

H. H. PUDGE, President
J. WOOD, Manager

THE ROBERT SIMPSON COMPANY, LIMITED

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PROBABILITIES.
East and south gales; rain and thunderstorms; higher temperature.

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We Are Helping Toronto Get Ready for Real Spring-- Will You Join Us?

The Saturday Attractions Provided by The Simpson Cloak Dept.



Suits, Coats, Dresses, Skirts, Waists, Petticoats for Women and Girls

"IT'S a pleasure to shop at Simpson's. Their Cloak Department is so convenient, and so nice in every way."

A programme of vital interest has been studied and prepared for to-morrow. Every section of the magnificent Spring stock—the finest in the history of the store—will be represented.

First We Note the Suits

Simpson Suits always look distinctive and thoroughly tailored. We'll have fresh lots of our \$10.95 Suits in to-morrow. They look like \$15 and \$16 Suits, and they would sell at those figures anywhere else.

Striped worsted from England, taupes, browns, greys, blacks, greens, navy, also shadow-striped and plain Venetian, in all colors, plain tailored styles **10.95**

A Clearing Lot of \$35.00 Suits at \$19.50

Eight-five of Rea's Suits, extremely fashionable in character—checked worsteds, diagonal serges, pin-striped worsteds, and Venetians, the new greys, fawns, browns, and brown, navy, green and black—plain tailored and elaborately dressy styles—were marked from \$25.00 to \$35.00 (two or three higher still). **19.50** Saturday at Simpson's

Lisle Stockings for Spring Wear

Plain or lace, with silk embroidered fronts, such as go prettily with walking skirts and low shoes. Season's newest shades. Hermsdorf dye. See them when you are in the store to-morrow. Now's the best time to look, because now they are all here.

Men's Spring Hosiery

Everything that's reasonable to be had here now. Lisle Socks, plain and patterned. Cashmere Socks, plain and patterned. Cotton Socks also. Everything that the European market affords that men of this country care for. Prices 25c to 50c a pair.

20c Mercerized Vestings for 13c

(Wash Goods Department.) 300 pieces pretty White Mercerized Brocade Vestings, 20 different designs, spots, figures, checks and stripes, a lovely cloth for waists, looks like silk, but wears long, and will retain its lustre after repeated washings. This quality is usually sold at 20c. Special to-morrow 13c.

Saturday's Staples

Fine White Irish Dress Linen, 40 in. Per yard, Saturday, 45c.
Irish Satin Damask Table Cloths, 2 x 1 1/2 yards. Each, Saturday, \$2.00.
100 pairs heavy fine quality spoke hemstitched Pillow Cases, 42 x 35 or 45 x 35 inches. Per pair, Saturday, 35c.
140 pairs heavy All Pure Linen Turkish Bath Towels, per pair, Saturday, 45c.

A Good Interesting History of Canada for Children

A volume published at seventy-five cents. We offer 200 copies to-morrow in our new Book Department at 15c each. Canada, the Children's Study Series, by J. N. McMillan—25 interesting little books, with the story of Canada's progress since its first discovery by the Norsemen. Saturday, 200 volumes, 15c each.

Get the Garden Planted Saturday.

Carnations and Daffodils, fresh cut, per dozen, 35c.
Boston Ivy, 3-year-old plants, Regular 45c, for 25c.
Dahlia Bulbs, mixed colors, 6 for 25c.
Gladiolus or Tuberosa Bulbs, per dozen, 35c.
16 packets Flower or Vegetable Seeds for 25c.
Hardy Hydrangeas, each, 25c. Phone direct to department.

Groceries for Saturday

2000 lbs. Fresh Creamery Butter, White Clover Brand, per lb., 25c.
Canned Yellow Peaches or Strawberries, in heavy syrup, per tin, 15c.
Clark's Pork and Beans, in chili sauce, large tin, 3 tins 25c.
One can Fancy Navel Oranges, large size, Regular 45c, per dozen 35c.
Finest Real Salmon, Cook of the North Brand, per tin, 15c.
Imported Pickles, Rowatt's, assorted, per bottle, 10c.
Finest California Nectarines, 2 lb. 25c.
300 lbs. Fresh Peel Cake, regular 20c per lb. 15c.

3,000 Pairs of Underbought Boots and Oxfords

A Triple Ply Saturday Event in the Big Footwear Department
WHEN the Robert Simpson Co. announces a Sale of Boots and Shoes, the general public of the City of Toronto knows that due preparation has gone before.

