

L. 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.**L. SIMPSON**

SUGGESTIONS For Easter.

The Simpson Store Celebrates

the great Spring Festival amid a wealth of beautiful greenery and twinkling lights. But the celebration itself consists of a wonderful display of Easter stocks that tax our great floor spaces. To make Wednesday your day of days we offer a vast array of special values in every department, a few of them noted on these pages. Come and receive a welcome.

Lovely Mantles for Easter Wear Raincoats for \$7.35

Would Sell Regularly for \$12.50 and \$15 Values

Cravenettes in fawn, cashmere cloths in navy, fawn and green, and rubber-lined tweeds; cut in Raglan style or mannishly, with set-in sleeves and turn-over collar; a fine utility coat, or for motoring or street wear. Wednesday 7.35

VOILE SKIRTS.

Of all-wool imported voile, in black only; made in a variety of styles; have plain front and back panels; some with trimmings of silk folds, while others are beautifully braided. A full assortment of sizes. These skirts are our regular \$7.50 to \$12.50 lines. Select Wednesday, and pay half-price 5.79

Beautiful Wide Ribbons 9 Cents

Ribbons for Hat Bows, Ribbons for Hair Bows, in a Big Easter Ribbon Bargain. - Taffeta Ribbons, 4 1/2 and 5 inches wide, in white, cream, pink, pale blue, red, cardinal, navy, brown, amethyst, tan, saxe, Alice, royal, old rose and black; also a few pieces of Satin. A big quantity—10,000 yds. Not more than 18 yards of one color to any one customer. Wednesday, per yard 9



For Further Simpson
Announcements See
Other Page in this Paper

(Phone orders
filled.)

Easter Selling Among the Waists

A big, sumptuous department, filled with the daintiest conceits. Plain and fancy voiles, tub silks, ninons and batistes, tamoline and raw silk are the materials, and everything is new. Every waist can bear to be turned inside out, waists that are made—not just tacked together. We quote just three numbers in fancy voiles:—

At 1.48—White voile waist, with elaborate front of solid embroidery, finished each side, neck and cuffs, with linen insertion lace. Sizes 34 to 42. Wednesday, special . . . 1.48

At 2.95—An imported voile with large broken satin checks, low V shaped yoke, short inset sleeves, yoke, collar, panel, sleeves and cuffs trimmed with beautiful macramé lace, front finished with pleated side jabot. All sizes to 42 inch. Special Wednesday 2.95

At 3.95 — A lovely imported waist of fine voile embroidery, broderie Anglaise and solid alternately, short sleeves, tucked collar and cuffs; a splendid waist both in wear and appearance. All sizes to 42-inch. Special Wednesday 3.95



Girls' Dresses That Far Outvalue Their Price

Come for Girls' Spring Dresses Wednesday, and while you are in this section investigate these two-price saving opportunities we have provided for the day.

Girls' Dresses, two styles, in heavy blue or white cotton duck, with polka dot pattern, or fine blue and white check gingham, elbow sleeves, red pipings on one style; sizes 6 to 14 years. Wednesday reduced to, each69

Girls' White Dresses, a pretty style in fine white lawn, with all-over embroidery waist, Dutch neck, elbow sleeves; skirt, waist and sleeves tucked; dainty Val. lace frills and insertions; sizes 6 to 14 years. Regular value \$3.00 and \$3.25 each. Wednesday, each 1.95

Flannelette Nightdresses For Women

A bargain snap you should take early morning advantage of, if interested. Every garment is our own make, fine quality and full sizes.

600 only Women's Night Dresses, plain white or pink flannelette; no yoke in front, double back yoke; front has wide tucks from shoulder; ruffle of goods on neck and cuffs; lengths 54 to 58 inches, for 32 to 42 bust measure. Regular value \$1.00 each. Wednesday, each59

Travelling Wares for the Holiday

115 Trunks, Suit Cases and Club Bags, of splendid values, cleared from a factory at cash prices. Regular selling prices \$5.50 to \$7.00. Wednesday's price 4.25
See window Tuesday.
No phone or mail orders. No dealers supplied.
(Sixth Floor.)

Women's Boots

1,200 Pairs Women's Boots, button and Blucher styles, in tan calf, patent colt, vicci kid, gunmetal and velours leathers (a few satin, velvet and cravenette included); dull matt calf, satin, velvet and self tops; high New York, Cuban, military and low heels. Not all sizes in each style, but all sizes in the lot, 2 1/2 to 7. Regular values were almost twice Wednesday's price . . . 2.49

Toilet Accessories at Un- usual Prices

Wilbert's Peroxide Dentrifice. Regular price 15c. Special10
Williams' Mount Horeb Castile Soap. Regular 10c per cake. Special, 4 for25
Madam Yale's Almond Blossom Complexion Cream. Regular price 50c. Special35
Babcock's Corylopsis Face Powder, in flesh and white. Regular price 75c. Special49
Yardley's English Toilet Soaps, assorted. Regular price 10c per cake. Special, 4 for25
Amorosa, a delightful Toilet Preparation for the skin. Special price35
Phone direct to Toilet Department.

Fine English Sheeting 25c

Plain English Sheeting, 70 inches wide, fine round thread in a close weave, free from dressing. Wednesday, yard25
200 Pure Irish Linen Table Cloths, 2 x 2 1/2 yards, in round or square designs, nice fine linen. Wednesday 1.95
Hemmed Huckaback Bedroom Towels, all linen; 19 x 38, fine quality. Wednesday, pair38
Heavy Striped English Flannelette, nice soft finish, dark and medium stripes, fast colors, 36 inches wide. Wednesday, yard15
Second Floor—Yonge

The **SIMPSON** Company
Robert Limited