and



Exquisite

## Dresses

Bargains to Help You in Your Spring Buying The Simpson Store

## Offerings From the <br> is out to beat its own

 Mantles, and tan, made in well tailored reversible tweeds in grey
tath mannish collar and revers, some overlaid with black silk or velvet.
Specia! value ....................... 15.00 SPLENDID COATS FOR $\$ 7.95$ Made in light weight worsteds, in black and whit
stripe, tweeds in grey mixtures, blue serges, cover
coths, black broadeloths, cloths, black broadeloths, cut in a variety of attractive tyles. Regular value $\$ 16.50$, for 7.9
REEFER COATS FOR Made of serge, worsted and for women and misses made of Panama serge and silk mixtures, in navy, black, brown and other shades, both dark or light. The collars are low and Friday bargain ... 5.95

## News of the Spring Suits

Women's and Young Girls' Suits, of tweed mixtures, in tones of grey, tan, green, brown and fawn, show mostly small weaves; the coat are lined with a good quality of silk or satin; collars have slanting o
notched revers; skirts are correct, with panel, gored or inset effec
 BIG VALUES IN SUITS AT $\$ 14.50$.
Very desirable are these suits, made of English serge; the coats are well tailored, silk-lined, and trimmed with bone buttons, and have stand ing or rever collars; the skirts have the high waist, line, with panels,
gored and pleated sides; colors are light and dark grey; sizes $32,34,36$, Specially priced . . . .. .... ...... ... . . . . . . . ..... 14.50

## Buy Handkerchiets Friday

 1,000 dozen Irish Linen "Initial" Handkerchiefs for women, handkerchiefs with $1 / 4$-inch hemstitch border,and neat hand embroidered initial in corner. Friday bargain 3 for $\mathbf{2 5 c}$, instead Children, each box with dainty "Dutch" Children, each box with dainty putch picture of children; three whine lawn box $\mathbf{1 2 c}$, instead of 18 c
Men's Irish Linen Handkerchiefs, full size, $1 / 4$-inch hemstitch border, extra quality of linen. Friday 2 for $25 c$, in-
stead of 3 for 50 .

Friday Prices for Needlework Baskets, Imported $\begin{aligned} \text { richly } \\ \text { Wadrk } \\ \text { padded }\end{aligned}$ with colored sated
samples
satins
coll $\$ 4$ and $\$ 5$ each. Friday to clear. A few good imported Curates, some of them imperct. Regularly sell
ing for $\$ 2.75, \$ 3.50$ and
$\$ 4$. $\$ 4$. Frlday to clear 1.00 Stamped Cenires, in
linen and crash, beautiful linen and crash, beautiful
linen and crash
heaut linen and crash, beauti
fully tinted, convenfuliy inted, conven-
tional and floral designs ary?

## N PERTANENT COMPANY

 <br> <br> \section*{<br> \section*{CHINAWARE <br> <br> \section*{<br> \section*{CHINAWARE <br> <br> \section*{<br> \section*{CHINAWARE <br> <br> <br> Gives Large Worth <br> <br> <br> Gives Large Worth <br> <br> <br> Gives Large Worth




 Tea Cups and Suucerss in idecorated English porcelain ware
assorted shapes. Special Friday per doren Tea Cups and Suucerss in idecorated English porcelain ware
assorted shapes. Special Friday per doren Tea Cups and Suucerss in idecorated English porcelain ware
assorted shapes. Special Friday per doren


 …......... ... ... ...10. 10.00 …......... ... ... ...10. 10.00 …......... ... ... ...10. 10.00






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record for splendid values. Behind every sale is our guarantee of satisfaction.

