TUESDAY MORNING

THE TORONTO WORLD

MAY 28 1912

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SIMPSON == Store Opens 8 a.m. Closes at 5.30 p.m.

J. Wood, Manager. H. H. Fudger, President.

PHONE NUMBER MAIN 7841. We have fifty lines to Central.

Magnificent Values in The Simpson Store Snappy Styles for Men Business Suits \$10.95 Seasonable Mantles confidently offers these daily lists of immediate values.

SUITS FOR WOMEN AND YOUNG GIRLS.

Made of imported tweeds and striped mixtures, in shades of brown, grey and tan, the stripes being black and white. Coats are lined throughout with silk, and have smart slanting rever collars. Skirts are panel, gored, pleated or overskirt effects. Wednesday's MISSES' AND WOMEN'S SUITS AT AN EXCEEDINGLY LOW PRICE,

The materials are pretty tweed and stripe mixtures, in Vicuna and oth-er fabrics. Coats are 24 to 26 inches long, and lined throughout with silk. They are matched by gored or semi-pleated skirts. Colors are browns, tans, greys and greens, in various good mixtures. Values are far above the

DRESSES, REGULARLY \$6.50, \$7.50 AND \$8.50, FOR WEDNESDAY'S SALE. \$4.95.

Misses", Women's and Young Girls' Dresses of white mull, lingerie and pretty colored mulls, including pink, pale blue, mauve and white. Are made in Princess and Empire styles, with high waist effects. They have high or semi-low collars, and are banded with lace insertions. Skirts trimmed to correspond with waists. Surprise price for Wednesday 4.95

GIRLS' REEFER COATS,

of serge, Panama and worsted, have box backs and double-breasted, trimmed with novelty buttons Colors are green, grey and brown. Sizes 10, 12, 14 years only. Price

SAMPLE COATS AND RAINCOATS, \$6.95.

SEPARATE SKIRTS, \$3.35.

Supreme confidence is proven by the broadest kind of guarantee that you will be satisfied. There is good reason back of every reduction in price, -more often than otherwise a successful stroke of buying-and every special price is the sign of augmented value in the goods. Safe buying at Simpson Store

Bedspreads \$2.98

French Blouses

We put on sale to-morrow 50 French Model Blouses, taken from our superb stock and consisting of delightful Ninon and Chiffon, both veiled and solid, soft Charmeuse Silks, Guipure and Venetian Lace, besides several soft Shadow Laces. These Blouses are marked at \$10.50, \$12.50, \$15.00 and \$19.50. We propose offering these on Wednesday at, each 5.00

Summer Comfort for Men

Men's Pure White Solsette Out-ing Shirts, with a revorsible turu-down collar, large roomy body, full length; this shirt was particularly good value at \$1.50, and looks like will All sizes 14 to 17 Special silk. All sizes 14 to 17. Sp ecial 1.25 Wednesday Men's Natural Wool Underwear in summer weight, light or dark shades, will not irritate the skin. 250 Men's Summer Outing Shirts, with separate lounge collar and ti-to match, double cuffs, metal and pearl fasteners for collar. These shirt sets are made from a fine cambric, with blue, black or helio cambric, with blue, black or heito hair-line stripes, close together, and are extra long. The price is cut very close for Wednesday's selling. Buying these separately you would pay for the shirt \$1 25. collar 25c, tie 25c, fasteners 15c, in all \$1.90. Wednesday the com-plete set for ... 1.49. 3.65

new shades of brown, grey and fancy mixed patterns. They are cut single-breasted, with three buttons, and have mohair linings The tailoring on these Suits is the very best, and every one is an unsurpassed bargain. On sale Wednesday 10.95 Boys' Clothing for Summer

Sell Regularly for \$16.50, \$18.00, \$20.00 and \$22.00. These Suits are made from English worsteds and tweeds,

Yoke Norfolk Suits, single-breasted, made from two-tone brown smooth-finished English tweed; have box-pleats and belt. The lin-ings are good, and the well-fitting bloomer pants have belt loops and strap bottoms. Sizes 26 to 28, \$6.50; sizes 29 and 30, \$7.25; sizes 31 to 33, \$7.75.

