SATURDAY MORNING

SUMIPSON

28.

ALL SALE REAL

THE TORONIO WORLD

MAY 25 1912

L SIMIPSON:

Summer Requisites Crowding to the Fore a Women's Outing Suits of THE SIMPSON STORE The Simpson Men's Store Rajah Linen BIG VALUES IN SUITS.

H. H. Fudger, President.

Made of imported Rajah Linen, in dark shade of tan only; coat is cut with long revers collar, trimmed with loops and but-tons. Skirt fastens down left side of back, and has the overskirt effect." Worth \$7.50 to \$10.00. A very special line for 2.98

Store Opens 8 a.m.

SUITS FOR WOMEN.

Of imported tweed and striped mixtures, English serges and other fabrics. Colors are navy, brown, grey, green and stripe mixtures. Coats are semi-fitting, cut on stylish lines and fastened with one, two or three bone buttons. Skirts shapely, with gores, semi-side pleats and inset effects. Regular prices were \$18.50, \$21.50 up to \$25.00, for 16.65

DRESSES AT \$5.95, FOR WOMEN OR YOUNG GIRLS.

Worth from \$7.50 to \$15.00. These Dresses are made of French mulls, linens, Ponger silks and cloth fabrics. Some have square necks, outlined with dainty lace and narrow insertions. Skirts joined to waist with raised waist line, finished with pipings, self or insertions. Some gored, pleated or plain effects. Huge values at 5.95

LINEN MOTOR COATS, \$5.00 AND \$7.50.

Dust Coats for motoring, of a fine quality imported linen, natural shade only, but smartly loose from shoulders, with belted backs, or with double-breasted fronts, buttoned up to throat. Leather trimmings in tan or dark green. Very special value \$5.00 and \$7.50.

PALL CALLER BLACK LACE COATS.

Imported Black Lace Coats, suitable for young, middle-aged or elderly woman, in a number of becoming styles, with semi-fitting or loose backs. Some handsomely braided or satin trim-ed, nicely lined throughout. Prices from \$25.00, \$35.00, \$45.00 and \$55.00.

DRESSY COATS FOR GIRLS, \$6.00.

Made of good quality cheviot serge, in navy and red. Collar is cut square, with pointed revers, and is inlaid with black and white striped material. Cuffs to match. Ages 6 to 14

WOMEN'S SEPARATE SKIRTS, \$5.00.

Serviceable Skirts of fine quality, all-wool imported Panama, in black and navy, are made in a number of the newest styles, high or normal waist lines and one-sided effects, all pretty designs, ornamented with buttons. To sell Monday 5.00

A Corset Value to Make Early Shopping

Charming new Corsets of two noted makes are slated to go at half price Monday. A size or two missing make desirable a quick clearance. No phone orders.

Clearing two beautiful models of "C. B. a la Spirite" and "La

The rule of the Store demands that each day shall offer some individual features in special pricing. This stimulates careful buying and results in lists, such as this, for every item recommends itself by the strongest value of smallest price.



Sale of Ostrich Plumes and Ospreys

Closes at 5.30 p.m.

At 3.85 - Black Willow Plumes and the finest quality French plumes, in the new opalescent colorings, worth from \$5.00 to \$7.50, Monday 3.85 . At 4.50 - Beautiful Three Tie Willow Plumes, very full, are in black, white or white with tuscan. Worth \$6.00 each. Monday 4.50 At 8.50-These are handsome Willow Plumes, also full three tie black, white or white At 3.85-Beautiful Mounts of the finest Osprey, every strand 6 inches long and is of extra long fibre; black or white, sell regularly and quick-ly at \$5.00 each. Very special price Monday 8.85 Two large Tables of Hat Shapes in black Tagels, white Tagels, white Milans, Javas and white and black mohairs, suitable for these feathers. Will put on sale at reduced



Boys' sizes, 1 to 5.

Youths' sizes, 11 to 13.

Children's sizes, 5 to 10.

Same shoe in low Oxford style:

Dining Room Furniture

At Special Bargain Prices For Quick Selling Monday

150 Men's Suits for Monday morning rush, are worth twi the price. They are made from brown and grey English tweed in stripe patterns. Cut in the latest single-breasted three-button sack. Good wear-resisting linings. Well made in every par ticular. Monday morning 6.46

MEN'S \$15.00 SUITS.

PHONE NUMBER MAIN 7841

We have fifty lines to Central.

\$15.00 is a special price for Men's Suits. At that price we have the biggest values anywhere to be found. A light grey Scotch tweed, plain pattern; an English worsted in a plain d • onal weave, medium shade of grey; neat brown fancy stripe wor steds. These suits are cut in the most up-to-the-minute single breasted three-button style. Best linings, and tailoring the very finest. Price 15.00

BOYS' SPECIAL SECTION.

