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THE **SIMPSON** COMPANY, LIMITED

PROBABILITIES.
Moderate easterly winds; fair with a little higher temperature.

THE **SIMPSON** COMPANY, LIMITED

FRIDAY, April 16

A United Programme of Attractions for Saturday

Every Section of the Great Cloak Department Joins in Demonstration of Simpson's Increased Power to Please



KEYED to the pitch of climax we feel that this Saturday ranks with Easter Saturday as a shopping day for Spring fashions and we are prepared to serve Toronto as never before. Every section of the Cloak Department will contribute in a concentrated effort to make this great department yield its utmost usefulness. Without further words let us give you a brief summary of the plan arranged for Saturday morning's selling:

First of all, a set of Tailored Sample Suits at \$25.00, worth up to \$50.00.

100 samples New Model Costumes, high-class and stylish. Every suit is different. The very last designs in walking styles from New York. Every suit is a perfectly tailored garment. Made in satin cloths, soft West of England worsteds, prunella cloths, rajahs, Panamas, etc. And all new colors, ashes of roses, palm green, golden land, greys, taupe, smoke, pearl, fawns, and moss greens and new browns and navies; also checked designs, in black and white and blue and white; a really beautiful lot of suits, that are well worth coming to see. Exclusive styles every one. Regular values \$35.00, \$40.00 and \$50.00. Saturday \$25.00.

Then a lot of smart English Worsteds Suits at \$10.95.

We secured 1500 yards of splendid quality English Worsteds at a remarkably low price. We have had these man-tailored at our own factory after two or three of the most becoming and smartest of our New York Suits. They are all well made, and will give undoubted satisfaction for every-day wear and tear. The colors are good, too, in brown tones, grey tones, taupe and navy shades. The coats are cut medium long, in three styles. Tailored collars and cuffs, with well-cut skirts. In the newest fash styles. See these tomorrow, \$10.95.

Third, an introduction of 2000 Tailored Shirt Waists at \$5c.

Smart Tailor-made Waists, every one of them. Made in fine white-laundered lawn, and also in pale blue and white striped washing fabric. Tailored Gibson pleat back and front and over shoulder. Flat handkerchief pocket. Shirt sleeves, link cuffs. Laundered linen collar

and bow of material to match, and large pearl buttons. Sizes 32, 34, 36, 38, 40 and 42 inches. One of the smartest tailored waists of the season—95c. Phone.

Fourth, a set of English Costume Manufacturer's Samples—Summer Dresses, Waists and Petticoats. As every garment is different, we can't list the prices in full. They range from \$1.00 to \$10.00. The saving is one-half to one-third.

Summer Dresses. The styles are the very latest; the designs not yet been shown in this country. They are all high-class goods, and every garment will be sold at a substantial reduction. Every garment is different.

Ladies' Waists, in silks, satins, laces, nets, lawns, muslins, mulls and linens.

Ladies' Dresses, in linens, chambrays, sephyras and mulls.

Ladies' Petticoats, in silks, silk moirettes and moreens.

Each lot will be sold in their rightful section on tables reserved for them.

BIG ATTRACTIONS IN THE GIRLS' SECTION ON SATURDAY.

Girls' Coats, ages from 4 years to 14 years.

Four Important Spring Coats.

Velvet Coats, worth \$5.00, for \$3.95.

Imported European Coats, novel reefer designs, \$4.50, \$5.00 and \$6.00.

Tailor-made Coats, three-quarter lengths, in new serges and tweeds, \$7.50 and \$8.50.

Tailor-made Covert Coats, \$4.95.

Girls' Dresses, ages from 10 to 14 years.

Four Important Spring Dresses.

Striped Gingham, high and low neck, 10 and 12 years only, \$1.45.

Jumper Dresses, of striped print, with guilpe, \$1.50; 10 to 14 years.

New York Dresses, new checks and stripes, \$1.50 and \$1.95.

A lot of Sample Dresses half price.

A FEW OF THE COAT OFFERINGS FOR SATURDAY.

Smart Little Coat, of tweed and covert coating, medium length, fawns and drabs, \$5.00.

