

The SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS. local snow or sleet.

The SIMPSON



Blouse Department

New York says blouses with sailor collars and deep front revers are correct.

We exhibit this week some exceedingly pretty Net and Lace Blouses, all showing the sailor collar. There is a distinct charm about these garments which will be readily appreciated by discriminating women of Toronto. Special showing on Tuesday at prices ranging from \$5.00 to \$10.00.

Black Ribbon Bargain

A special purchase of Black Ribbon (a ribbon 6 1/4 in. wide, of fine weave) enables us to give you a great bargain. It is a French ribbon, pure silk, perfect black, and excellent for millinery and hair bows. Note—A 6 1/4-in. black taffeta ribbon, per yard, only .19



A Splendid Selection of Easter Suits

Easter is almost upon you, no doubt you will require a new Suit, Coat or Skirt. Now is the best time to make the selection for the assortment of materials, colors and sizes is most complete, and you avoid any chance of disappointment or delay. Here follows a description of a few high grade garments which may assist you to come to the deciding point:

A Smart, Stylish Suit of all-wool black and white checked worsted; semi-fitting coat, attractive mannish collar, inlaid with black satin; fastens with four self-covered buttons; slashed pockets; lined throughout with grey silk; fashionable gored skirt fastens to left side down front panel **29.50**

Women's Spring Suit of fine French serge; square effect coat, satin lined throughout; new slant rolling collar, overlaid with black matalasse; stitched overpiece of self around bottom of coat, headed with black pipings; skirt has front and back panel to knee line, continued to bottom on side gores, with inverted pleat. This suit comes in navy and black **25.00**

Women's Spring Coats, of exclusive style, in fine English tweed, fawn with black hairline stripe; made in straight lines, with wide belt, trimmed with large fancy buttons; wide shawl collar, inlaid with tussore silk, in natural shade; plain tailored sleeves, with wide fold buttoned down to give a cuff effect; large patch pockets, with flap, and buttons to match belt and collar. An exceptionally smart coat. Price **27.50**

High-class Separate Skirt, is of a fine crisp quality all-wool voile, in black only; has double box pleat effect front and back; side gores are cut in fancy design, and beautifully embroidered, with full pleats around bottom **14.50**

A Very Stylish Skirt, of crisp all-wool black voile, is made in a nine-gore style, panel front, with overskirt effect on side gores, handsomely braided and pleated around bottom **8.75**

A Great Sale of Bedsteads and Bedding.

If you are in need of a bedstead or a mattress, just at present, you are truly a lucky person. Lucky because you did not buy one last week or last month. The prices at this sale are such that a tremendous saving goes with each purchase. When you are able to get a first quality article with a great big saving thrown in, it is truly a matter for congratulation.

Brass Bedsteads, in bright finish, 2 1/2-inch posts, with upright filling, size 4.6 only. Tuesday selling **24.90**

Brass Bedsteads, massive design, in bright or satin finishes, in 4.6 size. Tuesday selling **24.60**

Iron Bedsteads, in pure white enamel finish, heavy top rail, head and foot ends, brass knobs, size 4.6 only. Tuesday selling **5.75**

Iron Bedsteads, with heavy posts and upright filling, in white enamel, brass rails, spindles and knobs, in all standard sizes. Tuesday selling **7.60**

Mattresses, well filled with African curled fibre, heavy layer of cotton felt on both sides, and covered in fancy blue art stripe ticking, in all standard sizes. Tuesday selling **4.95**

Mattresses, made of white cotton filling, covered in good quality art ticking, neatly tufted and comfortable. Tuesday selling **12.50**

NOTICE

Breakfast is ready punctually at 8 o'clock, and everything possible to make the meal an enjoyable one is done. The surroundings are in keeping, the linen is spotless, the cooking is faultless, and the Queen street elevators are most convenient. There is no waiting "for," and plenty "on."

Bon Ton Non-Rustable Corsets



We are the Sole Agents for these Famous Corsets in Toronto.

Bon Ton Corsets are the truest expression of every corset virtue—the highest achievement in the art of modern corsetry. Every wearer of the Bon Ton Corset is the proud possessor of a wealth of style, health, comfort and symmetry. There is a subtle charm and grace about all Bon Ton Corsets which appeals to your finer tastes, and excites your admiration and fancy. Bon Ton Corsets are absolutely without a rival, each model an original conception of surpassing excellence in every detail. Wearers of the Bon Ton are assured year-round satisfaction. Be sure and ask for the Bon Ton.

