

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.—Moderate winds; fine and warm.

SIMPSON

Four Centres of Interest in the Men's Store To-Morrow

WATERPROOFS, SUITS, UNDERWEAR, AND HATS—the kind you'd like to wear now, at prices you'd gladly pay any time.



A Clearance of Men's Suits

Men's Tweed Suits, imported English materials, in dark brown and grey grounds, 3-button, single-breasted sack style, carefully tailored and finished with best quality linings and trimmings. Sizes 35 to 46. Regular prices \$10, \$10.50, \$11.50 and \$12.50. To clear Thursday at 7.95

English Paramatta Waterproofs

A double texture material that is very serviceable, and guaranteed thoroughly rainproof; fawn color; single-breasted style; cut long and roomy, with Raglan shoulders, military collar and wind straps on sleeves. Sizes 36 to 46 10.50

Underwear

5000 garments of summer weight underwear, odd lots of Balbriggan, lisle thread, merino, etc. shirts and drawers to be cleared Thursday. Regular prices 50c, 75c and \$1.00. All one price Thursday 44

4000 Men's Cashmerette Outing Shirts, made from good hard wearing materials such as you would find in higher priced shirts, turndown collar, pocket, all seams strongly stitched, full size body and full length; all sizes 14 to 18. Regular 75c. Thursday 59



Hats

Christy's celebrated English made Derby and soft hats, in the classy 1917 styles. Dependable hats to wear, absolute satisfaction in every way, all shapes, nearly all colors, at \$2.00 and \$2.50.

Men's soft hats, fedora shape, wide or medium brims, telescope or alpine crowns, fine quality fur felt, black only; sizes 6 1/2 to 7 1/2. Regular \$2.00. Thursday .95

Boys' Wash Suits

Boys' English Galatea Wash Suits, in a dark blue ground, with white hair line stripe, thoroughly fast colors, single-breasted Russian style, with Eton collar and belt; pants elastic bloomer style. Sizes 2 1/2 to 6 years 1.25

Boys' English Linen Sailor Blouse Suits, made with white drill sailor collar, trimmed with material and flowing end tie; plain knee pants. Sizes 6 to 10 years 1.25

Interesting Particulars of Summer Footwear

WOMEN'S OXFORDS AND PUMPS.

600 pairs Women's Oxfords and Pumps, tan calf, fine vici kid and patent colt leathers, new short-crowned vamp, Blucher, button and ankle strap styles, medium heavy Goodyear welt and fine McKay seven soles; all sizes 2 1/2 to 7. Special purchase-price Thursday... 1.99

WOMEN'S BOOTS.

720 pairs Women's Boots, Blucher, button and lace styles, fine patent colt and vici kid leathers, velvet and dull matt tops; high Cuban, regular Cuban and military heels, medium heavy soles; 2 1/2 to 7. Special purchase price Thursday 2.29

CHILDREN'S BOOTS.

300 pairs Children's Boots, button style, vici kid, spring heel; 5 to 7 1/2. Special Thursday .69

BOYS' AND YOUTHS' BOOTS AND OXFORDS.

180 pairs Boys' and Youths' Box Kip Boots, with dull matt, heavy soles; sizes 11, 12, 13, 4 and 5; also kid Oxfords, 2 1/2 to 5. Special clearing price Thursday .99

WOMEN'S PRUNELLA BOOTS AND SLIPPERS.

200 pairs Women's Comfortable Black Prunella Cloth Boots, with elastic sides, also slippers, with elastic over instep, leather sole and heel; 2 1/2 to 7 1/2. Special price Thursday .89 (Phone orders filled).

60 pairs Dongola Slippers, elastic over instep, low heel, turn sole, 3 to 8. Special... .99



In the Wash Goods Dept.

"Now is the winter of our discontent made glorious summer." Shakespeare might well have said this of Simpson's Wash Goods Department on the Second Floor.

