

L. SIMPSON

Store Opens 8 a.m.

Closes at 5:30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager.

PROBS.

Moderate variable winds; partly fair, with a few showers.

L. SIMPSON



Unapproachable Values in the Mantle Dept.

GIRLS' REEFER COATS FOR \$1.89.
Reefer Coats for girls, suitable for wear either as a school or an outing coat, in smart styles, either single or double breasted, mannish collar and lapels, plain tailored, sleeves with turn-back or stitched cuffs, trimmed with novelty buttons. Colors in the lot are green, navy, grey, brown and black. Sizes are 10, 12 and 14 years. Would sell at \$4.00 if purchased in the regular course of business. We mark these for special sale Saturday at **1.89**

MISSIE'S SUITS, \$9.25.
Spring Suits for misses and small women who wear misses' sizes, made of imported Vicuna cloth in brown and black, square cut coat with semi-fitting back, notch collar, patch pocket, neatly tailored seams, smart gored skirt, with slight semi pleats. Very special value. Saturday **9.25**

WOMEN'S SPRING COATS.
Regular Values \$15.00 to \$27.50. Saturday \$11.75.
A collection of Women's Spring Coats in a variety of materials and styles, some with large collars and novelty trimmings, others are plain tailored with mannish collar and revers, plain sleeves and wide cuffs, materials are worsteds in brown, green, grey and tan shades, serges in cream and navy, diagonals in green, and fine broadcloths in fawn and tan shades. These coats are regular \$15.00 to \$27.50 values. Special for Saturday **11.75**

SALE OF WOMEN'S SEPARATE SKIRTS.
Regular \$6.25, for \$3.49.
Saturday morning we put on sale a collection of 90 Women's Separate Skirts, made in a variety of styles, and trimmed with self or buttons, some are plain tailored, the materials are the Panamas and serges, in navy, grey, green and brown; also of imported tweeds in mixtures of dark grey or medium shade of grey and brown tones; a full range of sizes, 37 to 42 foot measurements to select from. Regular values up to \$6.25. Saturday, special **3.49**

WOMEN'S \$27.50 SUITS FOR \$14.75.
33 Only, Women's Most Smartly Tailored Model Suits, made of pretty and becoming tweed mixtures of green, grey or tan shades; coats are lined throughout with silk, is semi-fitting both back and front, and has the fashionable jaunty square cut, fastens with self colored bone buttons. All seams are neatly stitched, skirts have the correct lines, smartly trimmed with self strappings and small bone buttons to match coats. Regularly worth \$27.50. We have these for quick sale Saturday **14.75**

Smart Up-to-Date Hats \$6.50
SEE YONGE ST. WINDOW.
We describe the hats as examples of the big specials for Saturday.

1—Large shape of fine black mohair, black Milan edge, trimmed with terry velvet ribbon, and natural red cherries. Price **6.50**
2—Small shape with close rolling brim, and high crown, made of real imported tussan braid, trimmings varied in handsome choice of striped ribbon or pretty flower mount. Price **6.50**
3—Large or small imported tassel shapes in black or colors and trimmed variously with feather mounts, flowers and rich ribbon. Price **6.50**

YOUNG FOLKS' MILLINERY.
Dozens of new trimmed hats will be on view for Saturday's selling. They will vary in price from \$1.50 to \$3.50 each. A big special line of flower trimmed shapes in Leghorn and fancy braids. Special Saturday **2.75**

Wash Goods—Second Floor
A sale of exquisite partly made silk chignon robes, beautifully embroidered by hand in silk floral designs. A special showing in Yonge St. windows.

20 only very fine silk chiffon mull, hand embroidered with white, white, embroidered with white, cream with cream, pale pink with pink, green with pink, black with mauve, all black, white with pink, white with mauve, white with sky and white with yellow. Regular value \$35 to \$45, all to clear at **12.50**

A small stock purchased at a large discount, of fine Swiss flouncing, 36 to 38 inches wide, some with Swiss hand-made embroidery and insertion, others with embroidery and lace insertion, worth regularly from \$1.00 to \$2.25 **.39**
See all these in Wash Goods Department, second floor.

