TUESDAY MORNING 12

PROBABILITIES.

Southerly winds; warm and showery;

An Eight-Fold Department of Outer Wear for Women and Girls



"T'VE BEEN everywhere and I've come back." Such is a commonly heard expression in our Dress Goods Department. The lady who compares is, our warmest advocate.

She KNOWS, and her statements have the greater conviction because of her knowledge. "Simpson's Dress Goods," says one of them, "are always different, and you always have such an overwhelming choice at the medium prices!"

And so we do. We want to please the woman of taste, whether she has great means or little. And, judging by our department and its growth, we are pleasing her :

The finest collection of "One Dollar" Dress and Suiting Materials to be seen on this continent will be displayed specially on Wed-nesday. An exquisite assortment to choose from

THE SIMPSON COMPANY.

Black Dress Goods, Armures, Voiles, Crepe de Chine, Striped Worsteds, Broad-cloths, Venetians, Panamas, Crepolines, Silk and Wool and Pure Woolen San Toys, Eoli-

ennes, Poplins, Silk Striped Voiles, etc. Blacks for mourning, half mourning and complimentary mourning. 44-48 inches wide. \$1.00

yard. Broadcloths, Suede, Se-dan, Chiffon and Glove fin-ishes, thoroughly shrunk and unspottable; fashionable material for smart dresses and tailored suits, taupe, mole, wisteria, amethyst,



worsteds, a large and varied conjection of self-colored, striped and demi-toned Worsted Suitings; all the most-sought-for combinations of colors are represented, being particularly smart and stylish for tailored suits. 48-56 inches wide, \$1.00 yard.

A Clean-up in the Men's Suit Section To-Morrow

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COMPANY, TUESDAY, LIMITED APRIL 18

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E ASTER business has been enormous. Never knew that we had so many friends. We have always aimed to give the best quality we could find in all Canada for the money, and we are glad to see how appre-ciation of our efforts grows from season to season. But at Easter it passed all records, and many lines are threatening to "break." We are replacing such, and clearing out the balances.

THE SIMPSON

To-morrow we cite a case in point—about One Hundred Suits ranging from \$10.00 to \$12.50 are to go at \$7.95.

Imported Tweeds and Worsteds - some plain blues in the latter.

Odd sizes, but 36 to 44 in the lot. Wednesday, \$7.95.

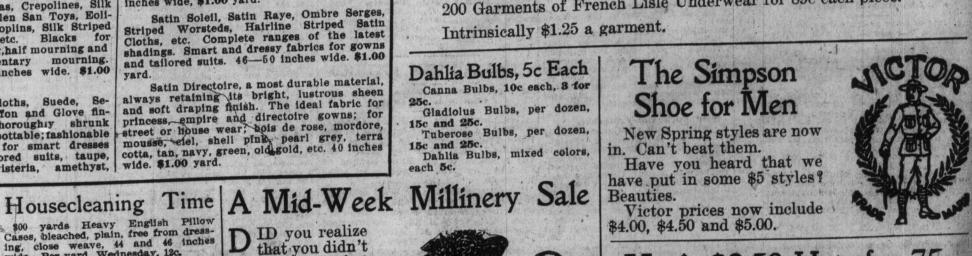
Four "Specials" in the Men's Furnishing Department Wednesday

2000 Silk Four-in-Hands for 48c apiece. Conservatively valued as high as One Dollar.

2500 Neglige Shirts for 59c, normally 75c, \$1.00 and \$1.25. Sizes 14 to 17.

150 Pyjama Suits for \$1.49, properly \$2.00 and \$2.50, medium weight, various styles; sizes 34 to 44

200 Garments of French Lisle Underwear for 89c each piece.



EIGHT-FOLD? What does that signify? We have divided the stock of the Cloak Department into eight distinct classes or sections. It was too big to handle in any other way. Just as a little school starting out under one teacher with all subjects and all ages grouped at first in one room may grow into a regularly organized series of classes, each with its staff instructor, so has our Cloak Department grown.

