

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS

SIMPSON

Sensation in the Shoe Department

WOMEN'S BOOTS, \$1.39.
130 pairs Women's Boots, Don-gola kid leather, dull blucher tops, patent toecap, Cuban heels. Sizes 2 1/2 to 7. Regular \$1.79. Friday bargain \$1.39.
WOMEN'S OXFORDS, \$1.95.
300 pairs Women's Oxfords, tan Russia calf, patent cord and Don-gola kid leathers, 1911 models, medium or high heels. (100 pairs samples included). Sizes 2 1/2 to 7. Regular \$2.50 and \$3.00. Friday bargain \$1.95.
BOYS' BOOTS.
242 pairs Boys' Boots, box calf leather, double solid leather soles and heels. leather lined, blucher style.
Sizes 11 to 13. Regular \$2.00. Friday bargain \$1.49.
Sizes 1 to 5. Regular \$2.25. Friday bargain \$1.69.
CHILDREN'S BOOTS, 79c.
360 pairs Children's Boots, Don-gola kid leather, blucher style and patent toecap, spring heels. Sizes 5 to 10 1/2. Friday bargain \$1.79.

Wash Goods--2nd Floor

A great sale of nainsook flouncings, tucked lawns, etc., for ladies' and children's wear, 36 to 40 inches wide. Regular 75c to \$1.25. .50
2,400 yards fine print, 30 inches wide, black, navy, white and other colors, ground spots, stripes and figures. Regular 10c. .6
A quantity of fine muslins printed in various designs, some half silk and cotton goods, remnants and mill end goods, up to 59c. All one price. .15
Fine quality printed muslins, pretty designs, in floral effects in pink, sky, mauve, etc. Regularly 12 1/2c and 15c. .7
(No phone or mail orders).
Wide Silk Ribbon, 10c Yard
Here the pure Silk Ribbons, 5/4 to 6 inches wide, of the best quality, now selling for 15c to 25c per yard, to be put out as a huge Friday bargain. The color range is the best, including white, pink, sky, navy, red, as well as about 100 other colors. Friday bargain. .10

Economies in Embroideries & Handkerchiefs

24-inch to 36-inch Swiss embroidered flouncings in pretty floral designs with Valenciennes insertion, hem-stitch frill edged with narrow Valenciennes lace, also hem-stitch flouncings. Regular 75c, 90c and \$1.25 per yard. Friday, per yard \$1.25 per yard. .35 .48 and .68
Swiss embroidered all-overs in small designs (36 inches wide), for blouses, yokes and sleeves. Regular \$1.00 and \$1.25 yard. Friday, per yard .63
HANDKERCHIEFS
Regular 10c Each at 5 for 25c.
Women's Swiss embroidered and Valenciennes lace trimmed handkerchiefs. Regular 10c each. Friday, 5 for .25
Same style of handkerchiefs, only finer quality. Regular 25c and 35c each. Friday, 2 for .25
Children's white lawn handkerchiefs with neat colored borders. Regular 6 for 25c. Friday, 10 for .25
Shell hair pins in sets of three. Regular 25c. Friday .10
\$3.50 HANDBAG FOR \$1.50
Genuine seal goat bag, German silver frame, double strap handles, leather lined, fitted with genuine leather change purse. This bag is made in the most wanted shape and size. Regular \$3.50 each. Friday .150
FOR LESS THAN HALF
Four-piece Comb Sets, consisting of back, sides and barrettes. Regular 48c each. Friday. .19
Shell Hair Combs, three styles to choose from. Regular 35c each. Friday .19
1,440 Hair Ornaments in back combs, barrettes, sets and hair pins. Regular 25c, 35c, 50c and 75c. Friday .5 and .10