The summer fabrics are truly glorious, and they ought to be, for are not wash dresses more fashionable than ever this year? Our materials have been chosen first hand from the best markets of the world—Paris, St. Gall, London, Manchester, Belfast, Glasgow and New York are all represented. Here are a few examples we are specializing on Thursday:

Parisian Printed Organdies—The delicate colorings in these beautiful fabrics were never finer than this season; from palest pink to deep mauve, mid-blue or the more sedate colorings. Very special 59

French and English Voiles, the popular weave that drapes so splendidly in plain colors, such as black, white, pink, mauve, Nile, reseda, yellow, etc. 46 inches wide, all the favorite stripes and checks, black and white, pink, sky, mauve, etc. Regular value 15c. Special 9

100 pieces only 31-inch English Print, in a big variety of light colored grounds, but every one a good one. Worth 12 1/2c. Special 6

60 pieces only Fine American Printed Muslin, white grounds, with pretty printed figure and floral effects, pink, sky, mauve, etc., one of the cheapest lines ever shown. Worth 20c. Special 9

A lot of Remnants of White Muslins, Lawns, etc., pieces from 1 yard upwards. Values regularly from 10c to 20c. Per yd. .5 (No phone or mail orders).

Thursday in the China Dept.

Rich Cut Glass, specially under-priced for quick selling Thursday. A beautiful and useful gift for the June bride.

Sugar and Cream set, new design, rich deep flaring cut, a wealth of sparkling color. Regular \$7.50. Thursday 4.25

45 pieces, comprising fruit bowls, lemonade jugs, flower vases, fern dishes, tankard jugs. Regular \$6.00. Thursday 3.98

8-inch fruit bowls, gem design, brilliant color. Regular \$5.00. Extra special. Thursday 2.98

The Latest Fiction

The Cabin, by Stewart Edward White. Published price \$1.50. Our special price 1.20

The Sea Lion, by Patrick Rushden. Published price \$1.25. Our special price 1.10

The Prodigal Judge, by Vaughn A. Koster. Published price \$1.25. Our special price 1.10

What's His Name? by George Barr McCutcheon. Published price \$1.25. Our special price 1.10

Denry the Audacious, by Arnold Bennett. Published price \$1.25. Our special price 1.10

The Grain of Dust, by David Graham Phillips. Published price \$1.25. Our special price 1.10

Groceries and Provisions

3000 lbs. Dairy Butter, in prints, per lb. 22c; 1000 quart gem jars pure Orange Marmalade, per jar 25c; Imported Macaroni, 3 packages 25c; Canned California Appricots, large tin in heavy syrup, per tin 25c; Salt, in 3-lb bags, 3 bags 11c; Edwarsburg or Beehive Table Syrup, 5-lb pail 25c; choice Red Salmon, per tin 15c; finest Split Peas, 8 lbs, 25c; Jersey brand Evaporated Cream, 3 cans 25c; choice Pickles, Paragon brand, mixed and Chow, 10-oz. bottle, extra value, bottle 25c; pure Maple Syrup, value gallon, \$1.10; Wesson Oil, for cooking, per tin 24c; Maltz Vita Breakfast Cereal, 3 pkgs. 25c.

35c ASSAM TEA, 25c. 300 pounds fine rich bodied Assam Tea, a 35c tea anywhere. Thursday, per pound, 25c.

Wall Papers

Drawing Room and Dining Room Wall Papers at less than half price. 3750 rolls Imported Papers, in room or bundle lots, in greens, browns, blues, reds, tans and other blends. Regular to \$1.00. Thursday 49

Regular to 50 cents. Thursday 23

3850 rolls Bedroom and Sitting Room Papers, in light shades and colorings. Regular to 25c. Thursday 19

Regular to 12 1/2c. Thursday 11

Besides Our Half-Price Offer on "Stock" Picture Frames

We have decided to add photograph frames and certain fancy frames at just above cost of their regular prices. So now you will find on our sixth floor:

At Half-Price: At Three-quarter Price: 5000 beautiful picture frames. Our interesting factory stock of photographs that had suffered from fire: the fancy frames, a frames are per-most artistic collection.