Russian Sialor Suit, in two-tone grey and blue English dri with large white sailor collar, trimmed with blue and whit fancy braid; white duck shield, with ornament; flowing en tie; belt, patch pockets, and bloomer pants with elastic bo toms. Sizes 21/2 to 6 years 1.75

White Pique Wash Suit, in the Eton Russian style, trin med with embroidery and insertion around collar and down front; pleated sleeves with cuffs; belt at waist; bloomer pant This is a very handsome suit for boys from 4 to 6 years. 1.71

A Popular Wash Suit is the Russian military, in blue at white and brown and white-striped English print. Collar an front are trimmed with plain linen and white braid. Pate pocket and belt. Bloomer pants with elastic bottoms. S 21/2 to 6 years 1.0

White Linen Suit, in the Russian sailor style; full sailor collar, tied in front with flowing end tie; self shield v ornament; pleated sleeves and belt; elastic bottom bloom Sizes 21/2 to 7 years 1.00

Special Hat Offerings

Boys' Hookdown or Golf Shape Caps, navy, serge a fancy tweeds. Monday Boys' 'Varsity Caps, fine quality navy blue cloth, wi fancy crests and mottoes on front. Special Children's Tam O'Shanters, in fine navy blue cloth or tan white and sky drill. Regularly 50c, 75c and \$1.00. M day

Children's Washable Linen Hats, tan, white or fancy Men's Stiff and Soft Hats, samples and balances of lines, black and colors. Regularly \$1.50, \$2.00 and \$2.50. Sizes 61/2 to



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J. Wood, Manager.

shower-proof Silk Foulards, lovely border effects, in stripe and floral designs; striped Mes-saline Foulards on light and dark grounds, and dainty spot and figure patterns on plain grounds: 36, 38 and 40 inches

Two Fashionable Weaves in Ivory Bridal Satin, Regu-larly \$1.65, Priced for Mon-day at \$1.33 Per Yard.

A special purchase of 300 yards only of Ivory Mousseline Duchesse and Ivory Satin Pail-lette. Both are skein-dyed satins, perfect in finish, soft and rich; 38 and 40 inches wide.

Per yard 1.83 BLACK SILKS, \$1.19. Rich Black Paillette de Chine. Black Mousseline Duchesse, Black Satin Paillette; 36 to 40 inches wide. Regularly \$1.35

beesse" Corsets; the white could of batiste, medium low bust, extra long skirt, finest boning, 4 wide side steels, 4 and 6 garters, silk edg-ing or lace and ribbon trimming, both popular fitting models, sizes in the two styles 18 to 26 inches. Regularly \$1.50 and \$1.75 a pair. Mon-

REAL SWISS LISLE VESTS FOR WOMEN.

Monday we offer beautifully real Swiss Vests at a saving of thirteen cents a piece. They come in their crisp lisle thread that most women prefer. 'Phone orders taken.

2,000 Women's Summer Vests, extra quality real Swiss ribbed white lisle thread, low neck, no sleeves, crochet edges, run with mercerized draw tapes; sizes 32 to 38 bust. Regularly 35c each. Monday at, each

Belts and Belting Wash Silk Special

Women's White Embossed Wash Belts, new designs, with first quality pearl buckle and clasps, all sizes. Special value, Black Silk Elastic Belts, with black and gilt buckles.

One of the biggest attractions in Wash Silks ever shown. These splendid goods are 27 inches wide and though there is a little mercer-ized cotton in them, only an expert could detect it; moreover, it only adds to its strength, lustre and laundering qualities. There are several most dainty designs, all of which are capable of making into the most exquisite dresses for maid, wife or widow, indoor or out-door wear. A special circle on the main floor as well as the dept, on the second floor. fancy and plain designs. Regular value 50c each, for .29 ham noor as wen as the dept, on the second floor. Note the magnificent range of colors: White, cream, mais, pink, sky, turquoise, Nile, Copenhagen, lilac, silver, champagne, grey, linen, reseda, golden brown, myrtle, garnet, navy and black.

One of the biggest attractions in

This is a manufacturer's stock, and if bought in the regular way our price would be 45c. Special

Gloves and Hosiery

sample purchase of 60 dozen in the

lot, consisting of plain black and a large range of colors, in first-class

condition, sizes 81/2 to 10; priced very low to clear. Monday, 3 pairs

Women's Long Tan and Black Lisle Thread Gloves, fine, close, even finish, snug fitting elastic

Jersey wrist, perfect finish, sizes for all. Regular 29c. value. Mon-

Men's finest Cotton Sox, Lisle

200 Tailored Shirtwaists

.15

.59

TIDE

55c; pair 19c.

