

**SIMPSON**

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudge, President.

J. Wood, Manager.

PROB Light local snowfalls same temperature.

**SIMPSON**

### Beautiful Silks Make Beautiful Gowns



**1.19**—Is quite an uncommon price for the very finest Black Duchesse Satin Paillette, Satin Messaline and Peau de Soie. That is the price per yard, however, we are going to sell 600 yards on Thursday. This silk is unsurpassed for wearing qualities and superior dye. Width 36 in. Thursday, per yard . . . . . **1.19**

We made a special purchase of 3,000 yards of double width French Satin Paillette. This is a most attractive silk, and is giving excellent satisfaction for afternoon, evening and street wear; all the new and wanted shades are represented, king's blue, coronation blue, new corals, tans, old rose, Copenhagen, reseda, natter blue, rose du berry, violet, mauve, and many other different shades are included. 40 in. wide. Thursday special, per yard . . . . . **1.45**

#### New Dress Goods

**Silk and Wool Son Toys**, in the newest French shades, 44 in., \$1.00, \$1.25.

**Silk Glorias**, all the leading colors, in light and dark shades, 42 inches, 75c, \$1.00.

**Permo Shantung Suitings**, our leader, in light weight fabrics, new spring shades. 44 inches, \$1.00.

**Silk and Wool Eoliennes**, plain and fancy weaves, beautiful soft draping fabric, new pastel shades, new street wear shades. 42 to 44 inches, \$1.00 to \$1.50.

**New Voiles**, in every wanted shade, in fine chiffon and medium mesh, a beautiful sheer fabric, firm, crisp touch. 42 to 44 inches wide, 75c to \$1.25.

**New Silk Striped Taffetas**, in various designs, made and dyed in France; a very effective fabric, in 15 new shades. 42 inches wide, 65c.

**Silk Striped Voiles**, a special purchase of this dainty fabric, in colors, suitable for street, house or reception wear. 40 inches wide, 50c.

### Dainty Handkerchiefs, Embroidery, Belts and Bags

#### WOMEN'S HANDKERCHIEFS.

All linen, all round embroidered handkerchiefs; an odd line bought at a price much below value, and marked accordingly, 2 for 25c.

**New Embroidered Blouse Frontings**, from St. Gall, \$1.50, \$2.00, \$2.25, \$2.50 each.

**New Black, also White Chantilly Veils**, \$1.00, \$1.50 to \$5.00 each. The neatest and newest patterns in yard Veilings at 25c and 35c. Special sale of Motor Hood Veils at 50c.

#### EMBROIDERIES.

Simpson's high-class, fine hand loom Embroideries are all in, and arranged for your inspection. It is the finest exhibition of exclusive novelties in Canada. Main Floor, north of Yonge st. entrance.

#### "THE SPRING MAID BELTS."

We are showing the new "Spring Maid" Elastic Belt. This belt is made from a novelty French elastic, and comes in all the newest shades, mounted with handsome royal metal clasps. Each \$1.50.

Elastic Beltings, plain black, in the narrow and wide widths; also black and white, and in the new spring shades, 75c, \$1.00, \$1.25 and \$1.50 yard.

#### SATIN BAGS FROM NEW YORK.

Just arrived, the latest in Satin Bags, black and black and white stripes. Each \$1.25, \$4.00, \$6.00 and \$6.50. Also Moire Bags, at same prices.

### A Great Drop in Curtains and Linoleums



#### Two Curtain Specials for Thursday

SWISS CURTAINS AT \$2.39.

50 pair only, of the Swiss Curtains in new conventional, floral, insertion, scroll and colonial designs, some embossed effects. Figured and plain centres, excellent wearing net, white and ecru only. 50 inches wide, 3 1/2 yards long. Values up to \$4.50. Thursday, per pair . . . . . **2.39**

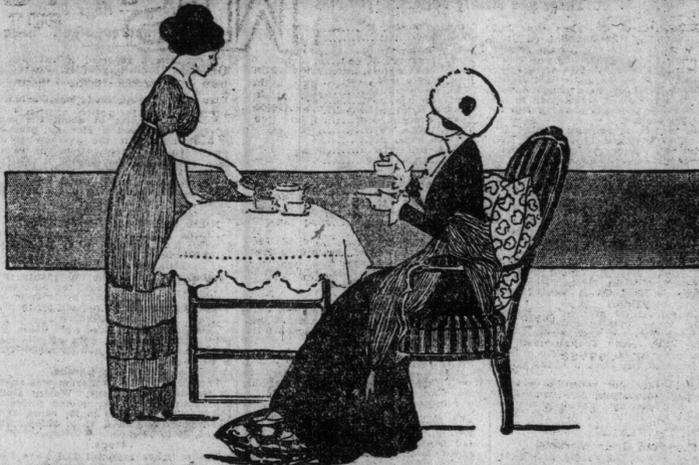
#### SASH NET AT 19c.

