

Telephone Main 7841

1898 --- TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR --- 1919

Market Adelaide 6100

# New Spring Overcoats in the Simpson Men's Store Today

## Include Slip-on, Form-Fitting, Chesterfields and Others for Men and Young Men

**WANTED**  
Experienced  
**Sales Women**  
For  
**Fridays and Saturdays**  
For  
Women's Coats and Suits,  
Misses' Coats and Suits,  
Women's and Misses' Dresses.  
Preference given to former  
employees living at home.  
Apply—  
**Women's Employment  
Bureau—Fifth Floor.**

The wonderful variety reflects a completed chapter of the most authoritative models for spring wear. The fashioning and patterning of the coats are all that the most particular dresser could wish. Select yours today from the following moderately-priced models:

**Slip-on Overcoats \$25.00**  
The Slip-on—Grey "Donegal" tweed effect. Single-breasted, 3-button. Small cuff on sleeves. Fancy silk yoke and sleeves. Sizes 35 to 44—\$25.00.

**Form-Fitting Overcoats \$28.00**  
Double-breasted form-fitting—Of dark brown novelty tweed—3-button model. Panelled and well seam backs. Quarter lined fancy silk. Sizes 34 to 40—\$28.00.

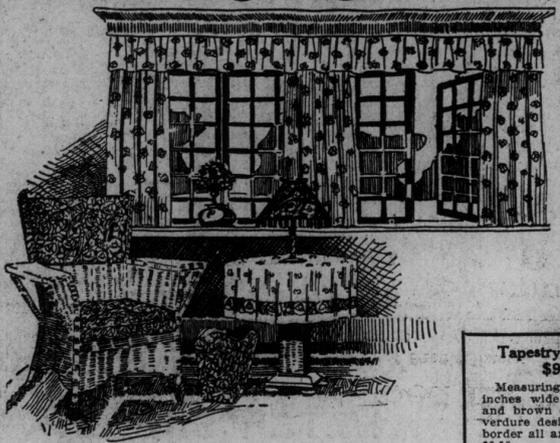
**Young Men's Waist-Seam Overcoats \$45.00**  
This is a particularly stylish model for young men. Developed in covert cloth. Single-breasted, 2-button. Waist seam-panelled back. Quarter silk lined. Sizes 34 to 42—\$45.00.

**Chesterfield Overcoats \$30.00**  
The Chesterfield—Plain dark grey, fine finished cheviot—fly front. Slightly fitted back—regular pockets with flaps; best mohair lining. Sizes 35 to 44—\$30.00.

**Single-Breasted, Form-Fitting Overcoats \$35**  
The Form-fitting—Of fawn covert cloth. Single-breasted, 3-button. Slanting pockets with flaps. Best mohair lining. Sizes 35 to 42—\$35.00.



## Continuing the Spring Displays of Home Furnishings Featuring High-Class Drapery Fabrics Today



Here you'll find chintzes in great profusion, combined with the plainer materials for decorative purposes. Displayed, too, are new nets, scrims and Scotch madras for curtains. The couch covers and velour portieres are especially interesting. The English shadow cloths are beautiful, and when combined with some of our English poplins, which are richly mercurized, a most pleasing harmony can be obtained. Lamp shades as a finishing touch to the room merit consideration, every one of which is made in our own workroom. In thinking of new furnishings window shades must not be overlooked. Ask to see Scotch Holland window shades in white, cream or green.

THE HOME-LOVERS' CLUB enables you to buy home furnishings upon making a first payment and spreading the balance over subsequent months. No extra charge for this service. Club office, 4th floor.

### Handsome Velour Portieres, \$27.50 Pair Up

Products of our own workrooms. Silk finish velours, with plain or repp finish in the most wanted color combinations of rose with green reverse, or green with light brown reverse. Standard length, 6 feet 9 inches, with shirred heading and invisible hooks. Today, pair, \$27.50, \$29.75 and \$32.50.

- Tapestry Couch Covers \$9.98 Each**  
Measuring 3 yards long by 60 inches wide. Choice of green and brown or blue and brown verdure designed tapestry with border all around. Today, each \$9.98.
- New Bungalow Nets From 39c to \$7.50 Yard**  
Wonderful new stocks to select from. Mostly imported. English qualities in fine and heavy weaves. Attractively patterned, from 39c to \$7.50 yard.
- New American Scrims 29c to \$1.25 Yard**  
Comprising plain, figured and bordered scrims, voiles and marquisettes. Also lace trimmed goods so easily made into curtains, 29c to \$1.25 yard.