Without going into the various details of preparation for this sale planned for Saturday, we may say that it is a similar result to the similar enterprise and activity that marked the phenomenal Footwear Sales this store has held on several noteworthy occasions this spring before.

Three Factories' Floor Stocks of \$3.50, \$4 and \$4.50 Boots and Oxfords—Men's and Women's—all sizes **2.49**

The makers are well known throughout Canada. The goods were made up for this spring's trade—new, fresh, stylish, city Footwear. We'll describe them in three lots, 1000 pairs in each. You had best come early. The ideal time for a sale like this is **Eight o'Clock Sharp.**

1000 PAIRS LADIES' HIGH-GRADE BOOTS AND OXFORDS.
1000 pairs of Ladies' High-grade Boots and Oxfords, new 1909 spring and summer styles; all popular leathers, including chocolate kid, tan calf, vic kid, calf and patent calf, with dull calf tops; lace, button, blucher, tie and ribbon bow styles; light, medium and heavy soles; all sizes 2 1/2 to 7; widths B, C and D. Regular values to \$4.00. On sale Saturday **2.49**

1000 PAIRS MEN'S OXFORDS.
1000 pairs of Men's Oxfords, every pair Goodyear welted, made with flexible solid oak bark tanned leather soles; patent calf, vic kid, box calf and tan Russia calf leathers; blucher and ring tie styles; all sizes 6 to 11. Regular values \$4.00 and \$4.50. Saturday **2.49**

1000 PAIRS OF MEN'S BOOTS.
1000 pairs of Men's Boots, patent calf, with dull calf tops, Russia tan calf, vic kid and box calf; every pair made with solid oak bark tanned Goodyear welted soles; blucher and Bal. styles; all sizes 5 1/2 to 11. Regular value \$5.00 and \$4.00. Saturday **2.49**



Strawberry Shortcake and Whipped Cream 10c Saturday

A Sale of the Rea Petticoats

WE have divided all the petticoats from the Rea store into four lots and re-marked them in accordance with the Simpson idea of clearing prices.

Lot 1—\$2.95—Silk Petticoats, black and colors, deep founces of accordion pleating, tucking, strappings and stitchings. Regular price \$4.50. Saturday \$2.95.
Lot 2—\$3.95—Rich Silk Taffetas and Silk Molrettes, all fine qualities, black and all the latest colors, new styles. Regular prices \$5.00, \$5.50 and \$7.50. Saturday \$3.95.

Lot 3—\$4.95—Rich heavy quality Rustling Silks, with extra deep founces and tucking and ruching, embroidered pleating and pinning, with frills and deep underpieces. Regular \$8.50, \$10.00 and \$12.50. Saturday \$4.95.
Lot 4—Silks of superb quality, in colors of taups, Alice, Copenhagen, brown, pink and cream; deep founces of embroidery, pleatings, stitchings, tucking, some trimmed with laces. Regular \$9.50, \$10.50, \$12.50 to \$18.00. Saturday \$7.95.

A Sale of Hats at \$5.00 Saturday Morning

THIS offer is intended for eight o'clock. We are so busy in the later hours of the day that we want to distribute the pressure a little more evenly.

The Hats prepared for 8 o'clock Saturday morning cannot be equaled in town at the price, we are quite sure. They are the nicest lot that our Milliners have turned out this season to sell at this popular figure. They resemble really expensive Hats. Every one new, smart, every one trimmed with a keen regard for the fashion of the season, yet each with a touch of that charming individuality for which this store is so favorably known.

Come early and your enterprise will be well rewarded. Chip and other novelty braids, profusely trimmed with fine imported flowers, newest colors and effects. You can't equal them elsewhere. Special Saturday sale **\$5.00**



Simpson Whitewear at Reduced Prices

Night Dresses, slipover style, 3-4 sleeves, fine cotton, lace trimmed, lengths 54, 58, 60 inches. Regular price 75c. Saturday 50c.
Night Dresses, slipover style, 3-4 sleeves, fine cotton trimmed, with fine embroidery insertion and narrow lace. Lengths 54, 58, 60 inches. Regular \$1.25 each. Saturday, each, 85c.
Night Dresses, nainsook, a beautiful square neck, slipover style, neck and cuffs formed with fine wide embroidery, tucked, embroidery beaded cuffs, silk ribbon rosette. Lengths 54, 58, 60 inches. Regular value \$2.25 each. Saturday \$1.25.
Night Dresses, a very dainty high neck style, long sleeves, fine nainsook, 24 tucks from shoulder to waist, fine hand-made narrow embroidery, frills and beadings. Lengths 54, 58, 60 inches. Regular \$2.00 gown. Saturday, each, \$1.25.
Corset Covers, fine nainsook, two dainty styles, one lace, the other lace and embroidery trimmed, beadings and silk ribbon, full front or tight fitting. Sizes 34 to 44 bust. Regular value 75c each. Saturday at 50c each.
Drawers for women, 40 to 46 bust measure, fine cotton, wide umbrella style, tucks and founce of fine embroidery, both styles. Sizes 23, 25, 27 inches. Extra large sizes. Regular price \$1.00 a pair. Saturday 75c.

