

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

Phone Number Main 7841.

SIMPSON

A Directory of Saturday's Mantle Values

MISSES' AND SMALL-SIZE WOMEN'S SUITS, \$9.75. Made of imported tweeds and imported striped Venetians...

RAINCOATS AT \$7.95. About fifty imported samples in a variety of the leading models...

MISSES' IMPORTED COATS, \$7.50. Only just received and they are beauties. Made of light-weight tweed in two shades of grey...

GIRLS' REEFER COATS. Made of good quality chevrot serge, single-breasted with black velvet collar...

DRESSES GREATLY REDUCED, \$6.45. A collection of dresses for women and young girls. Made in a one-piece style...

A VERY SPECIAL SKIRT. Made in a variety of this season's styles, in materials of fancy tweeds, striped serges, vicunas, and lustrous cloth...

The Simpson Store Of Interest to Men

announces a wonderful array of Easter values in every department. We have kept in view constantly the needs of the great body of citizens, providing liberally for every want at prices that are attractive

Gloves for Easter

Women's "Queen Quality" Real French Glove Kid Gloves, made from good-quality skins, two dome fasteners, oversewn seams...

New Feather Stoles

Handsome Flat Otterich Feather Stoles, of excellent grade fibres, in a variety of attractive styles...



Two Great Purchases of DRESS GOODS

By Our Resident London, Eng. Buyer—\$1 Values for 64c Per Yard

4,000 yards of English Serge Suitings, including serges made by "Priestley's," whose productions are well known the world over...

PYJAMAS

The best of materials and workmanship only in these. Zephyrs, Percies, Soisettes, Flannels, Lincolns, Chambrays, and Mercerized goods...

A Great Sale of White Shirts

About five hundred of them, best quality goods, which accumulated during our January White Sale and several broken and discontinued lines added should make this a record White Shirt Sale...



With Easter only one week distant and the many new articles of clothing that each member of the family demands, it is wise to make your selections early...

200 MEN'S HIGH-GRADE SUITS THAT SELL IN THE REGULAR WAY AT \$18.00, \$20.00, AND \$22.00.

Low price, made from West of England worsted and Scotch and English Tweeds, in new brown, green, and greys, cut single-breasted, three-button style...

AN EIGHT O'CLOCK SPECIAL IN BOYS' CLOTHES. Boys' two-piece bloomers suits, in the fashionable double-breasted style...

Three-piece suit, in an attractive English worsted in the new olive shade, with fancy self stripes, five button vest, short pants with belt loops...

Plain Grey English Worsted Two-Piece Bloomer Suit

Two-button double-breasted model, with centre vent, full-hip bloomer pants with belt loops, fine twill body linings...

500 Pictures \$1.00 Each

SATURDAY, 8 A.M. 500 Framed Pictures, Regular Prices from \$1.95 to \$10

Included are pastels, carbons, etchings, photogravures, etc., all suitably framed. No phone or mail orders. See windows. Only two to any one customer.

Hats from Over the Sea

The New Soft Hats for Spring, direct from Europe, the source of most hat fashions, Paris, London, and Vienna's new and novel styles...

Derby or Stiff Hats, Spring 1912 designs, Christy, King, Batterby, Stetson, and other specially good American and European makes...

200 Men's Derby and Soft Hats, balances of lines, best English makes, and fashionable shapes, assorted in colors. Regular prices \$1.50 and \$2.00. Saturday... .89

Boys' Spring Caps, in variety, bulldog, golf, or new American style, with large peak, splendid assortment. Prices... .45

Children's Tams, in velvets, cords, and cloth. Wide range of colors. Specially priced... .25, 35c, 50c, and 75c

"Classic" Gas Plates

"Classic" Gas Plates, fitted with air mixer, nickel-plated taps: Two-Burner, regularly 1.59 \$1.75, Saturday... 2.39 Three-Burner, regularly 2.39 \$2.50, Saturday... 2.99 1,000 Hammers and Lathing Hooks, regularly 45c, Sat- urday... .29 Simpson Special Razors, Sheffield make, black or white handles; \$1.50 value. Saturday... .89 Razor Straps, 75c value, .59 Saturday... .39 Razor Straps, 50c value, .39 Saturday... .29 Table Cutlery, English plated nickel-silver, pearl handles; Butter Knives, Forks, Bread Forks, Sardine Forks, Jam Spoons, 75c values. Saturday... .29 1,000 Wind-Up Boats, to run in water, beautiful enamel painted, two sizes. Regular up to .25 50c. Saturday... .15 Skipping Ropes, Saturday... 5c, 10c, 15c Aluminum Handle Sauce Pans, lined. Regular 75c. Sat- urday... .47 Aluminum Sauce Pans, with cover, three sizes. Regular up to 85c. Saturday... .49

