

Telephone Main 7841 1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919 Market Adelaide 6100

Men Who Still Have Easter Suits to Buy Should See the

\$30 Ones at Simpson's

For Men and Young Men

Today's the last day to pick your suit for Easter Sunday! Make the most of your opportunity and decide your purchase here and now.

We have never seen better suits at the price—they're decidedly attractive models.

Single-breasted, two and three-button, soft roll semi-fitted sack.

The fabric is a particularly dressy and refined dark brown worsted. Sizes 34 to 42. For \$30.00.

"Two Purpose" Tweed Raincoats, \$15.00 For Men and Young Men.

Trencher, slip-on and raglan models, most popular shades. Sizes 34 to 44, \$15.00.

Simpson's—Main Floor.



When Such Fine Shirts Are Just \$1.47
3 For \$4.25
It's Time to Get Your Supply



Arrow, Tooke, Forsyth and Strand Grades

Shirts for Easter—shirts for every day—shirts for all the year round—are among the wonderful variety. They're regularly \$1.75, \$2.00 and \$2.50.

A noteworthy feature apart from the immensity of the sale lot is the charming diversity of wanted designs and patterns. The fabrics include the newest and best for spring and summer wear. They are coat style shirts with soft double French cuffs. Sizes 14 to 18. Today, each, \$1.47, or 3 for \$4.25.

Children's New Tweed Hats

Rah-Rah and Tom Tucker shapes, in a big range of tweeds. Today, \$1.00, \$1.50, \$2.00 and \$2.50.

Straw Hats for Children—Smart little shapes in natural, navy and black. Today, 75c, \$1.00, \$1.50, \$2.00 and \$2.50.

Men's Hat Department—Main Floor.

Boys' Easter Suits, \$7.35

Regular Prices \$9.50 and \$10.50. Sizes 25 to 32.

120 English Tweed (wool and cotton mixture) Boys' Suits, in grey and brown mixed effects, with red stripe pattern. All-around belted model, with full chested and tapered waist effects. Vertical pockets, full-fashioned bloomers. Sizes 7 to 14 years. Special clearing price, today, at \$7.35.

Men's \$12 Watches at \$7.89

It'll be necessary to shop early for these, since there are only 25 watches in the group. They are 15-jeweled watches. Popular 16 size thin model—open face—set with 15 jewels. Empress quality cases. Written guarantee for one year accompanies each watch. Regularly \$12.00. Today, \$7.89.



Basement List for Today

- Hardware, Cutlery, Auto Accessories.
- Dunlop Tires, selected grade, "seconds," size 30 x 3 1/2. Today, each, \$14.95.
 - Champion Spark Plugs, 1/2-inch size, 500 to sell today. Each, 69c.
 - Sheffield Razors, George Butler & Co.'s well-known make, 5/8-inch blade. Black rubber handle. 288 to sell. Today, each, 69c.
 - Shaving Brushes, bristles set in rubber. Today, 25c.
 - High-grade Shears and Scissors, 6, 6 1/2, 7, 7 1/2 and 8-inch sizes. Japanese handle and full nickel-plated; \$1.25 to \$2.00 values. Today, pair, 95c.
 - Garden Rakes, malleable iron head, long handle, 12-tooth size. Today, 39c.
 - Spading Forks, four-prong, "D"-top handle. Today, \$1.65.
 - "D"-handled Spades and Shovels, today, each, \$1.45.
 - Sponges, for automobile use or for washing windows, etc. Today, each, 45c.

Sale! Men's Hats \$1.95

Regularly \$2.50 to \$5



No phone, mail or C.O.D. orders accepted on these hats.

This kind of opportunity seldom comes at the beginning of a season. But, being left-overs from quick-selling lines, we're reducing them for immediate clear-away today.

They are soft and stiff hats in a variety of good shades and shapes. Today \$1.95.

Dressers and Chiffoniers Reduced

- \$34.00 Chiffoniers at \$24.50**
Solid oak, golden and Belgian grey, kyanox, walnut and enamel. Three large drawers. Plate mirror. Regularly up to \$34.00. Today, \$24.50.
- \$25.50 Dressers at \$21.35**
Pure white enamel, three top drawers, bevelled plate mirror, 22 x 28 inches. Regularly \$25.50. Today, \$21.35.
- \$33.75 Dressers at \$23.95**
Solid oak, fumed finish, oval bevelled plate mirror, two large and two small drawers. Regularly \$33.75. Today, \$23.95.
- \$21.50 Dressers at \$15.45**
Of ash, golden finish. Two large and two small drawers. Bevelled plate mirror. 16 x 24 inches. Regularly \$21.50. Today, \$15.45.