Women's Fine "Llama" Plain

Wash Belting, in white only, pique, foral and embossed designs, the fashionable width,

Parasols & Umbrellas Men's and Women's Umbrellas

with neat frames, close rolling, silk and wool taffets tops and good range of stylish handles. Special. Monday 1.28

Cashmere Hose, seamless, medium An Attractive Lot of Men's and Women's Umbrellas, with a handsome assortment of rolled gold and sterling silver-mounted handles and silk mixture tops; silk cased; \$2.50 Women's Lisle and Cotton Hose, finest qualities and best finish, a and \$3.00 lines. Monday ... 1.95

Our 75c, 85c and \$1.25 lines in Summer Sunshades are specially well assorted, including very pretty light tints and handles to match COVERS.

> 1,000 Framed Pictures

day clearing, pair Landscape, Figure and Fruit Subjects, in color and finish, seamless foot, nice weight, fine even finish, good wearing thread, fast dye, double heel and sepia tones. These pictures are nicely framed in gilt; toe, black only; sizes 9½ to 11; 15c value. Monday, pair10 swept effects and gold burnished ornaments; some in mission and antique | finishes, suitable of fine linene perfectly plain style, fastening with small pearl buttons. for parlor and dining rooms. Regularly \$1.50 to \$2.50, Monhave shirt sleeves, soft double cuffs and collars, and are finished with neat 'kerchief pockets. Sizes 34 to 42. Regularly \$1.00. 50 phone or mail orders. Monday

Buffets, in golden or mission. Regularly \$33.75. Special bargain ... 25.00 Sideboard, in golden oak. Regularly \$35.00. Special bargain 26.50 Buffets, in golden oak. Regularly \$41.00 and \$42.00. Special bargain 81.60 Buffets, in fumed or mission. Regularly \$34.50. Special bargain ... 25.50 Buffets, in early English. Regularly \$26.00. Special bargain 18.70 Buffets, in rich golden oak. Regularly \$47.50. Special bargain 35.50 Sideboard, in mahogany finish. . Regularly \$32.00. Special bargain. . 21.75 Buffet, in mahogany. Regularly \$82.75. Special bargain 59.00 Sideboard, in mahogany. Regularly \$125.00. Special bargain 89.00

For Floors that Need Window and Door Screens Covering MONDAY BASEMENT SALE. Nicely grained and well fin-ished Screen Doors, extra quality wire screen, best grade doors, made in standard sizes, 2 ft. 6 in. x 6 ft. 6 in., 2 ft. 8 in. x 6 ft. 8 in., 2 ft. 10 in. x 6 ft. 10 in., and 3 ft. x 7 ft., doors well worth 95c, for 75c.

English and Domestic Axminster Squares Scamless and seamed. Rare value is offered in this range of sturdy, handsome squares, which comprises designs and colors suited to dining room, living room, parlor and bedrooms 8, x 9.0, \$16.75, \$20.00, \$23.00; 9.0 x 10.6, \$10.75, \$22.50, \$26.85; 9.0 x 12.0, \$22.25, \$25.00, \$31.00.

English and Domestic Wilton Squares—A selection so large and prices so low that we confidently expect to sell every customer who needs such a rule and looks through the assortment—6.9 x 7.6, \$12.75; 6.9 x 9.0, \$15.25 and \$23.69; 6.9 x 10.6, \$19.25 and \$27.35; 8.3 x 10.6, \$24.15; 9.0 x 9.0, \$21.85 and \$31.25; 9.0 x 10.6, \$24.15 and \$36.59; 9.0 x 12.0, \$27.50 and \$41.75; 11.3 x 12.0, \$41.95 and \$48.09; 11.3 x 13.6, \$48.25 and \$54.25.

English and Domestic Brussels Squares-Most reli-able qualities at most moderate prices-6.9 x 7.6, \$7:85, 6.9 x 9.0, \$9.35 and \$10.85; 6.9 x 10.6, \$10.85 and \$13.75; 9.0 x 9.0, \$12.35 and \$14.45; 9.0 x 10.6, \$14.35 and \$16.85; 9.0 x 12.0, \$16.85 and \$19.25; 11.3 x 12.0, \$22.10 and \$24.90.