Startling Whitewear Opportunity

Fine Nainsook Corset Covers, trimmed with 12 rows fine lace insertion, heading and silk ribbon. Sizes 32 to 42 bust measure. Regular 60c each. Friday .35
Drawers, of fine nainsook, umbrella style, deep hemstitched tuck with frill of fine eyelet embroidery, both styles. Sizes 23, 25, 27 inches. Regular \$1.00. Friday, pair .75
Night Dresses, fine cotton. Mother Hubbard style, trimmed with lace. Sizes 56, 58, 60. Regular 75c. Friday .50
\$2.50 ROYAL WORCESTER CORSETS FOR \$1.50.
300 pairs Royal Worcester Corsets, fine white coutil, a beautiful new spring model, medium low bust, long below waist, with four-hose supporters, lace and ribbon. Sizes 19 to 30 inches. A regular \$2.50 corset. Friday, pair .150
INFANTS' CASHMERE COATS.
300 infants' cashmere, in two dainty styles, collar, cuffs, neatly trimmed with silk braid medallions, pearl buttons. Sizes 22 and 24 inches. Regular \$3.00 and \$3.50. Friday bargain. 1.75
Girls' Flannellette Gowns, in Mother Hubbard style, trimmed with fine lace insertion, colors white and pink. Sizes 2 to 18 years. Regular 85c and 90c. Friday bargain, each .63
Women's "Velva" Vests and Drawers, white, medium weight. Vests high neck, long sleeves, button fronts. Drawers ankle length, both styles. Sizes 32 to 38 bust measure. Regular 35c. Friday bargain, each .25
CHILDREN'S DRESSES.
French all-wool cashmere, strapping and piping of taffeta silk, silk covered buttons, colors red, navy, brown, white, sky blue. Sizes 2 to 5 years. Regular \$2.25. Friday 1.50
Fine wool plaids, trimmed with plain cashmere to match, covered buttons, blue, green and Victoria plaids. Sizes 2 to 5 years. Regular \$2.00. Friday .125
Fine all-wool serge, middie style, navy, with shepherd check skirt. Sizes 6 to 14 years. Regular \$3.75. Friday bargain .350

Hosiery and Gloves

Women's fine tan and black cotton hose, seamless finish, spliced heel and toe. Friday .12 1/2
Women's French kid, leather and chambray gloves, 2 dome, odds and ends. Regular 75c and \$1. All sizes. Friday .59
Women's plain and ribbed black cashmere hose, medium weight, spliced heel and toe, 3/4 to 10, extra special. Friday .19
Women's "Llama" heavyweight cashmere hose, soft elastic yarn, double heel and toe, 8 1/4 to 10, regular 45c. Friday .35
Boys' and girls' heavyweight fine ribbed black cotton hose, fast dye, elastic finish, double heel and toe, 19c value, 5 1/2 to 10. Friday .12 1/2
Boys' and girls' cashmere hose, medium weight, strong and good wearing, double heel and toe, 4 to 10. Friday .19
Women's elbow length suede gloves, open at wrist, perfect finish, odd shades and sizes, clearing Friday .69
Men's plain black English cashmere hose, seamless, good weight and wearing, double heel and toe, extra special value. Friday .12 1/2
Men's spring weight suede finish, unlined gloves, dome clasp, best finish, sizes 7 to 9, regular \$1. Friday .49

Jewellery Bargains

400 Gold Filled Rope Neckties, 16 inches long, soldered links, beautifully finished in Roman gold. Regular value \$1.50. Friday bargain, each .69
144 Silver Plated Fern Pots, fancy open work band, fancy feet, earthenware fern holder. Regular value \$1.98. Friday bargain. 1.19
Drugs
Beef, Iron and Wine, 40c bottles. Friday .25
Bland's Iron Pills, plain or improved, 100 in a box. Regular 20c. Friday .10
Bay Rum, 35c bottles. Friday .25
Cough Drops, 5c packages. .3 for 10
Infallible Hair Restorer. \$1.00 bottles. Friday .75
Fountain Syringes, \$1.25 and \$1.50. Friday .98
Complexion Brushes .12 1/2
Face Chamols, regular 10c. Friday .5

Millinery

400 TRIMMED HATS AT \$3.50 EACH.
Most of these are smart tailored effects, but many of them are dressy styles. All are in the best colors and shapes and trimmed with ribbons and quills or flowers. Friday Sale Price .3.50
21-inch Willow Plumes for 7.45
These beautiful plumes are in black or white, and we know to be the best value in willows ever offered in Toronto. Friday Sale .7.45
SALE OF SAMPLE LINGERIE HEADWEAR.
A manufacturer has just made an early clearing to us of all his over-makes and samples of Lingerie Hats, Bonnets and Caps. They are all fresh goods and beautifully finished. We place them on sale to-morrow and Saturday as follows:—
Misses Lingerie Hats, worth \$2.75 to \$5.00. Sale Price .1.65
Children's Bonnets of fancy braid, worth \$1.75 to \$2.50. Sale Price .85
Bonnets and Caps of fine Swiss embroidery or silk, ribbon trimmed, worth 75c to \$1.25. Sale Price .39

