

The **SIMPSON** Company

Store Opens 8 a.m.

Closes 5.30 p.m.

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

Probabilities

Moderate winds; fair; not much change in temperature.

The **SIMPSON** Company

Regular
Price
\$1.00
\$1.50
\$2.00



Sale
Price
79c

Manufacturers' Sample Neglige Shirt Sale on Saturday

THERE are 3000 of these shirts. Not one of them worth less than \$1.00 and the majority are \$1.50 and \$2.00 shirts. These are not old, soiled or last year's goods. The travellers are just in from the road and that is how we were able to purchase the samples. There is great variety of styles including pleated fronts and coat styles, cuffs attached or detached. Many of the shirts are white, but colors predominate. They are the latest designs for 1911. Don't put off coming till too late on Saturday. These shirts will go like pancakes.

New Deliveries of Boys' Spring Clothing



Boys' Tweed Suits, bloomer pants, in a grey ground, with self and fancy thread stripes; coat cut double-breasted style, finished with good quality linings and trimmings; sizes 26 to 30, \$4.25; sizes 31 to 34, \$4.75.

Boys' Worsted Two-piece Suits, in grey shade, double-breasted models, pants bloomer style, with strap and buckle at knee; sizes 26 to 30, \$6.75; sizes 31 to 34, \$7.50.

Boys' English Tweed Suits, in a grey stripe pattern; made to button up to right shoulder, with double row of buttons and silk ornaments on front; finished with leather belt for waist; pants elastic bloomer style; sizes 3 to 6 years, \$4.00.

Boys' Spring Weight Reefer Coats, in the new diagonal stripe pattern, cut double-breasted style, with black velvet collar, nicely tailored and perfect fitting; sizes 21 to 26, \$4.75.

Boys' Tweed Reefer Coats, in a mixed fawn pattern, showing a stripe effect; cut double-breasted style, with self collar and silk ornament on sleeve; splendidly tailored, and finished with best quality linings and trimmings; sizes 21 to 28, \$5.00.

1500 pairs Men's Goodyear Welt Boots, Blucher and button styles, patent colt, tan Russia calf, vic kid, English russet, tan and black box calf leathers; medium and rounding toes; solid leather counters; toe boxes and insoles; all sizes 5½ to 11. Regular values \$3.50, \$4.00 and \$4.50. On sale Saturday, all one price, \$2.95.

Two Special Offers From the Toilet Goods Department

On Saturday morning we are going to sell 300 only Special Outfits of Cheeseborough's Toilet Preparations. Regular 55c value, for 25c. The outfit includes:

- 1 Pot Cheeseborough's Vaseline Cold Cream ... 15c
- 1 Tube Cheeseborough's Vaseline Camphor Ice ... 10c
- 1 Tube Cheeseborough's Vaseline ... 10c
- 1 Tube Cheeseborough's Capsicum Vaseline ... 15c
- 1 Cake Cheeseborough's Vaseline Soap ... 5c

Total value 55c

The above outfit packed in neat wooden box, Saturday, each, 25c.

35 dozen Wampole's Cased Perfumes, assorted odors, in neat boxes. Regular 25c, 35c and 40c. Saturday, 2 for 25c.

Phone orders filled.

JUST ARRIVED.

We have passed into stock during the past few days several large cases of Parisian Ivory Toilet Goods, including Mirrors, Brushes, Buffers, Hat Whisks and Manicure Pieces; Brushes range in price from \$1.00 to \$4.75; Mirrors, \$1.00 to \$4.25.

Electric Light Fixtures

Four-Light Dining-room or Parlor Fixture, in brushed brass, fitted with shades as shown or equivalent. Regular \$30.00. Reduced to \$22.50.

Handsome Six-Light Drawing-room Fixture, in brushed brass, fitted with shades, as shown or equivalent. Complete, \$17.00. Reduced to \$12.50.

Four-Light Ceiling Fixture, in brushed brass, fitted with suitable shades, as shown. Complete \$10.00. Reduced to \$7.50.

Four-Light Sheffield Pattern Ceiling Fixture, fitted with shades to match. Complete \$15.00. Reduced to \$10.95.

100 "Dreadnought" Lights, comprising oxydized goose-neck bracket, burner, globe and mantles. Complete, regular \$2.00. Reduced to 79c.

Cut Flowers

- Violets, single large bunches, 15c.
- Tulips and Daffodils, per dozen, 35c.
- Carnations, all colors, per dozen, 35c.
- Shamrock, Fern and Hyacinth Pans, each, 40c.

1000 Men's Hats at a Reduction

1000 Men's Stiff Hats, new and dressy spring styles, made in England from pure grade fur felt; good range of small, medium and large crowns and brims; mostly black; a few in browns. You would pay \$2.00 and \$2.50 for similar hats in the usual way. Saturday, our special price, 95c.

Men's and Boys' Caps, in golf, bulldog, Varsity and hookdown shapes; complete assortment of new spring designs, in tweeds, worsteds, serges, etc.; best of trimmings; silk lined. Saturday, 50c.

IF THERE are any of the \$35 Men's Suits now selling at \$9.95 left on Saturday, you may have them.

It will pay you to come and see.



