

SIMPSON

Store Opens 8 a.m.

Closes at 5:30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS.

SIMPSON

\$3.95 Values } Pictures } For 69c

750 Pictures for Wednesday Morning.
Another remarkable shipment of "sweep" and other attractive frames are to hand. We have fitted them out with subjects that suit these exceptional frames and please the picture lover. Landscapes, Marines, Figure and Fruits.

See window for samples. No phone or mail orders. Packed free for city delivery only.

A 5 1/4 inch Pure Silk Ribbon

We have sold thousands of yards of this ribbon during the Easter week. It is just the right width for hair bows and girls' millinery; the colors are rich and soft; range is complete; width 5 1/4 in. Wednesday, per yard16

Ribbon Remnants.

The Easter rush has left a large number of short ends; these will be marked very low; you may see in them just what you may want at usual remnant prices.



Spring Coats

Dresses and Skirts

WOMEN'S SPRING COATS

Sale of broken lines and oddments from our Easter stock, in a great variety of styles and materials, in short and long lengths, materials are fawn covert cloths, fine black broadcloths, navy broadcloths and imported tweeds, in brown and fawn mixtures, navy, red, green and black serges, also of worsted in shepherd check effects, some are in plain tailored styles, some have fancy shawl collars and cuffs, others trimmed with self-strapping. Sold regularly at \$10.00 to \$20.00. Wednesday 6.49

WOMEN'S DRESSES.

Clearance sale of a manufacturer's stock of sample dresses, amongst them are dresses that would sell ordinarily at prices ranging from \$15.00 to \$25.00. Wednesday's price is . . . 9.98

There are only 85 dresses in the lot, and the material are serges, Panamas, messalines, resedas, Henriettas, fancy silks, silks and satin foulards, some of the principal fashionable colors in this lot; waists have the new kimono effects, with three-quarter sleeves; some styles have the semi-low collar, others have high collars outlined with satin silk cord or colored or cream lace insertion; skirts are in the correct and fashionable styles, trimmed to match waists. These dresses would sell if purchased in the ordinary course of business at prices ranging from \$15.00 to \$25.00. Wednesday's price. . . 9.98

WOMEN'S VOILE SKIRTS FOR \$5.78.

Clearance sale of a collection of Women's Separate Skirts, of good quality even mesh French voile, in black only. These are the left-overs and broken sizes of some of our best selling styles, and are made in a great variety of smart styles, some trimmed with taffeta strappings, some with self-folds, others with braiding, and some quite plain amongst the lot. Prices range from \$7.50 to \$10.00. Special Wednesday 5.78

Bargains for Housefurnishers

The Matting designs in our new stock of Printed Linoleums are remarkably good, in fact they do not look like linoleum, but rather the finest qualities of Japanese goods. They will wear better than matting. There are two qualities. Wednesday prices are special, regular 45c, for .36 per square yard. Regular 50c, for .39 per square yard.

Seamless Tapestry Rugs, look and lay well. These we offer on Wednesday are the very best quality, and in design and colorings are superior to anything before shown. There are 160 of them at the following special prices:—
3 yds. x 3 yds. 9.99
3 yds. x 3 1/2 yds. 11.99
3 yds. x 4 yds. 13.99
3 1/2 yds. x 4 yds. 15.99

SPECIAL SALE OF CURTAIN STRETCHERS.

Wednesday brings an opportunity to purchase at a very low price a finely made curtain stretcher, fitted with unbreakable fixtures and non-rusting pins, adjustable from 2 to 4 yards long, 1 to 2 yards wide; easily stored when not in use. Worth \$1.50. Wednesday79

SPECIAL BEDROOM BOXES AT \$2.69.

