

**SIMPSON**

Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President

J. WOOD, Manager

PROBS: Fair; much the same temperature.

**SIMPSON**

# Variety Meets Individual Preferences at THE SIMPSON STORE

Use New Elevators on Yonge St. and Richmond Street Sides.

This in the Lunch Room FRIDAY AFTERNOON 3 to 5.30 Charlotte Russo, Pot of Tea Ten Cents

## The Mantle Section Gives Varied Values

**100 SUITS FOR WOMEN OR MISSES.**  
Coats in the prevailing mode, made of imported tweed mixtures, in tan, green, grey, and blue; coats jaunty and attractive with standing collars and smartly tailored sleeves, and pockets; perfect fitting skirts, with or without high waist line. A desirable suit for spring 9.35 and summer. Regularly \$18.00. A big bargain at 9.35

**SAVE ON SKIRTS.**  
150 skirts in serviceable styles, made of imported stripe mixtures, tweeds, and serges; a good assortment of waistbands and lengths. Big Friday bargain 1.89 Telephone orders accepted.

**MISSES' VOILE SKIRTS, \$4.95.**  
All new models, of good quality, in all-wool black voile only. Made in three different styles. Waistbands 24 to 26, lengths 24 to 27. Regularly sold at \$7.00 to \$7.95. Bargain, Friday 4.95

**A BARGAIN IN GIRLS' COATS.**  
18 only. Black Sealette Coats for girls, sacque back, single-breasted, with storm collar and turn-back cuffs, lined throughout with satin. Regularly \$4.75. Friday bargain 3.98

**WOMEN'S NEW SPRING COATS**  
Of all-wool imported French panama, in navy and black. Plain tailored style or semi-fitting lines, with well-tailored shawl collar overlaid with black satin, mannish sleeves, and patch pockets. For the sizes we carry these up to 48 bust. Regularly \$11.50. Friday value 11.50

## In a Great Friday Bargain Day

## Seasonable Millinery at Bargain Prices

Two tables of very handsome, hand-made street hats, of soft braids, in draped effects; good styles for both young ladies and matrons; are mostly in black. Very special 3.00 Friday

Two tables of black chip hats, in a great variety of styles, many only one of a kind. Were sent to us for catalogue purposes from Europe and New York. One price, 1.00 Friday



## Novelty Ribbons

Fashion has selected shadow effects for use on your spring hat. For Friday we offer a new "five-tone" ribbon of excellent heavy quality of pure silk, 6 inches wide. In huge bows it is extensively used this season, and is very smart. The new shades are, tan, green, navy, old rose, cerise, old blue, grey, and mauve, all in 5 tones. See it at its special price, for Friday, per yard 1.25

## Boot Bargains

600 Pairs Children's Boots, Blucher style, dongola kid leather, patent toe-cap, flexible McKay sewn soles, spring heel, sizes 6 to 10 1/2. Regular \$7.00. Friday 6.99

60 Pairs Boys' Tan Calf Boots, "Boy Scout" brand, Blucher style, sizes 11 to 12 1/2 only. Regular \$2.00. Friday 1.25

240 Pairs Women's Boots, button and Blucher style, patent calf, tan calf, and gunmetal leathers, light and medium weight soles, New York, military, and low matron heels, sizes 2 1/2 to 7. Regular \$2.49 and \$3.00. Friday 1.99

## Something for Each of Them in the MEN'S SECTIONS

**Furnishings**  
**Shirts and Drawers**  
500 Medium Weight Genuine English Merino Shirts and Drawers, in medium sizes only. Regularly 50c. Friday bargain 39c

**Night Robes**  
200 English Flannelette Night Robes, in a variety of stripes, medium weight, long and wide, all sizes 15 to 19. Regularly 75c. Friday 50c

**Sweater Coats, Sweater Vests, and Black Cardigan Jackets**  
75 Men's Sweater Coats, Sweater Vests, and Black Cardigan Jackets, odd lots. Regularly \$3.00, \$3.50, and \$4.50. Friday bargain \$2.19

**SHEEP-LINED COATS.**  
The coat that will keep out March winds and keep you warm. Made from heavy brown duck, with heavily-furred sheep skin lining, patent fasteners, beaverette collar, wind-excluding wristlets. Selling price of these choice coats at 3.95. Regularly \$4.95. Friday price 3.95

**MEN'S WORKING COATS.**  
A working coat that will keep out wind and rain, and be very serviceable. Made from a heavy plain grey cottonade, thoroughly rubberized, lined with fancy check mackinaw, patent fasteners, corduroy collar. A splendid coat to clear 1.98

