

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Finest higher temperature.

SIMPSON

This in the Lunch Room

Wednesday Afternoon, 3 to 5
Oyster Patty, Bread & Butter, Pot of Tea

10c



The Simpson Store Values

Attention, Men!

NEW SPRING Overcoats

100 only in the lot, being a manufacturer's samples, there are only five to a pattern. They include the very latest cuts and colorings, in fancy tweeds, chevrons, and vicunas; also some plain Oxfords and blacks, made up in the conservative Chesterfield, with plain or silk facings. They are well made, on the newest models, and tailored in the very best manner. In the lot are sizes 34 to 44. Lines that were made to sell at \$12.00, \$14.00, \$15.00, and \$18.00. On sale Wednesday at

\$8.95

You Can Save on Boys' Spring Suits

Two-piece Double-Breasted Suit, with long roll lapels, bloomer pants and good linings, made to stand hard wear; in dark brown striped tweed; sizes 25 to 30, \$5.50; 31 to 33, \$4.00.

TWO-PIECE YOLK NORFOLK

With straps down front and back from yoke, belt of self goods, full hip, American bloomer pants, with strap and belt loops, made from English tweed in a fawn and grey mixture, one of the newest for spring wear. Sizes 25 to 30, Wednesday, 3.75

For the boy who has pride in his appearance this natty three-button, double-breasted style is intended. Made from an English tweed in the latest shades of brown with a broken stripe. It has medium length lapels and vent back, full fitting bloomer pants with straps and belt loops, is perfectly tailored and trimmed. Sizes 25 to 30, \$7.00, 31 to 34, \$7.50.

An Extra Value in

Shirt and Collar Sets

Men's Neglige Shirts, with a separate soft close-fitting collar, double turn-back cuffs, starched neckband, are made from a fine chambray cloth with white stripes and sell regularly for \$1.25. All sizes. Wednesday, .89

Spring Underwear at \$1.00

Body Guard underwear, in medium weight for early spring wear. A beautiful soft garment that will not irritate the skin. We replace all garments bearing the Body Guard labels should they shrink in the wash, all sizes, 34 to 44. Wednesday, 1.00

Pen Angle Brand, natural wool underwear, new shipments of the well-known No. 95 quality, in single or double-breasted styles. Sizes 34 to 42. Wednesday, 1.00

Silk and Net Waists At Very Special Prices

Making way for great new lines of spring wash waists, these small quantities of dainty waists, covering prices from \$2.95 to \$5.00, will all be marked for quick clearance at \$2.00. The showing comprises fine black heavy silk embroidered nets, dainty allover and fancy nets, in coru and ivory, all hemmed with lovely gulfure yokes, motifs, and bandings. Several lines of good messaline and paillette silk waists, natural color, colored pipings, and a few very dainty beaded blouse slips, now so fashionable. These and many others on sale in the long avenue, third 2.00 floor. Wednesday, each

Black and Navy Serge Suitings

We have put into stock a consignment of these pure wool serges, imported from France, in fine men's cloth Botany finish, beautiful, soft texture. The correct weight and finish for smart tailored garments.

In splendid shades of indigo blue and rich, deep, un fading black. Guaranteed thoroughly sponged and unspottable, 4 in. wide. Per yard 1.50

The Showing of Silks

An enormous range of all that is new and best in plain and fancy silks, carefully selected from the world's best silk manufacturers. Displayed Wednesday will be:

New French Foulards, in beautiful all-over designs, and in new stripe effects, grey being predominate, also a wide assortment in dainty figure patterns in new greys, tans, mauve, and blue grounds, in both Foulard and Dresden finished silks, 40 inches wide, from, per yard \$1.50 to \$2.50

A REVIVAL IN TAFETTA SILKS.

No silk looks more dressy than the new soft-finished tafetta silks. They are quite different from the old-fashioned glass-stiffened tafetta and the new chiffon finish giving softness and durability.

In Black Taffetas we show C. J. Bonnet's famed qualities in wide widths from \$1.00 to \$3.00 per yard.

In the new changeable and shot striped taffetas, all colors are represented, the widths are 38 and 44 inches, and prices are \$2.00 and \$2.50.

