

FRIDAY, March 13.

THE ROBERT SIMPSON COMPANY, LIMITED

PROBABILITIES. Fresh southerly winds; mostly fair; showers; colder at night.

THE ROBERT SIMPSON COMPANY, LIMITED

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



Simpson's Suits for Fashionable Spring

There is a something about a lady which distinguishes her at a glance. What is it? Not her speech. You place her without hearing a syllable. What is it?

Is it her manner? Whatever it be, one thing is certain--individuality is expressed by what we wear. A lady's choice of colors, her knowledge of what is becoming, of what is proper, of what is fashionable and graceful--all these things are expressed in what she wears. If her clothes are distinguished by a nicety, a propriety and tastefulness and beauty instinctively we recognize a lady.

Now, our point to-day is this: That very same quality which marks a woman of breeding distinguishes the Simpson Store and the Simpson garments. You will notice it in the Cloak Department this spring, as always--that lady-like distinction which comes not of display or extravagance--a quality superior yet unostentatious, in perfect style, yet above the common, and at the same time not a whit extravagant.

Women's New Suits, of chevron-stripe Panama, in brown, Copenhagen and navy, silk-lined coat, made in a semi-batwing style, skirt is trimmed with folds and strapping in the new Vandyeke style \$22.50

Handsome Suits of wool Rajah, in Copenhagen, tan and black, pleated skirt and silk-trimmed coat. \$28.00

Some splendid New Suits for Misses and Small Women are shown in a range of new shades, in Panama cloths, the new Prince Chap style is the most prominent one in this collection. Be sure and see them. Extra good value \$17.50

Elegant Panama Suits, in plain tailored style, semi-fitted coat and new

side-flare skirt. These come in black, navy, brown and green. \$14

Perfection in Separate Skirts

The new spring styles are here in almost endless variety. Styles are striking and emphatic, materials are the finest of their respective kinds, and come in a full range of new colorings. Workmanship is guaranteed in every way.

Skirts of Crisp French Voile, black only, made with a combination of side and box pleats, trimmed with rows of black taffeta strapping \$10.00

Another Stylish Skirt of Black Voile

is made in a very effective pleated style, trimmed with folds of black taffeta \$10.00

Skirts of Fine Chiffon Panama, in black, navy and brown. We show sixteen new styles in this material. Prices range from \$5 to \$10.00

"Merry Widow" Waists, \$3.50.

(CLOAK DEPARTMENT.)

A dainty new model shown in White Cluny Lace over Net; made with graduated vest effect front and back, trimmed and piped with heavy Japanese silk--sky, pink or ivory; dressy sleeve of Cluny lace; cuffs and collar edged with silk, sizes 34 to 42. Special price, Saturday \$3.50

600 Beautiful Shirtwaists on Special Sale Saturday

The first big event of the season in shirtwaist selling and an opportunity to save a third to a half of the regular selling price. Every waist in the lot is new and of the very latest fashion for spring wear. Saturday's sacrifice means extraordinary savings. Come early. Phone orders filled while they last.

300 SHIRT WAISTS of sheer Persian lawn, fancy embroidery and lace yoke front and back, baby tucked front and back, lace collar and cuffs, 3-4 sleeves, button back, a very beautiful style, sizes 32 to 44 bust measure. Regular value \$4.00 each. Saturday, sale price \$2.25

300 SHIRT WAISTS, fine white Persian lawn, front 3 rows wide embroidery and 4 rows German Valenciennes lace insertion, short tucks each side of front, back 4 very small tucks, sleeves 24 tucks in each, lace collar, embroidery and lace cuffs, 3-4 sleeves, buttoned in back with ball pearl buttons, a very stylish and effective waist, sizes 32 to 42 bust. Regular value \$3.25 each. Saturday sale price \$2.25

See Yonge St. Window To-day for These Waists.



Clearing Corset Oddments

A number of corset styles that have become broken in sizes are slated for quick clearance Saturday. All are new, up-to-date models, worthy of your quick appreciation. Phone orders will be filled wherever possible.

- D AND A CORSETS, fine white or grey saten jean, medium bust, long hips, bias cut and gored, straight front model, all steel filled, wide side steels, lace trimmed, sizes 18 to 26 inches. Saturday, clearing at, pair 50c
- C. B. C. CORSETS, 3 models, fine white or grey coutil, medium bust or low bust, long or short hips, rustproof steels, lace or ribbon-trimmed, 4 hose supporters, sizes 27, 28, 29, 30 only. Regular prices were \$1.00 and \$1.25 a pair. Saturday, clearing at 50c
- CROMPTON'S BROCADED GIRLIE-CORSET, fine white brocade tape, clusters of rustproof steels, 9-inch clasp, ribbon bow, sizes 18 to 24 inches. Regular price 75c a pair. Saturday, clearing at 50c

Women's Spring Underwear

We have just passed into stock a complete assortment of Women's and Girls' Balbriggan Underwear. The qualities are particularly fine; the prices we have marked them are very low. If you wear Balbriggan come before sizes are broken.