Traveling Goods of Quality
Our Traveling Goods Department on the 6th floor has a \$20,000 stock of up-to-date travelling goods, including trunks of all designs, suit cases fitted and unfitted, club bags fitted and unfitted, carryalls in useful sizes, sample cases, writing cases. We invite your inspection.

Tapestry Rugs
Fifty only Tapestry Rugs, specially priced for Thursday, new in design, Oriental, conventional and floral effects; they are of well assorted patterns and colorings:

3 yards x 3 yards, Thursday, \$6.75
3 yards x 3 1/2 yards, Thursday, 7.75
3 yards x 4 yards, Thursday, 8.75
3 1/2 yards x 4 1/2 yds, Thursday, 11.00

Curtain Nets in the Best Weaves.
On Thursday we are showing a big range of handsome curtain nets in all the latest weaves, block, stripe, floral, conventional, antique and novel effects, with designs suitable for any kind of window. There are heavy, medium or light weights in various widths. Colors are white, cream, ivory, beige or Arabe.

Curtain nets are deservedly popular and the selection on our Fourth Floor is unsurpassed in Toronto, per yard, 25c to 8.00

Afternoon in the Lunch Room
During the hot weather a cool hour or so may be spent in the Simpson Lunch Room.

The ventilation is perfect, and the Ice Cream is perfect, too.

The linen is spotless, and the service is prompt.

Ice Cream 5 and 10
Ice Cream with Cake 10
Ice Cream Fruit 10
Ice Cream Sundae 10
Sodas, all flavors 5

Seasonable Silk Hosiery for Men and Women

MEN'S IMPORTED SILK SOCKS.

Gauze weight, for summer wear, lisle sole, heel and toe, black, tan grey, helio, red; all sizes. Special Thursday, pair, .35; 3 pairs 1.00

MEN'S IMPORTED PURE SILK SOCKS.

A dressy comfortable sock for spring and summer wear, lisle sole, heel and toe, black, tan, grey, helio, navy, Copenhagen; all sizes. Special Thursday, pair, .45; 3 pairs 1.25

MEN'S LISLE SOCKS, 3 PAIRS 65c.

Men's finest imported Lisle Thread Socks, manufacturers' samples and overmakes, consisting of all the newest colorings, stripes and checks, also plain black; all full fashioned; all sizes. Regular 35c and 50c values. On sale Thursday, pair, .25; 3 pairs .65

WOMEN'S FINE IMPORTED SILK HOSE.

Gauze weight, for spring and summer wear, lisle thread top, sole, heel and toe, black, tan, sky, pink, Copenhagen; all sizes. Regular \$1.25. Thursday, pair 1.00

WOMEN'S FINE THREAD SILK HOSE.

For spring and summer wear, full fashioned, black, white, sky, helio, champagne; all sizes. Special Thursday, pair 1.50

Lingerie Dresses for Warm Weather

What could be cooler? Can you imagine anything nicer, cooler or more attractive for the summer than a lingerie dress? Now is the time to buy one, before the complete range is broken up. Naturally the daintiest go first. At the moment our stock of lingerie dresses is complete. Here is a short description of four of medium price:

Dainty French Mull Dresses, in white only; have the kimona waist, with yoke and high collar, made of fine thread lace insertion, three-quarter sleeves and belt to match waist; skirt has the new lines, with deep embroidery frill front knee line down to bottom. Very special value 6.50

Another most fashionable Lingerie One-piece Dress, made on new lines; a dainty waist, made of wide lace insertion and eyelet embroidery; V-shaped yoke, with high collar, kimona sleeves, trimmed to match waist; the fashionable fitting skirt, trimmed with wide lace insertion and deep embroidery around bottom; comes in white only 10.50

WOMEN'S LINGERIE DRESSES.

A pretty White Lingerie Dress is trimmed with lace insertion and white embroidery on waist; the new gored skirt, with rows of lace insertion to knee line, continued to bottom with embroidery trimming 8.50

Handsome Dresses of fine French mull; has the semi-low collar, with embroidered yoke; continued to waist line; slanting shoulder, with three-quarter sleeves, daintily trimmed, with Valenciennes insertion; skirts fit neatly over hips and are trimmed to match waist 14.50

April showers were a rarity this year and umbrella factories were sadly overstocked in consequence. We were able to purchase several lines at a big reduction. Our advantages are your opportunity for a bargain Thursday.

