

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PHONE NUMBER MAIN 7841.
We have fifty lines to Central.

SIMPSON

The Imperative Needs of the Wardrobe Met By

The Simpson Store

We are in a better position than ever to give you perfect service in your spring buying.

Correct modes and reliable qualities are the rule, whether you are buying expensive goods or the more economical grades—always here you are sure of satisfaction. We guarantee every value.

New York's Latest Millinery Shapes

Many cases are being opened, yielding numberless elegant, adaptable shapes. Novel features are to be seen—large flat black or white Tagels, cable edge styles, large fine Italian Milans, and an assortment of such novelties. Shapes were never so large as for this season. The prices are most reasonable.

Handsome Easter Hat \$12.50

Our designers and trimmers have been working overtime to again fill our showcases, which have been greatly depleted during the last few days. For tomorrow we will offer 40 Beautiful Spring Hats, that, owing to rush of Easter orders, we were unable to finish for our showcases last week. Space will not permit us to describe them. Special Wednesday **12.50**

Handsome Waists at Attractive Prices

A clear-up sale of some really beautiful waists, the sizes of which have become disorganized during the last few busy days. We quote below a few items at the regular price which to-morrow you can secure for three-ninety-five.

These and many other styles of Chiffon and Ninon Blouses on sale to-morrow at **3.95**

Heavy Silk Messaline and Duchesse Silks in black, navy and brown, odd sizes, Regular prices \$6.50 and \$7.50.

Rich Shadow Lace and Irish Guipure Lace, in white and ecru, odd sizes. Regular prices \$5.50 to \$10.50.

Superb Chiffon Taffeta Waists, of silk that will wear, navy, brown and black, odd sizes, only. Regular prices \$5.00, \$6.50 and \$7.50.

Real French Hand-Embroidered Batiste Waists, odd sizes only. Regularly \$7.50.

Three Boot Specials for Wednesday

"McCreedy," "Ames Holden," "Hero" and "Jackson & Savage" brands. The styles are all new and the prices are less than half on almost every pair. No phone or mail orders filled. See Yonge Street Windows.

\$5.00 MEN'S BOOTS \$1.99.
1,200 pairs Men's Boots, button and Blucher styles, patent colt, box calf, gummetal and vic kid leathers, short and medium vamps, single and double toe, Goodyear welt and McKay sewn soles, high, medium and low heels, dull calf, Dongola and fancy tops, "McCreedy," "Hero" and "Ames Holden" brands, new spring styles. Sizes 6 to 11. Regular prices to \$6.00. Wednesday, 8 o'clock **1.99**

\$4.00 WOMEN'S BOOTS \$1.99.
1,000 pairs Women's Boots, button and Blucher tops, being samples, overmakes and regular stock of "McCreedy," "Hero" and "Ames Holden" brands, in patent colt, gummetal, vic kid and velours leathers; also white canvas and white nubuck button styles, Goodyear welt, flexible, McKay and hand-turn soles, high military, and matron heels. Sizes 2 1/2 to 7. Regularly \$2.50, \$3.00, \$3.50 and \$4.00. Wednesday **1.99**

BOYS' BOOTS \$1.69.
800 pairs Boys' and Youths' Boots, Blucher style, tan Russia calf, patent colt, gummetal and vic kid leathers, single and double soles. Sizes 11 to 13 and 1 to 5. Wednesday, 8 o'clock **1.69**

Umbrellas Make Timely Prices

Men's and Women's Silk and Wool Covered Umbrellas, with good selection of handles, strong steel rod and frame. **.95**

Handsome Umbrellas for men and women, with new handles, in various pretty styles for spring 1912, for **2.00**

Women's handsome Silk Umbrellas, in extra close rolling frames, stylish, long, ebony handles, the most popular umbrella this season. Special **2.69**

A splendid variety of men's and women's high-grade Umbrellas, ranging in prices from **\$5 to \$10.**

72 only women's Umbrellas, to clear the odds and ends from a manufacturer of high-grade umbrellas, the handles consisting of a variety of handsome styles, mounted in rolled gold and sterling silver, with excellent silk mixture tops, having tape edge borders; all are silk cased. \$5, \$6 to \$10 value. Wednesday **3.98**



Carefully Selected Garments for Women in Our Mantle Section

The Simpson grade at Simpson prices—the best we can say for these beautiful goods. Your spring suit, dresses, coat or skirt awaits you Wednesday.

Another shipment of Women's and Young Girls' Suits, all fashionable and smartly made Coats, square or cut-away styles, fastened with one, two or three buttons, effective collars, plain or prettily inlaid with lace designs, shirts have over-piece insets or tunic, and plain effects.

These suits are made of whipcords, serges, tweeds and a variety of fabrics in navy, black, tan and other dark and light shades, also cream serge. Prices \$14.50, \$16.50, \$17.50 up to \$45.00.

DRESS SPECIALS.

