

On Sale Today at Simpson's---Easter Merchandise at Easy Prices

Right in Through That Door, Gentlemen

You'll find a men's shop that will supply your Easter outfit at a minimum cost Saturday. Here are the newest togs from spring overcoat to spring underwear, and the fact that our margin of profit is very small means DOLLARS SAVED TO YOU ON ALL YOUR NEW SUPPLIES. Here are some typical Saturday examples that will illustrate the savings:

MEN'S NEW SPRING OVERCOATS, \$9.50.
150 of these coats for early morning selling. They come in assorted patterns of English tweed coatings, medium gray and brown mixed, herringbone designs, also plain chevrons in gray and black, carefully tailored in this season's most advanced style, smart form-fitting Chesterville to button through, with patch pockets, also short pletches and Balmuccians, made up unlined with silk saddle, nicely tailored, splendid fitting garments; sizes 34 to 44; Regularly \$12.50, \$15.00 and \$18.00. On sale Saturday at \$9.50.

250 MEN'S SUITS AT \$9.00.
We have assembled a splendid lot of suits of the best grade materials for early Saturday selling, new spring models, and also some of the more staple styles in recent designs, imported West of England fancy worsteds, also English and Scotch tweeds, gray and brown mixtures and Bannockburn effects; also a number of plain navy blue and black worsted and mill-finished serges. In the lot are young men's models of the very newest design, as well as the more conservative two and three-buttoned sack styles. All are tailored in the very best manner. Sizes 34 to 44; Regularly \$15.00, \$18.00, \$20.00, \$22.00 and \$24.00. To clear Saturday at \$9.00.

BOYS' SAMPLE SUITS, \$6.95.
145 Beautifully Tailored Spring Suits for Boys—Sample lots, six, seven, eight and nine suits to a pattern, and regularly sold at \$9.50, \$10.00, \$10.50, \$11.00, \$12.00 and \$12.50. Norfolk models shown with box and knife pleats, yoke, sewn on belts, and a number with patch pockets; roomy cut bloomers; neatly woven tweeds and fine worsteds, in grays, tans, browns and fancy checked weaves; serge linings. A special inducement to outfit your boys early Saturday morning. Sizes 27 to 36. Priced to clear at 6.95.

BOYS' SCHOOL SUITS, SATURDAY, \$5.00.
180 Suits, that we have had specially tailored from strongly woven English and Scotch tweeds, in dark and medium gray and brown tones; snappy single-breasted, Norfolk and double-breasted sack styles, with full-cut bloomers; serge linings; the suits in this lot are perfectly tailored from tweeds that will give remarkable wear; sizes 28 to 34. Saturday 5.00.

BOYS SUITS WITH TWO PAIRS OF BLOOMERS.
Yoke Norfolk Suits, with extra bloomers to match, well tailored, from tweeds in medium shades of gray; plain diagonal and small check patterns; new spring models; serge linings; sizes 28 to 34. Saturday \$5.00.

BOYS' FAWN COVERT CLOTH REEFERS FOR SPRING WEAR.
An Ideal Coat for the Little Fellow—Cut double-breasted style, with collar of same material and emblem on sleeve; twilled linings to match; sizes 2 1/2 to 10 years. Saturday \$4.50.

OUR SPECIAL BLUE SERGE SUITS FOR BOYS.
Single-breasted yoke Norfolk and double-breasted sack styles, with bloomer pants; tailored from all-wool English serges in rough and fine twilled weaves; serge linings; dressy suits that are splendidly designed; sizes 25 to 30, 7-10; sizes 31 to 36. Saturday \$5.00.

YOUNG MEN'S ENGLISH SUITS, SATURDAY, \$10.00.
Swagger English Style Suits for Young Chaps—Cut single-breasted, with wide lapel and soft, narrow shoulders; coat in short length, two-button, and fits in at waist; single-breasted vest and narrow trousers; tailored from fine worsted and cheviot tweeds in narrow stripes and small check patterns; dark and medium shades of gray and dark fancy weaves; serge linings; sizes 32 to 36. Saturday 10.00.



GOLD STORAGE

Insure your furs against fire, moth, or burglary by placing them in our cold storage vaults. Now is the time. Our charges are 3 per cent on a fair valuation. A phone message will bring our driver.

