

Telephone Main 7841

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

Market Adelaide 6100

# Simpson's Will Remain Closed Today --- These "Specials" for Saturday

Store Opens at 8.30 a.m. and Closes at 5 p.m. Daily



**EASTER VISITORS**

are cordially invited to include the Simpson Store in their holiday itinerary. You'll find shopping most pleasurable as well as economical at Simpson's.

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

**Information Bureau**, Main Floor, Centre.

**Post Office**, Street Floor, Centre.

**Telegraph Station and Free Parcel Check Room**, Basement, Centre.

**Women's Rest Room**, Third Floor, Richmond St. Side.

**Telephone Booths**, conveniently located throughout the store.

## Women's Easter Suits, Coats

Enough Garments for One Day's Selling—But for Best Choice in Style, Size and Color Shop at 8.30 a.m. Sharp.

### Women's Suits—Special, \$29.50

Broken sizes and samples of styles formerly priced to \$40.00—only two or three of a kind grouped at a price. Made from good wool serges in a host of new styles—colors sand, brown and black. Saturday, \$29.50.

### Women's Serge Suits \$16.50

25 only—in belted style with braid trimmings—black or navy—sizes 34, 36 and 38. No exchanges, no refunds, no C.O.D.'s. Priced to sell with a rush. Saturday, \$16.50.

### Women's Easter Capes—Only \$14.95

Just in from New York—the most popular wrap of the season—at the lowest possible price for Saturday only. Made from navy serge with coat front—new stole collar and braid trimmings. Saturday, 8.30 a.m., \$14.95.

### Women's Lovely Dolmans—Special \$35.00

New arrivals—a special purchase of styles usually priced as high as \$45.00. Soft velvet finish in pekin, sand, olive or wood shades. Many styles. Saturday, \$35.00.

Simpson's—Third Floor.

## \$30.00 Suits for Men and Young Men



Come to the Simpson Men's Store tomorrow and choose your new suit for Easter from this splendid offering. They are single-breasted, 2 and 3-button soft roll semi-fitting sac models. Dark brown mill finished worsted. Sizes 34 to 42, \$30.00.

## "Two Purpose" Tweed Raincoats \$15

For Men and Young Men.

These are mighty handy coats—they serve equally well as spring topcoats or raincoats. They're dressy and stylish in appearance. Trencher, slip-on and raglan models, most popular shades. Sizes 34 to 44, \$15.00.

Simpson's—Main Floor.

## Rousing 8.30 a.m. Sale Women's Boots, \$6.45

No Phone, Mail or C.O.D. Orders on Sale Footwear. Including Queen Quality, Countess, Stroctman of Buffalo, and E. P. Reed of Rochester Boots. Button and lace styles, with 9-inch and 10-inch tops. Brown and grey, brown, black and ivory kid, brown calf and several colors of cloth. Plain and fancy vamp of patent colt. Havana brown kid and calf, light and dark grey, pearl and black kid and gunmetal leathers. Low walking, Cuban and Spanish leather heels. Widths A to D, all sizes 2½ to 7. Values \$10.00 to \$15.00. Saturday, \$6.45.

### Men's Goodyear Welt Boots, Saturday \$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 5½ to 10—three makes, Saturday, \$4.95.

### Women's Low Shoes for Spring \$4.50

Plain pumps, strap slippers and buckle colonials, in brown, white and black kid, brown and black calf leathers. Sizes 2½ to 6 in the lot. Values \$8.00, \$9.00 and \$10.00. Saturday, \$4.50.

### Women's \$1.10 White Silk Gloves 85c

Treco weave—double tipped fingers. Sizes 5½ to 7½. Usual \$1.10 value. Saturday, 85c. Children's White Cashmere Stockings, 59c—Fine one-and-one-ribbed leg, and plain foot. Sizes 5½ to 7½. Saturday, special, 59c. Women's Holeproof Thread Silk Stockings, \$1.50—Black, white and colors. Three-quarter silk leg, with deep ribbed top. Saturday, \$1.50.

