SATURDAY MORNING

THE TORONTO WORLD

MARCH 25 1911

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Co

E. SIMPSON Store Opens 8 a.m.

Closes 5,30 p.m. H. H. FUDGER. President. J. WOOD, Manager Probabilities-Southerly winds; fine and milder.

E. SIMPSON

Men's Waterproof Coats Men's English Paramatta Waterproof Coats-A

guaranteed thoroughly rainproof material, in a rich olive fawn shade; cut single-breasted style, long and roomy, with neat military collar, and wind straps on

Fine Quality English Fawn Paramatta Waterproof Coats-A double texture material, guaranteed to keep out the rain; cut in double-breasted style, with convertible collar, which can be worn buttoned close up to the throat with neat military collar, or with lapels turned down, finished with elastic wind cuff on sleeves; sizes 36 to 46 12.50

Men's and Boys' Caps

Men's Golf, Hookdown or Bulldog Shape Caps-Stripes, plaids, broken checks, shepherd checks, herringbone effects, or plain worsteds, in dressy patterns, silk lined and well made. Worth 75c. Monday.....45

Boys' Varsity Caps - In plain navy blue cloth, good wearing material and well finished. Monday,

Boys' Underwear and Neglige Shirts

4000 Garments of Boys' Natural Merino, made by a well-known Canadian manufacturer; these are soft and fine and will give excellent wear; sizes 22 to 1000 Boys' Neglige Shirts - For Spring wear, neat designs and choice colorings are the chief fea-

tures of these shirts; sizes 12 to 14. Each, Monday, .49 750 Boys' English Flannelette Shirts-Of good quality material, made large and roomy; these will

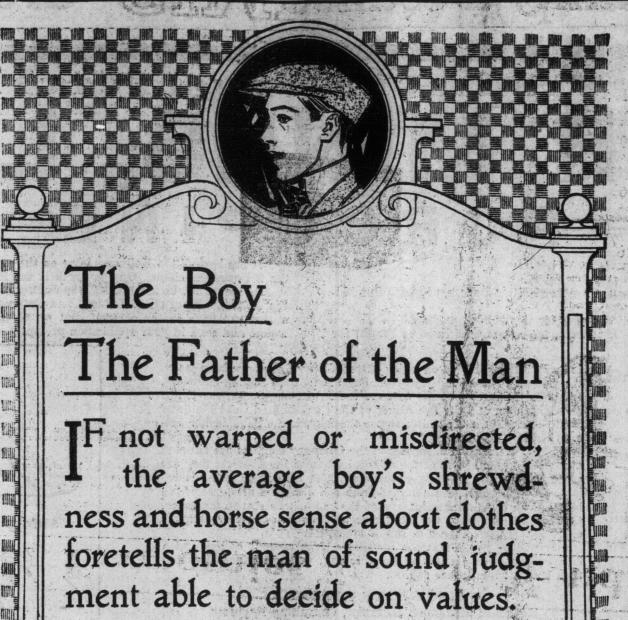
Extra Special

\$1.25 and \$1.50 Pyjamas for 98c 425 Suits of Men's Flannelette and Striped Cam-

bric Pyjamas-Odd lines and samples, some with frogs and military collars, others with French necks; all sizes in the lot. Regular \$1.25 and \$1.50. Monday, to clear

Boots for Men and Women MEN'S LEATHER-LINED BOOTS, \$2.79.

240 pairs Men's Boots-Selected box kip leather. leather lined, double Goodyear welted soles, Blucher style, round, full fitting toe; sizes 6 to 10. Monday, special 2.79 WOMEN'S PATENT PUMPS, \$1.49.



Simpson clothing appeals to boys who appreciate man-tailored garments and who can, as they say, "pick them out blindfolded." Sissy Clothes don't go. Cut, workmanship and material must pass the critical scrutiny of the man of the future.

A Sale of 5000 Spoons and Forks at Prices Remarkably Low Rogers' Nickel Silver Teaspoons. Monday, each .4

Rogers' Nickel Silver Dessert Spoons and Forks. Rogers' Nickel Silver Medium Forks and Table Rogers' Teaspoons, fancy pattern handles. Regu-Rogers' Dessert Spoons and Forks, fancy patteru bandles. Regular \$4.75 dozen. Monday, each 29 Rogers' Table Spoons and Medium Forks, fancy pattern handles. Regular \$5.75 dozen. Monday, eacn Rogers' Silver-Plated Soup Spoons, fancy pattern handles. Regular \$6.00 dozen. Monday, each .39 Sterling Silver Coffee Spoons, Louis pattern handles, gold lined bowls. Regular \$4.50 dozen. Monday, each Sterling Silver Teaspoons, Louis pattern handle. Monday, each

