

H. H. FUDGER, President. J. WOOD, Manager.

THE SIMPSON COMPANY, LIMITED

Probabilities. Easterly and southerly winds, unsteady and milder with occasional rain.

THE ROBERT SIMPSON COMPANY, LIMITED

FRIDAY, MARCH 19

COMPANY, LIMITED



Easter Cards. Full assortment of Easter Postcards and Novelties on sale in Book Department on Saturday next - Main Floor.

Fresh Cut Flowers. Carnations, Tulips and Daffodils, extra choice, per dozen, 25c.

The New Things in Suits & Overcoats

Spring Styles for Men Showing in the Men's Store To-Morrow. 'NOT how cheap, but how good for the money.' That might be said to express the aim and status of the men's store.

Men's Spring Weight Coats, made from a dark Oxford grey all-wool imported English cheviot, a handsome durable fabric, Chesterfield style; 47 inches long; lined with fine mohair twill lining; cut loose and roomy; perfect fitting garment. Extra special value, \$12.00.

Men's Spring Overcoats, in fine black, soft finished imported vicuña cloth, of rich black shade; cut on the most advanced Chesterfield model, with broad chest effect, and 47 inches long; lined throughout with a heavy black silk twilled lining; well tailored and nicely finished in every detail. Our special price, Saturday, \$14.00.

Men's Imported English-Clay Twill Worsteds Suits, in blue and black, a soft finished twill, 20 oz. to the yard, of pure wool, and guaranteed fast.

Men's Derby or Stiff Hats, in a most complete assortment of all the leading spring, 1909, styles, from the best European and American makers; our lines are most carefully selected, and are dependable hats in every particular, and at prices which will meet almost any purchaser. \$1.00, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50.

Men's Derby or Stiff Hats, new stylish, up-to-date hats, fine quality, imported for felt; colors black, brown, fawn, grey or greens. Regular \$2.00 hats, Saturday, 95c.

Men's Gloves and Socks. Men's Gloves, spring wear, grey undressed kid, tan cape leather, dome fasteners, English made, all sizes. Regular \$1.50. Saturday, pair, 95c.

A Trimmed Hat for \$5.00. 100 Ladies' Trimmed Hats, splendid designs after the best ideas taken from imported models.

Corsets for Saturday. Two models, both right to the minute in style, specially priced as an inducement for you to visit this section Saturday.

Thousands of Sample Waists to be Cleared on Saturday. One of the foremost manufacturers of White Waists in Canada has cleared to us his entire sets of 'traveler's' samples, 7 sets in all, at about half price, and we are offering them on Saturday in 5 big lots.

A Great Watch Chance. Just 100 of them - each watch is thoroughly guaranteed by the manufacturer and by this store. These are the most popular watches of to-day and are similar in model to a \$10 watch.

Men's Spring Overcoats, in fine black, soft finished imported vicuña cloth, of rich black shade; cut on the most advanced Chesterfield model, with broad chest effect, and 47 inches long; lined throughout with a heavy black silk twilled lining; well tailored and nicely finished in every detail. Our special price, Saturday, \$14.00.

The Judgment of Toronto

Verdict Practically Unanimous---The Simpson Idea Triumphantly Vindicated

WE HAVE asked for Toronto's judgment on our Suits. We have waited until a decision became clearly defined. We are now in a position to announce the verdict. Toronto is simply charmed with the Simpson Suits for Spring, 1909!

For three weeks we have been seeking the opinion of our customers. We give above the synopsis of the remarks made by hundreds of ladies who have critically examined our suits right here in the department. In 90 per cent. of those cases the opinion expressed has been backed by purchase, either at the time or later after comparison elsewhere.

An Opportunity in Dress Goods

25 to 35 Per Cent. Off Regular Prices. We want you to see our Dress Goods Department to-morrow. Of course many of you HAVE seen it. We want you to come and see it again—to realize it.

It's a wonderful department. So spacious, so rich in all that makes a Dress Goods Department. The aisles, the counters, the light, the quietness of the huge busy place, the undoubted excellence of the choosing manifest in every piece of fabric displayed help to form an impression which, carried away by visitors, will withstand time and any comparison possible on this continent.

To make Saturday particularly enjoyable we have accepted a big discount on a quantity of high-grade materials and we will sell them Saturday morning at 65c a yard. As follows: Striped Satin Cloth, 46 in., regular 85c; English Suiting Serge, 54 in., regular \$1.00; French Chiffon Broadcloth, 52 in., regular \$1.25; Black and White Worsteds, 52 in., regular 85c; French and English Chevron Serge Suitings, 46 in., regular 85c; French Panamas, 50 in., regular 85c; French Satin Venetians, 52 in., regular \$1.00.

High-Class Silks Also. A special purchase of rich, handsome Dress Silks came to us at price below regular cost of importation, and the entire advantage goes direct to our customers.

Groceries Saturday. Fresh Creamery Butter, White Clover Brand, per lb., 30c. One car Fancy Navel Oranges, large size and sweet. Regular 40c per dozen, 31c, 25c. Canned Fruit, in quart gem jar, raspberries, cherries, peaches, plums and pineapple, per jar, 25c. Toasted Corn Flakes, 3 packages, 25c. 4,000 tins Heather Brand Sweet Wrinkle Peas and Corn, Regular 10c, 5c. California Seeded Raisins, Griffin Brand, 3 packages, 25c. Choice Red Salmon, Yukon Brand, per tin, 15c. Clark's Peas and Beans, in CHILI sauce, flat tin large size, 2 tins, 25c. Imported Pickles, Rowatt's, assorted, 1-2 pint bottle, per bottle, 10c. Fancy Mixed Biscuits, 2 lbs., 25c.

AN EXP... Wanted... H. Reilly... PROB... CRO... WE... W... Evidence... a Differ... and Su... pected... HAMILT... A new line... by the cro... case which... portant be... ready give... The crov... mation tha... tain that... successful... It is of... will give a... pain phas... public... It would embarras... any pres... activity oc... iled upon... Every 10... will show... take a mo... link now... WOM... Return... PARIS... of a storm... 3 o'clock... midnight... adopted a... government... strike of a... Alho, E... mount the... leaving M... thou to d... tion, this... another p... mar... The Soc... for's tacti... the doct... tented th... the strike... radical g... state em... had brou... social rev... The imp... tion-to-d... tion of m... lines of... more app... clear the... signs of... are retur... clear the... due to t... stand fir... About... of the non... making t... In the... startly a... many lar... CONF... Outline... HOME... posed by... an inter... the Balk... public... There... that it is... the renu... ncial co... Austria-... Bosnia... a decla... year, an... article 2... It is... opinion o... defaction... Hungary... along th... mobilize... able mix... Fears... ing situ... break of... DR... Opened... HAMI... Hon. D... formall... Picton... afterno... board o... specte... an add... The... contest... Canada... in Ass... ed R... Hamilt... won th... Victori... silver... Young... the br... Adam... and R... Clemo... WIN... It is... of the... secured... of Ha...