Three Reasons for Early Rising on Saturday

1. You will have read this advertisement on Friday.
2. A dainty breakfast is ready at 8 o'clock at Simpson's.
3. The early shopper on Saturday will have the satisfaction of getting **first choice** from an unparalleled display of merchandise.

1,000 Pairs Stylish Corsets for Rush Selling Saturday

We took the entire balance of stock of one of the D. and A. most popular models, and by so doing saved over a third of the usual cost. Saturday we offer them at the same ratio of reduction. This should be incentive enough for you to be up and doing on Saturday. 1,000 pairs of corsets make quite a big pile, but you would be surprised at the number of women who will recognize this as an opportunity. Our phones on similar occasions have told us there are quite a few on the alert. Phone orders filled.

\$1.25 Corsets for 75c a Pair

One Thousand Pairs D. and A. Corsets, a beautiful medium length model, in fine white coutil, medium bust, long skirt, finest rustproof boning, with 4 wide side steels, 4 garters, lace and ribbon trimmed, a popular model for medium and fairly stout figures; sizes 18 to 30 inches. A regular \$1.25 corset. Saturday a pair **.75**

Saturday in THE Waist Dept. of Canada

Three most important factors to our lady customers.

- I. Pleasant surroundings.
- II. Courteous service.
- III. Value and good taste.

We describe five very special numbers from amongst a host of new goods.

A New York model, in fine white marquisette, pretty kimona design, is daintily tucked, centre front, and extending down sleeves is wide panel of cluny lace, and lovely lace insertion, whole waist is tastefully trimmed with silk embroidery and French knots. Saturday special **3.95**

Waists of fine Brussels net, mounted on heavy Jap. silk, entire waist is composed of bias pin tucking, and is made in one-piece kimona effect; front, shoulders and short sleeves are trimmed with lovely guipure banding, white or ecru. A \$5.00 waist Saturday **2.95**

A collection of charming Lingerie Waists in fine mull and Persian lawn, made in at least 20 distinct kimona designs. We describe one of unusual quality, made of exquisite all-over Swiss embroidery, in most effective patterns, dainty collar and sleeve edging of fine French val. lace insertion. \$4.00 waists Saturday **1.95**

100 splendid waists, of black silk stripe organdie, has groups of fine pin tucking, front, back and on short kimona sleeves, with neat turn-back cuffs, pretty lace collar. All sizes. Saturday special **1.95**

Excellent Understanding

MEN'S BOOTS.

500 pairs Men's Goodyear Welt Boots, blucher and button styles, tan Russia calf, black box calf, vici kid and patent colt leathers, single and double weight soles, all sizes 5½ to 11. Regular values \$3.50, \$4.00 and \$4.50. Saturday **2.95**

WOMEN'S BOOTS AND OXFORDS.

750 Women's Boots and Oxfords, in a variety of leathers, including tan Russia calf, vici kid, gunmetal, velours calf and patent colt leathers; blucher, lace and button styles. Goodyear welt and fine McKay soles, all sizes 2½ to 7½ (including a few pairs highgrade sample shoes in size 4). Regular prices \$2.50, \$3.00, \$3.50 and \$4.00. On sale Saturday **1.99**

Long Sweater Coats for Women

Sixty coats only to sell at a bargain price. They are the full three-quarter length and good heavy quality.

Department third floor west.

