

Store closes 5.30 p.m. PROBABILITIES: Variable winds; occasional Our Department of Wash Goods Announces Its Summer Readiness

THE TORONTO WORLD

Telephone Number Main 7841

YE SHOW, beginning from to-day, a complete aggregate of the world's best production of cotton dress tissues. Our stock for Spring 1910 is complete.

Consider for a moment the wonderful progress of the arts and sciences in our own time, and most particularly within the last very few years! Look how music has developed, see how color printing has come in, think how long ago was it that right here in Toronto we travelled on foot, or by aid of horses only.

Now, let us look at the textile world. Are you surprised that the arts and sciences of dyeing and weaving have not stood still? Of WE picked the styles from those showing recently in course not. And yet we expect to hear exclamations of surprise today and all season just on that very thing.

Cotton weaving, and cotton printing, and cotton mercerizing, and on treatment generally have made such advances that every Spring foulard silk, in navy blue and rose shades, new tucked shoulder cotton treatment generally have made such advances that every Spring people involuntarily exclaim anew. "Just look at that exquisite voile!" they say. "And it is only cotton!"

"Cotton," mind you. People still have the old ideas about cotton. Progress has followed so

We want you to make no mistake about our Wash Fabrics this year. You can have as much delicacy, refinement and beauty in a Summer Dress that will wask as ever you saw in a ball gown. With cotton recently has been associated Silk, and the combination of the two has resulted in the most wonderful fabrics of the century.

Our beautiful department on the second floor (Queen and Yonge St. Section) will make a special showing all this week of this season's particular novelties. You are cordially invited.

Egyptian cotton, elegant brocaded material, with all the lustre of silks at three times the price, but with three times the wear. Dainty designs of large and small dots, figures and stripes, in rose, sky, navy, nile, pink, etc. Extra special, 49c.

"Duoton Rajah," another beautiful silk mixture material, good weight and rough weave, special for coats and skirts, all the new and tony shades, looks and wears longer than an all silk at \$1.50. Special, 59c.

Beautiful floral designs in Arnold's celebrated silk and cotton organdy, some plain grounds, others with 1 59c.

No. 18

adventures, will certainly enjoy

the Red Car, and as for those

who have never tried this form

of excitement they may taste

the same within the covers of

this volume almost to the full.

Published at \$1.25. On sale

Bulbs, Roots and Shrubs

most gardeners unprepared.

Not us, however. We are

ROOTS.

An early spring catches

Tuesday at 25c.

"Canton" Silks, half silk and half highly mercerized | pretty polka dot, white, pink, sky, mauve, etc., over which is hand printed from French designs floral effects in most graceful designs Only 43c. New shades in our celebrated "Zurich" silk.

> Toronto, so don't be deceived by inferior makes. Remember, too, we have 40 shades. Special, 35c. New French printed organdies, just fresh from Paris,

large and small designs, in striped or trellis effect. All the newest designs of roses, orchids, etc. Special value,

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APRIL 18 1910

Monday, April 18, 1910.

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Some Very New Waists

New York, and have had them made up by our own people. The prices are no criterion of their New York

effect, dressy collar and sleeves, \$3.95.

Dressy waist of fine white lawn, groups of fine tucks at shoul-der, front of lovely heavy embroidery in several pretty designs, new sleeve, tucked cuffs and collar, with Val. lace edging, \$1.25.

White lawn waist, in smart shirt style, front of solid pin tucking, tucked back, shirt sleeve, linen collar and cuffs, sizes 32 to 42. Monday, 98c.

Girls Iub Dresses, Less Ihan Half SOME of the smaller sizes of these dresses for girls are missing, hence our desire to clear the balance quickly. Tuesday's clearing price hardly represents the cost of the materials of which they are made. If you have girls at home or school spring dress original cloth 28 inches wide, nearly all silk. There are needs to supply, don't miss this opportugity. many imitations of our cloth, which is confined to us in Phone orders filled, if early.