English Tapestry Squares, that have been bought so close in price that we are able to offer unusual values. Lots of different ones to select from -6.8 x 9.0, \$4.65, \$4.96 and \$5.45; 7.6 x 9.0, \$5.15, 5.50 and \$6.06; 9.0 x 9.0, \$6.15, \$6.65 and \$7.25; 9.0 x 10.6, \$7.15, \$7.65 and \$8.45; 9.0 x 12.0, \$8.15, \$8.65 and \$9.65.

CARPETS. Some close prices that are hard to equal, when you consider the quality we are offering.

UNION AND WOOL CARPETS.

Serviceable, hard-wearing and good-looking; self-colors as well as chintz effects; 36 inches wide; 37c, 48c and 68c per yard.

ENGLISH TAPESTRY.

A good range of very attractive carpets; special values, 55c, 65c, 75c and 85c per yard. ENGLISH AND DOMESTIC BRUSSELS.

Small Persian designs, self colors, new chintzes and handsome Orientals, stairs 221/2 and 27 inches wide, 95c, 1.15, \$1.25 and \$1.45.

ENGLISH AND DOMESTIC AXMINSTER.

A rare assortment of unusual colors and designs, orientals, chintz and self colors, \$1.35, \$1.65, \$2.15, \$2.50 and \$3.50 per yard.

HALL RUNNERS, HEARTH RUGS AND DOOR MATS. Hall Runners 2.3 x 7.6, \$5.95; 2.3 x 9.0, \$7.25; 2.3 x 10.6, \$8.95; 2.3 x 12.0, \$10.85; 3.0 x 7.6, \$9.50; 3.0 x 9.0, \$11.50; 3.0 x 10.6, \$13.25; 3.0 x 12.0, \$14.75; 3.0 x 13.6, \$15.95; 3.0 x 15.0, \$16.85.

Summer Mattings Stencilled heavy grass squares and mats, woven very closely, with strong cross stitched cotton chains, in blues, browns, greens and tans 36 x 7.2, \$1.15 and \$1.45; 4.6 x 7.6, \$2.45 and \$2.95; 6.0 x 9.0, \$3.75 and \$1.45; 8.0 x 19.0, \$5.50 and \$6.75; 9.0 x 12.0, \$7.50 and \$9.25.

Special cut price offer in extra fine plain and fancy floral designs a, superb quality. Regular price 35c and 30c. Monday, 24c.

LINOLEUMS AND FLOOR CLOTHS.

An exceptionally good English Olicloth, in most attractive, clean, bright colors and designs. Rare value at 37c square yard.

Scotch Printed Linoleums, in tiles, mattings, par-etry and block designs, that is as good money's worth can be bought, at 40e square yard.

Heavy Printed Linoleum, four yards wide, at per square yard, 45c and 55c.

M. A off. 10 in., and 3 ff. Y i
M. A off. 10 in., and 3 ff. Y i
Screen Doors, with brackets, same in sizes as above, with extra brackets, well made, for Monday, \$1.06.
Varnished and Grained Screen Doors, for Monday, sizes 2 ft. 6 in. x 6 ft. 6 in., 2 ft. 6 in., 2 ft. 6 in., 2 ft. 6 in., 2 ft. 6 in., and 3 x 7 ft.
These doors are strongly made, and securely made, so as not to get out of shape; splendid style Prices \$1.26, \$1.56, \$1.50, \$1.75 and \$2.00.
(Phone direct to Department)
SCREEN DOOR SETS.

SCREEN DOOR SETS. Hinges. Hooks and Eyes, Door Handle and Screws, complete, for 12c.

| WINI | low sc | REENS- | MONDAY B | ASEMES | NT SALE | |
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(Phone direct to Department) LAWN MOWERS SALE.

\$2.78, \$3.23, \$3.73; 12 inch, \$372; 14 inch, \$4.22; 16 inch, \$4.72; 12 inch, \$4.71; 14 inch, \$4.91; 16 inch, \$5.21.

50-foot Lengths Garden Hose-Ready for Use-Basement Sale-Banner Brand. 15,000 feet ½ inch size, in 50-foot garden lengths, fitted with brass nozzie and couplings, washers; a full three-ply hose. Sale for \$3.79 each. ¾ inch size, 50-foot lengths, for \$4.27. ous Crown Austrian chinaware, all pieces in the new Cecile shapes. A big Monday special 15.21

59e-TURQUOISE AGATE-59c.

59c—TURQUOISE AGATE—59c. 5.000 pieces Beautiful Agate Graniteware, turquoise motile outside and white inside, imported ware, sani-tary, and elegant, fine finished pieces, all for the kit-chen; just what you have been looking for. The pieces are as follows:—Tea Kettles, Rice Bollers er Mikk Bollers, Straight Saucepans (with enamel covers), Tea and Coffee Pots, Dish Pans, Cullanders, Lipped Sauce-pans, and Large Preserving Kettles; well worth in the regular selling way \$5c, \$1.00, \$1.25 to \$1.50. On sale Monday, your choice for 59c.

