

The **SIMPSON** Company Limited

Telephone Number
Main 7841

The **SIMPSON** Company Limited

H. H. FUDGER, President.

J. WOOD, Manager.

Store opens 8 a.m.

Store closes 5.30 p.m.

PROBABILITIES: Easterly winds fair; stationary or higher temperature.

Friday, April 29, 1910.



The Horse Show Costumes Bear Out this Store's Contention—GOOD TASTE EXCELS EXTRAVAGANCE

Important News for Women

Simpson's Cloak Department has Prepared a Series of Six Saturday Attractions

THE full details about each of these offers follow. You see they involve each chief section of the salon, and that is the idea—to start off the heavy Saturday selling evenly throughout the department at the very first part of the day. Consider each of these offerings as a Sale in itself.

The Item of Chief Importance Comes from the Suit Section.

We will offer up-to-date, stylish suits of diagonal serge and shadow striped satin cloth, worth \$22.50 and \$21.00, for \$14.75.

One style is in the Russian blouse effect, trimmed with moire.

The other is a close-fitting style, green, navy, black or grey.

100 Suits to select from, \$14.75.

The Next in Importance is the Offer of the Dress Section

Sixty pretty dresses of mull, linen and muslin, worth and sold regularly at \$8.95 and \$12.50, for \$4.69 Saturday morning.

Made in a number of one-piece styles, some with yoke and collar of guipure lace insertions, others with strappings and pipings on Valenciennes lace and insertion.

A few of these dresses are soiled a little, but all are otherwise perfect. \$4.69.

In the Section Devoted to Separate Skirts

We offer 100 Separate Skirts, worth \$6.50 and \$5.00, for \$2.98 Saturday morning.

Variety of timely styles.

Materials—Imported Panamas in navy or black, and striped English worsteds in navy, green or black, \$2.98.

Next We Emphasize the Coat Section

We will clear 120 smart, serviceable coats, sold regularly at \$5.00 each, for \$2.59.

Good coats for boating and out-door parties of that kind. Covert cloth, in fawn and tweeds, in creamy ground, with black stripes. Sizes 36, 38, 40 and 42 bust, \$2.59.

A Section for Raincoats and Saturday's Offer

We offer about 80 women a choice of \$15.00,

\$13.75, \$12.50 and \$9.50 Rain Coats, for \$5.69 to-morrow.

English cravenette, rubberized materials, and Roseberry cloths.

Fawn, tan, brown and green shades, some plain, some trimmed, some with storm collar, some with roll collar, some semi-fitting, some loose. Nearly all sizes, \$5.69.

And Last, but not Least, Girls' Suits

Fifty-five smart school suits, sold regularly at \$8.00 and \$8.75, will be sold at \$4.98.

All-wool Panamas, in navy or grey; fancy Venetians in taupe, navy or brown.

Neatly fitting coats with fancy patch pockets, trimmed with buttons. Sizes for 10, 12 and 14 years in lot, \$4.98.

NOTE—No phone or mail orders can be accepted for any of these special lines for Saturday. Quantities are limited and ranges are such that customers will have to see and choose personally.



The Man Who Wants a New Suit To-morrow

Likewise the Boy.

DON'T PAY OUT any money until you have been to see Simpson's Suits. So many conflicting noises about clothing and clothing shops? Suppose you listen to nobody but see for yourself. Come to the Simpson Store for Men before you decide. We'll abide by your decision and what is more we feel quite confident about it.

"Make them show you."

To-morrow, Saturday morning, we'll be ready to show you winners in every class.

At \$12.00—English worsteds, 3-button sack style. Sizes 36 to 44.

At \$15.00—Imported fancy worsteds, light, medium and dark fancy cuffs.

At \$18.00—West of England fancy worsteds, browns and greys; first-class workmanship.

At \$20.00—Higher grade imported worsteds; cut in latest American model. Tailored to a finish.

At \$22.00—Custom quality, West of England worsteds, diagonal stripes, etc.