## Charmingly Designed Electric Fixtures and Table Lamps

We have just received a large shipment of Electric Fixtures, in the newest designs. Silver, silver and black, colonial brass, antique gold and Jap gold finishes. Here are a few suggestions to help in satisfactory selection:

**LACO Tungsten and Nitro Lamps**

15, 25, 40 watt—Clear Tungsten	.38
Frosted or half frosted Tungsten	.43
60 watt—Clear Tungsten	.40
Half frosted Tungsten	.45
15, 25, 40 watt—Round, frosted Tungsten	.70
100 watt—Laco Nitro, clear	1.32
Half frosted	1.47
200 watt—Laco Nitro, clear	2.66
Half frosted	3.04
250 watt—Laco Nitro, clear	3.85
Half frosted	4.23
350 watt—Laco Nitro, clear	4.94
Half frosted	5.32
500 watt—Laco Nitro, clear	6.13
Half frosted	6.51

1500 hour Laco Tungsten      1500 hour Laco Nitro

**LARGE 4-LIGHT SILVER AND BLACK PENDANT FIXTURE**—Dropped or single rod. This fixture is very suitable for dining or living-rooms—\$38.95.

**SEMI-INDIRECT FIXTURE**—with frosted lamp around bowl. This comes in Jap gold finish—one of the very newest designs—\$24.00.

**LARGE 5-LIGHT FIXTURE**—In silver and black finish. One light under a metal dome and four lights hanging from edge—\$29.50.

**5-LIGHT CANDLE FIXTURE**—In silver and black finish. Graceful design, suitable for the smaller dining or living-room—\$22.95.

Also a big variety of smaller Table Lamps, in bronze, gold and statuary bronze finishes. Various designs and sizes for satisfactory choosing—\$6.50 to \$25.00.

**LARGE TABLE LAMP**—Bronze and gold finish, with amber panels. One of the best designs of the season for the larger room—\$37.50.



## Splendid Showing of New Rugs for Every Room

**Heavy Wilton Rugs**  
Small designs in mixed colorings of brown, green, rose and blue, suitable for any room. Size 9 ft. x 12 ft., at \$67.50; 9 ft. x 9 ft., at \$52.50; 4 ft. 6 in. x 6 ft., at \$17.25.

**Brussels Rugs**  
Soft shades in rich colorings for living-rooms; or lighter tones for bedrooms. Made in eleven different sizes, but we quote three only: 11 ft. 3 in. x 12 ft., at \$51.50; 9 ft. x 9 ft., at \$30.75; 4 ft. 6 in. x 7 ft. 6 in., at \$14.25.

**The Glangarry Reversible Rug**  
Two-toned effects in shades of rose, blue, fawn and green colorings. Size 9 ft. x 12 ft., at \$18.25; 9 ft. x 10 ft. 6 in., at \$14.25; 9 ft. x 9 ft., at \$12.25; 7 ft. 6 in. x 9 ft., at \$10.25.

**Old Style Rag Rugs**  
Striped, mottled and hit-and-miss effects, with border, in 3 sizes: 24 in. x 26 in., at 69c; 27 in. x 54 in., at \$1.19; 36 in. x 63 in., at \$1.79.

**New Printed LINOLEUM**  
New stock just arrived. Heavy printed linoleum—good tile, block and wood effects. 2 yards wide, at \$1.19 sq. yard; 4 yards wide, at \$1.35 sq. yd.

Simpson's—Fourth Floor.



**Axminster Rugs**  
Oriental patterns. All-over effects or bold medallion designs. Size 9 ft. x 12 ft., at \$57.50; 9 ft. x 10 ft. 6 in., at \$49.75; 9 ft. x 9 ft., at \$43.50.

## Among the New Wall Papers

**SHAND-KYDD**—The famous English wall paper firm, comprising many styles that are virtually treasures to the decorating art.

**"THE VILLIES"**—Distinctive wall paper of exceptional decorative value, being a rich blue velvety background, with scroll design, hand-blocked in soft grey tones. 21 inches wide. Single roll, \$5.00.

**"THE GIBBON"**—A masterpiece of designing and color treatment—charming tones of blue or mulberry, on an old gold background. 21 inches wide. Single roll, \$2.50.

**High-Grade Wall Papers**  
Tapestries, fabric weaves and conventional designs, in good range of up-to-date colorings for living-rooms, halls. Regular 75c to \$1.00. Today 35c.

**New Chintz Wall Papers**  
All-over floral design, with birds colored in pink with grey and touches of blue, for bedrooms. Special value today, 17c.

## The Toronto W.C.T.U.

requests your subscription towards the

**\$100,000 Needed for Willard Hall**

extension, Gerrard St. East. Make cheque payable to A. B. Patterson, Hon. Treas., Manager Merchants Bank, Toronto.

## Raincoats for April Showers

**Young Men's Raincoats**—Olive fawn paramatta cloth. Trencher model, all-around belt, convertible collar. Sizes 34 to 37. \$13.50.

