

L. SIMPSON Store Opens 8 a.m. Closes 5:30 p.m. **H. H. FUDGER, President** **J. WOOD, Manager** Phone Number Main 7841. We have 50 lines to Central **L. SIMPSON**

Royal Values Given by Women's Suits and Coats Dresses and Skirts

WOMEN'S OR SMALL-SIZE WOMEN'S SUITS.
Here we have styles that style-knowing women can appreciate, and they are above the ordinary at the price, \$23.50.
Whipcords, English serges, stripes, and pretty tweed mixtures; lined throughout with shaded silks. Some have effective collars, others plain or ornamented with buttons or novelty touches. Skirts are gored, panel, or pleated styles, with raised waistline. Colors black, navy, brown, dark and light tweed mixtures. Each... \$23.50

SUITS OF SERGE AND IMPORTED TWEED MIXTURES.
In tan and grey, for misses and small-size women. Have coats 24 to 26 inches long, with long revers and slanting collars fastened with bone buttons. Skirts have the raised waistline, with gored and panel effect. Special value for... \$12.95

DRESSES FOR MISSES AND SMALL-SIZE WOMEN.
Attractively made, of imported English serge. Waist has kimono shoulders, fastens on both sides with gilt buttons, black satin roll tie, outlined with striped silk; new gored skirt, with two patch pockets. Ages 14, 16, and 18 years. Special... \$12.75

COATS FOR WOMEN OF GOOD TASTE.
Stylish Coats, of black and white shepherd's check, very serviceable material; made in a smart style on semi-fitting lines, with new collar and deep revers, overlaid with black satin. Special value... \$13.50

NORFOLK COATS FOR MISSES AND SMALL-SIZE WOMEN.
Beautiful tweed mixtures, in green and grey tones; cut on straight lines, with shaped yoke at back and belt round waist. Single-breasted, with collar and revers, and breast pocket. Sleeves have stitched cuffs, with buttoned tab. One of the latest styles at an extremely low price... \$15.00

SMART COATS FOR GIRLS.
Black and white shepherd's check, of splendid quality. Made in double-breasted style, and fastened with gilt buttons. The notched collar is inlaid with red, as are also the patch pockets. The cuffs are finished with red piping and buttons. A big value for... \$4.00

WOMEN'S SEPARATE SKIRTS.
We have a good line of Separate Skirts which we'd like you to see. Made of fine, all-wool serge, in black and navy, in a six-gored style, with high waistline, one-sided effect on front and back panels, finished with straps of self materials, and ornamented with buttons. Price... \$5.00



Splendid Millinery Offered for Thursday

150 DOZEN OF HIGH-CLASS HAT SHAPES.
Two wholesalers sold us at a fraction of their usual cost all their odd lines and a small lot that they could not handle through their usual channels. Tagels and Milans, all fresh, and in the very best midsummer styles; most of them white and Tuscan, but all colors represented. We have set a price that will make necessary an 8 o'clock visit, as in some of the best lines the quantity is limited. The regular wholesale prices were \$2.50, \$3.50, and \$4.50. One price Thursday, each... \$2.00

With our Big Hat Sale we made a clean-up on Flowers. About 100 dozen, in a variety of roses and small flowers. Regularly \$1.00. Thursday, each... \$0.60

Exquisite Bridal Lingerie

New and beautiful matched lingerie will be shown tomorrow. The fabrics are wonderfully fine, and the trimming dainty and perfectly matched in the several pieces comprising each set.
Matched Bridal Set of 4 pieces. Gown, drawers, petticoat, and corset cover, finished nainsook, trimmed in latest style, with fine embroidery insertions and frills, beading and silk ribbons, sizes 32 to 42. Each set... \$10.00

Matched Bridal Set of 4 pieces. Gown, drawers, corset cover, and petticoat, fine nainsook exquisitely trimmed with finest Val lace and blind embroidery, beadings, and silk ribbons, sizes 32 to 42. The 4 pieces for... \$12.00

Matched Bridal Sets of beautiful imitation hand-embroidered nainsook, finished with silk ribbons and beadings, 3 charming pieces, gown, drawers, and corset cover, sizes 32 to 42. The set for... \$6.75

Dainty Fabrics that Wash

40-inch Printed Bordered Batiste, most dainty patterns, white grounds, with large dots, graduating to small Color black, navy, Alice, mauve, etc., also in fancy patterns in many colorings. Regular value 30c... \$20

A Big Stock of Gingham and Chambrays—Ginghams, 28 inches wide, in all the staple checks, Chambrays, in grey, mauve, pink, etc... 12 1/2c

Scotch Zephyrs and Chambrays in full range of checks and plaids, 31 inches... 15c and 18c

Swiss Chiffons, most dainty designs, similar to expensive all-wool French creations. Spots, stripes, and fancies, with borders... 25c

