

Fresh Spring News for Tuesday's Shoppers at the SIMPSON STORE

In the Mantle Department

A beauty is always welcome, and the new arrivals in our Mantle Department will be shown every consideration during their short visit. The stay of these fashionable, fascinating Suits, Coats and Dresses will indeed be a short one, for they have only to be seen on Tuesday to receive a pressing invitation to make their home elsewhere. Read their visiting cards that follow:

- A smart, neatly tailored Suit, made of stripe suiting in dark and light grey shades. Coat has the jaunty square effect, with notched collar, trimmed with silk braid, cuffs to match lined throughout with grey silk. New gored skirt with full length front panel. Price **18.75**
- Another dressy Suit, made of fine French panama; coat has the new pointed reverse collar edged with black satin and novelty silk, cuffs to match; patch pockets. Skirt has the front and back panel, which fastens to left side on back panel; colors are navy, black, and tan. Price **18.50**
- Stylish Dress, made of all wool, black and white check. New Kimono waist, with short rounded yoke of black and white silk net outlined with black satin piping; becoming high waist band, finished with black piping and small satin buttons. The skirt is the new three-piece style with back panel fastening to left side. Price **19.50**
- A smart spring Coat of black and white shepherd's check worsted, in semi-fitting back, single-breasted front, large round collar, trimmed with a narrow fold of black satin, sleeve has a wide cuff slash pockets. Price **14.50**
- A very stylish Coat of English worsted in navy and black, with hair-line stripe, semi-fitting back, large round collar, lined with Tussore silk, in natural shade, and trimmed with small gold buttons, plain sleeve, with a wide cuff trimmed to match collar, coat fastens down the side, with small gold buttons, exceptional value. Price **19.50**

A Demonstration of Superior Corsets

Miss Conklin, a New York H. and W. expert, will be with us all this week, and will be pleased to consult with ladies about the adaptability of the famous H. and W. Corset Waists or Brassieres to the needs of their daughters or their own wear.

H. and W. Corset Waists or Brassieres are recommended and endorsed by hygienic experts as the correct garments for growing girls or misses, as well as for ladies who, for physical reasons, cannot wear a heavy-boned garment. Come to-morrow, or any time this week, and get first-hand expert advice about H. and W. Hygienic Corset Waists or Brassieres.

- WOMEN'S FLANNELETTE NIGHTDRESSES.**
- We are closing out the balance of our stock of several styles of flannelette gowns at prices that hardly represent our factory cost. Phone orders taken while the quantities last. On Sale Tuesday.
- About 200 Only, Women's Nightdresses, fine, plain, white or pink flannelette, Mother Hubbard style; yoke has 24 tucks and 6 cluny lace insertions, lace edged frill on neck, front and cuffs, lengths 56, 58 and 60 inches. Regular value \$1.25 each. Tuesday clearing at each **.75**
 - 140 Only, Women's Nightdresses, fine fancy stripe flannelette; also in plain white or pink, Mother Hubbard styles, trimmed with fancy braids and ruffles of goods, lengths 56, 58 and 60 inches, for 32 to 40 bust measure. Regular values 75c and 90c each. Tuesday clearing at each **.63**
- WOMEN'S FINE SWEATER COATS.**
- Clearing several balances of lines and all the counter-sold of our Women's Coat Sweaters, mostly all are the finer qualities, with collars or with vest, neck and fronts, pockets, all the best colors are included. Extra quality fine knitted wool. Early comers can secure a splendid bargain. Sizes from 32 to 42 bust measure Tuesday at about Half Price.

The Best of Gloves and Hosiery

- Women's Real French Kid Gloves, two-clasp, soft, pliable skins, black and white, odd shades, all sizes, white and natural, real chamois, perfect finish, 5½ to 7½. Tuesday **.59**
- Boys' and Girls' Tan Cape Street Gloves, one dome clasp, soft, pliable finish, sizes 000 to 7. Regular selling 75c and \$1.00. Tuesday **.59**
- Women's Plain Black Cashmere Hose, pure wool, seamless, medium weight, extra soft, English spun yarn, double heel and toe, sizes 8½ to 10. 25 dozen only. Tuesday **.25**
- Men's Leather Working Gauntlet Gloves, asbestos tan, 5-inch leather cuff, heavy welted seams, railroad, firemen and ironworkers take notice. 75c value, Tuesday **.50**

New Spring Waists

Space forbids description of more than three from amongst the hundreds of New Waists on view on the Third Floor:

- 1. A wonderfully smart waist of all-overs, guipure lace, low neck, kimono sleeve; each shoulder has 3 frogs of black satin finished buttons, square jabot yoke of fine Val. lace, finished 12 buttons, sizes 32 to 42. Special Tuesday **3.50**
- 2. A delightful, original blouse of white and black striped silk union, ivory yoke of lace with guipure medallions all round, plus tucked shoulder, kimono sleeve, finished fancy cuff, piped black satin; sizes 32 to 42. Special Tuesday **3.95**
- 3. Shows a very smart tailored vesting of English make, whole front is tucked, with revers thrown back and fastened, large pearl buttons, tailored sleeve and laundered collar; sizes 32 to 42. Special Tuesday **1.25**

A Sale of French Tunics \$25.00

Tuesday, in the blouse department annex, third floor, we have placed on sale 60 superb beaded tunics, of brilliant Oriental beadings, fine crystal and Rubinstone, cut 1st beads and soft chiffons, handsomely hand beaded. Each of the 60 garments are different in style. The lowest price at which these tunics would be sold regularly is \$38.00, going upwards \$39.50, \$45.00, \$49.00, \$55.00 and \$69.00. Tuesday, one price, each **25.00**

See Yonge street window to-day for an indication of styles.

