

line	11c
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	29c
	69c
	39c
on's	49c
	18c
	13c
	89c
Cream	19c
Molasses	65c
	15c
	27c



UMBRELLAS

A lot of about sixty Women's Umbrellas to clear Saturday. Silk mixture tops and large assortment of handles of pearl and ebony, rolled gold and sterling silver mounted, \$2.00, \$2.50 and \$3.00 line. Saturday sale .. 1.79

139 only Women's Sizes, tape-edged taffeta covers, good range of handles in new designs, including ebony, fancy horns and assorted designs in metals, close-rolling frames, well finished and wear assured. Special sale Saturday.. 95

New Boas and Stoles

A special showing Saturday of imported goods, new styles for spring wear, consisting of ostrich feathers alone or marabou and ostrich mixed. Colors are black, grey, natural and white. Prices \$5.50 to \$25.00.

25 only Imported Ostrich Feather Boas, of well curled fibres, black only, length 66 inches. Special Saturday .. 5.99

Women's Gloves

Women's Real French Suede Gloves, kid bound top, 2-dome fastener, gusset fingers, light weight skin, soft, even finish, stylish and dressy, black, tan and grey, rich shades, 5/8 to 7, \$1.50 value. Saturday, per pair .. 1.00

Women's 16-button length White Kid Gloves, mousquetaire style, 3-dome fasteners, overseas sewn, soft, pliable finish, perfect fitting, sizes 5/8 to 6 3/4. Special value Saturday, per pair .. 1.79

Partly Made White Dresses

102 only, cleared from a Belfast manufacturer at most exceptional prices.

The saving is yours; be here at 8 o'clock to-morrow morning in the Wash Goods Department on the Second Floor, Queen St. side. Owing to the variety and the limited quantity we cannot fill phone or mail orders.

These partly made Dresses consist of Skirts which are finished except for joining down the back, and sufficient material to make the waist.

Lot 1 consists of 43 only linen-finished white, beautifully hand-embroidered on skirt and waist length and if bought and sold by us in the usual way our price would have to be at least \$4.98. Saturday .. 2.00

Lot 2 consists of 61 absolutely pure linen. Some are of the finest and best Irish linen made, and the hand embroidery is "a dream." It is impossible to describe the work, it is so fine and delicate. The hem of the skirts has two or more deep tucks, and the whole dress at the price is one of the biggest values in the store. There are in this lot a few colored, in helle, old rose, sky and linen shades. Regular value from \$7.50 to \$20.00. All one price .. 5.00

MUSIC

(Sixth Floor)
BAYES AND NORWORTH
SONGS

Oh, You Beautiful Coon... 14
Turn Off Your Light, Mr. Moon
Man .. 25
I've a Garden in Sweden... 25
And all other popular numbers.

Where Do You Go For Your Styles?

Do you spend hours poring over magazines and fashion publications, take hints from doubtfully edited sources and waste energy in shopping where styles are merely incidental to selling? Or do you take the direct Toronto to Paris method of seeing the newest from Paris in our Paris Model Department? Try it to-morrow, even if only as a help to home dressmaking.



Blouses

FROM FRANCE
At one-third to one-fifth of the prices originally set.

For you who are arranging your spring array this is an opportunity such as seldom knocks at your door, as, notwithstanding the extraordinary reduction in price, all these goods are taken from our new stock, the sole reason for clearance being the fact that summer is practically here, and all these garments being difficult to carry over, we will clear them at \$2.95 each. There are 175 lovely imported blouses, which had been marked for this season's selling at \$7.50, \$9.50, \$10.50, \$12.50, \$15.00 and \$17.50. They consist of plain and veiled combination effects, in black, ivory, ecru, amethyst, brown, navy and royal, reseda and olive green, greys and taupe, rose and sky, and some glorious Oriental colorings, in net and ninon overslips and boleros. Among the materials are rich satin duchesse, heavy silk crepe meteor and crepe de chine, superb ninons, beautiful guipure and shadow laces, black nets and laces, some are trimmed with real lace, others are superbly hand embroidered; each blouse a masterpiece, and every one of them a perfect treasure for the lucky purchaser who gets here on Saturday morning. Remember, one price .. 2.95
No phone or mail orders.



Swiss Flouncings

200 pieces of new Swiss Flouncings, 27 and 44 inches wide, handsome designs in floral and guipure effects, fine quality of Swiss. Usual selling prices are 68c and 88c yard. Saturday, per yard 43c and 58c.