Stylish Walking Coats, fairly long, of striped covert coating, \$9.50.

Long Tourist Coats, in English rep, in fawn and greys, \$4.95; in black, navy, and striped imported cloths, \$18.50 and \$17.50.

SILK MOIRETTE PETTICOATS, \$2.95.

Petticoats, of beautiful quality imported silk moirette, in plain colors, with self satin stripes of wines, light browns and light greens, also black and white plaids, deep three-section flounce, trimmed with tucking and novelty headings; not every size in each color, but all sizes in the lot. Regular \$4.50 skirts, for \$2.95.

HOUSE DRESSES AT \$1.50.

House Dresses, of fine print, made in one piece, in good washing designs, stripes or spots, in blues and greys. Waist has wide tuck on front and turned-down collar. Skirt made full, with deep shawl, \$1.50.

SHIRT WAIST SUITS AT \$1.75.

Smart little Shirt Waist Suits, in two pieces, in linen finished fabric of white, with blue, grey, tan or brown stripes, on Gibson pleated waist, with box pleat front and long plain sleeves, \$1.75.

In the Men's Store

ALL READY for the Spring demands to-morrow.



Overcoats, Rain-coats, Suits, Shirts, Ties, Hats, all ready.

More room now and all the better chance to show you how well we can serve you.

Men's Spring Overcoats, a special high-grade garment, made from an extra quality of dark grey soft-finished all-wool English chevrot. Chesterfield design, 47 inch length, made with the best interlinings and trimmings, and silk-faced lapels, \$14.00.

Men's Stylish Spring Coats, in extra fine quality of imported black Vienna cloth, plain lapels, finished and tailored in the newest fashion. Shrug duck and haircloth interlining, padded shoulders and hand-fitted collar, \$16.00.

Men's Raincoats, "our own make" in smooth Venetian-finished English covert cloth, a complete range of newest shades and colorings, cut in inches long, a roomy, well-tailored, comfortable-fitting garment, best Italian linings, \$12.95.

Men's High-grade Raincoats, made from Priestley's English cravenette, guaranteed rainproof, cut on the new spring model, suitable for fine or stormy weather, best body linings, glassed sleeve linings; this coat comes in every new shade, including black. Extraordinary value \$18.00.

Men's New Spring Suits, made from fine fancy English worsteds in the new tan, also handsome rich browns with self stripe, cut in three-button sackie style, with slight dip in front, fancy cuffs on sleeves and flaps on pockets, best trimmings and linings, \$15.95.

Men's Blue and Black Suits, "our own special make." The material is a fine all-wool English worsted, colors guaranteed; cut on the new spring model, with the latest details of correct style, in single or double-breasted design, best shrunken duck canvases fronts, and fine mohair linings. Special value \$15.00.

Men's High-grade Imported English Worsteds, in elephant grey and copper brown, with best self stripe effect; made in two-button single-breasted American style, with long roll lapels, fancy cuffs on sleeves and flaps on pockets, superior trimmings and fine alpaca linings, \$16.00.

SPECIAL SALE OF BOYS' HIGH-GRADE AMERICAN SUITS, REGULAR \$2.00, \$2.50, \$3.00 AND \$3.50, CLEARANCE SATURDAY \$1.50.

200 Boys' High-grade American Suits, of the very latest New York make, in sailor blouse and Russian blouse style, in the navy blue and fancy English worsteds, and extra quality of fine imported tweeds, trimmed with silk soutache braid, patent leather belt, fancy silk ornaments and silk flowing end ties. Sizes 2-12 to 16 years. Regular \$5.00 to \$9.00. On sale Saturday \$3.50.

BOYS' SUITS.
Boys' Two-piece Double-breasted Suits, without belt, in a soft finished English tweed, in the latest spring shades, including chevron grey and tan, made with silk cuffs on sleeves and finished in the latest style, Bloomer pants; sizes 25 to 32. Extra value, \$6.75.

