

L. SIMPSON

Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President

J. WOOD, Manager

Phone Number Main 7841.

L. SIMPSON



A Tribute From the Simpson Store

Paris Models

The largest and most unique show- ing of new Gowns, Hats, Coats and Tailored Suits for the coming House Show in Toronto. The very latest de- signs from Paris are to be seen here, and the woman who wishes to be "well-dressed" should pay a visit to this charming department. The Gowns are generally a year in advance of the usual styles to be seen in Toronto, being imported direct from Paris, but are in perfect taste and not in any way freak styles. An alteration room is in connection with the department and comfortable fitting-rooms where ladies can have the gowns made absolutely to suit them.

A Few of the Mantles

A SMART NORFOLK SUIT
Is made of English serge and assorted tweed mixtures. The coat is lined with silk, has smart square pockets, straps over the shoulder, and self belt which fastens with a novelty bone button, tailored, notched collar. Skirt is gored with raised waistline, and finished with tailored stitched seams. A suit for misses and young girls, or small sized women. The very latest style. \$14.85

A SPLENDID LITTLE SUIT
Made of imported tweed and striped tweeds in tan, grey, green, brown, black and white mixtures. Coats have the fashionable deep or notched collars, and are lined throughout with silk, being fastened with bone buttons. Skirts are gored, with tailored stitching, with or without raised waistline. Sizes 14, 16, 18, 20, 22, 24, 26, and 28. Excellent value for \$9.75

WOMEN'S SEPARATE SKIRTS.
A very unusual lot of skirts made in three of the newest styles, plain gored and the one-sided effects, in tweeds of brown, grey, or green tones, shepherd's checks, invisible striped serges in black and navy, and serges in black. These are all finished with the best of workmanship and fit perfectly. Special for Saturday. \$1.98

New Waist Features

Some splendid special waists, all fresh goods just from the maker's hands, at prices that will ensure their prompt clearance. Increased and courteous service during the rush hours.
\$1.95—Black and White Striped Imported Silk Tamalino Waists in two designs, one with set-in sleeves and lace chemise, the other with round tummy collar and front panel of black satin; all sizes to 42-inch. Regular \$2.95. Saturday. \$1.95
\$1.95—A Splendid Raw Silk Tailored Shirt Waist, French collars and cuffs, sleeve perfectly plain, man-tailored, sizes 34 to 44-inch. Regular \$2.95. Saturday. \$1.95
A most exceptional lot of samples and odd lots of fine lingerie waists, these come from the best maker in Canada, renowned for the excellence of their materials and cut, they come in open front or back style, trimmed with solid or open embroidery, all this season's goods, every size in the lot. Regular \$2.95 to \$5.95. Saturday. \$1.95

Women's Neckwear and Veilings

How women revel in dainty neck fittings!
We have such a collection that every neckwear manufacturing centre is represented.
Hand Embroidered Linen and Batiste, from Paris. Real Irish Crochet and Baby Irish. Caribbea-cross from Ireland, real Cluny and real Maltese from England, Venice, McCrann and Gulpure from Plauen and St. Gall.
Plaitings, Ruchings, Frillings, in almost endless variety. All the necessary widths for wrist frills, neck fittings, and for trimming frocks, Gumps with half-sleeves. Special showing of these novelties in our Neckwear Department Saturday.
French Embroidered Sheer Linen Collar and Cuff Sets, beautiful in design. Some are finished with real Irish or Cluny lace. Prices from \$5.00 to \$20.00
Plauen Lace Neckwear in stocks, Jabots, Dutch Collars, Sailor Collars, the new "Shawl" Collar stocks with Jabots, side Jabot with stock. Prices ranging from 25c to \$7.00
Coat Sets, in white pique, with cuffs to match, square and shawl effects, a smart and profitable collar for tailored suits. Prices per set, each 25c to \$2.25
Plaitings, Ruchings, and Frillings, all widths in net or Valenciennes lace, in white, cream, or cream. Prices, per yard, from 25c to \$2.00

