

# Today at Simpson's—Women's Suits Reduced, \$22.95



## Misses' High-Grade Suits

There are serges and gabardines for dressy wear and jaunty suits of wool jersey for golfing or other sports. Prettily rippled peplums, attractive pony coats, a smart collar of contrasting color and fabric, or chic braids and button trimming give character to one and another of these becoming models. Colors sand, grey, sage, Belgian, navy, green, brown and black, \$22.50. (Misses' Section, 3rd Floor, Richmond Side)

## Misses' Wonderful Coats

Sometimes it is the way they ripple from the shoulder—sometimes it is the clever arrangement of the novelty buttons—often it is the dressy collars or jaunty pockets—in each some deft touch that makes it so wonderfully attractive. Styles for street, motor and dress wear. Made from wool velours, burellas, poplins, serges and fancy tweeds in all the favored shades. Priced from \$18.50 to \$45.00. (Misses' Section, 3rd Floor, Richmond Side)

## Misses' Smart Raincoats

If ever such moderately priced raincoats combined style and utility it is these attractive models. They are made from well-rubberized tweed. You will be delighted with the large cross-over collars, roomy pleated pockets and broad belts. Special value at \$19.50. (Misses' Section, 3rd Floor, Richmond Side)

## Many Formerly Priced at \$35 None Priced Less Than \$27.50

So striking are the reductions on these smart suits, and so smart are the styles, that the woman who secures one will be fortunate indeed. Many of them were formerly priced at \$35.00—none were less than \$27.50. There are serges, poplins, gabardines and checks in dozens of styles—colors navy, sand, Copen, brown, green and black. Be here sharp at 8.30 a.m. today for best choice. Sale price \$22.95.

### Women's Dresses of Silk Moderately Priced at \$15.00.

They are fashioned from excellent quality messaline in moss green, Belgian, Copen, brown, navy and black.

One has the popular panel bodice, prettily button trimmed. Price \$13.95. Another has broad crushed girde with huge buckle, and chic satin collar. Price \$15.00.

The third shows a clever irregular tunic and daintily vested bodice. Priced at \$15.00.

### For the Woman With Stout Figure, Taffeta Skirts, \$12.95.

The woman with large or poorly proportioned figure need complain no longer of inability to procure smart wearing apparel. Fashion has taken particular care of her needs this season.

Among the many clever and dressy garments we are showing are soft taffeta skirts in navy and black. They have plain panel front, the correct fullness in the back and pointed paniers over the hips. Finished with a broad girde. Waistband 20 to 36 in. Price \$12.95.

## Women's New York Coats at \$18.50 to \$32.50

They delightfully emphasize the vogue for straight lines, rich colors and such materials as light wool velour, poplin, tricotines and smart tweeds. So many styles indeed, and each so different, that your choosing should be a real pleasure. You will find wonderfully chic coats at \$18.50, on up to stunning models really moderately priced at \$32.50.

## Silk Gingham Dresses New Arrivals to Misses' Section

They are so simple, so cleverly fashioned and withal so adorable. One is of exquisite rose and grey silk gingham, veiled in rose georgette crepe. Another prettily combines buff taffeta with buff and king's blue plaid silk-ingham. Still another has a skirt of mouse grey georgette, banded with plain silk gingham and with bodice of the latter. These are only a few of the many such delightful frocks in the Misses' Section, Third Floor, Richmond Side. Priced from \$25.00 to \$47.50.

## Special Value in Junior Girls' Coats at \$6.75

These smart little black and white checked coats are cleverly cut and show broad button-trimmed collars, deep cuffs and novelty or panier pockets, nicely trimmed throughout. Sizes 6 to 16 years. Price \$6.75. (Misses' Section, 3rd Floor, Richmond Side)

## Clearing Spring Millinery

### 3000 Untrimmed Hats at Three Low Prices

99c \$1.69 \$2.50

In the lot are some of this season's best styles, but because of a certain number of days allotted for the selling of all millinery these hats are now on sale at final clearance prices.

Finest Liseret Shapes in the favored Milan Tagels and Liseret, in a large number of good styles and colors. Regularly \$2.75 to \$4.00. Today, \$1.69.

An immense variety of styles for matrons, misses and children in many wanted colors, including black. Also a good variety of ready-to-wear. Regularly \$1.75 to \$3.00. Today only 99c.

## Flower and Feather Prices Reduced

Several big tables of odd-lines. Regular prices several times higher than our big clearing sale price. Today each, 15c and 25c.