60 only Women's Heavy Knitted Coat Sweaters, full three-quarter length, vest neck, color grey, finished with red or self color stole and pockets, good heavy quality, sizes 34 to 42 bust measure. Regular value \$3.00 each. Saturday **1.50**

Superb Chinese Silk

On Saturday 100 pieces of beautiful Shantung Silk will be placed on sale, 2,000 yards in all. This Honan silk is in natural shade only, and is of exceptional quality. The material being hand-made, shows a rough knappy weave, and will wear for ever. Just the thing for an up-to-date dress or coat. Purchased in the ordinary way, this silk would cost you at least 75c a yard. We got it at a bargain price, and so can you. Sat. **.55**

1,000 yards of Rich Black Duchesse Paillette and Satin de Chine, a silk of superior quality and bright, lustrous finish; deep full black, and guaranteed dye. Our regular selling price for this silk is **1.19** \$1.50. On sale Saturday, per yard **1.19**

Dress Goods

1,200 yds. of Black French Voles, in full blue blacks and jet black, fine and medium mesh, made from selected hand-twisted yarns, which gives them a clean, crisp "handle." Guaranteed uncrushable and unshrinkable, 46 to 54 in. wide. On sale Saturday, per yard **1.00**
Black San Toy Setting. An ideal fabric for dresses or light summer suits, in fine cord effect. Specially manufactured, dyed and finished for this store. 44 in. wide. Per yard **1.00**

BORDERED DELAINE.
1,500 yds. of Bordered Delaines in cream, medium and dark grounds, in stripes, spots, sprigs, figured designs, etc., with beautiful Persian, tape and ribbon borders, all pure wool qualities, launder perfectly. 31 in. wide. Per yard **.50**



The **SIMPSON** Company Limited
Robert



Up-to-Date Men's Clothing

Scotch Tweed Suits, in a medium grey and black checks pattern, 3 button, single breasted sack coats, nicely tailored and finished with best quality linings and trimmings. Sizes 36 to 44 **12.50**

English Worsted Suits, in dark brown stripe pattern, with faint fancy colored thread stripes interwoven, single breasted sack models, made to fit the wearer, linings are fine twill mohair with fronts reinforced with thoroughly shrunk canvas and haircloth, splendidly tailored in every way. Sizes 36 to 44 **15.00**

West of England Fancy Worsted Suits, of extra quality, in a dark olive shade with faint fancy colored stripes, cut on the most approved 3-button single breasted sack models, sizes 36 to 44 **18.00**

Men's Spring Weight Overcoats, mixed grey grounds with self stripe of a darker shade, single-breasted Chesterfield style, splendidly tailored in every way and finished with fine twill mohair body linings and haircloth sleeve linings. Sizes 36 to 44 **12.50**

English Vicuna Spring Weight Overcoats, in a rich fawn black shade. Cut on the latest single-breasted Chesterfield models with close fitting collars, and long neat shaped lapels. Carefully tailored in every detail and perfect fitting. Sizes 36 to 44 **15.00**

Boys' Stylish Spring Suits, in fancy worsted, 3-piece suits, double-breasted style, in a variety of colors. Plain knee pants, lined throughout. Sizes 28 to 34 **8.00**

Boys' Two-piece Bloomer Pant Suits, imported tweed, in dark brown diagonal stripe pattern, double-breasted style. Carefully tailored and finished with best quality linings and trimmings. Sizes 28 to 34; \$5.00 and \$10.50.

A Clearance of First Quality Negliges

2,500 Men's Best Quality Negliges, to go at about half price, and in some cases less than half. We need more room, and all broken sizes must be cleared. The fit and wear of these Shirts will be found satisfactory. Saturday is an exceptional shirt day, there are all styles, and all sorts of dainty designs, sizes 14 to 18. Regular prices \$1.25, \$1.50, \$2.00 and \$2.50. Saturday **1.00**

2,000 dozen Men's Genuine French Balbriggan Shirts and Drawers. These are beautifully made and trimmed. The workmanship is perfect in every way. Drawers are made with close fitting waistbands and extension band at back. All sizes 34 to 48. Saturday special, per garment **.50**

New Spring Styles in Stiff and Soft Hats

REGULAR \$2.00 AND \$2.50. SATURDAY 95c.
New American and English 1911 spring and summer shapes; colors: slate, grey, fawn, brown and black; fine quality for felt and well finished. A considerable reduction, you will save money and get a dependable hat. Saturday, 8 a.m. Special **.95**

Christy and King Brand celebrated make, of Derby and fedora hats, in extra fine English hair felt in all the fashionable styles and popular colors. Specially priced at \$2.00 and \$2.50.