To-day each class of stock has a section to itself with a "head" in charge. The wealth of merchandise included in our new Cloak Department is so great, so varied, so important, that virtually we have now EIGHT DIS. TINCT DEPARTMENTS where once we had but one. They comprise:

- 1. Ladies' and Misses' Tailored Suits.
- 2. Ladies' and Misses' Dresses.
- 3. Ladies' and Misses' Coats.
- 4. Ladies' and Misses' Separate Skirts.
- 5. Evening Dresses and Wraps.
- 6. Girls' Dresses and Coats.
- 7. Ladies' Waists.
- 8. Petticoats, Dressing Gowns, Wrappers.

Each of these departments is filled with Spring innovations. Never in our history were we so equipped to serve you. It is a fact-no mere self-confidence on our part. Ask your friends. Everybody is talking. Come and see.

We mention just a few things to ask for particularly:

LADIES' COATS. New Long Coats, made with semi-fitted backs, trimmed with strappings and buttons of fine broadcloth, in black, brown and navy. Wednesday \$17.50.

New Long Coats, of superfine quality cream serge, trimmed with strappings and but-tons, fancy patch pockets. Wednesday \$17.50.

Ladies' New Long Coats, of new shade greens, in two-tone stripe, all-wool material, made with semi-fitted back, deep vents at back and on sides, fancy pockets, button trimmed, a snap. Wednesday \$13.50.

LINGERIE DRESSES.

Dainty Princess Dresses of pink, white and pale blue mull and white lawn, fine tucked yoke and sleeves, lace insertion around waist and flounce on skirt. Wednesday \$7.50.

LADIES' SEPARATE SKIRTS. in navy, brown, myrtle and black, and black | back, tucked sleeve. Special Wednesday \$2.95.

and navy imported Panama, navy serge, and black and navy good bright lustre, made in a variety of flare gore or pleated styles, trimmed some with self folds, others with buttons. Wednesday \$3.95.

GIRLS' DRESSES \$1.50.

A splendid lot of Girls' Dresses, only arrived from New York this week, are of chambray, in navy, pink, and blue, also of prints and ginghams, in spots, checks, stripes and fancy pat terns, made mostly in jumper style, trimmings are self-strappings or folds in harmonizing col-ors; sizes 10, 12 and 14 years. Extra special Wednesday, **\$1.50**.

WHITE LAWN WAISTS.

Tailored Shirt Waists, of fine Swiss lawn, has pleated front and back, pin tucks down front, shirt sleeves, link cuffs and laundered collar, white only. Wednesday \$1.59. Waist of fine Persian lawn, in white, has

dainty V yoke of Swiss embroidery and Val. Ladies' Skirts, of the new satin-faced cloth, | lace, high pointed lace collar, lace insertion down

300 yards Heavy English Pillow Cases, bleached, plain, free from dress-ng, close weave, 44 and 46 inches 200 only Tray Cloths, spoke hem-stitched all around, drawn work de-sign, 18 and 27 inches, at, each, Wedhave on a new hat last Sunday?

Procrastination, you see. We advised you to choose early and save dis-

appointment. Oh, well, here's bigger value than ever for Wednesday.

fectly pure, at, per yard, wednesday, 9 1-2c. 100 only All Pure Linen Satin Dam-ask Table Cloths, full meadow bleach-ed, elegant new designs, with border all around, 2 x 2 1-2 yards, at, each, Wednesday, \$1.97. 95 only fine full bleached American Crochet Quilts, hemmed ready for use, all splendid new designs, fine weave, easily washed, full double bed size, at, each, Wednesday, \$1.33.