For Windows & Floors

LACE CURTAINS 69c.
Nottingham Lace Curtains, many designs, well finished, good wearing qualities, 52 and 54 inches wearing qualities, 52 and 54 inches wide, 3, 3 1/2 and 3 3/4 yards long. Exceptional value at Friday's reduction, per pair .69
CURTAIN POLES AT 12c.
Neat Curtain Poles, oak and mahogany finish, 4 feet long, 1 inch in diameter, fitted with brackets and ends. Special Friday .12
TAPESTRY CURTAINS \$1.69.
Special Tapestry Curtains, reversible patterns, the maker's range of colorings, one and two-toned effects, neat fringe top and bottom, 3 yards long, 40 inches wide. Regular \$2.50. Friday, per pair .1.69
WINDOW SHADES AT 24c.
Oil Opaque Window Shades, cream, green and lawn, 37 in. wide, 6 feet long, mounted on good spring rollers, complete with brackets and pull. Worth 45c. Friday .24
ENGLISH CRETONNES AT 11c.
This is a very special offering of Cretonnes, a large variety of designs and colorings. Worth up to 30c a yard. Lowly priced to clear at .11
3,000 yards of Heavy Scotch Printed Linoleum, in best block, floral, tile, parquet and matting designs, perfect goods, thoroughly seasoned. Regular 45c. Friday, per square yard .29
4,600 yards of Fine Japanese Matting, in carpet designs, colors greens, blues, reds and browns, reversible. Regular 25c and 30c. Friday, per yard .11
Extra quality English Tapestry Rugs, in good colorings and designs, a most serviceable grade at remarkably low prices. Friday, each, 3 x 3 yards, 4.99; 3 x 3 1/2 yards, 5.99; 3 x 4 yards, 6.99; 3 1/2 x 4 yards, 7.99.
Men's and Boys' Hats

Women's Dresses and Coats

Women's and Misses' one-piece Dresses, of French Ventian, imported fine serges and all-wool panamas, some have yoke and collar of lace net, waist trimmed with silk cord design and pipings, others with wide sailor collars, trimmed with narrow braid skirts are the new semi-pleated and plain effects, only 95 dressed in the lot; these dresses sold regularly at prices ranging from \$10 to \$15.75. Friday .5.45
WOMEN'S \$14.50 COATS FOR \$7.99.
A collection of Women's Smart Coats, in a number of smart styles, some are full length, others in short lengths, trimmed with self-strappings and buttons, materials are plain and fancy covert cloths, in fawn tones, cravenette cloth, and of light weight broadcloths in black only; regular prices were \$9.50 to \$14.50. Friday .7.99
WOMEN'S \$6.25 SEPARATE SKIRTS, FOR \$2.95.
A special line of 130 Women's Separate Skirts, of tweeds, in light grey, olive or dark stripe effects, Donegal tweeds, in fawn and green tones, Panamas, in brown and navy, worsteds in green and of French Venetians in cardinal and green, made in a great variety of styles, mostly pleated, trimmed with self-strappings or buttons, some quite plain; the regular prices of these skirts were \$5.00 and \$6.25. Friday .2.95

Waist Dept. Bargains

Sample model Blouses and Waists, in 34, 36 and 38 inches only, black silks and ninos, colored chiffon, silk and voiles, ivory and ecru lace and net, all in this season's goods, up to the minute in style, selling regularly at \$5.00, \$6.50 and \$7.50. 120 only, for Friday bargain .2.95
Three tables of fine Vesting, percale and lineae waists, six designs for choice, and every size from 34 to 42 inches, nice clean goods and everyone of this season's make, they are simply lines we cannot repeat, therefore they must go, regular selling prices \$1.25, \$1.50 and \$1.75. Friday bargain .89
Trimming Dept.—Main Floor.

