## Getting ReadyforSaturday ${ }_{\text {the }}^{\text {in }}$ New Cloak Dept

NNW THINGS in the store everywhere, newness in the very air. The frontie
just now lines up at the Cloak Department. There we have new things in com bination and concentrated. First of all the new department-practically a city block in area and extent. Second, the new goods; and, third, the new Spring styles. Everything in new. Every new day adds something more, Lucky are they who choose and buy now before fresh complications and perplexities arise to make choosing the more difficult. Our Spring stock is rounding out into completion, and our new street-to-street Cloak Department is getting arranged and settled nicely. By Saturday we expect to have everything in order, and then you'll see what sort of a store Simpson's aims to be. Those who like to act in advance of the generality of folks will be well repaid by coming tomorrow. A great many new Suits and Coats come in this week, and to-morrow well show the following new waists, which are really remarkable at the prices quoted.



WILSON'S
LATAK IA MIXTURE $A$

 93 QUEEN WEST

# The Linoleum Sale Continues 

 To-MorrowWe Emphasize at 29 C the 45 c and 50 c Lines $W^{E}$ CERTAINLY have been busy selling Linoleum this last day or two. Good reason why--wwe never sold good Scotch Linoleum cheaper.

This line for to-morrow at 29 C a square yard is of superior quality. It comes from a mill in Kirkcaldy which seasons its goods thoroughly. That makes all the difference when it comes to wear.

8,000 yards of it. Black, floral, tile, patquet and matting designs, 2 yards wide.

Regularly 45 C to 50 c square yard, Thursday, 29c.

## Two Corset Items

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Ladies' New Spring Underwear

75c. High neck, long or short sleeves. Sizes 32 to 38 bust measure. Specia
Ladies' Vests, real Swiss, white ribbed wool, sizes 32 to 38 bus
measure- Vests, real Swiss, white ribbed wool, sizes 32 to 38 buss
High neck, long sleveses, special, 85 c .
High nek, short sleves, special, 75 c .
Low neck, shot or
Ladies' Vests, fine plain imported wool, white, high neck, long of shor
sleeves. Sizes 32 to 42 bust measure. Special, $\$ 1.00$.
Ladies' Combinations, fine plain white wool, high neck, long or shor Ladies Combinations, fine plain white wool, high neck, long or
sleeves, nnee léngth. Sizes 32 to 42 bust measure. Special, $\$ 1.50$.

## Dairy Butter



Dress and Suiting Novelties for Easter Shoppers

$C^{\circ}$OME to Simpon's for Dress Goods. The advice would hold good no matter if every store in America were within easy distance. Rather a big statement to make but consider:

Granted that we lead in all Canada as Dress Goods store, are not Canadian prices on imported dress fabrics lower than American?
Toronto has no need to apologize for its dress goods stores--a visit to our new de partment shows that in a minute.


## Spring Suits and Overcoats

 At $\$ 12.50$ you may buy a suit of, the est spring design in fancy English worstRich olive green effect.At $\$ 13.50$ we can give you finer English orsted and a little more distinction.
At $\$ 16: 50$ we can give you a high-grade "American" suit, 2 -button sack style.

## The Spring Coats

At $\$ 15.00$ black vicunas, 47 -inch Chesterfield, newest thing.
At $\$ 16.50$, dark Oxford grey Cheviot, silk faced.
Crackerjack values, both of them.

## 2,000 Sample Spring Hats for

 Men, 79 c Meation B ${ }^{\text {OUGHT cheap } \text { lish Ham a wholesale in inporter of Eng. }}$ D9. Samples of hats which retail at $\$ 2.00$ to $\$ 2.50$, and


## Imported Wall Papers

Name us a country or a type of wall papers that
in our assortment and well strain a point to get We think that all the wall paper producing countries of any note are represented here now-England,
Germany, France, the United States and Japan.
Choosing papers here has one big advantage-you get a world-wide selection without having to pay the ex-
clusive sort of prices that small importers are obliged to clusive

## 

 to 50c. Tharsaday 10 .Perfect Rubbers, Underpriced
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## Bulk Perfumery

Not cut-rate, but Simpson prices-prices as low as
possible consistent with the original quality.


## Spring Gloves for Everybody

Ladies', Gentlemen's, Girls' and Boys'. 'All the new
oods are in and, we are busy at the annual task of Spring




The Fashionable Trimmings for Spring Costumes

## $T$ HE New Trimming Department is in the New Store,

 ground floor, with larger quarters, more light and biggeever.



