

**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 Easter Bunny Bows

**Toilet Goods**  
Woodbury's Facial Powder; regular price 20c; Saturday, two for .25  
Lily of the Valley and Violet Talcum Powder, large 1-lb. tin; regularly 25c; Saturday .15  
French Tooth Brushes, with pure hand-drawn-bristles, prophylactic style; good value at 25c; Saturday .15  
Wolf's Transparent Glycerine Soap, special, per cake .07  
Whitert's Rose and Witch Hazel Cold Cream, special .07  
Phone direct to Toilet Dept.

## A New Mantle Section Greet You Saturday

Our old friends will appreciate the added spaciousness of the section, to make more comfortable the heavy Easter and Spring Suit buying. Amid a thousand charming garments it is hard to choose for special mention, so we extend an invitation that you come and see.

Saturday offers a galaxy of special values.

### WOMEN'S AND MISSES' EASTER SUITS.

Smart and chic tailored English Serge Suits; coat with slanting front collar, lined throughout with silk; skirts are neatly gored, with high waist line; colors are navy and tweed mixtures, specially priced for 12.85

### ENGLISH SERGE SUITS FOR WOMEN.

Lined throughout with silk, and fastened with bone buttons, and pockets, and smart, mannish collar and sleeves; skirts are beautifully tailored and up-to-date style. Specially priced . . . . . 14.50

Another suit equally attractive for women and young girls, made of imported tweed and fine serges; coats are 24 to 26 inches in length; smartly stitched revers collar; slash pockets; fastens with two or three buttons; skirts are gored panel or pleated effects. Remarkable value at . . . . . 13.85

### SPRING COATS OF BROKEN LINES TO CLEAR \$4.95.

All of this season's latest styles, made in a variety of styles, serges in navy and black, cravenette, light and dark shades, tweed mixtures, French Panamas; cut with large round or pointed collars of contrasting shades; patch or flat pockets; tailored or wide sleeves. Regularly \$15.00, for Saturday . . . . . 4.95

### COATS FOR GIRLS.

Imported light weight vicuna cloth, in navy only; box back, double-breasted, with large sailor collar and pointed revers, overlaid with shepherd's check. The sleeves are tailored and cuffs trimmed to match collar. Size 6 to 14 years. Price . . . . . 4.75

### SMART COATS FOR MISSES.

Made of shepherd check worsted, semi-fitting front and back; single-breasted, with tailored collar, overlaid with black satin, piped with blue. A stunning style, and a splendid value for . . . . . 9.00

### WOMEN'S SEPA RATE SKIRTS.

Samples made in our own manufacturing department, in tweeds, shepherd's checks, serges, Venetians and Panamas; all up-to-date styles, are perfect fitting, and finished with the best of workmanship. Would sell in the regular way from \$4.00 to \$12.00, offering at one-third less for Saturday.

### Rush Price on Boots

**MEN'S BOOTS, \$2.95.**  
1,500 pairs Men's High-grade Boots and Oxford shoes, button and Blucher style, new short and medium vamp, single and double Goodyear welted soles; high, medium and low heels; "McCreedy," "Tetra," "Invictus" and "Jackson & Savage" brands. The leathers are tan Russia calf, patent calf, gun metal, box calf and vici kid; sizes 8 to 11. Regularly \$4.00, \$4.50, \$5.00 and \$5.50. Saturday 8 o'clock 2.95 rush price . . . . .

**WOMEN'S BOOTS, \$2.49.**  
600 pairs Women's Boots, Mrs. A. R. King, Boston, "Invictus" and Jackson & Savage makes, in button and Blucher styles, selected patent calf, gun metal, tan calf and vici kid leathers, medium and high heels (300 pairs "Queen Quality" samples included, sizes 5, 5 1/2 and 6, in all leathers and styles). Sizes 5 to 7. Regularly \$3.50, \$4.00, \$4.50 and \$5.00. Saturday 8 o'clock 2.49 rush price . . . . .

