

**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.

**SIMPSON**

### Special Millinery Values

**FOR YOUNG WOMEN AND MISSES.**  
120 brand new Summer Hats will be offered for the first time to-morrow. Light weight Javans, Manilas, Imitation Panamas and fine Tagels will be shown, trimmed with Durbar Scaris, rich fancy ribbons, Vandyke lace, Paris flowers, and etc. A stylish hat for the holiday, for which you would usually pay from \$6.50 to \$7.50. Holiday sale price . . . . . 5.00 (See Yonge Street Window.)

#### REAL PANAMAS.

Our Real Equadorian Panamas, in different styles, are wonderful values at \$7.50, \$8.50 and \$10.00.

#### \$5.50, \$6.50 AND \$7.50 SAILORS FOR \$4.50.

These are in real Tagel and real fine Italian Milans; others in imitation Panama, with Tagel facings and smart busby. Holiday sale price . . . . . 4.50

#### CHILDREN'S MILLINERY.

Two tables of trimmers have been busy preparing a big assortment of cute style for the little tots. Special values at \$1.50, \$1.75, \$2.50 to \$3.50.

### Handsome Values in the Mantle Section

#### SOME NORFOLK SUITS.

Made on the new model; these are very attractive suits. The coat has self straps over the shoulder, with belt to match, and fronts with bone buttons. Shirts are gored styles, with the raised waist line. They are of English serges and tweed mixtures, in tan, grey and green, being suitable for outing or dress wear, for women or young girls. Thursday bargain . . . . . 14.85

#### SUITS FOR WOMEN AND MISSES.

Imported tweeds, grey, brown, green, black, also stripe and tweed mixtures are the materials. The suits are lined throughout with silk, and skirts are gored styles, with or without raised waist line. Thursday bargain . . . . . 7.85

#### BECOMING LINGERIE DRESSES

for Misses and Women, for \$4.25, \$5.00, \$7.50, \$8.50, \$10.00, \$12.50 and \$15.00.

Never have we had a finer lot of these attractive dresses, suitable for all occasions. Some are of all-over embroidery, while others have pretty lace insertions and all attractively trimmed, long or short sleeves, with low or semi-low collar. They have the popular raised waist line, with belt of self or insertion.

A special offering of Lingerie Dresses, with an English silk embroidery design. Waist has high or semi-low neck, outlined with pretty shadow lace. The skirts are trimmed to match waist, with cluster of tiny tucks. Special . . . . . 8.50

#### STYLISH COATS FOR MISSES.

Imported Serge Coats, in navy only, with panel back, shawl collar and detachable collar of plaid, cuffs and patch pockets trimmed with plaid and small buttons. Thursday bargain 11.00

#### SAMPLE COATS, \$8.45.

Made of serges, in navy, black and grey; Vicuna in black only, silk poplins in natural shades, black taffetas and satin and tweeds, in light and dark shades. Suitable for young, middle-aged or elderly women. Thursday bargain . . . . . 8.45

#### WASH SKIRTS.

Very useful Skirts for outing wear, of a fine quality imported repp, in white only, are made in plain six-gored style, with normal waist line. A remarkable low price. Thursday bargain . . . . . 1.50

#### WOMEN'S SKIRTS.

In this sale lot are included diagonal serges, hairline stripe serges, invisible stripe serges and Panamas in black, navy and grey; made in several styles, most of them semi-pleated. Regularly \$5.00 to \$8.00. Thursday bargain . . . . . 3.45

#### Wash Goods

A great assortment of fine English print, light and dark grounds, stripes and fancies, guaranteed fast colors. Regular prices 12½c and 15c. Thursday . . . . . 7½

Great sale of Silk and Cotton Mixtures. Shantung weaves, big range of colors, as sky, pink, mauve, mais, Alice, black, brown, navy, tan champagne, etc. Regularly 35c. Thursday . . . . . 17

Clearance of a lot of pretty White Muslins, just broken lines and slightly mussed, spots, checks, stripes, etc. great value. Thursday . . . . . 9

A lot of Checked Gingham, 31 inches wide, large cushioned checks as well as the staple. Per yard, regularly 15c. Thursday . . . . . 7½

#### Embroidered Nets From Saxony

A shipment of Embroidered Nets from Saxony, fashionable for yokes and half sleeves; the patterns are embroidered in neat floral designs; coming in creme, white and ecru. Usual price 65c, 75c yard. Thursday, per yard . . . . . 50