## Busy Men's Clothes

Time is money. You really save time in selecting clothes when part of the problem is taken off your hands. Here you've no need to worry about quality or to spend a moment wondering if the garments are value for the money. We've spent weeks to guarantee you satisfaction.

The variety we show you is probably the largest you'll find anywhere, but with the help our capable and courteous salesmen can give, without fuss or haste, your selection may be real speedy.

The Regent, a very swaggar English made raincoat, of a light fawn shade, rainproof cloth, absolutely waterproof, made with Raglan shoulders, military collar, full back and slash pockets; a coat very suitable for knockabout summer wear, as well as a very smart raincoat; in sizes 35 to 42. Today \$15.00.

English Golf Coats made up single-breasted, three-button, patch pockets and half belted back, made from all-wool Harris tweeds in brown, grey and heather mixture shades, in sizes 36 to 44. Today \$8.00.

Knit Cloth Golf or Sport Coats, made up in the regulation style, 3-button soft roll lapels, patch pockets with flaps buttoned, half belted back; the manner in which the material for these coats is made gives the wearer ease in all movements, cloth being very pliable, but with fine wearing qualities, as well as its and workmanship; in sizes 35 to 44. Today \$14.00.

Cotton Whipcord Regulation Riding Breeches, made up with reinforced seat, 2 hip, 1 watch, and 2 top pockets, finished with belt loops and laced knee, in medium fawn and khaki shades; in sizes 31 to 44. Today \$5.00.

## Women's Vests Reduced to 19c

Women's Comfy-cut Under-vests of fine ribbed cotton, with low neck and no sleeves. "Cumy-cut" shoulders that will not slip. Reduced price today 19c.

### Camisoles \$1.69

Made of exquisite pink silk crepe de chine, with deep front and back yokes of lace in pointed designs. Finished with ribbon draw in top, satin ribbon shoulder straps and clasped ruffle. Regularly \$2.50. Today, \$1.69.

### Corset Covers 39c

Women's Nainsook Corset Covers, with pretty yokes. Some front and back trimmed with deep lace and Swiss embroidery. Regularly 50c. Today 39c.

### Combinations 95c

Women's Combinations, made of fine ribbed cotton with low neck and no sleeves. Umbrella lace trimmed drawers. Sizes 34 to 42. Special value at 95c.



## Women's Embroidered Nightgowns Below Maker's Price, \$1.25

Women's Fine Cotton Nightgowns, in slip-over style, trimmed with very fine scalloped edges and pretty designs of machine embroidery. Selling at less than manufacturer's cost. Today's price, \$1.25.

Women's Good Quality Cotton Undershirts, gored style, with deep frill of Swiss embroidery and cotton underlay. Sizes 26 to 42. Splendid value at \$1.49.

## Children's Vests and Drawers Reduced to 25c Each

Children's Vests and Drawers of summer weight cotton. The vests are low neck, with no sleeves or short sleeves. The drawers are umbrella style, lace trimmed. Sizes 2 to 14 years. Today 25c.

## The "Victor" Shoe for Men

Men's footwear experts have studied the Victor and covered all the points. First, the leather. At any time it's a perplexing problem—but now increasingly difficult—to insure against faulty or poorly tanned leathers. Victor boots never fool you with poor leather. Then the last. Here's where science and common sense combine to give you permanent comfort. For the rest, every man can judge for himself. The moment you clap your eyes on these new models you'll say "Victor for mine."

"Victor" Gold Medal Balfour. The newest and smartest lace boot, with toe-cap, made of all brown baby kangaroo leather, has extra heavy single Goodyear welt sole and fat heel; made of best English oak tanned leather; kangaroo leather does not get hard or crack; ask to see this boot, style 6309-5; widths B to D. Per pair, \$15.00.

Same style in black, per pair, \$14.00. New Torpedo Recede Toe. Another new straight lace style is made of finest grade of Havana brown calf, with blind eyelets. The sole and heel are heavy best quality English oak tanned leather. Goodyear welt sewn. If you would have a smart, comfortable boot, ask for style 6301-4. On sale today, per pair, \$14.00. Same style in black, \$13.00.

## Men's Latest Style Astoria Boots \$6.00

The Low Price is the Result of a Special Discount From the Maker

You can see by the picture that this is a handsome and fashionable last, and it is as good in quality as in appearance; made of Havana brown calf, blind eyelets, Goodyear welt soles; sizes 6 to 10. You make a substantial saving on every pair you get. Per pair, \$6.00.



No Phone, Mail or C. O. D. Orders on Sale Footwear.

