

Important News for People Who Seek Supreme Values

Today's Great Event—The 49 Cent Sale in All Departments

Two Excellent Millinery Items

HANDSOME SUMMER HATS AT \$5.00.
To this popular price we have reduced hats usually sold for \$7.50, \$9.00 to \$12.00. They are light, summer-like hats of lace, tulle and combinations, with leghorns; many trimmed sailor styles. Wednesday, \$5.00.

VERY WHITE BLEACHED HATS.
To be trimmed like Panamas, with a scarf only for outing wear. They give the Panama effect, at a much lower price. Regularly \$1.75. Wednesday, \$1.00.

Remarkable Values in Dresses, Suits and Coats for Summer Wear

NEW TAFFETA DRESSES FOR MISSES AND WOMEN, \$11.50.
Of splendid wearing chiffon taffeta, in black, navy, cadet and Belgian blue, showing a nice variety of the very latest styles; wide skirts, shirred or plain; bolero, coatlike effects, and pretty styles, with lace vests, and or-gandy or lace collars; suitable styles for misses or older women. Unusual value at \$11.50.

75c Dainty Wash Dresses at \$5.95.
Striped or Combination Voile Dresses, with coats; flowered muslins, with white blouse and shoulder straps; combination styles in linen and muslin, of pink or blue, with flared or shirred skirts, and plain waist finishes, with strappings to match skirt; sizes 16 to 40 bust. Wednesday, \$5.95.

NEW YORK SUITS, \$25.00.
Several suits in this group were \$30.00, \$35.00 and \$40.00. They are in this season's most desirable styles, but the size range is broken. Your size in numerous styles, but not in every style; gabardines, serges, wool faille or checks. Special, \$25.00.

WHITE CHINCHILLA COATS, \$9.95, \$12.50 AND \$15.00.
Several new coats, in pleated, full back or belted effects; plain or checked materials; sizes for misses or women, \$9.95, \$12.50 and \$15.00.

WOMEN'S NOVELTY COATS, \$15.00 AND \$20.00.
Including checks, corduroy, chinchilla and black and white; silk lined; some with velvet bands and collars; deep set-in sleeves, and full ripple backs, \$15.00 and \$20.00.

WASHABLE CORDUROY SKIRTS, \$3.95.
Neat-fitting, plain-gored style, buttoning down left side of front panel, with white pearl buttons, finished at waist band with a narrow detachable belt; in various styles. Very special, Wednesday, at \$3.95.



A Great Assortment of Different Fabrics in Wednesday's Sale List

The wide variety of our silk and dress goods stock is well illustrated by this short list. Everything you need is here at the lowest possible price.

EACH SILK SECTION IS REPRESENTED.
Narrow Width Silks at 39c—British peau de soies, in checks, stripes and plain colors; new wide stripes in mesalines; big color range or chiffon taffetas; navy and Belgian blues sky, pink, old rose, reseda, mauve, amethyst, light and dark gray, etc. 75c taffetas on sale, 59c.

Shantung Silks, bright sand shades, in selected qualities, free from dressing, 34 inches wide. Regularly \$1.43.

Jap Silks, 1000 yards of ivory washing habutai, 36 inches wide. Regularly 85c, for 75c.

Vory or Black Pussy Willow Taffeta, a special purchase of \$2.50 qualities for \$2.00.

Black Silks, standard \$1.69 and \$1.75 grades, of duchesse satins, paillettes, crepe satins, silk crepes de chine, and extra fine chiffon taffetas. Wednesday, \$1.43.

200 Yards Ivory Cord Velvet, for coats and suits, in hollow cut cords, very rich, deep pile, 27 inches wide. Regularly \$1.25. Wednesday, \$1.00.

CHARMING SUMMER DRESS FABRICS.
7500 yards of the newest weaves at 75c. From the best looms of England and France; color range complete, featuring the most approved new blues, greens, and purple, tans, browns, Copen, reseda, etc. Exclusive prolin cords, amures, roxan, crepe, cords, new black and white stripes, and cream with hairline stripe; 42 to 44 inches wide. On sale special sale in our Cream Dress Goods Section, Second Floor, Wednesday, per yard, 75c.

