

Picture Framing Special at 50c

Your choice of 12 different mouldings; pictures up to 11 x 14 framed complete with back and glass on Thursday 50c for

SIMPSON'S

Good Strong Steamer Trunks

Waterproof canvas-covered trunks, with heavy leather straps, brass corners and protectors, three-lever lock, check lining and divided tray. 32-inch size, 5.75 34-inch size, 6.00 36-inch size, 6.25 40-inch size, 6.50

NEWS OF TODAY'S SELLING FOR SIMPSON SHOPPERS

20c Flannelette at 15c

Snowy White Flannelette, 28 inches wide, soft fine napped finish. Regular 20c a yard. Thursday .15

Other Staples

- Madapolam, 36 inches wide, soft needle finish, splendid quality for women's and children's dainty undergarments. Regularly 15c a yard. Thursday .11
Heavy Cotton Crash Toweling, 18 inches wide. Regularly 12 1/2c a yard. Thursday .12 1/2
Brown Linen Bath Towels, heavy thick pile. Thursday 3 pairs for .95
Hammed Huckaback Bedroom Towels. Thursday 3 pairs for .95
White Woonap Blankets, closely woven and evenly napped. Size 72 x 84 inches. Pink or blue borders. Thursday, a pair 4.98
Circular Pillow Cotton, 44 inches wide. Regularly 28c a yard. Thursday .21
Bleached Sheetting, plain weave, 70 inches wide. Thursday, a yard .33
Bed Comforters, cambric covering, assorted colorings. Size 72 x 72 inches. Thursday 1.98
Tapestry Table Covers, two-tone effects in red or green. Size 2 x 2 yards. Regularly \$3.50. Special on Thursday 2.98



Suits That Boys and Their Parents Like

Pinch-back Models Are Shown in a Variety of Colorings in Good Fabrics in the Boys' Clothing Dept. We feature one of these smart suits in a medium weight fancy grey tweed that will give splendid service. Coat is single-breasted with well-cut lapels, form fitting shoulders, side and breast patch pockets, twill serge body linings. The bloomers are full fashioned, lined throughout, with belt loops and expanding kneebands. For boys 7 to 16 years. Sizes 25 to 30, \$8.00. Sizes 31 to 34, \$9.00. Another line is tailored from a soft finished English tweed suiting in a fancy blue check color, single-breasted with form retaining shoulder, smart side and breast patch pockets, loose all-around belt sewn at back only, and twill serge body linings. The full fashioned bloomers are lined throughout and have belt loops at waist and expanding kneebands. For boys 7 to 16 years. A very smart looking suit for best wear. Sizes 25 to 30, \$11.50. Sizes 31 to 34, \$12.50.

Another Good Suit

Made from Scotch tweed in rich heather mixture. The coat is a single-breasted, three-button model, with smart lapels, form-fitting shoulders, side and breast patch pockets with button and flap, three-piece all-around belt sewn at back only, and rich, durable twill serge body linings. For boys 7 to 17 years. Sizes 25 to 28, \$10.00. Sizes 29 to 35, \$12.00. Visit the boys' wash suit display on the second floor, near Richmond street elevators.



New Hats for Men

New Spring Borsalinos . . . 4.00, 4.50
Broad-brimmed Fedoras . . . 2.50
Black Stiff Hats . . . 2.50
Caps, all styles, 75c, \$1.00, \$1.25, \$1.50 and \$2.00.

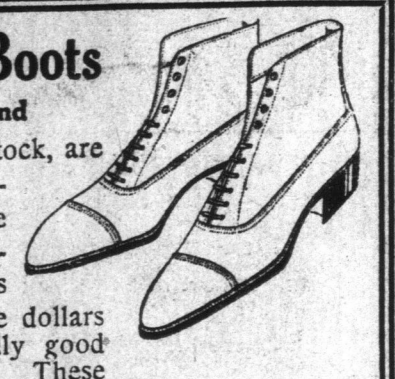
For Smaller Boys

New spring suits for the little fellows from two and a half to eight years are shown in a splendid range of styles, colors and prices. Smartly tailored from soft finished, medium weight tweeds in junior Norfolk styles, with neat lay-down collars, pleats down back and front, sewn belt at waist and patch pockets. Body linings warm and durable. The straight pants are lined throughout and have waist band. A choice of grey and brown stripes, checks and plain weaves, and some new fancy mixtures. A detachable white pique collar with each suit, \$4.25, \$4.75, \$5.00, \$5.50, \$6.00, \$6.50 and \$7.00.