Girls' Dresses on Second Floor

WE devoted particular attention to the girls this spring, and we have been well repaid. We pride ourselves on our exceptional showing of Girls' Dresses. We are in a position to offer you several splendid values for Saturday.

Girls' Dresses, fine gingham, small sky, pink, navy or green check, yoke of all-over embroidery, neck, sleeves, waist and fancy berthe embroidery trimmed, tucked skirt with deep hem. Sizes 1 to 4 years. A regular \$1.25 dress. Saturday, 75c.

Girls' Dresses, fine white linen, one style buttons on side, daintily trimmed with bias striped gingham; the other has yoke and strappings of the fine ghingsams, in several plain colors. Sizes 4, 6, 8 years only. Regular values \$1.50 and \$1.65. Saturday, \$1.00.

Girls' Dresses, finest quality gingham, in large red, brown or sky check, wide tucks front and back, Gibson pleat over shoulder, large pearl buttons, piping, pleated skirt, with deep hem. Sizes 6, 8, 10 years. Regular value \$3.25. Saturday, \$2.50.

Girls' Dresses, hand embroidered, dotted Swiss muslin, deep fancy berthe, and skirt trimmed with fine Valenciennes lace insertion, small and large tucks, a beautiful dress. Sizes 6, 8, 10 years. Regular value \$5.50. Saturday, \$4.25.

What \$15 Will Do for You in the Men's Store

Saturday Will Afford an Opportunity of Testing Us on Our \$15.00 Suits and Coats

WE ARE particularly strong this Spring on the following lines:

- \$15.00 Suits for Men
- \$15.00 Coats for Men
- \$9.50 Suits for Youths
- \$5.00 Suits for Boys

Will you look us up on these to-morrow? The \$15.00 Suits for Men particularly.

SPECIAL SHOWING OF MEN'S SUITS AT \$15.00.
Made from imported fancy English worsteds of superior weave and design, presenting an unusually fine fabric assortment, in the most favored new spring shades, including brown tones, tan, slate grey and olive green, with self stripe and handsome colored thread mixtures. The garments involve in this special line are cut on the very latest spring model, in three button sack style, with slight dip in front, fancy cuffs on sleeves and flaps on pockets; made up with the best shrunken duck and haircloth interlinings and canvas fronts, assuring permanent shapeliness, perfect fitting in every respect, equal in appearance to the product of the exclusive custom tailor. Extra special value **15.00**

Men's Blue and Black Suits, in fine smooth twill all-wool English, well all-wool English, single-breasted, newest style, best trimmings, \$15.00.
Men's High-grade Overcoats, in extra quality all-wool fine black English cheviot, Chesterfield style, 47 inches long, excellent trimmings, \$15.00.
New Raincoats, in rich finished extra quality all-wool greenish fawn English covert cloth, 50 inches, Chesterfield style, \$12.00.

We Specialize on \$2.00 Hats

Black Derbys—Christy's, Battersby's and King's—\$2.00.
Brown Derbys, English makes, all the gradations of shade, \$2.00.
Fedoras, greens, slate, browns, greys, black, \$2.00.

CAPS FOR MEN AND BOYS
All kinds, all shapes, 25c to \$1.00.
Kids' Tams, new designs, 25c, 35c and 50c.

New Spring Underwear for Men

Fine French Balbriggan, 50c and 75c garment; heavier quality, for spring and fall, \$1.00 and \$1.25.
Balbriggan Combinations, perfect fitting. Per suit \$1.00, \$1.25, \$1.50 and \$2.50.
Imported Natural Woods, \$1.00 and \$1.50 garment.

Bats and Balls

Baseball Bats, 40c and 50c value. Saturday 15c.
Baseball Masks, Regular \$1.50 and \$1.75. Saturday 25c.
Official League Ball, Regular \$1.50. While they last Saturday, 98c.
Baseballs, Half Dollar Dead. Saturday 15c.
Baseballs, Regular 25c. Saturday 10c.
Catchers' Mitts, Regular value \$1. Saturday 85c.
Catchers' Mitts, Regular value 90c. Saturday 55c.
Catchers' Mitts, Regular value 45c. Saturday 25c.
Baseball Bats, for the small boy. Saturday 5c and 10c.