SPRING OVERCOATS ALSO.

At \$15.00—Black Vicuna Chesterfields.

At \$8.00—Waterproof coats of imported Paramatta, thoroughly rubberized. Raglan shoulder.

YOUNG MEN'S SUITS.

At \$13.50—Imported fancy worsted, olive greens, with neat colored stripes, 3-button, broad shouldered. Sizes 33 to 35.

Boys—This is the Boys' Store, Too.

At \$6.75—Suits of English fancy worsted, double breasted. Sizes 28 to 33.

At \$4.25—Two-piece suits, bloomer style, English tweed. Sizes 26 to 28.

At \$6.50—Imported fancy worsted suit, double breasted, with belt, fancy cuffs. Sizes 27 and 28.

BOYS' REEFER COATS.

At \$7.00—Suits for 2½ to 7 years; English tweed, double breasted.

At \$4.00—Light fawn, English covert cloth reefer, for 3 to 8 years.

A Saturday Morning Sale of Trimmed Hats

YOU know how we make a practice of preparing specially nice hats for these Saturday morning sales at popular prices. Five dollars is the figure to-morrow, and the millinery folks say it's the nicest Saturday morning lot of the season.

200 Trimmed Hats, specially made and trimmed for Saturday. Every hat is carefully made and finished, as if you left your order. Beautiful imported flowers and charming ribbons, no duplicates, and plenty of white, tuscany and black. Special Saturday **5.00**

Waists for Saturday Shoppers

THE Simpson Waist Department has been given increased space and importance. We realize that there is an almost unlimited demand for pretty, tasteful and distinctive blouses. The Waist Department now extends over the greater area of the third floor of the old half of the buildings. You'll see how important we deem the Waist Department when you come here to-morrow. And we advise you to do so because we have "special" Saturday items arranged.

First:

A collection of new Not Waists, five different styles, in white and ecru, all silk lined, with yoke of heavy guipure lace back and front, square or round effect, smart shaped French sleeves, all tucked; all sizes from 32 to 42 inches. Specially priced for Saturday at \$2.89.

And then we have three clearing lines from a manufacturer of note:

Style 1—The whole front of shadow and eyelet embroidery, with lace motifs and medallions of close tucked lawn, edged lace in section, new tucked sleeve and long cuff, tucked and lace inserted. 32 to 42. Regular price \$3.75. Saturday \$1.95.

Style 2—A very fine quality Lawn Waist, front and side panels of very rich Greek embroidery, close tucked yoke, whole back of group tucking, new sleeves, long cuff. 32 to 42 inches. Regular price \$2.95. Saturday \$1.95.

Style 3—Fine lawn, with shaped yoke of shadow embroidery, and heavy guipure lace, front of shadow embroidery; all sizes. Regular price \$2.50. Saturday \$1.95.

"O.S." Black Moreen Petticoats \$2.00

Women's "O.S." or Out Side Moreen Petticoats, in black only, made 58 in. around hips, deep flounce, trimmed with fancy piping and rows of stitching. Lengths 38, 40 and 42 inches. Saturday \$2.00.

IMPORTED MOREEN PETTICOATS \$2.00.
Women's Petticoats, of imported moreen, black, navy, grey, brown or green, deep sectional flounce trimmed with headings and rows of stitching. Lengths 38, 40 and 42 in. Special Saturday \$2.00.

Corsets, Whitewear, Underwear

WE can help you Saturday if your summer wardrobe is not yet complete, or if it has to be replenished in any way. We have arranged a day of saving values. Seasonable goods, which carry the full Simpson guarantee, and at more than reasonable prices. Phone orders filled.

Ladies' Vests, fine ribbed white cotton, medium neck, long sleeves, or low neck with short or no sleeves, beading and ribbon, finished. Sizes 32 to 40 bust measure. Regular value 20c. Saturday sale 15c.