### 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.

## Novelty Hand Bags Half Price

Saturday \$2.93 to \$12.50. Rich Silk, Moire and Satin Hand Bags—Handsome metal frames, with silk tassels. Some have natural ebony finish frames; lined with rich silks; fitted with change purse and vanity mirrors. Black, navy and taupe. Regularly \$5.95 to \$23.00.

### LEATHER HAND BAGS AND PURSES

They come in pin seal, morocco, saphian, beaver, calf and goat, in black, red, purple, grey and brown. Regular prices \$5.95 to \$25.00. Saturday, \$2.93 to \$12.50.

No Phone or Mail Orders. Simpson's—Main Floor.

## Basement List for Saturday

- HARDWARE, CUTLERY, AUTO ACCESSORIES.**
- Dunlop Tires, selected grade, "seconds," size 30 x 3½. Saturday, each, \$14.95.
  - Champion Spark Plugs, ½-inch size 500 to sell on Saturday, each, 69c.
  - Sheffield Razors, George Butler & Co's well-known make, ½-inch blade. Black rubber handle, 288 to sell, Saturday, each, 69c.
  - Shaving Brushes, bristles set in rubber, Saturday, 25c.
  - High-grade Shears and Scissors, 6, 6½, 7, 7½ and 8-inch sizes. Japanned handle and full nickel-plated; \$1.25 to \$2.00 values. Saturday, pair, 98c.
  - Pocket Knives, a large assortment, suitable for boys, girls, men and women. Dozens of different styles. Saturday, each, 25c.
  - Garden Rakes, malleable iron head, long handle, 12-tooth size, Saturday, 89c.
  - Spading Forks, four-prong, "D"-top handle, Saturday, \$1.65.
  - "D"-handed Spades and Shovels, Saturday, each, \$1.45.
  - Poultry Netting, galvanized wire, 2-inch mesh, 50-yard rolls.
    - 18 inches wide, roll ..... 2.65
    - 24 inches wide, roll ..... 3.40
    - 36 inches wide, roll ..... 4.75
  - 48 inches wide, roll ..... 6.20
  - 60 inches wide, roll ..... 7.70
  - 72 inches wide, roll ..... 9.30
- Simpson's—Basement.

## Dressers and Chiffoniers Reduced

\$34.00 Chiffoniers at \$24.50. Solid oak, golden and Belgian grey, kyox, walnut and enamel. Three large drawers. Plate mirror. Regularly up to \$34.00. Saturday, \$24.50.

\$25.50 Dressers at \$21.35. Pure white enamel, three top drawers, bevelled plate mirror, 22 x 28 inches. Regularly \$25.50. Saturday, \$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. Saturday, \$23.95.

\$21.50 Dressers at \$15.45. Of ash, golden finish. Two large and two small drawers. Bevelled plate mirror, 19 x 24 inches. Regularly \$21.50. Saturday, \$15.45.

## Draperies DRAPERY SPECIALS FOR SATURDAY

- Lace Curtains, pair ..... 1.18
  - Lace Curtains, pair ..... 2.98
  - Scrim Curtains, pair ..... 3.98
  - Window Shades, each ..... .79
  - Window Shades, each ..... .98
  - Extension Rods, each ..... .20
  - American Chintzes, yd. .... .39
- Simpson's—Fourth Floor.

## Records for Easter

Selections from "The Messiah," 4514—10 in., \$1.25—He Shall Feed His Flock (Columbia). Come Unto Me (March). 3548—12 in., \$1.50—Hallelujah Chorus (Pryor's Band). The Heavens Are Telling (Columbia's Band). 5502—12 in., \$2.00—I Know That My Redeemer Liveth: Oh for the Wings of a Dove (March). Phonograph Dept., Sixth Floor.

## Semi-Indirect Fixtures Saturday \$6.95

The design is moulded in the glass—pure white. Hanger is brushed brass finish, illustrated \$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, Living Room, Kitchen, Cellar, Upper Hall, Bath, Bedrooms, Sitting Room. In all \$35.00 worth for \$26.95. Fees and joints (if needed) extra. Installed free in Toronto. Simpson's—Sixth Floor.