Men's 'Victor' Boots

Our Own Private Brand

They are made of selected stock, are scientifically and substantially built, and the lasts are the most up-to-date. Because they are Simpson's private brand the prices are dollars lower than boots of equally good value under other names. These are three of the leading "Victor" boots.



'Victor' Cushion for Comfort Highest grade black vic kid blucher, with kangaroo toe-cap, neat comfort-fitting last, with cushion insole, full heavy single oak tanned Goodyear welt sole, medium easy tread heel. Widths E and F. Sizes 6 to 11. 7.50 Per pair

'Victor' Bond St. Recede Toe This popular gunmetal calf lace boot for men has blind eyelets to top, English recede toe shape, stitched toe-cap, light weight Goodyear welt soles and flange heels; widths C, D and E. Also the same style in dark brown with Neolin or leather soles. The price of either style is 6.00

'Victor Earl' a Boot for Dress Occasions Finest grade black polished kid leather boot, with neat kangaroo toe-cap, bright kid top, straight fitting last, light weight Goodyear welt soles, medium heels; widths C, D and E; sizes 6 to 11. Per pair 7.00

'Daintymaid' High-grade Boots for Girls A White-Suck Lace Boot, with 7-inch top, nature shape last, price \$7.00. A Glace Kid Button Boot, high top, pearl buttons, sizes 11 to 2, price, \$6.00.

Practical and Picturesque is Our Display of Silks and Dress Goods

It is always an occasion of supreme importance to the women of Toronto when Canada's leading silk and dress goods store, which is located on our second floor, announces its complete readiness to speak authentically on weaves and colorings for the ensuing season.

We are now entirely ready, not only to tell you "What's what," but also to show you the picturesque assortment of gaily-colored materials that Fashion has touched with her magic wand.

And, as usual, the Simpson standard of quality is fully maintained

- Taffeta Leads - in such a variety. Every conceivable shade in the plain, and an almost endless assortment of stripe combinations, \$2.50 a yard. Colored Taffeta Fascines, in shot effects, in two and three-tone shadings, and large checked patterns, will all be in demand, \$2.00 to \$5.00 a yard.
Silk Crepe Georgettes - The leading position of taffeta makes Georgette necessary for sleeves and trimmings, also Georgette will make the loveliest waists imaginable, \$1.50 to \$2.50 a yard.
Silk Crepe de Chine - is also in strong favor, with pinks, blues, mustard, citron, purple, champagne, and sand shades as leaders. Duchess Satins and Satin Charmeuse are staple, and will be used with fashion's approval.
The Return of Shantung - We have always advocated the use of these Eastern silks, both for wear and appearance. Not only are plain natural dress and suiting weights shown, but colors in 40 different shades, with Paisley patterns to match, and printed designs galore.
Silk Plaids - in the large checks will surely win great favor. They are stunning, new and correct, \$2.50 a yard.
Pussy Willow Silks and Foulards - Oriental designs, coin spots of unusual size, and wide two-tone stripes are featured, at \$3.50 a yard.
Other Novelty Silks - Piping rock, khaki-kool, Tussahs, Pongees, and Cinderella Silks, Jersey Silks, etc.
We are also giving considerable space to Satin Linings, including Skinner's Guaranteed Qualities. Prices from \$1.00 to \$3.50 a yard.
Silk and Wool - Silk and Wool Materials occupy a big place in the realm of fashion for chic spring dresses, suits or individual skirts.
Among the New Weaves and Crepe Tussahs - Opaline, Ondule, Snowflake, Falles, Rampeon, Cheddah, Fleur-de-Poplin, Eolienne, Chiffon, etc., etc.
Poiret Twills and Jersey Cloths - Are right in the forefront among the fashionable materials, and our display is big and comprehensive. Superb Broadcloths, Gabardines, Homespun and Tropicines also occupy an important place in our showings.
Sports Fabrics - Materials for Sports Skirts and Coats are legion, in color combinations of striking beauty.
The New Shades - Putty, Sand, Mustard, Apple Green, Petal-de-Rose, Nightingale Blue, Chartreuse, Tapestry Blue, Aluminium and Platinum Greys, Gold-Clay, African, Marine, Labrador etc., etc., are among the new shades in Dress Goods and Suitings.
Our Famous Serges - Those who have shopped around know that our Serges are always of the best British soap-shrunk qualities. As usual, we have an abundant assortment of our standard qualities, and the dyes are guaranteed.