**MEN'S GOOD TWEED SUITS.**  
These are good wearing tweed suits. Made from English tweeds, in greys, browns, and fancy mixed colors, cut single-breasted, three button style, with good wearing linings, and well tailored. Worth twice the price we mark them for 7.45

**BARGAINS IN BOYS' CLOTHING.**  
Boys' three-piece, single and double-breasted suits. Made from fine imported English tweeds and worsteds, in neat patterns of greys, browns, and olives, fine twill body linings, five-button vest, plain pants. Sizes 7 to 12. Regularly \$6.00. 3.95

**Balance of Boys' and Youths' Overcoats, Ulster and Chesterfield style in tweeds and black Italian twill body lining, well tailored. Sizes 29 to 32. Regularly \$12.00, \$13.00, and \$15.00. Friday bargain 4.95**

**Children's Fancy Overcoats and Reverses, in blue, brown, grey, and red. Sizes 2 1/2 to 7 years. Regularly \$4.00, \$5.00, and \$6.00. Friday bargain 2.98**

**Men's Stiff and Soft Hats**  
New shapes, fine English make, colors grey, brown, fawn, in soft hat, black only in stiff hats. Reg. \$1.50 to \$2.50. Friday 95c

**Men's Caps, golf shape, with fur band, fine navy beaver cloth. Reg. \$1.00. Friday 75c**

**"Nansen" Caps, in fine Scotch make, colors green, brown, fawn, and grey. Regularly 75c. Friday 49c**

**Boys' and Girls' Toques**  
Boys' and Girls' Toques, assorted colors, balances of lines. Reg. 35c. 9c. 45c. Friday 25c

**Men's Fur Coats**  
10 Men's Imitation Brown Buffalo Fur Coats, first quality, best linings. Friday bargain 10.00

**9 Choice Canadian Beccoon Fur Coats, dark prime furred skins, deep shawl, and 28 1/2 inches long. Reg. \$65.00. Friday 45.00**

## Half-Priced Waists and Others

100 only Good Print Waists, in stripes and fancy designs, chiefly black and white, open front, button, patch pocket, all sizes, just half-price. 39c Friday bargain

200 Splendid English Gingham and Print Waists, all beautifully made, with patch pockets, black and white, blue and white, green and white, all fresh, new goods, all sizes to 42 inch, exactly 49c half price, Friday 49c

An Elegant Waist of White Lawn, heavily embroidered front and wide lace insertion, both front and back short, let-down, all sizes. Regularly 98c. Friday 73c

## Bargains in Wear for Women, Girls, and Infants

Girls' Dresses, chambray, or printed percale, new spring styles, all the best colors, sizes 2 to 14 years; pretty effects. Regularly \$1.25. 1.00

Girls' Dresses, all-wool serge, or panama, sailor or one-piece style, trimmed with taffeta silk or braid, silk ties and emblems. Colors navy, brown, or red. Sizes 6 to 14 years. Regularly prices \$4.50 to 2.75. \$6.50 each. Friday bargain, each 4.50

Infants' Short Dress, of white lawn, daintily trimmed with fine Valenciennes lace insertions and frills. Size 6 months to 4 years. Regularly price, \$2.75 each. Friday bargain 1.39

Little Girls' Winter Coats, heavy, navy frize, large cape, piped with red, brass buttons, 2 pockets, beautifully tailored. Sizes 1 to 4 years. Regularly price, \$5.00 each. Friday bargain 3.95

Girls' Drawers, white flannelette, frills of fine embroidery, also in white cotton, with hemstitched ruffles. Sizes 2 to 10 years. Regularly 25c pair. Friday, a pair 1.95

Corset Clearance of several stylish models of famous makers that have become broken in sizes. All sizes in the lot, 18 to 30 inches. Regularly \$4.50. Friday bargain 1.25

Women's Vests, heavy winter weight "Watsons" unshrinkable natural wool and cotton mixture, high neck, long sleeves, button front. Sizes 32 to 36 only. Regularly price 50c each. Friday bargain 25c gain

Clearing Women's Whitewash, dust soiled or counter mused. Gowns, Drawers, Chemises, Petticoats, and Corset Covers; elegant styles and qualities to choose from. In the lot, fine lace or embroidery trimming. Half-price. Basement

## Jewelry at 98c

10-k. Gold Brooches, Scarf Pins, and Earrings. Regularly \$2.00, \$3.00, and \$4.00. Friday bargain 98c

10-k. Gold Amethyst and Pearl-Set Brooches, 10-k. Gold Pearl-Set Earrings, 10-k. Gold Pearl-Set Scarf Pins, Horseshoe, wishbone, Maple Leaf, fleur de lis, and other styles; 10k Gold Plain Signet Scarf Pins. Regularly from \$2 to \$4 each. Friday bargain, each 98c

## Marabou Stoles

Only about 20 in the lot. Imported marabou and ostrich mixed feathers, in assorted styles. Colors black and natural. \$5.00, \$6.50, and \$7.00 values. Friday bar. 2.98 gain

15 only French Made Marabou and ostrich mixed stole and muff sets, in fine grade of fibres. Special Friday 10.29

## Kentia Palms

Regularly \$1.50 Friday Bargain 95 cts.