Double-Breasted Suits, of grey hait-line English worsted ; hav well-shaped lapels and collar, flare back with side vents, Italia serge lining, and full American bloomers, with watch pocket, belt straps, and strap bottoms. Sizes 28 to 34. Price 10.50

BOYS' CAMBRIC SHIRTWAISTS

Men's Straw Boater Hats

Split Shansi and Sennit braids, medium or low crowns and wi brims; fine black silk bands. Wednesday 1.00

Men's Soft Hats, summer weight, in slate, steel, tan, pearl an mole colors; extra fine fur felt 2.00 and 2.1

Men's Panama Hats, fine and even braid, made from a natura bleach South American fabric, tough and pliable in texture; bes finish; tourist or semi-telescope shape. Wednesday 5.00

The **Comfortable Chairs and** Rockers for the Verandah Chinaware

Heavy Arm Chairs, at 1.90 Rockers, of same style, at 2.00 Rockers, with woven seat and back, at 1.60 Rockers, with extra high woven back, at ... 2.25 Heavy Arm Chairs, at 2.65 Extra Large, Comfortable Rockers, at 3.50 Willow Arm Chairs and Rockers, with roll. arms and woven rush seat and back; built for comfort. Special for Wednesday 4.70

Porch and Cottage Rugs

make, all sizes, Wednesday . . . 21 Austrian China Tea Set, 40 pieces, gold stippled, Wed day 4.98 S22.50 Bridal Rose China Din ner Set, complete for 12 peopl Wednesday, special..... 17.50 Table Tumblers, half crystal, neatly etched, per doz75

Fireproof Teapots, best English

200 pieces Brassware, spun hand hammered and cast, handle flower baskets, fern pots, jard



Gloves and WhiteCanvasBoots,Oxfords and Pumps Hosiery

LONG KID GLOVES, \$1.19.

Regularly \$1.75. Women's Long Black Glace Kid Gloves. 8-button length, mousquetaire wrist. oversewn seams, perfect fitting, regularly \$1.75. On sale Wednesday, pair 1.19 Boys' and Girls' Elastic Ribbed Cotton Stockings, black, tan, double spliced heel, toe and sole, good wearing, fast dye, sizes 5 to

ther sole and heel, made in England; sizes 6 to 11 1.75 Same Shoe in low Oxford style; sizes 6 to 11 1.49 Men's Best Quality White Canvas Boot, Goodyear welted sole; sizes 6 to 11 ... 2.25 Same quality in low Oxford style ... 2.25 Women's White Canvas Oxfords, leather soles and heels, Blucher style, new short vamps; sizes 21/2 to 7. Wednesday. 1.19

Men's White Canvas Boot, Blucher style, lea-

With high . Cuban canvas covered

91/2 ... Regularly 15c, Wednesday, heels 1.39 Dainty Ankle Strap Pumps, best quality

Clearing of Irish Embroid-ered Bedspreads, some slightly soiled and mussed from handling; good designs and nicely hemstitched all round; large size, 90 x 108. Regu-larly \$3.95 and \$5.00. For quick selling Wednesday,

each 2.98 English Flannelette, in a large .assortment of stripes, in fast colors ; 32 inches wide. Special Wednesday, yard .9 Unshrinkable White Wool Blankets, closely woven, with a nice, soft nap; double bed size, 66 x 82 inches. Wednes-wide. Special Wednesday, vard . 'Phone Linen Department,

LISLE SOCKS,

3 pairs 55c. Regularly 25c. Men's Imported Lisle Thread Socks, in the lot are plain black and plain colors, also fancy stripes and checks. All new spring goods, in all sizes. Regularly 25c, Wednesday, pair, 19c,

Toilet Goods

Babcock's Almond Cream Balm for the complexion. Spe-Williams' Mount'Horeb Castile Soap. Special, 4 cakes for .. . 25 Houbigant's Rice Powder, spe-Dralles' Face 'Powder, spe-Roger and Gallet's Vera Violette Toilet Water, special 79 Yale's Massage Cream, spe-Phone direct to Toilet Dept.

54-inch Pencil Stripe Suitings

REGULAR VALUE 75c PER YARD, WEDNESDAY 48c.

These popular summer suitings are a clearing line that afforded us a great saving in the buying. They are ideal fabrics for smart summer tailored suits, as they tailor perfectly, and retain their shape permanently. Can be had in three designs. Note that the width is 54 inches. Special Wed-

LUSTRES FOR BATHING SUITS.

