Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.

Spring Suits for Misses and Women $8.95

75 only, in the new style, we purchased from a manufacturer who was anxious to dispose of his output. They are tweeds and serges in tan, brown, black and navy. All sizes. Make your call early for these. Saturday, **8.95**

SAMPLE SPRING DRESSES $4.95, INSTEAD OF $7.50, $9.50 AND $12.50.

These special dresses come in a wide range of styles and materials, and are modern clever styles with new dainty trimmings. Materials are silks, cords, serges, brocades, and velvet. Shades are brown, mahogany, grey, tan, blue and black. No 'phone calls. Saturday rush..... **4.95**

NEW SPRING COATS FOR MISSES AND WOMEN. VALUES AT $12.50 TO $17.50. SATURDAY $5.95.

Only 40 Coats in the offering, including the latest fabrics and styles for spring. English serges, tweeds, brocades, checks and plaids. Styles are all the very latest. Becoming models in ¾ or full lengths. A big snap at **5.95**

SPRING COATS FOR GIRLS $2.95.

Pretty, little, loose fitting garments, with square collar and revere, trimmed with black and white check, made from carefully selected vicuna cloth in navy only. Ages 6 to 14 years. Saturday..... **2.95**

SKIRTS FOR WOMEN $1.98.

Only 75 Skirts in the lot; all new, clean, goods; a manufacturer's samples, finished with the best of workmanship. Materials include tweeds, checks, serges, and panamas, in all shades. Regularly $5.00 values. Saturday **1.98**

(Second Floor.)

Values in Newest Silks

REGULAR $1.25 DUCHESSE SATINS FOR 98c.

New Bright Dress Satins, with lovely finishes and a splendid range of the choicest spring tones to select from, in evening and day shades. Along with these we include satin-paillettes, satin-de-chenes and tango crepes, 36 to 39 inches wide, all fashionable shadings, with ivory and black. Regularly $1.25. Saturday morning ..... .98

TWO GREAT VALUES IN BLACK. REGULARLY $1.50, FOR $1.19.

Black Satin Mousseline; firm, weighty quality and soft subdued black, 36 inches wide. Saturday morning 1.19

BLACK DUCHESSE SATIN, 40 INCHES WIDE. SPECIAL AT $1.38.

An exceptionally nice dress satin, fine in texture and bright in finish; a big bargain at 1.38

(Second Floor.)

Display of the Newest Spring Dress Fabrics and Suitings

New Weaves, New Designs, New Color Combinations, New Tones, New Textures.

Our stock of new Spring Dress Fabrics is now complete, and never will you find a more opportune time to select your new spring dress or suit. Many of the new weaves and textures which are confined to this store will soon give out, and our advice to you is, buy now when every line is complete and unbroken. You will find displayed for your inspection and comparison—

Check Fabrics, not only in the staple black and white, but in all sorts of shades and color combinations.

Plaids for tailored suits or separate skirts, in a big variety of designs and colorings.

Brocades, in self and two-tone effects, are very popular, and our showing is most varied and complete.

Gabardines, among the best and newest, in new French tones.

Honeycomb Fabrics are a new product for spring in lovely soft French tones.

Creped Fabrics. These are the fabrics that carry the weight of preference for spring. We feature a variety of weaves in the newest tones.

Serges, always popular, we have the finest stock in the Dominion to select from at prices to suit every purse, and values that cannot be excelled, soap shrunk and fast dyes.

Silk and Wool Fabrics are a strong feature for Spring Dresses and light-weight suits, and are specially adapted to prevailing draped effects, Crepe de Chines, Crepe Cords, Ripple Crepes, Moire Epingles, Brocades, crow foot effects, etc. Special display Saturday Dress Goods Department, Second Floor.

SPECIALS FOR 8.30 A.M. SHOPPERS, SATURDAY.