- WOMEN'S WHITE BALBRIGGAN VESTS AND DRAWERS, vests high neck, short or long sleeves, button front, drawers knee length, both styles, sizes for 32 to 42 bust measure. Special, each 35c
- WOMEN'S WHITE OR ECRU BALBRIGGAN VESTS AND DRAWERS, vests high neck, long sleeves, button front, drawers umbrella style, lace-trimmed, both styles, sizes for 32 to 42 bust measure. Special, each 50c
- GIRLS' WHITE BALBRIGGAN VESTS AND DRAWERS, vests high neck, long or short sleeves, button front, drawers knee length, sizes for 2 to 12 years, all sizes. Each 25c

16-Button Kid Gloves, \$1.95

Picked up this little odd lot in France. Long gloves are worth a third more. Long enough to underlap the shortest sleeves, and sleeves are to be appreciated this year, you know. Women's Long Glace Kid Gloves, in the lot black, tan and brown, 16-button, the length that comes above the elbow. French made, oversewn seams, perfect fitting, neat points on back, sizes 5 1/2 to 11 1/4. Saturday, special, per pair \$1.95

Lisle and Lace Hosiery.

- Women's Fancy Lisle-thread Hose, lace ankle, silk-embroidered fronts, also plain lisle, in black, white, grey, champagne, sky, pink, tan, navy and cardinal, newest shades and styles, all sizes. Saturday, 3 for \$1.00
- Women's Black Cashmere Silk-embroidered Hose, neat patterns, in red, sky and white, all sizes. Saturday, per pair 29c



Spring Suits and Overcoats

SATURDAY IN SIMPSON'S MEN'S STORE

A Sale of Samples--\$1.50 Shirts for 69c--The New Hats.

The man who feels that a spring coat and a new hat would make him feel a whole lot better satisfied should spend half an hour to-morrow in Simpson's store for men, Richmond Street side. The new coats are in. You can't wear a heavy winter coat any longer. The new hats are here. Your winter hat is shabby and out of sorts.

And a sale of sample suits--\$10 to \$18 suits for men--at \$7.95. This makes another attraction which the sunshine of the past few days renders timely. Simpson's Saturdays are always interesting to men. To-morrow's program follows:

The Sample Suit

Men's High-grade Sample New Spring Suits, fine imported fancy worsted, in the popular greys, also some plain blue clay worsted, with a few fine tweeds, single and double-breasted sack shapes, splendidly tailored, in the latest style, first class throughout, sizes 34-42. Young Men's and Men's \$10.00 to \$18.00 Suits, Saturday \$7.95

See Window Display.

Shirts, Underwear, Braces

- Men's Imported Negligee and Stiff-bosom Shirts, "Cluetts" and "Austrian"; some are coat style, attached and detached, neat and bold designs, fast colors, perfect fitting, sizes 14 to 17 1/2. Regular value up to \$1.50. 8 o'clock sharp, Saturday 69c
- Men's Fine Elastic-web Suspenders, new designs, cast-off white kid ends, full 36 inches long, non-tarnishable buckles and fittings. Regular value 50c and 75c. Saturday 39c
- Men's Fine Balbriggan Underwear, shirts and drawers, fawn shade, outside sateen trimmed, lined seats, elastic ribbed cuffs and ankles, sizes 34 to 44. Per garment, Saturday 35c

Boys and Young Fellows

- Youths' New Spring Double-breasted Suits, fine dark navy blue clay worsted, long pant, handsomely finished in good style for young men, 33 to 35 chest. Saturday \$11.00
- Boys' English Tweed Three-piece Suits, good durable material, in a dark grey and brown mixture, showing lighter stripe effect, double-breasted style, with durable Italian cloth linings, sizes 28-33. Saturday \$4.50
- Boys' Dark Navy Blue Worsted-finished Serge Two-piece Norfolk Suits, loose box plaits and belt, Italian cloth linings and knicker pants. Saturday--
 - Sizes 24-28 \$4.00
 - Sizes 29-30 \$4.50



Boys' New Spring Overcoats, double-breasted reefer style, made from a light fawn whipcord, good quality, with good durable linings and trimmings. On sale Saturday--

- Sizes 24-28 \$4.50
- Sizes 29-30 \$5.00

Spring Overcoats

- Men's New Spring Topper Coats, imported English covert cloth, in a rich olive fawn shade, made up in the latest style, short and boxy, with neat, close-fitting collar and fine mohair serge linings. Saturday \$10.50
- Men's Lightweight Spring Overcoats, medium dark grey shade, showing slight twill, cut 3-4 Chesterfield style with silk-faced lapels, silk extending to bottom of coat, well tailored and finished. Saturday \$10.00
- Fine Quality Imported English Cheviot Spring Overcoats, fine, closely-shorn material, in a rich dark Oxford grey shade, made up in the latest single-breasted Chesterfield style, 3-4 length, vent at back, fine linings and trimmings, plain or silk-faced lapels and splendid fitting. Saturday \$12.00

The New Hats

- Men's Derby Hats, new spring styles, in large range of different proportions, special quality English and American fur felt. Saturday \$1.00, \$1.50 and \$2.00
- Men's Soft or Fedora Hats, extra fine quality English fur felt, colors brown, fawn, slate or tan, black, latest styles. Saturday .. \$2.00



Sale of Linoleums To-Morrow

We offer Scotch Linoleum in this sale:

- 40c Quality for 28c
- 50c Quality for 38c
- 60c Quality for 48c

This lot has been seasoned for over a year. Surface as hard as egg shell, body substance as tough as wood almost.

