

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PHONE NUMBER MAIN 7841.
We have fifty lines to Central.

SIMPSON

Extraordinary Laces at Saturday's Price, 50c

BEAUTIFUL PLAUVEN LACE NECKWEAR.
2,153 pieces of Lace Neckwear, of this season's styles; sailor collars, Dutch collars and yokes. The yokes are collarless, with square back, and can be worn on coats or dresses. These laces are beautifully fine, in excellent imitation of flat Venise and Irish crochet. We have sold similar styles and quality for \$1.25 and \$1.50. Saturday there will be an entire circle for this special sale of lace neckwear at the Yonge street entrance. Saturday morning **50**
(No phone or mail orders filed.)

Some Splendid Post-Easter Millinery Values

70 Women's Trimmed Hats Each \$5.00
40 Young Women's Hats Each \$5.00

The newest and best styles.
Fine tagels, chips, Milans and mohair shapes; the kinds that promise to be scarce a little later on; trimmed with beautiful Paris flowers and ornaments, with touches of cerise and novelty ribbons; no two alike. Very special Saturday **5.00**

CHILDREN'S TRIMMED MILLINERY.
To-morrow will see the cases and tables again filled up with new and cute little styles, fresh from the workrooms. Prices all the way from \$1.50, \$1.75, \$2.00 to \$3.50 each. Big variety of untrimmed shapes at 50c, 75c and \$1.00 each. Bring the little tots along.

SPECIAL IN OSPREYS.
Ospreys were never so fashionable or never so scarce as at the present time. The last big shipment of our early order has just come in at the old prices, which look extremely low in view of the rise in values. This big line would readily sell at \$5.00 each. 15 inches long. Saturday **3.85**
Not more than two to each customer, or no phone orders filed.

MILLINERY RIBBONS
Large bows and small are made from the wide, plain Duchess Satin. Our famous "9000" quality may be had in all colors; it is six inches wide. Saturday, per yard **.25**
Smart Stripes and Shadow Ribbons. A big variety of patterns and colors are shown at the remarkable price for Saturday, per yard **.35**



Millinery Ribbons

Large bows and small are made from the wide, plain Duchess Satin. Our famous "9000" quality may be had in all colors; it is six inches wide. Saturday, per yard **.25**
Smart Stripes and Shadow Ribbons. A big variety of patterns and colors are shown at the remarkable price for Saturday, per yard **.35**

Priestley's English Serges

50 INCHES WIDE, 46c PER YD.
A further shipment of these well-known, tried and tested Serges have just been put into stock. They are made from the finest Botany yarns in the popular fine twill. They are thoroughly soap-shrunk and guaranteed spot-proof. The best bargain ever offered to the public of this city. Black, navy and cream only. Regular price 60c per yard. On sale 5 a.m. Saturday **.46**

EXQUISITE BORDERED DELAINES
We have just received a fine collection of dainty, pure wool, Bordered Delaines, in a fine assortment of new designs and color combinations. New stripes, spots, sprigs, etc., with rich Persian, tape and ribbon borders. The finest collection to be seen in the city. New greys, new tans, new browns, new blues, black and whites, white and blacks, etc.; 31 inches wide **.50**
(Dress Goods Dept.—Second Floor)

Reliable Silks

1,000 Yards of Striped and Checked French Peau de Soie, and plain colors in Swiss Peau de Soie and Tarnolines, clearing on Saturday at the low price of, per yard35
These are 600 qualities, in a splendid assortment of stripes, checks, fancy designs and new shadings in plain colors.
Natural Shantung Silk, 400 yards, natural color only, in choice selected qualities of pure raw silk; gives splendid wear; 34 inches wide. Clearing on Saturday at, per yard **.44**
Exceptional value in wide-width Colored Silks and Satins—Beautiful new colorings in Duchesse Paillettes and Satins de Chine. New tans, new greens, new browns, new greys, new pinks, new mauve shades, etc. etc. Splendid wearing qualities; 36, 38 and 40 inches wide. Were regularly \$1.25. Saturday's price 1c, per yard **.98**
A Bergain in Black Mousseline Satin—270 yards rich black Mousseline Dress Satin, 36 inches wide. Regularly \$1.85. Special on Saturday at, per yard **1.15**