#### Nottingham Wash Nets,

in white and ecru, 18 in. wide; these nets come in fancy stripes, shadow effects, imitation tucking, for yokes and half sleeves, in muslin or wash dresses. Usual selling price 40c and 50c yard. Thursday, per yard . . . . . 25

### Bargains in Parlor Furniture

**Prices Way Below Actual Cost of Production**  
**Three-Piece Parlor Suites**, upholstered seats and panel backs, finished mahogany. Regularly \$55. Special Bargain Day: 35.00  
**Three-Piece Parlor Suites**—Settee, Arm Chair and Arm Rocker. Plain upholstered seats and crotch mahogany panel backs. Regularly \$62. Special Bargain Day . . . . . 39.00  
**Three-Piece Parlor Suites**—Plain upholstered seats and tufted backs, finished mahogany; covering, good silk tapestry. Regularly \$70. Special Bargain Day . . . . . 47.00  
**Three-Piece Parlor Suites**—Roll arms and carved claw feet; upholstered seats and backs; polished mahogany finish. Regularly \$75. Special Bargain Day 53.00

## Thursday is Bargain Day At the Simpson Store Men's Spring and Summer Suits

This is a last chance for the buying of a suit before the holiday, and we have made the price extremely low.  
**Suits of English Tweeds and Worsteds**, in greys and browns, in fancy stripe patterns, cut single-breasted, three-button style, with good linings and the best tailoring. Suit 7.95 well worth twice the money. Thursday morning . . . . .  
**MEN'S DOUBLE TEXTURE PARAMATTA COAT.**  
You cannot be without a waterproof coat, and we will put on sale Thursday morning a fawn English double texture Paramatta waterproof, which is made single-breasted, motor style, to button to the chin, English raglan shoulders. A splendid big value for Thursday morning. Sale price . . . . . 8.00  
**MEN'S WELL-MADE TROUSERS.**  
A big value is offered in Men's Worsteds Trousers. They are made from medium grey in striped patterns, also there are few odd trousers in other colors. \$2.50 and 1.98 \$3.00 values. Thursday . . . . .

### Women's and Girls' Underwear

**Girls' Summer Vests**, ribbed white cotton, low neck, no sleeves, draw tapes in neck, extra quality; sizes 2 to 10 years. Regular prices 25c and 30c each. Thursday bargain . . . . . 2 for 25  
**Extra Bargain in Women's Vests**, fine ribbed Swiss lisle thread or cotton, dainty lace yoke or plain beading, run with draw ribbons; some are slightly imperfect in weave, low neck, no sleeves; sizes in fancy yoke, 32 to 38; in plain finish, 32 to 46 bust. Regular prices 30c and 35c each. Thursday, each . . . . . 19  
**Women's Drawers**, umbrella style, ribbed white cotton, lace ruffles, open style only; sizes 32 to 38. Regular price 25c pair. Thursday, a pair . . . . . 15  
**Magnificent Royale Corsets Almost Half-price.**  
300 pairs only Elegant Royale Corsets to go Thursday, finest white batiste, in a beautiful medium bust model, with long unboned skirt, fitted with four garters; aluminum rustproof boning, deep fine lace, run with ribbon, bust draw cords, ribbon bow; sizes 18 to 26 in. Regular price \$2.50 a pair. Thursday, a pair 1.39

### New Baby Carriages, Folders and Wheel Goods

English Carriages and wooden bodies, leatherette hoods, \$14, \$16.50, \$18.75, \$24, \$32.50, \$45.  
Reed Body Carriages, with reed or leatherette hoods, \$16.25, \$18.50, \$25, \$29, \$52.  
Baby Folders, steel and leatherette, with hoods, \$4.50, \$7, \$8, \$16.25.  
Autos, latest American styles, for boys and girls, \$7, \$11.50, \$12.50, \$18.  
Full line Waggon, Velocipedes, Baby Walkers, Doll Carriages, Small Chairs and Tables.  
Baby Carriage Dept., 5th floor.