HANDKERCHIEFS

1,600 dozen of Women's Linen Handkerchiefs, purest of Irish linen, extra quality, 1/4-inch hemstitched border. Usual selling price 2 for 25c. Saturday, 4 for .. 25

1,100 dozen of Men's Linen Handkerchiefs, full size, Irish linen, with 1/4-inch hemstitched border. Usual sold 2 for 25c. Saturday, 3 for .. 25

Double Bed Sheets Pair \$1.48

200 Pairs of Full Bleached English Sheets, a fine weave and good weight, torn sizes, 70 x 90; exceptional value Saturday, pair .. 1.48

35 only Sets of Table Linen; one table cloth, 2 x 2 1/2 yards; one dozen napkins to match, 22 x 25; all pure linen, elegant new designs, with border all round; Saturday, set .. 4.70

1,000 Yards Crash Roller Towelling, all linen, a good strong weave, 17 inches wide; Saturday, yard .. 25

Cumbric Shirting in a large range of stripes, guaranteed fast colors, 32 inches wide; will make excellent shirts. On sale Flannel section, Saturday, yard .. 25

American Crochet Bedspreads, for brass or iron beds, with corners cut, fringed all round; double bed size, 30 by 50; good, serviceable spread; Saturday .. 2.48
(Phone direct to dept., second floor.)

The Spirit of Value Giving Sweeps The Millinery Section

100 New Summer Hats have been created from a large assortment of New York Shapes that were reserved for this big sale. Rich ribbons, flowers and fancy mounts have been used by our best trimmers on this lot in their usual artistic way. No two alike. Every one a good mid-summer hat. Special Saturday .. 5.00
(See Yonge Street Window.)

\$5.00 TO \$6.50 HATS FOR \$3.50.

We are clearing our stock to-morrow of several tables of Hats that have been in stock two or three weeks, and were marked from \$5.00 to \$6.50 each. Saturday .. 3.50

YOUNG WOMEN'S HATS.

Ten new styles in Trimmed Javas, with silk scarfs, velvet bands, etc., very pretty summer styles. Saturday .. 2.25

CHILDREN'S HATS.

30 dozen new styles in trimmed White Milans for little children from 2 to 10 years, have just come in from New York. Prices \$1.25, \$1.50 and \$1.75.

May Ribbons

Pretty Ribbons for Sashes, Hair Bows and Millinery.

Big clearance of high-class Fancy Ribbons, the season's smartest effects in plaids, stripes, ombre and Dresden; 7 and 8 inches wide; best colors, including new tans, greens and blues. Regular price 75c to 90c per yard. Saturday, per yd. 49

Wide Duchess Satin, in plain colors for May hats, made itself readily to bow-making; quality "9000"; now complete in color range—
6-inch width, per yard .. 25
5-inch width, per yard .. 20

Two Special Purchases of Silks

3,000 Yards Natural Color Shantung or Pongee Silk, direct from the Chefoo country, in China, hand-woven by the peasant. Every piece is first choice quality, each piece being selected by an expert. No chemicals are used in the manufacture of these silks; the natural strength of the pure raw silk is retained. Adapted for waists, dresses and children's wear. On Saturday we offer this special purchase of pure raw Shantung Silk, in natural or bamboo color only, at fully 33 per cent. less than this quality can be sold for regularly. Guaranteed to launder and wear satisfactorily. Note the width—34 inches. On sale Saturday at, per yard .. 39

PLAIN AND FANCY SILKS To Be Cleared Saturday, 33c.

An extraordinary bargain in Plain and Fancy Silks; black and white stripes, navy and white, brown and white, white and black, reseda, and white striped English Fawn de Soie, also black and white, navy and white, brown and white checks, and nearly every color included in the plain color range, such as pink, sky, mauve, reseda, rose, myrtle, Alice, Copenhagen, tan, brown, etc., also ivory and black. Makes inexpensive summer dresses, waists, etc. On sale Saturday morning, per yard .. 35

630 Yards Black Duchesse Paillette and Satin de Chine, two elegant Silks of exceptionally fine quality; firm, even weave; deep, full black; guaranteed to give satisfactory wear. Regularly \$1.85 and \$1.50 per yard. On sale Saturday, per yard .. 1.10

Dress Goods

UNUSUAL SERGE VALUES.

50-inch Black and Navy Serge at 49c. This special purchase of these Pure Wool Black and Navy Serges affords undoubtedly the best values we have offered. They are made in medium twill from the best selected yarns, which are guaranteed to be thoroughly scoured and soap-shrunk. They are guaranteed to retain their finish, and have a rich, permanent finish. Regularly this quality would sell for 75c per yard, but we got them away below ordinary prices and are prepared to sell them at the special price of eight o'clock business Saturday. Splendid wearing quality, and an ideal summer weight. Black and navy only; 50 inches wide. On sale Saturday, 8 a.m., per yard .. 49

Materials for Home Makers

BROCADE SILKS.

Silks for Drawing Room Portieres and Window Curtains, in dainty soft tones and designs. These silks are specially adapted to the various purposes required in the completion of a decorative scheme. Prices from \$1.85 to \$4.00 yard.