We have a fine range of imported mohair lustres for bathing costumes. Dresses or separate skirts, in a full range of shades, including navy, grey, browns, greeens, champagne, pink, sky, cream, pink and sky, the red, black, etc. All splendid values, colors in big demand fast, unfading dyes, 38 in. wide, now, Wednesday, per 25c: 42 in. wide. 38c; 44 in. wide,



linery Sale

On account of the big quantity and endless variety of hats in this sale stock we were unable to present all the styles on our tables in one day's display. To-morrow we will add many hundred new hats at the prices made for this big sale, i.e.,

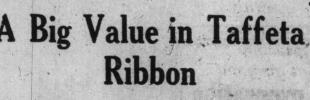
2.00 3.50 1.00

Special Silk Pricing for Early Buyers

100 pieces only, averaging 14 yards to piece. The last delivery of our big purchase of this Silk. Fine, medium and heavy weaves; in natural color; only; 26 inches wide. Regularly 50c. On sale at,

500 Yards Rich Black Duchesse Paillette-An exceptional quality of pure silk, skein dved, and guaranteed to be absolutelyl pure and to give excellent wear. A saving of at least one-third; 36 and 40 inches wide. On sale Wednesday, per yard 1.10

New Black Honan, Rajah and Shantung Silks, just put into stock: 34 and 27 inches wide. Per yard, \$1.00, \$1.25, \$1.50 and \$2.00.



A Ribbon of quality that you will instantly recognize. It is firm and bows up beautifully. It is 6 inches wide, and we are offering all the colors of its range, including white,

vard

Women's Whitewear

Dainty garments of Simpson quality lingerie, priced remarkably low for a day's brisk selling. Women's Combinations, corset cover and drawers in one, of soft Nainsook, beautifuly trimmed with laces or embroideries, beadings and silk ribbons. Sizes 32 to 42 bust. Regular prices \$1.75 to \$2.75 each, Wednesday each

Corset Covers, three, styles in Nainsook, full front, lace and ribbon trimmed. Sizes 32 to 42 bust. Wednes-

VESTS FOR EXTRA LARGE WOMEN.

About half price is how we have marked nearly a thousand summer Vests for women who require extra large size undergarments. 'Phone orders filled.

960 only Women's Vests, in extra large sizes, of ribbd white cotton, low neck, short or no sleeves, beading

EASY TO DRESS GIRLS AT THESE PRICES.

The quality, style and finish in these dresses are what the would expect in dresses at double the price, for we are clearing several styles regardless of cost:

Girls' Summer Tub Dresses of prints and ginghams,

Girls' Dresses of prints or ginghams, waist trimmed with insertions of white embroidery and pipings, pleat-od skirt, buttons down back; the best colorings inclui-ed. Sizes 6 to 14 years. Reguarly \$1.50 and \$2.00 each. Wednesday, each ... 1.00

Girls' White Dresses of lawns, waist trimmed with lace insertions and hand embroidered panels; skirt has deep hem and wide tucks, Dutch neck and 34 sleeves Sizes 8 to 14 years. Wednesday, cach 2.75

WOMEN'S AND MISSES' COAT SWEATERS.

for cool May and June evenings, when sailing, boating or on outings

Women's "Pen-Angle" Coat Sweaters, heavy fancy knit wool, shawl collar, 2 pockets, lengths 29 inches, colors white, grey and black. Sizes 32 to 44 bust. V.ednesday, each

Women's "Star" Coat Sweater, finest imported wool, fancy knit, shawl collar, 2 pockets, pearl buttons, colors white with sky edge, grey with Royal edges, and all grey. Sizes 32 to 42 bust. Wednesday, each ... 3.25

according to size a splendid variety of seasonable floor coverings. The prices marked clearly . on each are absolutely satisfying if you are asking for full money's worth. Heavy and attractive Mourzouts Rugs, in good colors are priced as follows: " Size 5.0 x 8.0, \$5.95; size 6.0 x 9.0, \$7.85; size 7.6 x 10.6, \$11.85; size 9.0 x 12.0, \$16.50,

GRASS RUGS.

