

The **SIMPSON** Company Limited
Robert Simpson

Telephone Number
Main 7841

The **SIMPSON** Company Limited
Robert Simpson

H. H. FUDGER, President.

J. WOOD, Manager.

Store opens 8 a.m.

Store closes 5:30 p.m.

PROBABILITIES: Moderate to fresh northwest and north winds; fair and cool.

Friday, May 13, 1910.

In the Cloak Department

HALF A DOZEN different opportunities invite ladies to this department to-morrow. To begin with we have a remarkable offering of summer suits for women and misses. We'll tell you all about them in a moment.

Then early comers will share in the clearance of broken lines which have occurred in the assortment of summer dresses. Splendid dresses—that's why the size range has given out.

Nice three-quarter coats will be selling for just a little over half, while dressy \$12.95 skirts of voile will be sold to first comers for \$6.95.

The girls have not been overlooked. We consider our girls' section too important for that. A nice little collection of 39 school suits has been reduced to the point of positive excitement. And we also emphasize for girls two stylish coats at very popular prices.

Now read the full particulars of the items you are especially interested in, and realize that morning shopping is most profitable:

WOMEN'S AND MISSES' SUMMER SUITS, \$25.00, \$20.00, \$17.50, AND \$14.75, FOR \$8.95.

75 only, Women's and Misses' Suits, in up-to-date styles; coats are lined with silk or broche; collars are round or square shape, and trimmed with moire silk, braided or plain tailored; skirts are either full or semi-pleated;

materials are French Venetians, fine serges, imported worsteds, and all-wool Panamas; colors in the lot are brown, navy, rose, green, amethyst; also a few in black. Sold regularly at \$25.00, \$20.00, \$17.50 and \$14.75. For quick sale, Saturday, \$8.95.

WOMEN'S \$7.50 TO \$12.50 DRESSES, FOR \$3.95.

Clearance of oddments and broken lines of our best selling styles of women's summer dresses, in a variety of one and two-piece styles, the materials are French mulls, linens, Swiss muslins, zephyrs and ginghams; yokes are either of tucked net, finely braided, or lace; skirts are either gored, semi or full pleated styles; a good assortment of colors to select from; the regular selling prices of these goods were from \$7.50 to \$12.50. Saturday's price, \$3.95.

WOMEN'S \$3.50 COATS FOR \$4.49.

50 only, smart coats, in three-quarter length, semi or close fitting backs, trimmed with self-strappings and buttons; these are made of a good quality covert cloth, in

either plain fawn or else in two tone fawn stripe effect, and were sold regularly at \$8.50. Saturday, to clear, \$4.49.

\$12.95 VOILE SKIRTS FOR \$6.95.

50 Skirts, made in two distinct styles, and trimmed with rich taffeta silk; the material is a splendid crisp quality of all wool voile, in black only. Come sharp at 8 o'clock and get best choice of these. The regular selling prices of them were \$12.50 and \$12.95; Saturday's price, \$6.95. Cannot accept phone or mail orders for these.

GIRLS' \$8.50 SCHOOL SUITS FOR \$3.49.

Smart school suits of French Venetian, in navy, brown or grey, fine serge, in grey, and imported Panamas in grey or navy; coats are in a smart double-breasted style, with loose back; skirts are full pleated; sizes are 10, 12 and 14 years, and regularly sold at \$8.50, \$8.75 and \$9.95 only; 39 suits in the lot. To clear, Saturday, \$3.49.

COATS FOR STYLISH GIRLS.

Smart coats, of good quality English cravenette, in Oxford, olive or fawn shades, made in a neat double-breasted style, with notched collar and lapels; a very serviceable school garment. Sizes 8 to 14 years. Price, \$5.00.

Stylish Ulster Coat for Girls, comes in black and white shepherd's plaid worsted, a double breasted style with centre pleat down front and high military collar, trimmed with silk tie and pipings to match. Sizes are 4 to 14 years, \$7.25.

Sale of New York Waists

Waist Department Third Floor

500 Samples Lingerie and Tailored Waists Cleared from a Well-Known "New York" Maker

THEY are all this season's models, and we have only secured them because of a little lull in New York trade. Ladies who would like to buy a really dainty waist should read, mark and determine to be early.