Men's New Spring Overcoats

150 only, consisting of medium and light grey fancy tweeds; made in single-breasted Chesterfield style, slightly conforming to the figure; also plain black chevots and vicunas; made up with deep silk facings to the edge, lined with fine twilled mohair linings, and nicely tailored; sizes 34 to 44. Regular to \$15.00. Saturday, \$7.95.

Saturday Glove and Hosiery Specials

Women's Real Kid Gloves, soft, pliable skin, two dome fasteners, overseam sewn, gusset, also heavy tan cape leather, outseam, Bolton thumb; boys' and girls' tan leather, dome fastener; sizes 5½ to 7½, in women's; 000 to 7 in misses'; broken lines of regular stock; 75c and \$1.00 value. Saturday, 49c.

Women's All-Wool Finest Qualities Sample Plain and Ribbed Black Cashmere Hose, full fashioned, weight for present wear, soft, close yarn, splendid value, high spliced ankle, double sole and heel, all sizes. Worth up to 45c. Limited quantity Saturday, 29c.

75c WORTH OF MEN'S HALF HOSE FOR 57c.

Men's All-Wool Half Hose, finest English cashmere yarn, medium weight, seamless foot, soft, good wearing yarn, deep, close fitting, ribbed top, double heel, sole and toe. 25c value. Saturday, 19c.

Absorbent Cotton

Absorbent Cotton, in 1-lb. rolls. Regular 35c. Saturday, 25c.

Bay Rum, 16-oz. bottles. Regular 35c. Saturday, 25c.

Starr's Infallible Hair Grower, guaranteed to clear the scalp of dandruff and make the hair grow; to introduce this wonderful preparation we will sell \$1.00 bottles Saturday for 75c.

Groceries

2000 lbs. Fresh Creamery Butter, White Clover brand. Per lb., 30c.

Canned Fruit, in quart gem jar — Raspberries, Strawberries, Cherries, Peaches, Plums, Pears and Pineapple. Per jar, 28c.

Toasted Corn Flakes, 3 packages 25c.

Loaf Sugar, 4 lbs. 25c.

One car California Sunkist Oranges, good size, sweet and seedless. Per dozen, 25c.

Aylmer Honey Dew Corn, per tin, 10c.

Imported French Peas, per tin, 12c.

Rich Red Salmon, Nimpkish brand, per tin, 18c.

Maconochie's Pickles, mixed, chow and walnuts. Pint bottle, 22c.

Pure White Clover Honey, per section, 24c.

500 lbs. Fresh Peel Cake, per lb., 15c.

Canned Asparagus Tips, finest quality, 1-lb. tins, 25c.

Spring Styles for Women

Spring styles are here in all the beauty and variety which generous dame fashion allows for the coming year; models made for us and by us to delight the up-to-date woman. Seasonable dresses and suits line our racks in infinite variety, and the woman in search of early spring, summer or between season wear cannot afford to miss the comprehensive showing afforded her by the Simpson store.

These Suits, Dresses and Separate Skirts for women and misses are typical examples of the economies afforded, and Toronto shoppers know and recognize that "bought at Simpson's" implies a good fit, and an up-to-date garment at a price which makes the patronage of this store distinctly worth while.

WOMEN'S SPRING SUITS AND DRESSES.

Smart Spring Suit, of imported striped Panama, in grey, black and navy; coat is 26 inches in length, lined throughout with silk, strictly tailored notched collar, bottom of coat is trimmed with small buttons and soutache braid; the new skirt with panel front and wide side gores, trimmed to match coat, \$14.50.

WOMEN'S \$6.25 SKIRTS FOR \$3.79.

A very special collection of Women's Separate Skirts, of imported Panamas, all-wool serges and diagonal serges, black, navy, green and Burgundy in the lot; also of good quality tweeds, in dark grey stripe effects, and of mixtures in grey, green or brownish tones; these are in a great variety of smart styles; some pleated on sides; others on alternate gores, and trimmed with self strappings or buttons; a good range of sizes to select from. Sold regularly at \$5.00 to \$6.50. Saturday, \$3.79.

MISSES' SEPARATE SKIRTS.

Smart Stylish Separate Skirts, of serge, in black and navy, made in a seven-gore style, with double box pleats down front, side gores pleated, also of Panama: has deep yoke effect and double box pleat down front; finished with wide tuck and pleated around bottom; front lengths of these skirts are 34, 35, 36 and 37 inches. Choice of either styles. Saturday, \$4.75.

Spring One-Piece Serviceable Dress, made of French Panama; has new rounded yoke of thread lace collar to match, surrounded with the new square over-piece collar, ornamented with silk cord design, deep cuffs of lace to match collar; skirt has front and back panel, with heavily-stitched seams; colors are black, navy and brown. Price \$10.00.

WOMAN'S COATS.

One of the new Spring styles of Women's Coats is plain-tailored, with tailored collar and revers, plain coat sleeves, with turn-over cuffs; a smart effect is given by flaps on sides, trimmed with buttons; this comes in Panama, in navy only, and is exceptional value at \$10.00.

Another style is of Fine French Serge, in navy and black, is made with manish collar and revers, strictly tailored sleeves and wide cuff; this coat is designed to give the smart straight lines which are so much in demand this season; finished with two side pockets and breast pocket. Saturday, \$16.50.

The **SIMPSON** Company
Robert Limited