Kid Gloves for Women

50c
Kid Gloves, of soft, pliable skin, with one dome fastener, pique finger, neatly stitched backs in tan, grey, navy, green, black, all rich shades, sizes 5 1/2 to 7 1/2. Regularly selling 75c. Saturday **.50**

Big Two Dollar Value in Waists

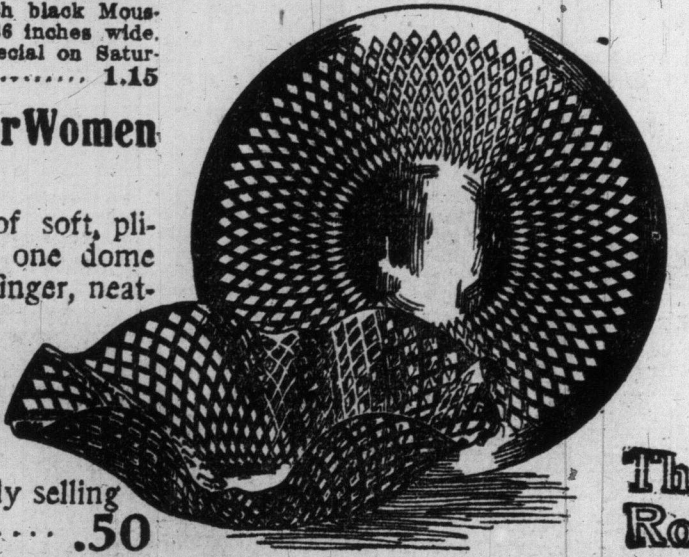
The smartest and prettiest lot of well-made Silk and Lingerie Waists it has been our fortune to show for a long time. Everything that is new in cut, fit and style is strongly in evidence. (See Yonge St. windows.)
Black and White and Navy and White Striped Imported Tamoline Silk, short inset sleeves, rounded collar, cuffs and panel front of black messaline, with lace and buttons. Sizes to 42-inch. Regularly \$2.95. Saturday **2.00**
Black and White and Navy and White Striped Tamoline Silk, narrow deep V front of fine lace, finished buttons and piping, short inset sleeves with fancy cuffs. All sizes to 42-inch. Regularly \$2.95. Saturday **2.00**
Raw Silk Tailored Waists of excellent quality and cut, French cuffs and collars, man-tailored sleeves. Sizes to 42-inch. Regularly \$2.95. Saturday **2.00**
600 New York Waists, just cleared and now showing for the first time, long and short inset sleeves, high or low necks, plain tailored or elaborate lingerie, rolls, fine batistes, pure linens and lawns, all new ideas and illustrative of the last word in waists. All sizes among the lot, which would sell regularly from \$2.75 to \$4.50. Saturday, one price **2.00**

Silverware at \$2.00

50 only Fruit Baskets and Nut Bowls, heavily silver-plated, in a beautiful hand-pierced design, with plain centre, diameter of basket 10 inches. Regularly \$3.50. Friday bargain 2.00
50 only Silver-plated Sandwich Trays on stand heavily silver-plated, hand-pierced design with plain centre and border to match fruit basket. Regularly \$3.50. Friday bargain 2.00

Toilet Specials

Vaseline's Cold Cream. Regularly 50c. Special **.35**
Dralid's Face Powder, in flesh and white. Regularly 25c. Special **.25**
Simpson's Thymol Tooth Paste. Regularly 10c. Special **.10**
Transparent Glycerine Soap. Regularly 10c. Special, 4 for **.25**
Tooth Brushes, with pure hand-drawn bristles. Regularly 15c. Saturday **.9**