Men's Shirts, Underwear and Neckwear

Spring Weight Natural Wool Shirts and Drawers, British made, soft finish, unshrinkable, and will not irritate the most sensitive skin; 34 to 44. Per garment \$1.49 and 1.00.
254 Suits Combination Underwear, mercerized, finished garments, in natural and pale blue, also heavier weights of plain and ribbed balbriggan suits, manufacturers' samples and broken lots; all sizes. Regularly priced \$1.25, \$1.50, \$2.00 and \$2.50. Saturday, suit \$1.00.
Neglige Shirts, in various stripes, coat style, Canadian and American makes, laundried cuffs; all sizes. Regularly 60c, 75c and \$1.00. Saturday \$1.00.
830 SPECIALS, SATURDAY.
400 Soft Outing Shirts, with collar attached; light blue, tan, light cream and gray; sizes 14 1/2 to 17. Regularly 60c and 80c. Saturday, 8.30 a.m., \$1.00.
Silk Neckwear, in many styles, good designs and new colorings; open ends, derbies, etc. Regularly 50c and 75c. Saturday, 8.30 a.m., 35c for 100. Saturday 1.00.

Here's Your Easter Hat

Men's Stiff Hats, fine silk bindings and cushion leather sweat-band; a delayed shipment of 600 hats that would sell for nearly twice Saturday's price; sizes 6 1/2 to 7 1/2. Saturday \$1.00.
New Spring Derby Hats, Christy's, most fashionable, 7015 productions; sizes 6 1/2 to 7 1/2. Saturday \$2.00, \$2.50 and \$3.00.
Soft Hats, green, slate, navy, brown and light gray. Special \$1.00.
English and American-Made Stiff and Soft Hats, in the correct styles and popular colors, at \$1.50 and 2.00.
CHILDREN'S HATS.
Little telescope, turban and rah-rah shapes, in checks, stripes and plain colors. \$1.00.
Boys' School Caps, in navy and black serge and worsteds; golf, varsity and other shapes, at \$1.25, 25c, 39c and 45c.

Groceries

Telephone Direct to Department.
Adele 6100.
2000 lbs. Fresh Creamery Butter, White Clover brand. Per lb. 38c.
Toasted Cornflakes, 5 pack. 25c.
Leaf Sugar, 5 lbs. 25c.
Clark's Pork and Beans, in chili sauce. Large tin 25c.
Choice Side Bacon, peasant sliced, Ingersoll brand. Lb. 35c.
Canned California Asparagus Tip, 7 1/2 in. 15c.
Canned Beets, Ross's brand. 15c.
The Macaroni Pickles, 1 lb. 10c.
Flavor-Canned Lobster, 1/2 lb. 15c.
Baker's Cocoa, 1/2 lb. tin. 19c.
Canned Fruit Raspberries, strawberry and cherry. Tin. 18c.
Crowned Fish Brand Sardines, 1 1/2 lb. tin. 24c.
Lins. 20c.
Finest Canned Corn, 5 lbs. 25c.
500 lbs. Fresh Peas shelled. Reg. 50c. Per lb. 35c.
One Car Choice California Sun-dried Oranges, sweet and seedling. Dozen. 25c.
Choice Grapefruit, 5 for 25c.
Choice Olives, stuffed or plain. Bottle. 25c.
500 lbs. Fresh Fruit Cakes. 15c.



Our Week-from-Easter Boot Sale Today

11,375 Pairs of High-Grade Boots and Shoes cleared from makers whose stocks were large. It's the great power of big cash buying that brings such chances as this to our customers. Many of the prices quoted here do not cover the cost of the labor on these shoes! Extra salespeople will be in attendance to give prompt service to all. Come at 8.30 a.m.