## Dainties and Necessities for Your Table

2,000 Bags Choice Family Flour 1/2 bag, 58c  
Currants, cleaned 3 lbs, 25c  
2,000 lbs. Finest California Seeded Raisins, while they last 3 packages, 25c  
Yellow Cooking Sugar 3 packages, 25c  
Pure Kettle Rendered Lard per lb, 15c  
Perfection Baking Powder 3 tins, 25c  
Canned Sweet Pumpkin 3 tins, 25c  
Canada Corn Starch 2 lb. tin, 10c  
New Orleans Molasses, Cherry Grove Brand 2 lb. tin, 10c  
2,000 lbs. Canned Lombard Plums, in heavy syrup, extra value 10c  
Finest Creamery Butter per lb, 88c  
Choice Rangoon Rice 8 lbs, 25c  
Pearl Tapioca 3 lbs, 25c  
500 Pickled Shoulders of Pork, lean and mild per lb, 11c

2 1/2 LBS. PURE CELONA TEA, 50c.  
A blend of India and Ceylon Tea, one ton Friday, black or mixed 2 1/2 lbs, 58c

## Saving Prices on Seasonable Dress Goods and Suitings

3,500 yards of dress and suiting fabric to be offered Friday, all guaranteed qualities and the most popular weaves and colorings for spring and summer wear.

New English Tweeds, English and French Panamas, Black and White Shepherds Checks, All-wool English Colored Serges, all-wool French Panamas, etc. Every wanted shade, including tans, browns, new blues, greys, greens, etc. 42 to 46 in. wide. Regularly 65c. Friday 48c

## A Special Purchase

2,500 yards of fine all-wool English serges, in cream and navy only, made from specially selected yarns, an ideal fabric for the "country" and "misses' dresses, wear guaranteed. The navy is pure indigo dye, and unspottable. 42 in. wide. Reg. 46c. Friday 35c

## 52-Inch Black Panama Suiting

This suiting is good value at \$1.00 per yard. We contract for large quantities of this cloth, and buy at rock bottom price. We price this bright, lustrous finished all-wool Panama Friday, 52 in. wide, black only, at per yard 68c

## Linings

1,000 yards Simpson's Spun Glass Linings, in a full range of the newest shades in blues, browns, tans, greys, fawns, etc., also ivory and black, 36 inches wide. Regularly 25c yard. Friday bargain 19c

1,000 yards Moire Velours Lining, suitable for coat lining, undervests, waists, etc., in all the latest shades for the coming season, 40 inches wide, regularly 25c yard. Friday bar. 19c gain, yard



## SILKS

Excellent values from three Silk Sections

1,500 Yards Swiss Tanelines, in all the new shades, also in black and ivory, and Swiss peau de soies, in a wide range of stripes and checks, including black and white, navy and white, brown and white, and white and black. These are heavy silk silks, and give good wear and very low priced for Friday at .37

WIDE, COLORED SILKS, FRIDAY, 96c PER YARD.

Included are satin de chine, liberty satins, French paillettes, and satin messalines, rich dress silks. In all colors and shadings, also in ivory. Were regularly \$1.25, \$1.35, and \$1.50. 96 and 40 inches. 96c wide. On sale 96c

## TWO GOOD CHANCES IN BLACK SILK

200 yards Black Satin Paillette, a fine, even weave and deep rich black, 40 inches wide. Reg. 97c. 11.25, for 97c

300 yards Rich Black Satin Messaline—An opportunity to get one of this season's most fashionable dress satins at a very low price. Perfect in dye and finish; 36 1/2 inches wide, per yard 1.24

2,000 yards Natural Color Shantung Silk, guaranteed first choice quality and all pure raw silk; will launder perfectly, and give endless wear. Regularly price 65c and 75c. 34 inches wide. Friday bar. 44c gain, per yard



## Wash Goods

200 pieces Fine English Printed Ducks, for blouses, dresses, shirt waists, etc., in a big variety of colorings and designs. White, navy, cadet, and black around with spots, stripes, and floral figures. Regularly \$1.50. Friday bargain 80c