VELVETS. French Mercerized Curtain Velvets, the finest of pile fabrics in beautiful range of tones, including "Canary," "Beige," "Mauve," "Havana, Hello and "Chestnut." For rich hangings and softness of shades these velvets are unequalled. The most complete range to select from, at yard .. 2.00

WOOL AND SILK AND WOOL TAPESTRIES. Excellent reproduction of fine French and Italian designs, soft subdued tones, arranged to give character and effect. These Tapestry designs are the approval of everyone, and are well worth seeing. Prices range from \$3.00 to \$10.00.

BORDERED CURTAINS. "COULES" AND MARQUISSETTES. Bordered Curtain Follies and Marquissettes, very fine weave, soft delicate shades, make artistic and inexpensive summer curtains and drapes, 42 inches wide, at 50c, 65c and 75c.

LACE CURTAINS. Irish Point Curtains—Our stock being most complete, enables us to supply varied new creations in ivory, white and two-toned effects. Prices range from \$3.50 to \$15.00 pair.

BATTENBERG CURTAINS. Heavy lace or insertions, neatly applied on serviceable tulle net, giving effect, 50 inches wide. Prices \$3.50 to \$30.00.

SCRIM CURTAINS—The latest and modern treatment of flit lace or insertions on mercerized scrim. These are very popular and can be had at economic prices. From \$6.00 to \$60.00.

TAPESTRY CURTAINS. Large assortment of heavy Tapestry Curtains, in many self-tones or combinations, good designs, well finished, usual size, at \$3.50, \$5.00, \$6.00 and \$7.50 pair.

NATURAL BAMBOO SHADES. Shades to keep cool the sunny porch and verandah, at special prices:

4 x 8 ft. wide, for .. 75
5 x 8 ft. wide, for .. 90
6 x 8 ft. wide, for .. 1.10
10 x 8 ft. wide, for .. 1.80
12 x 8 ft. wide, for .. 2.25

For Further Simpson Announcements See Other Page In This Paper

The SIMPSON Company Limited
Robert

The Simpson Store List

shows the absolute unity of the many departments in making your Saturday visit profitable as well as pleasant. There are some values here that will not soon reappear.

Standard Books at Sale Prices

Poe's Works, complete in 17 vols., handsome cloth bindings. Regularly \$15.00. Special Saturday .. 8.50
Salvage Works, in 14 vols., bound in buckram. Regularly \$17.50. Special Saturday .. 9.50
Charles Lamb's Works, in eight volumes, three-quarter leather bindings. Regularly \$6.50. Saturday .. 4.00
The New American Encyclopedia, in 8 vols., leather. Regularly \$10.50. Saturday .. 6.00
Webster's Imperial Dictionary, bound in sheepskin, thumb index, several thousand illustrations, colored plates and tables. Regularly \$5.00. Special Saturday .. 2.50
One set of Don Quixote, 4 vols., bound in three-quarter leather. Regularly \$10.50. Special Saturday .. 6.00
The same edition in cloth .. 4.00
(Book Dept., Main Floor)

1,600 Pieces Royal Doulton, Nippon and Fancy Chinaware

GREATLY UNDER-PRICED FOR QUICK SELLING, SATURDAY

Doulton Plates, Nippon Vases, Jardiniere, Fern Pots, Salad Bowls, 16-inch Meat Platters, Syrup Jugs, Teapots, Manicure Trays, Hair Receivers, etc. Saturday, special .25 (No mail or phone orders.)

8-inch Fruit Bowl—Rich Cut Glass

Peerless design in deep flaring out, every line a wealth of sparkling color; 100 on sale Saturday, special .. 2.91

To-morrow is the Last Day of Our Extraordinary Sale of Brass Bedsteads

Of the enormous purchase there are only 200 Bedsteads left in the various styles, widths and finishes to sell at the matchless prices already quoted.

Tooth Brushes

40 doz. only Tooth Brushes, with pure hand-drawn bristle. Regularly 15c. Special for Saturday .. 8

24 doz. only Children's Tooth Brushes. Regularly 15c. Special .. 8

36 doz. only Tooth Brushes, best French make, with pure hand-drawn bristle. Regularly 25c. Special 15c, or 2 for .. 25

30 doz. only Tooth Brushes, made by Dehamme d'Electres with pure hand-drawn bristles; brushes have vent at back. Regularly 35c. Special .. 18

New Stocks of Baby Carriages and Folders

New Styles of English Carriages, American and Canadian Made.

New large English Carriages, polished bodies, cane inserts or plain, good leatherette hoods and upholstery. Each \$45.00 and \$22.50.