The Mantle Specials

- SMALL SIZE SUITS**
Of imported tweed mixtures and striped venetians, in good shades of tan, green, grey, brown and navy. The coats are fully lined with grey silk serge of good quality, with square or notched collars. The skirts are plain and pleated effects. Very special value **9.75**
- WELL-TAILORED SERGE SUITS**
For women and young girls; made of English imported serge. Smart coats, with revers and collar inlaid with novelty velvet or braided. Skirts corset styles, with or without raised waist-line; gored, pleated, or plain. Colors in the lot are navy, tan, brown and grey mixtures. Regularly \$17. **13.85**
- WOMEN'S AND MISSES' SUITS**
Beautiful new weathers, English serges and tweeds; cut on stylish lines; lined throughout with shaded silk and satin. The skirts are cut on straight effects, pleated with inset lines, and gored styles. Colors are tan, fawn, navy, black, green, and other dark and light mixtures. Were \$25.00, \$27.50 and \$29.50. Now **23.50**
- THREE-PIECE SUITS FOR GIRLS**
Best quality of English serge, in navy and grey. The dress is semi-princess style, with side panels in front panel; has low collar with stitched overpiece of silk, lined with satin bow. The coat is slightly fitted at back, and the collar is inlaid with royal blue or tan silk and trimmed with fancy braid and buttons. Ages 10, 12, 14 years. Price **8.75**
- LIGHT-WEIGHT BROADCLOTH COATS**
Of good quality cloth, absolutely satisfactory, sponged and shrunken, and made in a most becoming style on rather close-fitting lines, with tailored collar and revers, over-laid with black satin. Has turn-back cuffs. Very special value **10.00**
- MISSES' COAT AT \$6.00**
Made of black and white shepherd check; cut in a semi-fitting style. Collars inlaid with black satin and piping of Alice blue silk. Tailored sleeves and pockets. Special value. **9.00**
- THIRTY COATS AT A REMARKABLE PRICE**
Imported light-weight tweeds in grey mixtures, and black Venetian; made on semi-fitting lines, with collar and cuffs of tan or silk. Regular value \$10.50, for **4.95**
- A BIG ASSORTMENT OF SKIRTS**
Of fancy tweeds and chevilles, with panel back and fronts opening at side, and ornamented with buttons; also black and white hair-line stripes, with inset plait back and panel front, ornamented with straps of silk at side. Regularly sold at \$6.50 to \$7.50. Now **3.45**
- NEW SPRING SKIRTS**
In tones of light and dark grey, cut in plain tailored style, with medium high waist-lines, and straps at the bottom of the skirt at sides. These are high-class skirts and beautifully tailored throughout, with French facings. Full assortment of sizes. Price **5.00**

For Further Simpson Announcements See Other Page in this Paper

Prepare for Rainy Days

By Purchasing One of these Raincoats for \$7.35
They are of cravenettes, cashmere cloths, twilled, rubber-lined materials; cut in a Raglan or plain mannish style, with set-in sleeves. Regular value \$15.00, for ... **7.35**

Saturday in the Corset Department

AN EXTRA DOUBLE ATTRACTION.

If you have corset needs to satisfy, don't fail to take advantage of these saving quotations. 'Phone orders will be filled if sent before noon, a quantity of each style being reserved for that purpose.

- 480 pairs Royale Belt Corsets, a splendid reducing model for medium and stout figures, of fine strong white coutil, medium low bust, long below waist, reinforced abdominal sections, finest watch-spring steel boning, four wide side steels and strong graduated clasps, six wide garters, lace and ribbon trim. Sizes 20 to 30 inches. Regularly \$2.50. Saturday while they last **1.39****
- 600 pairs E. T. Corsets, a dainty model in extra quality white batiste, medium bust, long hips, all fine steel filled, 4 wide side steels, 4 garters, lace trim. A perfect-fitting model, in sizes 18 to 26 inches. Regular value 75c pair. Saturday, a pair **.50****

DRESSES FOR LITTLE TOTS.
We will clear several balances of lines of spring Tub Dresses for little girls at about half their regular value to-morrow. Many pretty styles are included. Best selection at 8 o'clock.