## Sale of \$6.50 Wool Jersey \$5.50 Yd.

Finest grade all-wool jersey, for dresses and suits. 54 inches wide, in a full color range of sand, dust, taupe, Pekin, new blue, navy, nigger, silver, purple, copen, etc. Regularly \$6.50. Special, Saturday, yard, \$5.50.

3,000 YARDS BOTANY DRESS SERGE, \$2.69 YARD—This extraordinary value made possible by a special purchase of all-wool fine Botany serge, for dresses and capes. 50 inches wide. Navys. Saturday, special, yard, \$2.69.

### \$1.25 Colored Habutai Silks at \$1.10 Yard

36-inch. Every wanted shade, with lots of pink—also black and ivory. Sale special, per yard, \$1.10.

### \$2.50 Black Swiss Chiffon Taffetas at \$1.95 Yard

One of the best bargains of the season at the Saturday price of, yard, \$1.95.

Simpson's—Second Floor.

## Shirts \$1.47

3 for \$4.25 Regularly \$1.75, \$2.00 and \$2.50. Arrow, Tooke, Forsyth and Strand Grades.

They're correct for Easter. Big variety of colored stripes, crepes, crepe muslins and so on. Coat style—soft double French cuffs, Sizes 14 to 18. Regularly \$1.75, \$2.00, \$2.50. Saturday, \$1.47, 3 for \$4.25.

## Men's Hats \$1.95

Regularly \$2.50 to \$5.00. Clearance of odd hats—soft felts in many shapes and colors. Also black stiff hats in many shapes. No oblige or C.O.D. orders accepted on these. Saturday, \$1.95.

### These are 8.30 a.m. Specials

## \$1.25 Wash Suiting 59c Yard

Fine cotton gabardines—plain and fancy weaves, and a host of fast-colored stripes, in the popular summer colors. Less than half today's market value. Yard, 59c.

Simpson's—Second Floor.

## 1000 Pairs Women's Corsets \$1.49

New low bust models for the average figure. Elastic inserts at each side of back or at bust. Sizes 19 to 26. Extra value Saturday, \$1.49.

WHITE COTTON BRASSIERES—With yokes of beautiful embroidery. Reinforced under arms. Also bandeau styles in ventilated net. Saturday, 98c.

### Women's Camisoles, 98c

Eight pretty styles in good quality pink or white Jap silk. Lace yokes. Saturday, 98c.

ENVELOPE CHEMISE—In fine white nainsook, with deep back and front yokes of flit lace. Regularly \$3.50. Saturday, \$2.25.

### \$1.75 Cotton Drawers, 75c

Extra fine quality white cotton—umbrella style, with pin tucks, hemstitching and embroidery trim. Saturday, special, 75c.

WHITE COTTON NIGHTGOWNS—In slip-over styles, with lace and embroidery trimmings. Regularly \$1.75. Saturday, \$1.29.

WOMEN'S VESTS—Of fine ribbed cotton, with low neck no sleeves, and deep yokes of lace. Special value, Saturday, 33c.

WOMEN'S COMBINATIONS—In fine ribbed cotton, with low neck and no sleeves. Tight knee or umbrella drawers. Saturday, 69c.

Simpson's—Third Floor.

## Children's Headwear—Half

Manufacturer's sample ranges, in a splendid variety of chic styles. No phone or mail orders.

HATS of silks, fine straws, bengalines, piques, corded silks and lovely combinations of silk and straw. Sizes 2 to 6 years in the lot.

BONNETS of fine silk, bengalines, georgettes, silk poplins, corded velvets and lingerie.

Hats, regularly 85c to \$4.00. Saturday, 39c to \$1.95.

Bonnets, regularly 50c to \$2.25. Saturday, 25c to \$1.10.

### Children's Spring Coats, \$2.95

Wool serges, union serges, corded velvets, black and white checks, plaid checks, Bedford coats. A host of styles—every wanted color. Sizes 2 to 6 years in the lot. No phone or mail orders. Many less than half price. Saturday, special, \$2.95.

Simpson's—Third Floor.

