

**L. SIMPSON**

Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President

J. WOOD, Manager

Phone Number Main 7841.  
We have 50 lines to Central

**L. SIMPSON**



### Men's Easter Furnishings

#### NEGLIGES AT ONE DOLLAR

Good clean stock, ready-to-wear coat and pleat front style, plain or ordinary bosoms, small American cuffs, etc. Some with separate collar. A complete range of all styles of men's shirts. Regularly \$1.05 and \$1.50. Saturday

One Dollar

#### NECKWEAR AT FIFTY CENTS

Splendid collection of new Easter neckwear of the latest designs from London, England, and New York, wide flowing ends, the narrow tie, or the French seam style, plain ties with bordered ends, large and small scroll effects have stripes, etc. Special Saturday

50 Cents

#### Matting Boxes at \$2.19

Shipment of 47 only matting and camphor wood boxes, from 36 inches to 48 inches long, hinged top, well made. This lot was slightly damaged on voyage of importation. The prices range from \$6.50 to \$8.50 each. Some are moth proof. Saturday special . . . \$2.19

See our matchless lines of materials for every purpose of house decorating in hangings or upholsteries.

### Flowers and Plants for Easter

Easter Lilies, per bloom . . . 15c  
Carnations, all colors, per doz., from . . . 50c up  
Daffodils, per dozen, from . . . 35c up  
Tulips, all colors, per dozen, from . . . 35c  
Also a large stock of choice flowering plants and cut flowers, including Roses, Valley, Carnations, etc., at moderate prices.

## The Pre-Easter Sale of Men's Clothing

will be wound-up Saturday. Never before have we presented so wide a choice, and so many values above the usual as we have this season. The values will be here next week, but you must call Saturday if you want the new suit or overcoat for Easter Sunday. There are a few values, just a little better than our usual best, for Saturday, too.

### SUITS FOR A SATURDAY MORNING RUSH.

Are made from West of England worsteds, English and Scotch tweeds, in the new blue greys, two-tone browns, fancy greys, and greens, in stripe patterns. These suits are made in single-breasted three-button style, have the best linings, and are made by one of the best manufacturers. Regularly \$18.00, \$20.00, \$22.00, and \$24.00. Price . . . 11.95

### SPRING WEIGHT OVERCOATS.

Made from plain grey, in diagonal weave, medium shade, cut in the new single-breasted Chesterfield style. Best linings and best workmanship. Price . . . 14.50

### Overcoats, made from a plain grey English cheviot cloth. These coats are cut in the new single-breasted Chesterfield style, with neat shaped lapels, close fitting collars, good linings, and 16.50 well tailored . . . 25.00

### A very handsome overcoat is made from a light plain grey English cheviot cloth, is cut in the new style Chesterfield. This coat is lined throughout with a good wearing silk. It is well made and a coat sure to please you. Price . . . 25.00

### Just a word about a new, almost plain brown tweed, with subdued stripe pattern, in a splendid English cloth, made by the best London, England, in the new single-breasted style; patch pockets and only silk lining in . . . 28.00

### The Boys' Needs

Double-breasted, two-piece suit, in a neat grey tweed, showing a thread stripe good wearing lining.

### Easter Hat Special

\$2.00, \$2.50, \$3.00, AND \$3.50. SATURDAY'S EARLY SPECIAL.

Purchase of 1,000 Men's Sample Stiff Hats from England's, Austria's, Italy's, and France's best manufacturers, in the highest grades of pure fur felt, and in the most popular spring, 1912, shapes. For young, middle-aged, or elderly men. A host of different shapes. We can surely supply your Easter hat, and at a big saving, also giving you perfect satisfaction. Regular retail prices are \$2.00, \$2.50, \$3.00, and \$3.50. Saturday's 1.00 Easter bargain . . . 3.75

Our stock of Christy and King Hats is the largest and most varied we have ever shown. Correct shapes in Derby and soft hats, newest colors, \$2, \$2.50, and 3.75

### Art China and Bric-a-Brac

#### Gigantic \$1.00 Sale

1,000 pieces comprising Konatsu Vases, Carlsbad Fruit Sets, Nippon 12-piece Chocolate Sets, Nut Bowls, Cheese Dishes, Biscuit Jars, Tankard Jugs, Nippon Fern Pots, Marmalade Pots, Syrup Jugs, Egg stands, Amphora Vases and Jardinieres, Doulton Rail Plates, Wedgwood Jugs, Limoges Hand Painted Plaques, etc. Regularly from \$1.50 to \$4.50. Saturday special . . . 1.00

No phone or mail orders.