10 Karat Pendants \$1.00

Clearing all pendant samples and odd stock—many priced below actual cost. They are 10k gold, set with various stones in many designs, and we include a gold-filled chain. Thursday 1.00

Gold Tiepins \$1.29

Pearl and other stone set Tiepins, 10k and 14k gold (more like than 10k), in many designs, including wishbone, fleur-de-lis, horseshoe, maple leaf, etc. Thursday 1.29

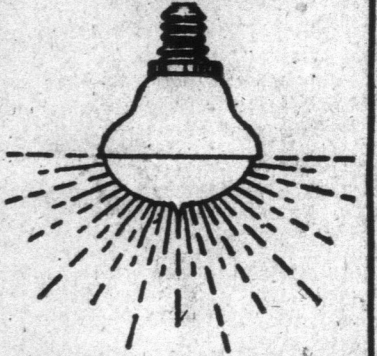
Ivory Finished Toilet Articles

One Letter Engraved Without Charge on Each for Thursday Only
Hair Brushes, concave backs, with long stiff bristles, \$1.75 to \$3.50.
Hair Brushes, oval backs, with long stiff bristles, \$1.00 to \$3.50.
Cloth Brushes, \$1.50 to \$2.25.
Hat Brushes, \$1.00 to \$1.50.
Bonnet Whisks, 75c to \$1.00.
Hand Mirrors, either long or ring handle, with finest quality, heavy beveled plate glass, \$1.50 to \$3.25.
Bonnet Mirrors, \$2.75 to \$3.50.
Dressing Combs, with extra strong teeth, 25c to \$1.00.
Puff Boxes and Hair Receivers, 50c to \$2.50.
Shave Boxes, 10c to 75c.
Jewel Boxes with Jewels, \$1.50 to \$1.75.
Hair Pin Boxes, 50c to \$2.00.
Pin Cushions, \$1.00 to \$2.25.
Manicure Pieces, Nail Files, Button Hooks, Cuticle Knives and Corn Knives, 25c to 40c.
Brush and Comb Trays, 75c to \$2.00.
Talcum Powder Boxes, 50c.
Glove and Handkerchief Boxes, \$3.50.
Photo Frames, 25c to \$3.00.

Children's Wear

Girls' Kimonos, made of soft printed velvet flannelette, in a number of dainty pink and blue figured and striped designs. They have smart collars with rope ties, rope ties with tassels at waist, and pockets on front. Sizes 6 to 16 1.69 Thursday Special
Kleinert's Baby Pants, "smug-it" style, made of fine white percale, rubberized inside. Sizes, small, medium and large. Thursday 35c
Infants' Nightgowns, of soft, white flannelette, daintily pintucked, yoke with pretty silk flosses front, fine lace edges on neck and sleeves. Size 6 months to 2 years. Thursday 65c

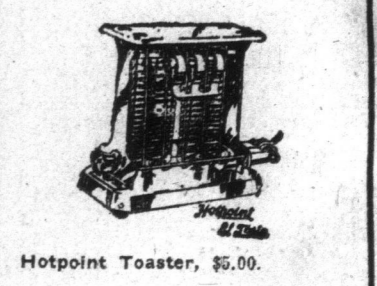
Electric Helps Clean and Efficient



Reflector Lamps will light your home better and at less cost than any other lamp. It has a concentrated filament which is supported every 1/2 inch, giving the lamp longer life than any other lamp. They are made in 25, 40, 60 and 100-watt sizes. Prices: 75c, 80c, 85c and \$1.40.