Draperies

- Rich colorings, in Oriental patterns. Size 3 x 6 ft. Today, special, each, \$10.95.
- Feltol at 59c Square Yard**
The new felt base oilcloth. Tile, block and floral effects. Made in 2 yards wide only. Square yard, 59c.
- Rush Special—10 Baby Carriages at \$26.95 Each**
All carriages purchased before one o'clock will be delivered today.
- Drapery Specials for Today**
- Lace Curtains, pair 1.18
 - Lace Curtains, pair 2.98
 - Scrim Curtains, pair 3.98
 - Window Shades, each79
 - Window Shades, each98
 - Extension Rods, each20
 - American Chintzes, yard39
- Simpson's—Fourth Floor.

Records for Easter

- Selections from "The Messiah."
- 45144—10 in., \$1.25—He Shall Feed His Flock (Baker). Come Unto Me (Marsh).
 - 35484—12 in., \$1.50—Hallelujah Chorus (Pfyor's Band). The Heavens are Telling (Conway's Band).
 - 55053—12 in., \$2.00—I Know That My Redeemer Liveth; Oh, for the Wings of a Dove (Marsh).
- Beautiful Red Seal Records.**
- 74198—12 in., \$2.00—Open the Gates of the Temple (Evan Williams).
 - 64726—10 in., \$1.25—The Lord is My Light (McCormack).
 - 74472—12 in., \$2.00—O Salutaris (Luce). Latin (Journet).
 - 64414—10 in., \$1.25—Beautiful Isle of Somewhere (Evan Williams).
- Phonograph Dept., Sixth Floor.

New Tapestry and Chintz Wall Papers, 17c

Many styles in limited quantities only. Newest color treatments and designs, suitable for all rooms and halls. Regular 25c to 35c.



Semi-Indirect Fixtures Today \$6.95

The design is moulded in the glass—pure white. Hanger is brushed brass finish, \$6.95.

Simpson's Special Six-room House Outfit of Fixtures and Shades. The fixture illustrated for the dining-room. Also fixtures as follows: Verandah, Hall, Dining-Room, Living-Room, Kitchen, Cellar, Upper Hall, Bath, Bedrooms, Sitting-Room. In all \$38.00 worth for \$26.95.

Simpson's—Sixth Floor.

Men's Goodyear Welt Boots \$4.95!

About 1,000 pairs, made of colored and black leathers, including Havana brown, brown calf, gunmetal leather and patent colt. Blucher, button and straight lace styles. Military and English flange heels. All styles—sizes 5 1/2 to 10—three makes. Today, \$4.95.

White Bath Towels 63c Pair

Heavy quality—hemmed ready for use. Special today, per pair, 63c.

White Huck Bedroom Towels—hemmed. Special, today, pair, 49c.

Roller Towelling, 43c Yard—Irish linen crash, with red border. 17 inches wide. Special today, yard, 43c.

White Longcloth—Fine quality—36 inches wide. Today, yard, 27c.

Simpson's—Fourth Floor.

Women's \$1.10 White Silk Gloves 85c

Treco weave—double tipped fingers. Sizes 5 1/2 to 7 1/2. Usual \$1.10 value.

Today, 85c.

Children's White Cashmere Stockings, 59c—Fine one-and-one ribbed leg, and plain foot. Sizes 5 1/2 to 7 1/2. Today, special, 59c.

Women's Holeproof Thread Silk Stockings, \$1.50—Black, white and colors. Three-quarter-silk leg, with deep ribbed top. Today, \$1.50.

Simpson's—Main Floor.

Visitors to Toronto

The Palm Room, on the Sixth Floor—a good place to dine.

Information Bureau, on Main Floor, Centre.

Telegraph Station and Free Parcel Check Room in the Basement, Centre.

Post Office, on the Street Floor, Centre.

Women's Rest Room, on the Third Floor, Richmond side.

Telephone Booths, conveniently located throughout the store.

8.30 a.m. Sale DIAMONDS

\$35.00 Solitaire Rings at \$26.75

In either Tiffany style for women or square belcher for men. Regularly \$35.00. Today, \$26.75.

\$50.00 Five-Stone Rings at \$38.75

In half hoop style. Brilliant full cut diamonds. Regularly \$50.00. Today, \$38.75.

SOLITAIRE RINGS, with brilliant diamond set in 18k. gold and platinum. Regularly \$50.00.

\$25.00 Lavallieres at \$18.75

Diamond set, in various square, round and hexagon styles. Today, \$18.75.