Dress Goods and Silks

"Simpson's" Black French Velvets, in fine, medium and heavy mesh, all pure Botany wool, durable and dusterproof. Guaranteed absolutely fast dyes in jets and blue blacks; 44 to 54 inches wide. Tuesday's selling, 50c, 75c, \$1.00 and \$1.25.

"Simpson's" Special Black San Toy Suitings, made from the finest quality pure Botany wool, dyed in a rich fuel black, suits and dresses thoroughly sponged; 44 to 48 inches wide. Tuesday, special, per yard, 50c, 65c, 75c, \$1.00.

Delaines and Challises, a splendid range of beautiful delaines and challises, in floral, stripes and spot effects. Beautiful washing qualities and pure dyes. Tuesday's price, per yard **.35**

Silks for Tuesday's Selling

C. J. Bonnet's Black Pêau de Soie Dress Silks. Rich, black duchesse petipette and satin, guaranteed, finish, guaranteed; size 20 inches wide, per yard **.73**

1,500 Yards Only, Natural Shantung Silks, first choice qualities, all pure silk, 34 inches wide. Regular 75c. Tuesday, per yard **.55**

Taffeta Silk Petticoats \$3.95

Women's Taffeta Silk Petticoats, beautiful quality, tailored sectional fashion, with deep percolate underlay, black, King's blue, "Paddy" green, coral, Copenhagen, navy, ivory or pink. Lengths 36 to 42. Tuesday **3.95**

Housemaids' Dresses

Housemaids' One-piece Dresses of extra quality lightweight mercerized cotton, black only, gored skirt with side front opening, waist has Gibson pleat over shoulder, and white muslin hemstitched collar and cuffs. Sizes 34 to 44. Specially priced **2.25**

Flannelette Kimono Gowns

Women's Flannelette Kimono Gowns, extra quality, new Empire sleeve, cuffs and fronts edged, with satin ribbon, in harmonizing colors, floral and stripe effects, navy, sky, grey, helio and cardinal. Sizes 34 to 44. Regular \$2.50 and \$3.00. Tuesday **1.95**

Reliable Linens and Staples

- Hemstitched Table Cloths.
- 75 Hemstitched Damask Table Cloths, all pure linen, Scotch make, good fine quality, full size, 2 x 2½ yards, very pretty designs. Tuesday, each **2.19**
- Honeycomb Bed Spreads.
- English Honeycomb Spreads, all white, hemmed ends, new floral and scroll patterns, double bed size. Tuesday **1.48**
- Hemmed Pillow Cases.
- 200 pairs Fine Pillow Cases, nicely hemstitched, best English cotton, large size, 45 x 33 inches. Special for Tuesday, pair **.45**

An Interesting Extract from the Store Directory

- Sixth Floor—Restaurant, breakfast 8 to 11 a.m. Dinner, 11.30 to 2.30. Afternoon Tea, 3 to 5.30. Luncheon served to order all day. Orchestral Concert, 12 o'clock to 2 p.m.
- Fifth Floor—Private Hospital.
- Fourth Floor—General Offices.
- Third Floor—Ladies' Rest Room and Waiting Room.
- Ground Floor—Parcel Offices, Telegraph Offices, Enquiry Offices, Department of Banking and Accounts.
- Basement—Ice Cream and Soda Water Fountain.

The Result of a Great Millinery Upset \$20,000 Involved

The part of our building known as the Rea Store is going to be altered and improved. Twenty thousand dollars' worth of Millinery, the contents of our stock-rooms, will have to be moved.

We propose to relieve the situation by marking the entire stock down to average 15 per cent. less than our usually "close to cost" prices.

This will afford a very opportune opportunity for you to buy a hat of this season's design, and of undoubted smartness for considerably less than is usually possible. Sale begins at 8 o'clock Tuesday morning.

Colored Velvet Ribbons

Silk Velvet Ribbons, with satin back, are much in demand, especially the wide ones. Here is a special purchase at a low price. Two widths, 2-inch and 3¼-inch. Colors are Copenhagen blue, moss green, amethyst, grey, old rose, pink, pale blue and brown. Regular price 25c and 35c per yard. Tuesday **.19**

In the Men's Store

Here are six examples of values extraordinary to be had on Tuesday. These \$15.00 suits cannot be beaten, and the popularity of our Boys' Department is convincing proof that parents know where the suit that wears and looks well while it is wearing is to be had.

A sample of our Men's Special \$15.00 Suits, made from English worsted, in light and medium grey, with self and light thread stripes, fashionable 3-button single-breasted sack model, tailored in first-class style and finished with extra quality linings and trimmings. Sizes 36 to 44. **15.00**

Boys' Fancy Worsted 3-Piece Suits, in a rich olive shade, with self and fancy light thread stripes, double-breasted style vests and 5-button single-breasted style and plain knee pants, a perfect fitting suit. Sizes 29 to 33. **7.00**

Boys' Fine Imported Tweed 2-Piece Suits, in mixed fawn shade, double-breasted models, pants bloomer style, made extra full and roomy, splendidly tailored. Sizes 28 to 34. **6.50**

Easter Neckwear

4,000 Men's Silk Neckties, in all the best patterns and shapes, newest colorings and designs. Come early for best selection. Priced specially for Tuesday, each **.50**

2,500 Men's Neglige Shirts, white pleated fronts, coat shirts and ordinary styles, in good variety of designs. Tuesday **.69**

Paris Salon

Third Floor, Yonge St.

No store equipment on this continent surpasses the elegance and convenience of this department. Easter visitors should see it without fail.

To-Day

the opening display of Paris Model Gowns, Millinery and Lingerie is continued. All fashionable people come here to see the latest authentic styles.

THE ROBERT SIMPSON COMPANY, LIMITED