Clearing balances of three styles Girls' Wash Dresses, about 380 in all, fine navy blue print and cashmerette, trimmed with white braid and piping: excellent styles for home or school wear, wide full skirts, with deep hem, perfect fitting and fast colors. Sizes for ages 10, 12, 14 years. Regular prices \$1.50, \$1.75 each. Tuesday each

Colored Shantung Silks The color range of this lot includes Copenhagen blue,

bleriot blue, reseda, heron, vieux rose, Atlantic grey, China blue, buttercup, natural, etc. If this assortment is sold out s quickly as the last you will require to come early. 34 nches wide. \$1.00 per yard.

NATURAL SHANTUNG SPECIAL, 73c.

For Tuesday we will offer our regular \$1.00.34-inch natural color only Shantung Silk; the bright, silky finish; launders well, wears well; a thing to remember when you go away to some summer resort, where the laundry proves to be not one of the best. This specially fine quality, 34 in. wide, is a part of the last Oriental shipment of 50 bales, and if purchased at the present prices would cost 75c per yard wholesale. On sale Tuesday 73c yard.

A Few Notes About the Most Popular Dress Fabrics

THE way to test the fashionability of a dress fabric is to enquire "What is the best selling cloth at Simpson's."

"English Tussah Royal," beautiful wool, yarn dyed, and absolutely fast fabric for light tailored suits; every blacks, shrunk and unspottable; every yard guaranteed wear and thorough fast dye, bright lustrous finish, shrunk yard guaranteed to give entire satisfaction. 48 to 54 inches, \$1.00, \$1.25, and uncrushable. 46 in. wide, \$1.00 \$1.50, \$2.00 yard.

yard. HIGH-CLASS BLACK DRESS GOODS "French Voiles," we have a very special lot in fine, medium and heavy mesh voiles, all pure Botany wool splendid fabric for present wear, dur- Goods was never so complete; every able and dustproof, guaranteed abso-

ON TUESDAY. Our assortment of Black Dress weave and novelty is shown here. Spe

CLOTH, 14c.

ian cotton, a beautiful round thread,

fine cotton, for dainty night gowns or undergarments, two widths, 36 or 42

inches wide. At Cotton Counter, pcr

FOR \$2.43 DOZEN.

a Theodore Haviland set of 102 pieces, | 25c.

lutely fast dyes, n jets and blue blacks. cial care is exercised in the selection 54 inches wide, \$1.19 yard. "Diagonal Suitings," in a lovely range of the newest twills, makes up range of the newest twills, makes up permanent blacks in the following; well for tailored suits; all guaranteed New broadcloths, new Tudor cloths,

Simpson special blacks, and permanent finish, thoroughly shrunk and unspot

(Second Floor, Yonge Street.)

THESE SHEETS TO CLEAR, ONLY

made from heavy, strong, full bleach-ted Manchester sheetings, forn sizes,

standard width hems. 2 x 21/2 yards.

QUILT AT \$2.00.

clear, demi crystal ware, spear pat-tern. Tuesday 96c dozen.

Elegant scroll and floral designs.

Per pair Tuesday \$1.28.

150

economist.

plete set \$2.05

Msh bone china ware,

\$1.28 PAIR.

pairs, Plain or Twilled Sheets,

latest and fashionable stripes; all purc | suitings, etc.

ready. and only the best makes of undoubted reliability are selected. Guaranteed Phlox, Iris, Bleeding Heart, Mint, Rhubarb roots. Each 10c. Paeonies, in pink, white, and red. 20c each, 6 for \$1.00. new worsted suitings, new diagonal tussah royals, mohairs, taffeta cloth,

48 and 52 inches wide, \$1.00, Henriettas, ripple crepes, French chif 25, \$1.50. "Worsted Suitings," this popular and wool San Toys, plain and silk make, in a beautiful range of all the striped voiles, diagonal worsteds, stripe

vard. Tuesday 14c.

Phone direct to Linen Department.

Chinaware for Tuesday's Selling

NOTE the Haviland Dinner Sets - \$69.00 value for \$49.33-2 snug little saving for any household

Table Tumblers, semi-cut, bright, Finest quality Limoges Dinnerwaye,

| cial \$49.33.

BULBS. Dahlia bulbs, 6 for 25c. Tuberose or Gladiolus, per doz. 25C.

SEEDS 15 pkts. Flower or Vegetable seeds, for 25c.

Staple Housekeeping Supplies Sweet Peas, Nasturtium, Scar-H of quality about our staples, economically priced as let Runners, or Morning Glory per doz., 5c. they are. Make a point to keep in touch with this depart-SHRUBS. ment, especially at this house-changing season of the year. Hydrangeas, Clematis, Spirea, MADAPOLAM, A BEAUTIFUL

and Snowball, each 25c. Sometimes called Spanish Long-Lawn Grass Seed, per lb. 25c. cloth, made from the very finest Egypt-

Grocery Items

One car Standard Granulated Sugar, 19 lbs. \$1.00. Choice Picnic Han per 1b. 16c.

SEE THIS SPECIAL ENGLISH SATIN ANOTHER LOT OF TABLE NAPKINS 1.000 packages Jello Ice Cream Pow Just arrived from Old Ireland; every der. regular 121/2c, 2 packages 15c. full bleached, made for double bed. You thread linen, full bleached, rich satin Canned Fruit, Raspberries, Straw can buy quilts for less money, but damask, assorted newest designs, with ries, Cherries, Peaches, Pears and these at the price are par-excellence. border all around, 22½ x 22½ inches. Each, Tuesday \$2.00. Per dozen Tuesday \$2.43. Green Gage Plums, in heavy syrup, per

tin 15c. Lake of the Woods Five Roses Flour, 4 bag 85c

Quaker Puffed Wheat, 3 packages

Canned Tomatoes, 3 tins 25c. Canned Beans, Golden Wax or green, small and tender, 3 tins 25c. One car Fancy California Oranges

large size and sweet, regular 40c and 45c, per dozen 35c. Tillson's Pan-dried Oats, 3 packages

Tea Sets, 40 pieces, high grade Eng-two-lined gold and stippled; a rich de 25c. Kkovah Custard Powder, 3 boxes

Itsh bone chinzware, natural color, corative effect set, at remarkably low 700 quart gen floral decorations, all underglaze. Comprice. Regularly \$69.90. Tuesday spe-Olives, per jar 29c. 700 quart gem jars Manzanilla Telephone direct to department.

CHINTZ The Scarlet Runner By C. N. and A. M. Williamson, Anther of "The Lightning Con-ductor" and others. This is one of those entertaining motor car stories with which these two clever writers have been making such popular. hits of recent years. The Scarlet Runner was published in 1008. Any one who enjoys travelling about Europe in an automobile, having romantic

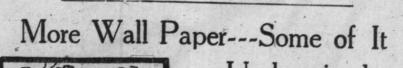
> THE fabric of the day for housefurnishing purposes.

Do you know we have so many pretty chintz designs that the only trouble is that admirers become perplexed with the task of choosing? They do, and we can only try to help them by expressing our own preferences.

Do you know that our Wall Paper Department has chintz papers to match or contrast or harmonize with these chintz fabrics, so that you can carry out your ideas as to a chintz room complete?

And further, do you know that our Rug Department will show you chintz patterned rugs to carry out the scheme still more completely?

Come and see. We are enthusiasts on chintz. We think that some of the most successful bedrooms we ever designed were carried out in chintz. And goodness knows we have plenty of chintz choice this spring !



Underpriced THEEE hundred bales of new large range of sizes from 37 to 42

put into stock. Five of these cial Tuesday, \$3.79. bales are to be seen at special prices. Take advantage of this information to-morrow. Good chance for apartment houses and hotels.

New Imported Parlor Papers, 25c to \$5.00 New Imported Dining Rooms and Halls,

25c to \$1.00. New Imported Bedroom Papers, 20c to

New Domestic Papers, tor parlors, halls, dining rooms, 10c to 35c. New Domestic Bedroom Papers, 10c to 50c per roll.

SPEC'IALS

8.000 feet White Enamel and Imita-

Infants' Spring Coats

THE new styles are all here. Qualities and values that can't be beat. We will illustrate a few for Tuesday.

Coats, fine linenette, in blue or brown, deep collar of embroidery, with embroidery frills. Priced at \$1.50. Coats, cream cashmere, fancy silk braid and silk embroidery, pearl but-tons. Priced at \$2.50.