The particular boxes referred to at this price are specially made, matting covered, bamboo trimmed, burnt work scroll design on handles and feet, brass handles and lid support, 27 inches long, 15 inches wide, 15 inches high. A neat box and low priced. For Wednesday's selling—fourth floor 2.69

Women's Boots and Oxfords \$1.99

1,000 pairs Women's Boots, Pumps and Oxfords, blucher, lace and button styles, tan, Russia calf, patent colt, gun metal and vici kid leathers, Goodyear welt and fine McKay sewn soles, all sizes in the lot, 2 1/2 to 7 1/2 regular prices to \$3.50, Wednesday

Spring and Summer Millinery



It would be naturally supposed that the week after Easter would be taken up in the Millinery Department with a clearing out of "left-overs" from the Easter rush. This is not the case at Simpson's. There were not many hats left to clear out, and on Tuesday over a hundred fashionable new arrivals will be placed on view for the first time in Toronto. These are all up-to-date in design, and first-class as regards quality of trimmings and make. Prices are reasonable:

60 New Hats at . . . 5.00 30 New Hats at . . . 6.50 20 New Hats at . . . 7.50

The low price is partly accounted for by the fact that the whole of our Millinery in the stock rooms will have to be moved in the near future, owing to alterations in that part of the Store.

Good Gloves and Hose at Insignificant Prices

Women's English made Tan Cape Leather Gloves, for street wear made from extra quality leather, in all the newest shades of tan, in pique and P. X. M. sewn seams, dome fasteners, spear points on back; the manly stylish glove for ladies. All sizes, regular \$1.25, on sale Wednesday, pair 79
Women's Cotton and Lisle Thread Hosiery, in black, tan, also spots and stripes, broken lines from regular stock, all sizes. Regular 25c, Wednesday, pair 19
Men's Plain Black Cashmere Socks, double spliced heel, toe and sole, fine elastic rib top. Regular 30c, Wednesday, pair 19 1/2
Men's English Cape Leather Gloves, made from extra selected stock, in tan shades, dome fasteners, pique and P. X. M. sewn seams, all sizes. Regular \$1.25, on sale Wednesday, pair 70

Linens and Staples

SILKOLINE COMFORTERS, \$2.19 EACH.
50 large size 72x78 inches, medium weight Comforters, fine silkoline coverings, in light, medium and dark colorings, best quality pure white filling. Wednesday, each 2.19
CLUNY LACE DOYLIES, 59c EACH.
150 round Cluny Doylies, size 12 x 13 inches, all hand work, deep lace, and very pretty design. Regular 75c each, on sale Wednesday 59
(Second Floor Yonge street.)
36 INCH WHITE CAMBRIC 17c YARD.
500 yards extra fine white Cambric English make, beautiful fine soft finish, 36 inches wide. Special Wednesday, yard 17
TABLE NAPKINS, \$1.48 DOZEN.
75 dozen only, fine Scotch Damask Napkins, size 22 x 22 inches, hemmed ends, new bordered designs. Wednesday, dozen 1.48
HEMSTITCHED SHEETS, \$2.25 PAIR.
90 pairs Hemstitched Sheets, size 70 x 90 inches, made from fine English sheeting, even weave, no dressing. Wednesday, pair 2.25
BATH TOWELS, 48c PAIR.
200 pairs large size Bath Towels, in white or colored goods, heavy weight close pile, fine drying towels. Wednesday, pair 48

From Our Florist

(6th Floor.)
Sweet Pea Seed, per oz. 50c. 1 lb. 15
Nasturtium, tall and dwarf, per doz. 2 for 15
Evergreen Lawn Grass, 75c per lb. 20
16 packets Flower or Vegetable Seeds, for 25
Gladstone Bulbs, per doz. 15c and 25c.
Tuberose Bulbs, per doz. 15c and 25c.
Dahlia Bulbs, mixed color, 8 for 25
Canna Bulbs, each 10c; 3 for 25
Phone direct to department.