350 Lawn, Mull and Clear Muslin Embroidered Waists, also a limited quantity of white and colored vestings, zephyrs and print tailored waists, all New York samples; they are principally 36 and 38 in. only; only a few in larger sizes. They would sell regularly at \$1.50, \$1.75 and \$1.95 each. Saturday morning clearance at \$1.00 each.

150 only of really beautiful Waists, consisting of very fine lawns and muslins, trimmed with the finest of laces and embroideries; a waist that any lady would be pleased to wear; all New York samples. Regular prices would be \$2.75, \$2.95, \$3.50 and \$3.75. Saturday morning clearance \$1.95.

FROM THE CITY OF BRUSSELS.

An agent has just left his sample Real Lace Waists with us, just 27 of them, but he has got them 50 per cent. off the prices, and he had already paid the duty on them; your advantage is obvious. 27 Real Lace, Point de Flandre, Bruges, Duchesse and fine Renaissance Waists, newest designs and styles of present season. Worth \$8.50, \$10.00, \$12.50, \$13.50 and \$15.00. Saturday morning clearance \$4.95.

Corsets and Whitewear

COME at eight o'clock for best choice. Prices we'll tell you why.

Night Gowns, fine nainsook, high neck, button front style, 24 small tucks, six rows hand embroidery insertion, embroidery frills on neck, front and cuffs. Lengths 56, 58, 60 inches. Regular value \$2.00. Saturday sale \$1.45.

Corset Covers, fine nainsook, tight fitting, puff sleeves, yoke of fine embroidery, with silk draw ribbon, lace frills. Sizes 32 to 44 bust measure. Regular value 75c. Saturday sale 49c.

Drawers, fine cotton, six small tucks, insertion and frill of fine embroidery. Sizes 23 to 27 inches in both styles. Regular value \$1.00. Saturday sale 63c.

Undershirts, fine cotton, extra deep flounce, trimmed with tucks, insertion and frills of fine Val lace, wide embroidery beading and silk ribbon, lawn dust ruffle. Lengths 38 to 44 bust measure. Regular value \$2.50. Saturday sale \$2.00.

Princess Slips, fine nainsook, 8-inch tucked flounce, with hem-stitched hem, trimmed with fine lace, silk ribbon in neck. Sizes 32 to 42 bust measure. Regular value \$1.25. Saturday sale 93c.

Several of our more popular lines that the broken sized must go. Thomson's Close Fitting, La Reine, Royale and Warner's models; coull or batiste; high, medium and low bust, long hips back and front, all rustproof steels, striding garters. Sizes 18 to 26 inches in the lot, but not all sizes in each model. Come at 8 o'clock for these.

Another 2,000 Summer Vests for Women Eight Cents Each

The second shipment of the famous Watson mills "overmakes." Eight Cents each, slightly more than half price. Be prompt at eight o'clock, your best choice. Phone orders taken while goods last.

Women's Summer Vests, fine ribbed cotton, short or no sleeves, crocheted edges, draw tapes. Sizes 32 to 38 bust measure. Regular price 12½c, Saturday, 8c.

Cotton Eiderdown Sacques 49c

Dressing Sacques of velours, eiderdown, navy, cardinal or dark grey, tucked with fitted back, ribbon and fasteners, finished with fancy stitching. Regular 75c. Sizes 34 to 38. Saturday 49c.

PERCALE HOUSE DRESSES, SPECIAL VALUE \$1.50. One-piece House Dresses, of extra quality percale, in light blue or grey stripe, with white gingham effect, pleated waist, buttoned cuff and gored skirt; all sizes. Special Saturday \$1.50.

BLACK MOOREN PETTICOATS \$1.25. Women's Petticoats of summer weight mooren, black only, beautiful lustrous finish; all seams are turned and double stitched, full deep flounce, trimmed with three pleated frills, and finished with gathered frill and underpiece, and headed with stitched self strapping. Lengths 36, 38, 40 and 42 inches. Saturday \$1.25.

New York Hats Simpson Trimmed for \$4.25



Saturday morning's little surprise for millinery customers. Only a limited number, but it would be enough to get one if you come at 8 o'clock.

150 Ladies' Trimmed Hats, all are New York shapes, of fine straw or chip, beautifully trimmed with French flowers and lovely ribbons, every hat has been finished just as well as if you left an order; no two alike, and plenty of black ones. Special Saturday sale, \$4.25.

