

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

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

SIMPSON

Simpson's Varied Mantle Program New Norfolk Suits For Misses and Young Girls



This in Lunch Room
THURSDAY AFTER-NOON
3.00 to 5.30
Fresh Fruit, Sundaes, with Cake.
TEN CENTS.

Most becoming and exceedingly attractive. Coat has the strap over shoulders; wide belt to match, and fastens with large bone buttons; lined throughout with silk; skirt has the raised waist line; materials are English serge and tweed mixtures, in navy, grey and tan mixtures. A special price **14.85**

MISSSES' ONE-PIECE EMBROIDERED DRESSES.
Has kimono sleeves, finished with pin tucking and Val. lace. The waist has wide embroidery insertion intersected and outlined with Val. lace. The back and sides of the skirt are set in with deep embroidery insertion and lace to match waist. Special price **6.75**

BIG COLLECTION OF DRESSES, Specially Priced.
Satin Foulards, Taffetas, Silks, French Voiles, Linens, Messalines, Nets, Chiffons, and other cloth fabrics; are cut with semi-low or high collars, short or long sleeves; skirts pleated, gored or inset styles, with raised waist line.
Colors are brown, navy, cream, blue, green, white and floral designs, in light or dark shades. Regular value \$14.50, \$18.50 and \$28.00. Thursday **7.50**

COATS FOR GIRLS.
Made of imported cheviot serge, collar, is very attractive, with square back and pointed rever front, inside with black and white stripes, with black silk braided points and ornamented with gilt buttons. These Coats are single-breasted and have box back.

choice of trimmings, cardinal or navy. Ages 6 to 14 years. Special **6.00**

SPRING AND SUMMER COATS, \$7.50
Imported cheviot, in grey and navy, cut in a plain tailored style on semi-fitting lines, well-tailored, with collar and revers. Some collars overlaid with black and white striped material. To clear **7.50**

Another lot of Coats in imported tan serges, cut in a new style on straight lines; large collar with pointed back, overlaid with tan satin to match. Special **12.50**

SHORT COATS FOR \$8.50 AND \$10.00.
The newest Coat of the season. For general wear, golfing, boating or for automobile wear. Made of light weight boucle tweeds in brown tones, broadcloth in red only. A jaunty Norfolk style, with belt and pockets. Some button close to throat, with capeau; others have collar of contrasting shades. A limited number, \$8.50 to \$10.00. Special at **5.00**

IN THE SKIRT DEPARTMENT.
A stylish Skirt of fine imported all-wool Panama cloth, in black only, is made with the fashionable over-draped effect; ornamented with buttons of self, plain jewel back and high waist line. Extra **5.00**



Smart Shirtwaists

Of fine quality cypress linene, perfectly plain, mantled, with strapped seams, and soft French collar and cuffs; fasten with dainty pearl buttons. This is the most striking waist it has been our pleasure to offer this season. Sizes 34 to 42. Special price **1.00**

Cushion Frills
That will fit cushions 22-in. x 22-in. in single face satin; a few of the color combinations being: Red and green, pink and green, mauve and green, red and black, black and orange, violet and mauve, brown and white, etc., etc. Thursday, each **.57**

CHILDREN'S HAIR RIBBON.
The width of Ribbon for small children's hair bows is 4 inches. To-morrow we show a very heavy quality of pure silk taffeta in this width, in all colors. It will be tied in any style bow free of charge. Thursday, per yard **.14**

Sale of Toilet Soaps
Shell Brand Castle Soap, full 3 1/2-lb. bar; regularly 25c; special **.19**

Yardley's High-class Toilet Soap, Trofolia, Tea Rose, Peau d'Espagne; regularly 25c; special, 2 for **.25**

Wibert's Pink Lady Toilet Soap; regularly 10c; special, 4 for **.25**

Palma Soap, made from palm and olive oil; special, 5 for **.25**

Tiger Hand Cleaner; regularly each 10c; special, 4 for **.25**

Transparent Glycerine Toilet Soap; regularly 10c; special, 4 for **.25**

Wibert's Liquid Shampoo; regularly 25c; special, 2 for **.25**

(Phone direct to Toilet Dept.)