For Further Simpson Announcements See Other Page in this
Paper Paper

## Apron Bargains in the Whitewear Section


 BARGAINS FOR INFANTS AND LITTLE GIRLS
Infants' Christening Robes, fine Persian lawn, daintily trimmed with val, lace and
ucks, very pretty and fine, length 30 inches. Regular price $\$ 1.95$. Friday bargain 1.19 Inants' Long Skirts to match above robe, Nainsook, lace and tucks, leigtho
30 inches. Regular price $\$ 1.25$. Friday bargin
Little Girls Little Girls' 'pring Coats, all-wool coating serge, Hooble-breasted, brass buttons, black velvet collar, two pockets, co
Regular price $\$ 3.50$ each. Friday bargain.
Little Girls


## Some Millinery

 To Sell for Little MoneyThousands of hats have gone ou during the great rush before Easter, leaving many broken lines. To these have been slightly ruffled and some sample lines, Among them are:
140 Hand-made Turbans and Toques, in soft rame, tagel and mohair braids, mostly
black effects. Regularly $\$ 3.50$ to $\$ 5.00$. Fr 2.65 ncy braids, in large and small styles, mos of them black, navy and tuscan. Worth regularly $\$ 1.25, \$ 1.50$ and $\$ 1.75$. Friday to
clear $\ldots . . . . . . . . . . . . .79$

1,000 bunches of Flowers, 25c, America Beauty Roses, three in bunch, with foliage;
small Moss Roses, Moss Rose Buds, and a small Moss Roses, Moss Rose Erds, and
large assortment of other flowers. All one
price Friday .. ......... ..... 25

## Among the Prettiest Waists

## Extraordinary clearance,ofof our well-known "Challenge" Tail- ored Waists, of pure lingn; linine shirtings and fine Madras. These

 are samples, oddments and seconds. Selling regularly at $\$ 1.95$ and$\$ 2.48$. Friday's wonderful price... LINGERIE. WAISTS.

up to 42 inch. Regular prices 79 c and 89 c . Friday bargain.. 50
GINGHAM AND ZEPHYR SHIRT WAISTS
in different stripes of blue, grey and green, visible opening in front,
fagtened large pearl butos. All sizes to 42-inch. Regularly 89 c
each. Friday, 8 a.m. each
 els, C. B. a la Spirite, Royale, Jewel and R. \& G., in white coutit or batiste,
ow or medium bust, medium and extra long skirt, finest boning, 4 to 6 garters, lace and ribbon trim, Sizes 18 , to 30 inches in the lot. Regular prices $\$ 2.00$ to
50 a pair. Friday bargin. . Women's H. \& W. Brassiere, an elegant style in fine batiste, one of the
new spring models, beatifully trimmed with Swiss embroidery and insertion,
short steels in front sections. Sizes, 32 to 42 bust. Regular price $\$ 1.50$ each. riday bargain
GIRLS TUB DRESSES

Little Girls' Combination Dresses, with bloomers attached, fine broken check
 WOMENS LISLE UNION SUITS.
low neck, short or no sleeves, umbrella, drawers, trimmed with wide fine lace, betton,
ing and tapes around neck, perfect fitting. Sizes 32 to 38 bust. Regular price Half-Price Ribbon Items The Iittle folks want Fance Ribbon on their new hats, Fancy plaids, allwhite, champagne, navy, Alice, Nile, brown. purple, etc. Regularly 25 c per
yard. Friday bargain (No phone orders filled)


## TRIMMINGS

Short ends and remnants of good black and colored bandings, ppliques and aller nets, and beaded flouncings. Sold reglarly this season at $\$ 1.25, \$ 1.50, \$ 2.00$ and $\$ 2.50$ per yard. Great Friday bargain, per
This in Lunch Room RIDAY AFTERNOO

Summer Fabrics Among the Wash Goods 00 pieces of fine Scotch, striped $Z$ ephyn
an
nery stylisid designs and many coloring

 soifed quantity of slightly mussed and shop

English Prints, another consignment at a
low price, all colors. Regularly $121 / 2 \mathrm{c}$. $7 / 4$
Sranin-finished double width . Washing
Dress. Material, some quite plain and othe
Dress Material, some quite plain and others,
with inch apart stripes, pink, brown, mauve,
sky, cream etc
 (No 'Nhone or mail orders).
Wash Goods Dept., 2nd Floor

