a baffling delight. Come early, as some of the best are all too few in number for the large demand that such an announcement brings. Suit values are still here, as you will see glancing over this:-

The Suits are grouped together for women and young girls. They are made of a fine imported quality of serges and tweeds, new whipcords and pretty striped fabrics, in a variety of dark and light shades of tans, greys, browns, greens and navys. Coats are lined throughout with lovely shades of silks and satins. Skirts are plain or pleated and correct in every line. At great reduction 15.85

TAILORED SUITS

for women and misses, of all-wool English serge and imported tweed mixtures, lined with a good quality of silk lining, have slanting, notched or satin inlaid collar. The skirts have panel gored and insets effects, with or without high waist band. Very special 17.50

A SALE OF WOMEN'S DRESSES.

The offering contains a wonderful collection of Dresses, made of foulard and satin, in shades of cadet, navy, tan and black, with white figured designs. Waists have semi-low collar and 3/4 sleeves. The skirt hangs gracefully with tunic effects, and has the becoming medium high waist line. Remarkable price. 12.50

The largest assortment of Coats we have ever shown. The greatest variety in style and price afforded for the entire season. These models and materials cannot be duplicated later.

Imported Coats for motoring, a general utility wear, or dressy models in English tweeds and homespun, cravenettes, Panamas, corduroys. These Coats can be buttoned close to throat or have collar and revers. Raglan or set in sleeves. Range of prices: \$12.50, \$16.75, \$20.00, \$25.00, \$27.50, \$29.50.

COATS FOR GIRLS.

Coats of Vicuna Cloth, in navy only, have large sailor collars, overlaid with black and white shepherd check, tailored sleeves with cuffs trimmed to match the collar. They are double-breasted, fastening with novelty buttons. Ages 6 to 14 years. Price 4.75

SPRING COATS \$5.95.

Broken sizes of all our regular lines, made of black broadcloth, tweeds in grey mixtures, Panamas and covert cloths. They show a variety of new and attractive styles, with semi-fitting or loose back, plain tailored or more elaborate styles. Regular value \$16.50. Thursday 5.95

This in the Lunch Room

Thursday Afternoon
3.00 to 5.30:
Crushed Fruit
Sundae, with
Plain Sponge
Cake,
TEN
CENTS.



Raincoats for \$3.95

"Idis" Raincoats of twilled cashmere, rubber lined, light weight. Are cut in a plain, man-nish style. The collar that can be worn close to throat if desired. Side pockets. A suitable coat for motoring, driving, or general wear. Thursday 3.95

WOMEN'S SEPARATE SKIRTS.

In our Skirt Section there are smartly tailored Skirts of all-wool imported serges and panamas, in black and navy, made in several new styles, with high or normal waist lines and plain front and back panels, ornamented with buttons. Very special at 5.00

Three Important Special Purchases of Dress Goods

\$1.00 SUITINGS FOR 88c.

New suitings in this special purchase include English and Scotch tweeds and homespun, in a beautiful assortment of colorings; all pure wool qualities; 50 to 54 inches wide. Regular price \$1.00 per yard. Thursday 88

English Panama Suitings, pure wool qualities, in every wanted shade and black, bright, lustrous finish, and guaranteed thoroughly shrunk and spot-proof. 44 inches wide 55

50c SHEPHERD CHECK SUITING 37c PER YARD.

3,000 yards of these checks have just been put into stock. They come in four sizes of check; nice clear finish and soft draping qualities; correct weight for smart summer dresses; warranted fast dye; 42 inches wide. Regular price 50c per yard. On sale Thursday 37

Women's Needs in Gloves and Hosiery

Women's Gloves

Women's Finest "German" made Real Silk Gloves, elbow length, dome fasteners at wrist, close firm finish, fine even thread; black, white and grey; sizes 5 1/2 to 8. Regularly 75 cents. Thursday 50

Women's Smart English Tan Cape Leather Gloves, 1 dome fastener, heavy out-seam, Bolton thumb, spear point back; splendid, soft, pliable finish; stylish street glove; rich tan shades; sizes 5 1/2 to 7 1/2. Regularly \$1.00. Thursday 79

Women's Hosiery

Women's Fine All-wool Plain Black Cashmere Hose, fine English spun yarn, soft elastic finish, fashioned, good weight, double heel and toe; 8 1/2 to 10; 35c regularly; Thursday .29



Newest

Modes

IN SPRING MILLINERY

New Light Hats at \$5.85

For to-morrow's selling we have assembled a group of chic hats, each with the little characteristic touches that give individuality to the costume. The surprising thing is that these marvellously effective hats can be sold at the price. They are made up in the lighter shades and combinations, as tuscany, white, sky, champagne, pink, and a generous assortment of black. Very special 5.85

See big display in Yonge street window.

SAILORS AND DERBYS.

Among the biggest successes of this season in smart hats for the early season. We show a very large assortment of these styles in fine Milan, fine tagel, hemp, and Javas. One very popular price with us is a line that we sell on Thursday for 2.50

Extra Quality Linens and Staples

100 Irish Embroidered Bed Spreads, very pretty designs, spoke hemstitched all round, double bed size, 90 x 108. Thursday 2.85

200 Damask Table Cloths, pure Irish linen in new bordered designs, perfectly bleached and finished, 2 x 2 1/4 yards. Thursday. 2.48

1,000 yards Bleached Sheeting, twill only, good heavy weight, closely woven, 2 1/4 yards wide. Thursday, yard 34

White English Flannelette, soft make, an extra good quality, will wash and wear well, 32 inches wide. Thursday, yard 15 (Phone to Department, 2nd Floor).

For Simpson's Further Announcements See Other Page in this Paper

The Robert SIMPSON Company Limited

Some of Thursday's Offerings in Silks

A special purchase of wide width Black and Colored Silks. 400 yards

Black Satin Paillette, in fine and medium weaves; silks that are yarn-dyed, perfect in finish, and recommended for wear; 40 inches wide. On sale Thursday at, per yard 1.10 (Note the width, 40 inches.)

A big shipment of new colorings in Satins de Chine and Duchesse Paillettes, rich qualities in these fashionable weaves, which in the ordinary way could not be sold for less than \$1.25 and \$1.35 per yard, now offered for \$1.00 per yard. Ivory is also included; widths are 36 in., 38 in. and 40 in.

Excellent value in Rich Black Mousseline, a dress weight in this new satin-finished silk, deep full black, beautiful finish; one yard wide. A bargain at, per yard 1.33