I.—75c Dress Fabrics, per yard ..... .58

II.—Pencil Stripe and Cream Serges, $1.25 values, for, per yard ..... .96

$2.00 Black and Navy Serges, an extra special purchase, per yard 1.50

No. I.—7,000 yards of San Toys, Poplins, Armures, Shepherd Checks, Wool Crepes, Wool Cashmeres, etc., in every wanted color and shade. Regularly 75c per yard. Saturday, 3.30 Special ..... .55

No. II.—1,500 yards Cream Serges and Cream Ground Serges with black hairline stripes, two special purchases, and extra good value for $1.25 per yard. Thoroughly soap shrunk and spot proof, 36 inches wide. Per yard ..... .96

No. III.—Black and Navy Men's Finished Serges, a special purchase from a noted English maker, our regular $2.00 value, in two splendid shades of navy and black, thoroughly soap shrunk and spot-proof, 54 inches wide, per yard 1.50

(Second Floor.)

Saturday Sale Fine Whitewear

You will certainly want some of this beautiful whitewear if you come to see it Saturday. Besides the pretty styles and fine materials, there is a **Half-Price** mark on each piece. See Yonge street window display. **No 'phone or mail orders.**

Women's Nightdresses, a charming V neck, slip-over style in fine nainsook, tucked and embroidery yoke, ribbon run beading across bust, embroidery edged elbow sleeves. Sizes 56, 58, 60 inches. A regular $1.50 gown. Saturday, each ..... .75

Women's Princess Slips, fine nainsook, dainty embroidery yoke run with ribbon, narrow embroidery on neck and arms, skirt finished with ruffle of extra fine embroidery. Sizes 32 to 42 bust. Regularly $1.50 each. Saturday, each ..... .75

EXTRAORDINARY CORSET OFFERING.

Nearly six hundred pairs of extra quality and stylish model Corsets will be offered at **Half price** here Saturday. Phone orders filled up to noon only.

Model 304 D. and A. Corsets—A beautiful new style in fine strong white coutil, medium low bust, extra long over hips and back, finest rust-proof boning; wide, strong garters, bust draw cords, embroidery trim; a very strong and perfect fitting corset. Sizes 18 to 26 inches. A regular $2.00 corset. Saturday Sale price, pair **1.00**

Model 392, D. and A. Corsets—A dainty, low bust model in fine quality white coutil, new, long back and long skirt, 4 garters, rust-proof boning, ribbon trimmed top, bust draw cords. Sizes 18 to 26 inches. Regularly $2.00 a pair. Saturday Sale price, pair **1.00**

CLEARING ODDMENTS OF WOMEN'S UNDERWEAR.

Rich choosing in the Underwear Section of the Third Floor Saturday.

Clearing all oddments and counter-soiled stock of Women's Underwear. Combination Vests and Drawers, fine ribbed cotton, wool and cotton, all wool, and silk and wool, all styles, shapes and sizes in the lot, white or natural colors. Don't miss this best opportunity of the season. Saturday, Half regular prices.

(Third Floor.)

AFTERNOON TEA

3 P.M. TO 5.30

Marmalade Sandwich

Pot of Tea with Cream

Ice Cream

15c, or two persons, 25c

Three Carload Sale of High Grade Boots

We have bought the Entire Stock of Men's High Grade Goodyear Welted Boots from the Tetrault Shoe Distributing Co., of Montreal, Who Are Discontinuing Business. Every Pair is Made on the Newest Spring Lasts, and the Price is Almost Half. See Windows corner Yonge and Queen Streets.

MEN'S $4.00, $4.50, $5.00 AND $5.50 BOOTS, $2.95.

Every pair made on the new Spring lasts, in both button and laced styles. Every pair made by the Goodyear welted process and guaranteed perfect in fit, manufacture and material; all leathers, tan, brown and black calf, patent colt, dongola kid, gunmetal and velours. Some are the high leg prospecting style, some are leather lined with double waterproofed soles, some have rubber soles and heels. Sizes 5½ to 11, in medium and wide widths. Boots that sold regularly for $4.00, $4.50, $5.00 and $5.50. Saturday, 8.30, Three Carload Sale **2.95**

MEN'S $5.50 PROSPECTING BOOTS, $2.95.

