

900 Novelty Millinery Ornaments, 50c

The kind that you see on hats shown on Fifth Avenue as they come from a New York house that imports from Paris. Only a few of each kind, of many only one, and of lace, white cord, beaded pieces, Durbar ornaments, etc., the biggest variety of novelties we have ever offered. They would sell if bought in the regular way at \$1.00, \$1.50 to \$2.50 each. One big clearing price, Wednesday, **50c**.

NOTICE

We are getting more rushed every day in our millinery workrooms. It would be advisable to get all orders in at once.

All Your Needs for Spring at The Simpson Store

The beauty of a store like Simpson's lies in its completeness. It covers almost every possible want with a generous blanket of values that extends well toward both high and low priced goods, yet offers many medium values.

This in Lunch Room

Wednesday Afternoon 3 to 5.30
Salmon Salad with Bread and Butter and a Pot of Tea. **TEN CENTS**

Men's Socks
Plain black cashmere socks, no seams, good weight, soft elastic finish, double heel and toe. Sizes 9 1/2 to 11. Extra special. Wednesday, **12c** day.

New Lines of Men's SPRING HATS

Christy's English Derby Hats easily head the list of British or continental hat makers. See our selection from this famous manufacturer's new spring styles. Light in weight, easy fitting, and splendidly finished. If you choose a Christy you get the best.

Soft Hats in Christy's make, colors slate, nickel, silver, tan, mole, brown, or black, Alpine, trooper, fedora, and negligé shapes. Fine quality fur felt.

SPECIAL VALUE AT \$2.00 and \$2.50

New Spring Styles Ushered In by Our Splendid Mantle Section

Easter is the nail on which a thousand dainty conceits are hung, in women's apparel. Never has a season shown such decided changes in the staples of Dress Suits, Coats, Skirts, and Dresses. All the newest and best styles are now being shown on our floors, and are of interest to you, whether you expect to buy now or later. Come Wednesday.

SUITS FOR WOMEN AND MISSES.
Of English tweed mixture, in tan and green, or of serges, in navy and black; have coats plain or novelty trim, slanting or rever collar; finished throughout of colored silk or satin. Skirts are plain or gored. Special **19.50**

ANOTHER LINE OF SUITS.
Suits of imported whipcord or French serge. Coats 24 to 26 inches long, semi-fitting, and smartly tailored, with the one-sided collar or rolling effects. Skirts pleated and plain lines. Colors fawn, grey, navy, and green mixtures. Special for Wednesday **25.00**

SKIRTS FOR WOMEN, \$1.69.
Washable Skirts, of linen, in colors of white and natural, repps and black and whites; all in the season's latest styles; some cut on the new one-sided effect, others with panel backs and fronts. When you see their quality, beautiful workmanship, stunning styles, and finish, you will wonder how it is possible to offer them at the price **1.69**



3 Special Waists

Of Excellent Value. Suitable for Wearing With Your New Spring Suit.

2.95—A tub silk of dainty black and white and blue and white stripes, open front, with wide panel, rows of buttons each side, low-cut neck, short, set-in sleeves, finished with perfect collar and cuffs of soft, punched embroidery and gurgled lace; sizes 34 to 42 inches. Wednesday, **\$2.95**.

2.95—A Dainty Overall of fine shadow lace, with pretty colored design running over it, extremely useful for wearing over any old silk or lace blouse; all sizes to 42 inches. Wednesday, **\$2.95**.

2.95—A Grand Pure Muesline Silk Waist, for the older lady; fastens in front cut surplice style, with heavy braiding and tucking; let-in chemise, with button ornaments; long, set-in sleeves, dainty cuff and tucked collar; comes in black and navy sizes to 44 inches. Wednesday, **\$2.95**.

JUNIOR COATS FOR GIRLS AND SMALL-SIZE WOMEN.
Made of English imported serge, in tan only, cut on semi-fitting lines, with rounded collar and long rever of contrasting shade; well-tailored sleeves, with turn-over cuffs to match collar. Unusual value **10.00**

SPRING COATS FOR \$25.00
Imported reversible cord, in shades of tan and mauve and tan and blue; made in a fashionable style, on straight lines; large collar, with deep revers, is outlined with a fold of contrasting color; new wide sleeves, two buttons. Very moderately priced **25.00**

NEW AND SNAPPY SPRING COATS.
Black and white shepherd's check, cut on semi-fitting lines, have smart collars, with deep revers, overlaid with black satin, tailored sleeves and patch pockets. **13.50**