## Women's \$11.50 and \$13.50 Waistcoats \$3.95

120 Plaque and Gabardine Waistcoats—Regularly \$11.25, for 75c. Sample Colored Georgette Neckwear, beautifully braided. Regularly \$6.00 and \$7.50 for \$3.00 and \$3.75.

### 480 Sample Paris Drape Veils, 75c

Regularly \$1.00, \$1.50 and \$2.00. Saturday morning, 75c. \$1.25 and \$1.50 yard Pleatings, for, yard, 75c. Boys' and Girls' Drill Recker Collars. Blue, saze, red and white. Special, 35c.

Simpson's—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, Saturday, at \$7.35.

Simpson's—Main Floor.

## Simpson's Saturday Market Telephone Adelaide 6100

MEATS AND FISH.	
SHOULDER ROASTS SIMPSON QUALITY BEEF, per lb.	25c
BLADE ROASTS, per lb.	25c
THICK HB ROASTS, per lb.	32c
FRIMB RB ROASTS, per lb.	40c
ROUND ROASTS, per lb.	35c
BRISKET BOILING CUTS, per lb.	24c
FRONT-QUARTERS YOUNG LAMB, per lb.	24c
LOINS YOUNG LAMB, per lb.	32c
LEGS YOUNG LAMB, per lb.	37c
LEG YOUNG FRESH PORK, whole or half, per lb.	40c
LEO YOUNG SMOKED HAMS, mild whole or half, per lb.	40c
GUNN'S BRAND SMOKED BACON, select, whole or half	44c
pieces, per lb.	40c
EASIFIRST SHORTENING, 3-lb. pails, gross weight, per pail	90c
MAPLE LEAF PURE LARD, 3-lb. pails, gross weight, per pail	\$1.10
SMOKED FINNAN HADDIES, per lb.	12c
SMOKED BONELESS FILLETS, per lb.	23c
KIPPERED HERRING, large, per pair	10c
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 Soap, 14 bars \$1.00.	
Finest Creamery Butter, lb. 65c.	
Fresh Roasted Coffee, lb. 42c.	
Finest Canned Pineapple, Libby's, sliced, tin, 25c.	
Kellogg's Toasted Cornflakes, two packets 36c.	
Pure Orange Marmalade, 1-lb. jar 26c.	
Mild Cheese, lb. 37c.	
Sapphire Brand Sardines, tin, 25c.	
H. P. Sauce, bottle, 27c.	
Rich Red Sockeye Salmon, Shamrock Brand, ½-lb. tin, 25c.	
Finest Comb Honey, section, 40c.	
Baker's Cocoa, ½-lb. tin, 25c.	
MacLaren's Jelly Powders, assorted, 3 packets 26c.	
Choice Asparagus Tips, Sunlight Brand, tin, 35c.	
Khovah Custard Powder, 2 tins 25c.	
Fremont Pork and Beans, tin, 20c.	
Fruit Cake, lb. 36c.	
Mixed Biscuits, lb. 25c.	
FRUIT SECTION.	
California Navel Oranges, Sun-kist Brand, dozen, 60c.	
Choice Grapefruit, 3 for 25c.	
California Lemons, dozen, 15c.	
Choice Carrots, 7 lbs., 20c.	
CANDY SECTION.	
Vanilla, Raspberry, Chocolate and Maple Flavored Fruit and Nut Fudge, lb. 25c.	
Chocolate Covered Cherries, regularly 60c lb., 49c.	
Salted Peanuts, lb. 25c.	
Special, 1-lb. box Assorted Chocolate, box, 45c.	
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, \$1.25, \$1.00, \$5.00.	
Daffodils, dozen, \$1.00.	
Tulips, dozen, \$1.00 and \$1.25.	
Sweet Peas, bunch, 25c.	
Large Bunches Sweet Peas, 75c and \$1.00.	
Snapdragon, dozen, \$1.50.	
Hyacinths, dozen, \$1.50.	
Celia Lilies, dozen, \$2.50.	

The Robert SIMPSON Company Limited

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\$155 PER  
W. Cor. Lyndhurst  
No. 3, 122  
Desirable  
H. WILLI  
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