Ladies' Combinations, fine ribbed white cotton, low neck, no sleeves, beading and ribbon, umbrella drawers, with lace trim. Sizes 32 to 44 bust measure. Regular value 50c. Saturday sale 35c.

Clearing about 60 Underskirts, picked from our best stock, several styles in lace or embroidery, all handsome garments, mostly broken sizes. Lengths 38 to 44 inches. Regular values \$5.50 to \$7.00. Saturday sale \$3.49.

Corset Covers, a lot of odds and ends, sample pieces and broken sizes, fine nainsooks, muslins, lawns, lace or embroidery trimmed, handsome choosing in this lot. Sizes 32 to 44 in the lot. Saturday sale half-price.

Corset Covers, fine nainsook, dainty embroidery medallions, Val. lace insertions and narrow frills, lace beading and silk ribbon. Sizes 32 to 44 bust measure. Regular value 60c. Saturday sale 50c.

Princess Slips, fine nainsook, Val. lace insertion and frills, 2 rows lace, beading run with silk ribbon, a very handsome garment, sizes 32 to 42 bust measure. Regular value \$2.50. Saturday sale \$1.95.

180 pairs Corsets Royale, new season's model, finest white batiste, medium, high bust, long front, hips and back very deep, skirt extension, finest all rustproof steels, wide side steels, 6 strong garters, lace and ribbon trimmed, sizes 18 to 26 inches. Regular value \$2.25. Saturday sale \$1.50.

CHILDREN'S WEAR.

Children's Waists, fine ribbed cotton, reinforced with tape, buttons for attaching other garments, for ages 1 to 13 years. Regular value 25c. Saturday 15c.

Children's Rompers, fine dark blue chambray, pocket, drop seat, belt, sizes 2 to 6 years. Regular value 50c. Saturday 35c.

Children's Coats, fine blue or tan linenette, deep collar of embroidery, sizes 22 and 24 inches. Regular value \$2.00. Saturday \$1.50.



A Simpson Sale of Negligee Shirts 69c Each

This is one of those sales we have every little while, where 8 o'clock comers will revel in \$1.50 and \$2 shirts for 69c each. Later arrivals will find hundreds of \$1 and \$1.25 shirts to select from. Our advice is, be here at 8 o'clock sharp Saturday morning, if you would carry away the best. The saving is worth the extra energy. Some of these shirts are traveler's samples, others broken, ranges taken from our own stock, the remainder a clearing line of real zephyrs, the cloth the same as you'll find in negligees as high as one-fifty. Not one shirt on the counters on which you do not save money, at this price **69c Each**

See Yonge St. Windows, To-day.

Sample \$2.00 to \$3.50 Hats for \$1.00

500 manufacturers' samples men's hats, principally fedora or negligee shapes.

Fawn, brown, pearl, slate, drab, silver and also black. Regular prices \$2.00 to \$3.50, Saturday's sale price \$1.00.

Men Will be Interested to Learn—Summer Socks are In

WE have the ideas of France and the ideas of Germany. We also have the ideas of English gentlemen on this subject. Take a look at the compilation to-morrow and form your own opinion.

Men's Plain Black and Colored Cashmere ¼ Hose, finest of English yarn, best British makes, at 25c, 35c and 45c.

Men's Plain Black and Fancy Cotton Hose, all weights, 15c.

Men's Plain Lisle and fancy fronts and patterns, new designs, 25c.

Men's Plain Colored Lisle and Assorted Patterns, 35c, 3 pairs \$1.00.

Men's Plain and Colored Silk Lisle, looks like real silk, wears better, fancy designs. Per pair 45c, 3 pairs \$1.25.

Men's Ribbed Pure Wool Cashmere ¼

Saturday's Bright Footwear Programme

LOOK over these morning attractions. It's always wise to attend the shoe department sales early. Each of these items afford reason for hurrying breakfast a little to-morrow.

MEN'S \$4.00 BOOTS AT \$2.95.

A Well-known Brand—Discontinued Styles—Perfect Shoes.