Ribbons for Millinery

Millinery that is the most serviceable is the most desirable. There is no hat so serviceable as a ribbon-trimmed hat. On Saturday a large number of our best ribbons 7 and 8 inches wide that are selling for 85c, 75c, and 60c per yard will be put on sale. They include fancy stripes, Bretons, chamois, silks, ombres and plaids in all of the season's best shades, per yard 50c
Six-inch Duchesne Satin, in an exceptionally good quality, in all colors a perfect millinery ribbon, very bright finish, in large hat bows the effect is beautiful. Saturday, per yard 25c

Special Silk Pricing

FOR EARLY BUYERS
27 pieces only of Natural Shantung-Pongee, 34 inches wide. A pure raw silk, hand woven, bright in finish, and wears splendidly. Saturday morning, per yard. 44c

PLAIN AND FANCY SILKS, 46c
Satin de Chenes and Satin Paillettes, in a good range of shades, also in ivory and black with a wide assortment in messaline, striped, and checked silks. Saturday's price is. 46c

A fortunate purchase of Black Shantung Silk enables us to offer a 79c quality in Lyons-dyed silk, 27 inches wide, for, per yard, 50c. Early buying necessary for this offer.

40-inch Black Satin Paillette and Swiss Silk of superior quality, firm in weave, and rich in finish. Specially priced for early selling Saturday at, per yard. \$1.00

Big Values in West of England Serge Suitings, 64c Yd.

A shipment of high-class English serges has just come to hand, including fine and medium twills, made from the best grade yarns, which are thoroughly scoured and free from grease or filling.
We offer this special purchase on Saturday at a fraction of its real value to get 8 o'clock business. Guaranteed all wool, fast dyes, and best permanent finish. The correct weight for smart tailored suits or separate skirts. New blues, greys, browns, tans, navys, and black, 50 to 54 inches wide. Regular price \$1.00 per yard. Saturday. 64c

Shepherd Checks

3,000 yards of these splendid wearing shepherd check suitings in three sizes of check.
A good firm cloth that gives great satisfaction. A splendid washing fabric. Specially adapted for suits, dresses, or separate skirts, 40 inches wide. Regular 50c. Saturday, per yard 35c

THIS IN LUNCH ROOM
Saturday Afternoon, 3 to 5.30
Fresh Strawberry Salad
TEN CENTS

Every day each department lays before you a program of special selling. Where possible the values are given in our advertising—but there are hundreds of others that may cover some need not touched by these specials. Come and see what we can do toward filling your needs on Saturday.

Moderate Prices and Splendid Styles in Millinery

We have taken 70 hats out of our cases that were marked \$6.50 to \$7.50 each. With these we have specially trimmed 80 more on Milan, Tagel, Java, and fancy braid shapes. They make a beautiful lot for young and very young women. You will be well repaid for an early visit to the millinery department.

Women's Trimmed Hats. Special. \$5.00
Young Women's Trimmed Hats. Special. \$4.50
100 Cases of New York Hat Shapes and Untrimmed Hats, opened last night, have disclosed a quantity of fine chips, mohairs, Javans, and Tagels, in white, burnt, navy, and tan; also two-tone effects and combinations. Prices. \$1.50 to \$3.50

CHILDREN'S MILLINERY.
Our trimmers have been busy trimming small shapes in cute style for the wee tots. The tables will be loaded with these dainty little hats, and you will find the prices most reasonable, ranging from \$1.50 to \$3.75 each.

Half-Price for C.C. a la Grace Corsets

The first time this season we have had a chance to save you money on stylish C. C. a la Grace Corsets. It's a seldom chance of which those who know these beautiful corsets will be quick to take advantage. Every new style feature is embodied in each pair. **FLONE orders filled if before noon.**

600 pairs C. C. a la Grace Corsets, a new and beautiful model in French coutil, color white, low girldie bust, extra long skirt, finest aluminum, rustproof boning, 3 pairs wide frilled elastic hose supporters, deep lace and ribbon, silk draw cords in bust, ribbon bow, sizes 18 to 24 inches. A regular \$2.50 corset. Saturday, a pair. \$1.25

COME SATURDAY FOR CORSET COVERS.
Three special attractions in dainty corset covers for Saturday shoppers. The styles are new, the fabrics extra fine, and the prices fully a third less than usual.

