

SHOP COMFORTABLY IN A WELL-VENTILATED AND LIGHT BUILDING COURTESY IS THE RULE PLEASE REPORT ANY EXCEPTION AND THUS OBLIGE US

# This Is a Family Page. If There's Nothing You Need For Yourself, What About the Others? Or How Would it Be To Get a Few Things for the House Itself?

## Worsted Suits for Men Oliver Twists for the Boy

**G**RAYS, BROWNS, BLUES with neat stripes and small check patterns are included in tomorrow morning's offering of spring and summer models of men's suits. These garments have just been received from the leading Canadian firms—made by Canadian workmen in factories built by Canadian enterprise. It is a satisfaction to be able to say that in our large experience of importing we have seen few shipments as good, considering the low price at which the suits are marked, as this. War threw Canadian manufacturers of all kinds back on their mettle. Merit alone was able to meet the stress of last fall, and that merit, among the clothing manufacturers, was not found wanting. Material, workmanship and design will satisfy you. The shipment includes two and three-button sacque suits and a number of close-fitting models. Sizes range from 34 to 44. Tomorrow's price, \$12 per suit.

The "Oliver Twist" is a brand of clothing designed originally by a man who had a large family and knew how boys wear their clothes. Our Boys' Clothing Department is offering tomorrow a line of Oliver Twist Wash Suits and Fine Linen Suits that Toronto mothers and fathers would do well to examine. The wash suits cost 65 cents; they are for little chaps from 2 1-2 to 6 years old. They have roomy Chambray blouses with turn-over collars and straight natural linen trousers. The same brand of suit at \$1 has large pearl buttons and other features that account for the difference in price.

Tape in a young boy's shirt-waist is a nuisance and the 50-cent line, in dark and light colors, which we are selling tomorrow, is without that disagreeable feature. Sizes 6 to 14 years. You will also find—if you come on time—45 Norfolk Suits, sizes 32 to 35, at \$8.50. Also Boys' Over-size Suits, suitable for lads of from 12 to 18 years, with bloomers, latest style—\$8.



## Have You a Friendly Arm Chair?

**I**N addition to the regular full line of handsome furniture the Furniture Department is offering Arm Chairs and Rockers tomorrow at special prices. They are large and cozy pieces with deep arms and woven cane seat, with a slat back. They range from \$1.35 to \$2.35. They are worth examining, and if you do not feel that that is quite the kind you need then ask to be shown the other sorts of arm chairs and rockers. These two kinds of chair are particularly important in any comfortable house. They are "resting" chairs. Houses that have only stiff "parlor" furniture and no proper sitting and lounging room pieces are indeed lacking. We heard a man say the other day that too many people never relaxed until they went to bed. He held the novel idea that one should have chairs that one gets acquainted with like an old friend—chairs that sneak up behind you when you sit down in them, and make you feel as though, no matter what else may be wrong, here at least is a friend. But, to return, these bargains will interest you.

## It Is Roller Skating Time

The pavements will soon be excellent and the exercise is good for the children. These are prices:

Self-contained roller, ball-bearing wheels, low or high ankle supports, boys' and girls' styles, easy adjustable sizes, \$1.75.

Or strong, well-made, with strengthened steel wheels, plain bearings, high back and straps, roller skates for boys and girls, adjustable to fit any size shoes, 98c.

## Travelling Goods

Will you need anything like this for the next trip out of town?

Club Bag—Sewed-in frame, double handles, leather lined, with pockets. Thursday, 16-inch \$7.50; 18-inch, \$8.00; 20-inch, \$8.50.

Suit Case—Extra deep with two heavy leather straps outside, brass lock and catches, strong swiss handle, linen lined, with pocket and inside straps, 24-inch only. Thursday \$3.75

## Good Novels, 50c

These Novels are talked about, 50c: "Judgment House," Sir Gilbert Parker; "T. Tembarom," F. Hodgson Burnett; "Capporal Cameron," Ralph Connor; "All for a Scrap of Paper," Joseph Hocking; "Knave of Diamonds," Ethel M. Dell; "Million Dollar Mystery," Harold McGrath; "The Rosary," Florence Barclay; "Peg O' My Heart," J. H. Manners; "Dop Doctor," Richard Dehan; "Heather Moon," C. N. Williamson; "Trey O' Hearts," Louis J. Vance; "Key to Yesterday," C. Neville Buck; "Goose Girl," Harold McGrath. (All Cloth Bound.)