VEW GAS BANCE

| Two-burner size, large oven | |
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| \$1.75 Gas Plates, 2 burners, for | ŝ |
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| \$2.50 Gas Plates, 3 burners, for | a |
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Vash Tub Sale Special. 39c, 53c, 63d and Phone all orders direct to Department.

fac Garbage Cans for Soc Garbage Cans for Above with covers and ball handles

9.89 2,09 4.25 1.49

See Yonge street window.

RICH DINNERWARE.

Beautiful Dinner Set of the fam-

Toilet Ewers, Wash Basins,

splendid decorations. Monday, to

Finest Goldust Cornmeal. per stone 38c; Canned Apples, gallon s. tins, per tin, 28c; Finest Picnic Hams, 6 to 8 lbs. each, per lb., 14c; Canned Lombard Plums, in heavy syrup, per tin, 10c; Quaker Puffed Wheat. 3 packages, 25c; Imported Macaroni, 3 packages, 25c; English Marrowfat Peas, 3 packages, 25c; Upton's Marmalade, 5 lb. pail. 45c; Dalton's Lemonade Syrup, 3 bottles, 25c; Lawrason's Snowflake Am-monia Powder, 6 packages, 25c; Ivory or Silver Gloss Starch, 6 lb. tin. 55c; Old Dutch Cleanser, 3 ting 25c; Sunlight and Surprise Soap, 5 cakes, 25c; Comfort and Taylor's Borax Soap, 6 cakes, 25c; Maclaren's Imperial Jelly Powders, 3 packages, 20c.

5 LBS. PURE CELONA TEA, \$1.15.

1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed, Monday, 5 lbs

a good range of colors, w stripes. These comprise s eral odd lines. Regularly 7 \$1.00 and \$1.50. To cl Monday Men's Canadian-made origgan, in natural or sky l shades, trimmed with quality sateen, French and rib cuffs. Sizes 34 to 44. Regularly 50c, Monday. .89 Men's Night Robes, made from heavy quality genuine English flannelette, in a range of fancy stripes. These Night Robes are extra long and wide and have turndown collars and pockets; buy three of ther Monday. Sizes 15 to 19. R

gularly \$1.00, 3 for \$1.65, o each 59c. New Wall Papers New Imported Parlor, Reception or Living Room, Den, Dining Room, Hall or Library, in Leatherettes: blends, Japs, Lincrustas, Aeros, Soirettes, Metallics, Tweeds, Tap-estries, Crepes, Corks, Fibres, Stuc-cos, in shades of browns, tans, wood shades, blues, greens, reds, greys, yellows; per roll, 25c, 50c, 75c, \$1.00, \$1.50, to \$1.80. New Bedroom and Sitting Room effects in chintz, linen, Oxford, trellis, corduroy, floral, stripe in pinks, greys, blues, yellows, mauve, in plain and floral designs; per roll 15c, 25c, 50c, 75c. Cut-outs to suit plain walls for any style of room and color, ac cording to width and quality; per yard 5c, 10c, 15c, 25c, 50c, 75c. MONDAY SPECIALS.

100 Pieces Art Pottery Superb samples of the potter's craft, Amphora Vases, Figures,

Royal Hungarian Vases, Doulton Ware, Wedgewood Wares, Ravesant Pedestals and Pots, Coalport Wares, etc. At less than half-price

MONDAY SPECIALS. 3,560 Rolls Imported Parlor and Dining Room Papers, assorted colors, in brown, tan, red, green and

Regularly to 50c. Monday Regularly to 35c. Monday .2. Regularly to 35c. Monday .2. 2,600 Rolls Imported and Domes-tic Bedroom and Sitting Roan Papers in light and medium shades Regularly to 25c. Monday ...,11 6,000 ft. Room Moulding, white enamel and imit gion oak. Specia

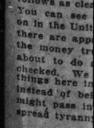
This in Lunch Room



Special Grocery Program

clear per foot Oddments in Dinnerware, Tea Cups and Saucers, Bakers' Sauce Boats, Vegetable Dishes, Platters, Dinner, Soup and Tea Plates. See the special 5c, 10c, 15c, 25c, 39c fables

Monday Afternoon, 3.00 to 5.30, Ice Cream Fruit Salad,



But prompt orden govern nce will L and it wi

Compary

10c Iron Handles, will fit Potts' Iron's, for 95c Covered Garbage Cans, galvanized, with ndle, for