

The Robert **SIMPSON** Company Limited
 H. H. FUDGER, President. J. WOOD, Manager.
 Store opens 8 a.m. Store closes 5.30 p.m.

Telephone Number
 Main 7841

The Robert **SIMPSON** Company Limited
 PROBABILITIES: Easterly to southerly winds, fair and mild.
 Friday, April 22, 1910.



Ladies' \$17.50 Covert Coats \$5.75

DON'T you favor a light weight covert cloth coat for spring wear or for cool summer days and evening? These coats will fill the bill to perfection. Not too heavy to carry on your arm, and you can wear them comfortably when you go out walking.

100 Ladies' Outing Coats of correct cloths, in fawn and in two-tone stripe effects, a stylish semi-fitting or close-fitting three-quarter length coat, all strictly tailored, mannish collar and lapels, some plain tailored, others trimmed with strappings and buttons. Sold regularly at \$17.50, \$12.50, \$9.50 and \$8.50. Saturday only. Cannot accept phone or mail orders.

A Sale of Sample Suits for Women

THE women to whom the word "Sample" does not sound as the voice of silver trumpets need not read this news. For we don't think there will be any sample suits left after the eager early shoppers have had their way.

These suits comprise a well-known Cloak manufacturing concern's Spring Samples. Suits just like them sell to-day up to \$20.00 each.

All this season's styles, in fine worsteds, French Venetians, diagonal serges, and imported Panamas; colors are black, brown, green, navy and rose; worsteds are in stripe effects. Coats are fashionable lengths, some with long slanting collars, others with mannish collar and lapels, some are silk lined throughout. Skirts are side or full pleated styles. Only 75 suits in the lot. These would sell if bought regularly at prices up to \$20.00. Will clear Saturday at. No phone or mail orders filled.

Women's \$17.50, \$13.50 and \$8.95 Dresses for \$4.95

48 one-piece dresses. The materials are foulard silks, linens and French mulls. In the lot are the following fashionable colors, browns, navy, mauve, pink, blues or white, trimmings are either Valenciennes lace and insertions, others finely braided, narrow pipings, and small buttons. Skirts are either gored or pleated. Sold regularly at \$17.50, \$13.50 and \$8.95. Saturday's price. No phone or mail orders filled.

Voile Skirts for \$4.75

50 Women's Separate Skirts, in a new pleated style, with fancy yoke effect, trimmed with taffeta silk, buttons and band, or with silk fold. Saturday for. Cannot accept phone or mail orders.

Girls' \$3.50 Reefer Coats \$1.49

58 only Girls' Spring Coats, of fine worsteds, in plain greys or creamy greys, with dark grey stripe or check effects; in a smart reefer style, double breasted front, with neat coat collar and lapels, finished with novelty buttons. Sizes in the lot are from 6 to 14 years. These sold regularly at \$3.50. Saturday to clear. No phone or mail orders filled.

Children's Dresses

Dresses, finest white lawn, front tucked, princess style, with flounced skirt, elaborately trimmed with Oriental lace insertion. Sizes 10 to 16 years. Regular price \$3.50. Saturday. 1.75

Dresses, fine soft lawn, princess style, elaborately trimmed with fine Val. insertion and pin tucking; sleeves have deep cuff, finished with lace and insertion. Sizes 6 to 14 years. Regular value \$2.75. Saturday. 2.00

Dresses, fine sheer lawn, delicately trimmed with insertion of lace and embroidery, embroidery bodice, lace frills. Sizes 1, 2, 3, 4, 5 years. Regular value \$3.00. Saturday. 2.25

Second Half of That Great Special Purchase of LAWN WAISTS

WE TOLD you the circumstances connected with these Waists two weeks ago, and you certainly profited by the opportunity we emphasized.

Here's the second lot, and the circumstances are precisely the same. A waist maker has too much material left over after his orders are filled. He offers to make the lawn up to our designs "at a price." Needless to say the price was sufficiently tempting, for here are the waists, and here is the way we sell them to you:—

1,000 new, up-to-the-minute, embroidered waists, all the best designs that were cleared out so quickly a fortnight ago are repeated, with several added numbers, making altogether a most extraordinary sale of new waists worth \$2.95, \$3.50, \$3.75 and \$4.00 each, for 1.95

500 Trimmed Hats at \$5.00 for Saturday Morning

About 100 trimmed hats for ladies and misses—all choice shapes, many of them Paris and London hats, but trimmed by our own expert milliners—imported flowers and foliage, pretty ribbons and ornaments, no duplicates. Early callers, of course, get first choice.

Special Saturday sale \$5.00

CHILDREN'S HATS ALSO.