### Carpet and Linoleum Opportunities

Good value is to be found in the range of Tapestry Carpet we are offering at 60c per yard, in interesting designs and colors . . . 65c and thoroughly reliable quality. Saturday price . . . 95c

Brussels Carpet, tan shades, in Oriental and conventional designs, self blues and greens, rich green or red Orientals. Special value, Saturday . . . 1.25

A bargain worth securing in a splendid, reliable \$1.85 Axminster Carpet. Handsome Persian Oriental design on either a deep, rich blue ground or a soft copper shade of red. Border to match also 27 and 22 1/2 inch stair. Regularly \$1.66. Saturday special . . . 1.25

New, Seamless Drawing-room Rug, an exquisite rug for a dainty French room. Made on a beautiful soft green, rose, or blue ground in perfect color combination and distinctly uncommon . . . 9 x 10.6, \$43.75; 9 x 12.6, \$50.00; 10.6 x 13.6, \$65.00

Oriental designs, self colors, conventional, small bedroom effects, as well as the rich, bright Turkish colors:

6.9 x 9.0 . . . \$18.75 to \$23.50  
7.5 x 9.0 . . . \$18.50  
8.0 x 9.0 . . . \$24.15 to \$31.25  
8.3 x 10.6 . . . \$24.15  
9.0 x 10.6 . . . \$28.15 to \$36.50  
9.0 x 12.0 . . . \$32.15 to \$41.75  
9.0 x 13.6 . . . \$38.00 to \$48.75  
9.0 x 15.0 . . . \$44.25

Money saving prices on English Tapestry Rugs, an enormous stock to select from, all fresh new goods. Saturday's price:

11.3 x 12.0 . . . \$40.25 to \$48.00  
11.3 x 13.6 . . . \$45.35 to \$54.25

6.9 x 9.0 . . . 4.95  
7.5 x 9.0 . . . 5.85  
8.0 x 9.0 . . . 6.65  
9.0 x 10.6 . . . 7.65  
9.0 x 12.0 . . . 8.65  
10.6 x 12.0 . . . 10.45

### Books and Stationery

Books, all new copyright fiction. Regularly \$1.10 and \$1.20. Special Saturday, each . . . 80c

Paper Bound Novels, Regular 25c, special Saturday, each . . . 10c

Easter Cards and Novelties. Special clearing Saturday, all at Half-price.

Book and Stationery Dept., Main Floor.

### Bedroom Furniture Specially Priced Saturday

Dressers, in satin mahogany finish, in princess or regular style, four different patterns to choose from, well made throughout. Saturday special . . . 21.50

Chests, in mahogany finish, extra large size, with deep drawers and beveled mirror. 17.50 Saturday special . . . 17.50

Dressing Tables, a neat colonial pattern, well made and finished. mahogany moulded drawer front and beveled mirror. Saturday special . . . 9.50

Bedsteads, in dull mahogany finish, heavily turned posts with heavy paneled ends. Saturday special . . . 18.00

### Women's Easter Whitewear

Women's Combinations, corset cover and Isabelle drawers, in one, made of all over embroidered with heading at waist, run with silk ribbon, lace on arms, silk ribbon also in neck, sizes 32 to 42 bust. Regular price \$2.25 each. Saturday, each . . . 1.35

Nightdresses, soft, nainsook, all-over neck, short sleeves, bust and bodice trimmed with lace and heavy torchon lace insertion and narrow torchon lace, run with ribbon, sizes 32 to 42 bust. Saturday, each . . . 1.00

