

SIMPSON

Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President

J. WOOD, Manager

Phone Number Main 7841.

SIMPSON

Pleasant as the Out-of-Doors--The Simpson Store

Even if you have "spring fever" there is nothing irksome in shopping on the airy floors of The Store--particularly when beautiful goods and courteous clerks make buying easy and possession a joy.

Feminine Street Costumes From Our Mantle Section

Suits that have style, character, and quality are offered to you. Suits at \$17.50, made of fine imported tweeds and French serges, in black, navy, and tan and grey mixtures. Other styles smart models, made of pretty tweeds, stripe mixtures, and imported cloth materials, in browns, greens, grey, black, navy, and tan effects. Prices \$25.00, \$27.50, and \$28.50.

SPECIAL LOT OF SUITS AT \$16.00.
Women's, misses', and young girls', made of imported English serges, in light and heavier weight, in colors of black and navy. Coats lined throughout with silk. Skirts have high or normal waist band. 15.00 Very special.

DRESSY SUITS FOR GIRLS AT \$8.75.
Made of navy serges. The dress is semi-princess style, with side pleats, from a front panel. The coat is slightly fitting, has notched collar, overlaid with silk, in contrasting shades, and patch pockets. Shades are navy and grey. Sizes 10, 12, 14, and 16 years. 8.75

TWEED WALKING SKIRTS.
Neat and attractive models, of good quality, all-wool tweeds, in light and medium grey and brown tones; made in two of the newest styles, with high waist line, the new one-sided effects. One has a bias piece set in, and the other is cut to give an over-draped effect. Finished with straps of self material, and ornamented with smoked pearl buttons. Excellent. 5.50

IMPORTED SATIN AND SILK COATS
AT \$25, \$30, \$33.50, \$41.50, \$52.50.
A collection of imported styles from the most exclusive European and New York houses. High grade of reversible satin, in tan, corals, green, or blue, handsome black satins and silks. Taffetas, in black or green and blue shot effects. All designed in the newest styles for this season. Some beautifully trimmed with heavy lace.

A Finer Lot of Coats Cannot Be Found Elsewhere in the City. Reasonably Priced from \$25.00 to \$65.00.

SPECIAL LOT OF COATS AT \$17.75 FOR WOMEN.
Materials are imported Panamas, in tan and grey, cream serges, light-weight tweeds, and serges, in tan and grey; designed in a variety of attractive styles, with large collars of contrasting shades, or with tailored collars and revers. Regular 11.75 value \$17.75. Tuesday for.....

COATS FOR MISSES AT \$11.00.
Serge Coats, cut on close-fitting lines, single-breasted, with shawl collar and pointed revers overlaid with black satin, and tallered sleeves and turned-back cuffs trimmed to match collar. Excellent. 11.00



Priestley's 54 in. Cream Serge Suitings, 64c Yd.

The maker's name stamped every five yards on these serges should be enough proof of the great values offered. They are made in fine worsted twills, good, tight cloth, which is thoroughly shrunken and spotproof. We purchased an enormous quantity of these serges, as we anticipated the great demand for cream serges months ago. We give you the benefit of our early purchase at prices away below their real value; 54 inches wide. On sale Tuesday, per yard..... 64c

54-INCH PENOIL STRIPE SUITINGS, 96c PER YARD.
A shipment of these popular spring and summer suitings. Made from specially selected fine worsted yarns, which are all thoroughly scoured and free from filling or grease. Cream grounds, with black hairline stripes; navy and black grounds, with white hairline stripes. They tailor perfectly, and come in the correct weight for suits or separate coats. These are the best values we have ever offered in these particular suitings; 54 inches wide, per yard..... 96c

Three Silk Items Dyed Shantung Silks, 57c Per Yard.

A clearance of the following colors: Mauve, reseau, mid-brown, light navy, dark navy, mid and pearl greys, champagne, cream, and about 160 yards of black, 34 inches wide. Were 85c and \$1 per yard. To clear at, per yard..... 57c

Brown Holland, 40 In. Wide, 18c a Yard

1,000 Yards Brown Holland Linen, fine quality, closely woven, suitable for women's and children's dresses, full 40 inches wide. Tuesday, per yard, 18c

Boots and Shoes

We are sole selling agents in Toronto for:
"Queen Quality" Shoes for women.
"Hanan and Son" Shoes for men and women.
Laird, Schober, and Co. Shoes for women.
"Victor" Shoes for men.
Hervey E. Guphill, evening slippers for women.
"Boston Favorite" Shoes for women.
Including also a vast army of popular-priced manufactures. Courteous salespeople to advise and fit you properly with the exact width and size you require.

The Paris Model Department
Has just received a consignment from Paris of new gowns and tailored costumes with hats to match. Each one of these is a work of art, and those who wish to see the very latest productions of fashion can do so by paying a visit to this department. Models by such well known modistes as Paquin, Worth, Dreouil, Charrut, Jean Halle, Bernard, Francis, Miss Gray, Beer, and Doucet. The Yonge street elevators run directly to the Third Floor.