A Display of Cream Costings, new cream materials for summer coats, at popular prices.

THE PRETTIEST OF WASH GOODS ON SALE WEDNESDAY.
28-inch Corded Crepes, a big range of shades. Regularly 25c. Wednesday, \$20 a.m., 19c.

28-inch White Italian Head, heavy English weave. Regularly 51c. Wednesday, 45c.

40-inch Ratines, stripes, checks and plain shades, also white. Regularly 50c and 75c. Wednesday, 35c.

40-inch Black Voiles, Plain Seed Voiles, stripes, polka dots, etc., a mixed lot of fabrics, suitable for elderly ladies and mourning wear. Regularly 50c. Wednesday, 35c.

Lingerie Blouses \$1.95 Were \$2.95 to \$5.00

A number of blouses in cool summer materials, crepes, voiles and embroidered French muslins, by some of our best makers. Style and sizes are very mixed, but there is a good range of each. The values are more than good. No phone or mail orders. Regularly \$2.95 to \$5.00. Wednesday, \$1.95.

Wash Petticoats 89c

Stripe Gingham Petticoats, sky, navy and gray, cut on full lines, plain pin-tucked flounce, finished with frill and underpiece; lengths 36 to 42. Wednesday, 89c.

\$1.00 Gingham House Dresses, 79c—Women's House Dresses of striped gingham, in blue only; high neck with turn-down collar, three-quarter sleeves, fitted skirt, with high waist line; sizes 34 to 44. Regularly \$1.00. Wednesday, 79c.

Exclusive \$4 to \$10 Corsage Clearing at \$2.50

The record value of this season of exceptional values. More than 300 pairs of beautiful corsages will sell tomorrow at a fraction of their actual cost, bringing to you an opportunity to secure the highest expression of the comestera, at same expense.

Modest "Front Laced," "Bon Ton," "C. B. a la Spirit," "La Diva," "Royale," "Blen Jolie," "La Reine" and Thomson's "Glove-Fitting" Corsage, finest ruffles, finest garters. Not all sizes in any one model, but sizes 18 to 30 inches in the lot. Regularly \$4.00, \$5.00, \$5.50, \$6.00, \$7.00, \$7.50, \$8.00, \$9.00 and \$10.00. Wednesday, to be cleared at \$2.50.

22 1/2 ITALIAN SILK UNDERWEAR, \$1.45.
Women's Vests, finest grade Italian silk, white, low neck, no sleeves, neck ribbon. Sizes 34 to 44 bust measure. Regularly \$2.25. Wednesday, \$1.45.

Women's Combinations, finest ribbed white lace thread, low neck, no sleeves, dainty Val lace edge, silk draw ribbon. Val lace trimmed umbrellas 44 bust measure. Regularly \$1.90. Wednesday, \$1.00.

Women's \$1.75 Nightdresses, 79c—Beautiful white with considerably less than actual factory cost. Lovely, new, fresh nightdresses. No phone or mail orders.

120 only, Nightgowns, of fine nainsook, slip-over style, yoke trimmed of exquisite embroidery medallions, fine Val lace, edges on neck and sleeves, silk draw ribbon; lengths 56, 58, 60 inches. Regularly \$1.75. Wednesday, at \$1.00 a.m., 79c.

HOME LOVERS' CLUB NEWS

With the information before us in black and white, that the Home-Lovers' Club has helped thousands of people to furnish their homes this spring—people who without the Club's aid would not have considered it feasible—then it is no exaggeration to say that THE HOME-LOVERS' CLUB IS THE GREATEST BOON TO HOUSEHOLDERS EVER OFFERED IN TORONTO.

As the appended lists will show, it means buying at close cash prices, and yet spreading payments over into next year. This is something different—something worth while, isn't it? For full details, consult Secretary, Fourth Floor.

There's Satisfaction in Buying Furniture of Reliable Grade for Such Prices as These

Brass Bedstead, 2-inch posts and heavy turned caps; fillers are evenly divided; satin, bright or pol-eite finishes; all standard sizes. Regularly \$10.50. Extra special, Wednesday, \$8.95.