SHOPPING HINTS FROM The Simpson Store

Black Suitings & Dress Fabrics Thursday at 69c per Yard
Included in this special offering of Black Fabrics are some of the most staple, as well as imported, novelties from the fashion centres of Europe. New Parisian Suitings, West of England Serges, All-wool Henriettes, Poplins, San Toys, Bengaline Cordis, Silk Striped Voiles, Satin Striped Taffetas, All-wool Voiles, in fine, medium, and coarse mesh; Venetian Cloths, Mohair Lustres, etc., etc. All high-grade goods, guaranteed best unfading blacks, and best permanent finish; 42 to 54 inches wide. On sale Thursday... 69c

Fine Quality Silks
Black Duchesse Paillette, 36-inch and 40-inch wide, in the best dye and finish obtainable. Silks that can be depended on for wear, and the best Dollar Silks on the market. Per yard... \$1.00

Hosiery for Women and Boys
Women's English "Liams" Cashmere Hose, medium weight, fashioned, extra soft yarn, close, elastic finish, double heel and toe, 8 1/2 to 10. Special Thursday, 3 pairs, \$1.19; pair... 45c

Women's and Boys' Tan and Black Ribbed Cotton Hose, fast dye, good weight, close, elastic finish, double heel and toe; sizes 8 to 10. Special Thursday, 3 pairs, 50c; pair... 18c

Gloves for Women To Clear at 50 Cents
Women's Kid Gloves, 1 dome fastener, pique seam, perfect fitting, soft, pliable skin; odds and ends, including a large range of shades and sizes. Priced for quick clearing Thursday... 50c

Imported Neglige Gowns for Women Formerly \$18 to \$25 for \$7.95

Tea Gowns, of albatross and French flannel; also Japanese Silk Neglige Gowns; elaborately trimmed with fine lace and insertion; Empire and pleated styles; sizes 34, 36, and 38. Regular prices \$18.00 to \$25.00. Thursday... \$7.95

No phone or mail orders.

Toilet Goods Linens and Silks, Draperies at Low Prices

Fairy Soap, regularly 5c per cake. Special... 7 for 25c
Glycerine and Cucumber Cream, for the complexion, regularly 25c. Special... 2 for 25c
Simpson's Rosadora and Meadow Violet Talcum Powder, regularly 15c. Special... 3 for 25c
Madam Yale's Almond Blossom Complexion Cream, regularly 50c. Special... 2 for 25c
Bentrovato Massage Cream, regularly 20c. Special, 2 for 25c (Phone direct to Toilet Dept.)

Notions
Coats' 200-yard Spool Thread, black or white. Spool, 4c; dozen... 48c
Clapperton's 200-yard Spool Thread, black or white. Spool, 4c; dozen... 48c
Belding or Corticelli 50-yard Spool Silk. Spool, 4c; dozen... 48c
6 to 8 1/2-inch General Purpose Scissors, every pair guaranteed. Regularly 65c to 95c pair. Thursday, pair... 50c
Two and Four-hole Pearl Buttons, dozen... 5c
Carved Pearl Buttons, 24 to 45 in size. Regularly 25 to 75c dozen. Thursday, 12 1/2c to 25c
Kimono Dress Shields, for kimono waists. Thursday, pair... 35c
36 and 45-inch Mohair Boot-laces, per dozen... 5c
Simpson's Special Hairpin Box, contains 100 assorted pins. Thursday, box... 5c
Beeswax, Thursday... 2 cakes, 5c
Ironing Wax... 4 sticks, 5c
Asbestos Iron Holders... 2 for 5c

Apron Gingham
1,000 yards Apron Gingham, in blue and white checks, best indigo dye, 38 inches wide. Thursday, yard... 10c

Flannelette
English Striped Flannelette, in a good, heavy make, in a good assortment of stripes, fast colors, 35 inches wide. Thursday, yard... 12 1/2c
(Phone Dept., 2nd Floor.)

Soiled Scarfs 29c Each
150 Soiled Mercerized Scarfs, in neat designs, hemstitched all round, 18x34. Thursday, each... 29c

Reversible English Down Comforters, with a good, strong cambric covering, in floral designs, on pink, blue, and green grounds, double bed size, 72x72. Thursday... \$4.95

New Silks, lately arrived, giving a large and very dainty range of Moire Silks, Damasks, and Florentines. The drawing-room or reception room can be finished in these silks with perfect taste; 50 inches wide. Prices range from \$1.75 to \$3.00 yard.

ORIENTAL RUG ANNOUNCEMENT Elsewhere In This Paper

Dining Chairs at Low Prices

Chairs, made of solid hardwood, in Mission design and Mission finish. Thursday... \$1.80

Dining Chairs, in solid oak, finished golden; sets of five small chairs and one arm chair. Thursday... \$8.50

Dining Chairs, with upholstered seats, made of hardwood, quartered oak finish; sets of five small chairs and one arm chair. Thursday... \$12.30

Dining Chairs, made of selected oak, and finished fumed, with leather upholstered seats; sets of five small chairs and one arm chair. Thursday... \$19.00

Dining Chairs, in selected quarter-cut oak, and finished golden, Early English, or fumed, of good design, with Spanish leather seats; sets of five small chairs and one arm chair. Thursday... \$23.50

