

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Moderate S. W. winds fair and cold.

SIMPSON



This in the Lunch Room
Thursday Afternoon, 3 to 5.30
Cold Ham, Potato Salad,
Pot of Tea
TEN CENTS

Exquisite Millinery The Attraction at the Spring Opening

Never have the creators of hats for women shown their genius more unmistakably than in the inventing of styles for the season of 1912. Through a wide range of shapes and sizes they have consistently maintained a top-notch grade of handling, and the new colors are endlessly combined or used singly with superb results.

We Emphasize the Tailored Hat at To-morrow's Exhibit

This is the smart hat for early wear. Many novel styles, in fine Milan and Tagel braids are shown. Among them the "Derby," "Pompador," "Durbar," and "Sailor," snappy wings and fancy feathers are much used, also ornaments suggested by the recent Durbar. The additional charm of these will be their exclusiveness and reasonable prices.

Royal Values in the Piece Goods Sections ON THE SECOND FLOOR

Dress Goods and Suitings Double-Width Dress Silks

Further shipments of High-Class Suitings increase our assortment.

English Worsteds—A shipment of these recognized leaders has just come on the counters from one of the best English manufacturers. They are plain grey twills, herringbone stripes, checks, overchecks, and other fancy designs, new greys, browns, tans, etc. We specially recommend these fabrics for smart tailored skirts or separate coats, as they retain their shape well and shed the dust. Guaranteed pure wool qualities and thoroughly shrunken. 50 inches wide, \$1.00; 52 inches wide, \$1.25; 54 inches wide, \$1.50; 56 inches wide, \$2.00.

Advantages of Linens in Suits for Summer

The editor of the Ladies' Home Journal says: "Linen is the coolest of our ordinary materials, for it is a good conductor of heat, allowing it to quickly pass off from the body."
Experience tells us that it is strong. It will stand all kinds of hard wear. It is comparatively cheap; all of our dress linens come to us from the looms of Ireland. Get your sewing underway by making your selection while assortments are complete!

- 28-inch Linen Suiting Chambray, a knicker weave, full range of colors 15
- 28-inch Pongee Linen, looks like silk; pink, sky, mauve, Nile, olive, grey, black, cream, etc. 25
- 28-inch Poplin Linen, full range of colors as above, best made 35
- New and Full Assortment of Linens; best English Print; 31 inches wide; navy, white, cadet blue, black, and other colored 15
- European Silks, polka dot design, full range of colors, 35 in all, including black and cream. Special circles, Main Floor, and special price 19

Tuesday's Centres of Interest The Simpson Store

never fails to provide points of interest for those who are looking for their money's worth in any of the multitudinous lines that go to making up its stocks. Each item on this page marks such a point for some one. Take your choice.

Development in the Mantle Section

Each day brings something new to the floors of the section, new styles and materials—new prices and interests everywhere. Just now the freshness of everything is the first and lasting impression:

NEW BOUCLE TWEEDS
In pretty coats of grey; cleverly designed on straight lines, tucked across the back to give the new high waist line. Notched velvet collar, long revers, collar inlaid with contrasting shades of flannel; revers of black satin, tailored; sleeves with fancy turnback cuffs. Special value 18.50

NEW SPRING SUITS FOR WOMEN.
Of grey and green tweeds with coats 35 inches long, semi-fitting front and back, lined throughout with silk; mannish collar, deep stylized revers inlaid with self stripe material. Skirts have waistband with the new wide-band front; open effect, side gore. Regularly \$19.50. Tuesday for 12.95

FRENCH PANAMA SKIRTS, \$5.00.
Plain six-gored style, with panel back and front, ornamented with buttons on side gores; high waist-line and beautifully tailored. Will prove most satisfactory for the style is right. Colors navy, 5.00 and dark and medium grey. A good value

DRESSES FOR WOMEN AT HALF AND LESS.
Regular Values were \$12.95, \$16.50, \$19.50, and \$25.00. Tuesday, \$6.95.

Materials include satin foulards, stripe silks, French serge, velvet, and cloth fabrics; also pongee silks; short and long sleeves, with semi, low, rounded, or V-shaped yoke, made of fine net or fancy design lace. High waistline. Skirts have plain effect, others pleated, panels trimmed with buttons and piping. Colors are cream, blue, navy, black, cadet, stripes, and floral designs. This tremendous reduction is to make room for arriving goods by a 6.95 quick clearance. Tuesday

Real English Middy Waists

From Plymouth, England, the Home of the Navy.

For Girls or Women
Made of drill and duck, that will never wear out.
Collars of blue serge and dungaree, that will wash and boil a hundred times.