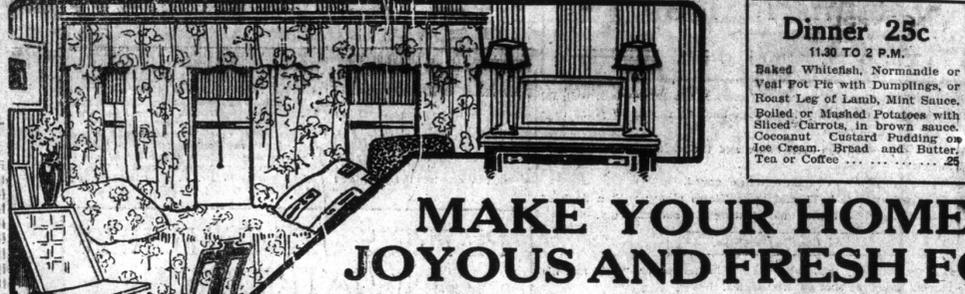
- MEN'S \$6.00, \$7.00, \$5.00 AND \$10.00 BOOTS, SATURDAY, \$3.95.** (See Yonge Street Windows)
- 1500 pairs, bought from a maker of men's high-grade footwear; every new and fashionable style in the lot; button, English-lace (concealed eyelets), and Blucher styles; bellows, half bellows and lined tongues; sea island duck wearproof canvas, chocolate kid and natural calf linings, also unlined styles; every toe shape, every heel design, and every height of upper; hardly two pairs alike in the lot; attend this sale if you want footwear that is different; widths A to E; sizes 6 1/2, 7 and 7 1/2. Regularly priced \$6.00, \$7.00, \$8.00, \$9.00 and \$10.00. Saturday (no mail or phone orders) \$3.95.
- MEN'S \$4.00 TO \$5.00 BOOTS, SATURDAY, \$2.99.**
4500 Pairs (Every Pair Goodyear Welt) Men's Boots, in button and lace patterns; made in the following new spring leathers, chestnut, black calf, military shade tan calf, corom patent calf and mahogany willow calf; light, medium and heavy weight soles; military, English and flange heels; recede, French and popular easy fitting toe shapes; high-grade linings and perfectly smooth solid leather insides; widths C, D and E; plenty of sizes, 7 to 11. Regular prices \$4.00 to \$5.00. Saturday. No mail orders.
- LADIES' \$6.00, \$7.00 AND \$8.00 SAMPLE BOOTS, SATURDAY, \$2.95.**
1400 pairs from a maker whose styles are accepted in New York City as the correct footwear for the exclusive set; the ladies of Toronto will have an opportunity to purchase in widths from A to C, and sizes 2 1/2 to 8; these exceptionally high-grade boots that are usually sold in the large style centres for \$6.00, \$7.00 and \$8.00. Saturday (no mail or phone orders) \$2.95.
- LADIES' \$4.00, \$4.50 AND \$5.00 BOOTS, SATURDAY, \$2.49.**
3500 Pairs of Ladies' Fine Stylish Spring Boots, in the new button and lace styles; made of dull black calf, patent calf and veal kid leathers,

with cloth and dull kid tops; Goodyear welt and hand-turned soles; new fashionable toe and heel styles; all are perfectly made and easy fitting; in this sale are 350 pairs of manufacturers' samples. This large quantity of boots offers a splendid opportunity to secure your Easter footwear; widths A to E, and sizes 2 1/2 to 8 in the lot. Regularly priced \$4.00, \$4.50 and \$5.00. No mail orders. Saturday \$2.49.

LADIES' \$5.00, \$6.00 AND \$7.00 LOW SHOES, SATURDAY, \$2.50.
750 pairs, selected from the designs of the leading style makers of the continent; only the most exclusive and exceptional designs are in the lot; original ornaments and trimmings; inlaid leather designs of several color combinations, bronze and black veal kid, white calf, white kid, white nubuck, brown and black suede, tan and nut brown calf and patent leathers; out of the ordinary are these 150 pairs; widths A to C; sizes 2 to 6. Regularly priced \$5.00, \$6.00 and \$7.00. Saturday (no phone or mail orders) \$2.50.

BOYS' BOOTS, \$2.49.
350 pairs, sizes 1 to 5 1/2; button, lace and Blucher styles; gummetal calf, patent calf, veal kid, box calf, and tan leathers; Goodyear welt soles and channelled sewn McKay soles with sock linings; solid leather heels, counters and toe boxes; leather and wearproof canvas linings; stylish and easy fitting toe shapes; makers of these boots get instructions to use only the best of materials; sizes 1 to 5 1/2. Regularly \$3.00 to \$4.00. Saturday \$2.49.

GROWING GIRLS' "MRS. KING'S" BOOTS, SIZES 11 TO 2, SATURDAY \$2.50.
375 Pairs of These High-Grade Juvenile Boots, in button styles, made of black calf and patent leather, with mat kid and cloth top; Goodyear welt and flexible McKay soles; low heels, custom toe shapes; "Mrs. King's" boots have made a reputation as perfect foot fittings; widths C to E; sizes 11 to 2. Regularly \$3.50. Saturday (no mail orders) \$2.50.