60 pairs Men's Tan Winter Calf Prospecting Boots, high leg style, two straps and buckles at top, double Goodyear welted soles, reinforced shanks. Sizes 6 to 11. Regularly $5.50. Saturday, Three Carload Sale **2.95**

WOMEN'S "CLASSIC," "EMPRESS," "EAGLE" AND OTHER HIGH-GRADE BOOTS, $2.49.

Made on the newest and most popular lasts for street and dress wear, selected patent colt, with dull kid tops, tan Russia calf, fine vici kid, gunmetal, white nu-buck and blue suede, in button and laced styles; high, medium and low heels; sizes 2½ to 7. Regularly $3.50, $4.00 and $4.50. Saturday Three Carload Sale..... **2.49**

BOYS' $3.00, $3.50 AND $4.00 BOOTS, $2.45.

The brands are "Boy Scout," "Classic," "Tetrault and "Imperial. They are made from selected patent colt tan Russia calf, gunmetal, dongola kid and velours calf. The lasts are neat and easy fitting, in blucher and button styles; medium and heavy weight soles; sizes 1 to 5. Regularly $3.00, $3.50 and $4.00. Saturday Three Carload Sale **2.45**

CHILDREN'S AND INFANTS' BOOTS AND SLIPPERS, 89c.

Popular styles in "Classic," "Adams" and "Weston" brands. The slippers are made from selected patent colt and tan Russia calf. The boots are made from chocolate and black kid, tan Russia calf, gunmetal and patent colt; some have colored tops, medium and light weight soles; sizes 2 to 10½. Saturday Three Carload Sale ..... **.89**

(Second Floor.)

A Field Day in Millinery

The Opening Displays have just been held, and interest in the new models is at its height. How about your own hat, and what are you planning for Easter?

Really beautiful and certainly undeniably original are the hats which figured in the openings. Carrying out the style ideas there declared are these specially-made-up and marginally-priced offerings for Saturday:

Handsome Black Jetted Designs, showing the fine scale effect, in bandeaux, black taffetas with ostrich tips and some lovely colored effects in fine Tagal braids, including a new sailor in extra fine Peco Tagal. Saturday, at one price **5.00**

Sailor Models in the very best blocks, also every color and trimmed in many ways. For an early season offer, a veritable snap at..... **2.95**

THE CHILDREN'S SECTION.

The little lady will find provided for her some dainty junior models which will be a pleasure to the eye, suitable and useful.

Hand-made Hat of soft satin braid with silk crown and ribbon flowers. Underbrim finely shirred. Tan, saxe, pink, navy, old rose, white or light brown. Priced Saturday **2.25**

Pretty Mushroom Model with crown of figured chiffon and brim of pleated silk, trimmed with satin bows and streamers..... **2.95**

Sweater Coats 1.39

No 'phone or mail orders for these. 200 only, left from recent bargains; several colors; high collar, fancy or plain weave. A few black cardigans in the lot. Sizes 34 to 40 only. Regularly $3.00, $3.50 and $4.50. To clear, Saturday **1.39**

MEN'S HEAVY "WOLSEY" UNDERWEAR.

To clear out the remainder of our "Wolsey" and "Body Guard" brands of heavy weight, pure wool underwear, the price is cut to below the cost price. Some are double-breasted and double-backed; others double-breasted only. Some are extra heavy weight. Should they shrink, they will be replaced without charge. All sizes, 34 to 46. Regularly $2.50, $3.00 and $3.50. Saturday to clear at, a garment **1.89**

MEN'S NECKWEAR

Half-Price and Less.

2,000 Neckties, silk or knitted, must be cleared to make space for new goods. Large shapes, long narrow designs and plain colors included, in the fashionable shades. Worth 50c or 75c. Saturday, to clear ..... **.25**

Fourth Day of the March Smallware Sale

Interest in this sale continues unabated. We offer only reliable goods at greatly reduced prices.

