

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.—Southeasterly and southerly winds clearing, with higher temperature.

SIMPSON

Let Us Direct You to the Right Road

We heard of a man across the line the other day who paid \$485 for an automobile and \$200 for an automobile coat of fur. On the other hand, one of the oldest motorists in Toronto, a man who has owned half a dozen different makes of cars, came in last week and picked out one of our fifteen dollar automobile waterproof coats as the best value he'd ever seen.

If you are speeding along the highway of extravagance, in the matter of clothes, let us warn you that the lower road of economy, though it appears rougher, is a surer road to happiness—and don't forget, it starts at the corner of Richmond and Yonge.

Men's Automobile Waterproof Coats

Fine quality English Paramatta Waterproof Coats, in olive, fawn; single-breasted motor style, cut long and roomy, with military collar, fastened with tab, wind straps on sleeves. Sizes 36 to 46 10.50

English Paramatta Automobile Waterproof Coats, extra quality, in light fawn, a double texture material, that is very serviceable and guaranteed thoroughly rainproof, single-breasted style with adjustable collar. Elastic wind cuffs in sleeves. Sizes 36 to 46 15.00

Men's \$15.00 Fancy Worsteds Suits

Men's English Worsteds Suits, in a dark grey pattern, 3-button, single-breasted sacque models. Sizes 36 to 44 15.00

Men's Hats

Men's Stiff Hats, new and up-to-date 1911 styles, made from special grades English fur felt, easy fitting cushion leather sweatbands, and well trimmed, light in weight, black and colors. Thursday 1.00

Men's new American Golf Shape Caps, large or medium peaks, in tropical weight, dressy pattern tweeds, stripes and checks, or fine quality silk, in small, medium or large shepherd plaid checks, sporty caps for man or youth. Thursday 1.00