5,000 yards trilled or plain Sash Curtaining, finished with lace and insertion, good quality, full 36 inches wide. Worth 25c. Special, Thursday, per yard . . . . . **.19**

#### 50c Scotch Linoleum for 37c

3,000 Yards of Scotch Printed Linoleum, in a extra heavy quality. There is a range of over twenty patterns to select from; the goods are perfectly printed and thoroughly seasoned, but they are discontinued designs, which we bought at a liberal discount. We will share this benefit with you on Thursday by offering this regular 50c quality at, per square yard . . . . . **.37**

### Seasonable and Reasonable Coats & Dresses



Presuming you are on intimate terms with the Simpson Store, we would like to thank you in advance for the good turn you are going to do us. What is it? Well, the very next call you make, you will probably wear that smart new coat you bought here. It will afford you and your hostess an interesting topic of conversation. That is the only introduction your friends will need to our women's departments, for appearances speak louder than advertisements.

**Women's Spring Coats**, of navy serge, semi-fitting back, single breasted front, deep roll collar, inlaid with tussore silk, and trimmed with small novelty buttons, tailored sleeves, with wide cuffs, trimmed with silk and buttons to match collar . . . . . **19.50**

**A Fashionable One-piece Dress**, for spring wear, is of fine French Panama, in navy or black, with white hairline stripe; waist and sleeves are in kimono style, with collar and yoke of cream thread lace, outlined with mesaline silk; front and sleeves ornamented with silk buttons; skirt is trimmed to match waist, and is made with the becoming **16.50** straight lines. Price is . . . . .

**Misses' Up-to-date College Dresses**, made of fine French serge, in navy only; waist fastens down centre of front; has large square collar, edged with 2-inch strapping of black and white check worsted, finished with red braid; belt is made to match; an up-to-date pleated skirt, with deep fold of black and white check worsted around bottom, giving it a stylish effect. Sizes are 14, 16 and 18 . . . . . **10.00**

**New Style Separate Skirts**, of all-wool Panama, made in a nine-gore style, with panel front, side gores are cut in deep yoke effect, finished with a wide tuck, on each alternate gore there is a strap of self, ending at top of tuck, inverted pleat back. Colors are **4.50** navy and black . . . . .

#### Footwear for All

##### WOMEN'S BOOTS AT \$2.29.

600 pairs Women's Boots, fine selected patent colt leather, dull matt Blucher top, Coban or low college heels, new short creased vamps, medium heavy soles, all sizes 2 1/2 to 7. Special Thursday . . . . . **2.29**

##### MEN'S BOOTS AT \$1.99.

420 pairs Men's Black Calf Boots, Blucher style, heavy standard screw soles, easy fitting, long wearing, all sizes 6 to 11. Special Thurs- . . . . . **1.99**

Note—Same boot, boys' sizes 1 to 5, \$1.69.

Same boot, youths' sizes 11 to 13, \$1.33.

(Phone orders filled.)

##### CHILDREN'S SCHOOL BOOTS AT 79c.

800 pairs Children's School Boots, Blucher style, strong Dongola kid, patent toe-cap, heavy solid leather sole, spring heel, broad toe, easy fitting, long wearing, all sizes 5 to 7 1/2 and 8 to 10. Special . . . . . **.79**

(Phone orders filled before 10 a.m.)

##### SHOE POLISH AT HALF-PRICE.

Black or tan combination Shoe Polish, Regular 25c. Thursday 2 for . . . . . **.25**

(Phone orders filled.)

#### 5 Furniture Bargains

Dining Chairs, in solid oak, finished golden, set of 5 side chairs and 1 arm chair. Price . . . . . **9.40**

Dining Chairs, in genuine quartered oak, full box seats, upholstered in solid leather. Price . . . . . **19.50**

Dining Chairs, in selected quarter-cut oak, leather upholstered seats, strongly made. Price . . . . . **17.90**

Dining Tables, in quartered oak, rich golden finish, pedestal design, with round top. Price . . . . . **24.75**

Buffet Sideboards, in quarter-cut oak, mission design and finish, good cupboard and drawer space. Price . . . . . **23.90**

#### Linens and Staples

**700 Brown Crash Buttings**, 36in. wide, medium weight, for children's summer wash suits. Regular 20c and 25c. Thursday, yard . . . . . **.18**

**Remnants of Sheetings and Pillow Cottons**, half price, a clearing of all our remnants of sheetings and pillow cottons, all grades at half the regular price. . . . .