We have prepared another lot of Children's Millinery for Saturday, quite 200 will be ready, all prettily trimmed with flowers and ribbons, suitable for children of from 4 to 12 years of age.

Lot 1—\$1.50 Lot 2—\$2.50

A Very Remarkable Opportunity for Methodists and Presbyterians

A Sample lot of Bibles, Hymn Books, and Bibles and Hymn Books combined, has come our way. They include both Methodist and the Presbyterian volumes. We are enabled to mark them at 50 to 75% less than regular prices. This is the first time, so far as we know, that these hymn books were ever sold at less than standard rates. Sunday school teachers should seize upon this opportunity. All these samples are in good condition.

On sale Saturday at a special counter at Queen street entrance, 15c to \$1.50.

"DAVID HARUM," for 50c. Reprint Copyright Novel, "David Harum," which had the largest sale on record; reprinted from original plates; cloth bound, 50c. On sale Book Department.

In the Department of Ladies' Inner Wear

WE HAVE arranged very attractive values for Saturday shoppers. Seasonable goods marked at minimum prices. Do your shopping to-morrow for the whole season. The stocks are complete, and prices will never be more consistently in your favor.

300 PAIRS CORSETS TO SELL AT 50c.

Made of fine coutil or batiste, medium high bust, long front, back and hips, filled with fine steels, wide side steels, four garters, lace and ribbon trimmings. Sizes 18 to 24 inches. Regular value 75c. Saturday, a pair 50c.

180 PAIRS CORSETS TO SELL AT \$1.50.

Rengo Belts, new season's models, fine white buckles, long front, back and hips, reinforced abdominal section, skirt extension, 4 garters, in sizes 18, 19, 20, 21, 22 in. Jewel model; new season's style, in sizes 23, 24, 25, 26 inches. Regular value \$2.50. Saturday, a pair \$1.50.

75c NIGHT GOWNS, SATURDAY 50c.

Heavy cotton, embroidery, ruffles and insertions. Large, full sizes. Lengths 56, 58, 60 inches.

88c CORSET COVERS, SATURDAY 50c.

Nainsook, beautiful embroidery yoke, run with silk ribbon, embroidery edging on arms. Sizes 32 to 44 bust measure.

\$1.50 PRINCESS SLIPS, SATURDAY \$1.00.

Nainsook, hemstitched hem and tucks, Val. lace, beading and silk ribbon. Sizes 32 to 44 bust measure. \$2.25 UNDERSKIRTS, SATURDAY \$1.50. Fine cotton, deep flounce of elegant embroidery, lawn dust ruffle. Lengths 38 to 44 inches.

50c COMBINATIONS, SATURDAY 33c.

Fine ribbed white cotton, low neck, no sleeves, beading and ribbon, umbrella style, lace trim, or medium neck, button front, short or no sleeves, tight fitting. Size 32 to 38 bust measure.

\$1.00 FLANNELETTE GOWNS, SATURDAY \$1.50.

Plain pink or pink and white stripe goods; one style has hemstitched tucks, two insertions and edges of Val. lace, the other is delicately finished with fancy braid. Lengths 56, 58, 60 inches. \$2.00 HONEYCOMB SHAWLS, SATURDAY \$1.50. Finest quality wool, white, grey or black, heavy fine honeycomb, plain or fancy border, deep knotted fringe. Size 58 inches square.

The Advantages of a Linen Suit

Wash Goods Department Talk



IT is cool. The Medical Editor of the Ladies' Home Journal says!—Linen is the coolest of our ordinary materials, for it is a good conductor of heat, allowing it to quickly pass from the body.

It is strong, it will stand all kinds of vacation wear and tear. It has an appearance and keeps it.

It is material with plenty of character. It is never at a loss—in the parlor, on Yonge St. or in the Muskoka woods.

It is comparatively cheap. Most of our dress linens come to us direct from the looms of Belfast, Ireland, and district. And we save thus all intermediate profits.

27-inch Linen Suiting, a great cloth for the money, for children's or ladies' suits and dresses; they will stand any amount of real hard wear; colors reseda, grey, black, tan, copper, Alice, navy, pink, helio, sky and champagne. Special 15c.

28-inch Pongee Linen, beautiful cloth, with all the lustre of real silk, and will retain it after repeated washings; colors Alice, sky, navy, champagne, linen, grey, rose, old rose, pink, reseda, helio, white, copper, brown and black. Special 25c.

35-inch French Linen, a beautiful soft finish, and guaranteed all pure linen, full range. Special 29c.

35-inch All Linen Ramie French Linen, the coarse weave, so popular this season for ladies' fashionable suits; we have a range of 30 shades, not to be equalled anywhere. Very special value, 30c.