Very durable heavy twisted grass squares and mats, have many advantages at these prices. Size 3.0 x 6.0, \$1.25; size 6.0 x 9.0, \$3.95; size 4.6 x 9.0, \$2.85; size 9.0 x 12.0, \$7.85.

STENCILLED JAPANESE GRASS SOUARES.

Beautifully colored and designed, in blues, greens, and tans :- Size 30 x 60 in.; 85c; size 36 x 72 in., \$1.15; size 4.6 x 7.6, \$2.45; size 6.0 x 9.0, \$3.75; size 8.0 x 10.0, \$5.50; size 9.0 x 12.0, \$7.50.

MATTINGS.

By the yard, in plain green, blue and tan, 36 inches wide. 50c.

BARGAINS IN STENCILLED JAPANESE MATTING RUGS.

Size 18 x 36, 12c; size 30 x 60, 25c; size 36 x 72, 35c; size 6.0 x 9.0, 85c; size 9.0 x 9.0, \$1.75; size 9.0 x 10.0, \$1,85; size 9.0 x 12.0, \$2.25.

Two Very Inexpensive Rugs, specially suited for summer cottage use, are the Sarak and the "Saxon." The "Sarak" has a smooth surface, like Brussels, and comes in blues, green and tans. Size 6 x 9, \$3.00; 9 x 9, \$4.50; 9 x 10.6, \$5.25; 9 x 12. \$6.00.

The "Saxon," with its wonderful silky pile, resembles the Wilton in finish. They show Oriental and chintz designs, and beautiful colorings. Size 6 x 9, \$5.00; size 7.6 x 9, \$6.50; size 9 x 9, \$7.50; size 9 x 10.0. \$8.50: size 9 x 12. \$9.75.

UMBRELLAS 120 Men's Self-open-ing Umbrellas, with

strong frames; natur-al wood handles and durable covers. Spe-cial Wednesday. .68 60 only, 22 x 28 Bevelled Bri-120 Men's and Wo-

tish Plate Mirrors, in white enmen's, silk and wool taffeta covers, as-sorted handles, \$1.50, \$1.89 and \$2.00 lines. Vednesday ... 1.29

> of different mouldings, brown, mission, mahogany and chony finishes, all with glass and back, eady to take your post cards. Vednesday, each

Framed

Mirrors

ieres, etc. For quick selling We nesday

New Imported Wall Papers

For Apartment Houses, Suites or I dividual Rooms.

The latest in oil-finished air blends, shadow effects, etc., made to suit any color decoration, stock goods, 60 inches wide. Per running yard . .60

Aerochrome, in finest oil effects, drill finishes, beautiful shades:

60 inches wide. Per running yd. .00 84 inches wide. Per running yd. 1.00 108 inches wide. Per running yd. 1.50

Decorations to match, different widths. Prices from 16c to \$1.50 per. vard.

Tapestries, Leatherettes, Jap Grass Clothe, Tweeds, English Crepes, Metallics, Corduroys, Foling Soriettes, Silkettes, two tones, in i shades of brown, green, tan, b hampagne, old rose, grey, etc. P roll 35c to \$12.00.

Mouldings and Plate Rails to su any style of room.

(Wall Paper Dept., 5th Floor.)

GROCERIES

2.000 stone fresh Rolled Oats. Pel stone 45c. Finest Sugar Cured Hams, half or whole. Per ib. 18c.

Goodwillie's Canned Plums. Per jar

Finest Canned Corn. 3 tins 25c. Canned Sweet Wrinkle Peas. Per tin 12c.

Telfer's Cream Sodas. 3 lb. box 24c. St. Charles Milk. Per tin 9c. Choice Prunes. 3 Ibs. 25c. Pure White Clover Honey. 5 1b. pa 73c.

One car California Sunkist Orange good size and sweet. Per doz. 250 Grapenuts, 2 packages 25c. Heather Brand Flavoring Extracts, assorted, 21/2 oz. bottle. 3 bottles 25c. Blue Bell Jelly Powder, assorted. 4 packages 25c.

Kkovah Custard Powder. 3 packages FRESH ROASTED COFFEE, PER LS.

500 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chico Wednesday, per lb. ...

amel and brown mission frame. Regularly \$5.50, Wednesday 3.49 (No 'phone or mail orders). 3.000 Post Card Frames, made

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