A lovely collection of smart dresses, made of linens, silks, voiles, serges, Panamas and messalines, in a variety of light and dark shades. Waists are daintily trimmed with lace insertions, silk pipings, buttons and novelty touches, semi, low or high collars, short or long sleeves; skirts are fashionable, with tunic and inset effects. Some valued at three times the Wednesday price **8.95**

SPLENDID COATS

for those who have not yet purchased a spring coat at a remarkably low price **7.15**

Materials are tweeds, in blue or brown mixtures, serges in navy and black, panamas in black, navy and worsted materials in light shades. All cut in a variety of pretty styles, with collars and cuffs of contrasting shades; large round or pointed collars, tailored sleeves and patch or flat pockets. Regular value \$15.00, for **7.15**

COATS OF THE BETTER GRADES, \$22.50.

Best quality English Serge, in shades of navy or black, cut on straight lines, with set-in sleeves, collars of Roman stripe or tartan silk; or of cream flannel with long revers tailored collar and rever. Some are beautifully lined throughout with good quality of black silk. Splendid value at **22.50**

GIRLS' REEFER COATS.

Made of serge, Panama, Vicuna and Worsted, with box back and double-breast, trimmed with novelty buttons. These come in a variety of shades. Ages 6 to 14 years. Wonderful value. Price **2.15**

WOMEN'S SEPARATE SKIRTS.

Stylish model, of a splendid quality serge in the popular shades of navy and tan. A four-gore style with high waist line and fastening at the side-front. One side effect finished with a row of narrow tucks, and ornamented with fancy self-covered buttons. A very effective skirt. Price **6.00**

WOMEN'S VOILE SKIRTS.

Very special line of black voile skirts, in a wide range of styles, plain front and back panels, with trimmings of silk folds or braiding. Sold heretofore at \$1.50, \$3.50 and \$10.00 regularly. Big Wednesday bargain **5.69**

An Almost Oriental Lavishness of Display

Extra Values in the Curtain Section

CURTAIN NET, 12 1/2 yds.
Serviceable Sash or Curtain Net, well made, trimmed with heavy "Torchon" lace and insertion; full 36 inches wide. Worth 25c. Wednesday special at **12 1/2c**

MADRAS AT 28c YARD.
Large quantity of Scotch Madras, in white and ecru tones, beautiful patterns; 45 inches wide. The weight of mesh and perfectness of weave ensure satisfaction. Worth 35c. Wednesday at, yard **28c**

SCRIMS AT 22c YARD.

Colonial Scrims and Etamines, in conventional and "Craft" patterns, plain or figured centres; good washing colours. Worth 35c and 40c. Wednesday **22c**

ODD TAPESTRY CURTAINS, \$1.13.

Clearing odd and broken lines of Tapestry Curtains, many patterns, good colors and combinations, 50 inches wide, worth \$4.50 to \$6.00 pair, Wednesday, each **1.13**

CURTAIN VELVETS, 89c.

Choice selection of Antique French Curtain Velvets; some shades limited; beautiful rich finishes; 50 inches wide. Wednesday special . **89c**

TAPESTRIES, 53c YARD.

Heavy French and German Tapestries, mostly dark shades, suitable for living rooms or dens; good patterns; very durable. Worth \$1.00, \$1.25 and \$1.50. Wednesday at, yard **53c**

BRASS EXTENSION RODS, 14c.

Brass Curtain Rods, extending from 39 to 54 inches, with brass or silver ends and brackets. Worth 20c. Wednesday at **14c**

WINDOW SHADES, 25c.

Opaque Window Shades, on good rollers; colors cream and green; complete with rings and brackets. Extra value at **25c**

CURTAIN POLES, 24c.

Curtain or Portiere Poles; oak, walnut and mahogany finish; 5 feet long; rings, brackets and ends complete. Worth 45c set. Wednesday at **24c**

For Further Simpson Announcements See Other Page

A List of Varied Suitings

- Shepherd Checks, 42 inches wide, at **37**
 - Mohair Lustres, 42 inches wide, at **29**
 - San Toy Suitings, 42 inches wide, at **49**
 - Silk Stripe Voiles, 40 inches wide, at **48**
 - Silk Stripe Taffetas, 42 inches wide, at **59**
 - All-Wool Panamas, 44 inches wide, at **55**
 - Priestley's Cream Serges, 52 inches wide, at **64**
- (Dress Goods Dept.—Second Floor)

Dainty China At Minimum Prices

- 100 only 40-Piece Tea Sets in German chinaware, with neat floral design and gold finish. Wednesday, rush price **1.39**
(No phone or mail orders.)
- Chocolate Sets of dainty Nippon china, rich gold decorations; chocolate pot, with 6 cups and saucers. Actual value \$3.25. Wednesday, special **1.69**
- 97-Piece Dinner Set in Booth's Silcon ware, with Cobalt blue band and gold edge line. Regularly \$24.75. Wednesday **14.95**
- Theodore Haviland Dinner Set, with apple blossom and spray decoration and matt gold finish. Regularly \$47.50. Wednesday **36.00**
- 100 Pieces Useful Brassware, comprising jardiniere, cuspidors, vases, trays, jewel boxes, rose bowls, kettles, etc., to clear at **96**



The **SIMPSON** Company Limited