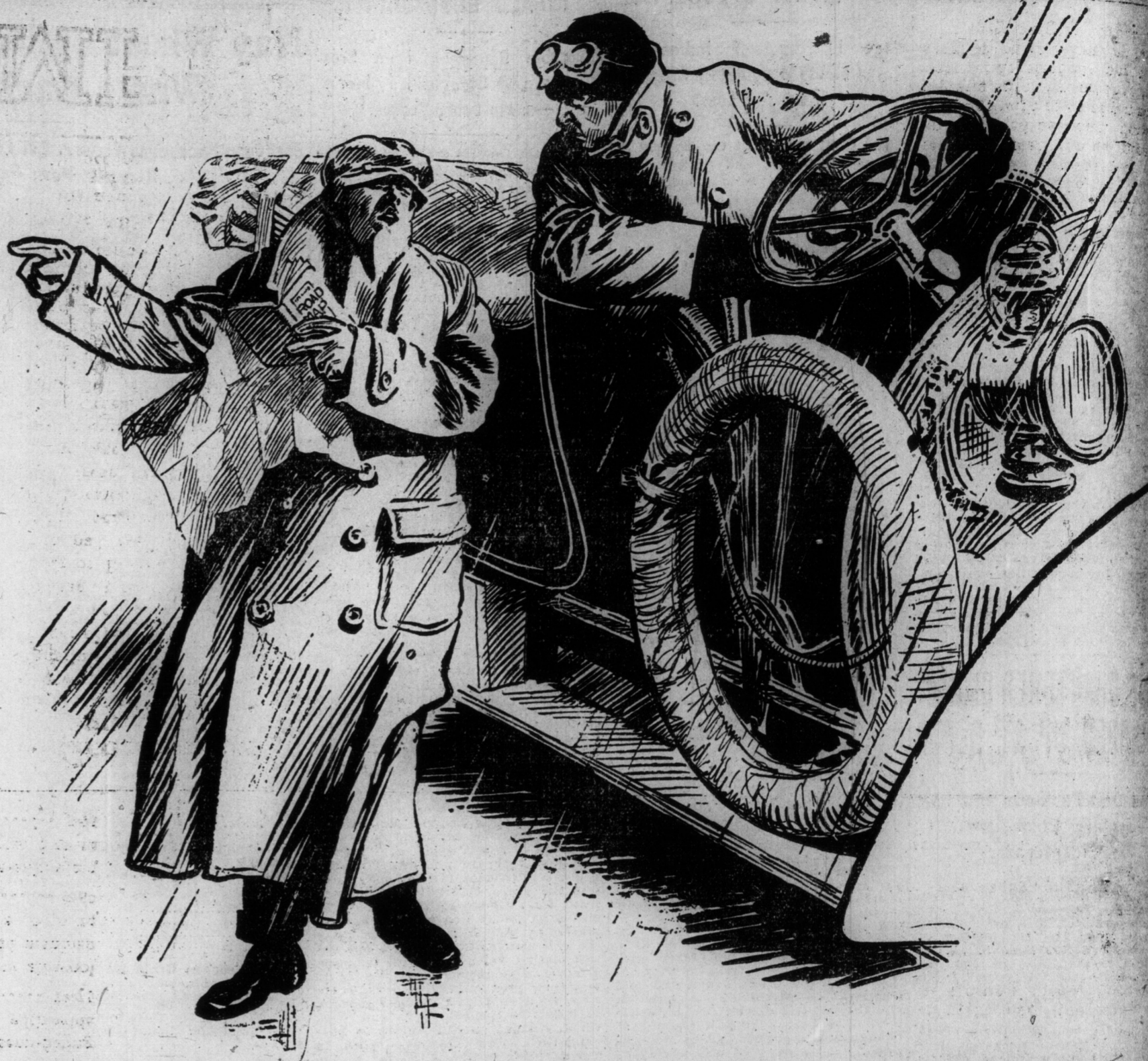
Shirts

Men's Outing Shirts of fine cashmerette, with silk stripes, large and roomy bodies, reversible collar, yoke pocket; sizes 14 to 18. Special, Thursday 1.00

Men's Duck Shirts, large and long, pocket and turn-down collars; sizes 14 to 18. Thursday 1.00

Men's Fancy Duck Outing Shirts, with mercerized stripes of self-color, satin finish, made with reversible collar; blue, cream and grey; sizes 14 to 18. Your choice Thursday, each 1.00

Men's White Oxford Shirts, with self colored mercerized stripes, large bodies and full length, seams double stitched, made with reversible collar so that separate collar can be worn if desired; sizes 14 to 18. Regular \$1.25. Thursday 1.00



Summer Coats

The management of the Mantle Department seemed unduly elated over a newly arrived importation of Summer Coats, so nothing would satisfy but a little trip to inspect them. NOW we do not blame the management for the aforesaid elation.

These coats are very seasonable (just the thing for the Races), distinctly stylish and well made. They are suitable for young or middle-aged women, and some of the black lace ones are stately enough for older wearers without being the slightest little bit severe. Every garment merits the adjective "exclusive"; there are hardly two alike.

It would certainly pay you to make a little trip of inspection, too; whether you buy one or not, you certainly cannot help but enthuse.

These details will give you a further idea of price and appearance:

Lace Coats are in demand just now. We have a collection of imported coats in our Mantle Department. They are made in styles suitable for either young or elderly ladies' wear, in long and 3/4 lengths; some are handsomely trimmed with black satin, large collars, and kimona sleeves; some are in plain styles. A range of very handsome coats at prices ranging from \$18.50 to \$45.00

A Smart Summer Coat of Tussore Silk, in natural shade, made in a plain tailored style, semi-fitting back, with heavy stitched seams, single-breasted fronts, tailored collar and revers, plain sleeves with wide cuffs, smart pockets; are very fashionable at the extremely moderate price of \$12.75

Girls' Cream Serge Coats, one of the fashionable styles of girls' coats is of a good quality all-wool cream serge, is lined throughout with sateen, a smart double-breasted front, neat sacque back and mannish collar and lapels, tailored sleeves with stitched cuffs, trimmed with novelty buttons; sizes are 6 to 14 years. Very special 6.50

An All-Wool Serge Coat in Cream, with blue stripe, has shawl collar inlaid with Alice blue silk, plain sleeves, stitched cuffs and fancy patch pockets, trimmed with novelty buttons. Sizes range from 6 to 14 years. Price is 7.95

Gloves and Hosiery

Women's Imported Silk Hose, gauze weight, for spring and summer, lisle thread, sole, heel and toe; also lisle garter top. Colors black, tan, Copenhagen; all sizes. Special, Thursday, pair59

Girls' Fine Ribbed Lisle Thread Stockings, elastic make, double spliced heel, toe and sole. Black, tan; sizes 5 1/2 to 10. Special, Thursday, pair25

\$2.50 LONG KID GLOVES, \$1.59.

Women's Long Kid Gloves, the lot consists of 12 and 16-button lengths in black, white, tan, grey, in Suede undressed French kid, also some glace kid, mousquetaire opening at wrist. All sizes. Regular \$2.50. Thursday, pair 1.59

35c LISLE SOCKS, 3 PAIRS, 65c.

