

Two Pages of Simpson Specials for Wednesday

Mid-Week Corset Specials

Two values have been secured which will make Wednesday a good day for your shopping—if corsets are on your list. Phone orders filled.

\$2.50 "LA DEESSE" MODEL FOR \$1.75.

A new model for this season, made from a very fine grade of white coutil, medium bust; long, unbonded hips; duplex aluminum boning throughout; wide side steels, 6 wide, fine elastic garters; bust draw cord; deep lace and ribbon bow trimmed; sizes 18 to 26 inches. Regularly \$2.50. Wednesday, a pair 1.75

\$5.00 "LA DIVA" MODEL, \$3.50.

A most fashionable Corset, made from exquisite white brocade, medium bust, long unbonded skirt; duplex, non-rustable boning; wide side steels, six fine wide elastic garters; bust draw cords; deep fine lace and silk ribbon bow trimming; sizes 18 to 26 in. Regularly \$5.00. Wednesday 3.50
(Third Floor)

Brocade Silk Mull and New Voiles

20 pieces only, superior quality figured silk mull, usually known as "tub silk" on account of its splendid washing qualities; no matter how often it is laundered, it always looks like new. This is a clearing lot from a New York manufacturer which we secured at about half-price; colors cream, pink, sky, mauve, brown, etc. Regular value 50c. Special to-morrow25

New Bulgarian Crepes and Voiles, most dainty patterns, not too extreme. Crepe, 28 inches wide30 Voile, 40 inches wide39

The latest novelty from New York is the Silk Ratine. We have it two ways, quite plain and brocade; a splendid range of colors in each, including pink, sky, mauve, black, grey, etc. Plain 98c, brocade \$1.25.

A special purchase of Fine English Ginghams, in checks and stripes, also in plain colored chambrays.8

Special ranges of Dainty Bordered Crepes, in very fine quality, deep plain borders of various colors, 42 in. 1.25

New range of Plain Colored Ratine, 42 in. wide, in pink, sky, navy, mauve, Alice, etc. Wednesday79
(2nd Floor, Queen St. Side.)
(Second Floor)

The Season's Best Styles

are here for the seeing, in our big mantle section. All the latest features of cutaway fronts, blouse coats, Bulgarian colorings, new weaves, pleats, buttons, laces and linings are shown in profusion. Almost any taste can be satisfied. Your style will be studied carefully by efficient salespeople, to assure you of all the possible effect from your purchases. The prices are all moderate, some of them extremely low.

A NEW LOT OF \$12.50 SUITS.

We can hardly keep abreast with the demand for these suits. The value is so decided that they sell rapidly. Made from a fine serge, in navy and black; hand tailored, with cutaway fronts, and linings of good quality of satin. They are extra special at \$12.50

MISSSES' AND WOMEN'S DRESSES, \$8.95.

Regular Values are \$12.50, \$16.50 to \$19.50.

A special purchase from a well-known manufacturer enables us to offer them at the price of fashionable eponge, ratines and linens; copies of New York models, in a wide variety of styles; colors are rose, tan, Copenhagen, grey, blue, white and navy; clever styles that are sure to please you. Such values so early in the season are exceptional. Worth \$12.50, \$16.50 and \$19.50. Price 8.95

COATS, REGULARLY \$19.50, FOR \$11.85.

These coats, offered for early morning selling, are made from serges, whipcords, ratines, and light-weight tweeds, in fancy weaves; all are of the newest styles; some short lengths, with cutaway fronts; others full length; all beautifully lined and trimmed. Rush price 11.85

GIRLS' COATS, \$3.59.

Cheviot Serge Coats, in navy, grey and tan; also tweeds; cut in loose-fitting styles, and trimmed with broadcloth in contrasting shades; ages to 14 years. Splendid value 3.59

SPECIAL SALE OF SKIRTS.

Only a limited number; a manufacturer's samples and oddments left over from some of our best selling lines; styles are the newest, and workmanship the best; materials include serges and Panamas, in black or navy, tweeds and worsteds in grey mixtures. Regular values from \$5.00 to \$7.50. Wednesday half-price, \$2.50 to \$3.75.
(Third Floor)

The Enthusiasm of Big Business

has gripped every department of this huge-growing Store; so much so that the managers have poured in upon the advertising staff such a great list of splendid values that a second page is necessary to tell you of them.