Nearly Three Hundred Dresses for little girls to be cleared Saturday, including gingham and chambrays, in plain or fancy checks, also white with Dutch trimming, high or Dutch neck, short sleeves. Sizes 2, 3, 4, 5 years. Regular prices \$1.00 to \$1.50 each. Saturday all at **.65**

WOMEN'S VESTS—TWO FOR TWENTY-FIVE CENTS.
It would puzzle you if you tried to figure out how these Vests could possibly be made for the price we send them out at Saturday. Possibly they were not. We cleared over four thousand, and can set a low figure. 'Phone orders filled.

Women's Summer Vests, fine Swiss ribbed white cotton, low neck, short or no sleeves, crochet edges run with draw tapes. Sizes 32 to 40 bust. Saturday 4,000 at 2 for **.25**

Tea Gowns \$7.95

Were \$18.00 to \$25.00

Imported Tea Gowns of French flannel and albatross, in pink, rose, cream and sky; also Japanese silk crede elastic finish, "Llama" embroidered in red on every pair, double heel and toe. Sizes 8 1/2 to 10. Exceptional value, Saturday 3 pairs \$1.19; per pair **.45**
Women's Silk Hose, extra quality, fashioned, gauze weight, silk Lisle thread top, double elastic garter welt; clear even thread; black only; guaranteed fast dye, high spliced ankle, heel, sole and toe. Sizes 8 1/2 to 10. 59c value. Saturday 3 pairs \$1.00; per pair **.35**
Men's Finest Fancy Lisle Thread Socks, medium and gauze weights, large selection of plain colors, of this season's newest patterns, including plain black and tan, all perfect stock in all sizes. One price Saturday, per pair **.25**

EMBROIDERED HYDEGRADE PETTICOAT, \$1.25.

Women's Petticoats of light weight "Hydegrade," black only; founce is trimmed with rows of pin tucking, stitched strapping and eyelet embroidery, also deep underpiece. Lengths 36 to 42. Saturday **1.25**



A New Elegance in Men's Clothing

SPECIAL SALE OF MEN'S LIGHT WEIGHT OVERCOATS.
An exceptionally good chance to get a fine spring weight Overcoat at much less than their real value. These overcoats are made from English tweeds in light greys, browns and green and grey mixed colors, in stripes and patterns. Cut in the new single-breasted Chesterfield style, good wearing linings. Regularly \$12.00, \$13.50 and \$16.00. Saturday morning **8.95**

SALE OF MEN'S SUITS.
Made from good wearing English tweeds and worsteds, in greys, browns, greens, blacks and blues. No matter what color you want we can supply your needs. Made single-breasted, three-button style, good mohair linings. Worth twice the price **8.95**

HIGH-GRADE SUITS.
The new blue-grey English Cheviot, the kind so much in demand by young men. A new single-breasted style, with natural shoulders, soft roll, slightly form fitting. Sizes 36 to 44. Price **18.50**

Another in almost plain brown worsted, in narrow hair-line thread stripe, single-breasted three-button style. Sizes 36 to 44. Price **26.50**

CLEARING SALE OF BOYS' SUITS.
Boys' two-piece Bloomer Suits, Norfolk and plain double-breasted styles of English tweed, in the new shades of grey, brown and olive, striped and fancy weaves; full hip bloomer with strap bottoms and belt loops. Sizes 25 to 34. Regularly \$6.50, \$7.00 and \$8.00. Saturday special **5.00**