Mattress, well filled with all-cotton felt; roll-stitched edges; deeply tufted, and covered in art ticking; all standard sizes. Regularly \$7.50. Extra special, Wednesday, \$5.95.

Bed Spring, steel frame; springs are double woven steel wire, reinforced; all standard sizes. Regularly \$4.25. Extra special, Wednesday, \$2.95.

Extension Couch Bed, frame is made of angle steel; springs are woven steel wire, suspended by helical springs at both ends; mattress is well filled with cotton felt, in green denim, with valance. Regularly \$9.75. Extra special, Wednesday, \$5.95.

100 Only Parlor Tables, in mahogany, highly polished finish, oval top, neat undershelf. Regularly \$4.25. Extra special, Wednesday, \$2.05.

Extension Dining Table, made of solid oak, golden finish, top extends to 6 feet, pedestal design. Regularly \$13.50. Extra special, Wednesday, \$8.15.

25 Only Refrigerators, the cases are made of kiln-dried hardwood, golden finish; bronze lever locks and hinges; cleanable flues; removable provision shelves, and strong ice rack; height 39 1/2 inches, width 25 1/2 inches, depth 17 inches; galvanized lined. Extra special, Wednesday, \$6.15.

Exceptional values in many other lines will be found on the Furniture floors tomorrow.

Just a Little Spent on DRAPERIES Opportunities for Economies in Floor Coverings

will make all the difference in the world in a great many homes. In every home there is need for some of the fabrics listed here, and the prices point to the economy of buying them now.

Madras Curtain Muslin at 54c—Wide variety of designs; cream or white; 50 inches wide; easily laundered. Wednesday, yard, 54c.

English Cretonne at 25c—For covering verandah cushions or for curtains or slip covers; the living-room; colorings well blended and printed on light, dark and medium grounds; 31 inches wide. Wednesday, yard, 25c.

American Rep at 99c—Beautiful color combinations for curtains or chair coverings; 36 inches wide. Wednesday, yard, 99c.

Futurist Reps at 69c—Not ordinary printed cotton, but a fine quality of rep, printed in unusual designs and colorings for the living-room, dining-room and sun-room curtains or cushion coverings; the grounds are dark and well-covered; 36 inches wide. Wednesday, yard, 69c.

Special Value in Chintz at 39c—American and English chintz; 30 in. and 36 in. wide, in colorings for the living-room or bedroom; beautiful designs on dark or light grounds. Regularly 45c yard. Wednesday, yard, 39c.

Filled Muslin Curtains, 90c Pair—For bedrooms; plain and spot muslin, with frill on one side and bottom; 2 1/2 yards long. Regularly \$1.25 pair. Wednesday, pair, 90c.

White Cotton Curtain Loops. Wednesday, per pair, 7c.

SHADES AND RODS.
Plain Opaque Shades, 37 in. x 70 in. Each, 39c.
Box Opaque Shades, 37 in. x 70 in. Each, 25c.
Extension Rods, silvered ends. Each, 7c.
Goss Neck Extension Rods. Each, 17c.
Small Sash Rods. Each, 5c, 12 1/2c and 15c.

BRUSSELS AND TAPESTRY RUGS.
Many new designs and colorings, in Oriental, floral chintz and two-tone effects, for halls, dining-rooms, living-rooms and dens; 4 ft. 6 in. x 6 ft. 6 in., \$8.50; 4 ft. 6 in. x 10 ft. 6 in., \$10.75; 4 ft. 6 in. x 9 ft., \$12.75; 6 ft. 9 in. x 7 ft. 6 in., \$16.00; 6 ft. 9 in. x 9 ft., \$19.25; 6 ft. 9 in. x 10 ft. 6 in., \$21.00; 9 ft. x 9 ft., \$24.00; 9 ft. x 10 ft. 6 in., \$27.75; 9 ft. x 12 ft., \$31.75.

105c Hearth Rugs at \$1.65 — 150 Axminster Hearth Rugs, in Oriental and floral designs; size 27 in. x 54 in. Special, Wednesday, \$1.65.

