

Easter Saturday in Toronto's Most Beautiful Store

Doors Open at 8 a.m.—Crowds Begin 10 a.m.
Continuing Till 5.30 p.m.
MORAL—Shop During the First Two Hours After the Store is Opened.

Don't Leave Your Easter Hat Till the Last Minute

Easter Saturday in the Cloak Department

WHEN YOU read this announcement of our plans for Saturday make up your mind to shop early. You know what Easter week is in this department. You know that the last day before Easter is always the very busiest. This Easter is unique in that we have vastly increased the department's popularity over all former periods. We have doubled the space with stock in due proportion, we have made the department palatial in its appointments, and increased our power of serving you comfortably.

The way to take the fullest advantage of our facilities for equipping you for Easter is to come during the first two hours of the business morning. We can give you more personal attention then than after the full tide of shopping commences, as it does at 10 o'clock. The special morning emphasis for Saturday follows:

Ladies' Suits, of imported French Venetians, in new tones, green, brown, black and navy, trimmed with buttons on coat and skirt. Saturday \$12.50.
Suits of imported mannish worsteds, in fawn, navy, grey and black tones, of stripe effects; some coats are lined with broadie, trimmings are either buttons or strappings. Saturday \$16.50.
Suits of new satin finish cloth, in navy, and new greys, long coat, silk lined, trimmed with buttons. Saturday \$25.00.
New York Model Suit, in grey, navy and black, imported French Venetian, long coat, silk lined, trimmed with satin. Saturday \$25.00.
A varied selection of some of the very latest models of Ladies' Suits, in diagonal worsteds, all-wool serges, poplins, Ottoman cords and Rajahs, in a large number of the latest colorings, also in light stripes and checks; coats are silk or satin lined. Saturday \$35.00.
LADIES' AND MISSES' COATS, \$5.00.
Coats of light and mid fawn shades, stripes, covert cloth, corded coverts, and also in black, navy and

green vicuna, striped tweeds of light and mid grey tones, semi-fitted back, and trimmed with either buttons or strappings. Saturday \$5.00.
New Long Coats of fine black, navy and brown broadcloth, trimmings are strappings of self and buttons. Saturday \$17.50.
Women's Coats of brown, navy and black broadcloth, also of cream serge, made in 3-4 length, semi-fitted backs, trimmed with buttons. Saturday \$15.00.
New Long Coats, of cream mercerized linen, and grey, fawn, all-wool batiste, and cream Panama, imported models, elaborately trimmed with Persian trimmings and materials, in harmonizing colors. Saturday \$12.50.
GIRLS' SECTION.
Girls' Reefer Coats, of myrtle, indigo and new grey velvets, sizes are 4, 5 and 6 years only. \$3.95.
Girls' Reefer Coats, of black and white checked worsteds, velvet collars, sizes 6 to 14 years. \$4.75.
GREAT DAY'S SELLING IN WAISTS.
Sale of 200 Waists of wool, lustre, batiste and French flannel, in cream, navy or black, some with striped or spotted effects, some tucked and trimmed with lace and insertion, others strictly tailored. Saturday 95c.
Oddments of Shirt Waists, of Jap and taffeta silks, in white, brown, black and navy, also in white or ecru net and lace, silk lined, made in the new models. Saturday 2.95.

Girls' Long Coats, of black and white checked worsteds, sizes 10 to 14 years. \$6.50.
Girls' Reefer Coats, European models, fine kersey cloth, navy, brown and grey, sizes 6 to 14 years. \$6.00.
GIRLS' DRESSES.
A collection of New York goods; the materials are varied, and colors are many; muslins, prints, chambrays and gingham; trimmings are insertions or tucks; sizes are mostly 10 and 12 years, but the early comers will have chance of getting some of 6, 8 or 14 year sizes. \$1.95.
MUSLIN AND LAWN DRESSES.
Dainty Princess Dress of fine lawn, in white, sky, pink and mauve, lace trimmings and insertion and tucks. \$5.00.
Princess Dresses, of fine zephyr, in sky, blue, black, brown and tan shades, of check design, with over-check, trimmings are buttons and strappings. Saturday \$7.50.



Easter Saturday in the Silk Dept.