160 pairs Men's High Grade Boots and Oxford, patent calf, vici kid, velours calf, gun-metal and tan calf leathers. Blucher and lace styles. Goodyear welt; all sizes in the lot 5 to 11. Regular price \$4.00. On sale Saturday \$2.95.

WOMEN'S "INVICTUS" BOOTS AND OXFORD SAMPLES.

80 pairs only, in sizes 3½ and 4, made from all the popular leathers, including patent calf, vici kid, gunmetal and patent calf.

Blucher, lace and button styles, Goodyear welt, hand turned and McKay sewn soles. Regular prices \$4.00 to \$6.00. On sale Saturday \$2.95.

WOMEN'S OXFORDS.

180 pairs Women's Oxfords, made from Dongola kid, Blucher style, patent toe caps, medium heavy sole; all sizes 2½ to 7. Special Saturday \$1.99.

280 pairs Women's Oxfords, made from tan Russia calf, vici kid and patent calf leathers, medium heavy sole, Blucher cut; some of the patent styles have dull sewn tops, creased vamp; all sizes 2½ to 7. A special purchase! On sale Saturday \$1.99.

No. 22 The Guarded Flame

By W. B. Maxwell

A story of an English man of science and his very human wife. Published at \$1.25. Sale price 25c

Hand-Painted Brooches

300 Hand-painted Brooches and Belt Buckles, oval, round and heart shaped, roses, violets, heads and initials. Regular 75c, \$1.00, \$1.25. Saturday one price 50c.

A New Catalogue for City Customers

WE have just issued a extra edition of our Catalogue containing seasonable goods of every sort at special purchase prices. This catalogue is now being distributed in the homes throughout the city.

Don't miss a single item in this special May number. It is brimful of the merchandise you are interested in now — at special prices.

If you have not received a copy, make sure you obtain one next time you are in the store. They are being distributed at the orchestra stand, 3rd floor. Or let us have your name and address and we will deliver one the same day. Telephone or drop a card to City Order Department.

An Umbrella Stolen?

Who ever heard of an umbrella being stolen. Umbrellas are always "borrowed."

Here's a case where you can "borrow" a \$2.50 umbrella for \$1.35.

Ladies' Full Size Umbrellas. Covers are silk and wool taffeta of excellent quality, best close rolling paragon frames; the handles are very beautiful, being gunmetal with gold mounts, pearl with sterling silver and gold, natural woods of box-wood and furze, with 10 karat gold and sterling silver mountings, besides a large assortment of fancy horns. Regular price \$2.50. Saturday \$1.35.

Provisions

1,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 33c.

Toasted Corn Flakes, 3 packages 25c.

Loaf Sugar, 4 lbs. 25c.

Imported French Peas, 2 tins 25c.

Heather Brand Tomatoes, 3 tins 25c.

Rich Red Salmon, Regal Brand, regular 20c, per tin 17c.

Pineapple, quart gem jars 25c.

Fancy Mixed Biscuits, 2 lbs. 25c.

One car Fancy California Oranges, large size, sweet and seedless, per dozen 35c.

Macaroni's Pickles, assorted, pint bottle 22c.

Clark's Pork and Beans, in Chili sauce, large tin 10c.

Pure White Clover Honey, per section 24c. Telephone direct to department.

We need more Girls for our Lunch Room. Apply Restaurant Manager, 6th Floor.

Handkerchiefs of all the New Sorts

Colored French Linen Handkerchiefs
Armenian Lace Handkerchiefs
Appenzel Embroidery Handkerchiefs
As well as all the new designs in
Point de gene
Maltese
Swiss Embroidery
Irish Linen Initials
Valenciennes Lace.

TWO SPECIALS FOR SATURDAY SELLING.

Women's "Initial" Handkerchiefs, in sheer cross-bar linen, hemstitch borders. Regular value 3 for 50c. Saturday 3 for **.25**

Women's Plain Linen Handkerchiefs, every thread linen. Regular value 3 for 25c. Saturday 5 for **.25**