Sewing Thread, 200-yard spools, black or white, sizes 20 to 60 in each. Regularly 4c spool. Sale price, per dozen ..... .25

Sewing Silk, 250-yard spools, black only. Regularly 25c spool. Sale price, per spool ..... .19

Dome Fasteners, with spring, rust-proof, black or silver, all sizes. Regularly 2 dozen for 5c. Sale price, per dozen ..... .10

Mending Wool, ball mending wool, black only. Regularly 5c. Sale price, 2 for 3

Bunch Tape, 12 assorted widths in bunch. Regularly 5c. Sale price, 2 for 3

Safety Pins, best brass safety pins, 1 dozen assorted on card. Regularly 3 dozen 10c. Sale price, 5 dozen ..... .10

Pad Hose Supports, faced with moire silk, colors black, white and sky. Regularly 25c. Sale price ..... .12

Hair Pins, 5 papers on card, assorted. Regularly 5c card. Sale price, 2 for 3

Pin Sheet, 600 assorted plated pins. Regularly 9c sheet. Sale price, 2 for ..... .10

Ironing Wax, a reliable make, with wood handle. Regularly 4 for 5c. Sale price, per dozen ..... .10

EXTRA SPECIAL FOR SATURDAY.

Hair Pins, well-japanned, in straight or holdfast, 18 papers in package. Regularly 15c. Sale price, per package 7

Telephone orders direct to Notions Department.

New Millinery, Tulles and Bretonne Nets

Bretonne Nets, 36 and 72 inches wide, in white, ivory and ecru, imported specially for lining chiffon, crepe, neige and organdie blouses and dresses. Special, per yard, 25c and 50c.

Confirmation Nets, 72 inches wide, fine sheer qualities, in all white. Special Saturday, per yard, 50c to $1.00.

Bretonne Nets, in white, ivory, Paris, 36 inches wide, fine sheer meshes for guimpes, sleeves and blouses. Special Saturday, per yard, 25c, 35c, 50c to 85c.

Point de Esprit Nets, beautifully fine, in white and ecru, 36 inches wide. Special Saturday, per yard, 25c to 75c.

Silk Brussels Nets, in white, ivory and black, 36 inches wide, fine sheer meshes. Special Saturday, per yard, 50c to $1.50.

MILLINERY TULLES.

Waterproof Millinery Tulles, in all the new spring shades, saxe, paddy green, tomato, purple, V. rose, cerise, navy, black, white, tan, brown, champagne, grey. Saturday special, per yard ..... .25

Crib Comforters at Half-Price

Washable Silk Japanese Comforters, nicely quilted, in pretty coloring of green, pink, blue and mauve. Regularly $1.50, $2.00, $2.50, $3.00. Rush price, Saturday, 75c, $1.00, $1.25 and $1.50.

(No Phone or Mail Orders for This.)

700 SCOTCH BLANKETS, $4.95 PAIR.

Pure All-wool Shetland Grey Scotch Blankets, finished and whipped singly, will give great wear, 7 lbs. weight, size 68 x 86. Regularly $7.00. Special, Saturday, pair 4.95

40-INCH BROWN HOLLAND LINEN.

Splendid quality for making boys' wash suits, women's skirts, etc. Special Saturday, yard ..... .25

OYSTER AND WHITE LINEN RATINE.

This lovely material makes ideal wash dresses, will not crush easily, width 27 inches. Per Yard ..... .25

NEW OYSTER CREPE.

This beautiful soft, loosely woven linen will launder perfectly and give great wear, width 34 inches, at per yard ..... .35

NATURAL BROWN LINEN SUITING.

Made in Ireland from carefully selected material, will not shrink, 36 inches wide, at, per yard ..... .50

FULL GRASS BLEACHED WHITE LINEN SUTING.

Heavy round thread, made from very best long pure linen, width 36 inches, at, per yard .50

(On sale Linen Department, Second Floor.)

Blouse Dept. Specials

300 HIGH CLASS GARMENTS AT TWO DOLLARS EACH.

A special purchase from a high class maker; blouses made to sell at $5.00 and $6.50; made up only this week in some of the very smartest styles in materials as below.

Ecru "Carrickmacross" Lace, low frilled neck, side vests of fine lace, 4-inch colored ribbon girdle with big black buttons. Regularly $6.50.

Black Silk "Chantilly" Lace, low frilled neck, finished with 4-inch broche ribbon sash with bow front. Regularly $6.50.