Six Cases Mill-end Prints, 30 inches wide, navy, black, cadet, white, black, and other colored grounds with stripes, spots, and fancy figured designs, 18 to 20 yards, fast colors. Regularly 15c. Friday bar. 9c

## AT A SPECIAL CIRCLE ON THE MAIN FLOOR.

200 pieces of 31-inch English Prints, in a big variety of designs. Regularly 12c. 7c. Friday bargain 7c

A Big Lot of Fine Mullins, all white spots, stripes, and cross-bar, 28 to 31 inches wide, splen- did for spring and summer dresses, pincores, dressing jackets, etc. Regularly 12 1/2c. 8c

Mikado and Serpentine Crepe, a big variety of designs. Regularly 25c. Friday bargain 17c

A Lot of Fine English Gingham and fancy checks, 18 to 21 inches wide, fast colors. Regularly 12 1/2c. to 20c. Friday bargain 7c

No phone or mail orders.

## DRUG SPECIALS

Burdock and Sarsaparilla Compound, a tonic and blood-purifier. 50c bottles. Friday, 25c

Cod Liver Oil, best Norwegian, 40c bottles, Friday 25c

Plaster, Belladonna or strengthening plaster. Friday 10c

Menthol, mends everything, large size. Regular 20c. Friday 10c

Hot Water Bottles, a good assortment. Up to \$1.50. To clear Friday 98c

Irrigating Cans, 2-qt., white enamel. Regular 60c. Friday, 40c

Rubber Tubing, 6-ft. lengths each case in silk lined. 25c

Loaflets, good size. Special, 5c

Chamois, large skins, for polishing or linings. 75c size. Friday, 50c

Sponges, Regular 40c. Friday, 25c

## In the Silverware Dept.

100 pieces, including Brown Betty Tea Pots, Sterling Silver deposited, Silver Plated Cake Baskets, Silver Plated Fruit Compotes, Nut Bowls, gold lined, Dinner Gongs on oak stands, Spoon Holders, Chocolate Pots, Butter Dishes, Fern Pots. Regularly \$3.00 to \$5.00. Friday bargain 1.95

Sterling Silver Salt Spoons, gold lined bowls. Regularly 25c each. Friday bargain, each 19c

Sterling Silver Coffee Spoons, Louis XV, pattern. Regularly 40c each. Friday bargain, each 27c

Silver Plated Dessert Spoons and Forks, also dinner spoons and forks, fancy patterns. Regularly 28c each. Friday bargain 14c

Silver Plated Jewel Cases, hand pierced designs, beautiful patterns, each case in silk lined. Regularly \$3.00. Friday bar. 1.00

## Carpets

600 Yards of Good Strong Velvet Carpets, three designs only, tan, Oriental, green and tan trills, and beautiful tan floral chintz. Regularly \$1.10. Friday bargain 87c

1,000 Yards of Sturdy Tapestry Carpet, in green, tan, and Oriental, tan floral chintz, all good designs, carpets for rooms and 49c

Brussels Squares, at the prices are marked are going to command a very quick sale, and they are in very good designs and colors. 6 x 9, \$9.35; 9 x 9, \$12.45; 9 x 10 1/2, \$14.75; 9 x 12, \$16.65.

Seamless Best Quality English Tapestry Squares, are striking value as quoted here, and there are some of the handsome designs amongst them generally found in Axminster rugs. 9 x 10 1/2, regularly \$12.25. Friday, \$9.75; 9 x 12, regularly \$14.25. Friday, \$11.75; 10 1/2 x 12, regularly \$18.75. Friday, \$13.95.

Wilton Squares, see the odd rug pile, where there are dropped designs, the last of a certain quality, rugs made up from remnants of stock carpets. Regularly 20c. Friday, 14c

Something tempting in the Linen Section, a few odd pieces of fine stock designs and colors, of clean, bright, nice goods. 39c Friday bargain

English Cocoa Fibra Door Mats at special Friday prices

## IN THE BASEMENT

Bread Boxes, white japanned, gilt letters, household size. Reg. 33c. 25c

Aluminum Straight Saucepans, with covers. Lipped Saucepans, and Frying Pans. Regular 65c. Friday 49c

Aluminum Jelly Moulds, free from all poisonous substance. Friday 4c

Carving Sets, three-piece, stag handles, Sheffield steel. Regularly \$1.50. Friday 99c

Knife Sets, containing Bread Knife, Cake Knife, and Paring Knife. Friday 15c

# The SIMPSON Company Limited

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