New Charmeuse Satins, in all the newest colors, also in black. The soft, rich, subdued finish of these dress satins places them as favorites on the market. 42 inches wide, 2.50 per yard.

A SPECIAL FROM THE BLACK SILK SECTION.

400 yards of Heavy Rich Black Paillette. A silk we can recommend for wear. 36 inches wide, to be cleared on .96. Wednesday, at, per yard

Among the Paris Models

Imported models for spring and summer embody the slender lines and graceful features of the world's foremost designers, with whom we are constantly in touch through our Paris correspondent.

Very Smart Morning Dress, in navy blue serge, trimmed with narrow braid and buttons in same material, centres with pearl rime, embroidered batiste collar with Venise edge 25.00

Beautiful Hand-tailored Suit, in taupe novelty serge, new model skirt 50.00

The Note of the Season for the Dress Trimmings is "STEEL"

Fringes, flouncings, bandings, edgings, all are made of beautifully fine cut steel beads. This fashion will be dominant in Paris, London, and New York, therefore you can see a splendid selection of same in our famous "Trimming Department."

A fashion that will never become "vulgar." The price prohibits that.

Where Descriptions Fail

No words can paint the rainbow, they say, and when it comes to our wonderful display of

New Spring Millinery

No words are adequate to give you the faintest idea of the endless variety of novel shapes and shades that make the section a harvest for spring buying. Come when the display shows all its best New York and Paris models, and get suggestions for your new chapeaux.

There Lies before You, Madame and Mademoiselle, the Quest of Your Spring Suit

Don't shrink from setting out. The days are past when you must weary your feet, as well as your eyes and your head, in studying material and style, then trying on one model after another until you were

READY TO DROP

We saw it, though you perhaps might not imagine so, and we planned for your comfort while you are our guests in shopping.

All through our suit department there will be chairs, not a chair here and there for the first lucky comer, but hundreds of chairs, so that you may

SIT AT EASE

white working out your own problem or waiting for a friend to solve hers.

With the bright sun pouring in at our big windows, the softness and silence of the rugs beneath your feet, you will linger. I am sure, because you will be

SO INTERESTED

If "the spirit of eternal change in the life of nature," it is also the life of the fashions, and you will be sure to notice this season striking tendencies that have invaded even the conservative lines of the tailored suit.

You have observed the precision with which the tailor has always balanced the sides of his garment—a button on one pocket, a similar button on the other pocket—a seam here, a corresponding seam there.

This season

THE TAILOR DARES TO DEFLY that time-honored precedent. He not only trifles with it, as in some cases, he casts loose from it altogether in others.

He has tampered with the seams! He has displaced the buttons! He has completely demoralized the revers!

These would be SERIOUS CHARGES were the results not arresting, glowingly, attractive, charming.

Indeed of the very nature of that "change" which gives a refreshing zest to the semi-annual rehabilitation in which we women indulge.

Irregular, you say, unsymmetrical suits? Yes, a dainty, well-held-in-top-siderness, and you have seen those faces in which the very departure from the "lilly regular" of the Grecian model gives charm, piquancy.

Transfer that piquancy to things sartorial and you have the spirit of the season's styles.

A REVERE

for instance, instead of coming docilely to a stop where its small unadorned mate ends, in the exact centre of the coat, spring a few inches up a left seam, then turns and crosses the back, finishing horizontally.

If only by a few buttons, scattered with apparent carelessness at one side, omitted at the other, the determination is shown to depart from the beaten track, to read a declaration of independence against custom.

But—up you a bromidion—"You must see it yourself."

The Men's Furs

Fur-Lined Coats, custom tailored, black beavercloth shells, with No. 1 Canadian muskrat linings, and prime furred otter skin collars, sizes 38, 40, 42, 44. Regular \$100.00 coats, 72.50 Wednesday

Adjustable Fur Collars, in astrachan, electric seal, coon, Australian beaver, and Half Persian. Regular \$3.50 to \$6.00, Wednesday, 2.45

200 Travelers' Samples in Coats and Suits for Spring Wear

Embracing all the newest ideas in smart fitting styles, and in a wide range of materials for your selection. Only one of a kind.