The H. and W. Exposition of Corset Waists and Brassieres



There is an ever increasing disposition among women to more closely investigate the corsage problem. Thousands of women have adopted the more pliable corset waist instead of the heavier garment—the corset. From an hygienic standpoint, corset waists appeal to women for their own or daughters' wear. We are making a special demonstration of their utility, and have brought here from New York an expert, who is directly interested in explaining the famous

H. and W. Corset Waists and Brassieres.

We cordially invite you to take advantage of this exposition of H. and W. specialties during the next few days.

Miss Conklin, of New York, will be pleased to give advice and help in any way connected in choosing the exact garment suited to the physical requirements of women, misses or girls. A new department has been opened on the third floor, west side, specially devoted to the showing of Corset Waists, Brassieres and corset accessories. We have a complete stock of:

- H. and W. Corset Waists for Ladies. Each 1.25 to 2.50
- H. and W. Maternity Waists. Each 2.50
- H. and W. Corset Waists for Misses. Each75 to 2.50
- H. and W. Corset Waists for Juniors. Each75
- H. and W. Brassieres for Ladies. Each75 to 2.00

Come to-morrow, Thursday, Friday or Saturday.

In the Men's Store OVERCOATS.

Spring Weight Chesterfield Overcoats, made from fine quality English chevrets, vicunas, covert cloths and fancy tweeds, in black, dark oxford grey, fawns, and light grey mixtures, latest single-breasted style, button through and with fly fronts. Splendidly tailored in every way, and finished with best quality linings and trimmings. Sizes 35 to 44. Wednesday at 7.95
MEN'S RAINCOATS.
Men's Fine Quality English Covert Cloth Raincoats, a fine smooth finished material, suitable for Spring wear or for protection from rain. Rich dark Oxford grey and olive fawn shades, single-breasted style, cut long and roomy, with nicely built shoulders and neat shaped lapels. Carefully tailored in every way, sizes 35 to 44 12.00
Light Weight Raincoats, made from a Priestly cravenette, in dark oxford grey, black and fawn shades, latest single-breasted style, with hand moulded shoulders and lapels, tailored in the best possible manner and perfect fitting, sizes 35 to 44 15.00
English Paramatta Automobile Waterproof Coats—A double texture material, guaranteed thoroughly waterproof in a rich fawn shade, cut single-breasted style, with Raglan shoulders, neat military collar and wind straps on sleeves, sizes 35 to 46 10.50
Extra Quality English Paramatta Waterproof Coats, in a rich olive fawn shade, latest single-breasted style, with Presto collar, which can be worn two ways, buttoned close up to the throat, with neat military collar or with lapels turned down, finished with elastic wind cuffs on sleeves, sizes 35 to 46 15.00

Hats

Men's New Spring and Summer Wear Derby and Soft Hats—Our selection is complete and quite up to the minute in style. These hats are made specially for us in the correct American designs, by some of the very best English hat manufacturers. Trimmings, bindings and sweatbands are all quality. Hats we know will stand the test, get one at these special prices. Wednesday, \$4.00 and \$1.50.
Children's Felt Turban and Middy Shape Hats, Small, medium and large brims, very dainty designs. Colors navy, brown, cardinal, scarlet, white, tan and green. Wednesday, special 45

Neckwear

Men's Silk Neckties, left over from Easter business. There are all styles, designs and colorings. The manufacturers cannot take repeat orders for these ties; so for quick clearance the price is cut in half. Regular 50c, Wednesday 25
Men's Canadian-made Balbriggan, in shades of sky, pearl grey and natural, neatly trimmed with satin to match, elastic rib cuffs and ankles and French neck, sizes 34 to 44. Regular 60c, Wednesday 39c a garment. Phone direct to Dept.

