

See For Yourself That

**ELLA**

**TEA**

The Finest Produced.

You Want.

25, 30, 40, 50 and 60c

MUSLIN UNDERWEAR.

RERS IN CANADA

and Whitewear

Garments.

by keeping in touch with the

most skillful artists in the

partments. Our sample rooms

plete ranges, combining price

We invite inspection by all

STURING CO.,

ST. TORONTO.

ies, Toronto.

CHILDREN'S WEAR!

mobile Co Limited

twenty-five "National" bi-

00,000, invested in Cana-

nd twenty-five bicycles in

of the tubing.

irs done locally by local

locality prosperous by our

the local guarantee. 54

mobile Co., Limited,

oronto, Ont.

WISDOM.

A savings account does

not necessarily mean in

convenience.

By saving systematically

15,000 you do not feel your-

double an inconvenience.

Even \$1.00 a week be-

comes \$52.94 by the end of

the year.

Our savings accounts have

two distinctions—4

per cent. interest and the

chequing privilege.

Be wise—open one. 246

THE DOMINION PERMANENT LOAN CO

8 KING STREET WEST, TORONTO

ELECTRIC AND GAS FIXTURES

Handsome new show-rooms we are

ing a splendid assortment of the very

and newest designs.

Inspection is invited.

J. McGUIRE & CO.

86 King St. West. 246

The beneficial action

the Liver and Kid-

neys of the Magi Cale-

sonia Mineral Waters is

property peculiar to

em alone. J. J. Mc-

ughlin, 153 Sher-

burne St., Sole Agent

and Bottler, Toronto,

and sold by best deal-

ers everywhere.

ment of deismatism goes on,

clature is afraid to listen to ap-

help, altho there is this year a

\$14,000. The staff of University

as much power as the head of a

hood. It is said that he has been

a judge in a political pul-

## Spring Goods

### Arriving Daily

Each department receives its daily quota

of the immense purchases made for this

season's show.

Colored Suitings

Such particulars as correct weights, fash-

ion shades and stylish weaves in

abundant selection are very manifest.

Will be showing today a very fine line of

housenp tweed suitings, all the new shades

alone grey and blue, sage, khaki,

brown, castor and weather shades.

Special lines of dress suitings in black

and white checked, also small checks

in white, with brown, grey, fawn, blue,

black, castor and other shades.

Black Dress Fabrics

are shown in a display embracing all lines

from moderate to high-priced, in an un-

paralleled assortment at carefully marked

prices.

Spring Washing Fabrics

have received more than usual attention,

the exhibition in this department surpass-

ing all others in respect to completeness

at this period.

The New Silks

are in special evidence, many novelties for

gowns and slippers, as well as only

sorted lines of staple black and colored

silks being added day by day.

French printed tulle silks, handsome neat

patterns of light, medium and dark ground

are great variety, special values, suitable

for afternoon or reception gowns.

An extra line of fancy striped silks for

slippers, shown in 12 distinct color

colorings, at 60c per yard.

A very large stock of rich black silks

of undoubted quality and silk and wool

poplins for elegant gowns.

Sample Packets

of all the above are now ready for sending

in response to the wishes of distant cus-

tomers.

In a few days we will be ready with an ad-

vanced display of Mantles, Jackets, Capes,

and in the meantime we direct special

attention to the wants of Tourists and Travel-

ers, directing their notice to many novelties

in Travelling Wraps, Bags and Shaws;

especially the "Kaiser" Cape, the "Strath-

cona" Wrap, the new "Inverness" Cape.

New Stocks

constantly arriving, will be found in: Cam-

bridge Underwear, Corsets, Hosiery and Un-

derwear, Kid Gloves, Kid Kid Gloves, Kid

Netts, Vellings, Laces, Trimmings,

Ribbons, Embroideries, Handkerchiefs, Lin-

ens, Curtains, and White Marcellines, Lin-

ens, Towels, Towellings, Pillows,

and Cotton Sheetings and Pillow

Cases.

Mail Orders

are given prompt and careful attention.

Spring catalogue ready on request.

JOHN CATTO & SON

King Street—Opposite the Postoffice.

YORK COUNTY AND SUBURBS

Jury Attaches No Blame to Anyone

for the Terrible Death of

## THE SIMPSON COMPANY LIMITED

### Fancy Tattersal Vests

132 Men's Fancy Vests, fine English Ter-

minals, in fancy plaids, checks and spots,

also silk and wool mixtures, in figured

and brocade patterns, assorted colors,

and some dannel lined and made single or

double-breasted, this season's latest

styles, sizes 34 to 42 chest measure, regu-

lar \$3, \$3.50 and \$4 value, Thurs-

day morning at ..... 1.50

Tweed Suits.

43 Men's Fine Scotch and English Tweed

Suits, single-breasted ascot style, grey,

brown and bronze mixtures, lined with

Italian cloth and well tailored, cut in

the latest style, sizes 35-44, regular

price to \$8.50, your choice Fri-

day ..... 4.95

Men's Heavy Canadian Tweed Pants, dark

grey, narrow stripe pattern, top and hip

pockets, legs cut medium width, sizes 30-

42 waist measure, regular \$1.25

and \$1.50, Friday ..... .98

Boots and Slippers

75c to \$1.25 FOOTWEAR AT 50c.

Ladies' Felt Button Overshoes, sizes 2 1/2

and 3 only; Ladies' Jersey Top Storm

Overshoes, sizes 2 1/2, 3 and 3 1/2 only; Wat-

erproof Buckle Overshoes, size 4 only;

Children's Button Boots, sizes 6, 7, 8 and

9 only. Your choice Friday while

they last ..... 50

Men's \$1.50 to \$2.50 BOOTS AT \$1.00.