Boys' and Men's Caps in golf, variety, hoodlump, bulldog or yacht shapes, in tweeds, worsteds, serges and fancies. Special values, 25c, 35c and 50c.

Children's Hats in Turban, Middy and Sailor Shapes; also Tam O'Shanter in large variety of colors and styles. Specially priced Saturday **.15**

\$1.00 Real Kid Gloves 75c

Main Floor.

Women's real French Kid Gloves, lace finish, 2 dome fasteners, oversewn seams, silk points on back, gusset fingers, perfect fitting, black, white, tan, brown, grey, green, navy. Sizes 5½ to 7. Regular \$1.00 value, Saturday **.75**

125 Cape Leather Gloves, 75c.

Women's English made tan cape leather gloves, for street wear, wrist length dome fasteners, spear point, plique and P. X. M. sewn seams, the correct street glove, all sizes. Regular \$1.00, \$1.25. Saturday **.79**

75c LONG SILK GLOVES, 49c.

Women's pure silk Long Gloves, black only, German made, perfect fitting all sizes. Regular 75c, Saturday, pair **.49**

50c Lisle Thread Hose, 25c.

Women's fine imported Lisle Thread Hose, broken. Hoses from our regular stock, plain black, tan and colors, also fancy patterns. Regular 50c, Saturday, pair **.25**

Girls' Cashmere Hose, silk em' brodered fronts. English made, black and tan, with fancy silk em' brodered fronts, black, sizes 6½, 7, tan, 6½ to 8½. Regular 50c, Saturday **.29**

For Your Floors

50c Linoleum, Selling Saturday for 39c. 1,200 yards of Printed Linoleum, well seasoned, in floral and tile patterns, new shipment just opened, worth 50c per square yard. Saturday **.39**

Low prices for All-Wool Art Squares, 50 heavy All-Wool Art Squares, good reversible patterns in greens, reds, blues and mixed colors, suitable for bedrooms, dining rooms, etc. viz.:

2½ yards x 3 yards **8.49**
3 yards x 3 yards **9.99**
3 yards x 3½ yards **11.49**
3 yards x 4 yards **13.49**
3 yards x 4½ yards **15.49**

Linens and Staples

WHITE BATH TOWELS, THREE PAIRS, \$1.00.

400 pairs large size White Bath Towels, heavy close weave. A good drying towel. Special Saturday, 2 pairs for **1.00**

DOWN COMFORTERS, \$4.98 EACH.

25 only English down filled Comforters, full size, good down proof covering, in pretty patterns, made in the panel effect for quick sale. Saturday, each **4.98**

HEMMED TEA TOWELS, 10c EACH.

500 Irish make, Tea Towels, check towelling, hemmed ends, fine drying towel. Saturday, each, **.10**

Groceries

2,000 pounds Fresh Creamery Butter, White Clover brand, per pound **.30**

Loaf Sugar, 4 pounds **.25**

Toasted Corn Flakes, 2 packages **.25**

Canned Fruit, quart jar, raspberries, peaches, plums and pineapples, per jar **.25**

One car California Sunlight oranges, good size, sweet and seedless, per dozen **.30**

Imported French Beans, per tin **.12**

Canned Green Beans, small and tender, Usher brand, per tin **.10**

Rich Red Salmon, Nimpkish brand, per tin **.18**

Clark's Pork and Beans in Chili Sauce, per tin **.10**

Gorton's Pickles, mixed chow and walnuts, 10 ounce bottle, two bottles **.25**

Pure Gold Jelly Powder, assorted, 3 packages **.25**

Choice Manzanilla Olives, 5 ounce bottle, per tin **.15**

300 pounds Fresh Peel Cake, Regular 20c per pound **.15**