Ecru shadow lace with low frilled front, finished with wide colored ribbon girdle and bow. Regularly $5.00.

Some dainty numbers in fancy crepes, ripple and plain, all with brocaded satin vests, some with brocaded collars, others of fine lace, all sizes amongst the selection. Regularly $5.00.

These, with many others, selling on Saturday at, each **2.00**

(Third Floor.)

The Groceries

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. ..... .34

Toasted Cornflakes, 3 packages ..... .25

Loaf Sugar, 4 lbs. ..... .25

Imported French Peas, per tin ..... .11

Finest Canned Corn, 3 tins ..... .25

Choice Red Salmon, Tiger Brand, per tin ..... .15

One car California Sunkist Oranges, good size, sweet and seedless, per dozen ..... .25

Choice Cuban Grapefruit, 4 for ..... .25

Canned Fruit, Raspberries, Strawberries and Cherries, per tin ..... .15

Garton's H.P. Sauce, per bottle ..... .15

Baker's Cocoa, ½-lb. tin ..... .22

Crossed Fish Brand Sardines, 3 tins ..... .25

Maconochie's Pickles, Mixed, Chow, and Walnuts, pint bottle ..... .25

Shirriff's Orange Marmalade, 2-lb. jar ..... .25

California Canned Asparagus Tips, per tin ..... .25

Finest Mild Cheese, per lb. ..... .15

Choice Olives, 3-oz. bottle ..... .15

Clark's Pork and Beans, in Chili Sauce, large tin ..... .10

Fresh Fruit Cake, per lb. ..... .15

Fancy Mixed Biscuits, 2 lbs. ..... .25

CUT FLOWERS.

200 dozen Fresh Carnations, assorted colors, per dozen ..... .50

5,000 Violets, in bunches of 25, per bunch .10

CANDY SECTION—MAIN FLOOR AND BASEMENT.

1,000 lbs. Simpson's Special, an assortment of Chocolates, Creams, Taffeys, etc. Bon Bons, a very dainty candy for a week-end treat. Special, per lb. ..... .20

1,000 lbs. Assorted Chocolates, fruit flavors. Per lb. ..... .20

1,000 lbs. Satinetts, assorted flavors. Per lb. ..... .10

(Basement.)

The Plans for a Great Clothing Sale

Never has a season opened with such remarkable values in Men's Clothing as has the present one. Our buyer has been able to find a splendid group of well made, attractive suits to be offered Saturday morning at $9.95. The values are there, in materials, style and workmanship, making this about the smartest lot of Spring wear you can well imagine. Be here early, for each suit is individual, and you will find the widest choice at 8.30 a.m.

For the sensational day of suit selling there are men's suits whose regular values were $18.00, $20.00, $22.00 and $24.00. Saturday, $9.95—500 Men's Spring Suits, made from such well-known cloths as English worsteds in almost endless variety of the new spring shades, browns and greys, and Scotch tweeds. Every garment is perfect and the linings are of the finest twill mohair. Saturday..... **9.95**

Young Men's New Style Raincoat Saturday at $30.00.

Made from an English fawn-colored covert cloth in one of the smartest styles, single breasted, buttoned through Chesterfield, with patch pockets, belted back, short length, finest workmanship. Price.. **30.00**

"Durward's" Celebrated English Spring Weight Overcoats.

"Durward's" Overcoats are worn by the best dressed men in Toronto, for they are made from the finest of materials, by skilled tailors. An early showing of these garments is here for your inspection. One of special interest is the light grey Donegal tweed in a smart single-breasted Chesterfield style, to button through. It has silk sleeves linings. Price.... **26.00**

Boys' 1914 Spring Suits, $4.95.

A phenomenal early sale Saturday; 350 High Grade Two-piece Suits in smart, single-breasted Norfolk and double-breasted sacque styles, with full cut bloomers, made from imported Scotch and English tweeds, in dark and medium greys, browns, and Scotch fancy mixtures, stripe and small check patterns. Special value to clear Saturday. Sizes 24 to 34. Regularly $7.00 and $10.00. Saturday..... **4.95**

The Robert Simpson Company, Limited