

**SIMPSON**

Store Opens 8 a.m.

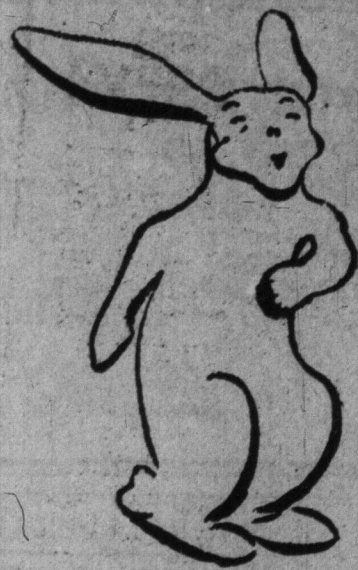
Closes at 5.30 p.m.

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 Toilet 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  
Wolfe's Transparent Glycerine Soap, special, per cake ..... .7  
Wolfe's Rose and Witch Hazel Cold Cream, special ..... .7  
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.

1,900 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; leather and tan Russia calf, patent colt, gun metal, box calf and victrola; sizes 6 to 11. Regularly \$4.00, \$4.50, \$5.00 and \$6.00. Saturday 8 o'clock ..... 2.95

#### WOMEN'S BOOTS, \$2.49.

600 pairs Women's Boots, Mrs. A. R. King, Boston, "Invictus," and Jackson & Savage makes, in button and Blucher style, selected patent colt, gun metal, tan calf and victrola leathers, medium and high heels (300 pairs "Queen Quality" samples included, sizes 5, 5½ 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

See Our Boot Announcement Elsewhere in This Paper

### Laces and Embroideries

An event specially planned to meet your requirements, dressmakers, milliners, costume and home sewers. In this specially-planned display of laces you will find the very newest novelties as shown in Paris, London and New York.

#### HANDSOME RATTINE BANDS.

Those rich, heavy Lace Bands, in "Turkish towelling" effects, that are so strong in fashion's favor. Exquisite designs in white and Paris crepe, in medium and wide widths, for trimming blouses, suits, coats, etc. Yard, 50c, 75c, \$1.00, \$1.25 and \$1.50.

Baby Irish, Venise, Plauen, Gelpure, Reticella, Ecruial Laces in 18-inch all-overs; Laces and Bandings to match; in Paris, Ivory and black.

All-overs... \$1.00 and up to \$10.00 yard

Bandings and Laces ..... 25c to \$5.00

Flouncings ..... \$3.50 to \$15.00

18-inch All-Over Embroideries, in dainty, neat sprig and spot designs, to much in demand for waists, yokes and sleeves. Per yard, 35c, 40c, 55c, 75c, 95c and \$1.25.

#### ROUND COLLARS AND CUFFS

180 Sets only, Round Collars with Cuffs; the scarcest article in the trade and most in demand. Per set, 95c.

# 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 best 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 ..... .33

### 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. .44

### 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 tailored 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, .64

### 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 gives a good appearance, combined with good wear; 42 inches wide. Regular value 50c per yard. On sale Saturday ..... .33

Saturday is the climax of the pre-Easter selling. Hence we have provided a programme, partly outlined on this page, that is more than attractive—the values are there to back the excellent promises.



## 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, extra long, 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

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 ..... .25

The same Ribbon, in all colors, 5 inches wide, per yard ..... .20

A big range of Fancy Ribbons, including stripes, plaids, shadows, checks, Dreads, shots in their many different patterns, at 25c, 25c, 35c and 50c per yard.

Many beautiful effects in high-class Ribbons at from 50c 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 2 1/4 2 3/4 3 3/4 inches

Price ..... .09 .12 1/2 .15 .20 .25 .30 .35 .40 .50 per yard

Colored Velvet Ribbons, in a rich silk pile, with good satin back:

Width ..... 1 1/4 1 1/2 1 3/4 2 1/4 2 3/4 3 3/4 inches

Price ..... .08 .12 1/2 .15 .20 .25 per yard

Beautiful Irish Embroidered Bedspreads, in pretty designs; hemstitched all round; large double bed size, 90 x 108, Saturday ..... 3.85

(Second Floor—Yonge St.)

## 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 greys, two-tone browns, tan 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, is 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, \$3.50, 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, \$5.50, 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, Australia's, Italy's and France's best manufacturers, in the highest grades of pure fur 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 ..... 4.95 (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 ..... 1.15

very little embroidery ..... 1.15

### 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 ..... .49

### SATEEN PETTICOATS 39c.

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

### FLANNELLETTE LOUNGING ROBES \$1.98.

Long Lounging Robes of heavy flannellette, 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 ..... .48

250 Pure Linen Damask Table Cloths, in new bordered designs; 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 ..... 1.03

Beautiful Irish Embroidered Bedspreads, in pretty designs; hemstitched all round; large double bed size, 90 x 108, Saturday ..... 3.85

(Second Floor—Yonge St.)

## Dollar Shirts for Easter

1,000 Men's Negligees that are worth in the regular way a dollar and a quarter, and a dollar and a half, for one dollar, should be an attraction for men needing new shirts for Easter. These are good clean cloth, ready to wear. Coat and pleated front styles, plain or ordinary bosoms, small American cuffs, soft double cuffs, some with separate collar. A complete range of all styles of men's shirts. Regular \$1.25 and \$1.50. Saturday ..... 1.00

### NECKWEAR AT 50c.

A splendid collection of new Easter Neckwear of the latest designs from London, England, and New York; wide flowing ends, the narrow tie, or the French seam style; plain ties, ties bordered ends, large and small scroll effects, bias stripes, etc. Special Saturday ..... 50

### A SPECIAL TED TIE.

50 only, the best quality Knitted Ties, some with the new hobbie effect. Regular \$3.00, \$2.50 and \$2.00. Saturday ..... 1.00

### Breakfast

Ready at 8 a.m.

Take elevator direct to sixth floor.

No delay; service prompt.

Prices from 15c to 50c.

When a box of breakfast is ordered, a complimentary glass of milk is served.

Dr. Clarke's administration of "Superintend"

Continued on

Freight

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