Black Silks
Rich and reliable qualities, from the best French and Swiss makers. Silks that are dyed in the skin, and are as perfect in weave as the most modern looms can make them.

1,000 yards of Black French Taffeta, with a soft chiffon finish, black satin paillette, black peau de soie, extra heavy quality, and black mousseline duchess, splendid qualities. Priced for Thursday at, per yard **.46**

Wide-width Black Silks for 97c per yard
Four choice weaves—Black Peau de Soie, 36 inch; Black Chiffon Taffeta, 38 inch; Black Duchesse Paillette, 40 inch; Black India Silk, 36 inch—Silks that usually sell at \$1.25 per yard, for **.97**

Black Mousseline Duchesse, rich, soft dress satin, a beautifully finished black, requiring little or no trimming in the making up; 36 inches wide. Regularly \$1.50 per yard, for **1.31**

PAPERERIES
1,000 Boxes of Fine Fabric Paper, containing 24 sheets, with envelopes to match; good value for 25c; clearing Thursday, 3 for **.25**

Pens—Small boxes of Perry's Pens; regularly 8c; special Thursday, per box **.12**

Books—A great clearing of Books, comprising gift books, fiction, and books suitable for Sunday school libraries, at less than half-price.
(Book Dept.—Main Floor)

Misses' House Dresses, \$1.00
House Dresses for misses or small women, made of fine printed percales, in chambray effect, new set-in kimono sleeve, V-shaped neck, cuffs and piping in front of plain percale; colors navy, sky or tan. Sizes 16 and 18, Thursday special **1.00**

PRINTED LAWN KIMONO GOWNS 49c.
Long Kimono Gowns, of fancy printed muslin, pretty floral designs, in sky, pink or helio; cut full, and edged on front and sleeves with fancy stitching. Sizes 36 to 44. Thursday **.49**

More Cream Suitings Increase Our Variety

Fashionable English Cream Twill Suitings, in fine, medium and wide wale effects; are made from selected pure Botany yarns; guaranteed to be thoroughly scoured and soap shrank; all guaranteed qualities, and undoubtedly the most popular fabric for summer, in tailored suits, etc. 42 to 56 in. wide. Prices range from **50c to \$2.00** per yard.

65c AND 75c COLORED DRESS GOODS AND SUITINGS PRICED AT 55c PER YARD.
3,000 yards of Dress Fabrics and Suitings, including French Panamas, English serges, English worsteds, English tweeds, etc., in a large assortment of shades and color combinations; all pure wool qualities; thoroughly shrunk; fast dyes and permanent finishes; 42 to 48 in. wide. Thursday, yard **.55**

New Millinery Trimmings OSPREYS
White Ospreys at very low prices. They are superior goods, and just unpacked.

8 dozen fine white Ospreys, having good full fibre, in tulip shape, 12 in. long. Thursday special **2.85**

20 doz. black imitation Osprey, 16 in. long. Special for Thursday, **50c and 75c.**

WINGS AND FANCY MOUNTS.
Small Angel Wings and Fancy Feather Mounts, about 20 dozen beautiful combinations of colors, also lots of solid colors; a big assortment. Regularly 75c, \$1.00 and \$1.25. Thursday **.50**

Women's Boots
750 pairs Women's Button and Blucher Style Boots, in Dongola kid, gunmetal, tan Russia calf, and patent colt leathers; hand-turned; Goodyear welt and flexible McKay sewn soles; high New York, Cuban and low college girl heels; size from 2 1/4 to 7. Regularly \$3.00, \$3.50 and \$4.00. Thursday **2.49**

For Further Simpson Announcements See Other Page in this Paper.

May is the Whitewear Month

"Simpson's" qualifies as the store for whitewear. "The time," "the place" and "the goods" you want. Thousands of pieces of new and dainty lingerie have been gathered here for May selling. The latest New York and Paris styles are ready for inspection. Special preparations have been made for outfitting May and June brides-to-be. Come and see. Dept. 3rd Floor South.