Women's Corset Covers, of fine cotton cambric, tight fitting style, dainty narrow embroidery on neck and arms, 5 pearl buttons, sizes 32 to 42 bust. Saturday, each. 35c

Women's Corset Covers, a pretty style in fine nainsook, deep yoke of fine lace beading, silk ribbon and lace edges, full fitting, sizes 32 to 42 bust. Saturday, each. 35c

Women's Corset Covers, fine nainsook, full front, wide heavy Cluny lace insertions and frill of same run with silk ribbons. A charming style, sizes 32 to 42 bust. Saturday, each. 50c

Girls' Handsome Tub Dresses

Just three hundred to sell of these pretty dresses for girls. A special New York purchase makes the quality, style, and price possible.

300 Girls' Summer Dresses, in two elegant New York styles, plain linen or blue chambray trimmed with scallop embroidery and black and white striped cambric, also blue stripe cambric trimmed with plain blue piped with red, size 6 to 14 years. Regular value \$2.00 and \$2.25 each. Saturday, each. \$1.50

Bath Towels, 48 Cents a Pair

200 pairs Heavy Turkish Bath Towels, in plain brown, white, and fancy stripes, large size, 24x45 inches, an excellent drying towel. Saturday, pair. 48c
250 Pure Linen Damask Table Cloths, bordered designs, heavy Irish linen, 2x2 1/2 yards. Saturday. \$1.98
Beautiful Irish Embroidered Bed Spreads, in pretty designs, hemstitched all round, large double bed size, 90x108. Saturday. \$3.85
250 pairs of Sheets, made from English sheeting, with a round thread, free from dressing, nicely hemstitched, double bed size, 70x90. Saturday, pair. \$1.63

Bedroom Furniture

Chests of Drawers, made of hardwood, finished golden, lots of large roomy drawers. Saturday. \$9.50
Dressing Tables, in mahogany finish, moulded drawer front and large square mirror. Saturday. \$10.00
Dressers, made of thoroughly seasoned hardwood, and finished pure white enamel, lots of drawer space and good mirror. Saturday, \$12.50
Dressers, in satin mahogany finish, low base and extra large mirror. Saturday. \$19.50
Dressers, finished dull mahogany, two short and one long deep drawer, heavily trimmed standards supporting large beveled plate mirror. Saturday. \$22.00

BRASS BEDSTEAD SALE STARTS NEXT MONDAY

See Simpson's Other Announcement Elsewhere in This Paper

Umbrellas for Quick Selling

Men's and Women's Silk and Wool Covered Umbrellas, with strong steel rod and frame, neat handles. \$1.00

Extra Close-Rolling Umbrellas, fine silk covers with tape edge, and neat ebony and boxwood handles, silk cased. Specially priced, Saturday. \$2.69

85 only in the lot. Women's High-Grade Silk Mixture Umbrellas, various pretty designs in rolled gold and sterling silver mounted handles, to clear Saturday. \$3.85

Men's Business Suits, \$10.95

For early morning selling Saturday, we will put on a big sale of men's suits, made from imported cloths such as are used in our custom tailoring department. We have made these in our workshops. The new single-breasted, three-button style and first-class trimmings go into the making of these excellent suits. They will be in the new patterns of brown, grey, and green English worsteds and tweeds, which sell in the regular way at \$18.00, \$20.00, \$22.00, \$25.00, and \$28.00. Saturday morning. \$10.95

SPLENDID RAINCOATS.
Here is an overcoat you can wear either wet or dry days. Made from an English cravenette cloth, in plain grey. It is cut single-breasted style, by front, and has good wearing linings, well tailored. Price. \$16.00
Another style of Raincoat that will meet the demands of the most exacting is "Durward's" unlined tan shaded, brown burberette cloth coat. Has everything about it that makes English tailored raincoats so popular. Price. \$22.00

MEN'S LIGHT-WEIGHT SPRING OVERCOATS.
Made from beautiful light grey English tweed, in subdued stripe effect, single-breasted Chesterfield style, with English Raglan shoulders, unlined, with only silk lining in sleeves. A beauty. \$20.00