Long Kimono Gowns

Kimono Gowns of fine cotton de-laine, stripe and Paisley effects; navy, green, pink and reds; tucked front, sleeves and fronts edged with self border; sizes 34 to 44. Friday bargain .98
SATEEN PETTICOATS.
Women's Petticoats of black mercerized sateen; has a deep crimp-founce, finished with a gathered hem; sizes 35 to 42. Friday bargain .39

Swiss Robes Extraordinary

100 fine Swiss embroidered robes all this season's goods, 20 designs for choice, all we need say is that regular prices are \$7.50, \$9.50 and \$10.50 each. Friday, 8 a.m. to 12.1.98
Fancy Needlework—Main Floor.
100 assorted Piano Drapes, full size, and a pure heavy silk, embroidered with a metal, a perfect range of colors. Regular \$1.00 and \$1.25. Great Friday bargain .58
Second delivery of Swiss Tambour Shams and Scarfs, 22 x 32 in., and 18 x 54 in. Regular 48c. Friday bargain, each .19

Opportunities in Toilet Goods

Zenobia Lavender Toilet Soap, regular 15c. Friday, 3 cakes in box .25
Armour's Superior Soap, regular 20c. Friday .25
Cm-bapple Soap, regular 7 cts. Friday, 6 for .25
Armour's Auditorium Bath Soap, regular 12 1/2c. Friday .4 for .25
78 only, Ebony-finished Mirrors, also Nickel Rimmed Stand Mirrors. Regular 35c, 50c and 65c. Friday .25
Phone direct to Toilet Department. Special clearance of Vampole's Perfumes, all odors, regular selling price 25c, 35c and 40c. Friday bargain .10
2,000 rolls Kennebec Toilet Paper, Regular 10c a roll. Friday bargain 7c .25
Taylor's Castle Soap, 2-lb. bar, Friday bargain .16
Tooth Brushes, regular selling price 20c. Friday .10

In the Men's Store

English Covert Cloth Raincoat, a smooth, finely woven material, made shower-proof by secret rain-proofing process, in rich fawn and dark Oxford grey shades; cut in single-breasted style, long and roomy, lined throughout with best quality Italian cloth lining; a splendid fitting coat, suitable for spring wear or for wet weather. Sizes 35 to 44. Regular \$10.50. Friday at .6.95
MEN'S TWEED WORKING PANTS.
Heavy weight Pants, in assorted neat dark stripe patterns, well made. Sizes 31 to 42 in. waist. Regular \$1.60. Friday .95
Men's English Worsted Pants, in neat black and grey stripe patterns, nicely tailored and perfect fitting. Sizes 31 to 42 in. waist. Regular to \$3.50. Friday at 1.98
200 BOYS' SPRING REEFER AND TOPPER OVERCOATS.
A manufacturer's odd lots and broken sizes, Regular prices \$4 to \$6. To clear Friday at \$2.75.
Fine quality English covert cloths, tweeds, serges and fancy worsteds, in blue, fawn and grey shades, plain and fancy stripe patterns, cut in double-breasted reefer and single-breasted topper styles, with self and velvet collars, carefully tailored and finished with best quality linings and trimmings. Sizes 21 to 35. To clear Friday at .2.79
BOYS' ODD KNICKERS.
Regular 65c, 75c and 85c. To clear Friday at 45c.
Boys' English and Canadian Tweed Plain Knee Pants, in assorted neat dark and medium stripe patterns, lined throughout with strong, durable cotton. Sizes 22, 23, 24 and 25 only. To clear Friday at .49
2,000 garments of Men's Natural Yarn Underwear, Shirts and Drawers, "Ten-A-Brand" Sizes 34 to 44. Friday bargain .49
500 pairs Men's Suspenders, odd lines and some slightly soiled, several different styles to choose from. Regular 50c and 75c. Friday bargain .33
3,000 Men's Six Neckties bought at a very low figure, large assortment to choose from, plain and fancy colors and check and floral designs. Regular 90c. Friday bargain .59
1,000 Men's Cashmere Outing Shirts, with turn-down collar, neat stripes on a cream ground, will give satisfactory wear. Regular 75c. Friday bargain .59
5,000 garments Men's Balbriggan Underwear, made by a well known Canadian manufacturer. Sizes 34 to 46; colors are natural and sky. Regular 50c. Friday bargain .39
1,000 Men's Flannellette Night Robes, in good assortment of colors. Sizes 14 to 19. Regular 75c. Friday bargain .59

Bar-Gain=Without Profit

YOU won't find this meaning of the word bargain in the dictionary, but that's what it means to us when we put before you such a programme as you see on this page. It means that, on the average, you could not beat these prices if you were in business for yourself, and buying direct from the manufacturer in large quantities for cash. Needless to say, we can't do this every day, so to-morrow will be for you a golden opportunity. Last year it was Good Friday, store closed, and there is nothing for the Managers to beat, so they have conspired for a big day, even if they can't show a cent of profit. Don't miss it.