Corset Covers of nainsook, lace trimmed **.25**

Corset Covers of cotton, light-fitting, embroidery **.35**

Corset Covers of nainsook, fitted or full front, lace or embroidery; each **.50**

Corset Covers of nainsook, hemstitched, lace and ribbons; each **.65**

Corset Covers of all-over fine embroidery; each **.75**

Corset Covers, in exquisite styles; each, \$1.00, \$1.25 and \$1.50.

COMBINATIONS.
Combinations of nainsook, corset cover and drawers in one, Val. lace and ribbon; each **1.00**

Combinations of nainsook, corset cover and drawers in one, lace, embroidery and ribbons; each **1.25**

Combinations of all-over embroidery, lace edges on arms, silk ribbons; each **2.25**

Combinations, the "Auto" corset cover and closed drawers, nainsook, embroidery trim **2.75**

PRINCESS SLIPS.
Princess Slips of nainsook, lace edging, silk ribbon draws; each **1.00**

Princess Slips of nainsook, fine embroidery and lace, silk ribbons; each **1.50**

Princess Slips of nainsook, fine lace trim, silk ribbons; each **2.00**

Princess Slips of nainsook, a beautiful embroidery style, silk ribbons; each **2.90**

Princess Slips of nainsook, a beautiful embroidery style, silk ribbons; each **2.90**

NIGHTDRESSES AND PYJAMAS.
Ladies' Pyjamas, fine striped madras, pink, blue or grey stripes on white ground; each **1.95**

Nightdresses of fine cotton, semi-high neck, trim trimmed; each **.75**

Nightdresses of nainsook or cotton, high or slip-over neck, lace or embroidery; each **1.00**

Nightdresses of nainsook, dainty slip-over styles, lace or embroidery trim, silk ribbons; each **1.25**

Nightdresses of nainsook, many charming styles, embroidery or lace; each **1.50**

Nightdresses of Japanese crepe or crossbar muslin, dainty styles; each, \$1.50, \$1.75, \$2.25.

DRAWERS.
Drawers of cotton, plain style, hemstitched tucks and hem; each **.25**

Drawers of cotton, habelle style, frills of goods, tucked; a pair **.35**

FRENCH HAND-MADE LINGERIE.
Nightdresses of longcloth, beautifully hand-embroidered, slip-over style; each **1.65**

Nightdresses of longcloth, hand-embroidered, with bow knots, Dutch neck; each **2.50**

Corset Covers of nainsook, dainty hand-embroidered, 32 to 44 bust; each **1.25**

Fitting Out the Little Lads for Warmer Days

A Scarlet Reefer of unfinished serge, cut double-breasted, with brass buttons, well lined and well made, sizes 3 to 9 years **3.50**

A Scarlet Reefer Coat of fine English broadcloth, with black velvet collar, brass buttons and fancy emblem on sleeve, lined with Italian cloth, a splendidly tailored garment, sizes 2 to 6 years **6.50**

Boys' Light-weight Spring Coat, of grey herringbone weave, English tweed, cut on smart Chesterfield lines, with neatly fitting collar and lapels, perfectly tailored and lined, sizes 27-30, \$7; \$1 to 33, \$8.

Men's Spring-Weight Overcoats Save a Dollar on Your Hat

These serviceable Overcoats are made from English tweeds in two-tone brown and striped grey. They are cut single-breasted Chesterfield style, with close-fitting collars, beautifully moulded shoulders and mohair linings. Very dressy and good wearing Overcoats. Price **13.50**

"Durward's" Light Grey Tweed Overcoats, made in single-breasted Chesterfield style, wide patch pockets and leather buttons, unlined. These coats are perfect fitting; English style, and have all the features that make English overcoats popular. Price **26.00**

"Durward's" English Raincoats, made from greenish fawn Burberette cloth, with Raglan shoulders and slash pockets, unlined. A most desirable coat, containing rain protection, with good lines and fit. Price **22.00**

Coat of tan or fawn Burberette cloth, made single-breasted style to button to the chin, with close-fitting collar, half-lined, excellently tailored. Price **16.50**