- 2800 yards of Scotch Printed Linoleum, 2 yards wide, in a full assortment of designs. Worth 40c. Saturday, per square yard 28c
- 3000 yards of Scotch Printed Linoleum, 2 and 4 yards wide, complete range of designs and colorings. Worth 50c. Saturday, square yard 38c
- 1900 yards of Scotch Printed Linoleums, block, floral and tile patterns. Worth 60c. Saturday, per square yard 48c

5000 Yards Lace, Half-Price

A Saturday morning attraction of springtime interest. Short lengths--comparatively. Long enough to be useful to you, though:

- 5000 yards of Silk Chantilly Laces and Insertions, Princess Laces and Insertions, Batiste and "Baby" Irish Banding, Guipure Appliques, Guipure and Point de Gaze Laces and Insertions, Silk Fedora Laces and Insertions. Widths, 1 inch to 15 inches--in white, ecru, ivory and butter. Saturday Half Price
- Lace Flouncings--Princess, Point de Gaze, Chantilly, Fedra, Point Alencon, 5 to 15 inches wide:
 - 50c for 25c
 - 60c for 30c
 - 75c for 38c
 - 1.00 for 50c
 - 1.25 for 63c
 - 2.00 for \$1.00
 - 2.50 for \$1.25
 - 5.00 for \$2.50
- Lace Bandings and Insertions, in Guipure, Chantilly, Batiste and "Baby" Irish, Fillet Irish Crochet, 1 to 7 inches wide--
 - 20c for 10c
 - 25c for 12 1/2c
 - 35c for 17c
 - 30c for 15c
 - 50c for 25c
 - 60c for 30c
 - 75c for 35c
 - 1.00 for 50c
 - 2.00 for \$1.00

Great Millinery Preparations for Saturday

The choosing of a spring hat is far easier now than closer to Easter. The variety is bigger, the crowds are smaller. If you want alterations there is time. Why not choose now? It would help us later when the rush comes and be more satisfactory to you.

- ONE HUNDRED AND FIFTY Trimmed Hats, ready for Saturday morning--a splendid collection of NEW SPRING HATS--no two alike and all specially priced. Each one trimmed with just as much care as though you had left an order--dress hats and suit hats. See the display in Yonge Street window. Special, Saturday \$5.00
- Probably no Hat has sprung into such prominence and favor--for years--as the "Merry Widow" Sailor. It is made in different widths of brim, but all of them are on the large side. On Saturday we will show them in many varieties, both in trimmed and untrimmed, the prices ranging from \$1.50 to \$5.00 each

\$1.00 Silk Voiles 25c

(WASH GOODS DEPARTMENT)

We have purchased from the highest class factory in Canada a large quantity of Silk Voiles, Silk Organdies, Silk Mulls, etc., and shall put them on the counters of the Colored Muslin Section to-morrow morning at one price, viz. 25c

Thousands of yards of high-class Silk Voiles, pale blue, Nile, cadet, etc., with large even dot; Figured Silk Organdies, hundreds of patterns; Silk Check Voiles, all colors; Silk Mulls, soft and clinging; all the leading shades. Goods here from 50c to \$1.00. One price 25c

No phone or mail orders.

Saturday's "Little List"

The list is not so very little either. Little items in print but large in actuality and plenty of them this Saturday.

- \$8.00 CUT GLASS, \$3.75.
- Vases, 10-inch; Berry Bowls, 8-inch; Compots, Handled Bonbons, Mayonnaise Bowls, Spoon Holders, Butter Dishes, Celery Trays and Water Bottles. Regular up to \$8.00. Saturday \$3.75
- 90c SWISS CLOCKS, 50c.
- 100 Miniature Swiss Clocks, dark walnut finish, imitation ivory hands and figures on dial, complete with weight and pendulum. Regular 75c and 90c. Saturday 50c
- 1000 WORTH OF BROOCHES the Fine, Safety Pins, etc., sterling silver and gold filled, a variety of styles and designs. Regular selling up to 75c. Saturday 19c
- OSTRICH BOA. New importations for spring wear--excellent values, full, round and with bright glossy fibre. Colors are white, grey, natural and white, black and white, and black. Two specials for Saturday are:
 - 54 inches long, each \$4.50
 - 72 inches long, each \$7.50
- \$2.00 DOLLS, \$1.69. 50 only large Jointed Bisc Dolls, with sewn wig of real hair and closing eyes. Regular \$2.99. Saturday \$1.69