New Reed Body and Hood Carriages, fine full, half split, and flat reeds, well upholstered. Each \$52.00, \$31.00, \$29.00, \$25.00, \$20.00, \$16.25.

New Reed Bodies and Leatherette Hoods, in grey and brown. Each \$23.00 and \$20.00.

New Baby Folders, steel and leatherette, with hoods. Each \$15.50, \$10.75, \$9.50, \$8.00, \$7.00, \$5.85, \$4.50.

Reed Carriers, \$9.50, 6.50, \$4.50, \$3.75, \$3.50, \$2.75.
(Fifth Floor)

Gold Bracelets

\$3.95 each

60 1/2. Hall marked English Bracelets, oval and square edge, plain and fancy engraved. Saturday one price, each

3.95

Insure Your Carpets by Buying Right

English Tapestry Squares—Every size has been replenished with further shipments from England. The selection is large and prices are "rock bottom"—5 1/2 x 9 1/2, \$4.95 and \$5.45; 7 1/2 x 9 1/2, \$5.15, \$6.00 and \$7.00; 9 1/2 x 9 1/2, \$6.15, \$7.25 and \$7.75; 10 1/2 x 10 1/2, \$7.15, \$8.45 and \$9.75; 9 1/2 x 12 1/2, \$8.15, \$9.65 and \$9.75; 10 1/2 x 12 1/2, \$11.45 and \$12.25.

English and Domestic Brussels Squares—Hundreds to select from. All new season's designs, every size, and at lowest prices obtainable—6 1/2 x 7 1/2, \$7.25; 6 1/2 x 9 1/2, \$9.25; 11 1/2 x 11 1/2, \$14.00; 9 1/2 x 10 1/2, \$10.25, \$13.75, \$16.65; 9 1/2 x 9 1/2, \$12.35, \$15.65, \$18.75; 9 1/2 x 10 1/2, \$14.35, \$17.35, \$21.85; 9 1/2 x 12 1/2, \$16.35, \$19.85, \$24.95.

Choice New Wilton Squares, bought at close prices and selling at close prices. Every kind of design, suitable for dining room, library, drawing room, den and hall. Splendid big values—6 1/2 x 9 1/2, \$18.15, \$21.65; 6 1/2 x 10 1/2, \$22.50; 9 1/2 x 9 1/2, \$24.15, \$28.95; 9 1/2 x 10 1/2, \$28.15, \$31.95; 9 1/2 x 12 1/2, \$32.15, \$38.50; 11 1/2 x 12 1/2, \$40.25, \$48.00; 11 1/2 x 13 1/2, \$45.35, \$54.25.

Special value in inexpensive Artistic Bedroom Rugs of imported and domestic art wool—lots to select from—7 1/2 x 9 1/2, \$5.50, \$6.35; 9 1/2 x 9 1/2, \$6.75, \$7.65; 9 1/2 x 10 1/2, \$7.75, \$8.95; 9 1/2 x 12 1/2, \$9.00, \$10.25.

CARPETS "BY THE YARD." SATURDAY VALUES HARD TO EQUAL. Heavy Union and Wool Carpet, many designs and colors; 36 inches wide; 37c, 48c and 68c.

English Tapestry; stairs to match; Saturday, 55c.

English manufacturers' clearance of 18-inch Jute Brussels Stair Carpet; red Oriental, blue Oriental; 35c.

Heavy, serviceable and pretty Brussels Carpet, Saturday, 95c.

LOOK AT THE JAPANESE MATTING PRICES For Saturday—By the Yard.

All new goods; choice colors and designs; Saturday, 15c, 20c and 25c.

Stencilled Mats and Squares—18 x 36 inches, 12c each; 27 x 54, 25c each; 36 x 72, 35c each; 6 x 6 feet, 85c each; 6 x 8, \$1.25 each; 9 x 9, \$1.75 each; 9 x 10, \$1.85 each; 9 x 12, \$2.25 each.

Watch and Chain Complete 92c



A strong, reliable movement, 16 size, stem wind and stem set, every watch guaranteed for one year. The watch that you should take with you on your camping trip. Fine for the boy at school. The case is silver-plated, with engraved pattern on the back. Complete with silver-plated chain. For Saturday

Only 92c

Insure Your Carpets by Buying Right

English Tapestry Squares—Every size has been replenished with further shipments from England. The selection is large and prices are "rock bottom"—5 1/2 x 9 1/2, \$4.95 and \$5.45; 7 1/2 x 9 1/2, \$5.15, \$6.00 and \$7.00; 9 1/2 x 9 1/2, \$6.15, \$7.25 and \$7.75; 10 1/2 x 10 1/2, \$7.15, \$8.45 and \$9.75; 9 1/2 x 12 1/2, \$8.15, \$9.65 and \$9.75; 10 1/2 x 12 1/2, \$11.45 and \$12.25.

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