\$1.25—Heavy White Drill, with navy serge sailor collar, cuffs, and top of patch pocket; cuffs fastened with two large pearl buttons. Tuesday 1.25
\$1.25—Same Heavy Drill, with sailor collar, top of patch pocket, and turned-back cuffs of 1.25 navy dungaree. Tuesday

\$1.35—Same as Above, but cuffs are fastened with two large pearl buttons. Tuesday 1.35

\$1.95—Finest Middy in the World, of heavy duck, navy serge collar, and three rows of white braid and two stars; cuffs of serge, fastened with pearl buttons. Tuesday 1.95

Beautiful Bon Ton Corsets

Bon Ton Corsets are the last word in fashionable corsetry. Leading modistes and creators of fashions demand the Bon Ton Corset as the correct foundation for the new Spring dresses and suits. This store is the sole distributor of Bon Tons in Toronto, and all the latest models are now showing. Miss Hendricks, a New York expert authority on correct corsetting, is here at your service for a limited period, to give you free advice and fittings of these famous corsets. She will be pleased to meet you and dispel any corset difficulties you may have. Don't miss this opportunity.

20 Models of Bon Ton Corsets, \$4.00 to \$15.00 a pair.
16 Models of Royal Worcester Corsets, \$1.25 to \$4.00 a pair.

Added Interests Among the Carpets

Each day sees us in possession of carpets and rugs of the newer patterns, each arriving shipment contributing to the grand total of this most attractive section. The new bedroom rugs are a real discovery, not only for our buyers, but for you who buy them from us. The patterns and colors have the rare charm of flawless taste.

A splendid assortment of fine Wilton Rugs, in all sizes. Reproductions of the soft Persian Oriental rugs. Rich shades of greens, some with a dainty rosette in border and small all-over design in centre, two-tone blues, tan, and olive combinations in a variety of quantities, all priced specially low.

The new Spring goods are now on show in very reasonable price wool and union rugs. There are some splendid colors and small neat designs, for bedroom use, competitive prices:

- 7.8 x 9 wool, \$5.35; union, \$3.85
- 9 x 10.6 wool, \$7.55; union, \$5.35
- 9 x 12 wool, \$8.65; union, \$6.15
- 10.8 x 12 wool, \$10.00; union, \$7.15

The SIMPSON Company Limited

A Sale of Men's Raincoats

These Raincoats are made from English Cravenette cloth, in plain grey, cut the full rounded length, with plenty of room, centre vent, single-breasted, fly front style, close fitting collar, good wearing linings. On sale 6.98

Raincoats, of plain English grey Cravenette cloth, made in single-breasted, fly front style, that can be worn in fine or in wet weather. Fine, wear-resisting linings. Carefully tailored. An excellent garment 12.00

Men's Paramatta Waterproof Coats
Paramatta Coats are made from the best English double texture cloth, and are guaranteed to be absolutely waterproof.

A consignment of heavy, double texture Paramatta Coats, in a greenish fawn shade. These coats are direct from one of the best English manufacturers, made in single-breasted and double-breasted style, very best tailoring. Price 10.50

The Famous Presto Collar-style Paramatta Coat, in a double texture cloth, a greenish fawn color, single-breasted style, long, loose, and roomy. Best made. Price 12.00

A Last Chance for Boys' and Youths' Overcoats

The balance of the season's Ulsters and Chesterfield styles. Ulsters are cut in the popular two-way convertible, and strait stand military collars; made from grey and brown fancy English tweeds. Chesterfield are three-quarter length, with full back and silk velvet collars. The material is a fine English black melton, heavy Italian body linings. Sizes 2 to 32. Coats that sold regularly at \$6.00, \$7.00, \$9.50, \$12.00, and \$14.00. 4.95 Tuesday

Boys' Fancy Suits

Single and double-breasted, Russian Sailor, Military, and Buster Brown styles. Suits are made with large collars trimmed with silk braid, self shawl, with fancy ornament, flowing and silk cord ties, with fancy leather belt at shoulder, with small turn-down collars, patent and plain leather belts. Buster Brown style with one and two rows of fancy buttons, self shawl, with silk ornament. Materials in these suits are English worsteds and tweeds, in light and dark grey, brown, and olive. Bloomer pants, with elastic bottoms. Sizes 2 to 5 years. Regularly selling \$2.95, \$3.50, \$4.00, \$5.00, and \$6.50. Tuesday to clear 2.95



The Greatest Pyjama Event of the Season

A year ago we purchased all the samples and overmakes of one of the largest manufacturers of pyjamas in Canada; also the samples of the leading English and American houses. This year we had the opportunity to do the same, which enables you to buy pyjamas on Tuesday for \$1.49 that would cost you in the ordinary way from \$2.50 to \$3.00.

