WEDNESDAY MORNING

THE TORONTO WORLD

MAY 15 1912

SIMPSON :---Store Opens 8 a.m. Closes at 5.30 p.m H. H. Fudger, President. J. Wood, Manager. PHONE NUMBER MAIN 7841. SIMUPSON We have fifty lines to Central. Quality and Price Recommend The Simpson Stor

Semi-Annual Sale of **French Trimmings**

These half-yearly clearances have become so wellknown that extensive advertising is not necessary, beyond the fact that this year there is a still greater choice than we have ever offered before, and designs and colorings are of that perfection which has made "Simpson's Trimming Department" the Mecca of well dressed women. Thursday morning at One Dollar Per Yard.

We put on sale about 1,000 yards of our very hest trimmings and garnitures, chosen from our own stock. These are goods that have been selling all season at prices ranging from \$2.50 to \$7.50 per yard, and comprise bandings, motifs, flouncings, crystal and beaded all-overs; in fact, the most comprehensive and superb lot of trimmings we have ever displayed. These on ; Thursday morning at, per yard 1.00

Panama Hats for the Races

Genuine Panama Hats, in several good styles. Special for to-morrow 8.50

Fancy Mounts, in ostrich and osprey effects. The price is made on these imported mounts to sell them with the

Panamas, making

a popular price for

an entire hat.

Mounts regularly

each.

\$12.20. \$15

and \$19.50.

To-mor-

row \$9.85

This in Lunch Room THURSDAY AFT-ERNOON, .3.00 to 5.30, City Dairy Neapoli-tan Ice Cream, FIVE CENTS.



Important Two Days' Special Sale of Carpets, Rugs, Linoleums and Mattings

Coming at the time when spring renovating is in full swing, the announcement of such bargains in floor cov-erings means Big Money Saving to you. Watch to-morrow's papers for the special items featured for Friday. There will be different goods for each day, and bargains in all sections at prices sometimes below cost of manufac-ture. Those who come at eight o'clock get the best selection. There will be a big demand, for such extraordinary values are very rarely presented.

GENUINE ORIENTAL RUGS.

small and large, below the prices at which they can be imported. Choice small Hamadans and Carabaghs, average size 5.0 x 3.6. Regular price \$13.50, \$15.00, 17.50. Thursday special sale. 9.75

Beautiful silky brownish and dull copper Khivas and Bokharas: 11.7 x 9.5. regular price \$175.00. Thursday special sale...\$125.00 12.5 x 7.5. regular price \$250.00. Thursday special sale... 125.00 9.8 x 7.8. regular price \$120.00. Thursday special sale... 85.00

A very beautiful self red, hand-made rug, suitable for a very 12.0 x 15.0, regular price \$425, Thursday special sale ... 212.00

chine-made carpet rug. Special clearance of English Mottled Velvet Stair Carpet-a rare apportunity to secure a bargain for stairs or hall runners: 18 in. wide 69c, 22½ in. wide 77c, 27 in. wide 95c, 36 in. wide \$1.17.

15.93

Women's Boots

960 pairs of Women's Boots and Oxfords, in all newest and most popular lasts; patent colt, Russia t calf, gunmetal, vici kid, white nu-buck, velours and box calf leathers, also several pairs of white canvar button and Blucher styles, high New York, Cul military and low heels, dull matt calf, vici kid a cloth tops. Goodyear welt, flexible, McKay and has turned soles, in samples and regular sizes, 21/2 to

MEN'S BOOTS.

760 pairs Men's High-grade Boots and Oxford button and Blucher styles, tan calf, patent colt, gui metal and box calf leathers, every pair made, on t Goodyear welt process, medium and high heels, gular prices \$4.00, \$4.50 and \$5.00. Thursday o'clock

BOYS' BOOTS.

450 pairs Boys' Boots. Blucher style, strong, grained box kip leather, double soles: a good sc boot, that'll stand lots of hard usage and wear. 1 to 5. Thursday



Special fine quality Fur Felt Derby Hat t young men; low crowned, with flat set curl, angle brim; made by the famous Christy; one the world's best blocks only, feather-weight 2.50

> Christy's choicest quality Derby Hat," in a dressy medium shape, full or oval crown, with neat curling brim; this quality of Christy's make equals the best to be had anywhere. Price 3.75

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Well Patterned Mantles **Give Excellent Values** SUITS AT \$8.65.