Linens and Staples Profitable for You

Table Cloths worth up to \$3.00 for .1.79
100 only fine all linen Table Cloths, size 2 x 2 1/2 yards, new and handsome design, bordered all round, some slightly soiled, worth regular up to \$3.00. Friday 1.79
Can't promise to fill mail or phone orders.
1,000 yards Brown Holland, 40 inches wide. All linen, firm, strong even weave, for children's summer wash suits and dresses. Friday per yard .15
300 pairs fine Damask Towels, hemstitched ends, large size, regular 50c pair. Friday, pair .37
75 only pretty cambric covered comforters, large size, 72x72 inches, best white filling. Friday, each 1.39
HEMMED SHEETS, 1.05 PAIR.
400 pairs sheets, hemmed, each made from strong English sheeting, firm round thread, strong and will wear well. Friday, pair .1.05
500 Doilies at 2 for 25c. Round size, 12 x 12 inches, drawn work centre, fine lace edge, very pretty, 500 only at fancy linens, second floor. Friday, 2 for .25

Gas & Electric Fixtures

Bent Glass Fringed Domes, 22-inch diameter, in amber or green. Gas or electric. Regular \$20.00. Friday .12.50
Square Fringed Domes, 18-inch, for gas or electric. Amber, green, red and green. Regular \$12.00. Friday .7.00
Art Glass Domes, in assorted floral designs, 23-inch diameter. Regular \$35.00. Friday .19.50
6 Leaded Glass Domes, 22 and 24-inch, assorted artistic designs, fitted for gas or electric light. Regular to \$40.00. Friday .22.50
2-light Electrolite, in brushed brass finish, fitted with shades complete. Regular \$4.00. Friday 2.75
3-light Fixtures as above. \$5.00. Friday .2.75
Verandah or Porch Lamps, brushed brass holder, lamp, socket and 7-inch frosted ball shade. Regular \$1.50. Friday .95
4-light Shower Electric Fixture, with long chain drops, complete with shades. Regular \$12.00. Friday .7.95
25 2 and 3-light Gas Fixtures, several patterns, up to \$4.00 value. Friday .1.99
"Weisbach" Gas Mantles, 1,000 upright or inverted. Friday .3 for .25

Wonderful Furniture Bargains

Arm Chairs in mahogany, large size and strongly made. Regular price \$8.75. Friday bargain. 3.45
Dining Chairs in mahogany with solid leather seats, sets of 5 side chairs and 1 arm chair. Regular price \$31.50. Friday, 18.90
Writing Desks, made of solid hardwood, mission oak finish. Regular price \$6.50. Friday bargain .3.95
Music Cabinets, in mahogany, polished. Regular price \$1.50. Friday bargain .6.95
Bedstead, Mattress and Woven Wire Bed Spring, bed is pure white enamel finish, mattress is well filled with seagrass centre with lute on both sides, spring has iron frame with closely woven steel wire mesh. Friday, special .5.95

Umbrellas

70 only Women's Umbrellas, a select range of pretty handles in pearl and gold in various designs, silk mixed tops, with tape edge, best of frames, fitted with silk cases, \$3.00 and \$3.50 lines. Friday .2.49
Pure Food
1,000 bags Choice Family Flour, 1/2 bag, 59c. Choice Currants, cleaned, 2 lbs. 25c. California Seed-ed Raisins, 3 packages 25c. Perfection Baking Powder, 2 lbs. 25c. Canada Cornstarch, package, 7c. Yellow Cooking Sugar, 11 lbs. 50c. Choice Pink Salmon, per tin, 11c. Fine Canned Corn, 3 tins 25c. Choice Rangoon Rice, 6 lbs. 25c. Pearl Tapioca, 4 lbs. 25c. Blue Bell Jelly Powder, assorted, 4 packages 25c. 2,000 lines Canned Plums, in heavy glass, finest quality, 2 size tin, regular 20c per tin, 15c. Telephone direct to department.
2 1/2 LBS. PURE CELONA TEA, 55c.
A Blend of Indian and Ceylon tea, one can, Friday, black or mixed, 2 1/2 pounds, 55c.