Unusual Events in Men's Furnishings

1,000 MEN'S NEGLIGE SHIRTS
That you would expect to pay a dollar and a quarter or a dollar fifty for, we offer Wednesday for one dollar. Absolutely the very latest designs, and the very best materials in our special shirt at **\$1.00** each. **3 for \$2.85.**

MEN'S NIGHT ROBES
of English Flannelette and Lilane, spring weight, a few slightly counter soiled, otherwise perfect. All sizes in the lot. Regularly \$75, \$1.25, Wednesday, to clear **\$1.00**

3,000 Men's 50c Neckties for 25c Each
A good range of colors, in all the newest New York designs, wide or narrow ends, plain or fancy stripes, scrolls, floral, etc. Regularly 50c, Wednesday **25c**

900 Pairs of Men's Boots to Clear at \$1.99
900 pairs Men's Boots, button and Blucher styles, box calf, patent colt, and dongola kid leathers; single and double soles; new, short, and medium vamps; high, medium, and low heels; sizes 5 to 11. Regularly \$3.00, \$3.50, and \$4.00. Wednesday, eight o'clock **1.99**



This Man

Has the assured air that comes with the knowledge that one is properly clothed for the season—for spring. The Simpson Store for Men offers unusual values in

Boys' and Girls' Umbrellas
Durable frames and covers, good range of handles. Special, Wednesday, **43c**

2,000 Only Genuine Cut Glass Salt and Pepper Shakers
Artistic patterns, with sterling tops, headed edge. Regularly \$1 and \$1.25 pair. Special, each, **29c**

Reliable Silks
Splendid qualities and sterling values combine to make 'Simpson's Silks' a household word. Wednesday offers excellent values in black, fancy, and shot silks.

BLACK SILKS
A choice in 3 weaves. A 40-inch satin paillette in medium weight, a heavier paillette in 36-inch, and a beautiful quality in the new silk-satin 36 inches wide, all are skein-dyed silks, perfect blacks, and grand value at **\$1.10** per yard.

300 yards of Black Mousseline Dress Satin, soft subdued finish, very rich and dressy, 36 inches wide. A bargain at **\$1.34**.

THE NEW SHOT TAFFETAS, \$1.50 PER YARD 40 inches Wide
We are showing a wide range in these chiffon taffetas, in plain shots and shot stripes. Perfect color combinations. The new soft finish gives beauty and durability. 40 inches wide, per yard **\$1.50**

PLAIN AND FANCY SILKS CLEARING AT 36c PER YARD
2,000 yards of Swiss and English Peau de Soies, in reliable dressy qualities. Every plain color represented, also black and ivory, also new stripes and new checks. On sale Wednesday at **36c** per yard.

Suits of Blue and Black

These Suits are made from splendid English cheviot and vicuña cloth. Very dressy suits, in the new, single-breasted, three-button style. Very best mohair linings and the best tailoring. Sizes 36 to 44. Price **20.00**

One of the best suits to be found anywhere, is made from a plain brown cheviot, showing a fine hairline stripe. It is in the new, three-button, single-breasted, sack cut, with natural width of shoulders, not too much, top stitching, and a very desirable style throughout. **26.50**

Also we will put on at one price some very fine Men's Suits, in the new worsted and tweeds. A fine English plain grey suit and pick, a fancy stripe light grey Scotch tweed, and the new fancy brown, in stripe effect. The style of these suits is single-breasted, three-button sack, very fine mohair lining, and tailored in the best and most artistic manner. The trousers and vests are designed in 15.00 keeping. Wednesday

WELL-FINISHED SERGE SUITS FOR BOYS
A Double-breasted Coat, with breast pocket and centre vent, full American bloomer pants, with straps and belt loops. The material is a rough surface, but a fast dried navy blue. Perfectly tailored, and trimmed. Sizes 24 to 30, \$7.00; 31 to 34, \$7.50.

Three-piece, All-wool Blue English Serge Suit, cut in the fashionable three-button, double-breasted coat, with new shaped lapels, and close-fitting collars, five button vest and full plain pants. Sizes 28 to 34. **5.50**

Double-breasted Three-piece Suit in brown striped tweeds, five button vest, plain pants, well made and lined. Sizes 28 to 34. **5.50**

Correct Corsetting

The new spring costume must be fitted over correct corsetage, or the best efforts to your tailor or dressmaker to do justice to your figure will fall far short of the success you had anticipated. You can depend that the woman with the graceful carriage and elegant up-lift, figure is perfectly corrected. Our expert corsetiers have, at your service, all the latest and best models from the world's most famous makers, the sale of many of which is strictly confined to the 'Simpson' Store for Toronto. Full assortments of the following celebrated corsets are here in fashion-approved models:

Redfern Corsets—Sold only by this Store in Toronto, 16 models, \$4.00 to \$12.00 a pair.