Boys' High-grade New Model Two-piece Double-breasted Suits, in fine smooth Saxony-finished imported tweed, in rich fawn and olive brown shades, with self stripes, finished with cut on sleeves and belt, Bloomer pants; sizes 25 to 32, \$9.00.

Boys' Norfolk Suits, in the worsted-finished English tweed, in dark grey, with self stripe, also bronze and brown shades, excellent wearing materials, plain knicker pants; sizes 25 to 32, \$7.00.

Boys' Two-piece Double-breasted Suits, with belt, in a complete range of new spring tweeds, in greys, browns and greenish mixtures, finished in the latest style, well lined and tailored, Bloomer pants, sizes 25 to 32, \$6.75; 25 and 30, \$6.00; 21 and 22, \$7.00.

2000 English Oxford and Zephyr Shirts, in plain blue, striped, spots etc. guaranteed fast washing colors, perfectly made and sure to fit. This is a clearing line we secured from a leading Canadian manufacturer. Sizes 14 to 37. Regular \$1.00 and \$1.25, Saturday \$1.00.

2000 Four-in-hand Neckwear, in spots, stripes, plain black, white and colors, correct styles and widths. Regular 50c. Saturday 30c, or 3 for \$1.00.

Men's Derby or Stiff Hats, latest spring and summer styles, in all the popular proportions of brim and crown, in black, brown, fawn and tan colors. Saturday \$1.00, \$1.50 and \$2.00.

Men's Soft or Fedora Hats, leading American and English spring and summer, 1909, styles, fine fur felt, in greens, browns, fawn, slate, grey and black colors; large range of shapes to choose from. Special prices, \$1.00, \$1.50 and \$2.00.

600 PAIRS OF MEN'S BOOTS AT \$1.00, REGULAR VALUE \$2.00.
250 pairs on sale at 8 a.m.
250 pairs on sale at 12.15 noon.

500 pairs of Men's Boots, heavy solid leather soles, McKay stitched and steel pegged, Blucher cut, box kip and strong Dongola leathers, comfortable, long wearing workman's boots, all sizes 5 to 11. Regular \$2.00. Saturday \$1.10.

1,000 pairs of Ladies' Boots and Oxfords, Blucher, button and lace styles, vicil kid, chocolate kid, tan calf, velours calf and patent cow leathers, medium weight soles, low, medium and high heels, popular styles and lasts, all sizes 2-12 to 7, widths A to E. Regular value to \$6.00. Saturday \$2.40.

New "Countess" and "Queen Quality" Shoes and Oxfords, in all the popular styles, lasts, leathers and toes.

"Countess" prices \$3.00, \$3.50 and \$4.00.
"Queen Quality" \$3.00, \$4.00, \$4.50 and \$5.00.

Men's "Victor" Boots and Oxfords, new spring and summer styles. Prices \$4.00, \$4.50 and \$5.00.

NEW RIBBONS FOR SASHES, BOWS AND MILLINERY.
Rich Silk Paillette, all colors, 1-1/4 inches wide. Special 20c yard.
Fancy Ribbons, in dainty Dresden, Persians, stripe and check effects, 5 to 6 inches wide, 35c yard.

Silk Taffeta Ribbon, with large satin coin spot, in self colors, tan, Copenhagen, navy, black, sky, white, green, old rose, 6-1/2 inches wide, 50c yard.
New novelties in Fancy Dresden and Gold Stripe Effects, for Dress Trimming, Neckwear and Hair Bows, all colors, 7-8 inch, 12-1/2; 1-1/4 inch, 15c.
Sashes and Hat Bows tied free at Ribbon Counter.

Some Suggestions About Lace
Laces will always be an adjunct to femininity. Mannish styles may come and go, but lace will never lose its charm for women.

This is the time to think about lace. Spring costumes, spring trousers, summer dresses, have all to be considered right away. Simpson's Laces have always these points to recommend them:

1. An immense choice.
2. A tasteful selection to choose from.
3. A qualified staff to advise customers regarding laces.

Quality and worth at Simpson's moderate prices.
Don't you come in and spend five or ten minutes in looking at our Laces? No matter about buying unless you really want to. We would like to see you grow enthusiastic, even though you don't want laces yet.