**600 Yards Fine Longcloth**, medium weight, 36in. wide, free from dressings, suitable for underwear and children's clothing. Thursday, yard . . . . . **.16**

**1,000 Yards Oxford Shirts**, 28in. wide in medium colors, fine quality, will wash and wear well. Thursday, yard . . . . . **.20**

#### Wash Goods

**42inch Plain Colored Voiles**—a special purchase at a special price. White, black, pink, sky, mauve, grey, peach, Alice. Regular value 50c. Thursday, yard . . . . . **.35**

**New Printed Voiles**—the most dainty and exquisite designs ever printed. These goods are to be "the" thing this season. Special value 39 and 35. . . . .

**Printed Mercerized Mull**—A beautiful range of designs. Floral, Persian and Dresden effects. Wonderful range of colorings and all fast and . . . . . **.25**

#### Special Petticoats

**Women's Petticoats** of imported Moreen, black only; light weight quality; knife-pleated flounce made in Van Dyke style, trimmed with rows of pin tucking and finished with stitching. Lengths, 36 to 42. Thursday . . . . . **2.00**

**Black Moreen Petticoats**, splendid quality, and made with a deep flounce, trimmed with narrow tucks and finished with pleated frill. Lengths 36 to 42. Thursday . . . . . **1.25**

#### Paper Your White Walls

The new papers are in. You'd better cover up your white walls and make home cheerful. Do it now.

New imported and domestic parlor, hall and dining room papers, latest colorings. Per roll, 10c, 15c, 25c, 50c, 75c, \$1.00, \$2.50.

New bedroom and sitting room papers in pretty hues, crush, corduroy and stripe designs, natural and soft blended colorings. Per roll, 50c, 80c, 10c, 15c, 25c, 35c, 50c.

#### THURSDAY SPECIALS.

5,000 rolls parlor, dining room, hall and bedroom papers, in pretty colorings and soft blends. Regular up to 25c, Thursday, 9c. Regular up to 35c, Thursday, 17c. Regular up to 65c, Thursday, 29c.

#### Easter Hats for Women

Only two more weeks and Easter will be here. Get your hat now. There is a great demand even now, and early comers get best choice.

On Thursday 50 models will be on view. Give your order from them, and they will be copied exactly, or with variation to suit you, and in your own color selection.

#### Hats for Men and Boys

**Men's Derby Hats**, made in fine quality, pure grade English fur felt, in the snappy and up-to-date spring and summer shapes, well trimmed and finished; colors brown and black. Wednesday . . . . . **1.50**

**Men's Silk Hats**, new style, good quality and nicely lined and trimmed. Wednesday . . . . . **3.50**

**Boys' Telescope Crown Felt Hats**, nobbiest hat for the youth; colors slate, bronze, brown, navy and black, well finished, Thursday, \$1.00 and \$1.50. . . . .

**Boys' Variety Caps**, in extra fine quality, Beaver cloth, with or without fancy emblem on front, leather sweatbands and taped seams, Thursday . . . . . **.45**

#### China, Cut Glass and Brassware

**25 dozen Coffee Cups and Saucers** in French Limoges China, in a beautiful floral violet pattern, handles finished in clouded gold. A genuine bargain. Regular \$3.98 a dozen. Special, Thursday, per dozen **2.75**

**WHITE CHINA FOR DECORATING PURPOSES.**

500 pieces comprising flower vases, jardiniere, compots, etc. Regular 25c. Special . . . . . **.7**

500 pieces Bon-Bon dishes, vases, jardiniere. Regular 35c. Special . . . . . **.14**

500 pieces, Vases, sizes 10, 11, 12 inches, Jardiniere, Bon-Bon dishes, compots, etc. Regular 50c. Special . . . . . **.21**

**CUPIDORS** in heavy spun brass ware, solid, loaded base. Special Thursday . . . . . **.75**

**CUT GLASS.** Sugar and cream sets in rich cut glass, deep star cut design. Thursday while they last, pair . . . . . **4.25**

**250 Cake Servers** in neat designs of American clear pressed glass. Thursday, special . . . . . **.25**

**Values up to \$5.95 Pictures for \$1.00** 150 Framed Pictures, must be cleared out of our galleries on Thursday. They have served their purpose as samples. Every picture of exceptional merit. Regular selling prices up to \$5.95. Thursday's clearing price . . . . . **1.00**

See window.