## Others? Or How Would it Be To Get a Few Things for the House Itself?

There will be many people spend their holidays in town this year instead of going away. Of course the youngsters will likely be up to Grandfather's place and ride on the cows' backs, but many of their elders will simplify their holidaying. Even if you are not going to be home all summer, think what a few inexpensive articles for the house would do toward making it more comfortable in the warm days to come.

## FINE CHINA TABLE-WARE 1-2 PRICE TOMORROW

Suppose we were to write down here the story of the average household's best dinner set. Probably you, Madam or Sir, could tell the story much better than we could.

**F**IRST A MAID WHO DROPPED A CUP and then cried when you scolded her. Then the plate that little Bill accidentally pulled off the table. Then the cup whose handle "just came off in my hand" when you were washing it yourself. There is no one to blame for these things. Dishes are like men; they break. But unlike men you can replace them easily.

The China Department in the basement of this store has been going through its stores recently and as a result it is able to offer you a number of sets from broken lines, and sample sets, at exactly one-half the regular price.

Here for example is a Wedgwood China tea-set regularly sold for \$25—marked down to \$12.50. There are 40 pieces in it and it is charming in every way. Here again is an \$81 Theodore Haviland Dinner Set of 100 pieces, exquisite in design and execution—for \$40.50. Consider these other really startling items:

A "Bernardaud" Finest Quality Limoges China Dinner Set; gold band border with black Greek key design; coin gold handles; 102 pieces. Regular \$175.00, Thursday \$87.50.

An "Aynsley" Dinner Set, old style "Indian Tree" decoration; 93 pieces. Regular \$75.00. Half-price, \$37.50.

"Grindley" Set, English Semi-Porcelain Dinner Set; floral and conventional border decoration; 97 pieces. Regular \$19.50. \$9.25.

A charming "Copenhagen" Blue Dinner Set, or clear white English porcelain; 97 pieces. Regular \$8.95. \$4.48.

Forty Tea Sets. Various rose-spray and violet cluster decorations. Regular \$5.00. \$2.50.

English Porcelain Dinner Set, pink rose spray design with gold traced edges; 97 pieces. Regular \$14.75. \$7.38.

Real translucent China Dinner Set; rose-spray or violet decoration; kermis shape cups; 97 pieces. Regular \$15.00. \$7.50.

Excellent quality English Porcelain Dinner Set; choice of plain cobalt blue or a maroon quarter-inch band decoration; 97 pieces. Regular \$14.75. \$7.38.

Complete 97-piece Dinner Set; choice of a green or blue floral border decoration. Regular \$7.95. \$3.98.

A 21-piece "Baronial" Tea Set; rich maroon and gold border decoration; thin clear china; 21 pieces. Regular \$5.90. \$2.95.

## Lace Curtains and Curtain Nets

**W**E HAVE a splendid collection of exclusive Nets and Lace Curtains fresh from the best mills of Europe.

For small windows, Sash Nets, a number of designs, in white only, 27 inches wide, with scalloped edges. Thursday, per yard 14c.

Swiss Applique Curtains, 3 yards long, 50 inches wide, white or ivory, beautiful lace borders, applied on fine Brussels, with plain or spray centres. Regularly \$7.50 and \$8.50 pair. Thursday, pair \$5.25.

English Lace Curtains at 98c per Pair—Heavy bungalow effect, in cream or ecru, 2 1/2 yards long, 40 inches wide. Regularly \$1.50 pair. Thursday, pair 98c.

## Women's White-wear Half Price

**T**HESSE ARE really exquisite garments: Simpson quality, every piece, and you know what that means; beautiful sewing and fit and excellent materials. No "Phone Orders.