Three Exceptional Prices on the Dress Goods List S0-IN. PRIESTLEY'S SERGES, 48 C PER YARD. 1,500 yards of these All-wool Serges, in black and navy only, good value for 65 c per yard, guaranteed thoroughly shrunk and 50 C SHEPHERD CHECK FOR 33 C .
A fine worsted finished cloth, in four sizes of checks, beautiful clear dye, nice soft draping quality and warranted fast dye. $\stackrel{\rightharpoonup}{\text { A Splendid List of Glove Bargains }}$ quality Kid Gloves, Gloves, 1 dome clasp, perfect Thread Gloves, opening at
perfect goods, tan, finish, soft, pliable skin, rist, elbow leroth perfect goods, ran, smart, dressy street glove, thread, close finish, black and

Hosiery Values Mean Big Bargains

 Sox, best fing
lage range of
season's newe
TSIMIPSONim

A big bargain at this price, 40 inches wide
 lovely range of new shades for house or street wear. A variety of designs to choose from. Regular price 65 c per yard. On
sale Friday

Silks on Bargain
THE OPPORTUNITY OF THE SEASON IN NATURAL SHANTUNO
SILKS, REQULARLY OSC QUALITIES, FOR 390 PER YARD.
 AICH BLACK SATIN PAILLETTE,' 40 INCHES WIDE, 98O PER YARD. 39
 PLAIN, sTRIPED AND CHECKED sILK....................... 98




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HORSE SHOW


## Millinery <br> 

## Dress Wraps

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| Wash Dresse and Suits |

THE TORONTO WORLD

President Of Educational Association xcellent Addresses Delivered Yesterday-Prof. Hutton
Deate With Question of Military Training in Schools-
W. W. Hiltz Addreses TTratees' Section on Industrial
Education-W. A. Mclntyre Tallss on Tendencies of
Modern Education-Reports Received.

 "THE CONGERT"
 REBECCA

SEATS MOW ON SALE
TETRAZZINI
one conoter only
MasseyHall,Apr. 16
To-Night Grand Concert Massey Music Hall
 12th Nem sate Whatam Patre

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| :---: | :---: |
| Number of Typhoid Cases Considerably Reduced as a Result-Tax Rate Nó Yet Decided Upon, - But Will BeTo-day - No Red Hydro Lights at Fire Alarm Boxes. |  |
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## Woman's Realm-the Household, Fashions and Society

## SØIETY

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## Real Estate and Building--News and Opportunities

## CANADA OWES A DEBT TO THE C. P. R.--C. N. R.--G. T. R.

Who have materially assisted in the wonderful development and growth of our country. The railroad makes the country--the town-the city and the big metropolis.

All these roads together with the Toronto Eastern Electric Road will go and are now looking to "THE MANCHESTER OF CANADA"
$k$ and Orchestra
maidit pox

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themen Nutiow pix
ssssssssssssss
MONEY FOR
YOU.
sssssssssssss
sis
The best town between Toronto and Montreal. Oshawa is the manufacturing town of Eastern Ontario. Many of our best industries are located there and more are coming in


The Town of Oshawa is built up to Industrial Park, which adjoins the Ontario Malleable Iron Company and The Oshawa Fittings, Limited. Houses are erected on two sides, and on the other is the 30 -acre property of the O.P.R. Industrial Park is the best buy in Oshawa-and Oshawa property is the best buy for the man who wants an investment that does not carry with it a heavy mortgage to assume. See us to-day and select your lot.

# J. C. HAYES CO., Limited 

168 BAY STREET<br>Main 7140

## J. C. HAYES COMPANY, LIMITED 168 Bay Street

Please furnish me with ilustrations and information of Industrial Park, Oshawa.

Name
Address




## Recent Developments in Porcupine---Hollinger on Up-Grade

 INTO THE LEADERSHIIP
Big Porcupine Issue Advanced
Rapidly on Revival of Speculative Enthusiasm-Dome ExTension Showed Remarkably
Firm Tone-Colalts Quiet and Comparatively Steady.


## 



ED In Active Work


| COLE \& SMITH |
| :---: |
| TORONTO |

## DOMINION OIL COMPANY

## Authorized Capital, $\$ 1,000,000$

THE DOMINIION OIL COMPANY owns 240 acres, situated in the proven il fields of Coalinga, California, and valued at $\$ 2,000$ per acre, or $\$ 480,000.00$. telegram just received, it would appear that the big flow of oil, which the surrounding companies have, would shortly be encountered.
WILLIAM GRAY, ESQ., Company, COALINGA, CAL., 8th April, 1912.
Pres, Dominion Oil,
Toronto.