Men's and Women's Umbrellas, good wearing tops, assorted handles. Thursday .65

Silk and Wool Taffeta Umbrellas, for Women, newest handles, including long mission wood, neatly mounted. Thursday .98

Silk Mixture Umbrellas for Men and Women, hundreds of handles to choose from.

98 only Men's and Women's Silk Mixture Tops, with tape edge. A large collection of beautiful handles, including samples, sterling silver and rolled gold mounting. Some of the handles are worth more than we are asking for the umbrella complete. Thursday 2.98

Window Screens, strongly made, nicely grained.

Height 14 in., closed 18 in., opens to 28 1/2 in., Thursday .15
Height 14 in., closed 20 in., opens to 32 in., Thursday .17
Height 14 in., closed 22 in., opens to 40 in., Thursday .19
Height 14 in., closed 15 in., opens to 22 1/2 in., Thursday .22
Height 14 in., closed 24 in., opens to 40 in., Thursday .45

Screen Doors, grained, bigly finished, 4 button panels, with fancy centrepiece, centric row of spindles and four corner brackets in upper panel, makes an excellent front door, three sizes—2 ft. 8 in. x 6 ft. 8 in., 2 ft. 10 in. x 6 ft. 10 in., 3 ft. x 7 ft. Thursday 1.35

Preserving Kettles, 6 quart size, Cobalt blue, lined with white, will hold 15 feet of hose, steel nozzle holder. Thursday 75c

Garden Hose Reels, hardwood, 4 1/2 inch iron wheels, will hold 15 feet of hose, steel nozzle holder. Thursday .75

Whitewear, Underwear and Corsets for the Hot Weather

Here are styles that fit in for present-day wear and the hot weather. They are especially seasonable, exceptionally good in quality and exceedingly low-priced. Phone orders are taken directly in the department. Ask for "Whitewear."

Beautiful Corsets—On Thursday, a magnificent "Royale" model in fine summer batiste, medium bust, extra long skirt with 6 garters, finest rustproof boning and 4 wide side steels, daintily trimmed with lace and satin, bust draw tapes, sizes 18 to 26 inches; a \$3.00 corset, for, pair 1.50

Women's Fine Lisle Thread Vests, pure white, low neck, no sleeves, finished with beading and mercerized tapes; some are very slightly imperfect; sizes 32 to 38 bust; regular value 35c. Thursday, each .19

Extra Large Vests, fine white-Swiss ribbed cotton, low neck, short or no sleeves, beading and tapes; sizes 40, 42 and 44 bust measure; regular price 35c each. Thursday .19

Women's Union Suits or Combinations, fine white ribbed cotton, low neck, short sleeves, umbrella style; sizes 32 to 42 bust; Thursday, each .50

Corset Covers, a dainty Dorothy style in fine nainsook, full front, trimmed with deep lace, run with ribbon, peplum frill; sizes 32 to 40 bust. Thursday, each .25

Corset Covers of Fine Nainsook, dainty ribbon run, embroidery yoke, tucked back, pearl buttons, lace on arms; sizes 32 to 42 bust. Regular price 55c each. Thursday, each .43

Petticoats, two of the new narrow styles, extra fine, strong cotton, deep flounces, trimmed with heavy tulle lace insertions and frills, or with fine embroidery; flounce finished with embroidery beading run with silk ribbon, tucks; lengths 36, 38, 40, 42 inches. Regular value \$2.25. Thursday, each 1.50

Women's Drawers at a third less; fine nainsook, umbrella style, ruffles of very fine and beautiful embroidery tucks, embroidery beadings run with silk ribbons; lengths 23, 25, 27 inches; in both styles. Regular price \$1.50 a pair. Thursday, a pair .99

The **SIMPSON** Company Limited