136 pairs Men's Dongola Kid and Calf Blac-

Side and Lace Boots, coin and medium

toe, sizes 6, 7, 7 1/2, 9, 9 1/2 and 10, regular

price \$1.25 to \$2.50, Friday, 8 ..... 1.00

66 pairs Boys' Fancy Velvet Home Slip-

pers, Everett style, with patent leather

backs, sizes 11, 13, 1 and 3, our

regular prices 65c and 75c, Friday ..... 45

Walking Sticks

Men's Walking Sticks, Congo and cherry

crooks, with sterling silver caps, regu-

lar \$1.25, Friday ..... 75

Corsets.

Simpson's Jean Corset, two side steels,

corded bust, drab, 18 to 30, Fri-

day ..... 35

Simpson's Century Corset, strong Jean, sa-

ten strip, two side steels, corded bust,

lace and ribbon trimmed, steel 18 to

30, regular \$1.25, Friday, 18 to 30,

regular 75c, Friday ..... 50

Simpson's Patent Hip Corset, two side

steels, corded bust, will not break down

at sides, drab, 18 to 20, Friday ..... 50

Armourside Corset, fine couille sateen

strip, two side steels, steel 18 to 30,

sides, 18 to 30, \$1.25, 31 to 36, ..... 1.50

Whitewear.

Women's Cambric Drawers, lace trimmed,

Friday ..... 9

Women's Night Gowns, high neck, yoke of

two rows insertion, and four ruffles of

embroidery, regular \$1.25, Friday ..... 98

Women's Night Gowns, high neck, tucked

yoke, embroidery trimmed front, neck and

sleeves, regular 50c, Friday ..... 35

Women's White Underskirt, trimmed with

ruffle of embroidery and tucks, ..... 55

Infants' Cambric Slips, trimmed, frills at

self, Friday ..... 25

Infants' Cambric Slips, trimmed with

hemstitching, regular \$1.25, Friday ..... 30

Stylish Hats

At Half Price.

With six weeks of winter wear before the

new Easter Hat may be donned, we offer

you a choice from our display of handse-

trimmed millinery at these unusually low

figures for Friday—\$8 hats for \$4; \$6 hats

for \$3; \$10, \$12 hats for \$5. Some very

handsome Bonnets are also included in the

lot.

42 only Ladies' Fine Fur Felt Walking

Hats, navy, royal brown, grey or black,

regular price, \$1.25 and \$1.50

each, Friday ..... 45

Music.

3 PIECES FOR 5c.

1000 pieces Music, vocal and instrumental,

a very choice assortment for sale in

book department, Friday, 3 for ..... 5

Silverware, Etc.

24 Candlesticks, fancy patterns, bronze and

gilt finish, regular \$2.25 each, Fri-

day ..... 19

10 pairs Sterling Silver Handle Scissors, 6

inch size, regular \$1.50 per pair, ..... 1.00

20 dozen Wm. Rogers' Fancy Pattern Din-

ner Forks, regular price \$5.50, per

dozen, Friday, each ..... 25

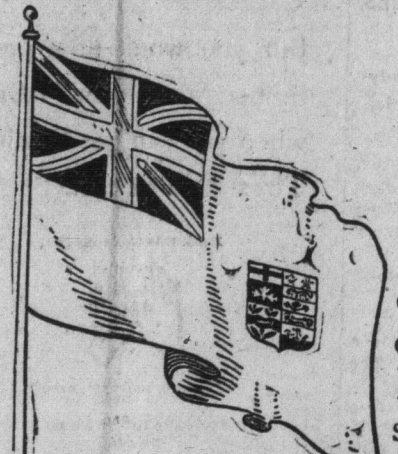
12 Nickel Chafin Dishes, on nickel and

wrought iron stands, complete with spirit

burner, regular price 4.50 each, ..... 3.75

# Friday Bargains

THURSDAY, MARCH 1, 1900.



We hoist the flag. Two years ago today this store was taken over by the present owners, succeeding the late Robert Simpson, who left a fitting monument to his enterprise in the building we occupy—acknowledged to have no peer in Canada and few on the Continent in respect of its admirable adaptation for the business of a departmental store. We have found it necessary to increase by two-thirds the capacity of this magnificent store, and when the additional building, now being erected, is complete we will have made good provision for the prosecution of the business upon such strong and vigorous lines as shall carry it forward to still greater success.

By the good-will of our fellow-countrymen throughout the Dominion, we have been enabled to make this great progress during the past two years. By their continued assistance—always welcome in suggestion and criticism, as well as in patronage—we shall continue to strive after the completion of the plans and ideals we have set before us. These include amongst others the following:

1—Absolute veracity in advertising, ensuring absolute confidence in our announcements. We shall not parade common honesty as our motive. If you credit us with that we shall not resent it, but shall not feel greatly flattered. We simply claim to know that permanent success cannot be built upon deception.

2—The privilege of every customer to reconsider a purchase. After seeing the article at home it may be exchanged or returned and the money refunded. Our rule is to comply with every reasonable request of this kind. We are firm believers in the asset of goodwill in trade. Our fixed purpose is to cultivate and deserve it.

3—We insist that our goods shall be generous values at the prices asked, but have no ambition for the distinction of having "cheap" goods. We shall always avoid keeping the lowest grade of goods—the grade that does not represent intrinsic value, but of every worthy grade a full supply in all departments.

4—Store service and telephone communication of the highest efficiency; strictly requiring prompt attention and courtesy to every customer. This includes an all-night and Sunday service in the dispensary. Our delivery system insures the speedy and safe delivery of purchases at homes in Toronto, at hotels, railway stations, steamboats and summer resorts, as well as at the following places: