

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 10 lines to Central.

SIMPSON

Materials Galore for Easter Raiment

Splendid Inducements for 8 o'clock Shoppers in Dress Goods Section

PRIESTLEY'S 82-IN. DOLLAR SERGES FOR 55c.
1,500 yards of Priestley's English Serge Suitings, known the world over as the most reliable serges made in the trade. Made from the finest botany yarns, medium twill, guaranteed free from grease and soap; shrank, dyed, and finished by the world's best experts in dyeing and finishing. Absolutely the finest values we have ever offered. Black, navy, and cream only. 82 inches wide. Reg. price \$1.00 per yard. Saturday, 8 a.m. **55**

PENCIL-STRIPE SUITINGS.
Pencil-stripe English Serge, one of the most popular and up-to-date spring suitings, in fine worsted finish, wears clean and tallors perfectly, made from pure botany yarns, thoroughly shrank and guaranteed free from grease. Shown in white ground with black hairline stripe, navy ground with white hairline stripe, black ground with white hairline stripe, grey ground, with fancy contrasting stripes, etc. A good, firm suiting. Regularly 75c per yard. On sale Saturday, 8 a.m. per yard **55**

HALF-PRICE OFFERING IN SHEPHERD CHEG SUITINGS, 25c PER YARD.
1,500 yards, a special purchase from an English manufacturer of these goods, has just arrived. We bought these goods at a fraction of their real value, and offer them to you Saturday for one day's big selling at about half their real worth. We are prepared to sacrifice profit on this purchase to clear them quickly. Four sizes of check, guaranteed to tailor perfectly and launder well. 8 a.m., Sat. **29** urday, per yard

Great Sale of Shantung Silks for 67c Yard Regularly \$1.00

8,000 yards of Fashionable Lyons-dyed Finished Shantung Silks. This is a very exceptional offering. The quality is perfect, of firm weave, and in a lovely assortment of all the new spring shades; new tans, browns, Alice, Copenhagen, sky, Saxe blues, Quaker grey, pearl grey, stone grey, champagne, rose, etc. The greatest bargain ever given in silks. Extra heavy quality for the smart tailored suit or dress, lovely finish and lovely shades, 34 inches wide. Regular \$1.00, on sale Saturday, per yard **67**

2,000 Yards Natural Shantung Silks
Are all pure raw silk, bright silky finish, firm weave, guaranteed to launder perfectly, gives exceptional good wear. Regular 69c quality, on sale Saturday, 34 inches wide, **44** per yard



The Story of the Mantles

is a story of intense interest to you—if you have spring or summer clothes in prospect. Every garment we show is a triumph, not only in cut and material, but in pricing as well. These concentrated items give only a faint impression of the Saturday program.

- SUITS FOR MISSES AND YOUNG GIRLS, 99c.**
Made of imported tweed mixtures, in tones of grey, green, and tan, jaunty and smartly tailored, lined throughout with silk; skirt gored, with front and back panel. Saturday special **9.75**
- Another Charming Suit for women and misses, in tweeds of fine weave, greys, tan, green and olive. Coats lined with silk, have long, one-sided revers collar, fastens with bone buttons. Skirts are panel and gored styles trimmed with buttons to match coats. **12.85****
- COATS FOR JUNIOR MISSES.**
Made from imported serge, cut on straight lines, notch collar overlaid with navy or green striped silk, tailored sleeves, cuffs trimmed to match collar. Sizes 18, 15, 17. Saturday special **6.85**
- WOMEN'S TAILORED SKIRTS.**
A good assortment of skirts that were regularly \$5.00 to \$7.50; made in plain gored or semi-pleated styles. Materials are panama, serges, and black and white shepherd's checks. All well tailored and perfect garments. Saturday **2.79**
- ONE-PIECE DRESS FOR SPRING.**
Exquisitely dainty dresses for women or young girls; made of French mull and embroidery insertions, and French trimmings. Cleverly designed and beautifully made, with inset sleeves, some high-waist effect; skirt joined to waist with embroidery insertion, and hangs gracefully to bottom. Saturday special **4.79**
- SPECIAL OFFERING IN OUR WOMEN'S COAT DEPARTMENT — A REAL \$15.00 VALUE FOR \$11.35.**
25 New Spring Coats, made of that fashionable material called whipcord, in colors of light and dark grey, and tan. Cut in perfectly plain tailored style, with notched collar and long revers. A finely tailored garment with all seams bound with French facings. Spe. **11.35**

Our Big Millinery Offering Seventy-Five Trimmed Hats at Five Dollars

Of the very best styles in chips, mohairs, and tagels, beautifully trimmed with flowers, mounts, and fancy ribbons, all in the season's best colorings, every hat fresh from our workrooms for this big day. Saturday **\$5.00**

Simpson's Saturday List

Headgear for Men

Stiff Hats, new spring styles, in Gresham, Churchill, and Victor make, of fine English fur felt, with silk bindings and cushioned leather sweatbands. Black only. Special values at \$1.00 and \$1.50.

Derby Hats. Latest 1912 shapes, in Christy, King, Batesby, Stetson, and other specially good English and American makes. High-class hats at close prices, and the right styles, at \$2.00, \$2.50, \$3.50, and \$3.75.

Men's and Youths' Soft Hats, in shapes that will lend themselves to the individual tastes of the wearer. All the popular colors, and finishes. Correct hats for Spring and Summer, 1912, at \$1.00, \$1.50, and \$2.00.

Men's Caps
Men's Caps, latest English and Scotch tweeds, in rough effects or plain worsteds, and serges. Complete range of colors. Extra good values at 45c, 75c, and \$1.00.

Men's Spring-Weight Overcoats

These splendid lightweight overcoats are made from English tweeds, black chevots, with silk facings and fancy stripe grey and brown tweeds, also a few plain greys; cut single-breasted style, close fitting collars, good mohair linings, and well tailored. These overcoats are samples, and a number of lines bought at much below their actual value. \$12.00, \$13.50, and \$15.00. **8.95** values, Saturday

One of these light English tweeds in the most desirable of English-made coats; a single-breasted conservative street style, not too extreme in any one particular, and made by "Durward," London, England, as only he knows how to tailor them. **26.00** Price

Another Spring Overcoat

Spring overcoats of light grey English chevot cloth, neat long roll, buttoned through Chesterfield style, good wearing mohair linings, well tailored, and perfect fitting. Sizes 36 to 44 **18.00**

Men's Blue Suits, very neat, good quality blue suit made from a genuine English chevot cloth, guaranteed indigo dye, made in the new single-breasted, three-button style with natural shoulders, good linings and tailoring. Saturday **18.00**

Boys' Day

Special Showing of Boys' New Spring Suits

Two-piece Double-breasted Bloomer Suits of imported tweeds, in stripe and mixed effects, in the new light and dark browns and greys, cut on the new three-button model with neat lapels. Breast pocket and centre vent, fine twill body linings, full American bloomer pants, with strap and belt loops. Sizes 26 to 30, \$5.00; 31 to 34, \$6.50.

A Black and Grey Stripe English Tweed Suit, one of the leaders for spring wear, cut on three-button, double-breasted style, carefully tailored; good quality linings, full bloomer pants with watch pocket and belt loops. Sizes 26 to 33, \$7.00.

Rush Price On 2,600 Pairs of Men's & Women's High-Grade Boots

The brands are "McCready," "Hero," "Jackson and Savage," and "Ames, Holden." The styles are all new, and the price is less than half on almost every pair. Be here at eight o'clock. No phone or mail orders filled. See Yonge and Queen Street windows.

Men's \$5 Boots, \$1.99

1,600 Pairs Men's Boots, button and Blucher style, patent cut, vici kid, box calf, and gummetal leathers, short and medium vamps, single and double Goodyear welted and McKay sewn soles, dull matt calf and fancy tops, high, medium, and low heels, "McCready," "Hero," and "Ames Holden" brands, these are all new spring styles, sizes 5 to 11. Regular prices to \$5.00. Saturday rush price **1.99**

Women's \$4.00 Boots \$1.99

1,000 Pairs Women's High-Grade Boots, samples, overmakes and trial pairs of "Empress," "McCready," and "Boston Favorite," made in patent colt, tan calf, gummetal, and vici kid leathers, button and Blucher styles, dull calf, vici kid, and fancy tops, Goodyear welt, flexible and hand-turn soles, New York, Cuban, and military heels, sizes 2 1/2 to 7. Regular prices to \$4.00. Saturday rush price **1.99**

Spring Wear for the Men

Underwear

Medium and heavy weight, including Wolsey, Penman's and Stralian; a clean-up of all heavy weights for quick selling on Saturday morning, 80c; sizes in the lot 34 to 46. Regularly \$1.25, \$1.50, \$2.00, \$2.50, \$3.00, and \$3.50. To clear Saturday **1.00** No phone or mail orders.

Pyjamas

In flangolas, lingolas, zephyrs, cambrics, and soisettes, odd lines to be cleaned up, several different styles to choose from, but all perfect goods, and attractively designed, all sizes. Regularly \$2.00, \$2.50, and \$3.00. Saturday **1.49**



Glove Savings

Men's Stylish English, Tan Calf, Leather, and French Grey Suede Gloves. With Easter nearly here and spring right upon us, you will need these gloves. 1 done faster, perfect in every detail, right shades, sizes 7 to 9 1/2. \$1.00 value. Saturday, Men's Section **.79**

Women's Fine Kid Gloves of exceptional quality; odds and ends, but yet enough to go around. 3 done faster, eye-sewn seams, soft, clean, pliable finish, tan and black all sizes, including white, and a large selection of other shades, in broken sizes. Your shade and size may be here. Come early, Saturday **.39**

Women's Hosiery Bargains

25 dozen in the lot, women's first quality Hosiery and cotton hose, full fashioned, gauge and medium weight, tan, black, and colors, laces and embroideries. Discontinuation of lines that sell regularly for 25c and 35c. All are perfect and nice clean stock, 1/2 to 10. 8 a.m., special, Saturday, pair **.12**

Elegant Corsets, \$1.00

We are clearing all we have left of two of this season's most popular models of two famous makes. They represent the very latest style features of fashionable corsets, and will be offered Saturday at just about half their real value. Phone orders will be taken up to noon only.

380 Pairs Royale or Jewel Corsets, two handsome models, extra long and medium long, with long bust and bust; long fashionable skirt, with 4 or 6 garters attached, finest rust-proof boning, 4 wide side steels, fine lace and ribbon trim; both perfect in fit and model. Sizes 18 to 28 inches. Saturday, to go **1.00** at a pair

10,000 WHITE COTTON VESTS FOR WOMEN.
A large quantity of women's summer vests are offered Saturday at a very low price. Quality and finish are what you would expect at a much higher price. Order by phone if preferable.

10,000 Women's White, Plain, or Swiss Ribbed Cotton Vests. Fine quality, low neck, short or no sleeve, neat crocheted edges run with tapes on neck and arms. Sizes 32 to 38 bust measure. Saturday, **10** each

Women's Nightdresses and Combinations—These nightdresses and combinations are made in that popular cotton crepe that will be so much wanted this season. They require no ironing, and are made in which is quite a consideration with many women. On sale Saturday.

Women's Nightdresses, of extra fine cotton crepe, white or white with small pink or blue floral pattern, low neck, short sleeves, narrow torchon lace run with silk ribbon on neck, lace on sleeves. Sizes 32 to 42 bust. Saturday, each **1.25**

AWNINGS TO ORDER

As spring approaches, do not neglect to see that the sunny windows, porch, or verandah are fitted with an awning or curtain to protect against the blazing sun of the summer months. Our Awning Department is now prepared in every detail and affords an opportunity to place your order before the rush comes. Expert workmen to fit, measure, and estimate sent upon receipt of request.

Umbrellas

Silk and wool covered Umbrellas, for men and women. Various styles of handles, strong steel rod and frame. A good serviceable make. Special Saturday **.88**

This in the Lunch Room

Saturday Afternoon 3 to 5.30
Ice Cream with Fresh Strawberries and Cut Sweet Cake
TEN CENTS

Featured Waists

A big one-price sale of smart waists, which, we think for style and price, give extraordinary values.

For One Dollar Ninety-five we shall show the following ranges of goods in every size to 42 inch, and each garment fresh and crisp.

Take the Yonge Street Elevator to the Third Floor.

A dainty, white striped Marquette Waist low cut neck, short, inset sleeves, beautifully lace trimmed. Worth \$1.95. Saturday **1.95**

A very fine White Batiste Waist, decorated with Val lace, hand embroidery, and Val insertion. Regularly \$1.95. Saturday **1.95**

Black silk embroidered and jet bead Waist long, double kimono sleeve. Regularly \$3.95. Saturday **1.95**

Embroidered coru net, three-quarter inset sleeves, piped green silk, high collar, jabot tie of fine lace. Regularly \$1.95. Saturday **1.95**

See Yonge Street Window for these styles and several others.

Toilet Goods

Williams' Dentalactic Tooth Powder. Regularly 20c. Saturday, 2 for **.25**

Ingram's Shaving Stick. Regularly 25c. Saturday **.15**

Wilbert's Pink Lady Toilet Soap. Regular 5c. Saturday, 5 for **.25**

Vantine's Cold Cream. Regularly 60c. Saturday **.35**

Moubrigt's Rice Powder, in flesh and white. Regularly 20c. Saturday **.10**

Phone Direct to Toilet Dept.

Basement Items of Special Interest

Classic Gas Plates, most economical for laundry or cooking purposes, burns an equal amount of air and gas.

1 burner. Saturday **.75c**
2 burner. Saturday **\$1.75**
3 burner. Saturday **\$2.50**

Hot Water Boilers, 50 gallons, tested to 200 lbs. pressure, made from heavy, non-rusting gal. **3.98**

Stands for same 65c

Carpenters' Hammers, regu- Jar 45c **.29**

Happy Medium Buck Saws, regular 50c **.39**

Simpson Special Razors, extra hollow ground, 3/4 inch blade, square end, white or black handles. \$1.50 value. Saturday **.39**

Razor Straps, horsehide and canvas. **50c** lines. Saturday **.39**
75c lines. Saturday **.59**

Week-End A Day of Carpet Clearing

Heavy Velvet Carpet, special clearance; rich tan chintz for drawing-room, small tan and green tawls for library, hall, or dining-room, and tan Oriental suitable for any room. Saturday, per yard **.95**

Several Odd Lengths of good, heavy Brussels Carpet to clear up, enough in some cases for two or three rooms. Saturday, per yard **.89**

Samless English Axminster Squares, all good buying to-day at these prices: soft olive green chintz, rich blue chintz, tan Oriental, green and tan Oriental—a choice lot.

12x9 \$20.75
10x8 1/2 \$18.50
12x12 \$15.65
9x7 1/2 \$12.95

Samless English Tapestry Rugs, in extra fine qualities; are worth, while at such prices as quoted here for Saturday. Suitable rugs for any room.

2x8 \$10.80
2x10 1/2 \$10.25
2x12 \$11.85
10x12 1/2 \$15.75

Samless English Axminster Squares, all good buying to-day at these prices: soft olive green chintz, rich blue chintz, tan Oriental, green and tan Oriental—a choice lot.

12x9 \$20.75
10x8 1/2 \$18.50
12x12 \$15.65
9x7 1/2 \$12.95

Electric Light Specials

12 Dining-room Domes (as cut), in amber or green, fitted for gas or electric light. Regular \$12.50. Saturday **7.99**

FOUR-LIGHT ELECTROLIER Handsome 4-light Electrolier, Sheffield design, with shades to match. Regular \$12.00, Saturday **8.89**

3-light Shower Electrolier (as cut), 12-inch brushed brass ceiling pan with long chain drops and shades complete. Regular \$10.00. Saturday **6.89**

Drawing-Room ELECTROLIER Full Crystal Drawing-room Electrolier, new design, complete with lamps. Regular value \$37.50. Saturday **27.50**

Chinaware Specials

1,000 Tea Cups and Saucers, in nippou china, enameled gold finish. Half-price Saturday **.12**

Sugar and Cream Sets, in Austrian and Japanese china, in rich decorations and gold finish. Regular 75c pair. Saturday **.49**

\$40.00 Royal Austrian China Dinner Set, 102 pieces, rich border design, and matt gold tin. Saturday **25.00**

9 Only Italian Marble Busts and Figures. Saturday, Half-Price.

Footed Fern Pots, matt brass, with lining. Saturday special **.59**

GROCERIES

Choice Creamery Butter, White Clover Brand, per lb. **40c**

Toasted Cranberries, 3 pkgs. 25c
Canned Fruit, Raspberries, Strawberries, Cherries, Peaches, Plums, and Pears, per tin **18c**

Leaf Sugar, 2 1/2 lbs. 25c
One car California Sun-kist Oranges, good size, sweet and seedless, per doz. **2 1/2**

Imported French Peas, per tin **11c**
Canned Corn 3 tins 25c
Baker's Cocoa, half-lb. tin **22c**
Rich Red Salmon, half-lb. flats, good size, sweet and seedless, per doz. **2 tins 25c**
Macaroni's Pickles, Mixed and Chow, pint bottles **22c**
Shirriff's Marmalade, 2 lb. jar **25c**
Sugar Mixed Biscuits, 2 lbs. 25c
500 lbs. Fresh Fruit Cake, per lb. **50c**
500 lb. boxes Chocolates and Bon Bons, regular 30c value, per box **20c**

The SIMPSON Company Limited

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