Sterling Silver Salt Spoons, gold lined bowl. Regular 25c. Monday, each

Wall Papers to Go at Less (Fifth Floor)

Bedroom and Kitchen Papers, in neat mica and Domestic Parlor and Dining-room Papers, in well Imported Dining-room, Hall or Parlor Papers, in rich reds, greens, browns, blues, champagnes and their blends. Regular to 35c, Monday, .17; regular to 50c,

and Japanese Metallic Cloth, one to ten rolls of a color. Regular \$1.50 to \$3.00 roll, Monday, per roll 27

We Are the Pioneers in Canada

Quite recently we inaugurated a Circulating Library, in which we put the very latest books, and we are now adding the new books as they are published. The great feature of our library scheme is that we place the fullest confidence in you by not asking for a subscription or fee at the commencement: all we require of you is that you pay the sum of 2c per day when you return the book. Please note we charge the day the book is taken out, but not the day it is returned. Come and join at once.

300 pairs Women's Patent Pumps-With strap and dull matt inserted top, neat patent bow, light soles; sizes 21/2 to 7. Monday, special 1.49

Bedsteads—Note the Prices

Iron Bedsteads, in pure white enamel finish, made in all standard sizes, strong and durable, brass rod and Iron Bedsteads, with continuous posts, in pure Boys' English Tweed Twowhite enamel finish, 4 ft. and 4 ft. 6 in. widths only.

Iron Bedsteads, in white enamel, heavily made, brass rods, caps and turned spindles at head and foot ends; all standard sizes. Price 7.90

Brass Bedsteads, in full size and bright finish, heavy posts, with filling, equally strong. Price .. 14.95

day

day

Combination

Monday

Monday ...

35c Five-String Brooms. Mon-

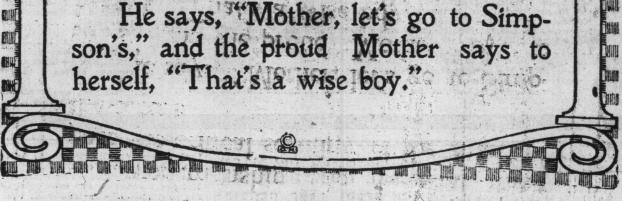
Bathroom

Fixtures

Monday.

Glass and Soap

.29



Piece Suit

Boys' Sailor Blouse Boys' English Tweed Russian Suits Suits

In a handsome grey stripe pattern, showing neat red and double black thread stripes interwoven; cut on the new American double-breasted models, with long narrow shapely lapels, nicely tailored in every way, and finished with extra quality linings and trimmings; pants bloomer style, made avtra lever and the style. and trimmings; pants bloomer style, made extra large and roomy; sizes 28 to 34 7.59

Made from a soft Saxony - fin-In a handsome, light grey stripe patshed English tweed, in a medium Stern, with fancy thread stripes intergrey ground with neat blue and touble white thread stripes; cut woven; made double-breasted effect. Jouble-breasted style, with sailor collar trimmed with soutache braid to ment on front; finished with double inent on front; finished with double row of gilt metal buttons and red leather belt; pants elastic bloomer 6 to 10 years 5.00

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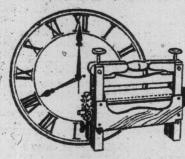
Finest Gold Dust Commeal, per stone, 30c. Choice Picnic Hams, 6 to 8 pounds each, per pound, 15c. Choice White Beans, 6 pounds 25c. Upton's Marmalade, 5 pound pail 45c. Evaporated Peaches, per pound, 12c. Finest Mild Cheese, per pound, 16c. Maconochie's Kippered Herring, per tin, 14c. Canned Apples, gallon size, tin, 27c. Ivory or Silver Gloss Starch, 6-pound tin, 53c. Old Dutch Cleanser, 3 tins 25c. Powdered Ammonia, 3 packages 25c. Sunlight or Surprise Soap, 6 cakes 27c.

Telephone direct to Department.

FIVE POUNDS PURE CELONA TEA, \$1.00. 1000 pounds Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Monday, 5 pounds for 1.00

Wonderful List of Economies in the Monday Basement Sale

Hack Saw Frames. solid steel, olished and nickel plated. Mon-



Laundry and Woodenware

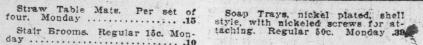
Imperial Wringers, best Canadian make, spiral springs, overed cog wheels, standard grade rolls, im-proved sure-grip clamps; will fit galvanized, iron, fibre or wooden tubs, Guaranteed for one year from date of purchase. Regular \$4.00. Monday 2.98

The 1900 Washing Machine, with corrugated sides, steel ball bear-ings, easy actions quick results. Complete with wringer stand, or the New Century Machine, Monday 8.98

The Marvel Washing Machine.

