

Men's New Spring Overcoats and Raincoats

Fine quality English Tweed Spring Weight Overcoats, in light grey herringbone weave, 3-button single-breasted Chesterfield models, button through, natural shoulders and long shapely lapels, carefully tailored in every way, and finished with fine quality linings and trimmings. Sizes 35 to 44 10.00

Men's English Cheviot Spring Weight Overcoats, in a fast black, cut in single-breasted Chesterfield style, nicely built shoulders, lined to the edge with fine quality Skinner's silk, splendidly tailored and perfect fitting. Sizes 35 to 44 14.00

20% Reductions in Women's Gloves

The following few examples are in themselves enough to remind you of the advantage of buying Gloves at this sale. This is only a four days' sale, and the gloves being sold are only the choicest qualities; gloves that come from a French factory, with, perhaps, the best reputation—at any rate, one of the best.

- Real chamois. Regular \$1.00, for 80
- Real chamois. Regular 75c, for 60
- "Elite," real kid. Regular \$1.00, for 80
- "Queen," real kid. Regular 75c, for 60

A Hose Bargain.

Women's Imported Plain Black Cotton Hose, fashioned, fast black, extra fine finish, medium weight, double ankle, heel and toe; 8½ to 10. Regular 25c. Thursday, 3 pair 50

Buy Two for the Price of One

Our Book Department offers 200 recent novels, bound in artistic covers. Regular 25c each. Special, 2 for 25c. A few of the titles:

"A Double Thread," by Ellen Thorneycroft Fowler.
 "The Princess Passes," by C. N. and A. M. Williamson.
 "Whispering Smith," by Frank H. Spearman.
 "The Heart of a Child," by Frank Danby.

Fine Writing Tablets, note size, regular 10c, special 6c; large size, regular 20c, special 13c, or 2 for 25c.



360 Men's Soft and Stiff Hats and Caps in All Styles

These hats are manufacturers' samples, finest English make and material only. They go on sale Thursday. Regular prices \$2.00 and \$2.50. Sale price, each .95

Our selection of Caps is varied in the extreme. You will certainly have no difficulty in getting one to suit your particular cast of countenance. We would draw your attention to the two Thursday specials:

- Men's Golf Caps, regular 50c, Thursday, .39
- Men's Golf Caps, regular 35c, Thursday, .25

Attractions for Attractive Woman



TORONTO women know that it is worth their while to read "The Ladies' Columns" of the newspapers. These are The Simpson Columns. This is just one of the pages which serves as an introduction to the unsurpassed stock of this Store, and the few examples that follow are the kind that have proved that value for money is to be found here, together with that up-to-date exclusiveness so essential to a woman's peace of mind.

Suits, Coats and Skirts

Smart Up-to-Date Suits, of fine French serge, in dark and medium shades of grey with hairline stripes; coat is 26 inches long, lined throughout with satin, new pointed revers collar with touches of black satin; the new panel skirt to knee line, continued with deep bias piece of self material around bottom..... 25.00

Stylish Coat, of fine French serge, made up in the latest style with high waist effect, trimmed with large novelty buttons. The new rounded collar is inlaid with Shantung silk, and the revers are faced with black satin, giving a decidedly smart appearance to the garment. Sleeves are plain tailored with cuffs inlaid with Shantung silk to match collar. Colors are navy and black 25.00

Separate Skirts

A stylish 8-gore flare Skirt, with deep hem around bottom, a perfect-fitting garment, made of all-wool cheviot serge, in navy and black 5.00

Special Values in Spring Underwear

Women's Vests and Drawers, fine white "Zimmer Kilt" balbriggan; vests are high neck, long or short sleeves, button front; drawers are either umbrella or tight knee, in both styles; sizes 32 to 44, at each 33

Women's "Exceeds" or "Queen Quality" Vests or Drawers, unshrinkable white merino, fine ribbed; vests high neck, long or short sleeves, button front; drawers tight fitting, ankle length; sizes 32 to 38 bust 75

Women's Union Suits, fine ribbed white lisle thread, low neck, no sleeves or short sleeves, light knee or umbrella style, lace trimmed, crocheted edges, run with tapes; sizes 32 to 38 bust measure. A suit 35

Women's "Merode" Union Suits, extra fine ribbed lisle thread or cotton, high neck, long or short sleeves, knee or ankle length, tight fitting, hand crocheted silk edges and silk ribbon; sizes 32 to 38 bust - Each 1.35
 Sizes 40 to 44 bust 1.75

Women's "Merode" Vests or Drawers, finest white ribbed lisle thread or cotton, high neck, long or short sleeves, hand-made silk crocheted edges; drawers come tight, knee or ankle length; sizes 32 to 38 bust. Each 75
 Sizes 40 to 44 bust. Each 90

Extra Special—Corset Covers, fine ribbed cotton, high neck, long, short or no sleeves, shell edges, draw tapes, pearl buttons; sizes 32 to 40 bust measure. Regular price 25c each. Thursday, each 15

Extra Special—Women's Vests, fine white ribbed lisle thread, mercerized quality, slightly imperfect, low neck, short or no sleeves, silk draw tapes, very fine and dainty; sizes 32 to 38 bust. Regular price, 35c each. Thursday, each 19