CURTAIN NETS FOR 13c

350 yards Curtain Mesh Net, full 36 inches wide, with heavy lace and insertion applied. Most suitable for summer or cottage uses. 13c Worth 25c, Saturday, yard...

Shades, 39c

250 Shades, made of genuine oil opaque cloth, neatly trimmed with lace or insertion, on reliable spring rollers, 36 in. x 70 in. Worth .39 60c. Saturday, each...

Nottingham Lace Curtains, 63c

300 pairs Nottingham Lace Curtains. Many patterns and new effects to choose from; usual sizes in white only. Worth \$1.00, \$1.25, .63 and \$1.50. Saturday, pair...

Nottingham Lace Curtains \$1.69 Pair

200 pairs Lace Curtains, heavy serviceable quality, with rich borders and lace edges. 50 inches wide by 5 1/2 yards long. Worth 1.69 \$1.75, \$2.00, and \$2.25. Saturday, pair...

Tapestries, 49c

Special line of Tapestries in a large assortment of designs and colors. The close weave and heavy weight will give satisfaction for those old pieces of furniture that require covering, full 50 inches wide. 49c Regular 75c, 85c, and \$1.00. Saturday, yard...

New Patterns in Parlor Furniture

Three-Piece Parlor Suites, finished polished mahogany, plain spring seats and panel backs, heavy arms, and carved 45.00 feet. Price... 55.00 Three-Piece Parlor Suites, with upholstered seats and backs, roll arms, and carved claw feet, of good design, strongly built. Price... 60.00 Three-Piece Parlor Suites, in mahogany, polished finish, plain spring seats and tufted backs, with covering of silk 70.00 tapestry; well proportioned and carefully built. Price...

The Best of Groceries

Finest Creamery Butter, White Clover brand... per lb, 40c Toasted Cornflakes... 3 packages, 25c Canned Fruit, Raspberries, Strawberries, Cherries, Peaches, Plums, and Pears... per tin, 15c Finest Canned Corn... 3 tins, 25c Imported French Peas... per tin, 11c Loaf Sugar... 2 tins, 25c Rich, Red Salmon... 3 1/2 lbs, 25c One car California Sunkist Oranges, good size, sweet and seedless... per doz, 25c Shiraz's Marmalade... 2-lb jar, 25c Maccnochie's Pickles, Mixed, Chow, and White Onions... pint bottle, 22c Garton's H.P. Sauce... per lb, 15c 500 lbs. Fresh Peel Cake... per lb, 15c Fancy Mixed Biscuits... 2 lbs, 25c 500 1-lb. boxes Chocolates and Bon Bons, regular 80c value... per box, 25c

Alluring Styles in Neckwear for Women

Our Neckwear Department for Women is conspicuous just now for many new ideas from Paris, New York, London, and Ireland.

Novelties made from fine embroidered batiste, sheer linen, real lace Stocks, Jabots in Irish, Venetian, and guipure laces, Lace Yokes, Net Yokes, with Sleeves, Maline Bows, Tailored Stocks, the new Marie Antoinette Pleatings, and an immense range of Neck Frillings.



Quaker Collar, with cuffs to match, in plain white lawn, with 2-inch hemstitch border. Prices, set... 25c, 50c, and 75c Smart Tailored Bows, of fine linen and Irish crochet lace, embroidered mull with Valenciennes lace, silk and crepe de chene, brown, also string ties in all the new shades. Prices from... 25c to \$2.50 Net Pleatings, in white, cream, black, and ecru, in plain, or trimmed with narrow fine lace. Prices, per yard, from... 25c to \$2.00 Stock and Jabot, of plain lawn and trimmed with Valenciennes and narrow Cluny lace. Special Saturday... 19c The New Shawl Collar, sailor and Quaker styles in the Venetian, Guipure, Macramé, Irish Crochet, Repose, and Cluny lace, in beautiful designs. Prices... 95c to \$25.00 Chemisettes, of fine Bretonne, net, with sleeves to match. Prices... 85c to \$1.50 Jabots of sheer Irish linen and baby Irish lace, also fine mull pleated jabots, trimmed with French Valenciennes and Cluny laces. Prices from... 50c to \$6.00 Tailored Stocks, in hand-embroidered, fine linen, also plain, and fancy mercerized vestings. Prices from, each, 25c to \$2.00

This in the Lunch Room Saturday Afternoon 3 to 5.30 Lettuce Sandwiches, Pot of Tea with Cream 10c.