ONE-THIRD TAKEN FROM PRICES.

These suits are out on fashionable lines, coats 34 to 36 inches long, with silk, satin, or serge linings, manish tailored throughout; notch collar, some inlaid with silk, others have the correct long revers, turn-back cuffs with pipings of silk or braid. Others have novelty trimmings. Materials in the lot are serge, panamas, fancy tweeds, homespun, vicunas, and white serges. Only two and three of a style.

Models for This Spring and Summer AMONG THE COATS.

All the newest styles are found in fancy mixture of tweeds, serges, and panamas, cut on semi-fitting lines, with long revers or notched collars, inlaid with silk or satin of contrasting shades. Deep turn back cuffs with manish tailored sleeves. Some have the new one-sided back ornamented with buttons, while others have fancy braid stitched across back just above the high waist line. No more than two alike for you to choose from, and indeed these are truly a big bargain so early in the season. Worth \$25.00. WEDNESDAY ONE-THIRD LESS.

Novelty Ribbons

One of the season's newest ribbons is a 4-inch satin in the best colors, with four narrow black velvet stripes over the satin, the black velvet combined with the colored satin is very smart. While the price is very small and the quantity is not large, 29 Wednesday, per yard

'Pen-Angle' Hose At Clearing Prices

They are what are called "seconds," but are in no way inferior to the first grade goods, in so far as either appearance or wear goes. Black, tan, and colors in cashmere, women's hose Regularly 40c and 50c. Wednesday, 25c

Socks for Men. Regularly 40c and 50c. Wednesday 25c

\$5.00 "La Deesse" Corsets for \$2.50

Another Half-price Opportunity to become acquainted with these beautiful La Deesse corsets. Many women came last week for La Deesse when we told them to and were delighted to share in the fifty per cent. saving we were able to offer them on these famous corsets. The model that is to be half-price Wednesday is ultra fashionable, and is especially designed for fairly stout figures, extra strong and handsome in appearance.

Special Sale of 200 pairs latest model La Deesse Corsets, for medium or stout figures, fine heavy white coutil, medium low bust, extra long and graceful below waist, extra strong, French boned back, six wide frilled garters, deep fine lace with ribbon and bow, bust draw cords, a magnificent model, sizes 20 to 30 inches. Regularly priced at \$5.00, 2.50 a pair. Wednesday a pair

New Carpets, Rugs, & Mats

A very wide range of designs and colors, studied carefully for the season's requirements.

A very useful lot of new wool and union carpets, 36 inches wide, they make an inexpensive but good looking carpet. Shades of brown, small two-tone greens, floral, chintz, and conventional designs at low prices.

Heavy Unions, 37c and 48c yard, closely woven wool with cotton, .68 warp, yard.

New Bedroom and Sitting-room Brussels, with nice borders—splendid value in a good range of designs and colors—self blue and green, soft green, and yellow combination and Oriental designs. Wednesday, 1.10 yard.

Unusual values presented in English Tapstry Squares of sterling worth, new, clean, bright, and standard quality goods bought very advantageously, and we are going to give our customers the benefit. Compare Wednesday's special prices, 7x7.6, \$4.35; 8x3, \$5.75; 8x10.6, \$6.75, 8x12.0, \$7.75.

A large shipment of our famous Scotch made printed linoleums is just to hand, and we have never shown a larger or bigger selection. The designs will meet all requirements, pretty matings, carpet, chintzes, tiles, and oak board stripes. See Wednesday's selection at, square yard, .45

There is a useful lot of hemp matting in greens, browns, blues, and runners at close prices. 18-inch, 20c yard, 22 1/2-inch, 24c yard, 27-inch, 28c yard, 36-inch, 36c yard.

Children's "Educator" Boots, 99c

The "Educator" Boot is to children what the "Queen Quality" is to their mother or the "Victor" to dad, extra selected materials, beautifully finished, exclusive, and dignified style. Tomorrow we will sell a thousand pairs in patent oiled, tan, Russian calf, and red vici kid leathers, white, red, and black tops, button style, sizes 2 to 8. Regular \$1.50 and \$1.75. Wednesday .99

"Queen Quality" for women and "Victor" Boots for men are awaiting your inspection of their new spring styles. Come tomorrow.