Odd lines of Women's and Misses' Suits, made it you come for your summer undertweed mixtures, imported vicunas and other wear to-morrow. Several clearing

Special price advantages are yours

Thursday morning we put on sale Men's Spring Weight Overcoats from a number of broken lines from stock, and some odd ends from different sales. All big value coats, made single-breasted Chesterfield style, in the new greys and browns, good-wearing linings, and the best workmanship. There are coats that sell at \$10.00 and \$12.50. To clear 7.95

SALE OF MEN'S BURBERETTE COATS.

Made from a light tan shade English burberette cloth, in single-breasted Chesterfield style, Raglan shoulders, unlined. A lightweight slip-on coat. Regular value \$12,50, \$15.00, Thursday, sale price 8.95

"DURWARD'S" ENGLISH RAINCOATS.

"Durward's" English-made Raincoats are the correct thing for this kind of weather. They are made from English burberette cloths, in tan color; English Ragian shoulders; unlined; the best of tailoring.

This Raincoat is made from a dark plain grey raincoat cloth. Cut single-breasted Chesterfield style. Has the two-way convertible collar. Beautifully tailored, and a Raincoat second to none. Price 24.00

FANCY SUITS FOR SMALL BOYS.

Double-breasted Russian Sailor Suit of light grey imported tweed, with self shield, matt sailor collar, trimmed with soutache, pleated sleeves and leather belt, fine twill linings; neat bloomers, with elastic bottoms. Sizes

Fancy Yoke Russian Suit, buttoning up side to shoulder: box-pleat in front and back; yoke is piped with silk velvet; patent leather belt; neat-fitting bloomers. Material is an English worsted in a fancy stripe, slate

An All-Wool English Blue Worsted Double-breasted Sailor Blouse Suit. full size collar trimmed with silk braid, white serge shield with orna-ment; bloomer pants, with elastic bottoms. Sizes five to ten years

Price 6.50

"Pen Angle" Underwear

two to nine years. Price

Clearing Sale of Men's Spring

Overcoats

rauncs, coats are well tailored and perfect fitting, and lined throughout with silk; some plain and novelty trimmed. Skirts are panelled or semi-pleated, and some have high waist line. Thursday price 8.65

SPRING COATS \$7.85.

Of fine imported cheviot serges, in shades of grey, navy and black; cut in a plain tailored style on semi-fitting lines, with collar and revers, tailored sleeves and pockets. Special value 7.85

ANOTHER LOT OF ATTRACTIVE COATS.

Of all-wool serges, in tan only, designed in a pretty style on straight lines, with one-sided back, new collars, pointed at the back, overlaid with satin to correspond. Special at 12.50

WOMEN'S DRESSES-DISPLAY NEW FEATURES.

Made of messaline silk, in changeable shades of navy, brown, wine and green shot effects; have lace collars, and fasten down the left side of the front; skirts have the slightly raised waist line, and have semi-pleated overskirts, ornamented with silk buttons. Very special value.... 13.50

NEW SKIRTS FOR WOMEN.

Made of imported cheviot serge, in black only : these skirts show two of the newest styles, one with a wide tuck on one side of front and back panels, the other in one-sided effect, formed by a bias piece set in at foot, and ornamented with buttons, both styles have high waist line; front lengths 36 to 40 inches. Extra value 5.00

Purchase of Black, Navy and Cream

College Serges

pongee, sky, pink, hello, white and black. Sizes 5½ to 8. Special dis-play in Glove Department. Regular price \$1.25 per yd.,

Clapperton's 200-yd. Spool Thread, Black or white, spool 3c; dozen 55c. Coats' or Kerr's 200-yard Spoel

... .29

Thread, spool 4c; dozen 48c. Belding or Corticelli, 50-yard spool silk, spool 4c, dozen 45c. Alexander, Knitting Cotton, Per

GLOVES

Thread Gloves, mousequtaire, dome

fasteners. sample purchase, consist-

condition, black and white and odd

"KAYSER" BRAND GLOVES. "

Women's warranted "Kayser" Brand Silk Gloves, extra good wear-

ing silk thread, double-tipped fingers:

Wrist lengths50

12-button length ... 1.00 16-button length ... 1.25

Rich shades in tan. champagne.

NOTIONS

shades, all sizes, values up to 50c

Thursday, per pair

ing of many different kinds, all in No

dozen Women's Long Lisle

.20 M. & K. Knitting Cotton, white only, batt 1,000-yard Spool Star Basting pair guaranteed. Sizes 3. 4 and 5

General Purpose Scissors, from 61/2 to 81/2 inches long. Regularly 65c to \$5c pair. Thursday

on sale Thursday 96c.