Dinner 25c
11.30 TO 2 P.M.
Baked Whitefish, Normandy or Veal Pot Pie with Dumplings, or Boiled Leg of Lamb, Mint Sauce, Boiled or Mashed Potatoes with Sliced Carrots, in brown sauce, Coconut Custard Pudding on Ice Cream, Bread and Butter, Tea or Coffee. 25c.

MAKE YOUR HOME JOYOUS AND FRESH FOR EASTER

All the Easter finery you can wear won't give you much satisfaction if there isn't a fresh Easter feeling about your home. Today is the day to decide just what you're going to do to your home before Easter. It's the day when the whole family can hold a consultation and pick out from these rich stocks just what they want.

- Furniture Bargains**
Dressers, in rich quarter-cut oak finish, golden color, three long drawers with brass handles, bevel mirror. Regularly \$5.00. Special, Saturday \$4.15.
Arm Chairs and Arm Rockers, in quarter-cut oak, turned finish, upholstered spring seats, covered in imitation leather. Regularly \$3.00. Special, Saturday \$2.40.
Dining-room Chairs, in quarter-cut oak, neatly designed backs, the loose slip seats are covered in genuine leather; set of five side and one arm chair. Regularly \$24.75. Special Saturday \$16.90.
Extension Dining Table, made of solid quarter-cut oak, framed or golden finish, round top, extending to 6 ft., massive round pedestal. Regularly \$17.00. Special, Saturday \$12.33.
Couch, comfortably upholstered all over and covered in urday fine art leather, full size. Regularly \$11.00. Special, Saturday \$6.65.
Brass Bedstead, heavy 2 1/2-inch posts and 1 1/2-inch pillars, massive design, satin, light or poliole finish, all standard sizes. Regularly \$34.00. Sale price \$18.75.
Mattress, well filled with all cotton felt, neatly tufted, stitched edges and covering of fine art ticking, all standard sizes. Regularly \$7.50. Special, Saturday \$4.13.
Mattress, extra well filled with all pure cotton felt, 100 p.c. pure. Regularly \$8.50. Special, Saturday \$5.93.
- Charming Pictures That Will Please**
75 reproductions from famous paintings; such pictures as "The Wary Waste of Snow" by Farquharson; and "Milla's" suitably framed in walnut and rosewood, with wood mats; medium sizes for the modern home. Special, Saturday \$2.50.

China and Odds and Ends in the Basement Saturday

- 40-PIECE TEA SETS, \$3.48.**
Pretty rose and violet decorations, thin translucent china, kermis cups, gold traced edges. Regularly \$4.50. Set \$3.48.
- EASTER BASKETS.**
Fancy Easter Handle Baskets, with little chicks, 8 and 10; others \$1.00.
- Real Young Ducks.** Each at 45c—A very wide assortment of colors and designs; 30 inches wide. Saturday, per yard \$1.49.
- Holland Window Shades**—The very best quality. Our price for them is surprisingly low. Let us have sizes, and we will furnish you with estimates.
- NEW TAPESTRY CARPETS.**
A big assortment of the best values we have ever offered are shown in these very low-priced popular carpetings.
Stair Carpets, 18 inches wide, at 40c, 45c and 50c per yard.
Stair Carpets, 22 1/2 inches wide, at 50c, 55c and 65c per yard.
Stair Carpets, 27 inches wide, at 55c, 65c and 75c per yard.
- 50c Large Granite Milk and Rice Cookers, for cereals, custards, etc. Saturday \$2.32.**
- 45c White Triangular Granite Sink Strainers.** Saturday \$2.25.
- 25c Scissors, sizes 2, 3, 4, 5, 6 and 7-inch.** Saturday \$1.19.
- 35c and 40c Scissors, sizes 3 1/2, 4, 5, 6 and 7-inch.** Saturday \$1.19.
- 10 and 12-Tooth Garden Rakes, Saturday \$1.19.**
- 14-Tooth Garden Rakes, Saturday \$1.25.**
- GAS RANGE.**
Two burners, cast iron top, regular size oven. Regularly \$7.50. Saturday \$5.89.
Gas Range, two burners, extraordinary value; special burners for oven. Regularly \$10.00. Saturday \$8.29.
75c One-burner Gas Range, Saturday \$5.89.
\$1.35 Two-burner Gas Range, Saturday \$5.89.

The Robert Simpson Company, Limited