Advice

Finest Messina Lemons, large size,

Kkovah Custard Powder, 3 boxes,

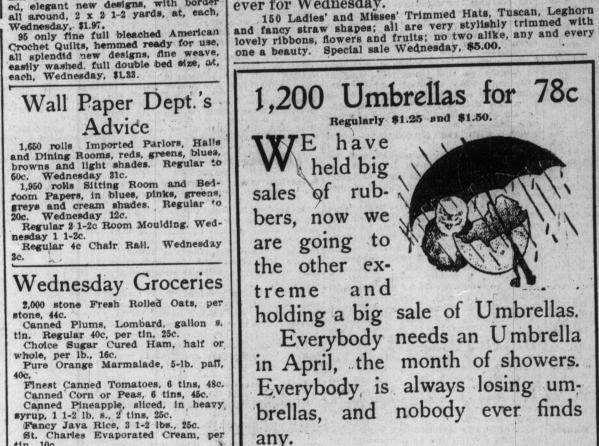
Domestic Kippered Herring, in oil,

2 LBS. COFFEE, 35c. One of our popular blends; price a half less than elsewhere. 300 lbs. only,

in the bean, ground, pure or with chicory, 2 lbs., 35c.

tin, 10c.

dozen, 25c



any. Here's a great chance-a good umbrella for 78c! Gentlemen-you have no excuse for borrowing umbrellas any more now.

1200 Umbrellas for men, fine taffeta tops, close rolling, best steel frames; the handles are boxwood, cherry and Congo; all are neatly mounted in silver. Regular \$1.25 and \$1.50 each. Special Wednesday 78c.

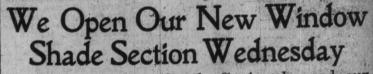
Clearing Sale of Girls' Wash Dresses Wednesday

SECOND FLOOR.

WE took all the maker had of these Girls' Spring and Summer Dresses, and got them at our own price, which figures out the cost to you at about half what we would have to ask regularly. Don't miss this chance to save if you require girls' wash dresses.

Little Girls' Dresses, two pretty styles, made in fine check gingham, colors) green and white, blue and white, pink and white, both styles handsomely trimmed with fine white embroidery, guaranteed fast colors. Sizes for ages 1, 2, 3, 4 years. 75c. Regular values \$1.25 and \$1.50 each. Wednesday sale price : .

Men's \$2.50 Hats for 75c Men's Derby and Soft Hats, in light and dark brown colors, fine grade English and American fur felt, up-to-date spring and summer shapes. Regular prices up to \$2.50. Wednesday, on sale on balcony, 75c.



UST in nice time for the Spring demand, our Window Shades are ready for inspection. Over in the northwest corner of the new store, we have set apart two whole "Squares" for the sole purpose of giving our customers a proper idea of the comparative possibilities of Window Shades, and a place to select them in comfort. We have all the approved new things—Aus-trian, French, England and Germany—laces, in-

sertions, plain motive treatments, etc., etc.

Prices for shades this spring are lower than last year, that is to say, our qualities are better at the standard prices—25e to \$20.

AN INVITATION FOR WEDNESDAY-60c SHADES FOR 39c. 1000 Oil Oqaque Window Shades, mounted on good spring rollers, and trimmed with lace or insertion. Various shades of cream and green. Regular 60c. Wednesday, each, 89c.

Foulard-The Silk of the Spring Season

HERE is something apout Foulards which seems to suit the styles of the season. They are soft and "drapey," so highly satin finished. We have plenty, single and double width.

23 inches wide—75c, \$1.00 and \$1.25. 40 inches wide—\$1.50, \$2.00 and \$2.50.

The designs are distinguished in effectsome of them simple in pattern, others like dots,

others rich with tracery and floral colors. A SPECIAL OFFER OF NATURAL SHANTUNGS.

A large number of Shantung lengths, enough for a dress and a coat, or two dresses for girls—14 to 19 yards. 17-1-2 yards for \$8.75.

On sale Wednesday,

18 1-2 yards for \$9.25. 19 yards for \$9.50, and so on, through the various lengths. We ask 55c a yard for these goods by the yard, and you e nearly a dollar when you buy the piece.

GREENWICH

W E sell the famous Greenwich Linoleum. We have plenty of it. We have over twenty different designs-and picked designs with the entire product of the Greenwich Mills at our disposal to choose from.

We sell Greenwich cheaper than anybody else in Toronto.

FIRST QUALITY, regularly elsewhere \$1.10. \$1.25 and \$1.35, our price 89c. SECOND QUALITY, regularly elsewhere \$1.00 and \$1.10, our price 79c.