On the other page in this paper you will find advertisements of Men's Clothing, Metal Beds, Floor Coverings and other important sales, each of the utmost importance to you whose interests they cover.

Our Greatest Sale of Boots and Oxfords

We have just cleared the entire factory of one of the largest manufacturers in Montreal at less than half price. One of the conditions being that we would not advertise their name in connection with this sale, as it would injure their agencies throughout Canada. But we can say that they have been the standard of high-grade shoemaking for over forty years, and their regular standard stamped prices are \$4.00, \$4.50, \$5.00, \$5.50, \$6.00 and \$7.00, while the Ladies' Riding Boots and Men's Prospectors are \$10.00 and \$12.00.

One hundred salespeople will be ready at 8 o'clock to tell you all about these shoes. See Yonge street windows.

WE CANNOT PROMISE TO FILL MAIL OR TELEPHONE ORDERS FOR THESE BOOTS.

MEN'S \$7.00 SAMPLE BOOTS AND OXFORDS, \$2.95.

1,100 pairs men's highest-grade sample Boots and Oxfords being a complete set in every style, made in one of the most popular factories in Montreal, with agencies in every city and town in Canada; they are made in tan Russia calf, patent colt, kangaroo, box calf, vici kid, gunmetal and velours calf leathers; every pair is Goodyear welted; some have rubber soles and heels; some are leather lined; some have heavy waterproofed soles. The regular standard prices throughout Canada for this well-known brand of boots are \$4.00, \$4.50 \$5.00, \$6.00 and \$7.00. All one price Wednesday. 2.95

\$6.00 MEN'S BOOTS AND OXFORDS, \$2.95.

3,000 pairs Men's Highest Grade Boots and Oxfords, in button and laced

styles; made on the newest short vamp, high toe, new recede toe, and English lasts of patent colt, gunmetal, kangaroo, vici kid, willow calf, tan Russia calf and velours leathers, oak tanned Goodyear welted soles; this is beautiful footwear, and perfect in every way. Sizes are 5 to 11. Regularly \$4.00, \$4.50, \$5.00 and \$6.00. All one price Wednesday. 2.95

MEN'S \$10.00 AND \$12.00 PROSPECTING BOOTS, \$3.95.

200 pairs Men's High Leg Prospecting or Hunting Boots, made of tan willow calf, black box calf and American cream elk leathers; some are the extra high Strathcona style, double and triple thick Goodyear welted soles, with reinforced shanks. Sizes 5 to 11. Regularly \$8.00, \$10.00 and \$12.00. Wednesday, eight o'clock 3.95
(Second Floor)

\$5.50 WOMEN'S BOOTS AND OXFORDS, \$2.45.

1,340 pairs Women's Dainty High-grade Boots and Oxfords, button and Blucher styles, patent colt, gunmetal, vici kid, tan Russia calf and velours calf leathers, dull matt calf, cloth, self and fancy tops, New York, French, Cuban and military heels; all sizes from 2 1/2 to 7. Regularly \$3.50, \$4.00, \$4.50, \$5.00 and \$5.50. Wednesday all one price. 2.45

WOMEN'S \$15.00 RIDING BOOTS, \$3.95.

68 pairs only Women's High-grade Riding Boots, in all patent colt or tan Russia calf leathers. These are dainty custom grade, hand-finished boots, and the standard price is \$12.00 to \$15.00. Sizes 2 1/2 to 5 1/2 only. Wednesday, eight o'clock 3.95

Women's French Kid Gloves

Women's French Kid Gloves, "Elite," "La Rive" or "Monopol." Made from real kidskin of a selected quality expressly for our trade; perfect fit and finish, and are fully guaranteed. Sizes 5 1/2 to 7 1/2. All shades. Thursday, \$1.00, \$1.25 and \$1.50.

"Kaiser" Brand Guaranteed Long or Short Silk Gloves, kid glove fitting, finger tips will outwear the rest of glove; all shades. Sizes 5 1/2 to 8. Thursday, 50c, 75c, \$1.00, \$1.25 and \$1.50.