Over 1,200 Pieces of Women's White-wear, Nightgowns, Underskirts, Princess Slips, Combinations, Drawers and Corset Covers, manufacturers' samples, counter-mussed stock, broken sizes and lines we are discontinuing, lace and embroidery trimmings, mostly sizes 34, 36 and 38 bust. Thursday, Half-Price and Less.

**WOMEN'S \$3.75 SWEATER COATS CLEARING AT \$1.25.**  
60 only. Women's Sweater Coats, heavy knit cream white wool of finest quality, high military collar, two patch pockets, sizes 34 to 42 bust. Regularly \$3.75. Thursday to clear \$1.25.

## New Wall Papers

**O**UR 1915 selection includes soft greens, tans, blues, buffs, pinks, and mauves, on flat grounds, or with gilt or mica high lights.

New Mica Papers, for bedrooms and parlors, 6c and more.

New Gilt Papers, roll 5c and more.

New Flat Papers, giving two-toned or colored effects in plain corduroy or linen grounds, with overprints. Per roll, 8c to 75c and more.

New Tapestry Effects, roll 20c to \$2.00.

New Soirette Silk-Faced Moir-ettes, roll 25c to \$1.75.

New Hand-made Blends, wood shades, Dutch, blue, brown, green, warm biscuit, and flat gold, with straps to match; no seams; for walls only; in room quantities, 7.20 and more.

Jap Grass Cloth and Leather-ettes, assorted colors, per roll 25c to \$2.50.

On Thursday we offer 4,850 Rolls Canadian and Imported Papers, Regularly 15c to 75c roll. Thursday 9c to 4c.

## Selling Today

**PARLOR SUITES** at \$13.95, \$15.00, \$21.75, \$27.00, \$30.00 and \$34.00.

Special Leather Goods for soldiers.

Two lines of Waists at 50c and \$1.00.

Coats for Misses at \$15.00. Silk Dresses at \$5.95. Smart Tailored Skirts for Misses, \$2.95 to \$4.50.

Little Hats, \$2.25 to \$2.50. Men's Soft Hats, \$1.45 to \$3.50. Crystalline Scarves, regular \$1.00, for 45 cents.

Men's Guaranteed Waterproof Coats, \$10.00.

**A** VERANDAH CHAIR, at 85 cents, with spindle back and woven cane seat would fit into a cool corner nicely; or a Verandah Rocker, reduced to \$3, having a large deep seat and high back.

## Cool Floor Coverings

A Heavy Twisted-Grass Summer Rug, one of our new shipment in Blues and Greens, selling for anything from 65 cents for 2x4 feet, up to \$7.50 for 9x12 feet, would make a cool underfooting; or a Chinese or Japanese Matting 36 inches wide, selling at 10, 15 and 25 cents a yard.

## House-Cleaning Aids

Let the very practical end of summer house-keeping be overlooked we mention our new refrigerator, built on the best approved principles, of golden-finished hardwood with galvanized interior, for \$8. Also in the practical lines are curtain stretchers at \$2; or the 9 cent carpet beater in the basement; or Wizard mops for hardwood floors selling tomorrow at \$1.19 and 75 cents, for the \$1.50 and \$1 sizes respectively; or the \$1.50 O-Cedar mop selling tomorrow at \$1.29.

## \$20 Misses' Suits for \$15

In addition to the regular lines of new suits and dresses for women, this department of the store was particularly fortunate recently in securing a number of Norfolk suits of the latest design, and in the popular materials and shades, at a special price. The same suit has been selling in the store for \$20, but is \$15 for tomorrow's shoppers. It has the usual yoke, with inverted pleats back and front, military pocket and full belt, finished with small buttons.