A Publisher's Samples and Clearance

Books of All Sorts 1-2 to 1-4 Price.

- Bibles.
- Classics.
- Standards.
- Fiction.
- Sunday School Books.
- Toy Books.
- Text Books.
- Birthday Books.

We have cleared out an immense assortment of miscellaneous books, practically new, fresh and perfect—a few only a little shelf worn—and we'll put them on sale Saturday in our fine new big book department, on the main floor, southwest section.

A whole dozen of Sunday Schools could be outfitted from this lot, while grown readers could pick out a whole summer's study or recreation at the cost of a single volume as sold in the ordinary way.

Don't miss it.
On sale from 6c per volume up.

The Latest Craze

Picture Puzzles, in single and combination sets. These games are taking the place of bridge, and can be worked out singly or in lots of four. For sale, Stationery Department, New Store, from 25c each.

Pretty New Belts Underpriced

AT 45c, WORTH \$1.50.

French Elastic Belts, one with steel buckle and steel points, one of plain elastic, with gunmetal buckle. Regular \$1.50. Saturday 45c.

French Elastic, with steel buckle and steel points. Regular \$2.00. Saturday 85c.

Bronze Calf

The newest ideas in Footwear. We have in stock now:

Ladies' Bronze Calf Button Boots, \$5.00.

Ladies' Bronze Calf Ankle Strap Pumps, \$4.50.

In all sizes.

Saturday's Special Wall Paper

1150 rolls Dining Room and Parlor Papers, imported goods, clean up of good selling lines, assorted colorings. Regular to 50c. Saturday 25c.

Shell Brand Castile

Another big shipment of genuine Shell Brand Castile Soap just arrived from France. One thousand 2-1/2-lb. bars. Regular 25c. Saturday, per bar, 18c.

Grocery List

- 2000 lbs. Fresh Creamery Butter. White Clover Brand, per lb. 25c.
- Canned Plums, in quart jar, 300 jars, per jar, 25c.
- Malta Vita Breakfast Cereal, 3 packages 25c.
- One car Fancy Navel Oranges, large size. Regular 45c. per dozen 35c.
- Clark's Pork and Beans, in Chili sauce, large size, 3 tins, 25c.
- Loaf Sugar, 4 lbs., 25c.
- Heather Brand Canned Peas or Corn. Regular 10c, 3 tins 25c.
- Imported Pickles, Rowatt's, assorted, 2-2 pint bottle, per bottle 10c.
- California Seeded Raisins, 3 packages 25c.
- Choice Red Salmon, Cook of North Brand, per tin 10c.
- 500 lbs. Fresh Fruit Cake. Regular, 20c, per lb. 15c.
- Candy, 300 lbs., Fresh Walnut Maple Cream, per lb. 10c.
- 2 LBS. FRESH ROASTED COFFEE, 25c.
- 500 lbs., Fresh, Fragrant Coffee, in the bean, ground pure or with chicory. Saturday, 2 lbs. 25c.

Simpson Quality White-wear Underpriced

UNDERPRICED because we are desirous of reducing stocks as much as possible before moving the Lingerie Department to the third floor in the new building. It will pay you well if you come and select your entire summer supply now. Saturday's program is particularly worthy of investigation.

Dainty Fine Corset Covers, of fine nainsook, three pretty styles, fitted or full front, embroidery medallions and lace, or all embroidery trimmed, silk ribbon draws. Sizes 34 to 44 bust measure. Regular prices 65c and 75c each. Saturday, your choice, 50c each.

Corset Covers, of fine nainsook, Dorothy style, full front, poplin skirt, lace and ribbon trimmed. Sizes 32 to 40 bust measure. Regular value 39c each. Saturday 25c.

Corset Covers, of fine cotton, fitted style, trimmed with fine embroidery and Valenciennes lace, silk ribbon draws, short puff sleeves, edged with lace. Sizes 34 to 44 bust. Regular price 85c each. Saturday, each, 45c.