Electric Coffee Percolators—The famous Hotpoint line, \$4.50 to \$19.00.



Hotpoint Toaster, \$5.00.



Electric Irons, \$2.95 to \$6.00.



Grill Stoves, for light house-keeping, teas, luncheons, etc., \$5.00 to \$8.50.

Woodenware and Household Brushes Special for Thursday

- Combination Mop Stick, holds mop and brush 15
Ironing Boards, 12 x 60 49
Easy Clothes Wringers, enclosed caps, ball bearings, spiral springs, 11-inch warranted rubber rolls 4.89
Rolling Pins, hardwood, smooth finish, revolving handles, ready to use 19
Pastry Boards, well made:
Size 11 x 16 25
Size 18 x 24 39
Baking Boards, with sides:
Size 18 x 24 59
Size 18 x 28 69
Size 20 x 30 79
Verandah Gates, three sizes, complete, ready to use:
3-ft. extension 1.45
4-ft. extension 1.89
5-ft. extension 2.69



- Scrub Brushes, good quality, at 15
Military Clothes Brushes, 25
Banister Brushes, stiff fibre stock 25
Banister Brushes, polished handles 49
Lavatory Brushes, long wire handles, shaped brush 19
Floor Brushes, 12-in. and 14-in., long handles 49
Floor Brooms, good grade corn 49

A Money Saving Wall Paper Event Today

Imported Duplex Oatmeal Wall Papers 35c Wall Papers 17c
30 inches wide, 5-yard roll, 11c. Four attractive shades, light green, medium buff, pale blue and dark buff, heavy quality stock. Not more than 50 rolls to a customer, per 5-yard roll. 11
Chintz and floral papers for bedrooms, dainty colorings, in light grounds, also fine stripes and small leaf effects. Regular 35c. Single roll. 17
50c to \$1.00 Wall Papers 29c
Clearing out some broken lines of imported wall papers. Many of these are English papers, leatherettes, blend treatments, conventional patterns, some tapestry, and other silk finishes. Regular 50c to \$1.00. Single roll 29
Cut-Out and Scenic Borders
Large range of colorings and styles, suitable to use in living-rooms, halls and dining-rooms. Regular 10c to 15c. Yard 5

4-Yard Wide Linoleum Laid Free

Once again we are making this special offer. Any of our 4-yard wide linoleums at 75c or 90c a square yard, purchased on Thursday, will be laid free. They are imported goods, splendid wearing, and the designs are excellent.

Axminster Rugs at \$23.75

50 only, useful Axminster rugs in a quality that may be depended upon for wear. Five designs to choose from, all new up-to-date Oriental and conventional patterns; brown, fawn, old rose and tan colorings; size 6.9 x 9.0. Price 23.75

Beds and Mattresses

Brass Beds, heavy 2-inch posts, special mounts, 1 1/2-inch top rod, one-inch fillers, double galleries, special satin ribbon finish; 4-6 size only. Regular price \$46.00. \$32.00. Thursday 22.95
Brass Beds, heavy 2-inch posts, 1 1/2-inch top rod and fillers, special mounts, can be had in bright, pollette and satin finish; 4 ft. and 4 ft. 6 in. sizes only. Regular price \$31.75. Thursday 22.50
Brass Beds, heavy 2-inch posts and five one-inch fillers, ball corners; bright, satin or pollette finish; 4 ft. and 4 ft. 6 in. sizes only. Regular \$25.50. Thursday 19.45
Mattress, half layer felt, wood fibre centre, roll edge, deeply tufted and encased in good grade of art ticking; all regular sizes. 6.25 Thursday
Box Spring, oil tempered spiral springs, covered with canvas, heavy layer of felt on top, covered in good grade of art ticking. Thursday 12.95

Framed Pictures and Photo Frames Special at 19c

5,000 pieces, and every one a bargain. Cupids, girls' heads, comics, "Fisher heads," and a large assortment of photo frames—all in a wonderful clearance sale 19
The SIMPSON Company Robert Simpson Limited