

SIMPSON'S GREATEST *Queen Quality* SALE

A Strike is the direct cause of this huge Sale. Last fall certain shoes industries were tied up for several weeks, and thousands of women's boots ordered for dealers in large centres were left unfinished. The strike over, the original buyers refused the stocks as being too late for the spring season. Simpson's buyers learned of the situation and bought them in as a special purchase. That is why they can be offered in this sale at \$8.95.

Queen Quality Boots, new spring models, strictly high grade, regularly \$12.00 to \$20.00, selling at \$8.95.

Five thousand pairs to be sold on Thursday, Friday and Saturday. Absolutely fresh and untouched stocks for each day. An unprecedented opportunity for Toronto women to secure high-grade spring footwear at a fraction of the normal price. It is the greatest sale offer of women's footwear Simpson's has ever made.

Thousands of Pairs of Queen Quality Boots for Women in a 3-Day Sale--2,075 Pairs on Sale at 8:30 This Morning, All at One Price---



Queen Quality

Simpson's
Boot Department
Second Floor

Every Fashionable Last and Leather is Included in This Big Sale Offering None But Choice Latest Styles

\$8.95

- 275 Pairs Queen Quality Boots, Reg. \$12 Pair, on Sale \$8.95
- 300 Pairs Queen Quality Boots, Reg. \$14 Pair, on Sale \$8.95
- 575 Pairs Queen Quality Boots, Reg. \$16 Pair, on Sale \$8.95
- 415 Pairs Queen Quality Boots, Reg. \$18 Pair, on Sale \$8.95
- 500 Pairs Queen Quality Boots, Reg. \$20 Pair, on Sale \$8.95

Extra Salespeople, Extra Space, Extra Parcellers for Quick Service

We Cannot Accept Phone, Mail or C. O. D. Orders on These Sale Boots. Better Come Early for Yours.

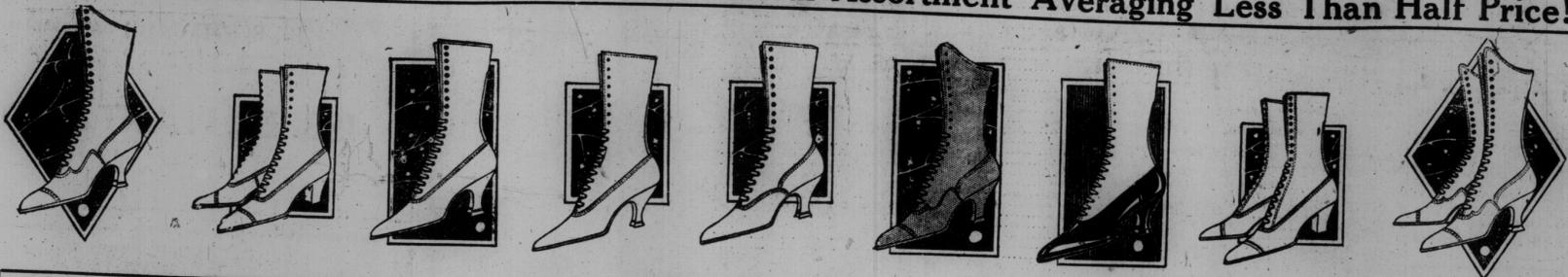
The Size Ranges Are as Complete as Any Shoe Stock Ever Shown. Sizes 21-2 to 8 Widths AA to D



Queen Quality

Simpson's
Boot Department
Second Floor

The Illustrations Show a Few From the Wonderful Assortment Averaging Less Than Half Price!



The Smartest of New Trimmed Hats

Are All A-Glitter With Shining Cellophane, Lacquered Fruits and Gleaming Feathers or A-Bloom With the Vividly Colored Flowers That Adorn So Many of the Latest Models.

Case After Case of the Popular "Riviera" Hats

Displays the smartest of tailored millinery obtainable at moderate prices, in a host of stunning individual models:

- Cellophane with realistic fruit-trimmings.
- Porcupine with swirls of numidi.
- Cellophane toques enwreathed with French fie'd-flowers, finished with a chenille-dotted, scroll-bordered veil.
- Cellophane with off-the-face brim on which grows a little garden of tiny French roses.
- Lisere with underbrim of heron.

Styles for the Miss—styles for her mother, in the fashionable shades of the season, navy and black emphasized. Priced, \$15.00 to \$35.00.



What's New?

"Though East is East, and West is West,
And never the twain shall meet."
So sings the poet—but that co-

quettish, irresistible spirit we call "La Mode" has stolen the pipes of the Pied Piper of Hamelin, and lured the east into the wide-opened arms of the west.

Wonderful Eastern Novelties

With all the charm of color and design, are here in the scarab green of Egypt, the wonderful blues of China and the indescribable jades of Italy. Every conceivable sort of novelty has come over to tempt our love of the unusual.

Quaint Chinese Incense Holders

That depend on funny little Chinese flat-roofed houses, and squatty trees, for their charm. One could very well imagine how well they could exhale all the romance of that dreamy Oriental land.

Georgous Egyptian Baskets.

One is a great scoop-like affair. The tin lining has a wire netting where trailing vines, ferns, etc., may be securely held. An altogether wonderful henna tassel is held with a knob of jade, while a jade ring at the top adds another novelty touch. Priced at 22.00

Simpson's—Fourth Floor.

The SIMPSON Company



Women in Quest of a Strictly Tailored Suit

Will Find a Particularly Attractive Collection in Our Women's Suit Department, Priced Between \$60.00 and \$75.00.

They are made from fine, tricotines and gabardines, mostly in navy and black, and 'tis in the way the close-fitting sleeve tapers, the fit of the little notched collars and fine braid binding, you recognized the supreme tailoring which makes such suits most sought after.

In navy and black and in sizes 32 to 42. Priced, \$60.00 to \$75.00.

April Showers and the Need of a Smart Raincoat Come Hand-in-Hand

Hence the splendid and seasonable showing of English coats which has just arrived in our Women's Coat Department. The finest assortment of snappy styles we have ever shown, in both mannish and dressy effects.

- Gabardines (shower-proofed), \$22.50.
- Paramattas, \$10.00 to \$20.00.
- Silks, \$16.50 to \$25.00.

Simpson's—Third Floor.