Velvet Ribbons

The most popular ribbons to-day are the satin back velvets. They have been very scarce, especially in the wider widths. We have just received two cases which will be on sale to-morrow—1½ inches wide, 15c; 1¾ inches, 18c; 2¼ inches, 23c; 2¾ inches, 30c; 3 inches, 35c; 3¾ inches, 40c.

50c Lisle Hose for 35c

Women's Silk Lisle Plain Black and Tan Hose, fashioned, fine thread, gauge weight, absolute fast color, deep double garter top, 2-ply ankle, heel and toe, 8½ to 10. Regular 50c. Saturday 35c.

SUMMER SOCKS FOR 12½c.

Men's Fancy Summer Socks, medium weight, stripes, spots, plain tan and black, with unbleached mao sole, best German makes and dye, double heel and toe. Sizes 9½ to 11. Special on sale Saturday 12½c.

Women's Chamois Gloves 59c

Women's Real Leather Chamois Wearing Gloves, natural and white shade, two dome fasteners, soft, pliable skin, best finish. Sizes 5½ to 7½. Saturday 59c.

CHAMOISETTE GLOVES 35c.

Women's Washable Chamoisette Natural Shade Gloves, 2 clasp, suede finish, fancy stitched, point back. 25 dozen only. Sizes 5½ to 7½. On sale Saturday 35c.

Natural Shantung Silks

We have just received another splendid shipment of Shantung Pongee Silks, natural colors only; 34 inches wide; heavy, firm weave, bright silky finish; the most useful and fashionable material one can get for summer dresses, waists, skirts, children's wear, etc. Launderers well and wears well! Special 34-inch Natural Shantung, pure raw silk, 55c yard. Special 34-inch Natural Shantung, pure raw silk, 73c yard.

50c Lustres 38c Yard

1,000 yards Beautiful Quality Lustres, in cream, black, navy, biscuit, brown, green, dust resisting and good wearing quality, suitable for summer dresses and suits. Our regular selling price was 50c yard. 44 inches wide. Saturday 38c yard.

Washable Fabrics for Summer Dresses

Special value in Indian Head Sulting, 11 inches wide, white, linen, sky, helio, copper, Alice, brown, black, navy, cadet and white, 15c.

Pongee Linen Sulting, 26 inches wide, fine silky material, and will retain its rich appearance after repeated washings. Special range of colorings, nearly 40 in all, 25c. Scotch Gingham, 31 inches wide, the very best value ever, stripes, checks and plain colors; all the staple designs, and many novelties, 15c.

Men's Day Pointers

Simpson's Men's Store Filled With Attractive Spring Suits

WE EMPHASIZE Suits. We emphasize the Simpson Suits. We do so conscientiously, believing them worthy of emphasis. We think there is more hand tailoring, more taste of selection, both styles and patterns, more value for the money in the Simpson Suits. Take the line we quote at \$19.00 to-morrow. You can't get a suit to equal it in cut, in cloth, in finish, in shoulders, unless you buy a much higher priced American suit. At least, that is our opinion. We would like to have your judgment on the matter.

Have a look at our \$15.00 line—there's the place in our stocks where we try to have the broadest variety.

Men's fine quality imported English Fancy Worsted Suits, in a light plain grey shade, cut in the stylish 3-button single breasted sack style, slightly form fitting, with broad shoulders and full chest effect. Sizes 36 to 44, \$15.00.

Men's fancy Worsted Suits, a firmly woven material, with fine diagonal twill, in a medium grey shade, with neat self and fancy colored stripes, cut in the fashionable 3-button single breasted sack style, with close fitting collars and neatly shaped lapels, pants stylishly cut and perfect fitting. Sizes 36 to 42, \$16.50.

Men's fine imported West of England Worsted Suits, in the new stylish grey hairline stripe patterns, cut from the latest 1910 spring models, in 3-button single breasted sack style, slightly conforming to the figure; collar and shoulders hand padded, tailored and finished with very best workmanship. Sizes 36 to 44, \$19.00.

YOUNG MEN'S SUITS.

Youths' and Young Men's English fancy Worsted Suits, in a handsome dark fawn shade, with neat fancy colored stripe, cut in the favorite 3-button single breasted sack style, with neat long lapels and dip fronts. Sizes 33 to 35, \$13.50.