## A Spring Garden of Wash Goods

The fresh spring tints of these new fabrics suggest the verdure and flowers which will be their proper setting in a few more days. A foretaste of May is the poetic appreciation voiced by customers who saw these new goods being opened.

They are the very latest arrivals and will be all ready for your inspection today. We give you a special invitation to see them.

Silk Check Voiles, 40 inches wide, shades of green, blue, grey, pink, white, with one-inch checks of contrasting colors in silk. Per yard, \$1.00. Silk Stripe Voiles, shades of grey, pink, maize and white grounds, with eight cluster stripes of silk; 40 inches wide. Per yard, \$1.00. Silk Stripe Check Voiles, hard to describe, but lovely; grounds of green, navy, pink, grey, white and black; 40 inches wide. Per yard, \$1.50. Superb Voiles, in floral and foulard effects, grounds of green, copen, navy, grey, rose; 40 inches wide. Per yard, \$1.25. Longtex Voiles, in foulard effects, 40 inches wide; green, copen, taupe, mauve, champagne and navy grounds. Yard, 75c. Black and White Voiles, 40 inches wide, for elderly ladies' waists and dresses. Yard, \$1.50.

## Big Shipments of Oriental Silks

For our summer sports suit, smart frock, tailored waist or exquisite lingerie have come these glorious silks from the east. Such rich weaves and rare color-combinations that the silk department fairly glows with their beauty. Plain colors, too, in natural, silver, taupe, navy, sand, gold, coral, shell, rose, sky, maize and smethyst. Among them are:—

- "Non-Slip" Wash Satins, 36 inches wide. Per yard, \$2.00.
- Knopp Shantung, pure silk. Per yard, \$2.00 and \$2.50.
- Kabe Crepes, 36 inches wide. Per yard, \$1.15 to \$1.50.
- Colored Suitings, 36 inches wide. Per yard, \$2.50.
- Colored Ningshal Silks, 33 inches wide. Per yard, \$1.69.
- Liberty Wash Satins, 36 inches wide. Per yard, \$1.50 and \$2.00.
- Unwearable Printed Habutais, 36 inches wide, variously priced.

## Extra Size House Dresses

These neat Blue Chambray Dresses are carefully cut to suit the large figure. They have low collar, three-quarter sleeves, front and patch pockets, trimmed with check gingham. The gored skirt is gathered at the back and smartly belted. Sizes 36 to 47. Price \$15.00.

## New "Wifit" House Dresses

The specially attractive feature of this new dress is the elastic gathered waistband across the "back" which makes each frock adjustable to any figure. They are made from gingham, chambrays and zephyrs, in stripes and plain colors, featuring mauve, pink, blue, tan, grey and black and white. Another attractive feature is the long shawl or sailor collars. Sizes 36 to 44. Prices \$4.50, \$4.95 and \$5.50.

## \$3.00 to \$4.00 Cameo Rings and Bar Pins \$1.95

Rings of solid 10k gold, set with opals, rubies, emeralds, sapphires, diamonds, pearls, etc. Regular \$3.00 to \$4.00. Today \$1.95. Bar Pins, in plain design, with cameo in centre. Regular \$2.00. Today \$1.95.

## Rush Sale of Go-Carts at \$8.45

As illustrated, 30 only, Sleeper-back Go-carts, with box front foot well. Extra well made throughout, red trimmed body, in natural varnish finish; spring gears, 10-inch wheels, with 1/2-inch rubber tires. On sale 8.30 today, \$8.45.



EIGHT ONLY, SAMPLE LINES OF BABY CARRIAGES. Regular \$40.00 to \$45.00. Today, \$35.00. New style red and combination wood and steel bodies, reclining backs, foot wells and reversible gears; nicely upholstered and wind shields included. Some styles have artillery wheels. Regular \$40.00 to \$45.00. On sale today, \$35.00.

## Dashing Styles in Boys' Reefers

Boys' Reefers of olive and grey mixed tweed in double-breasted reefer, slash pockets, cuffs on sleeves, all around belt with buckle at waist. Sizes 22 to 26. \$7.00.

Boys' Reefers of grey and brown check tweed, double-breasted reefer, patch pockets with top flaps, full back, with two side vents, all around belt at waist. Sizes 22 to 26. \$9.00.

Boys' Suits, black and grey fine hair-line stripe, worsted finish tweed; single-breasted, three-button model, regular pockets, with top flaps buttoned; pin-back, all around belt at waist, bloomers lined throughout, belt loops, four pockets, expanding knee bands. 27 to 30, \$8.00; 31 to 34, \$8.50.