Big Special Purchase of Umbrellas

\$1.25 and \$1.50 Values Offered at 88c in This Store To-morrow
WHY should good umbrellas go a-begging at 88c? Why, indeed! That's the question. They come to us at the saving they go to you. That's all we know about it. We'll vouch for the value.
720 Ladies' Umbrellas, full size tops; covers—see taffeta, gloria, with and without tape borders; frames are the very best close rolling; a most beautiful assortment handles—Dresden silver tops with pearl posts and natural wood. Worth regularly \$1.25 and \$1.50. Selling Saturday **88c**

Some Stylish Coats at Popular Prices

NEWLY arrived, and not a moment too soon, for they are wanted badly. Knock-about Coats for travelling, dressy coats of moderate price—no matter what the purpose or how high the standard these coats, moderately-priced though they are, will appeal to all.

Long Tourist Coats, semi-fitting, tailored striped covert coat, in trimmed with strappings and buttons, made of brown, navy and black broadcloth and grey and cream serge. Saturday \$17.50.
Coats of fawn covert, and fawn striped covert, semi-fitting backs, single breasted, patch pockets, trimmed with buttons. Saturday \$5.00.
Tailored Striped Covert Coat, in fawn tones, three-quarter length, semi-fitted back, fancy pocket flaps, trimmed with buttons. Saturday \$8.50.
Tweed Coats, of creamy grey mixture, of striped or checked effects, some with saquee back, others semi-fitting. Saturday \$6.00.

One-Piece Dresses

THE dress of the year 1909 is decreed one-piece. We'd like to show you a lot we have marked \$18.50.
Fine poplinette, in brown, navy, greys and black. The yoke of fine lace insertion, edged with tuck silk, and buttons, waist part has embroidered front and back; also some in new satin-faced cloth, yoke of tuck taffeta, trimmed down front with buttons. Saturday, \$18.50.

In the Skirt Section

TWO particularly good values—one at \$5.00, a useful spring skirt for every day, and another at \$9.50 to wear with a dressy waist.
500 Separate Skirts, of fine quality imported Panama, made in two styles, flare gored, trimmed with fold or buttons, colors are brown, black and navy. Sizes 37, 38, 39 and 40 lengths only. Saturday \$5.00.
Flare Skirt, of striped and pleated side gored, trimmed with effect, finished with self-fold and buttons, colors are navy, green, brown and black. Saturday \$9.50.

Girls' Coats and Dresses

THE Girls' Department is in the "City Hall Section," as we call our northwest corner of the new building. There you will find a glorious light and lots and lots of room, and a stock such as we never had room to show before. This first lot of Reefer Coats at \$2.95 should sell by right at \$3.75 to \$6.00, because the goods are our factory ends of cloth belonging to the more expensive lines.

Reefer Coats, of tweeds, in grey stripes and checks, and of navy cheviot serge, made with double-breasted front, trimmed with brass buttons. Sizes 4 to 14 years. Saturday **2.95**

A very smart little Dress Coat, of splendid quality velvet, in grey, fawn, green and navy, trimmed with pearl buttons and braids. Sizes 3, 4 and 5 years. Saturday \$3.95.
Girls' Reefer Coats, of grey, navy and cardinal cheviot serge, velvet collars, trimmed with novelty buttons and soutache braid. Sizes 4 to 14 years. Saturday \$4.75.

Girls' \$2.00 Dresses 98c

A Collection of Underbought Dresses, of navy print, with polka dot, in sailor style, with white vest and deep square-cut collar, finished with print tie; also some of striped percale, in jumper style with white lawn gumpie, trimmed with lace, and several styles in one-piece dresses; sizes 10, 12 and 14 years. Regular value \$2.00. Saturday, 98c. No 'Phone or Mail Orders Filled.

A New York Lot

Smart New York Girls' Dresses, of fawn, pink, red and navy chambray, and navy and pink check and striped prints, fancy yokes and pleated skirts, trimmed with buttons or narrow pipings of print, novel designs and materials; sizes 10, 12 and 14 years. Saturday, \$2.50.

500 Waists for \$1.00 Saturday

We have an extremely fine showing of Dollar Waists this week. We display them especially to-morrow. White Lawn, with embroidered fronts; nice, fine, dainty, cleverly designed Waists, and "awfully" cheap at a dollar. Long close sleeves and high collars—you'll like them.