## Out-of-Doors Wear for the Baby

**I**N THE INFANTS' WEAR SECTION of the third floor there is to be found the widest possible choice in everything "His Majesty" or "Her Majesty" could possibly require. Prices are more than reasonable and will be found to fit every purse. Just now in order to show how useful this department can be to mothers, special lines of goods at special prices have been grouped for tomorrow. All sizes. You may send in your order by telephone if you wish. This is the list: Pram Covers, \$1.00 to \$3.25; Boots, white kid, 50c; brown kid, 50c; corded silk, pink, white and blue, 65c; Long Robes, lawns and nainsooks, \$1.00 to \$3.00; Skirts, 45c to \$1.00; Short Skirts, 35c, 85c, and \$1.00; Silk Bonnets, 65c to \$3.50; Hose, cashmere, silk lisle and silk, black, white, tan, blue, etc., 20c to 35c; White Honeycombed Shawls, \$1.00 to \$2.50; White Cashmere Coats, \$1.25 to \$3.25; Toilet Sets, \$1.25 to \$3.50; Short Dresses, 45c to \$3.50; Long Cloaks, \$2.50 to \$4.00; Rattles, quaint and pretty designs, 5c to \$1.35; Veils, 25c to 50c; Coats of White Pique, regularly \$1.75, Thursday \$1.25; Dresses, of finest nainsook, exquisite embroidery, \$1.50.



## Sunny Saturdays Are Coming

**A**ND YOU WILL BE DOING something like the young man in the illustration. Thames punting is not possible in Toronto, but we have our canoeing, rowing and sailing. One thing a man needs is a few of our new soft shirts with double soft cuffs. They are made of various colored cambrics and in woven stripes. Sizes 14 to 17. Each 89c, or 3 for \$2.50.

If you contemplate a canoe trip in the North or anything requiring a rough service shirt there are Black Duck and Black Sateen Work Shirts, sizes 14 1/2 to 17. Prices 50c to 75c.

For business wear in the meantime this department is showing tomorrow a Heavy Plain Blue Chambray Shirt, with laundered cuff. All sizes. \$1.00.

## The Sweater Waistcoat

One should be a little careful in leaving off the overcoat. Cuddling oneself is of course bad, but it is not cuddling to wear a knitted wool "Sweater Waistcoat." They are light, neat, snug and useful in a great many ways that you would never think of until you had worn one. We have received a shipment that will interest you—V necks, close-fitting sleeves, assorted colors and weights, two and four-pocket styles. Price \$4.50.

## Men's New Hats

If it were not for the enormous buying power of the Simpson Store it would be impossible to offer stiff hats in popular shapes, made of fine English fur-felt in full, high and taper crowns, at a mere \$1. Sizes 6 1/2 to 7 1/2. By the way, caps are useful for holiday tramps into the country, or golfing, or for any outdoor sport, for that matter. We have some new golf shapes in a wide variety, and in a wide variety of tweeds, serges and fancy worsteds. Unusually well finished, 45c, 75c, \$1.00.

## Here is a New Brand of Boot

There is personality and distinction about the latest new-comer in the Victor Boot Section—"The Business." It is a \$5.00 boot, Sizes 5 to 10 1/2. Made on very smart English lines; soft, imported, nut-brown Russian calf, with a tawn cloth top trimmed with leather. It is a boot for the fashionable man. The "Active Service" brand is perhaps less fashionable, but not less suitable for wear on all occasions. Tomorrow there is a special sale of these boots. They are ordinarily \$3.95. Tomorrow, \$2.99. There are only 350 pairs, all sizes; Blucher and button cuts, Goodyear welt, dull calf stock.

Pumps should be mentioned. Messrs. Laird Schober have supplied us with a very smart Colonial style, in an exclusive pattern, turned out in a French patent calf. Widths A to D. Sizes 7 1/2 to 7. Price \$7.00.

In addition to the items of footwear thus mentioned, there are of course the standard Simpson lines. Our experience with a large clientele leads us to feel justified in claiming leadership in the retail boot world in Canada. Boot styles and boot materials are subjects for careful study, and success in filling the requirements of customers comes from long and wide experience.

If you had the proper tools, couldn't you save your money and gain health by enlarging your back garden?

# The Robert Simpson Company, Limited

You will find every provision for re-papering or re-painting your house among our departments.

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