Men's Fine Imported Lisle Thread Stocks, in all the newest patterns and colors, stripes, checks and jacquard patterns; also plain colors, spliced heel, toe and sole. Regular 35c. Thursday, pair, 25c; three pairs65

China, etc.

Brass Kettles, 2 pint size, amber handles, bright finish. Thursday 1.50

100 Toilet Ewers, Wash Basins, etc. in toilet sets, quality good, price Thursday 40

30 China Tea Sets, complete service for 12 people, best quality English Bone China ware, Thursday special 3.95

Complete Dinner and Tea Service for 12 people, high grade Limoges china ware, encrusted gold band decoration in genuine coin gold, all in the new St. Regis shape. This is one of our open stocks. Regular \$250.00. Special Inducement for Thursday 150.00

10 only 95-piece Carlsbad China Dinner Sets, beautiful floral decoration, rich gold finish, and priced for a quick sale Thursday 9.25

Ice Cream Plates, clear glassware, Copenhagen design. Thursday, dozen 1.00

Sherbet Cups, handled. Thursday, dozen75

8-in. Fruit Bowl, bright, sparkling Cut Glassware, in the popular sapphire design, rich, flaring cut lines, a wash of crystallizing color. Thursday 3.95

Popular Music

Slightly soiled, both vocal and instrumental. Regular 15c and 25c. Thursday; 8 pieces for 25

\$3 Utility Boxes \$1.98

100 only Bedroom Boxes, covered with English cretonne and satens, upholstered tops, cloth lined, complete with castors; size 28 x 20 x 16 inches. Regular \$3.00. Thursday; each 1.98 (No phone or mail orders; 4th floor.)

Gallery Pictures and French Mirrors at Half-Price

Thursday is the second day of our remarkable half-price picture and mirror sale, including original paintings and water colors, reproductions of famous pictures and French mirrors.

Are you looking for a suitable and lasting gift for a June bride?

Accept this rare opportunity and inspect them in two of our picture galleries. Over 300 to choose from at half regular selling prices.

Groceries for Thursday

2000 lbs. fresh Dairy Butter, in prints, per lb., 20c; choice Sugar-cured Ham, half or whole, per lb., 16c; Salt, in 5-lb. bag, 3 bags 14c; Edwardsburg or Beehive Table Syrup, 5-lb. pail 25c; choice Red Salmon, per tin, 15c; choice Evaporated Peaches, per lb., 12c; fresh Flaked Wheat, per stone, 45c; Canned Apples, gallon-size tin, 28c; Malta Vita Cereal, 3 packages 25c; Blue Bell Jelly Powder, assorted, 4 packages 25c; imported pure Malt Vinegar, Imperial quart bottle, 20c; Knox Gelatine, 2 packages 25c; Canned Pineapple, whole in heavy syrup, 1-lb. tin 10c. Telephone direct to department.

35c ASSAM TEA, 28c. 300 pounds fine rich-bodied tea, a 35c tea anywhere. Thursday, per pound, 28c.

Superior Summer Underwear for Women

Every tissue, every texture best adapted to the production of summer undergarments for women of critical taste is included in the "Simpson" underwear stocks. Approved styles from the world's best makers are here in vast variety, some of which were selected to please you. Come on Thursday and select your summer requirements while assortments and sizes are complete. Several saving prices will be inducements. Ask for "Whitewear" if phoning.

Women's Vests, fine ribbed white cotton, low neck, short or no sleeves, beading and draw tape; sizes 32 to 38 bust measure. Each10

Women's Vests, fine ribbed white cotton, low neck, crochet edges, run with draw ribbons, dainty crochet yoke, short or no sleeves; sizes 32 to 38 bust. Each15

Women's Vests, fine ribbed lisle thread or cotton, low neck, short or no sleeves, narrow beading and ribbons, or with fancy lace yoke; sizes 32 to 42 bust measure; regular prices 25c, 30c, 35c each. Thursday, each19

Women's Vests, fine Swiss ribbed cream silk, low neck, no sleeves, crochet yoke, silk lace; sizes 32 to 38 bust; regular price \$1.25 each. Thursday, each65

Women's Drawers, umbrella or tight-knee styles, fine ribbed white cotton; umbrella style has deep face; open or closed styles; sizes 32 to 42. Each25