Boys' Blue Unfinished Serge Sailor Blouse Suit, full size collar, trimmed with white braid, silk ribbon tie, etc., and self shield with ornamented; pleated sleeves with fancy emblem; bloomer pants with elastic bottoms. Sizes 5 to 10 years **3.00**
Brown Tweed Blouse Suit, double-breasted style, buttoned close to neck with Eton collar, large brown silk bow tie, bloomer pants with elastic bottom. Sizes 5 to 9 years **4.00**

Seasonable Neglige and Outing Shirts

Several with the new double cuffs and soft collar to match, are odd lines and include several different kinds of materials suitable for spring and summer wear. Don't miss this chance to procure your summer shirts at this low price. All sizes in the lot, 14 to 18. Regularly \$1.25, \$1.50, \$2.00 and \$2.50. To clear Saturday **.98**

2,000 Men's Neck Ties, pure silk, with wide flowing ends, knitted, mercerized and silk mixtures, new styles and designs. Regularly 50c and 75c. Saturday **.25**

500 garments of Men's Underwear, shirts and drawers in light, medium and heavy weights, English natural wools, beautifully made and trimmed. All sizes, 34 to 50, in the lot. Regularly \$1.25, \$1.50 and \$2.00. Saturday, each, garment **.98**

Classic Gas Ranges

This season's designs, embodying all the latest improvements; double steel plate body with cast iron trimmings and cast iron top; drill burners, detachable and fitted with adjustable air mixer, simmer burner, nickel-plated taps, with set screw to regulate pressure. A most economical and absolutely satisfactory range, built for good service:
Two-burner size, oven 18 inches wide. Saturday **10.00**
Three-burner size, oven 18 inches wide. Saturday **12.00**
Three-burner size, oven 18 inches wide by 18 inches deep. Saturday **13.50**
Four-burner size, oven 18 inches wide by 18 inches deep. Saturday **14.25**
Four-burner size, oven 18 inches wide x 18 inches deep, and with broiler. Saturday **16.50**
Four-burner size, two ovens, 18 inches wide x 18 inches deep, broiler being in separate oven. Saturday **18.00**
Four-burner size, nickel trimmings, aluminum finished oven, 18 x 18 x 18, and with elevated broiler. Saturday **23.00**

**Classic Gas Plates, fitted with air mixer to take in equal quantity of air with gas; nickel-plated taps—
Two-burner, regularly \$1.76, Saturday 1.50
Three-burner, regularly \$2.50, Saturday 2.39
Cast Iron Gas Plates—
Two-burner, Saturday 1.25
One-burner, Saturday59
Queen Gas Ovens, bright tin, asbestos lined, drop door; a quick and thorough baker. Saturday. **.98****

Wicker Furniture

Arm Chairs, with willow arms and rush seat and back, of good design, strongly made. Saturday 3.40
Arm Chairs and Arm Rockers—roll arms of willow, with deep rush seats; built for comfort. Saturday 5.00
Willow Arm Chairs and Arm Rockers, finished in buff color; wide arms, deep seat and high back. Saturday 4.75
Tables, with round tops, of compressed willow and rush. Saturday 2.75

GROCERIES

2,000 lbs. Fresh Creamery Butter, White Clover brand, per lb. 40c; Toasted Cornflakes, 3 packages 25c; Goodwillie's Canned Fruit, in glass, Raspberries, Strawberries, White and Red Cherries, Peaches and Pears, per jar 25c; Rich Red Salmon, 1 1/2 lb. flats, 2 tins 25c; Gorton's H. P. Sauce, per bottle 15c; Canned Corn, 3 tins 25c; Imported French Peas, per tin 11c; Leaf Sugar, 3 1/2 lbs. 25c; One Car California Sunlight Oranges, good size and sweet, per dozen 25c; Imported English Pickles, Gillard's, 1/2 pint bottle, 2 bottles 25c; California Canned Asparagus, large tin, regularly 35c, per tin 25c; 500 lbs. Fresh Peas, per lb. 15c; Fancy 1,000 boxes Chocolates and Bon-Bons, a 30c value, per 1-lb. box 20c.

The **SIMPSON** Company Limited