SCOTCH TAPESTRY RUGS.
A very inexpensive covering that will give entire satisfaction; many designs and colorings; size 9 ft. x 9 ft., \$7.75; 9 ft. x 10 ft. 6 in., \$8.75; 9 ft. x 12 ft., \$10.25; 10 ft. 6 in. x 12 ft., \$11.48.

Blankets, Linens and Staples

FLANNELETTE BLANKETS AT 99c A PAIR.
Gray only, with pink or blue borders, best quality; size 64 x 76 inches. Limited quantity. Cannot promise phone or mail orders. Per pair, 99c.

White Flannelette Blankets, made in England, extra heavy quality, large size, 70 x 90 inches. Regularly \$2.50. Wednesday, per pair, \$1.85.

Crean Table Damask, dice design, will bleach easily, 58 inches wide. Regularly 85c. Wednesday, per yard, 65c.

Brown Holland Linen, for serviceable wash dresses, etc. 38 inches wide. Wednesday, yard, 29c.

English Galates, in a range of neat stripes, width 27 inches. Yard, 16c.

White Viyella Flannels, 46 inches wide, for women's suits. Yard, \$1.00.

English Longcloth fine quality, 36 inches wide. Wednesday, yard, 10c.

Cut Glass For June Weddings

Sugar and Cream Sets, squat shape, floral or busy and star cutting. Regularly \$4.00. Wednesday, pair, \$2.99.

12.00, \$12.00—Floral, Pieces at 99c—Rich cut glass of the new design. Water Jug, Plates, Roll Trays, Fruit Bowls, Ice Cream Trays, Decanters, Wine Sets, etc. Wednesday, \$1.95.

Box \$6.50, \$7.50 to \$10.00 Cut Glass at \$4.95—Floral, Water Jug, Sugar and Cream Sets, Jelly Dish, Bread Trays, Juice and Water Bottles. Wednesday, \$4.95.

8-inch Fruit Bowl, three piece cut design. Regularly \$3.50. Wednesday, \$2.99.

8-inch Fruit Bowl, new combination floral and mitre cutting. Regularly \$5.00. Wednesday, \$4.99.

FLORAL CUT VASES.
Footed style, ten in. High. Regularly \$4.00. Wednesday, \$2.99.

FIVE-INC BUTTER TUBS.
Two handles, mitre cutting. Regularly \$2.50. Wednesday 1.95.

Brown Betty Tea Pots at \$2.95

Regular size, with sterling silver, deposit. Regularly \$4.50. Wednesday, \$2.95.

Candlesticks, \$1.00—Silver-plated, 8 inches high, plain pattern. Regularly \$1.75. Wednesday, \$1.00.

Silver-Plated Tea Set, four pieces, plain pattern; teapot, sugar bowl, spoon-holder and cream pitcher. Regularly \$7.00. Wednesday at \$5.95.

Ceiling Showers, with Sheffield ceiling plate supporting two lights, "Flemish" finish, fancy shades. Regularly \$3.50. Wednesday, \$1.95.

Square Mission Wall Bracket, one light, amber art glass lanterns. Regularly \$2.50. Wednesday, \$1.95.

The above fixtures not installed. No phone orders. Fifth Floor.

Store Hours During May, Including Saturday, 8.30 a.m. to 5.30 p.m.

The Robert Simpson Company, Limited

Sale of Boys' Suits at \$2.95

220 youngsters can be fitted Wednesday with suits of this season's newest styles; Oliver Twist, vestee, Russian, middy and Buster models, of imported chevrot and worsted cloths, in a big variety of fancy weaves; also with blue serge suits, with cream serge trimmings; each suit is well finished with fancy braid or cord trimmings. We secured these suits from one of the best boys' clothing manufacturers at a very low price; sizes 2 1/2 to 6 years. Regularly \$4.50, \$5.00, \$5.75, \$6.00, \$6.50 and \$7.00, for \$2.95.



MEN'S \$4.00 TO \$6.00 TROUSERS, WEDNESDAY, \$2.95.