Novelty Earrings, 95c

Big assortment, including pearl, studs, black, etc. Regularly \$1.50 to \$2.50. Today, 95c.

Simpson's—Main Floor.

We Prepay Delivery Charges on Goods Bought in the Store.

Delivery charges will be prepaid on all purchases of \$10.00 or more to any station in Ontario.

Simpson's Market Today

- Telephone Adelaide 6100 MEATS AND FISH.
- SHOULDER ROASTS SIMPSON QUALITY BEEF, per lb. 23
 - BLADE ROASTS, per lb. 23
 - THICK RIB ROASTS, per lb. 32
 - PRIME RIB ROASTS, per lb. 40
 - ROUND ROASTS, per lb. 24
 - BRISKET BOILING CUTS, per lb. 35
 - FRONT-QUARTERS YOUNG LAMB, per lb. 24
 - LOINS YOUNG LAMB, per lb. 32
 - LEGS YOUNG LAMB, whole or half, per lb. 40
 - LEG YOUNG FRESH PORK, whole or half, per lb. 40
 - GUNN'S BRAND SMOKED HAMS, mild, whole or half, per lb. 44
 - GUNN'S BRAND BREAKFAST BACON, select, whole or half piece, per lb. 44
 - EASTFIRST SHORTENING, 3-lb. pails, gross weight, per pail. 1.10
 - MAPLE LEAF PURE LARD, 3-lb. pails, gross weight, per pail. 1.10
 - SMOKED FINNAN HADDIES, per lb.13
 - SMOKED BONELESS FILLETS, per lb.23
 - KIPPERED HERRING, large, per pair10
- GROCERIES.
- 2,000 pails Raspberry Jam. No. 4 size pail, 95c.
 - (Only 3 pails to a customer)
 - Standard Granulated Sugar, in 5-lb. packets, 2 packets, \$1.14.
 - Early June Peas, tin, 15c.
 - Finest Canned Corn, tin, 20c.
 - Finest Canned Pumpkin, 3 tins, 29c.
 - Loaf Sugar, 2 lbs., 26c.
 - Comfort Soup, 14 bars, \$1.00.
 - Finest Creamery Butter, lb., 65c.
 - Fresh Roasted Coffee, lb., 42c.
 - Finest Canned Pineapple, Libby's sliced, tin, 35c.
 - Kellogg's Toasted Cornflakes, two packets, 26c.
 - Pure Orange Marmalade, 1-lb. tin, 25c.
 - Finest Canned Yellow Peaches, No. 2 tin, 25c.
 - Mild Cheese, lb., 37c.
 - Sapphir Brand Sardines, tin, 25c.
 - H. P. Sauce, bottle, 27c.
 - Rich Red Sockeye Salmon, Shamrock Brand, 1/4-lb. tin, 25c.
 - Finest Canned Lobster, 1/4-lb. tin, 29c.
 - Finest Comb Honey, section, 40c.
 - Baker's Cocoa, 1/4-lb. tin, 26c.
 - McLaren's Jelly Powders, assorted, 2 packets, 26c.
 - Choice Asparagus Tips, Sun-kist Brand, tin, 28c.
- Klovah Custard Powder, 3 tins, 25c.
 - Fremont Pork and Beans, tin, 20c.
 - Fruit Cake, lb., 30c.
 - Mixed Biscuits, lb., 25c.
- FRUIT SECTION.
- California Navel Oranges, Sun-kist Brand, dozen, 69c.
 - Choice Grapefruit, 3 for 35c.
 - California Lemons, dozen, 18c.
 - Choice Carrots, 7 lbs., 20c.
- CANDY SECTION.
- Vanilla Raspberry, Chocolate and Maple Flavored Fruit and Nut Fudge, lb., 25c.
 - Chocolate Covered Cherries, regular 60c, lb., 49c.
 - Salted Peanuts, lb., 25c.
 - Special, 1-lb. box Assorted Chocolates, box, 46c.
- FLOWER SECTION.
- Easter Lilies, bloom, 15c.
 - A large variety of Easter Plants, Hydrangeas, Rambler Roses, Hyacinths, Spirea, Geraniums and Ferns.
 - Carnations, \$1.75 and \$2.00.
 - Roses, \$3.25, \$4.00, \$5.00.
 - Daffodils, dozen, \$1.00.
 - Tulips, dozen, \$1.00 and \$1.25.
 - Sweet Peas, bunch, 20c.
 - Large Bunches Sweet Peas, 75c and \$1.00.
 - Stocks, dozen, \$1.50.
 - Hyacinths, dozen, \$1.50.
 - Calla Lilies, dozen, \$3.50.

The Robert SIMPSON Limited