### Girls' Spring and Summer Dresses

Mothers who are planning a spring and summer wardrobe for their daughters are reminded that there is a wonderfully complete showing here of the newest styles and fashions in **Girls' Dresses**. A most comprehensive showing of all that is worth while in style and materials, representing the best productions from New York makers, as well as from our own factories, await those who have girls' dress worries or difficulties to overcome. Department, Third Floor, Centre.



**Girls' Dress** of fine navy blue print, with small white dots, peasant effect; waist piped with red, handkerchief pocket on waist. Sizes 6 to 14 years. **.85** Each . . . . .

**Girls' Dresses**, fine Scotch plaid gingham or plain chambrays, several pretty styles to choose from, trimmed with fine embroidery or contrasting material and buttons. Sizes 6 to 14 years. **1.50** Each . . . . .

**Girls' Dresses**, beautiful styles, in fine check and plaid gingham, all-over embroidery, roll collar and cuffs, lace edges, pleated skirt, 3/4 sleeves, sizes 6 to 14 years. Each **2.00**

**Girls' Confirmation or Party Dresses**, a charming style, made almost entirely of fine all-over white embroidery, solid, tucked yoke, 3/4 sleeves, satin ribbon sash, with large bow. Sizes 6 to 14 years. Each . . . . . **3.75**

**Girls' Combination or Party Dress**, fine white lawn, trimmed with large lace trimmed bertha frill, skirt lace trimmed, solid tucked yoke, 3/4 sleeves, daintily trimmed, sizes 6 to 14 years. Each . . . . . **2.25**

#### Boys' Spring Suits

**Boys' Scotch Tweed Two-piece Suits**, in a dark grey ground, with self and white thread stripes; cut in double breasted style; pants bloomer style, made extra full and roomy. Sizes 26 to 33 . . . . . **5.75**

**Boys' Imported Tweed Two-piece Suits**, in a fawn ground, with fancy overcheck; cut in double breasted models; pants bloomer style, fastened with strap and buckle; a **7.00** splendidly tailored suit, perfect fitting, sizes 27 to 34. . . . .

### 350 Pairs Men's Worsted Trousers

Reg. up to \$4, to clear Thursday at **\$1.98**

Made from imported English worsted materials, in assorted neat dark stripe patterns, stylishly cut, with side and hip pockets, splendidly tailored and perfect fitting, sizes 31 to 42 in. **1.98** waist. To clear Thursday at . . . . .

### Simpson's "Body Guard" Underwear

There is something about Body Guard Underwear that feels superior. Quality, fit and finish are here. The comfortable touch to the skin which one expects to find in good underwear is found in Body Guard Brand, whether it be cheaper or more expensive styles. The materials used in Body Guard Underwear are selected after a most vigorous examination by experts, and are woven on modern looms. This underwear comes direct to us from the loom, and, therefore, middlemen's profits are dispensed with. See windows for examples on Thursday. Prices from 75c to . . . . . **1.25**

### Unbeatable Values in Women's Gloves and Hose

**Women's Real French Kid Gloves**, 2-dome clasp, over-seam, odd shades, all sizes; also real chamois, washing, in natural and white, 2 clasp, and misses' tan cape leather, one dome, sizes 1 to 7. 75c. Special, Thursday, per stone **.59**

**Women's Black Cotton Hose**, finest imported German made, fashioned, guaranteed black, good weight, extra fine finish, double ankle, heel and toe, sizes 2 1/2 to 10, splendid value. Thursday three, **.50** pairs . . . . .

**Women's and Boys' Ribbed Black Cashmere Hose**, medium weight, soft, elastic quality, close rib, wear and durability double heel and toe, sizes 5 1/2 to 10. Special price, **.19** Thursday . . . . .

### Groceries

2,000 lbs. Dairy Butter, in prints, per lb. 24c. English Marrowfat Peas, 3 packages 25c. 2,000 jars Pure Orange Marmalade, quart gem jars 25c. Salt, in 3-lb. bags, 3 bags 14c. Edwardsburg or Beehive Table Syrup, 3-lb. pail 25c. Golden Wax Beans, 3 tins 25c. Fresh Flaked Wheat, per stone 45c. Choice Red Salmon, per tin 15c. Scott-Taylor's Worcester Sauce, large bottle, 3 bottles 25c. Canned Yellow Peaches, in heavy syrup, 3 size tin 25c. Malta Vita Breakfast Cereal, 3 packages 25c. Queen Olives, 16-ounce bottle 25c. One car Sunkist Oranges, per dozen 25c. Telephone direct to department.

**35c ASSAM TEA 28c.** 300 lbs. fine, rich, full bodied Assam Tea, a 35c tea anywhere. Thursday, per lb. 28c.

The **SIMPSON** Company Limited