Calene Corsets—Sold only by this Store in Toronto, 6 models, \$4.00 to \$8.00 a pair.

Bon Ton Corsets—Sold only by this Store in Toronto, 13 models, \$4.00 to \$15.00 a pair.

Royal Worcester Corsets—Sold only by this Store in Toronto, 12 models, \$1.25 to \$4.00 a pair.

Rango Belt Corsets, for Stout Figures—Sold only by this Store in Toronto, per pair, \$6.00.

Modern Front-Lacing Corsets—Sold only by this Store in Toronto, \$6.50 to \$15.00 a pair.

Werner's Rustproof Corsets—Sold only by this Store in Toronto, \$1.25 to \$6.00 a pair.

'Royale' Corsets—Sold only by this Store in Toronto, 12 models, \$1.00 to \$4.00 a pair.

Levi Corsets—Sold only by this Store in Toronto, 10 models, \$1.25 to \$4.00 a pair.

Beautiful Easter Veiling
Exquisite newness plus the charm of helpful prices

From Paris comes a shipment of the most beautiful Veilings we have ever shown, in Shadow, Filet, Hexagon, Russian, Tuxedo, Tosca, Brussels, Hair-line, and Shetland Nets.

Shadow Lace Veils, with borders in black, white, champagne, sky, and helle. Each **\$1.00 to \$4.50**

Filet and Chantilly Lace Veils, in black, ivory, navy, and brown, with lace border, these veils are embroidered in conventional designs in Chantilly silk, needle cut effects. Each **\$1.00 to \$4.00**

Black and White Shetland Veils, in all the newest meshes. Each **75c to \$3.00**

Shadow Net Veilings, in floral, conventional, and cobweb designs. Per yard **35c to \$1.75**

Hexagon, Tuxedo, and Filet Nets, in plain or fancy cobweb and conventional effects. Prices from **35c to \$1.50**

Plain, Tuxedo, Russian Hexagon, and Hair-line Veiling, large arrangement of patterns. Prices from **25c to \$1.00**

Grey and Maple Complexion Nets, in the new shadow effects, also Chantilly spotted. Prices from **35c to \$1.50**

Mourning Veilings, in fine and heavy Brussels and Tosca Nets, with plain hemstitched or ribbon trimmed borders, also embroidered scalloped borders. Prices from **35c to \$1.25**

Mourning Bonnet or Shaped Veils, in Lisee or fine Brussels Net, borders are scalloped in small button-hole edges. Each **55c to \$1.25**

New Delaines and Challies
Our summer stock of Delaines is now ready. We have the very newest designs, and color combinations imported from the best English, French and Austrian markets.

New Paisley and Oriental designs, new floral and spot effects; also a fine collection of the newest French Bordered Delaines, beautiful soft drapery qualities made from fine pure wool and finished to perfection. Every yard guaranteed fast washing color

Easter Ribbons
Ribbons for Hat, Hair, and Underwear

A special Taffeta Ribbon, of exceptional value, a good firm quality, for hat bows and hair bows; in all the leading colors, including many novelty shades. It is fully six inches wide. Will fill phone and mail orders. **15c**

A Very Dainty Lingerie Ribbon has just arrived, in all widths, and in the delicate lingerie colors of pale blue, pink, white, and mauve. Price, per inch, 1/4-inch, 2/5c; 3/4-inch, 3c; 1-inch, 4c; 1 1/4-inch, 5c; 1 1/2-inch, 7c; 1 3/4-inch, 10c.

Soiled Bed Spreads
Including English Satins, American Crochets, and a few Honeycombs, large bed sizes, slightly soiled and mused. **1.69** from handling. Wednesday

1,000 yards Bleached English Longcloth, good, heavy thread, 26 inches wide. Wednesday, yard **12c**

100 pairs of Sheets, made out of a good heavy sheeting, closely woven, free from dragging, large size, 80 by 90. Wednesday, **1.48** pair.

Beautiful Hand-embroidered Irish Pillow Cases, in neat patterns, will wash and wear well, 46 by 36. Wednesday, pair **1.19**

Phone Direct to Linen Department, 2nd Floor.

Floor Coverings at Popular Prices
Our immense variety of beautiful Wilton Squares should be of special interest just now, when the question of renovating the house is being considered by the housekeeper.