### Half-Price Sale of Hand Bags

Women's Genuine Suede Leather Hand Bags, in all colors, with square or round frames, long cord handles. Each . . . . . 59  
**Real Leather Hand Bags**, in black and brown, lined throughout, and fitted with inside pocket and coin purse, leather strap handle. Each . . . . . 98  
**Misses' and Children's Leather Hand Bags**, in an assortment of colors, with cord or leather handles, silk lined, gold and silver frames. Special value at, each . . . . . 75

### Bargains in Dress Goods

50 in. Serges Down to 46c Per Yard.  
Splendid hard-wearing serges, made by one of the best English makers. We guarantee them to be made from pure wool yarns, that are thoroughly washed and scoured, and free from grease. The dyes are of the best quality and they have the best permanent finish, new tans, browns, greys, creams, navys, black, etc. 50 inches wide . . . . . 46  
**Glove Bargains**  
Women's Elbow Length Pure Silk Gloves, open at wrist, double-tipped fingers; black and white; 5½ to 8. Bargain price, pair . . . . . 49  
Women's Wrist Length Pure Silk and Lisle Thread Gloves; large range of shades and many kinds to choose from; all sizes. Bargain price, per pair . . . . . 25

### Dollar Waists Satin Petticoats 2.95

**A Thursday Bargain Value**  
A great disposal of 1,000 crisp, new Wash Waists, in beautiful lingerie effects, as well as several kinds of tailored waists. We think that never before have we put on such a great holiday bargain. The goods are splendidly up-to-the-minute in style, with low necks, high necks, sailor collars, long or short sleeves, middies and polums; these have all been chosen from our stock of waists. Selling regularly at \$1.50, \$1.95 and \$2.00. To make a holiday number Thursday at, each 1.00  
**Women's Petticoats** of fine satin, black, navy, emerald and brown, knife-pleated flounce, straight hanging model. Lengths 36 to 42. Thursday's selling . . . . . 2.95  
**PETTICOATS, 98c.**  
Women's Petticoats of saten and "Hyde-grade," pleated and tailored flounces, black only, also moreen, navy only, with tucked tailored flounce. Lengths 36 to 38 in the lot. Regularly \$1.50. Thursday . . . . . 98  
**ONE-PIECE HOUSE DRESSES, \$1.25.**  
Women's One-piece House Dresses of American Percal, in black or blue shepherd's check design, high collar and long sleeves, or striped gingham, grey with white, square neck and ¾ sleeves. Sizes 34 to 44. Thursday . . . . . 1.25

### CANDLESTICKS

of heavy cast brass, antique shapes. Thursday, pair . . . . . 98  
Table Tumblers, demi-crystal, flute cut, polished bottom. Thursday, per dozen . . . . . 1.50  
Beautiful Hand-cut Glassware, rich deep flaring cut, full of bright, sparkling color, tankard jugs, compots, 9-in. fruit bowls, etc. Thursday . . . . . 5.00  
Baronial Dinner Set, Dresden effect. Special . . . . . 32.00  
\$30.50 Royal Austrian China Dinner Set, handsome natural color, floral rose decoration, gold finish. Thursday half price . . . . . 15.91

### BREAKFAST

READY AT 8 O'CLOCK.  
Fresh Strawberries and Cream are served every morning while in season.  
**SPECIAL PRICES—15c TO 50c.**  
**Our New Transfer Card**  
is a big time-saver. Use it for your Thursday bargain shopping.

### Books and Stationery Bargains

Recent copyright fiction, handsome cloth bindings. Published at \$6. and \$1.50. Special, Thursday . . . . . 25  
English copyright fiction, cloth bindings, good titles and authors. Regularly 25c and 35c each. Thursday bargain, 2 for 25c.  
Books for boys, by Alger, Henty, Verne, Marryat, Cooper and Mayne Reid. Regularly 25c each. Thursday bargain, 2 for 25c.  
Toy books for the children. Regularly 15c to \$1.25. Special, Thursday. 5c to 50c each.  
Art Nouveau Ideal Letter Paper, high-grade white linen, fashionable size for ladies' use. Regularly 55c per box of 24 sheets, with envelopes to match. Thursday bargain, 16c per box, or 2 for 30c.  
Mayfair Initial Stationery, any initial; high-grade paper. Regularly 25c per box. Special, Thursday, 2 for 30c.