Drawers, fine cotton, wide umbrella style, cluster of tucks and Torchon lace ruffles, both styles. Sizes 22, 26, 27 inches. Regular 35c pair. Saturday 25c.

Belted Drawers, no gathers on hips or at waist, bell bottoms, fine nainsook, wide flounces, with tucks, both styles. Regular 75c pair. Saturday, a pair, 55c.

Night Dresses, fine cotton, semi-slip-over style, trimmed in front, long sleeves, ruffles of embroidery, lengths 56, 58, 60 inches. Regular \$2.00 each. Saturday, each, 95c.

These materials are guaranteed first choice goods, perfect blacks, absolutely fast and permanent dyes.

\$2.00 C.C. a la Grace Corsets \$1.25 a Pair
350 pairs Ladies' High-grade Corsets, C. C. a la Grace model, made of very fine white coutil or batiste, medium high bust, long lapels, deep skirt extension, back 16 in. long, filled with finest rustproof steels, four wide side steels, four wide strong plain elastic garters, trimmed with lace, silk ribbon and satin in bow. Sizes 18 to 36 inches. Regular value \$2.00. Saturday, a pair \$1.25.

Sale of Trimmed Hats at \$4.65



OUR Saturday Sales of popular-priced Hats are the feature of the season. To-morrow we are arranging a fresh new lot—Hats with ideas and effects you haven't seen before, and the figure is a bit more popular than ever.

150 Ladies' and Misses' Trimmed Hats, French straw and chip shapes, New York fancy straws and hand-made hats, trimmed with beautiful flowers and follages and rich ribbons. Every hat has been carefully trimmed by expert milliners after our latest New York ideas. Special Saturday sale \$4.65

What People Say About Simpson's Dress Goods

No. 4—The Lady of Fashion

IF ONE is to be distinctively dressed one naturally gets one's costumes made to order. Then every detail comes under the jurisdiction of personal taste. And the first and by far the most important detail is the material itself.

"Simpson's dress goods," said a Toronto leader, "have one very good thing to recommend them. You have an unlimited choice."

Which is perfectly true—we show the largest variety of Dress Goods in Canada. And the lady might have added—at the most moderate of prices considering quality.

Special showing of 6,000 yards of the latest and most fashionable weaves, in full ranges of the newest colorings in Dress and Suiting Fabrics.

BLACK SECTION.
Black Worsteds, Broadcloths, Suiting Serges and Chevots, 50-56 inches wide. Special \$1.00 yard.

Black Venetians, Armures, Poplins, Panamas and Striped Worsteds, 48-50 inches wide. Special \$1.00 yard.

Black Volles, fine, medium and coarse meshes, Crepe de Chine, San Toy Crepes, San Toys, Melrose, Armures, Imperials, Corda, Taffetas, etc., 44-46 inches wide. Special \$1.00.

New Panama Suitings, a beautiful collection of shades for street or house wear. 48 inches wide. Special \$1.00 yard.

New Satin Soleil, Satin Directoire, Satin Cotelle; the smartest of all this season's novelties, bright lustrous fabrics, in silk and wool, specially adapted for house, carriage, social occasions or evening wear, new browns, blues, greens, tans, taupe, amethyst, reptile, wisteria, etc. 42-44 in. wide. Special \$1.00 yard.

Ombre Stripes and Silk Warp Henriettes, handsome fabrics, and particularly effective for this season's style of gowns. Every new shade represented in these fabrics. 44-46 inches wide. Special \$1.00 yard.

This will be a record display of Smart and Fashionable Dress Goods. Don't fail to see our one dollar qualities.

Gloves and Hosiery for Spring

We have everything useful—come to us and ask.

Lisle Thread Hosiery, from 35c up; or three pairs for \$1.00.

Men's Lisle Socks, 35c a pair and up.
To-morrow a special lot of samples for 25c.
Ladies' French Suede Gloves, \$1.50 to \$2.50.
Special lot Saturday for 75c.
Perrin's make—black, white, mode, grey and tan. 20-button to 3-button.
Men's Dress Dogskin Gloves, or suede finish, \$1.00. Sizes 7 to 10.