French Lingerie Blouses

A shipment just arrived of the daintiest description, and at a most moderate price. Made of sheer batiste, trimmed Val lace; others with hand embroidery, in conventional and floral effects; they all carry that distinctive style which Paris gives to every garment. Sizes 34 to 42-inch bust. Prices, \$2.90, \$3.95, \$5, \$6.50, and \$7.50



This In Lunch Room Tuesday Afternoon 3 to 5.30 Pineapple Sundae with Cake TEN CENTS

"Halcyon" Messaline Petticoats

Women's Petticoats of "Halcyon" messaline, soft finish, light in weight, black, emerald, Copenhagen, and grey; flounce of novelty pleating, finished with stitched strapping and pin tucking; length 36 to 42. Tuesday... \$1.39

Some Attractive Corsets At Much Lowered Prices

Every pair of these Corsets represents in value almost double the price we will clear them at Tuesday. The models are wonderful figure improvers, and are brand new this season. The corset stocks are too heavy, and we take this way of lightening them. Come to-morrow, or 'phone your order to "Whitewear."

Nearly 700 pairs Royale Corsets, four beautiful models, in fine white coutil or batiste, low and medium busts, extra long and graceful skirts, aluminum rustless boning, four wide side steels, six hose supporters, straight or graduated clasps, fine lace or silk embroidery, trimming, bust draw cords; sizes 16 to 30 inches in the lot. Regularly \$2.50 and \$3 a pair. Tuesday, all at, pair..... 1.39

Two Big Hosiery Values

Women's Plain Black Cashmere Hose, and silk embroidered fronts, good weight, seamless finish, soft spun yarn, neat design, double heel and toe; 8 1/2 to 10. Special Tuesday..... 29c

Women's Fine Silk Finish Cotton Hose, gauze weight, stainless black, full fashioned, double heel, sole, and toe; 8 1/2 to 10. Special Monday..... 19c

Furnishings for Home Comfort

A Wealth of Carpetings

The very existence of such an immense stock of Oriental and fine quality Axminster and Wilton Rugs in Toronto is of importance to housekeepers, when renovating and spring cleaning claim their attention. No prospective purchaser should fail to look them through. There is large variety in makes as well as sizes and designs, and the prices are the lowest possible.

Parlor Suites and Odd Chairs Make Special Price for Tuesday's Sale

Arm Rocking Chairs, in mahogany finish, highly polished, deep spring upholstered seats. Regularly \$15.50. Tuesday special..... \$10.00

The New Brasscrafters' Bathroom Fixtures

The new stock of elegant and artistic, most perfectly designed and finished, Bathroom Fixtures are here, high quality brass, nickel-plated and finely finished, beautiful accessories for your bathroom. If you have not seen this line send or telephone for illustrated catalogue. Phone direct to department.

A Few Items from the Groceries

One car Standard Granulated Sugar... 17 lbs., \$1.00
Choice Picnic Hams, 6 to 8 lbs. each, per lb..... 13c
Finest Creamery Butter, per lb..... 38c
Lake of the Woods Five Roses Flour, 4 lb. bag..... 88c
Pure Kettle-Rendered Lard..... 8-lb. pail, 47c
Finest Messina Lemons, per dozen..... 14c
Featherlip Cocoanut, per lb..... 18c
Pure Gold Quick Tapioca Chocolate and Custard Powders..... 8 packages, 25c
500 jars Goodwillies' Canned Peas, per jar..... 20c
500 lbs. Fresh Ginger Snaps..... 8 lbs., 25c
Finest Red Lentils, regular 10c..... 2 lbs., 15c
Canned California Peaches, large tin..... 25c
Canned Apples, gallon 5. tin..... 25c
Edwards' Evaporated Soup, white, brown, and tomato..... 8 packages, 25c

New Tapestries and Coverings

Fine selection of French Macarized and Silk-Finished Tapestries, for drawing or reception room upholstery; soft shades of green, blue, rose, and champagne grounds; new designs, including some excellent period patterns. These fabrics are closely woven, ensuring perfect satisfaction and retaining their appearance throughout many months of wear; 50 inches wide. Prices range..... \$2.00, \$3.25, and \$3.50

WOOL TAPESTRIES.
Complete range of High-class "Scotch" All-wool Tapestries and Coverings. These tapestries made from fine yarns, well worked surface, soft tones, exceed all coverings for richness and durability, whether used as wall coverings, hangings, or on furniture. The designs are excellent, being reproductions of old masterpieces, and are appreciated by those who wish service and good taste combined; 50 inches wide. Prices range from..... \$3.00, \$3.50 to \$6.00

The Robert SIMPSON Company Limited

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