### Practical Boys' Clothing

**Boys' Russian Suits**, in finely finished English tweeds, fancy greys, browns and olives; cut military style, buttoning up the side to the shoulder; trimmed with fancy braid and metal buttons; patent leather belt; bloomer pants, with elastic bottoms. Sizes 2½ to 8 years. Regularly \$3.50, \$4.50 and \$5.00. Thursday to clear . . . . . 2.95  
**Boy's Shirtwaist**, of English cambric, in stripes and fancy dots, made with laundered cuffs and collars. Sizes 11 to 14 in. Price . . . . . 50  
**Boys' Russian Sailor Wash Suits**, of blue and grey Madras, with a fine white stripe, full sailor collar, trimmed with fancy white braid, white shield, with ornament, flowing-end tie, patch pocket and belt. The bloomer pants have elastic bottoms. Sizes 2½ to 6 years. Price . . . . . 1.25

### Furnishings for Men on Holiday Bent \$2.00

Men going out of town for the holiday take particular notice of these prices:  
Men's Pyjamas of several different makes, materials including flannelette, crepes, zephyrs, cambrics, percales and soisettes, double or single breast, military collar, frog and pearl button fastenings. Sizes 34 to 44. Regularly \$2.00, \$2.50 and \$3.00. Thursday, a suit . . . . . 1.49  
Flannelette Night Robes, extra large and long, in a range of designs. A special purchase of these robes—the regular price being \$1.00—enables us to sell them at, Thursday for, each . . . . . 59  
Negliges on Sale at our new counters, just inside new entrance on Yonge Street.  
**1,000 SHIRTS TO BE CLEARED AT 98c EACH.**  
All odd and broken lines, from our regular stock, including plain white and fancy negliges and outing styles; every shirt a bargain. All sizes in the lot. Regularly \$1.25, \$1.50, \$2.00, \$2.50 and \$3.00. Thursday . . . . . 98  
Christy's English make Stiff Hats, latest styles. Thursday . . . . . 2.00  
"King" Famous English Make Stiff Hats, correct 1912 shapes. Thursday . . . . . 2.00  
Battersby's English make Derby Hats, fine quality fur felt. Thursday . . . . . 2.00  
"Keenlyworth," "Greenville," "Fitz-Well," and other fine English stiff hats, in all the popular shapes. Thursday . . . . . 2.00  
Soft Hats, in the latest colors, for spring and summer 1912. Fine mixed and rough finishes, fine imported fur felt. Sizes 6½ to 7½. About 400 hats, mostly samples. Regular prices \$2.00 and \$2.50. Thursday . . . . . 1.50  
Panama Hats, in all the leading styles, special quality and genuine South American natural fabric, close and even weaves, best finish. \$1.25, \$1.50, \$2.00, \$2.50 and \$3.00. At \$3.95, \$4.50, \$5.00, \$6.00 and up to \$10.00. . . . . 95

### Holiday Prices on Exclusive Style Boots & Oxfords

**WOMEN'S BOOTS AND OXFORDS \$1.99.**  
A large assortment of beautiful spring styles in women's pumps, Oxfords and boots, mostly American makes, tan Russia calf, gunmetal, vici kid and patent leather, also satin and white canvas; high New York, Cuban and military heels; short and medium ramps; sizes 5½ to 7 in all popular widths. Regular prices to \$4.00. Thursday . . . . . 1.99  
**MEN'S BOOTS AND OXFORDS \$2.75.**  
Consisting of all styles in our best grade men's boots and Oxfords, of which the size ranges are incomplete, in patent colt, gunmetal, tan Russia calf and vici kid leathers. Every pair is made by the Good-year welt process, with single or double soles, now short or medium ramps, low, medium and high heels, all beautifully finished by hand, sizes 5½ to 11, all popular widths. Regular prices to \$5.00. Thursday . . . . . 2.75  
**MISSES' BOOTS AND OXFORDS \$1.45.**  
350 pairs misses' pumps, Oxfords and boots, Getty & Scott's "Classic" and Mrs. King's "Katy" brands, in tan, calf, gunmetal, patent colt and vici kid leathers (including one hundred pair samples); button, blucher, sandals and strap effects, hand-turned, Good-year welt and flexible soles; sizes 8 to 10½ and 11 to 2. Regular values to \$2.50. Thursday . . . . . 1.45  
**CHILDREN'S SLIPPERS AND BOOTS 99c.**  
420 pairs children's boots, pumps, sandals and slippers, in tan calf, patent colt and vici kid. "Classic" and "Katy" brands, hand-turned soles, very dainty and exclusive styles; sizes 2 to 7. Regular prices to \$1.75. Thursday . . . . . 99