Boys' Clothing Bargains

Two-piece Bloomer Suits, in Norfolk and double-breasted style, made from English tweeds and worsteds, in the new spring shades of grey and brown. The workmanship and trimmings are the best. Full hip bloomers, with belt loops. Sizes 26 to 32. Regularly \$6.50, \$7.00, \$7.50. Saturday. \$4.00

Two-piece Bloomer Suit, in the new three-button, double-breasted style, with well shaped lapels and collar and the twin linings. Full hip bloomer pants, with belt loops and watch pockets. Material is a fine English tweed, in a light fawn with a shadow stripe. Sizes 27 to 34. \$3.00

Bloomer Suit, in light grey diagonal tweed, a smart double-breasted style, with breast pocket and centre seam lined with lustre to match. Bloomer pants, cut in the American style, with self belt and watch pocket. Sizes 27 to 34. \$10.00

Guard Your Home With Window Screens



Window Screens, strongly made and nicely grained. A complete line of all the standard sizes on sale in the basement Saturday.

Height	Closed	Open to	Saturday
14-inch	18-inch	23 1/2-inch	15c
14 "	20 "	25 "	17c
14 "	22 "	27 1/2 "	19c
14 "	24 "	29 1/2 "	21c
14 "	26 "	31 1/2 "	23c
18 "	24 "	30 "	25c
18 "	26 "	32 1/2 "	27c
18 "	28 "	34 1/2 "	29c
18 "	30 "	36 1/2 "	31c
22 "	28 "	34 1/2 "	33c
22 "	30 "	36 1/2 "	35c
22 "	32 "	38 1/2 "	37c
22 "	34 "	40 1/2 "	39c
22 "	36 "	42 1/2 "	41c

SCREEN DOORS.
Screen Doors, strongly made and nicely grained, four sizes—2 ft. 6 in. x 6 ft. 6 in., 2 ft. 8 in. x 6 ft. 6 in., 2 ft. 10 in. x 6 ft. 6 in., 3 ft. x 7 ft. Saturday, 75c
Screen Doors, three-panel style, fancy corner brackets, three sizes—2 ft. 8 in. x 6 ft. 8 in., to 3 ft. x 7 ft. Saturday. \$1.00
Screen Doors, three-panel style, varnish finished, strengthened by eight fancy corner brackets, three sizes—2 ft. 8 in. x 6 ft. 8 in. to 3 ft. x 7 ft. Saturday. \$1.25
Rugs for Bedrooms.

Bargains in Odd Rugs

Of fine quality imported and domestic Axminster and Wiltons. Many less than half-price. We quote a few to illustrate what big reductions are made:
\$40.00 Wiltons, 11.3x12.0. Saturday, \$19.75
\$43.00 Seamless Scotch Axminster, 10 1/2 x 13.6. Saturday. \$26.75
\$39.00 Seamless Scotch Axminster, 10.6x12.7. Saturday. \$21.75
Imported Seamless Axminster for dining-room, drawing-room, etc. Size 12 x 9. Regularly \$45.00. Saturday. \$29.75
Fine Wiltons, 9 x 12. Regularly \$27.50. Saturday. \$19.75
Fine Wiltons, 9 x 12. Regularly \$32.50. Saturday. \$21.25
Wilton, 9 x 10.6. Regularly \$32.50. Saturday \$19.75
Wilton, 9 x 10.6. Regularly \$35.00. Saturday \$22.50
Stelling value in imported fine quality Art Wool Rugs for Bedrooms.
7 1/2 x 9.0. Saturday. \$8.25
8 1/2 x 9.8. Saturday. \$10.75
9 x 10.6. Saturday. \$11.50
9 x 12.0. Saturday. \$13.25
10 1/2 x 12.0. Saturday. \$16.00
New Japanese Matting Squares, beautiful colors, choice goods—
20 x 60. Saturday. 85c
26 x 72. Saturday. \$1.15
4 1/2 x 7 1/2. Saturday. \$2.45
6 x 9. Saturday. \$3.75
8 x 10. Saturday. \$5.50
9 x 12. Saturday. \$7.50

Summer Shirts for Comfort

The hot weather is near now, and you will need to change from regular, with the stiff collar, to the soft, comfortable shirt with double soft cuffs and separate lounge collar, and from heavy to lightweight pyjamas. Read these two items carefully and take advantage of the special price offerings in the Men's Furnishing Department, Saturday morning.