Well twenty-five hundred and fifty feet. More gas and oil as we go deeper. Formation what we should en counter above the big pay sands,

Owing to the rapid development of the Company's well and the practical assurance of shortly encountering the big flow of high-grade oil, which the Canand after Monday, the 15th of April, the price of the shares of the DOMINION OIL COMPANY will be advanced from 50 c to 75 c per share.
We have been strongly advising tise purchase of the Dominion Oil Company's shares, and now on the eve of the advance in the price of these shares, we want to ONCE MORE ADVISE THEIR PURGHASE. Remember when the big flow is struck, these shares whi a you can purchase to-day at 50 c per
share will immediately be selling at MANY TIMES THEIR PRESENT SELLING PRICE. The Canadian Coalinga Company's shares, which a few weeks ago could have been bought for less than $\$ 1.00$ per share, are to-day being sought for at $\$ 20.00$.
The DOMINION OIL COMPANY, with its big acreage, honest manag ment and practically proven well, offers a rare opportunity for a safe and proment and practically proven well, offers a rare opport inver shares CAN MONDAY IS THE LAST DAY ON WHICH THESE SHARES CAN
DE PLICATION AT ONCE. PROSPECTUS AND FULL PARTICULARS CHEERFULLY FURNISHED UPON APPLICATION. WRITE US AT ONCE-TO-DAY-NOW

Brokers:
J. A. MORDEN \& CO., ${ }^{\text {sulte }} 239$ Confederation Life Chambers, Toronto

## MANY OUTSIDE FACTORS AT WORK IN WALL STREET <br> -



NEW YORK STOCKS Extay futi
Acta

MONTREAL STOCKS

Toronto General Trusts Corporation
Beg to announce their removal to their new Head Office Building, corner of Bay and Melinda Streets, on Monday, the 8th of April. The public is cordially invited to visit and inspect the new offices and safe deposit vaults on and after Tuesday, the Oth of April.
W. LANGMUIR, Managing Director


|  <br>  A. M Aamphalt | 'STOCKS and BONDS Bought and sold, <br> H. O'HARA \& 00 . <br> 3 Members Toronto Stook Exchants. Phones-Main 2701-2702. 24 |
| :---: | :---: |
| 12 Richmond stroot East TELEPHONE MANN | BUCHANAM, SEACRAM \& CO. Memberr Toronto stock Exohhanso: STOCKS AND BONDS <br>  23 jordan street. |
| KENORA, Ont. <br> Guaranteed 6\% First Mortgage Gold Bonds |  |
|  |  |
| To Yield Investor $5 \% / 4$ <br> Particulars glady submitted | 21 Melinda 3t. us Phono 7978-9 |
| ONTARIO SECURITIES COMPANY, Limited McKInnon Bldg., Toronte | G. E. OXLEY \& CO. Finametel Ageste ane Broters <br>  Pheno i. 2601. 247 Toroivro. |
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## COTTON MARKETS


 NEWS BULLETIN
 ericison perinisaco
 COTTON MARKET IS
BOOMING AGAIN





Capital and Surplus
$\$ 6,800,000$

| Total Anets |
| :--- |
| $\$ 52,000,000$ |

THE TRADERS BANK
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## Bargains In Boots

Women' 'Boots, button and Blicher styles, patent
 Men's. Boote, Blucher style, dongola kid, box calf.
and gunmetal leathers; single and double soles :high and
 Shoe $C_{0}$
Vrididy. Children's' Bootes, slippers, and Pumps, "Kant:Slip",




## Wall Paper

Specials for Bargain Day
 2,400 rolls Paper, assorted colorings, for seneral
rooms. Regularly to 20 coll
rriday 2,800 English Bedroom Papers, in florals and stripes.
chintzes, Dresdens. Regularly to 35 c . Friday .... 10 c 2,950 rolls Imported Parlor, Den, and. Dining.room
Papers, in assortment colorr, good designs.