Bleached English Sheetings 20c Yard

Plain woven stout English sheetings, made from strong, closely woven cotton, about 70 inches wide, for double beds, only 80c 20 yards. Wednesday, yard .20

Beautiful Satin Damask Tablecloths, \$2.43 each. Direct from the loom and green fields of Ireland, made of pure linen, and a fine full satin damask, 2 1/2 yards, the designs are new and elegant, with deep borders and intricate patterns. Wednesday, each 2.43

Heavy Unbleached Cotton, 8 1/2c yard, 36 inches wide, round even thread, closely woven, a delightful clean perfect bleaching cotton. Only 1,100 yards. Wednesday .81 yard

Wide Irish Brown Sulting Holland, 20c yard, 49 inches wide, pure Irish linen, that delightful soft fine weave and finish, for wash dresses, children's wash dresses, dust coats, etc. About 700 yards in this lot. Wednesday, yard .20

Pure Linen Muckaback Bedroom Towels, 25c pair, Made in Scotland from pure flax, 18x36 inches, fringed ends, good heavy absorbent towels. 35 dozen only. Wednesday, pair .24

English White Honeycomb Quilts, 80c each. Closely woven English Honeycomb Quilts, fringed all round, 64x84 inches, for double beds, easily laundered, very serviceable. Wednesday, each .98

The Silverware Department

Preserved Ferns, including Asparagus Fern, Maidenhair Fern, and Moss Ferns. Arranged in a cardboard holder, 6 inches in diameter. Special 75c

Alarm Clock, American brass movement, every clock guaranteed. Special .87

Wood Mantel Clocks, in black and green enamel. The case is beautifully ornamented with one, two, or three pillars on each side of dial, also gold or bronze fancy feet and handles. Genuine Seth Thomas, which assures accuracy and 5.75 quality. Wednesday

Silver Plated Cream and Sugar neday, pair 1.98

Salt Cellar Set, including 1 pair china glass open salt cellars, with Sterling silver spoons, complete in fancy lined case. Wednesday, 98c per set

China & Glass

Table Tumblers, semi-cut designs. Regular \$1.50 dozen. 98c Wednesday

Salt and Pepper Shakers, Chip-pendale design, glass top. 21c Wednesday, per pair

12 Only, Dinner Sets, in Mad-docks' Royal Vitreous Ware, with green conventional border design, and gold edge line. Vegetable dishes in the newest shape; cups in the ovide pattern. Wednesday, special 12.50

Chocolate Sets, in rich Nippon ware, 14 pieces, heavy gold finish, and dainty floral designs. 25c Wednesday, special 1.98

Where Your Table is Concerned

2,000 Stone Fresh Rolled Oats, per stone, 43c
Choice Sugar Cured Hams, half or whole, per lb., 17c
Finest Canned Corn, per tin, 3c
Canned Peas, per tin, 11c
Pure White Clover Honey, 5-lb. pail, 68c
St. Charles' Milk, per tin, 25c
One car California Sun-kist Oranges, good size, sweet, and seedless, per dozen, 25c
Canned Yellow Peaches, in heavy syrup, per tin, 25c
Pure-Cocos in bulk, regular 35c per lb., 25c
Telfer's Cream Soda, 3-lb. box, 25c
Post Toasties, per tin, 25c
Canned Apples, gallon size tin, 24c
Canned Haddie, Brunswick Brand, per tin, 10c
FRESH ROASTED COFFEE, PER LB., 25c
300 lbs. Fresh Roasted Coffee, in the best ground, pure, or with chicory, Wednesday, per lb., 25c

The **SIMPSON** Company Limited

FOR SALE
10,250 FACTORY
Calla brick, 10 x 10, lot 105
35 King Street East
H. H. WILLIAMS &
35 King Street East

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CHAS. CHAMBER
WAS ENDO

Toronto Horticultural
Recommended Him F
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The report of a special co
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Civic Arts, Board of Trade
Onto Horticultural Society, re
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Hall last evening. The repor
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commissioner. Mr. Chamber
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don in the stellar role at the
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