Strong Program of Easter Millinery

85 Brand New Trimmed Hats just out from our workrooms, latest copies of advertised season's styles, showing the new color combinations, including plenty of fuscias, blacks, and whites. Big special...

60 Young Women's Chic Trimmed Hats, with fancy ornaments, small feather mounts, or with flowers and ribbons. Saturday's spe- cial... 4.50 Large Assortment of Young Women's School Hats, in Java, with velvet and chip trimmings of assorted colors, pretty Napoleon effect, in fancy braids, with satin ribbon trimming, and many other good styles. Saturday... 2.25

A great big assortment of little girls' ribbon trimmed hats, in 1.50 fine Milan and fancy braids, all best colors. Saturday... 20 Dozen White and Colored Felt Hats for present wear, all 50 banded. Saturday...

Silk Messaline Petticoats

New Petticoats of pure messaline silk, extra heavy quality; two-piece flounce trimmed with knife pleating and pin-tucking, black, brown, Copenhagen, Paddy, and American Beauty. Lengths 38 to 42. 3.95 Saturday...

Another Half-Price Sale of "La Deesse" Corsets

One of the handomest Corsets and the biggest dollar's worth we have ever offered. The model is right to the minute and bears all the latest style attributes of the most expensive kinds. Come early or phone your order. Six hundred pairs for Saturday's selling.

Six Hundred Pairs of Beautiful "La Deesse" Corsets. A very stylish and fashionable model, in white French coutil, medium low bust, extra long and graceful below waist, finest rustproof boning, 4 wide, strong side steel, 3 pairs hose supporters, bust draw cords, deep lace and ribbon trim. Sizes 18 to 28 inches. A regular \$2.00 Corset. 1.00 Saturday, a pair...

LITTLE TOTS' SPRING COATS. Two very pretty styles in new Spring Coats for little girls at special low prices for Saturday. They will fit in with Easter preparing for the little ones. Little Girls' Spring Coats. Fine velvet, box-pleated front and back, deep collar, trimmed with silk braids, removable belt at waist, double-breasted, covered velvet buttons, lined throughout. Colors navy, brown, or cardinal. Sizes for 6 months to 2 1/2 years. Saturday, each... 2.75 Little Girls' New Spring Coats. Fine shrunken wool coating serge, large sailor collar, large gilt buttons, collar and cuffs trimmed with tan bouge silk and red and green silk soutache braid; colors royal blue, tan or cardinal. Sizes 2 to 8 years. Each... 4.50

For Simpson's Boot Sale See Other Page in this Paper.

GREAT PRE-EASTER SALE OF FINE BLOUSES

From France, England, and New York, which for intrinsic value and perfect styles has never been equalled.

The diversity of style almost baffles description, but everywhere are superb creations in heavy Duchess and Satin De Chene, Ninon, Oriental Crepe, Charmeuse, delightful shadow laces, as well as in heavy Irish Guipure, changeable chiffron, taffeta, and the most perfect lot of fine hand-embroidered French sheer batistes, it has ever been our pleasure to show. All these are made after the most approved spring 1912 styles, and the choice (400) is so great that every customer can be assured of finding something to her taste. The lowest regular selling price for any of these blouses would be \$6.50, the highest \$15.00.

They vary from 34 to 42 inches, but of course, not all sizes in all styles. Almost every conceivable color and combination of colors is presented, as well as a very liberal choice of all black and white and ivory lace blouses. A special staff of salespeople and every facility for quick and satisfactory service are arranged for. See Yonge street window Friday for a slight indication of values, but the whole 400 are most excellent, representing to the very highest degree the art of blouse-making. Saturday 3.95 all at...

YOUR CHOICE ON SATURDAY for \$3.95

The SIMPSON Company Limited