EASTER-TIDE visitors to the City of Toronto should not think of leaving town without paying a visit to the new department of Silks and Dress Goods in Simpson's new store.

It ranks as one of the finest on the continent in point of space and appointments, while its stock of Silks embraces the very choice of the silk-producing countries of the world.

Visitors are always very welcome to inspect our Silks at leisure.

Rajahs, complete assortment of colorings, nothing richer for spring costumes, 27 inches wide. Yard \$1.50.
Foulards, high satin finish, in all size dots, also handsome floral designs in browns, navys, greens, cadet, raspberry, black and white, 23 inches wide. 75c and 85c yard.

An assortment of Waists, of Swiss lawns, Persian lawns, and fine mulls, some with all-over embroidered fronts; yokes are either round, square, Vandyke or V shapes; a few black in the lot. Saturday 95c.
Waists of fine white mercerized vestings, two large plaits on each side of box pleated front, link cuffs and laundered collar. Saturday \$1.50.
Linen Lawns, Persian Lawns and Silk Mull Waists, and a few Linen Shirts, trimmings are laces and embroideries. Saturday \$1.95.

Sale of 200 Waists of wool, lustre, batiste and French flannel, in cream, navy or black, some with striped or spotted effects, some tucked and trimmed with lace and insertion, others strictly tailored. Saturday 95c.
Oddments of Shirt Waists, of Jap and taffeta silks, in white, brown, black and navy, also in white or ecru net and lace, silk lined, made in the new models. Saturday 2.95.

Easter Post Cards and Novelties

All kinds you can think of—an illimitable assortment. Prices on Cards, 10c per dozen. Novelties from 2c up.
On sale in Book Department, new store.
500 fancy Crepe Paper Fans, good 1000 rolls of Cream Paper, assorted for decorative purposes. Regular 10c each. Special 8 for 5.
1000 rolls of Cream Paper, assorted for decorative purposes. Regular 10c each. Special 8 for 5.
(On sale Stationery Department.)

Extraordinary Corset Offering

SATURDAY we will put on sale 400 more pairs of that corset, the value of which took Toronto by storm a week ago Wednesday. This corset is made expressly for us in our own factories, and can hold it own with any corset for which you are asked to pay double the price. Phone orders filled while goods last.
400 pairs Ladies' Ultra-fashionable Corsets, Directoire model, made of superior quality white coutil or batiste; high or medium bust, long hips, with deep skirt extension; back 16 1/2-17 or 17 inches long, filled with finest rustproof steels, 4 wide side steels, 4 strong plain elastic garters, trimmed with lace and silk ribbon. Sizes 18 to 26 inches. A magnificent corset. Regularly worth \$2.00. Saturday, a pair. 1.00

Women's Easter Whitewear

OUR FINEST qualities and our own unrivaled fashions offered at clearing prices for Saturday. Visitors to the city will benefit greatly by taking advantage of these special offerings.
Night Dresses, three dainty styles; slip-over or high neck, also kimono effect, 3-4, short or long sleeves, fine lace or embroidery trimmed, silk ribbon draws, in slip-over style, sizes 56, 58, 60 in. Regular values \$1.39 and \$1.59 each. Saturday, each, \$1.00.
Belted Drawers, fine nainsook, made without gathers at waist or on hips, with wide belt bottoms, tucked ruffle, both styles, lengths 23, 25, 27 inches. Regular value 75c pair. Saturday, each, 55c.
Corset Covers, fine nainsook, fitted style, insertions and ruffles of Valenciennes lace. Sizes 34 to 44 bust. Saturday, each, 85c.
Corset Covers, fine nainsook, full front, fancy inserted with Valenciennes lace, frills of lace on neck and arms. Sizes 34 to 44 bust. Saturday, each, 50c.
Petticoats, fine cotton, 18-inch flounce, three clusters small tucks, triple flounce of fine Valenciennes lace, dust ruffle, a pretty and dressy lace skirt, lengths 38, 40, 42, 44 inches. Regular price \$3.00 each. Saturday, each, \$2.25.
Petticoats, fine cotton, 18-inch lawn flounce, wide fine embroidery insertion, three clusters tucks and deep flounce of handsome embroidery, dust ruffle, lengths 38, 40, 42, 44 inches; a \$4.00 skirt. Saturday, each, \$2.50.