There is an exceptionally large range of Oriental designs in different colors, greens, blues, tan grounds, all clean, fresh goods for spring showing, as well as self colors, greens, browns, and blues in endless variety. The following are some of the interesting prices for Wednesday buyers of these goods. Note the big range of sizes:

4-6 x 9-0	\$8.50 and \$10.50
4-6 x 7-6	\$10.75 and \$13.00
4-6 x 9-0	\$12.75 and \$15.65
6-9 x 9-0	\$16.90 and \$23.50
6-9 x 10-6	\$21.15 and \$27.95
7-6 x 9-0	\$18.50
9-0 x 9-0	\$21.85 and \$28.27
8-3 x 10-6	\$24.11
9-0 x 10-6	\$24.15 and \$29.50
9-0 x 12-0	\$33.75 and \$41.75
11-3 x 12-0	\$43.50 and \$41.95
11-3 x 13-6	\$41.15 and \$46.25

Chinaware Specials
500 Pieces Art China and Bric-a-Brac, useful and decorative—marmalade pots, toulon rail plates, wedge-shaped, jugs, nippon fruit sets, butter dishes, chocolate sets, egg stands, celery trays, brush and comb trays, bon-bon dishes, nut bowls, flower vases, jardinières, etc. Wednesday, less than half-price **75c**

Tea Cups and Saucers, in decorated strong porcelain ware. Special **29c** Wednesday, at price, 4 for **\$1.19**

\$12.50 English Semi-Porcelain Dinner Set, new design, the set contains 87 pieces, underglaze rosebud, spray border with gold finish. Wednesday, less than half-price **7.95**

\$10.00 Carved China, 40-piece Tea Set. Wednesday, special, **6.19**

Bathroom Fixtures
Bathroom Mirrors, white enamel, select British bevel plate, oval or oblong, 18 x 26. Wednesday **\$7.50**

Medicine Cabinets, varnished oak, fitted with shelves, bevel mirror in door. Wednesday **\$6.25**

Bath Seats, white enamel, non-rusting hangers, rubber protectors, fits any tub. Wednesday **\$2.50**

Combination Tumbler and Soap Holder, with two etched tumblers. Wednesday **\$1.88**

Swing Towel Bars, three arms. Wednesday **\$5.00**

Towel Bars, 20-100 66c

Tooth Brush Holders, glass and nickel. Wednesday **30c**

Toilet Paper Holders, Wednesday **30c**

Metal Bedroom Furniture
Brass Bedsteads, in bright finish, with upright posts and upright filling, in full size only. Wednesday **13.90**

Brass Bedsteads, in full size and bright finish. Posts are 2 inches in diameter and filling is equally strong. Wednesday **14.75**

Brass Bedsteads, an attractive pattern, well made and well finished. The cast-brass ornaments at both head and foot end make this a desirable bed. Wednesday **19.00**

100 Iron Bedsteads, in pure white enamel finish, and in full size. The regular price is \$6.00, \$5.50, and \$5.00. Special for Wednesday only **4.10**

Brass Bedsteads, in satin or combination finish. Posts are heavy and the filling is closely placed, giving a massive appearance. Wednesday **25.00**

Brass Bedsteads, with continuous posts, two inches in diameter is heavily mounted, filling upright and evenly distributed. Wednesday **29.00**

English Oatmeal Papers, Wednesday 20c

The very best Oatmeal papers on the market are the Calderbury's fastest, clearest grain, softest blends, in 14 assorted shades of Tabac Brown, Nut, Granite, Delft, Turkish Amber, Grey, Apple, Sage Green, Golden, French Sandstone, Buff. 31 inches wide, yards to the roll. Wednesday only, **20c**

Plain ceilings, 30 inches wide, to blend. **11c** Per roll, Wednesday

Healthful Foodstuffs

Fresh Rolled Oats, per stone **43c**

Choice Side Bacon, half or whole, per lb. **16c**

Port Toasts, 3 packages, **25c**

Canned Apples, gallon-size tin, per tin **25c**

Choice Prunes, 3 lbs., **25c**

Finest Canned Corn, 3 tins, **25c**

Canned Peas, per tin **15c**

Pure White Clover Honey, 5-lb. pail, **68c**

St. Charles Milk, per tin **35c**

English Marmalade Peas, 3 packages, **25c**

Deep Sea Codfish, per tin **14c**

Teller's Cream Soda, 3-lb. box, **24c**

Finest Carolina Rice, 3 lbs., **25c**

Quaker Puffed Wheat, 3 packages, **25c**

FRESH-ROASTED COFFEE, PER LB., 25c.

300 lbs. Fresh-Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, per lb. **25c**