Men's Soft Neglige Shirts, with separate, soft, double collar and soft french cuffs, several different kinds of materials to choose from, in plain or stripe designs, odd lots from our regular stock in a good range of sizes. Regularly \$1.25 and \$1.50. Saturday. 85c

300 Suits of Men's Medium and Lightweight Pyjamas, in striped chambray, sephyras, prints, and flannelites, perfect goods. The only reason for selling these at this figure is that they are all broken lines and we need the space for new goods. A good assortment of sizes, but come early. Regularly \$1.50, \$2.00 and \$2.50. To clear, Saturday, a suit. 95c

Christy's Derby Hats

In a particularly good grade of fur felt, leather weight, and easy to fit on the head, fine leather sweats, and up-to-date shapes. Saturday. \$2.00

Christy's English Make Soft Hats. Dressy and fashionable spring and summer styles, newest colors and in black; special values at \$2.00 and \$2.50.

King Stiff Hats, correct young men's styles. Extra good fur felt, and best finish, at \$2.50.

Boys' Varsity Caps, in fine navy serges, worsteds, and beaver cloth, with and without emblems, lined and unlined, at 25c, 35c, 39c, and 50c.

Children's Felt Hats, new shapes. Colors brown, grey, fawn, navy, cardinal, scarlet, and white, wide or medium brims. Special values at 50c, 75c, and \$1.00.

Children's Tam-o-Shanters, in duck drill cords, velvets, serges, and beaver cloth. Splendid assortment of colors, at 25c, 35c, 50c, and 75c.

Toilet Accessories

Rogor and Gallet's Violet Talcum Powder. Regularly 25c, special. 15c
Maxine Elliott's Butterflied and Glycerine Toilet Soap. Regularly 10c, special. 4 for 25c
Johnson's Shaving Cream. Regularly 50c, special. 2 for 25c
Vanth's Gelsa Face Powder. Regularly 50c, special. 65c
Rose and Almond Cream. 25c
Requie Nail Brush. Regularly 25c, special. 15c

China Ware

100 pieces Art China, a splendid assortment of choice pieces, each priced: Royal Nippon Fruit Sets, Fruit Bowls, Sugar and Cream Sets, Fern Pots, Trinket Sets, Five O'clock Tea Sets, Wall Plaques, Bavarian Steins, Smokers' Sets, and Vases. Figures. \$2.00
Doulton Fruit Plates and Jardinieres. Regularly \$3.50 to \$6.00, Saturday special. \$2.98
65 only, Fruit Bowls, in rich sparkling cut glass, deep effective cutting. Saturday special, \$2.98

Selected Groceries

2,000 lbs. Fresh Creamery Butter, white clover brand, per lb. 39c
Canned Fruit—Strawberries, Cherries, Peaches, Lawton Berries, and Apples, per tin. 15c
Toasted Corn Flakes, 3 pks. 25c
Rich Red Salmon, 1/2 lb. flats, 2 tins. 25c
Finest Canned Corn, 3 tins 25c
Canned French Peas, per tin, 11c
Loaf Sugar, 3 1/2 lbs. 25c
One large California Smoked Corned Beef, good size and sweet, 1 lb. doz. 25c
Macaroni's Pickles, Mixed, Chow, Gherkins and White Onions, pint bottle. 25c
Crosse and Blackwell's Marmalade, 2 1/2 lb. glass jar. 25c
Gorton's H. P. Sauce, per bottle. 25c
California Asparagus, 1 lb. Libby's, per tin. 25c
500 lbs. Fresh Peel Cake, per lb. 15c
Fancy Mixed Biscuits, 3 lbs. 25c
Candy—500 boxes Chocolates and Bon-Bons, a 50c value, 1-lb. box. 20c

The Robert SIMPSON Company Limited