Women's All-wool "Llama" Black Cashmere Hose, full fashioned, spring weight, extra soft yarn, close gauge, spliced heel, toe and sole; 8 1/2 to 10. Thursday50

Women's Fine "German" Make Silk Lisle Thread Hose, fashioned, best dye; close, even thread; double suspender top; spliced heel, toe and sole; 8 1/2 to 10; black, white, tan, sky, pink. Thursday, 3 pairs \$1.00, pair 35c.
(Main Floor)

"King's Court" Stationery

Fine White Linen Note-paper, fashionable size. Per quire5
Envelopes to match, per packet of 255
A BIG VALUE WRITING TABLET
The "Winona," containing 72 large sheets Bond paper, ruled or plain, with blotter cover. Special, each . . .10
(Main Floor)

Imported Blouses \$5

Each Wednesday we arrange a sale of Imported Blouses, from which the following list of special values are a typical offering:

ON SALE TO-MORROW AT \$5.00.

Blouses of ecru shadow laces, in some very beautiful modes. Regularly \$7.50 to \$12.50.

A collection of Hand-made French Lingerie Blouses. Regularly \$8.50 to \$17.50.

Ivory satin, dressy and plain tailored styles. Regularly \$7.50 to \$10.50.

Ninon and Chiffon Blouses, in plain, colored or melange effects. Regularly \$8.50 to \$15.00.

These and various other special little plums, all marked for Wednesday, each5.00
(Third Floor)

6-inch Ribbon 15c Yard

A perfectly woven Taffeta, of Swiss manufacture; rare value; an excellent millinery ribbon because of its firmness; may be had in any of the following colors, white, cream, pink, pale blue, old rose, red, cardinal, yellow, emerald, reseda, myrtle, sage, Copenhagen, navy, royal or black. A special ribbon. Wednesday, per yard15
(Main Floor)

The Grocery List

2,000 Stone Fresh Rolled Oats Per Stone .35
Finest Sugar Cured Hams, half or whole Per Lb. .20
Grapenuts Two Packages .25
Choice Pink Salmon, 1/2-lb. flats Three Tins .25
Canned Pineapple, sliced 1/2-lb. Tin .15
Finest Canned Corn Three Tins .25
Canned Tomatoes Two Tins .25
Canned Golden Wax Beans Three Tins .25
Canned Peas Three Tins .10
500 Tins Canned Pitted Cherries, in heavy syrup; while they last Per Tin .15
Easi-frost—A shortening compound 3-Lb. Pail .25
California Prunes Three Lbs. .25
Canned Haddie, Brunswick brand Per Tin .11
Teller's Cream Soda Biscuits 3-Lb. Box .24
Fancy Carolina Rice Three Lbs. .25
Choice Pickles—Mixed and Chow 40-Oz. Bottle .25
Choice Manzanilla Olives 16-Oz. Bottle .25
(Basement)



House Dress and Cap

Blue and white striped percale, cuffs, collar and pocket trimmed with cadet linen, high waist line, piped with blue; dusting cap trimmed to match dress. Sizes 34 to 44. Wednesday special 1.19

Sample Petticoats

Worth One-Half More and Over.

We have just secured from a famous New York manufacturer a clearing line of high-class sample Silk Petticoats, showing a wide range of up-to-date and novel styles; the materials are silk jersey cloth, crepe de chine, messaline, Japanese and pongee; some are trimmed with lace and insertion, others are embroidered in the new Bulgarian combinations, or trimmed with fringe or braid; one of each style. One-third to one-half less than usual prices, \$5.00 to \$12.00.

FRESH ROASTED COFFEE, PER LB. 28c.
500 lbs. fresh roasted Coffee in the bean, ground pure or with chicory, Wednesday, per lb. .28

Horse Show Millinery

Of the big occasions of the spring season, the Horse Show and the Races call for the most careful attention to your millinery. All the world is there, and you must stand comparison with the best products of the best modistes.

Our Millinery Department is in close touch with New York and Paris, from both of which was drawn the inspiration and the materials for an immense

"DISPLAY OF HORSE SHOW MILLINERY"

to take place Wednesday. Together with new models from New York we will show many exquisite hats evolved by our own staff. Beautifully fine white Tagels and rich Leghorn shapes, new trimmings, flowers strewn on the crowns, and brims veiled with crepe; varied tones of the new French blue and amber; mounts of Paradise, and dozens of other new features are shown in appropriate millinery for these occasions. The veiled idea will even be carried out in some of our best blocks in white Panama.

So various are the requirements of Toronto women that a stock such as ours must show hundreds of different models, as we do, and therefore you may be sure that you can match your costume and get just the right shape somewhere in this generous display.

The Robert Simpson Company, Limited