Women's Combinations, plain white balbriggan, low neck, no sleeves, umbrella style, or low neck, short sleeves, tight-knee style, beading and tapes; sizes 32 to 42 bust. A suit50

Women's "Merode" Vests or Drawers, fine ribbed white lisle thread or cotton vests, high neck, long or short sleeves, also low neck, short or no sleeves, have silk crochet edges; drawers are tight fitting, knee length; sizes 32 to 38, each 75c; sizes 40 to 44, each90

Women's "Merode" Union Suits, fine ribbed lisle thread or cotton, low neck, short or no sleeves, also high neck, long or short sleeves, all are knee length, tight, hand-crochet silk finish; sizes 32 to 38, \$1.35; sizes 40 to 44, A suit 1.75

Women's Vests, light weight, fine ribbed, white wool, medium low neck, short sleeves, 85c; high neck, long sleeves, \$1.25; high neck, short sleeves 1.00

Women's Vests, finest Swiss make, silk ribbed, white mercerized cotton or spun silk, short or no sleeves, fancy hand-crochet yokes or plain neck, silk tapes; sizes 32 to 40 bust. Each, .40, .50, .75, .85, 1.00

Oxfords and Pumps

WOMEN'S OXFORDS. 500 pairs Women's Oxfords and Ankle Strap Pumps, Blucher, button lace, silk ribbons, the and ankle strap styles; tan Russia calf, vic, kid, gun metal and patent colt leathers; extra fine workmanship, a special purchase, all sizes 2 1/2 to 7 1/2. Special price, Thursday 1.90

TAN CANVAS PUMPS. 350 pairs Women's tan canvas and tan mercerized cloth ankle strap pumps, Cuba heel, fine finish, 2 1/2 to 7. Special price Thursday89

MEN'S TAN CALF BOOTS AND OXFORDS. 600 pairs Men's Blucher style Boots and Oxfords, Russia tan calf leather, Goodyear welt soles, 2 1/2 to 11. Special Thursday 2.95

Wall Paper

THURSDAY EXTRA SPECIALS. \$150 rolls Imported and Domestic Bedroom, Parlor, Hall and Dining Room Papers in room lots or more, assorted colorings. Regular to 15c. Thursday07

" 25c. Thursday11

" 50c. Thursday24

" 75c. Thursday38

" 1.00. Thursday40

—Fifth Floor—

Linens and Staples

\$10.00 SATIN SPREADS, \$5.85.

30 only, Satin Bed Spreads, the very finest quality, extra large double-bed size, very handsome scroll designs, beautiful fine soft satin, finest all pure white, 30 only, regular prices \$7.50 and \$10.00. On sale Thursday 5.85

36-IN. WHITE DRESS LINEN, 48c YARD.

500 yards, fine quality Dress Linen, 36-in. wide, pure white, for blouses and tailored dresses, best Irish makes, including the famous "Old Bleach." On sale Thursday 48

23-INCH DAMASK TABLE NAPKINS, \$2.55 DOZEN.

75 dozen Fine Irish Damask Table Napkins, good size, 23x 23 inches; all pure linen, handsome new bordered designs, extra value Thursday . . . 2.55

Silk Kimono Gowns

WOMEN'S LONG KIMONO GOWNS.

Of fine florentine silk, pretty floral patterns; sky, Copenhagen, pink, navy, wisteria and green. One style is shirred at waist and yoke, and has ribbon belt; another is made with Empire back and Gibson pleat over shoulder, fronts and sleeves finished with plain messaline. Regular \$6.00. Thursday 4.95

PERCALE DRESSING SACQUES.

A manufacturer's clearing of Printed Percale Dressing Sacques, made with deep pointed collar, finished with fancy braid, stitched belt of self, shepherd's check design, in black, navy, sky or pink, also a few floral patterns. All sizes in the lot. Special, Thursday 4.95

BLACK TAFFETA PETTI-COATS.

Women's Petticoats of taffeta silk, black only; pleated and tailored sectional flounce, trimmed with rows of pin tucking and stitching, finished with deep underpiece of percaline. Sizes 38 to 42. Regular \$4.00. Thursday bargain 2.69

The **SIMPSON** Company Limited

\$4500 Well built rooms, furn...
Secretary of Treaty...
THE U.S. STILL...
WASHINGTON...
When President...
Recognizing...
The United States...
DENIAL...
Government...
ST. PETERSBURG...
Regi...
GLENC...
He was a...
Blackburn...
Fried...
Press.