Wealth of Pretty Ribbons

Our ribbons are chosen with an eye to the best of what's new and pretty. We don't pretend to show everything—we show nothing that is common.
Our ribbons are select, but what a wide selection! You have a wide choice of the very choicest. You are saved all bother with common ribbons by choosing ribbon here.

New Veilings for Easter

Our Veiling Department never was so complete with Paris, Lyons and New York Novelty Veilings, in conceivable style and color, in Russian, Brussels, Tuxedo, Tosca and hair-line. Colors navy, brown, tan, taupe, black, bronze, myrtle, grey, Copenhagen, blue, magpie, white. Russian Nets in black and colors. Per yard, 50c to \$1.00.
Fancy Tuxedo Nets, plain and chenille spotted, in black and colors. Per yard, 25c to \$1.50.

Handkerchiefs as Easter Gifts

FOR MEN, WOMEN AND CHILDREN Women's Fine Swiss Embroidered Handkerchiefs, scalloped and hem-stitched borders, large variety of patterns, in pretty neat effect. Regular 25c each. Saturday 3 for 25c.
Women's Sheer Irish Linen Initial Handkerchiefs, hand-worked initial, with small floral design. Regular 20c and 25c each. Saturday 4 for 25c.
Men's Irish Linen Handkerchiefs, 2-4 inch hem, full size. Regular 18c and 15c each. Saturday 2 for 25c.
Men's Irish Linen Initial Handkerchiefs, full size, 2-4 inch hem, extra fine linen. Regular 20c and 25c. Saturday 2 for 25c.
Men's White Lawn Handkerchiefs, soft finish, assorted hems. Regular 15c each. Saturday 5 for 25c.

Saturday's Marketing

500 lbs. Fresh Creamery Butter, White Clover Brand, per lb., 25c.
One car Fancy Navel Oranges, large size. Regular 40c, per dozen, 31c.
Canned Plums, in quart gem jars, 300 jars, while they last, per jar, 25c.
Toasted Corn Flakes, 3 packages, 25c.
Shirriff's Pure Marmalade, 2-lb. jar, 25c.
Redpath's Loaf Sugar, 4 lbs., 25c.
Heather Brand Sweet Wrinkled Peas and Corn, 3 tins, 25c.
California Seeded Raisins, 5 packages, 25c.
Choice Red Salmon, Cock of North Brand, per tin, 15c.
Cowan's Perfection Cocoa, 1-2 lb. tin, 25c.
Imported Pickles, Rowatt's assorted, per bottle, 10c.
Fancy Mixed Biscuits, 2 lbs., 25c.
2 LBS. COFFEE FOR 25c.
300 lbs. Fresh Roasted Coffee, in the best, ground pure or with chicory. Saturday, 2 lbs., 25c.



Easter Saturday in the Men's Store

JUST One Day left in which to fit out for Easter Sunday! Luckily you have a thoroughly equipped store ready and convenient in which you can be fitted with a Coat or Suit at a moment's notice. Take the opportunity to come in before noon if you can. Stop at 8 o'clock on your way to the office. We'll be "in deep" during the afternoon. So we'd be obliged if you could come early, and you'd be more comfortably satisfied, too.

A SPECIAL EASTER DISPLAY OF THE NEWEST FASHIONS IN MEN'S SPRING OVERCOATS AND SUITS.

Men's Overcoats, made from fine all-wool imported Oxford grey English chevot, a dressy and durable fabric, cut on the very latest spring model, with centre vent in back, and long roll lapels, silk faced, silk extending to bottom of coat, best interlinings and trimmings. Extraordinary value, \$10.50.
Men's Overcoats, in fine black French vicuna cloth, a rich black material of correct spring weight, made up in the latest fashionable design, 47-inch length, long shapely lapels, silk-faced, best shrunken duck and haircloth interlinings. Special \$12.50.
Men's High-grade Overcoats, "our own special make." The material is an extra quality fine all-wool rich black English vicuna cloth, cut 47 inches long, single-breasted Chesterfield design, made with plain lapels, best-mohair twill linings, and superior trimmings throughout; a perfect fitting handsome garment, \$15.00.
Men's Suits, in new fancy colored English worsteds, in the new brown shades, with invisible stripe effect, also greenish grey mixtures, cut single-breasted, with slight dip in front, long lapels, centre vent in back, fancy cuffs and pockets, nicely finished in every detail, \$13.50.
Men's Suits, in the new tan, brown and slate grey shades, the latest spring colorings, made in three-button or two-button single-breasted style, with long roll lapels, showing the newest features of latest fashion; the material is a fine English worsted, finished and tailored with best haircloth and linen canvas fronts, best-twill mohair linings, and silk stitching throughout, \$16.00.