The Robert SIMPSON Company Limited

Men's Goodyear Welted Boots 2.95

1,100 pairs Men's High-Grade Standard Branded Boots, button and Blucher styles, in tan, Russia calf, patent colt, vic kid, box calf, and gunmetal leathers; single and double oak-tanned Goodyear-welted soles; short and medium vamps; high, medium, and low heels. These are newest style boots for spring wear, beautifully finished. Sizes 5 to 11. Regular prices to 2.95 \$5.50. Thursday, all one price... 2.95

Men's Fine Underwear

Of light-weight natural wool, in light and dark shades, made in England from selected yarns, which are guaranteed sanitary and unshrinkable. A few slightly counter-soiled, sizes 34 to 44. Regularly \$1.00. Thursday... 60c

MEN'S NEGLIGES.
With pleated or plain bosom, coat style. These are a new range of American negliges, showing the new stripe effects, on a pleated bosom; large, roomy body, small American cuffs, beautifully laundered; sizes 14 to 17. Regularly \$1.00. Thursday... 75c

Men's Overcoats for Spring Wear

We have in stock Overcoats to suit the taste of every man in Toronto, and the time to buy them is now. One of the popular-priced Overcoats is a neat, two-tone, light brown English tweed, or a light grey, fancy stripe tweed; cut single-breasted Chesterfield style. They are perfect-fitting coats, with good linings and well made. Price... \$13.50

"Durward's English-made Overcoats," from London, England, have all the good style features that English tailoring can give it. A plain fawn English covert cloth, made single-breasted Chesterfield style, with patch pockets, unlined, good tailoring. Price... \$25.00

"Durward's" Light Grey Donegal Tweed Overcoat, in the new single-breasted Chesterfield style, with English Raglan shoulders, leather buttons, unlined, good tailoring. Price... \$26.00

"Durward's" Rich Brown English Cheviot Cloth, in almost plain pattern; made single-breasted Chesterfield style, without lining, except in sleeves, which have silk linings, English Raglan shoulders, best style and tailoring. Price... \$28.00

BOYS' SPRING OVERCOATS.
Light-weight Spring Coat, in a fine imported English tweed, with grey stripes, cut on the smart Chesterfield button-through style, has mohair lining, and is perfectly tailored. Sizes 26 to 30, \$7.00; 31 to 33, \$8.00.

BOYS' BLOUSE SUIT.
Navy Blue Unfinished Serge Sailor Blouse Suit, collar trimmed with three rows of white braid, closed in front, with black silk tie, self shield with ornament, pleated sleeves, with anchor and cross bar; plain knee pants. Sizes 5 to 9 years. Price... \$3.00

Men's Stiff Hats of the Newest Blocks

Stiff Hats, of fine English fur felt, black only; sizes 6 1/2 to 7 3/8. Thursday... \$1.00

Men's Soft Hats, correct American and English styles; colors, slate, steel, fawn, mouse, nickel, and the new shades of grey and brown mixtures; fine quality fur felt. Thursday... \$2.00

Middy Waists

A clearance of 500 Dainty Waists, in several different styles and colorings. They are a purchase from a big manufacturer, and at the price should sell quickly. Sizes 32 to 38 inches. Thursday, 8 a.m. ... 79c

No phone or mail orders.

Chinaware

2,000 Pieces, in fancy Japanese and Austrian China, useful and ornamental, comprising: Hair Receivers, Powder Boxes, Salad Bowls, Ball Plates, Sugar and Cream Sets, Teapots, Artichokes, Chocolate Pots, Cups and Saucers, Baby Plates, Celery Trays, Bon Bon Dishes, etc. For Thursday's break selling... 25c

300 Pieces, American pressed glassware: Salad Bowls, Cake Servers, Comports, Water Jugs, etc. Thursday special... 25c

4 only, 102-piece Limoges China Dinner Sets, in the new St. Regis design, coin gold band and edge, old gold handles, open stock patterns, manufactured by the famous potters, Bernardaud & Co. Regular \$71.40. Thursday special... \$59.50

Selected Grocery List

2,000 lbs. Dairy Butter, in prints... per lb., 85c
Choice Sugar Cured Hams, half or whole... 3 lbs., 25c
Fresh Flaked Wheat... per stone, 45c
Edwardsburg or Beehive Syrup... 5-lb. pail, 25c
Salt, in 5-lb. bags... 3 bags, 14c
Imported Malt Vinegar, Imperial quart... per bottle, 25c
Mellin's Food, Breakfast Cereal... 3 packages, 25c
Canned Green Gage Plums... per tin, 10c
Maggi Soups, assorted... 4 packages, 25c
Blue Bell Jelly Powder, assorted... 4 packages, 25c
English Marrowfat Peas... 3 packages, 25c
Scott Taylor's Worcester Sauce... 3 bottles, 25c
Klovach Custard Powder... 3 packages, 25c

35c ASSAM TEA FOR 25c.
500 lbs. Pure Assam Tea of uniform quality and fine flavor; a 36c tea anywhere... Thursday, per lb., 25c