One of Montreal's leading clothing manufacturers had 400 pairs of Men's Trousers made up for orders which were cancelled before delivery. We secured for this big sale; made from English worsted trousers, in the best gray striped patterns; sizes 32 to 44. Wednesday, \$2.95.

Men's Waterproof Coats, \$10.00—Balmacaan style, in dark green tweeds; smart check pattern, with inside of fancy check; sizes 34 to 44. Price, \$10.00.

Doubling-Front Paramatta Waterproofs, designed for extra protection; cut long, with wind ruffs in sleeves and close-fitting collar, made from double texture English fawn paramatta; sizes 34 to 44. Price, \$12.00.

Waterproof Coats at \$15.00, of finest English cashmere-finished paramatta cloth; double texture; fawn and greenish fawn colors. Raglan shoulders; sizes 34 to 44. Price, \$15.00.

A Special Raincoat at \$5.00, in double texture paramatta, greenish fawn color; single-breasted motor style; sizes 34 to 46. Wednesday, \$5.00.

The Newest Straw Hats for Men

Sennit or Coarse Braid Baster Hats, American shape, special quality, cushion leather sweats. Wednesday, \$1.50.

Latest American Straw Baster Hat, full crown, with sunk or semi-telescope crown, and 2-inch brim, in sennit or rustic braids, \$2.00.

Panama and Fedora Hats, extra fine braids; clear, even bleached, best trimmings. Wednesday, \$6.50.

99c Buys \$3.50 Men's Summer Shoe Tomorrow

AN 8.30 A.M. SPECIAL.
240 Pairs Patent Calf Oxford, Goodyear welt sole, round wide and recede toe shapes, easy fitting stylish shoes, no more than two pairs to a customer; sizes 6 to 12. Regularly \$3.50. 120 pairs only at 8.30 a.m. No phone or mail orders. Wednesday, 99c.

Unusual Wednesday Sale of Women's "Empress" Boots at \$1.99—311 designs, newest leathers, cloth uppers, distinctive ornaments, finest trimmings, 3 1/2 in. width, G. D. and E. sizes 2 1/2 to 7. Regularly \$4.00 to \$6.00. No mail or phone orders. Wednesday, \$1.99.

Boys' Runner Shoes, Wednesday, 89c—Pink Tan Willow Calf Low Shoes, athletic styles, double soles, laced attached; large, easy fitting, comfortable runabout shoes; sizes 11 to 2. Regularly \$1.30. No mail orders. Wednesday, 89c.

"Baby Doll" Slippers, fine patent cut, ankle-strap Slippers, triple thick soles, double-locked-attached ornaments on vamp, "Baby Doll" shape; children's sizes, 5 to 10 1/2, regularly \$1.50. Wednesday, \$1.29; misses' sizes, 11 to 2, regularly \$2.00, Wednesday, \$1.49. No phone orders.

Silk and Wool Hose

Every preference is consulted in the preparation of this group of good hosiery for Wednesday's selling. The values are above the usual.

Women's Lisle Thread Hose, full fashioned, sheer weave, bright, brilliant thread, deep double garter hem, spliced heel, toe and sole; black only; sizes 3 1/2 to 10. Wednesday, 3 pairs \$1.00; pair, 35c.

Women's Heavy Pure Thread Silk Hose, clean, even weave, American lie heel, toe and sole; sizes 3 1/2 to 10; \$1.50 value; black only. Wednesday, pair, 95c.

Women's "Pan-Angle" Brand Plain Black Cashmere Hose, seamless, spring weight, extra good wearing, spliced heel, toe and sole; sizes 3 1/2 to 10. Regularly 95c. Wednesday, 3 pairs 89c.

Women's Plain Black and White Lisle Thread Hose, seamless, extra fine quality, sheer close weave, sizes 3 1/2 to 10; extra value. Wednesday, 15c pair; pairs, 55c.

Women's Long Silk Gloves, elbow length, white and black, opened at wrist, dome clasp, double tipped fingers, sizes 5 1/2 to 8; extra value. Wednesday, 65c.