Men's High-grade American Suits, made up in exclusive New York style; the material is an extra quality of fine English worsted, in elephant grey, tan, and rich olive green shade, made up in the newest two-button sack design, with dip in front, fancy pockets and cuffs on sleeves, best linings and trimmings. Extra special value \$18.50.

BOYS' SUITS AND REEFERS.
Boys' Dark Crimson Russian Blouse Suits, in fine English serge, made with sailor collar, trimmed with white silk braid, detachable white serge shield, white silk flowing tie, leather belt and silk anchor emblems; sizes 22 to 28, \$6.50.
Boys' High-grade American Suits, made up in double-breasted sailor blouse style, in the latest New York fashion; the material is a handsome greenish grey, fine English hoespun, with neat brown stripe effect, made with sailor collar, trimmed with green and grey silk braid, double row white pearl buttons, white serge shield and green silk emblems, bloomer pants; 5 to 10 years, \$6.75.
Boys' Two-piece Norfolk Suits, made from fine spring weight Scotch tweeds, in neat patterns and mixed grey colorings, with fine brown stripe effect, well finished and finished with best linings. Plain knee pants. Sizes 24 to 28, \$8.00; 29-31, \$8.50.
Boys' Norfolk Suits, in fine English tweeds, in the latest brown shade, with quiet stripe pattern, made with box pleats back and front, straps or cuffs and pockets, best Italian linings, plain knee pants, lined with strong cotton. Extra special value, sizes 25 to 28, \$5.00.
Boys' New Spring Reefers, in English chevot finished tweed, in the new tan shade, made double-breasted style, finished with brown silk velvet collar, lined with fine brown lustre, nicely finished and stitched with silk throughout, sizes 22 to 27, \$4.50.

Bargain Books and Bibles

On Saturday we put on sale ten table loads of Books and Bibles at practical prices ranging from five cents each.
TRAVELERS' SAMPLES
On sale in new Book Department, southwest section, first floor.

Travelling Goods at \$3.95 Each

A rare chance for Saturday visitors in our Travelling Goods Department. About 100 pieces grouped for quick selling at \$3.95 each.
Trunks, Steamer and Tourist, 34 in. and 36 in. Our regular stock goods, with inside tray and two strong outside straps. Regular price \$4.95. Saturday, \$3.95.
Suit Cases. Our "Bedford" Cowhide Suit Case will be offered on Saturday at \$3.95. It's the best suit case value in Canada.
Club Bags. The "Bedford" Club Bag is without doubt a boon to travellers taking short holidays. Saturday's price \$3.95.

Combs at Half

We cleared a large wholesale house of all their combs, including tacks, sides, barrettes, etc., on sale Saturday at half their cost. Prices 10 cents to 50 cents.

BELTS

350 odd Elastic Belts, trimmed with Vienna buckles, regular 85c each, Saturday, 19c.
300 Tinsel Belts, regular 50c, for 10c.

Ladies' Sample Bags Half-Price

61 doz. Ladies' Hand Bags, all sizes, many styles, manufacturer's sample room lot. Regular \$1.75 to \$2.50. Saturday \$1.25.
New Covered Buttons, all colors and sizes, 10c to 50c dozen

Base Ball and Tennis Goods

The weather is here—the holidays are here—the goods are here.

Nothing but first quality goods. The prices are scaled on the basis of very large sales. For example:

1000 "Half Dollar" Base balls, strong leather cover, well sewn. Each, in a box, Saturday 19c.

M. H. FUGGER, President. J. WOOD, Manager. THE ROBERT SIMPSON COMPANY, LIMITED. PROBABILITY: Westerly to northerly winds, colder, with light local snowfalls, but partly fair. THE ROBERT SIMPSON COMPANY, LIMITED. FRIDAY, APRIL 9.