Wall Papers and Japanese Leathers

1,350 yards Odd Prices, assorted designs and colorings. Regular 5c 8c and 10c yard. Friday, per yard .3
2,500 rolls Wall Paper, assorted colorings for kitchens, bedroom, halls. Regular to 8c and 10c. Friday, per roll .11
2,650 rolls Dining Room, Hall, Drawing Room and Bedroom Papers, good colors Regular to 20c and 25c. Friday .11
Japanese Leathers and Metallic Cloth, for walls, dadoes and vestibules. Regular \$1.00 and \$1.50 yard. Friday, per yard .24
BABY CARRIAGES AND PAINTS.
Special, Reed Body and Reed Hood. Carriage with rubber tires, full body with roll. Special price. .15.10
3 only 3/4 Go-Carts, with leatherette body and wooden sides, rubber tires. Regular \$15.50. Friday .7.95
House Paints, medium and dark colors. Special price, per quart .21
200 lbs. Snow Pipe Emamel, large size. Special, per tin .55
5th Floor in Paint and Wall-Paper Dept.

Unusual Offer from Book Dept.

1,000 books, suitable for boys and girls, regular values from 25c up to 60c. These books are all bound in handsome cloth bindings, and beautifully illustrated. Special price .23
A few of the Titles—With Marlborough to Malplaquet, by Herbert Strang; Games for All Occasions, by Mary E. Blair; Bland the Archer, by Herbert Strang; Gerald and Dolly, by D'Estere.
1,000 books for boys and girls, regular values up to 30c. This is a great children's line, and should be a tempting offer to libraries. Special price, 13c each, or 2 for .25
100 only, Styles or Ink Pencils, regular values up to 75c. Special for Friday, while they last .39

Dinner Sets on which You Save Over \$75.00

3 only 102-piece Limoges China Dinner Sets, rich artistic decoration, coin gold finish, in the new St. Regis shape. Kermit shape cups. Regular \$175.00. Friday bargain .98.00
102-piece Set in a dainty Havend creation, rich rose-blossom decoration, all printed in coin gold. Regular \$65.00. Friday bargain .45.00
102-piece Set in high grade Austrian china, Alma pattern, in conventional border, gold design, rich translucent body. Regular \$50.00. Friday bargain .35.00
See Yonge St. Window, displaying these high grade sets.
25 97-piece Dinner Sets in best English semi-porcelain ware, pieces finished in gold. For quick selling Friday .8.49
Flower Vases, 14in. high, neat American pressed glass ware. Friday bargain, each .15
Fruit Nappies in pressed cut design. Special 6 for .19
Rich Cut Glass Tumblers. Regular \$4.50 doz. Friday, doz. 2.98

29c Bargains in the Basement

WHAT YOU CAN BUY FOR TWENTY-NINE CENTS.
Items which represent in the regular selling way as high as 65c.
White Granite Granite Tea Trays, 4 Kettles, .15.00
White Granite Berlin Seamless Sink Drainage, .15.00
Granite Sauce-pans, Berlin Sauce-pans, .15.00
Granite Dish-pans, Coffee Pots, Tea Pots, .15.00
Rice Boilers, Granite Water Pails, .15.00
Cereal Cookers, Oval Roast Pans, .15.00
Preserving Kettles, Round Roast Pans, .15.00
Blue Decorated Tea Pots, House Brooms, .15.00
29c Bargains in the Basement

\$1.50 Kentia Palms for 89c

Kentia Palms, regular \$1.50, for .89
Boston Ferns, regular 75c, for .49
Japanese Primrose, each .25
Chinese Primrose, 15c each .25
SEEDS.
Flower and Vegetable Seeds, per package .25
Simpson's Evergreen Lawn Grass Seed, per lb. .25

The SIMPSON Company Limited