Women's Long Lisle Thread Gloves, opened at wrist, dome clasp; tan, gray, champagne and black; great range of colors, in wrist length, samples, extra value. Wednesday, pair, 29c.

The Groceries

Telephone Direct to Department, Adelaide 6100.

4000 lbs. Finest Canned Corn, 23

9000 lbs. Finest Canned Beans, 23

stone

Best Brand Jam, assorted, 51c

per lb.

Best Pineapples, good ham, spiced, 45c

per lb.

Clark's Pork and Beans, in Chili 32

E. D. Smith's Pure Strawberry and 32

Raspberry Jam, 5-lb. pail 70

Choice Pink Salmon, 1/2-lb. tins, 32

Finest California Prunes, 2 lbs., 25

Fancy Japan Rice, 3 1/2 lbs., 25

Best First Shortening, 5-lb. pail 29

Fresh Butter, 1-gallon 15

Finest Cooled Ham, machine sliced, 33

per lb.

Best Tea, 2 lbs., 25

Best Coffee, 2 lbs., 25

Best Raisins, 2 lbs., 25

Best Currants, 2 lbs., 25

Best Dates, 2 lbs., 25

Best Figs, 2 lbs., 25

Best Walnuts, 2 lbs., 25

Best Almonds, 2 lbs., 25

Best Pistachios, 2 lbs., 25

Best Macadamia Nuts, 2 lbs., 25

Best Pecans, 2 lbs., 25

Best Cashews, 2 lbs., 25

Best Brazil Nuts, 2 lbs., 25

Best Pine Nuts, 2 lbs., 25

Best Hazelnuts, 2 lbs., 25

Best Chestnuts, 2 lbs., 25

Best Walnuts, 2 lbs., 25

Best Almonds, 2 lbs., 25

Best Pistachios, 2 lbs., 25

Best Macadamia Nuts, 2 lbs., 25

Best Pecans, 2 lbs., 25

Best Cashews, 2 lbs., 25

Best Brazil Nuts, 2 lbs., 25

Best Pine Nuts, 2 lbs., 25

Best Hazelnuts, 2 lbs., 25

Best Chestnuts, 2 lbs., 25

New Serving Trays for Wedding Gifts

Oblong Tray, 17 x 11 inches, glass base with fancy crestone, mahogany finish; edged tray with brass handles. Special, \$1.50.

Mahogany Finished Tray, with engraved and fancy handles. Special, \$2.25.

Circular Walnut Finish Tray with carved and fancy handles. Special, \$2.25.

(Trays in standard sizes, 18 and 19 by 12 and 13 inches).

BATHROOM FIXTURES.

\$3.25 White Bathroom Mirror, English mirror plate, 12 inches by 18 inches, for \$2.50.

\$3.50 White Bathroom Mirror, for \$2.50.

\$5.00 White Bathroom Cabinet, two glass shelves for medicine and toilet articles. Wednesday, \$3.45.

LAWN MOWERS.

Canadian made, guaranteed large drive wheels, easy running, "Star" brand. Regularly \$4.00. Special for \$3.00.

4-burner Gas Range, with simmer burner. Regularly \$13.25. Special, \$11.99.

GAS PLATES FOR SUMMER USE.

2-burner "Classic" Gas Plates, for laundry and cooking. Japanned finish, usually \$1.75, for \$1.39.

3-burner "Classic" Gas Plates, usually \$2.75, for \$2.29.

\$2.00 Black Steel Gas Ovens for \$1.31.

\$2.50 Gas-Door Ovens for \$2.43.

\$1.35 Glass-Door Ovens for \$1.65.

ALUMINUM COOKING WARE.

Aluminum Covered Saucepans, with covers, usually \$1.10, for 89c.

Aluminum Covered Saucepans, usually \$1.10, for 89c.

Aluminum Tea Kettles, \$1.25, \$2.50 and \$2.75. Special, \$1.50.

Aluminum Saucepans, special, 1.65.

Aluminum Saucepans, with covers, usually \$1.10, for 89c.

1200 Lipped Saucepans, special, \$2.00.

Aluminum Coffee Percolators, usually \$2.50, special, \$2.25.