**Men's Raincoats**—Fawn paramatta cloth. Raglan or motor model. Sizes 36 to 44. \$15.00.

For Golf or Sports Wear—An imported English oil silk, short sport coat with close-fitting collar. Absolutely waterproof. Sizes 36 to 44. Specially priced for today at \$10.50.

Simpson's—Main Floor.

## Men's Combinations \$2.98 Regular \$5.00 Grade

Spring weight, elastic rib, silk lisle combination, Tru-Knit brand, closed croch style. Long sleeves and ankle length. Sizes 38, 40, 42. Regular \$5.00. Today \$2.98.

## Men's Balbriggan Underwear 75c

Shirts and drawers, natural shade, sateen faced. Sizes 34 to 44. Today, garment 75c.

Combinations, same as above. Sizes 34 to 44. Today \$1.50.

## Boys' Raincoats and Suits Reduced

**Boys' Tweed Raincoats at \$6.95**  
Combination Two-purpose Overcoat or Raincoat of dark grey rubberized tweed, in trench style, with convertible collar. All-around loose belt. Sizes 26 to 36; 8 to 18 years. Regular \$8.50 and \$9.00. Special, \$6.95.

**Little Boys' Juvenile Suits, \$7.00**  
Wool and cotton worsted finish material, in dark grey and black pin-head checks. Novelty Norfolk model—buttoned up close to neck—deep turn-down collar. All-around belt, with buckle at waist. Sizes 3 to 8 years—\$7.00.

## Clearance! Little Boys' Velvet Suits at \$5.95

Corduroy Velvet Suits—In dark blue, copenhagen blue, red and green shades. Junior novelty Norfolk model. Some have plain collar; others have detachable white pique collar and cuffs. Sizes 2 to 7 years. Regular \$7.00, \$9.00 and \$10.00. Special at \$5.95.

**Little Boys' Juvenile Suits, \$9.00**  
Developed in dark brown and black check wool and cotton mixed tweed. New waistline model, with vertical pockets, and two-button model, with collar and lapels. Sizes 3 to 8 years—\$9.00.

Simpson's—Main Floor.

## Simpson's Tuesday Market

- MEATS.**  
Boneless Peasmeated Cottage Hams, 3 to 5 lbs., special, per lb., 42c.  
Blade Roast Beef, Simpson quality, per lb., 27c.  
Shoulder Roast Beef, Simpson quality, per lb., 25c.  
Front-quarter Lamb, per lb., 25c.  
Choice Veal, for stewing, per lb., 24c.  
Family Sausage, our own make, lb., 25c.  
Breakfast Bacon, sliced, per lb., 48c.  
Choice Lean Boiled Ham, sliced thin, per lb., 60c.  
Califrost, 3-lb. pails, gross weight, each, 25c.
- A Carload Granulated Sugar, Redpath's and St. Lawrence Quality, 20-pound Bag, Today \$2.05**
- (Not More Than Two Bags to a Customer.)
- GROCERIES.**  
Five Roses Flour, 24-lb. bag, \$1.99.  
Morris' Oatmeal, 10-lb. tin, 34c.  
5,000 lbs. Finest Creamery Butter, per lb., 66c.  
4,000 tins Finest Canned Pumpkin, 3 tins 29c.  
4,000 tins Finest Canned Peas, 3 tins 25c.  
4,000 tins Finest Canned Tomatoes, tin, 17c.  
Seeded Raisins, packet, 15c.  
California Midget Raisins, a substitute for currants, lb., 15c.  
Finest Cooking Molasses, tin, 14c.  
Lombard Plums, No. 2 tin, 18c.  
Magic Baking Powder, 1-lb. tin, 26c.
- Maple Leaf Lard, 3-lb. pails, gross weight, each, 98c.**
- FRESH AND SALT FISH.**  
Order Today for Early Delivery on Wednesday
- Whitefish, round, per lb., 12 1/2c.  
Red Salmon Steak, per lb., 25c.  
Lake Superior Herring, per dozen, 25c.  
Brell, per lb., 15c.  
Mackerel, per lb., 15c.  
Choice Pinman Haddock, per lb., 13c.  
Smoked Filets, per lb., 25c.  
Kipperd Herring, each, 5c.  
A good assortment of Lobsters, live and cooked, also Scallops and Oysters, in stock at Fish Counter.
- Pot Barley, 5 lbs., 25c.**  
Raspberry Jam, No. 1 size, pail, 96c.  
Finest Lima Beans, 2 lbs., 25c.  
Lenox Soap, 3 bars, 21c.  
Pure Ceylon Tea, 2 lbs., \$1.50.  
Peanut Butter, in bulk, lb., 25c.

The Robert SIMPSON Company Limited