Youths' English clay twill Worsted Suits, in dark navy blue and black shades, thoroughly fast colors, cut in 3-button single breasted sack style, splendidly tailored in every way. Sizes 32 to 35, \$10.50.

BOYS' SUITS.

Boys' English tweed 3-piece Suits, a soft, smooth finished material, in a stylish dark fancy colored stripe pattern, made up in double-breasted style, lined with strong, durable linings. Sizes 28 to 33, \$7.00.



5,000 Underpriced Negligee Shirts to Clear, Saturday at 63c Each

MADE from real zephyr fabric—the kind you will find in shirts selling in the usual way at \$1.00, \$1.25 and \$1.50. Made well in every way with small laundered cuffs attached. We bought this line from a Canadian manufacturer at a greatly reduced price. That is the reason we can offer such splendid shirts for so little money. Come Saturday, men, and share in the splendid saving we offer.

5,000 Negligee shirts in striped designs, made from splendid zephyr shirtings. Small cuffs attached, perfect fitting. Sizes 14 to 17. Clearing these at 63c each Saturday.

How About a Hat?

Choose From This \$2.00 List for Saturday

Christy Derby Hats, in all the latest spring shapes, black or colors, special grade fur felt, extra value at \$2.00.

Christy's Fedora Hats, in latest negligee and alpine shapes, newest spring and summer colors, specially priced \$2.00.

Battersby, old reliable English make stiff hats, dressy shapes, and splendid hats to wear. Saturday \$2.00.

King Brand Derby and Soft Hats, new and stylish young men's design, black and colors, \$2. Moreley, Greville, Penwick and other fine English made stiff hats in up-to-date and popular styles. Saturday your choice \$2.00.

Men's Caps for travelling, motoring, driving, yachting, outing or street wear, in complete assortment of new shapes and patterns, good selection, prices 25c to \$1.50.

Bath Towels Clearing 48c Pair

(Second Floor, Yonge Street)

400 pairs, great, large, heavy Turkish Bath Towels, pure white or fancy weaves and stripes, some fringed, some hemmed, also a few hemstitched, in white only, full close piles; a few are pure linen. All one price Saturday, per pair 48c.

Saturday's Groceries

2,000 lbs. fresh Creamery Butter, White Clover Brand, per lb. .33
Toasted Corn Flakes, 3 packages .25
Leaf Sugar, 4 lbs. .25
Canned Fruit, Raspberries, Plums and Pineapple, quart jam jar .22
Rich Red Salmon, Emerald Brand, per tin .15
Imported French Peas, 2 tins .25
Heather Brand Canned Tomatoes, 3 tins .25
Clark's Pork and Beans, in Chili sauce, large tin .10
Macomochie's Pickles, Mixed, Chow and Walnuts, pint bottle .22
One car Fancy California Navel Oranges, large size, per dozen .38
Fancy Mixed Biscuits, 2 lbs. .25
Pure White Clover Honey, per section .24
Telephone direct to department.

Children's Wear for Saturday

\$2.85 CHILDREN'S DRESSES, SATURDAY \$1.69.

Very fine white lawn, handsomely trimmed with tucks, Oriental lace insertion and frills. Sizes 10, 12, 14 years only. This style is exceptionally dainty and effective.

\$3.00 CHILDREN'S DRESSES, SATURDAY \$2.25.

Fancy plaid zephyrs, trimmed with fine white embroidery and piping, prevailing colors of blue, pink and tan. Sizes 6 to 14 years.

\$2.00 CHILDREN'S DRESSES, SATURDAY \$1.50.

Fine plain chambray or striped gingham, trimmed with piping and plain material, pleated skirts, prevailing colors, blue, pink, tan. Sizes 6 to 14 years.

\$2.25 CHILDREN'S COATS, SATURDAY \$1.95.

Fine white pique, daintily trimmed with insertions and frills of fine embroidery, silk ties. Lengths 22, 24 inches.

\$3.25 CHILDREN'S COATS, SATURDAY \$2.50.

Fine all-wool cream cashmere, deep collar, with silk embroidery medallions and frills, silk braid, pearl buttons. Lengths 22, 24 in.

SEE PAGE 8 FOR FURTHER ANNOUNCEMENT OF THE ROBERT SIMPSON COMPANY