1,200 Women's—Vests, fine white ribbed cotton, low neck, short or no sleeves, crocheted edges, with draw tapes; sizes 32 to 38 bust measure. Thursday, each 10

Silks and Dress Goods

English Dress Peau de Soie
 Satin Merveilleuse
 Satin Paillette and De Chene 46c

On Thursday 46c

Dress Goods for Evening or Outdoor Wear

Silk and Wool Gloria, a beautiful fabric, with the soft draping qualities so effective; full range of colors; 42 inches wide 1.90

Silk and Wool San Toy, for a lightweight tailored suit this cannot be surpassed 1.25

Colored Velvets, all wool, unshrinkable, a full range of new French shades. Per yard 1.90

Perno Shantung Suitings, has a permanent lustrous finish and wears forever. Will not shrink, or crush, or fade; 44 inches wide. Per yard 1.00

Wash Goods

New Painted Marquisette, a lovely range of dainty, floral designs upon white ground, color combinations of pink, sky, mauve, etc. Special 50

New French Velvets, in a big range of the most beautiful printed patterns ever produced. The range of the season 35

Printed Muslins and Lawns, in full and complete ranges, from 12½ to 19 25

50 Pieces Only Fine Print, 36 inches wide, white, navy and black grounds; spots, stripes and figured; worth 10c 5

(No phone orders for prints.)

Linens

200 yards Trist Tea Toweling, red and blue checked, 24 inches wide, heavy weight; regular 12½ to 15c yard. Thursday 9.1-2

50 ONLY CUT-CORNER SPREADS, \$2.00 EACH.

Fine American Crochet Bed Spreads, fringed edges with knotted fringe, cut corners, double-bed size, fine new designs. Special Thursday 2.95

175 pairs Pure Linen Pillow Cases, size 45 x 26 inches, hemstitched ends, deep hem. Special Thursday, pair 99

200 Table Cloths, Irish linen, size 2 x 2-2 yards, close weave, new bordered patterns. Thursday, each 2.00

Groceries and Provisions

2000 lbs. Dairy Butter, in prints, per lb. 24

Choice Sugar-Cured Ham, half or whole, per lb. 37

One car California Sun-kist Oranges, sweet and seedless, per dozen 25

Salt, in 5-lb. bags; 2 bags 24

Canned Golden Wax Beans, 8 tins 25

Choice Red Salmon, per tin 15

Edwardsburg or Beehive Table Syrup, 3½ lb. pail 25

Choice French, 1½ lb. 25

Canned California Yellow Peaches, large tin, in heavy syrup, per tin 25

Malta Vita Breakfast Cereal, 3 packages 25

Fancy Japan Rice, 4 lbs. 25

1000 qt. gem jars Pure Orange Marmalade, per jar 25

35¢ ASSAM TEA, 25¢

200 lbs. fine, rich, full-bodied Assam Tea; a 25c tea anywhere. Thursday, 15¢ lb. (Telephone direct to department) 25

The Sale of Colonial Drapery Fabrics

The Simpson Store holds the monopoly of these goods in this city, and we are confident that they are well ahead of all others. For use where continued exposure to the rays of the sun is unavoidable, Colonial Fabrics alone stand the test. Most of them are printed with super-lizarine colors, which are the result of exhaustive experiments by a staff of European and American chemists employed by the manufacturers of Colonial Drapery Fabrics. They are thoroughly washed after printing, and will hang all through our Canadian summer, and not grow anaemic-looking.

We would be pleased to have you see how cleverly Colonial Drapery Fabrics are made. An exhibition of eleven large copper cylinders used in the development of a single design, together with a printing from each roller, and several photographic illustrations, is being made on our Fourth Floor. The demonstration is supplemented by a special display of Colonial Drapery Fabrics, which have never been equaled for artistic merit.

Colonial Fabrics are not expensive. The prices range from 15c to 75c per yard.

We are going to offer a Special Inducement to try these beautiful furnishings, because we know by past experience that once used, always used. On Thursday we will sell 2000 yards Versailles Chintz, one of the most beautiful of these materials, at two-thirds regular value. Versailles Chintz, regular 35c yard, Thursday 24

.49 Framed Pictures .49 At Remarkable Prices

1,000 more of the record consignment of Pictures are ready for Thursday bargain seekers; description is needless, because you know that when we state that every picture is sold regularly at from twice to six times 49c, we are speaking well within the facts. Inspect window display, and be your own judge.

N.B.—These pictures do not come under the mail order conditions of free delivery or packing. Packed and delivered in usual way to city customers only. No phone or mail orders.



Opportunities Too Good to Be Lost in the Men's Department

5000 Men's Silk Neckties, with open wide ends, floral and check designs, and a large assortment of plain colorings to choose from. These are worth 50c. On Thursday 35

1500 Flannelette Work Shirts, made of extra strong material; they are extra large and long, and are made with a reversible collar. Sizes 14 to 17. Thursday, each 75

2000 Men's Cashmere Outing Shirts, turn-down collar, pearl buttons; these shirts are made of good hard-wearing materials, with silk stripes, of assorted shades. Sizes 14 to 17. Thursday, each 59

1000 pairs Men's Suspenders, including Ball Brand, Secretary and Premier makes, elastic webs and plated trimmings. Special Thursday 35

The Robert SIMPSON Company Limited