These serges are made

from the best grade yarns in the famous college twills. They give great wear, and do not glaze in the wearing. They are warranted soap shrunk and unspottable, best enamel. Price for galvanized lining ... 8.75 fast unfading dye, 52 in.

wide, correct weight for me smart tailored suits. Thurs- 11be

purchases from the Watson and Oxford mills enable us to save you fully a third of the regular price while the quantities last Phone orders filled.

Women's Vests

and Drawers

.700 pairs Women's Drawers, tipe ribbed knit cotton, umbrella style. lace trimmed, both styles; sizes 32 to

Women's Veste, fine ribbed white cotton, low neck, short or no sleeves. lace and tapes, elegant quality; sizes 32 to 42 bust. Thursday, each .15

1,200 Vests for extra large women, ribbed white cotton, low neck, short or no sleeves, beading and draw tapes: sizes for 42 to 48 bust measure Regularly 35c each. Thursday, each . /.19

"D and A" Corsets **Greatly Reduced**

A chance to buy "D. and A." Corsets for just half their real value. The beautiful model and material will appeal to every woman who sees them. On sale Thursday.

Come Thursday for these elegant Corsets, clearing one of our latest nodels in fine French batiste. low bust, very long hips, six fine garters. rustproof boning throughout, four wide side steels, handsomely trimmed with lace and ribbon, satin bow, bust draw cords: sizes 18 to '26 inches. Regular value \$2.50 a pair. Thursday, a pair 1.25

Any Refrigerator Is An

Is An Economy addition to "the best" we have made, be pleased with the excellent values at Price for white enamel lining 9.75 "Leader" Refrigerators, hardwood cases, fin-bed golden, lining of white enamel, removable A good refrigerator is doubly so. In addition to "the best" we have made, our prices the closest possible, and you will be pleased with the excellent values at every price named.

Some made of thoroughly seasoned hard-wood, others of selected oak, all rich golden finish. We have them lined with galvanized steel. ished golden, lining of white enamel, removable white enamel, genuine enamel and solid stone. shelves. The width is 281/2 inches, the der "Greenland" Refrigerators, cases made of

19 in., and the height 451/2 in. Price. 12, "Cold Wave" Refrigerators, made of sele solid hardwood with lining of galvanized steel. removable provision shelves and strong ice cd ash, in rich golden finish; the corners the case are neatly rounded, the lining is wh rack, 26 in. wide and 40 in. high. Price 5.75 "Leader" Refrigerators, with rich golden finish, hardwood cases, provision and ice chamsolid oak, and the lining is genuine enan bers are lined with galvanized steel or white high-grade construction throughout.

GENUINE SOISETTE SHIRTS. Regularly \$2.50, for \$1.59. 250 only, Men's Genuine Soisette Shirts, with separate, collar and double French cuffs, the softest and coolest shirt for summer wear, looks just like silk, but will wear better. Beau-

tifully made and trimmed, made coat style or ordinary front. All these shirts are guaranteed perfect and ready to wear. Colors are plain white, tan, sky or pearl grey. All sizes 14 to 18. Regularly \$2.50. Thursday, to clear 1.59

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50	under price and a service and a service a serv
ect-	2,000 Lbs. Dairy Butter, in prints
NAME AND ADDRESS	2,000 Lbs. Dairy Butter, in prints
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lite	Edwardsburg or Beehive Table Syrup
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25-2012 (2017) 55 Je	Malta Vita Breakfast Cereal Thr
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T (50 - 1)	Canned California Yellow Peaches
	Blue Bell Jelly Powders-assorted
	Scott & Taylor's Worcester Bauce
Va	Heather Brand Flavoring Extracts, assorted, 212 oz. bottle

35c ASSAM TEA FOR 28c. 500 lbs. fine, rich, full-bodied Assam Tea, of uniform quality and flavor---a 35c tea anywhere.

Men's Natural Merino "Penangle Brand," shifts and drawers, nicely trimmed, the best garment for hard wear; sizes 34 **Glass and Fine** China

4.50

100 pieces Rich Cut Glass, dainty designs, deep flaring cut, sparkling colors, 9-inch fruit bowls, claret jugs, decanters, footed -comports, tankard jugs, etc. Thursday 5.00

Champagne Glass, hollow stem. Thursday, doz. 1.75

400 Royal Doulton Jugs, Tobacco Jars, Tea Cups and Saucers, Teapots, etc. Thurs-\$60.00 Theo. Haviland China Dinner Set. Half-pric

Thursday 30.00

erles

.... Per Ib.

5-ib. pail

2-lb. jar

Per tin

packages Large tin

Three bags