### See Our Boot Announcement Elsewhere in This Paper

# Make Your Last Preparations for Easter at The Simpson Store

**New Spring Silks** Silks that are as perfect in weave and finish as the most modern looms can make them, and offered on Saturday at manufacturers' prices. IMMENSE CLEARANCE OF SWISS, ENGLISH AND FRENCH PEAS DE SOIE, 33c YARD. Every plain color and black and ivory is represented. The new black and white, white and black, navy and white and brown and white shown, in many widths of stripe and varied-sized checks, hair-line stripes and broken stripe effects, on light and dark grounds, etc., etc. Long lengths in each piece shown, but the 3 o'clock buyer gets first choice. Per yard . . . . . 33c

**NATURAL COLOR SHANTUNG SILKS.** Guaranteed qualities and even weaves in this fashionable silk fabric. A special purchase; 34 inches wide. Offered on Saturday for, per yd. . . . . 44c

### Priestley's Dollar Serges

52 AND 54 INCHES WIDE, 64c. Made from the best procurable pure Botany yarns, in the popular fine twill; specially adapted for smart tailors' suits or separate skirts. These serges are guaranteed by the makers to be thoroughly scoured and free from grease or filling, thoroughly shrunken and spotproof. This extra special offering of staple goods at such a ridiculously low price presents to you a great saving on your spring suit or dress. Shown in this special purchase are the newest and most popular shades for the season, including new blues, new tans, new browns, new greys, also plenty of navys, creams and blacks. On sale Saturday, 8 a.m., in the main aisle of our spacious Dress Goods Department; 52 and 54 inches wide; per yard . . . . . 64c

### A FORTUNATE PURCHASE OF BLACK AND WHITE SHEPHERD CHECK SUITINGS.

REGULAR PRICE 50c PER YARD, 42 INCHES WIDE, 33c. 4,000 yards of this splendid Check Suiting, a special purchase by our resident buyer in London, England. Made in four popular sizes of check, in a nice soft-draping quality that tailors well and launders perfectly. These shepherd checks will be more popular than ever this season, so we would advise you to get your share of this extra special purchase. It is not a cotton fabric, but a special combination of nice soft yarns that give a good appearance, combined with good wear; 42 inches wide. Regular value 50c per yard. On sale Saturday . . . . . 33c



## This Store Will be Closed all Day GOOD FRIDAY

### Selling the Second Half of One Thousand Pairs La Deesse Corsets

We secured over one thousand pairs of these handsome La Deesse Corsets to offer at half regular price during Easter week. Half of this quantity went last Saturday without so far as we know a single dissatisfied customer. The balance of five hundred pairs go this Saturday at the same price as before. Phone orders filled if before noon.

520 pairs beautiful "La Deesse" Corsets in a charming new spring model, in fine light weight, white coutil, medium low bust, unboned skirt fitted with 6 elastic garters, finest rustproof steels, with 4 wide side steels, bust draw cords, deep lace and ribbon trim. Sizes 18 to 28 inches. Usually priced at \$2.00 a pair. Saturday a pair . . . . . 1.00

**Elusive Charm in Millinery for Easter**

**Wonderful Value in these Easter Hats at \$5.85**

There are only sixty-five in this lot, but they will give one of the most attractive values ever offered in this department. 5.85 Saturday

See big display in Yonge street window.

**YOUNG WOMEN'S DEPT.**  
40 Brand New Hats, mostly in tans and tuscans, but all the best colors are well represented, bright, classy styles. Special Saturday . . . . . 4.50 (Children's Department).  
Over 200 New Trimmed Hats for children will be shown for this great Easter Saturday. Big values at \$1.50, \$1.75, \$2.25 to \$4.50.

### We Will Tie Your Bows

In the Ribbon Section Saturday, while you wait. The increasing popularity of ribbons as a millinery trimming, has led to the extravagant use of the Huge Hat Bows in either wide, plain taffeta and satin or wide fancy ribbons. Heavy Duchess Satin, of beautiful rich finish, in all colors, 6 inches wide per yard . . . . . 25c  
The same Ribbon, in all colors, 5 inches wide, per yard . . . . . 20c  
A big range of Fancy Ribbons, including stripes, plaids, shadow, checks, Dresden, shots in their many different patterns, at 25c, 29c, 35c and 50c per yard.  
Many beautiful effects in high-class Ribbons at from 59c to 75c per yard.