28-inch Poplin Linen, the favorite weave, specially made for coat suits; 24 of the best shades. Special, 35c.

28-inch Self Striped Dress Linen, a beautiful soft weave, for summer wear, fairly heavy weight; the self stripe gives it a very rich appearance, helio, plum, white, Alice, tan, copper, linen and sky. Special, 35c.

23-inch Fancy Striped Linen, makes lovely light colored suits, beautiful combinations of white with mauve, copper, champagne, sky, etc. See these for sure, 35c.

28-inch Striped Fancy Linen, very serviceable and rich, a strong cloth for real hard wear. Special value, 20c.

23-inch Shadow Striped Pongee Linen, in very rich shades of tan, champagne, linen, blue, etc.; pretty, yet serviceable. A1 value, 29c.

And many others. See these on 2nd floor, Wash Goods Department, Queen and Yonge street Section.

We want 50 young women for the Alteration Room in the Cloak Department. Apply with references, Employment Office, 4th Floor.



Suit-Sooth from the Men's Store

WE believe it to be true that men get more for their money when they buy a moderate-priced suit than when they buy a positively low-priced suit.

We advocate moderation every time. Get a suit that costs you a little more at the start. It will wear better and give better satisfaction from first to last. We want you to consider our stock where it is strongest, namely, from \$12.00 to \$20.00.

To-morrow, Saturday, Men's Day, we'll be prepared to receive you right from the "drop of the hat" at 8 a.m.

Men's Fine Imported English Worsteds Suits, in a plain grey pick and pick pattern; made up in the latest three-button single breasted sack style; twilled mohair lining. Sizes 36 to 44, \$12.00.

Fine quality English Worsteds Suits, in a medium grey mixture, showing a neat self triple pin check stripe; made up in the stylish three-button single breasted sack style, with neat shaped lapels, and fancy cuffs on sleeves. Sizes 36 to 44, \$15.00.

Fine West of England Fancy Worsteds Suits, in a rich navy blue ground, with neat white hairline stripe; cut from the latest American three-button single breasted sack model; perfect fitting. Sizes 36 to 44, \$18.50.

Men's High-grade West of England Fancy Worsteds Suits, in a handsome slate grey shade, showing a diagonal weave in a stripe effect; made up in the latest three-button single breasted sack style. Sizes 36 to 44, \$20.00.

Men's Fancy Scotch Tweed Spring Overcoats, in a medium grey ground, showing dark fancy colored stripes; made up in the fashionable single breasted Chesterfield style. Sizes 36 to 44, \$12.00.

Men's Light Pique Underwear for men, shirts and drawers, in grey, blue, cream and natural shades, finest trimmings; all sizes from 34 up. Will be sold at, per garment, Saturday 50c.

Choose Your Hat Here and Save Money

Christy's Derby or Stiff Hats, new styles. Special at \$2.00, \$2.50 and \$3.75.

King Make Stiff Hats, the very latest shapes. Splendid value, \$2.00 and \$2.50.

Battersby's English Make Derby Hats, dressy and stylish shapes. Saturday \$2.00.

Soft Hats, in all the latest shapes and colors, best American and English makers, at \$2.00 and \$2.50.

375 only Stiff and Soft Hats, odds and ends, from stock and sample lines, colors black and brown; not all sizes in each line, but run general from 6 1/2 to 7 1/2. Extra value, Saturday at 99c.

The Victor Shoe for Men

The past year has seen the most significant growth of VICTOR Shoe selling in all years of its history—and for this spring we have made arrangements for even greater expansion.

The new 1910 spring styles are all in stock from the neat, quiet, straight lasts to the dressy extremes. All leathers, and all sizes.

\$4.00 \$4.50 \$5.00

Hardware for Saturday

D handle Spades, Saturday 69c. Garden Rakes, Saturday 15c, 19c and 23c.

Hoes, Saturday 19c. Screen Doors, well made, grained, finished, corner braces. Sizes 2.5 x 6.5, 2.10 x 6.10, 3 x 7 feet. Saturday \$1.00.

Lawn Hose, guaranteed to stand city pressure. 1/2-inch, per foot, 7c, 9c and 12c; 3/4-inch, per foot, 8c, 10c and 14c.

Base Balls, Basement.

Half Dollar Dead Baseball, Special Saturday 19c. Diamond Champion Baseball, 35c value. Saturday 25c.

Baseball Gloves, 65c value. Saturday 50c; 85c value. Saturday 75c; \$1.25 value. Saturday \$1.00; \$1.70 value. Saturday \$1.35; \$2.35 value. Saturday \$1.89.

Deckers, 65c value. Saturday 50c; 90c value. Saturday 75c; \$1.25 value. Saturday \$1.00.

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