This season's shapes, both stiff and fedora, finest English make, sample lines, newest colors in soft hats, stiff hats black only; excellent assortment of \$2.50 hats. Thursday only **1.50**

Men's and Youths' Caps, English and American shapes, of fine imported serges, worsteds and fancy patterns, medium weight and tropical tweeds. Thursday **.45**

1,000 Neglige Shirts
Good, strong, serviceable materials, in neat stripes and polka dot designs, all chambrays in light or dark shades, cuffs attached, cushion neckband, a long roomy shirt in sizes 14 to 17. Regularly 75c and \$1.00. Thursday **.49**

UNDERWEAR.
Men's fine twothread balbriggan Underwear, in shades of sky and natural, saten trimmings, elastic rib cuffs and ankles, French neck. An extra special for Thursday. All sizes in each color. Regularly 50c. Per garment **.39**

Some Rare Silver Prices

Silver-plated Fern Pot and Tray, complete with artificial fern. Special **.75**

Silver-plated Fern Pot and Tray, larger size, fitted with artificial ferns, maidenhair, asparagus and air plants. Special **1.50**

Silver-plated Fern Pot, 7-inch size, pierced design, bright finish. Special **1.50**

Flower Vases, in a fancy rock crystal glass pattern; width of flower holder 9 inches. This glass vase is fitted in a bright finished silver-plated stand, pierced design, with feet. We have only a very few of these left. Special, each **1.50**

Large Crystal Glass Fruit Basket, in a fancy cut glass pattern; length of basket 12 in., height 14 in., in a silver-plated stand, with feet and handle. Special **1.98**

English Bedroom Papers at Half Price and Less

Thirty broken lines of English Wall Papers, for bedrooms and sitting-rooms, will be cleared out Thursday at half-price and less.

1,500 rolls English Bedroom Papers, floral, scroll, stripe and small pattern effect, in white and cream grounds, with green, pink, blue, cream and mauve decorations. Regularly to 35c and 50c roll. Thursday, roll **.16**

6,000 feet Bedroom Moulding, in white enamel and imitation oak. Thursday special, per foot **.1**

1,650 rolls White and Cream Parlor and Dining-room ceilings. Regularly 25c roll. Thursday, roll **.14**

(Fifth Floor)

Tools for Gardening AT SALE PRICES

3/4-inch Garden Hose, three-ply, Garden Hose, guaranteed to stand city pressure, 50 ft., with complete attachments, nozzle and couplings, all ready for use. Thursday, special **3.98**

3/4-inch Garden Hose, as above **4.49**

Garden Rakes, malleable cast-iron
10-tooth, Thursday **.18**
12-tooth, Thursday **.22**
14-tooth, Thursday **.25**

FOR THE KITCHEN SALE THURSDAY 500 PIECES ALUMINUM AT 39c EACH.

Bright Aluminum for the kitchen, always clean, easy to keep clean, and perfectly sanitary. The lot is composed of samples and useful pieces, sauce pans with covers, etc. Thursday **.39**

A List of Good Groceries

2,000 lbs. Dairy Butter, in prints Per lb. **.28**

Finest Roll Bacon, lean and mild, half or whole Per lb. **.16**

Choice Pink Salmon, half lb. flat Three tins **.25**

Edwardsburg or Beehive Syrup Five-lb. pail **.25**

Salt in 5-lb. bags Three bags **.14**

Fancy Japan Rice Four lbs. **.25**

Imported Salt Vinegar, Imperial quart Per bottle **.20**

Finest Manzanilla Orliva Three packages **.25**

Finest Breakfast Cereal Six packages **.25**

Maggi Soups, assorted Two-lb. jar **.28**

Malta Vita Breakfast Cereal 16-oz. bottles **.25**

Goodwillie's Canned Plums, 300 bottles; while they last. Per bottle **.20**

Scott & Taylor's Worcester Sauce Three bottles **.25**

The Robert SIMPSON Company Limited

500 Lbs. Fine Rich Assam Tea, of uniform quality and fine flavor; a 25c Tea anywhere; Thursday, per lb. **.25**

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