### Curtain Net 11c

Brussels Curtain Net, 30 inches wide, good heavy quality, trimmed with lace and insertion. Worth 20c. Thursday, yard . . . . . 11  
**MADRAS AT 27c YARD.**  
Scotch Madras, in cream and ecru tones, 45 to 50 inches wide, beautiful fine quality, specially suited for summer curtains. Worth one-third more than price, Thursday . . . . . 27  
**FIGURED MUSLINS, 26c YARD.**  
Large quantity of Swiss Figured Muslins, many pretty weaves and variety of patterns; in white only. Usual price 40c to 50c. Thursday, at, yard . . . . . 26  
**ODD TAPESTRY CURTAINS.**  
Clearing our stock of odd Tapestry Curtains, best drapery shades, usual large sizes. Worth \$5.50, \$4 and \$5 pair. Thursday, each . . . . . 95  
**COUCH COVERS, \$4.98.**  
Special showing of imported Couch Throws, in rich Oriental designs and colorings. The sort of cover used for the summer home. Very special Thursday at, each 4.98  
**FLAGS GREATLY REDUCED.**  
Large quantity of small flags on sticks, suitable for children's decorations, to be cleared at ridiculously low price. Thursday at, per dozen . . . . . 3  
**SHADES, 39c.**  
Serviceable Opaque Shades, in white, cream and green tones, 36 inches by 6 feet, trimmed with lace or insertion, with pull and brackets. Thursday, special . . . . . 39

### Bargain Sale of Mattings and Mats

Japanese Mattings, large range of designs and colors; all this season's goods. Regularly 25c and 20c per yard. Thursday selling . . . . . 15  
Short ends of Matting; lengths 10 to 10 yards. Special to clear . . . . . 11  
**1,000 China Mats**, for summer cottages, in various sizes—

Regu. Size	Special Price
27 x 54 inches . . . . .	35 . . . . . 19
36 x 72 inches . . . . .	37 . . . . . 29
4 x 7 1/2 feet . . . . .	70 . . . . . 55
6 0 x 9 0 feet . . . . .	1.50 . . . . . 1.10
9 0 x 9 0 feet . . . . .	2.35 . . . . . 1.70
9 0 x 12 0 feet . . . . .	2.75 . . . . . 2.15

  
Heavy Scotch Printed Linoleums in tile, block, floral and matting effects; all well-seasoned goods. Regularly 45c and 50c. Special Thursday selling . . . . . 39  
Heavy Quality Imported Tapestry Carpets—Large range of designs and colors, including greens, lavas, reds and chitiz effects. Special Thursday selling . . . . . 49  
English Axminster Carpets, chiefly Oriental designs, suitable for dining rooms, dens, libraries and halls; some with borders and stairs to match. Regularly \$1.75 and \$1.55. Thursday bargain . . . . . 1.25  
French Wilton Rugs, in two-tone greens, rose and blues; suitable for parlors and bedrooms; size 7 x 9 1/2. Regularly \$4.25. Special for Thursday bargain . . . . . 2.95

### The Grocery List

2,000 Lbs. Fresh Creamery Butter	Per lb. 28
Finest Sugar Cured Hams, half or whole	Per lb. 18
2,000 Bags Choice Family Flour	Per bag 18
Choice Currants, cleaned	Three lbs. 25
California Seeded Raisins	Three packages 25
Perfection Baking Powder	Three packages 25
Cornstarch	Three tins 25
Yellow Cooking Sugar	Per package 07
Choice Pink Salmon	Nine lbs. 50
Choice Rainbow Rice	Per tin 13
Pearl Tapioca	Five lbs. 25
Canned Corn	Three lbs. 25
Imported Malt Vinegar, Imperial quart	Per bottle 20
St. Charles Milk	Three lbs. 25
Canned Apples, gallon size tin	Per tin 09
2 1/2 LBS. PURE CELONA TEA, 50c.	Per tin 28
A blend of India and Ceylon Teas of uniform quality and fine flavor.	
Thursday, 2 1/2 lbs.	.58

The **SIMPSON** Company Limited  
Robert