Nightdresses of fine Japanese crepe, white with small pink, helle, or blue ring pattern, all-over neck, short sleeves, beautifully trimmed with maltese and Irish lace insertions and frills, heading and silk ribbon. These gowns do not require ironing after washing, sizes 32 to 42 bust. Regular price \$3.00 each. Saturday, each . . . 1.85

Corset Covers, 3 exquisite styles, nainsook, trimmed with lace or embroidery, full front or tight fitting, silk ribbon and headings, sizes 32 to 44 bust. Saturday, each . . . .50

Very Handsome Petticoats reduced, fine nainsook, deep flounce, wide waist, extra quality embroidery, dust ruffle, French band, new narrow style, lengths 36 to 42 in. Regular price \$4.00 each. Saturday, each . . . 3.50

Selling the Second Half of 1,000 Pairs of Beautiful "La Dessee" Corsets

120 pairs beautiful "La Dessee" Corsets, in a charming new spring model, in fine light weight white coutil, medium low bust, extra long unboxed skirt, fitted with 6 elastic garters, finished rustproof steel, with 4 waist side steels, bust draw cords, deep lace and ribbon trim, sizes 32 to 42 inches. Regular price \$2.00 a pair. Saturday, 1.00

### The Waist Section In Its New Home

1.95—Changeable chiffon taffeta waist, short get-in sleeve, large waist, sizes 32 to 38, for . . . \$1.95

1.95—Rich raw silk man-tailored, French corset and cuffs, large corset bust. Regular \$2.95, for . . . \$1.95

1.00—Six up-to-the-minute man-tailored waists, stiff or soft collars, material pure white cyprus linen. Worth weight, deep double garter web, close, even thread, clean, firm finish, spliced ankle, double heel, sole, sizes 32 to 38. Regular 90c. Saturday 3 pairs, \$1.00. 35c per pair . . . .35

1.99—Daintiest selection of smart, net waists ever shown in Toronto, and at prices quoted are unobtainable. White, ecru, or black, silk lined. Regular \$2.95, for . . . \$1.99

2.95—Beautiful tulle lined waists, in elegant Easter boxes, 3 styles for choice. Saturday, special for mother. Saturday, special for . . . \$2.95

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## The Last Day's Bargains For Easter Shoppers The Simpson Store

is ready to meet your last moment needs—whether it be suit or hat, shoes or gloves, Easter gift or preparation. New stocks have taken the place of depleted supplies, new bargains provide savings, extra salesmen and women make easy the buying, dainty decorations add to the airy vastness of the aisles.

### The Store will be Closed All Day Friday A New Mantle Section Greet's You

Our old friends will appreciate the added spaciousness of the section, to make more comfortable the heavy Easter spring suit buying. Amid a thousand charming garments it is hard to choose for special mention, so we extend an invitation that you come and see. Saturday offers a galaxy of special values.

#### SPRING COATS OF BROKEN LINES TO CLEAR, \$4.95

All of this season's latest styles, made in a variety of styles, serges in navy and black; cravenettes, light or dark shades; tweed mixtures; French panamas. Cut with large round or pointed collars of contrast; lining shades, patch or flap pockets, tailored for 4.95 wide sleeve. Regularly \$15.00, for Saturday

#### ENGLISH SERGE SUITS FOR WOMEN.

Lined throughout with silk and fastened with bone buttons, and pockets, and smart, mannish collar and sleeves. Skirts are beautifully tailored and 14.50 up-to-date style. Specially priced . . . 14.50

#### Another Suit, equally attractive, for women and young girls, made of imported tweed and fine serges. Coats are 24 to 36 inches in length. Smartly attached revers collar, slash pockets. Fastens with 3 or 4 buttons. Skirts are gored, panel, or pleated 13.85 effects. Remarkable value . . . 13.85

#### WOMEN'S AND MISSES' EASTER SUITS.

Smart and chic tailored English Serge Suits. Coat with slanting front collar, lined throughout with silk. Skirts are neatly gored with high waistline. Colors are navy and tweed mixtures. Specially 12.85 priced for . . . 12.85

#### WOMEN'S SEPARATE SKIRTS.

Samples made in our own manufacturing department in tweeds, shopped's checks, serges, Venetians, and panamas. All imported styles, are perfect fitting and finished with the best of workmanship. Would sell in the regular way from \$4.00 to \$12.00. Offering at one-third less for Saturday.