**VELVET RIBBONS.**  
Satin Back Velvet Ribbon, in French weave, with a rich silk pile, a good black:  
Width . . . 1 1/4 1 1/2 1 3/4 1 7/8 2 1/4 2 1/2 3 3/4 inches  
Price . . . . . .09 .12 1/2 .15 .20 .25 .30 .35 .40 .50

Colored Velvet Ribbons, in a rich silk pile, with good satin back:  
Width . . . 3/4 1 1 1 1/2 2 1/4 inches  
Price . . . . . .08 .12 1/2 .20 .25 per yard

## The Pre-Easter Sales of Men's Clothing

are wound up Saturday. Never before have we presented so wide a choice and so many values above the usual as we have this season. The values will be here next week, but you must call Saturday if you want the new Suit or Overcoat for Easter Sunday.

There are a few values just a little better than our usual best, for Saturday, too.

### HIGH-GRADE SUITS.

For Saturday morning rush we put on sale Men's Suits that are made from West of England worsted, English and Scotch tweeds, in the new blue grey, two-tone brown and greys and greens, in stripe patterns. These suits are made in single-breasted, three-button style, have the best linings, and are made by one of the best manufacturers. Regular price \$18.00, \$20.00, \$22.00 and \$24.00. Price . . . . . 11.95

### SPRING WEIGHT OVERCOATS.

Made from a plain grey diagonal weave, medium shade, cut in the new single-breasted Chesterfield style, best linings and best workmanship. Price . . . . . 14.50  
Very fine Spring Weight Overcoats, made from a plain grey English cheviot cloth, are cut in the new single-breasted Chesterfield style, with neat shaped lapels, close fitting collars, good linings and well tailored. Price . . . . . 16.50

A very handsome Overcoat is made from a light plain grey English cheviot cloth, cut in the new style Chesterfield. This coat is lined throughout with a good wearing silk. It is well made and a coat sure to please. Price . . . . . 25.00  
Just a word about a new, almost plain brown tweed, with subdued stripe pattern, a splendid English cloth, made by "Durwards," London, England, in the new single-breasted style, patch pockets and only silk lining in sleeves. Price . . . . . 28.00

### THE BOYS' NEEDS.

Double-Breast Two-Piece Suit, of grey tweed, showing a fancy thread stripe, has good wearing linings and neatly tailored; full bloomer pants. Sizes 28 to 30, \$2.50, 31 to 34, . . . . . 4.00

Two-Piece Bloomer Suit, cut on the fashionable three-button, double-breasted model, with neat shaped lapel and close fitting collar, large American bloomer pants, with stays, bottoms and belt loops, is made from grey, brown and blue tweeds, with chalk stripes one-half inch apart; twill body lining. Sizes 28 to 30, \$4.50, 31 to 34, . . . . . 6.00

Two-Piece Bloomer Suit, of imported tweed, herringbone weave, in grey and the new shade brown, cut on the smart, double-breasted style with long shapely lapels, breast pocket, and shaped back, full hip, American bloomer pants, self belt and watch pocket. Sizes 28 to 34, 5.00

### An Easter Hat \$1.00

REGULAR \$2.00, \$2.50, \$3.00 AND \$3.50 HATS. A special purchase of 1,000 Men's Sample Stiff Hats, from England's, Austria's, Italy's and France's best manufacturers, in the highest grades of pure felt, and the most popular spring 1912 shapes, for young, middle-age or elderly men; a host of different shapes. We can surely supply your Easter hat, and at a big saving. Regular retail prices \$2.00, \$2.50, \$3.00 and \$3.50. Saturday's Easter bargain . . . . . 1.00

Our stock of Christy and King Hats is the largest and most varied we have ever shown; correct shapes, in Derby and soft hats; newest colors, \$2.00, \$2.50 and \$3.75.

Children's Headwear, in Hats, Caps, Tams, etc.; large assortment of new and novel styles, in all the most worn colors. Special values at 25c, 45c and 75c.

### Trimming (Main Floor)

**A WORTHY SPECIAL FOR OUR VISITORS.**  
50 Beautiful Swiss Embroidered Semi-made Robes, new narrow shaped skirt, material and trimmings for waist, 10 designs for choice. Would sell regularly 4.95 from \$8.50 to \$12.50, Saturday (No phone or mail orders for these.)