Imported Blouses at \$5

The Easter selling has been enormous, and has left odd sizes galore. It is our policy to clear these out at once. This Wednesday in consequence, sees lovely beaded chiffon and voile, hand embroidered voile kimono, lovely ninon and chiffon blouses, and exquisite black lace and net, all marked down to a figure which in many cases is half value. Altogether there are 120 imported Paris and London blouses, which have sold up to to-day at \$8.50, \$10, \$12 to \$17.50. Your choice Wednesday 5.00

Umbrellas

There is an opportunity to select a splendid Umbrella Wednesday. Fine silk mixture top, close rolling frame, and a great variety of neat handles. Men's and women's. Values up to \$3.50. Wednesday, to clear 1.70

A collection of odd lines of Men's and Women's Umbrellas, fine grade mercerized taffeta tops, also silk and wool; a good range of handles. Wednesday, to clear . . . 89

Beautiful Silks

A Sale of Spring Silks at 48c

The silks concerned consist of the following beautiful weaves. Each one of them is correct in color and effect for the present season:

3,000 yards Dress Silk, in Satin Paillette, Satin Merveilleux, Satin de Chine, in all the new and wanted shades, such as old-rose, sky, pink, Alice, Copenhagen, reseda, bois de rose, amethyst, etc.; also limited quantity of ivory and black.

900 yards Black and Ivory Japanese Wash Silk, 1 yard wide. Regular 65c. Wednesday special, per yard 48

Those Exquisite Grey Suitings

We are making a full demonstration of our comprehensive stock in these particular grey worsted English suitings, which is at present so fashionable. There is a great selection of stripes and checks: Grey with grey stripes, grey with black, grey with white, and, in fact, grey with nearly every mentionable color stripe. The weight is correct for the present style of tailored suits. Materials are guaranteed absolutely unshrinkable. 46 to 54 inches. Per yard . . . 1.00, 1.25, 1.50, 2.00

Decorative Wall Papers

(Fifth Floor.)
Cover your walls with papers that decorate and blend with your draperies, carpets, furniture and pictures. We make a specialty of papers that are decorative and not merely colored.

SPECIALS FOR WEDNESDAY.

- 8,500 rolls Imported Papers for drawing rooms, dining rooms, halls and living rooms, in green-red-brown, in blue-grey, champagne, wood shades. Reg. to \$1.00, Wednesday .43
- Reg. to 75c, Wednesday .39
- Reg. to 50c, Wednesday .31
- Reg. to 35c, Wednesday .17
- 7,500 rolls Imported and Domestic Wall Papers, in light and medium shades, floral, stripe and plain effects. Reg. to 25c, Wednesday .11
- Reg. to 12 1/2c, Wednesday .7

Groceries

- 1,000 stone Fresh Rolled Oats, per stone 36c.
- Choice Side Bacon, Peameal, half or whole, per lb. 20c.
- Finest Canned Corn, 3 tins 25c.
- Canned Tomatoes, per tin 10c.
- Only 3 tins to a customer.
- Golden Wax Beans, 3 tins 25c.
- Canned Apples, 3 size tin 10c.
- Canned California Peaches, 3 size tin, in heavy syrup, per tin 25c.
- Finest Split Peas, 8 lbs. 25c.
- Quaker Wheatberies, 3 pkgs. 25c.
- Imported Malt Vinegar, Imperial quart bottle, 20c.
- One car California Sunkist Oranges, good size and sweet, per doz. 29c.
- Telfer's Cream Soda Biscuits, 3-lb. box 25c.
- Blubbell Jelly Powder, assorted, 4 pkgs. 25c.
- 2 LBS. FRESH ROASTED COFFEE 44c.
- 300 lbs. Fresh Roasted Coffee, in the bean, ground, pure or with chicory. Wednesday 2 lbs. 44c.

\$2.95 Men's Boots and Oxfords

1,200 Pairs Men's Boots and Oxfords, tan Russia calf, patent colt, gun metal and vici kid leathers, Blucher style, Goodyear welt soles, all sizes, 5 to 11, regular values \$3.50 and \$4.00. Wednesday

The **SIMPSON** Company Limited