We are now showing all the new spring models, ranging in price from \$4.00 to \$15.00 a pair.

Ladies interested will please remember that for the next few days an expert corseteer from New York will be here at their service to demonstrate the many superior qualities of Bon Ton Corsets, and explain and fit the particular model best suited to their figure. Do not miss this opportunity of free service and advice from a Bon Ton expert.

Ask for Miss Hendricks.

Save Half on Beautiful Royal Worcester Corsets

There are three hundred pairs only of these elegant Corsets for Tuesday selling. Ladies who would like a high-class corset at the price of the ordinary are warned to come early or phone their order before noon.

300 Pairs Famous Royal Worcester Corsets, a stylish model in fine white spring weight saten, medium bust, long skirt, fine rustproof double steel throughout, 4 wide side steels, 4 hose supporters, daintily trimmed with lace and ribbon bow, new shortened back; sizes 18 to 36 inches; regular value \$2.50 a pair. Tuesday a pair **1.25**

NOTICE

Our Millinery Workrooms are getting busier every day. To a great extent we anticipated the rush, but we would strongly advise customers who wish their new hat to be ready for Easter to place the order with us as soon as possible.

Combing Jackets 39c

Women's Combing Jackets, of printed muslin, sleeves, fronts and scalloped collar; edged with stitching, neat floral patterns, in pink, sky and helio. Sizes 34 to 44. Tuesday **.39**

\$2.00 FLANNELETTE KIMONA GOWNS \$1.98.

Women's Flannelette Kimona Gowns, extra quality, new Empire sleeve, cuffs and fronts edged with satin ribbon in harmonizing colors, floral and stripe effects; navy, sky, grey, helio and cardinal; sizes 34 to 44. Regular \$2.50 and \$3.00. Tuesday **1.98**

Some Interesting Dress Goods

These Are Some of Our Best Selling Lines for Spring.

SERGES.
West of England Coating Serges, Military Serges, Admiral Serges, Marine Serges. A big display of "Navy Serges," now the height of fashion for coats and suits, in fine, medium and heavy twills; our range of these favored suitings is particularly interesting. England and France are represented in our immense assortment. Guaranteed all pure wool qualities, pure indigo dyes and thoroughly soap shrunk, 50 to 55 inches **1.00 to 2.50**

BROADCLOTHS.
Queenly qualities in Sedan finish, Satin finish, Panna finish, Glove finish, Suede finish, in all the newest spring shades, also black. Guaranteed fast unfading dyes and spot-proof, 32 to 54 inches wide **1.00, 1.25, 1.50**

Groceries

One car Standard Granulated Sugar, 21 lbs. **\$1.00.** Lake of the Woods Five Roses Flour, 1/2 bag, in cotton, 80. Choice Picnic Hams, 6 to 8 lbs. each, per lb. **15c.** Canned Fruit, raspberries, strawberries, cherries, peaches, pears and plums, per tin **16c.** Canned Corn, 3 tins **25c.** Finest Messina Lemons, 2 dozen **25c.** 100 pails Pure Kettle Rendered Lard, 20-lb. pail **\$2.80.** Canned Shrimps, per tin **15c.** California Asparagus, large tin **35c.** Grape-nuts, 2 packages **25c.** Pure Gold Jelly Powder, assorted, 3 packages **25c.** Imported Malt Vinegar, imperial quart bottle **20c.** Malta Vita Breakfast Cereal, 3 packages **25c.**

Suits, Overcoats, Hats, Underclothes and Boots for Men

At Prices That Make This Store Famous for its Exceptional Values



Men's English Worsted Suits, a soft clay twilled material, in navy blue, 3-button single breasted sack style, carefully tailored in every way, and finished with fine quality linings and trimmings. Sizes 34 to 44 **12.00**

Fine quality Worsted and Cheviot Suits, in indigo, navy blue and black, guaranteed thoroughly fast colors, single and double breasted sack styles, tailored in the best possible manner, and finished with extra quality linings and trimmings. Sizes 34 to 44 **15.00**

English Worsted Suits, a soft, smooth finished material, made from pure Botany yarns, also vicuna cloths, in dark navy blue and black shades; single and double breasted sack styles; extra well tailored and perfect fitting. Sizes 34 to 44 **18.00**