### Fancy Needlework (Main Floor)

Linen Crash Cushions, in various subjects, conventional, Indian head and animal, filled with Russian down, form. . . . . 64  
Cushion Tops, to work, tinted, in floral and conventional designs, require 15 very little embroidery . . . . . 15

### Long Kimono Gowns 49c

Long Kimono Gowns, of fancy printed lawn, sky, helio or pink, floral patterns; cut full, and edged with fancy shell stitching; sizes 34 to 44. Saturday . . . . . 49c

### SATEEN PETTICOATS 39c

Women's Petticoats of black mercerized sateen, crimped flounce finished with narrow frill; lengths 36 to 42 inches. Saturday bargain . . . . . 39c

### FLANNELETTE LOUNGING ROBES \$1.98

Long Lounging Robes of heavy flannel-ette, empire style, Gibson pleat over shoulder, wide satin edging at fronts and sleeves, grey, navy, sky, cardinal and Copenhagen. Lengths 34 to 42. Saturday . . . . . 1.98

### O. S. SATEEN PETTICOATS \$1.25

"Out Size" Women's Petticoats, of imported sateen, black only; flounce trimmed with groups of pin tucks, and finished with knife-pleated frill and underpiece. Sizes 38 to 42. Saturday . . . . . 1.25

### Bath Towels 48c Pair

200 Pairs Good Heavy Bath Towels in white, a few in fancy stripes; large size, 24 x 45; an excellent drying towel. Saturday, pair . . . . . 48c  
250 Pure Linen Damask Table Cloths, in one bordered design; heavy Irish linen; 2 x 2 1/2 yards. Saturday . . . . . 1.53  
200 Pairs of Fine English Sheets, nicely hemstitched, free from dressing; double bed, size 70 x 90. Saturday, pair . . . . . 1.63

Beautiful Irish Embroidered Bedspreads, in pretty designs; hemstitched all round; large double bed size, 90 x 108. Saturday . . . . . 3.88

### GROCERIES

Fresh Creamery Butter, White Clover brand, per lb. . . . . 40  
Baker's Cocoa, half-pound tin . . . . . 22  
Toasted Cornflakes, 3 packages, 25  
Canned Fruit - Raspberries, Strawberries, Cherries, Plums and Peas; per tin . . . . . 18  
Canned Corn, 2 tins, per tin . . . . . 25  
Imported French Peas, per tin . . . . . 25  
Loaf Sugar, 3 1/2 lbs. . . . . 25

One Car California Sunkist-Oranges, good size, sweet and seedless; per dozen . . . . . 25  
2,000 Bottles Imported English Mixed Pickles, Gillard's best quality; regularly 18c; while they last, 2 bottles for 15c.

Clark's Pork and Beans in Chili Sauce, large tin . . . . . 10  
300 Tins California Asparagus, large square tin; extra value, large tin 25  
500 lbs. Fresh Fruit Cake, per lb. . . . . 15  
Fancy Mixed Biscuits, 2 lbs. . . . . 25  
Candy for Easter - 1,000 Boxes of Fresh Chocolates and Bon-Bons; regular 30c quality; per box . . . . . 29

(Second Floor-Yonge St.)

**Breakfast**  
Ready at 8 a.m.  
Take elevator direct to sixth floor.  
No delay; services prompt.  
Prices from 15c to 50c.

### Get Your Easter Flowers At Simpson's

### Basement Bargains

Classic Gas Plates, most economical; fitted with air mixer, burners, an equal quantity of air and gas; nickel-plated taps -  
2-burner, Saturday . . . . . 1.59  
3-burner, Saturday . . . . . 2.39  
Hand/Garden Trowels, Saturday . . . . . 1.0  
Garden Rakes, malleable cast-iron  
10-tooth, Saturday . . . . . 19  
12-tooth, Saturday . . . . . 23  
14-tooth, Saturday . . . . . 25  
Lawn Rakes, steel wire, Saturday 45  
Compass Saws -  
12-inch, Saturday . . . . . 15  
14-inch, Saturday . . . . . 22  
Carpenters' Claw Hammer, bell face, Saturday . . . . . 29  
Screwdrivers, automatic spiral, Good-will Brand, with three adjustable bits Saturday . . . . . 1.50  
Lathing Hatches, Saturday . . . . . 1.49  
Metal Back Saws, 10-inch, Saturday . . . . . .85  
Thermometers, easy reading, Saturday . . . . . 15  
Bread Knives, serrated edge, wire handle, Saturday 10c and 15c.  
Razor Straps - Saturday . . . . . 59  
50c values, Saturday . . . . . 39

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