## Immense Stock of Moderately Priced Rugs and Linoleums

Scotch Tapestry Rugs, marked at a very low price for today. Good oriental patterns, in a great variety of colorings, also pretty floral effects for bedroom use. Size 7.5 x 9.0. Price 12.50. Size 9.0 x 10.6. Price 15.75. Size 9.0 x 9.0. Price 15.50. Size 9.0 x 12.0. Price 17.50. Heavy Seamless Tapestry Rugs—in splendid patterns and rich colorings, also in lighter effects for bedroom use. Size 7.5 x 9.0. Each 17.00. Size 9.0 x 9.0. Each 19.75. Size 9.0 x 12.0. Each 26.95. Brussels Rugs in new designs and shades of brown, green and old rose. Size 6.9 x 9.0. Special for today at \$17.95. Rag Rugs, in pretty bedroom colorings, with plain centres or striped effects with chintz borders. Size 6.0 x 9.0. Regular values up to \$10.75. Today \$6.95. Heavy Prairie Grass Rugs, nicely bound and in shades of green, tan, blue and rose, with plain centres and handsome borders. Size 6.0 x 9.0, today \$6.50; size 5.0 x 10.0, today \$9.50; size 9.0 x 12.0, today \$12.50. Inlaid Linoleum at a very low price nowadays. Good tile and block designs. The quantity is limited, so shop early. Today, per square yard, \$1.45.

## Furniture Prices Reduced

Dresser, genuine quarter-cut oak and veneered mahogany, large oval plate mirror. Special, \$24.50. Chiffoniers, to match above, with large plate mirror. Special, \$23.75. Brass Beds, polette and satin finish. Double size, with heavy trimmings. Special, \$20.85. Dresser, birch mahogany finish, large square beveled plate mirror. Slightly imperfect. Special, \$14.25. Chiffonier, surface oak, golden finish; three large and two small drawers; hat box and large beveled plate mirror. Special, \$15.25. Dining-room Chairs, solid quarter-cut oak, golden finish. Slip seats upholstered in genuine leather. Special, \$21.45. Mattresses, seagrass centre, jute felt both sides and ends; full depth border, deeply tufted. Special, \$4.25. Mattress, blown cotton, with full depth border, deeply tufted; encased in good grade of art ticking. All regular sizes. Special, \$9.95.

## Visit the Demonstration of Shade Making Today

Our staff of expert workers are entirely at your service this week to offer advice in the choice of materials and give you instructions in the assembling of the same into artistic lamp shades. Come into the Lamp Shade Section, Fourth Floor, Yonge Street today and see the fine assortments of new Japanese Silks, Fringes, Galloons, Edgings and Tassels in every wanted coloring for new lamp shades.

## 18,000 Pieces of Enamelware at Less Than Factory Cost

A factory clearance of good wearing grey enamelware, bought at a big discount from the regular factory price. On sale today at cost; in some cases even less. Take advantage of the splendid savings afforded by this sale.

Pie Plates, 9 or 10-inch size; Jelly Cake Plates, 9 or 10-inch size; Milk Pans, 2-quart size; Round Pudding Pans, 1 1/2-quart size. Today, each, 10c. Milk Pans, 4-quart size; Round Pudding Pans, 3 and 4-quart size; Wash Bowls, medium size; Lipped Saucepans, small size. Today, 15c. Preserving Kettles, 6 and 8-quart size; Lipped Saucepans, 2 and 4-quart size; Chambers, medium and large sizes. Today, 25c. Preserving Kettles, 10 and 12-quart size; Convex Kettles, 6-quart size; Straight Covered Pails, 4 and 6-quart size. Today, 35c. Convex Covered Kettles, 8-quart size; Lipped Preserving Kettles, 14-quart size; Straight Covered Saucepans, 8-quart size; Sink Strainers, white enamel, large size. Today, 45c. Cast Iron Stove Pots, flat or pit bottom, No. 7, 9 1/2 inches diameter, today, \$1.25; No. 9, 11 1/2 inches diameter, today, \$1.50. Oval Dish Pans white enamel; a convenient shape for use in kitchen sinks; 9-quart size, today, 95c; 12-quart size, today, \$1.25. Baby's Baths, large oval, white enamel; size 15 x 28 inches. Today, \$1.45. Cast Iron Fry Pans, 9-in. diameter, enamel lined; a very satisfactory kind of a pan to use. Today, 75c.



# The SIMPSON Company Limited