Reefers, fine white pique, double breasted collar, trimmed with fine embroidery insertion, pearl buttons, Cloaks, all-wool cream cashmere, silk embroidered cape, sateen lined. Special \$2.00. two pockets. Lengths 12, 14, 16 inches. Special value \$1.75. Cloaks, cream cashmere, heavily silk

Coats, white pique, embroidery meembroidered cape and skirt, merces dallions and ruffle, lawn ties, pearl buttons. Extra value at \$1.25. ized lining, silk braid on collar. Special \$3.75.

Verandah Capes for \$5.95 Suits For Youths and A collection of 41 Verandah or Boys Outing Capes, of rich French Ve-

Some suggestions follow. Our netian in soft shade of peacock. boys' stock is a feature of the dechampagne, linden green, amepartment, and we have always thyst, rose, lavender, cream, cinmade a specialty of the suits namon, Copenhagen blue, pearl grey, or black. These are in full too big for short trousers. which a boy wants when he gets circular cut, with trimmings of silk Youths' Stylish Suits, made from a cord. These are a convenient fine imported fancy English worsted, rich dark mixed blue ground, with inpossess. Mostly perfect goods, a visible stripe; cut on the newest single breasted model, three-button style, long shapely lapels, fancy cuffs, finest few slightly soiled. Tuesday's

rimmings and linings. 33 to 35, No phone or mail orders filled. \$11.50. Youths' Navy Blue and Black Fine

WOMEN'S LONG COATS. Handsome coats of all-wool English Worsted Suits, rich blue and black shade, indigo dye, most fashion-able single and double breasted sack heviot serge, in a smart, closeitting style, silk lined through- style, best shrunk duck and haircloth out, low rolling shawl collar, interlinings. 23 to 35, \$15.00. trimmed on collar and cuffs with Persian trimmings colors are tan

Persian trimmings, colors are tan. tweed, dark mixed grey grounds, with, navy, green and black. Excepshadow stripe, also in olive green shades, with neat check patterns, strong and durable. 29 to 33, \$5.00.

SEPARATE SKIRTS \$3.79. Boys' Three-piece English Tweed' Suits, in dark mixed brown colorings, A particularly nice line of Women's Separate Skirts, of selfreliable quality, also in steel grey, with striped English worsteds, made in fancy fancy overcheck, double breasted, strong Italian linings. 28 to 33, \$7.03. several pretty pleated styles, some with circular, others with grad-

> French Balbriggan Underwear 50c Garment

Made in France. We want to impress that point. First, because, wall paper have just been front lengths to select from. Spe- all garments stamped French do, not always come from France.

\$4 Umbrellas for \$2.47 world is balbriggan made with as high a degree of perfection in A clearing in Men's and Women's Embrelias, tops are of a fine grade silk and wool, with and without tape quality, fit or finish. That's the reason we sell it For that same edges, close rolling paragon frames, with twilled silk case; the handles are reason you ought to give it a trial. Come Tuesday.

All sizes up to 52, short or long, sleeve shirts, knee or ankle length drawers, natural shade only. Price 50c

Flannelette is too heavy now-in another couple of weeks it will be un-tic ribbed cuffs and ankles; all sizes bearable. We would like you to see a line of twilled cotton Night Shirts we are showing at \$1.00. Plenty of room in these garments, and lots of length. Collars attached, and pocket; seams

are double stitched. In every way we wear, in shades of blue, pink or na-300 yarde Burlap, green and red 300 yarde Burlap, green and red 300 yarde Burlap, green and red 31.00. Come in Tuesday. We can fit tion Oak Moulding. Regular to 2c. dyed. Regular 30c. Tuesday 24c any man whose neck measurement is them here at, per garment, Tuesday ic. 39c.

RAIN SHO BUFFALO, el owners an hovellers' U Wages an ns for t force one

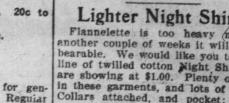
d applied f reeks. Alth a debarre

ployment is s given to a The situation understood by as very few of

Secondly, because nowhere in the

Up to the eight hu becked on t p to a shor a came i w men wor ated that t anadians an nong those Italians, a

well assorted, in all the season's new-est designs. \$3.00, \$2.50 and \$4.00 vaiues. Tuesday \$2.47. Lighter Night Shirts



price \$5.95.

tional value \$23.50.

uating voke effects, trimmed with

deep fold or tuck of self, and

pleated to bottom. Colors are