Spring Overcoats

English Worsted Spring Overcoats, in grey diagonal stripe patterns, also fine vicuna cloths, in black and dark Oxford grey shades, single breasted-Chesterfield style; lined throughout with fine twill mohair linings and haircloth sleeve linings; splendidly tailored. Sizes 35 to 44 **15.00**

Hats

Derby Hats, in up-to-date 1911 styles, small, medium or large brims and crowns, made from fine grade English fur felt, with durable trimmings. Special price Tuesday **1.50**

Men's Soft Hats, in the latest American shapes, telescope, negligee or trooper, colors brown, slate, grey and black. Special at **1.50**

Underwear

Men's Wolsey, Britannia, Pen-angle and St. George brand. Every man in this city knows these names as the very best quality underwear procurable. We have broken lines of all those and many others. They are mostly heavy weights, some slightly soiled, but there are lots of spring weights as well. There are 3,000 garments, shirts and drawers. We do not carry over odd lines of fall and winter underwear. Regular prices \$1.00, \$1.25, \$1.50, \$2.00, \$2.50 and \$3.00. To clear Tuesday **.89** (See Windows Monday.)

Men's Boots—\$3.50 for \$2.49

750 pairs Men's Black Calif Boots; with black goatskin, Blucher tops, heavy double thick solid oak bark tanned Good-year welt soles, E width, easy fitting lasts, six styles **2.49** to select from, all sizes 6 to 11. Worth \$3.50. Tuesday

You Will be Glad You Took This Hosiery



Women's Tan and Black Cotton Hose, seamless finish, good weight, close finish, best dye, double heel and toe, 8 1/2 to 10. Extra value Tuesday **12c**

Misses' Full Fashioned Pure Wool Plain Cashmere Hose, medium weight, extra fine-quality, black and tan; sizes 4 1/2 to 8 1/2. Regular 35c. Tuesday **25c**

Women's Fine French Kid Gloves, 2 clasp, overseam sewn, self point back, odd shades; all sizes. 75c value. Tuesday **49c**

Gas and Electric Specials on 5th Floor

Handsome Shower Electric Fixture, in Sheffield design, with 5 long chain drops and crystal drop shades; regular \$30.00. Tuesday **20.50**
Three-light Electrolux, in rich gilt finish, complete with crystal or colored bead shades; regular \$10.00. Tuesday **6.95**
Ceiling Electric Fixture, for veranda or hall, short chain drop with 7-inch frosted ball shade; regular \$2.00. Tuesday **1.49**
Electric Hall Fixture, with chain drop and green or amber leaded glass shade; regular \$4.50. Tuesday **3.19**
Two-light Brushed Brass Electrolux, complete with shades; regular \$4.00. Tuesday **2.75**
Three-light Inverted Gas Fixture, in rich gilt finish, complete with mantles and fancy colored shades; regular \$7.00. Tuesday **4.95**
Solid Brass Gas Bracket, single swing, 30c; stiff **.20**
Rational Inverted Light, complete with mantle and half-frosted globe; regular 60c. Tuesday **49c**
Upright Gallery Light, with Welsbach mantle and white "Q" globe; regular 45c. Tuesday **35c**
"Welsbach" Upright or Inverted Gas Mantles, Tuesday, 3 for **.25**
White "Q" Globes, or half-frosted inverted globes; regular 15c. Tuesday **10c**

Linens and Staples

\$12.50 AND \$15.00 DOWN COMFORTERS \$9.75.

25 only fine Satin and Saten Down Comforters, made in the panel effect, full size 72-72 inches, fancy flowered coverings, perfectly down proof, well filled with best quality down, for quick selling Tuesday; regular prices \$16.50, \$12.50 and \$15.00. On sale Tuesday, set **9.75** (No mail or phone orders.)

\$1.75 SET PILLOW SHAMS AND DRESSER SCARF FOR \$1.37 SET.

1 Pair Pillow Shams, 31-31 inches, and 1 Dresser Scarf, 18-50 inches, to match; they have a row of lace work down the centre, and have a deep lace edge; they are well made and easily laundered for summer use; the set, 3 pieces, regular price \$1.75. On sale Tuesday, set **1.37**

75 ONLY BREAKFAST CLOTHS \$1.25 EACH.

Just suitable for the breakfast table, we have 75 of these cloths; they are seconds, not much wrong with them; just an imperfect thread and a miss weave; priced very special. Tuesday **1.25**

The **SIMPSON** Company Limited