Mrs. Potts' Iron Heaters, holds three irons. Monday Mrs. Potts' Iron Handles. Mon-

.15 Refrigerator Brushes. Monday .15 Hearth Brushes, Monday25 Holder, nickel plated, including one engraved tumbler. Regular \$1.25. Monday Bottle Brushes. Monday 25



Glass Washboards. Regular 35c.

Clothes Pins, 6 dozen. Regular

Tumbler Holders, nickel plated, single style with nickeled screws for attaching. Regular 75c. Mon-Carpet Braters, willow. Mon-.. .15

Carpet Beaters, wire. Monday .. . 10 Match Holders, with tray attach-ed, nickel plated. Regular \$1.25. Monday

Pony Washboard. Monday 10 Glass Towel Bars, all new lines. On sale Monday 1.25 to 6.75

Hardware

Rational Laundry Stoves, would 60c Stable Brooms. Monday. . . 47

Puritan Coal Oil Heaters, with movable top and safety burner. Regular \$5.90. Monday Classic Gas Plates, with nickel-plated taps, for laundry use or cook-ing. With two burners, Monday, \$1.75; with three burners, Mon-day. 2.50

This Tooth-...... 2.50 brush Holder Union Scales, with platform and scoop, to weigh up to 249 lbs. Cer-tificate of inspection with each scale. Regular 36.75. Monday, 5.59 free to every purchaser of Bathroom Fix-

tures in the basement Combina. tion Glass

and Soal Holders heavily nickeled, including two en-graved tumblers. Negular \$2.35 Monday

1.98

Hack Saw Frames, extension from 8 to 12 inches: Regular \$1.25. Mon-Waterproof Cloth Tape Line, in steel case, 25 feet long. Monday .20

knife, knife,

DRE

White Painted Enamel Bread Boxes, bright inside finish, have sizes 8 and 9. Regular \$1.00. hinged covers, strong make, 131/2

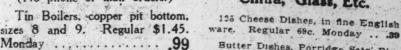
in. 8 in. x 8 in. Regular 65c. (No phone or mail orders.)



Daisy Tea Kettles. Monday ,12 Galvanized Tubs, with wringer attachment, made of lasting nonrusting material, four sizes. Mon-The Griswold Food Chopper, cuts perfectly all kinds of food, has reversible steel knives, self sharpening and unbreakable, complete

Kitchenware

Nickel-plated Tea Kettles, a chance to buy a Copper Nickel-Plated Tea Kettle, any size from 7 to 9, pit or flat bottom. Sold in the regular way as high as \$1.50.



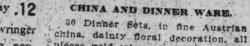
Butter Dishes, Porridge Sets, Biscuit Jars, in fine German china. Tin Boilers, flat copper bottom, sizes 8 and 9. Regular \$1.35. Three-piece Sets-Teapot, Sugar Galvanized Boilers, flat bottom, Jardinieres, in Majolican ware.

White Granite Dishpans, 14-Jugs, Mugs and Brush Vases. To quart size. Regular \$1.00. Mon-

300 Cuspidores, in German china

ware. Regular 49c. Monday25 40-piece Tea Set, in high-grade German china; all pieces gold

traced, neat decoration. Regular



hina, dainty foral decoration, all pieces gold trimmed, with kernilssshaped tea cups. Complete dinner and tea service for 12 people. Regular \$16.50. Monday bargain .. 12.49

3000 pieces in Odd Dinner Ware, consisting of breakfast, tea, soup. bread and butter, and dinner plates. platters, bone dishes, bakers, etc. To clear Monday, half price, each, .8

Egg Cups, in German china. Spe-Meat Platters, size 14, 16, 18 in."

Decorated Teapots. all sizes, from 500 large-size Milk Jugs. Regular up to 35c. Monday, to clear, .11

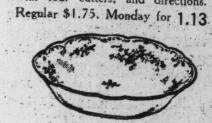
PRESSED GLASS WARE Table Sets. peat pressed design, comprising sugar bowl. cream jug. spoon holder, butter dish. Regular Seven-piece Berry Sets. pressed, cut in clear American glass ware. Regular 60c. Monday bargain, per Salt and Pepper Shakers, infprov-

ed tops. Monday bargath A Hanging Hall Lamp, polished brass finish, with ruby globe. Regular \$2.75. Monday 1.98

CUT GLASS. 50 only Fruit Bowls, size 8 in., in rich star cutting-a mass of sparki-

BRASSWARE.

Jardinieres, in genuine hammered brassware, in bright burnished and brush finish, with roll rim and footed. Regular \$3.50. Monday bargain. \$5.85. Monday 3.19 a snap 2.40



China, Glass, Etc.

125 Cheese Dishes, in fine English

with four cutters, and directions.