## Bargain Floor Covering's











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Guaranteed Wringer \$3.98


 2,000 piecess Turauise Agate Steel Enamel Ware,
cooted, absolutely sanitary and perrect ware assore



## Come-Early" Bargains at

 The Simpson Store| Drug Prices Oompound Syrup Hypopphites, 50 c bottle. Friday, Olive Oil, Rae's finest Lil, large size original bot Madame Macleod Starr's Oharcoal Tablets, 25 Hot Water Bottles, choce Rubber Rubber Cloves, good quaRegularly $\$ 1.25$. Friday |
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| oilet Goods <br> To Clear At Excitingly Low Prices <br> Odd Lines of Toilet Soap, , per dozen. . . . . . . . . . $25^{\circ} \mathrm{c}$ <br> Cilmour's IFand Oleaner, ular price 10c. Friday <br> Iadam Yates' Almond ularly 50c. Special. .25c bony Finished Hair tles. Regularly 50c. Fri- |
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Safest To Buy Now-
Your Umbrellas-and Cheapest Too


Sterling Cream 15c you will need Sterling Creaur. It has no equal. ishing gold, silver plates for cleaning and polbrass, ete.; in fact, any smooth metallic surface

Found! Some Big Bargains in Well-Made Furniture
Parlor Chairs, in mahogany finish, with up-
Loostered seats and panel backs. Regulariv.
$\$ 8.25$ and $\$ 8.90$. Friday bargain. ..... $\$ 5.65$ Parlor Ohairs, in polished mahogany finish,
carved panel back, and plain spring, uphol. sareed panel back, and plain spring, uphol-
stered seat. Regularly $\$ 11.60$. Friday bat.
gain . . . .
Library Tables, in selected quarter-cut oak,
ich golden finish, also in mahogany colonial
design. Regularly $\$ 18$. Friday bargain, $\$ 12.90$
Austrian Bentwood Chairs, finished mahog-
any, with cane seats. Regularly $\$ 2.90$. Friday
bargain ......................... $\$ 1.95$ Dining Ohairs, in selected oak, rich golden
tinish, , sest of five side elahirs and one arm chair. Regularly $\$ 9.40$. Friday bargain....... ${ }^{27.40}$
30 sample Brass Bedsteads, in full size


## Friday Values in Upholsteries

## $=5=5=5$

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FOR FURTHER SIMPSON ANNOUNCEMENTS
The STjM[DSOMN

Decided Savings on Linens and Staples
 merino underwear.
English manufacture, natural shade, non-irritating,
edium sizes only. Regularly 50 . Friday bargain, 396 NEGLIGES.
 3ome slightly counter soiled, otherwise perfeot, all six
14 to $161 / 2$, in the lot. Regularly 75 c, \$1, and $\$ 1.25$.
day bargain....... .......................

200 SUITS OF BOYS' GENUINE ENGLISH

Good Form in Hats for Men this Spring
stiff Hats, new shapes, fine English fur felt, black
Fegularly $\phi 2.50$. Friday.................1.00 Soft Hats, fedora shape, fine Americ
and
Hookdown Caps, fine inported ty
Boys' Varsity Caps, in tweeds, naty and b....... 1 scarlet felt, or black, , acrdinal, navy, , brown, and green vel.
vets. Regularly 25 c . Friday. .................150 Ohildren's Tam-o'-shanters, samples, light and dark
Iors. Regularly 50 c , 75 c , and $\$ 1.00$. Friday ......250 Carefully Cut Clothing in TheMen'sStore make is given to these special Suits an to ou best grades of regular stocks. They are exceptional bargains at the price.
Made from good-wearing English tweeds and a foty
wrosteds, in the newv two-tone browns, greys, fanog
greens, and mixed stripe patterns. greens, and mixed nesw two.tone browns, greys, fanoterns. These suxits are cut
singlebreasted, three.button style; are not extreme style.
but the kind you most but the kind you most desire for business wear. Good
wearing linings, and tailored in the begst manner. Worth
twice our Friday bargain MEN's working doats. Just the kind of coat for out of doors; a grey cot-
tonade, thoroughly rubberized, that will keep out wind tonade, thoroughly rubberized, that will keep out wind
and rain, lined wwith a check mackinaw, corduroy collar
patent fasteners. Friday bargain price, ......... 1.108 MEN'S WORKING PANTS