#### COATS FOR GIRLS.

Imported lightweight vicuna cloth in navy only, box back double-breasted, with large sailor collar and pointed revers overlaid with Shepherd's check. The sleeves are tailored and cuffs trimmed to 4.75 match collar. Sizes 6 to 14 years. Price . . . 4.75

#### SMART COATS FOR MISSES.

Made of shepherd check worsted, semi-fitting front and back, single-breasted, with tailored collar standing style and a splendid value for . . . 9.00

#### SHORT COATS FOR MISSES AND WOMEN.

Made of imported striped covert cloth, in a plain tailored style, stitched cuffs and pockets, mannish tailored throughout. Special for Saturday 4.59 selling . . . 4.59

### Easter Gloves and Hosiery

#### 35c PAIR WOMEN'S SILK HOSE.

Women's fine imported silk hose, black only, full fashioned, gauge weight, deep double garter web, close, even thread, clean, firm finish, spliced ankle, double heel, sole, sizes 32 to 38. Regular 50c. Saturday 3 pairs, \$1.00. 35c per pair . . . .35

#### EASTER GLOVES.

Women's Mousetaire, real silk gloves, elbow length, 2 dome fasteners, fine, even thread, clear, firm finish, double finger tipped, perfect fitting, black, grey, and white, sizes 5 1/2 to 8. Exceptional value . . . 49c Saturday, per pair . . . 49c

#### MEN'S GLOVES.

Men's tan, cape leather and grey suede finished gloves, soft pliable skins, 1 dome cleap, perfect fitting and finish, regular stock, 20 dozen in all. Value up to \$1.00. Special Saturday . . . .79

### Rush Price on Men's and Women's Easter Boots

WOMEN'S BOOTS, \$2.49. 400 pairs Women's Boots, Mrs. A. R. King, Boston, "Invictus" and Jackson and Savage makes, in button and blucher style, selected patent calf, gunmetal, tan calf, and vic kid leathers, medium and high heels. 300 pairs, "Queen Quality" samples included, sizes 3, 3 1/2, and 4, in all leathers and styles—Sizes 2 1/2 to 7. Regular prices \$3.50, \$4.00, 2.49 \$4.50, and \$5.00. Saturday, 8 o'clock Rush price . . . 2.49

#### MEN'S BOOTS, \$2.95.

1,000 pairs Men's High Grade Boots and Oxford Shoes, button and blucher style, new short and medium vamps, single and double Good-year welted soles, high, medium, and low heels. "McCready," "Invictus," "Invictus," and "Jackson and Savage" brands. The leathers are tan Russia calf, patent calf, gunmetal, box calf, and vic kid. Sizes 5 to 10. Regular \$4.00, \$4.50, \$5.00, and \$6.00. Saturday, 8 o'clock rush 2.95 price . . . 2.95

#### Exclusive Easter Footwear awaiting your approval, in all the popular sizes and widths, made by:

Hanan and Son, New York; Laird Schober, Philadelphia; "Queen Quality," Boston; Mrs. A. R. King, Boston; Hervey E. Guptill, Haverhill; Getty and Scott, Gait, and many others. Shoe Department, 2nd Floor.

## The Climax in the Millinery Section

Wonderful Value in Easter Hats at \$5.35. There are only sixty-five in this lot, but they are among the most attractive values we ever offered in this department. Style and quality are beyond criticism. Saturday . . . \$5.35

#### See Big Display in Yonge Street Window.

#### YOUNG WOMEN'S DEPARTMENT

40 brand