1,000 Suits of Men's Pyjamas, English, Canadian, and American makes, absolutely all perfect and ready to wear. Materials are pure silk, silk and wool mixtures, silk stripes, plain soisettes, pure wool flannels, sephyras, percales, madras, umbries, Ceylon flannels, lingolas, chambrays, and pure Australian natural wool pyjamas. This is absolutely the best bargain ever offered in pyjamas from our Men's Furnishing Department. Every suit is a great bargain. Come early for best selection. See the windows on Richmond Street for display. No phone or mail orders filled. All sizes, 34 to 44 in the lot. Regular prices \$2.50, \$3.00, \$3.50, \$4.50, \$5.00, \$6.00, and \$8.00. 1.49 All one price Tuesday, to clear, each suit

New Boot Arrivals

Satin Pumps and Slippers in All Colors
Women's Dainty American Made Satin Pumps, colors blue, pink, yellow, mauve, white, and black; with or without ankle strap, satin rosette on new short vamp, high satin covered New York heels, flexible hand-turn soles. Sizes 2 to 7, C and D widths. Tuesday 2.95

Women's Boots

Women's Button and Blucher Style Boots, patent coil, dongola kid, and tan Russia calf, light and medium weight soles, New York, Cuban, and military heels. Sizes 2 1/2 to 7. Tuesday 1.99

Hose Special

Women's Pure Thread Silk Hose, with deep lace thread double garter top, lace heel, toe, and sole; gauge weight, have all the style of fine-class silk hose. Black, white, tan, sky, pink, mauve, grey. Special. Tuesday, pair 59

\$1.00 Cape Leather Gloves, 79c

Women's Unlined Cape Leather Gloves, in the right shades of tan. English made, dome fastener, plique seams, Bolton thumb. Regular \$1.00. Tuesday 79

Classic Gas Plates, \$1.00

For laundry use or cooking, most economical, burns an equal amount of air and gas, nickel plated taps.

- 7-burner, Tuesday \$1.00
- 2-burner, Tuesday \$1.75
- 3-burner, Tuesday \$2.50

SOME THINGS TO EAT

One car Standard Granulated Sugar 17 lbs. \$1.00
Choice Side Bacon, Peameal, Half or Whole 1 lb. 19c
Ogilvie's Royal Household Flour 5 lb. 67c
Rich Red Salmon, Otter Brand per tin, 20c
Quaker Oats per tin, 20c
Finest Messina Lemons large package, 22c
Best Quality Shelled Walnuts per lb., 50c
Canned Apples per dozen, 22c
Imported Macaroni gallon size, 25c
Pure Kettle Refined Lard 5 packages, 25c
McLaren's Jelly Powder, assorted 1 lb. 67c
500 Lb. Fresh Ginger Snap, assorted 3 packages, 25c
Edwards' Strip Cocomut per lb., 15c
Edwards' Evaporated Soups, white, brown, tomato, 6 packages, 25c

FOR SALE—RUSSELL, \$21,000. The most complete 10 twelve rooms; three bath H. H. WILLIAMS 35 King Street

Coal Strike Indu

Coal Strike Indu
Workers Idle.

LONDON, March 4.—It is quite impossible to as to the probable duration of the coal strike. James Kier Han

pendent labor member expresses the opinion that will end in a triumph within ten days, but that he prepared to remain on

Franklin Arquith's statement of commons to-day information and was only showing that the govern

ment of bringing the

Like a Creeping

The coal strike is every class of the commu thousands of workers be missed, and the railway located and disorganized.

ing paralysis, the stoppage supply is threatening th of the nation. The miner holiday. The are, as they tag their fins" while the

the poor go cold and their fellow-workers are the streets.

Factory arte fact King all over the United King

out of the national coo those responsible for the simply marking time for altho it is expected that will soon be resumed.

Besides the miners, over a million of whom work, it is now estimate

as upwards of 200,000 wo industries idle owing to and this number is bet

heavily.

The crews of coal-car lying in the cooling ports

discharged, as the shi to get cargoes, and the

What the

Passed two read every Monday.

Ordered a speci new head for the wa

Passed a resolut the late Hon. Edward

Referred back C of the civic hydro-eli

Abandoned the V Approved of the

Decided to ask f capital expenditures.

Defeated Contro money struck out the

Struck out the p Decided to call f

Recommended a Passed bylaw p

Defeated Contro Beech and Mexican-g

Granted \$1000 t with the intake pipe.

Referred back t Referred back p

Adopted the new Voted \$100 for t

Workmen's Conventio Talked eight ho