

H. E. FUDGE,
President.
J. WOOD,
Manager.

THE
ROBERT

SIMPSON

COMPANY,
LIMITED

Store Closes Daily at
5.30 p.m.

THE
ROBERT

SIMPSON

COMPANY,
LIMITED

SATURDAY,
MARCH 6, 1909

Aprons for House-keepers.

Hundreds of dainty Aprons—perfect in material, sewing finish and fit to choose from. Don't miss these lines, specially priced for Monday's selling. Phone orders taken.

Maid's Aprons, fine lawn, bretelles of wide embroidery, straps, tucked, embroidered bib, wide sashes, size 38 x 40 inches. Monday Sale price 35c.

Maid's Aprons, fine lawn, bretelles and bib of fine embroidery, gored over hips, deep hem, pocket, wide sashes, size 40 x 45 inches. Monday Sale price 50c.

Maid's Aprons, fine lawn, waist-band and shoulder straps of embroidery insertion, bretelles of fine embroidery, deep hemstitched hem, size 48 x 40 inches. Monday Sale price 65c.

Maid's Aprons, fine heavy white linen, bib and shoulder straps, deep hem, pocket, wide sashes, size 40 x 45 inches. Monday Sale price 50c.

Kitchen Aprons, with plain bib, fancy blue print, pocket, size 38 x 36 inches. Monday Sale price 35c.

Overall Aprons, fine blue check gingham, buttoned in back, long sleeves, square cut neck, lengths 52, 54, 56 inches, to fit 32 to 42 bust measure. Monday Sale price 65c.

Household Staples

Monday emphasizes sheets. But the interest is not confined to the one item.

Note the dress linens beside the other housekeeping economies.

500 yards only Factory Cotton, full 36 inches, very heavy weight, will bleach pure white. Very special Monday 10c.

All Linen Damask Tray Cloth, 18 x 27 inches, hemstitched all around, fine, even weave, good patterns. Monday 25c.

200 pairs Bleached English Sheets, all these sheets are made from English sheeting, torn ends, not cut, large size, 2 1/2 by 2 1/2 yards. Regular \$1.75. Monday \$1.23 pair.

60 only of a very fine quality Satin Quilt, double bed size. To sell Monday \$1.63.

White Dress Linens, Irish Dress Linen in fine, medium and heavy weights, suitable for waists and shirt waist suits and skirts, also fine underwear, a very special line. Monday 48c.

78 Table Cloths, Irish linen, pure white, border all the way round, good range of patterns. Monday \$1.19.

40 inches wide Apron Gingham, blue checks, indigo colorings. 300 yards to clear, Monday 12c.

Wash Day Items

Fels Naptha Soap, per bar, 5c.

Sunlight Soap, 6 bars, 25c.

Comfort, Eclipse or Victor Soap, per bar, 4c.

Surprise Soap, 6 bars, 25c.

Heather Brand Soap, 5 bars, 25c.

Naptha Soap, 6 bars, 25c.

Simpson's Big Bar Laundry Soap, per bar, 10c.

Pearline, 1-lb. package, 11c.

Old Dutch Cleanser, regular 10c, 3 packages 25c.

Kitchen Sapolio, per cake, 8c.

Powdered Ammonia, large package 9c, 3 packages 25c.

Naptha Powder, 1-lb. package, 5c.

Canada White Laundry Starch, 1-lb. package 7c.

Royal Blue, 2 packages 7c.

Dingman's Lye, per tin, 7c.

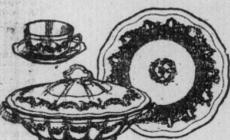
Gold Dust Washing Powder, large package, 22c.

Bon Ami Soap, per cake, 12c.

5 LBS. PURE CELONA TEA, \$1.05.

How does it happen that the real value in tea comes from Simpson's blending? Monday, 500 lbs., black or mixed, 5 lbs., \$1.05.

CHINAWARE.



Austrian China Dinner Sets, bridal rose stock pattern, the finely glazed body is decorated with wreaths of full blown pink roses, on dainty green ferns, gold traces, handles and edges. Each set contains a complete dinner and tea service, including bread and butter plates; 97 pieces, regular \$19, Monday 14.75

120 pieces, regular \$22.50, Monday 16.90

English Semi-porcelain Dinner Sets, gold clover leaf decoration, embossed scalloped edges, gold traced, 97 pieces, regular \$7, Monday 5.75



A \$2.25 TOILET SET MONDAY, \$1.49. English Semi-porcelain Toilet Sets, 10-piece composition, finely glazed, with pink, green or blue floral decorations, regular \$2.25 set, Monday set, 1.49

Bread and Butter Plates and Omelette in the above decorations, regular \$2.00 dozen, Monday, each .20



Bon Ton and Royal Worcester Corsets

The Secret of the Perfect Form

THE WORK of fashion is hard to define, but it is always unmistakably apparent in all wearers of Bon Ton or Royal Worcester Corsets. Many a smart figure has its beautiful lines distorted through incorrect corseting. This need not be if you do your figure justice by wearing the Bon Ton or Royal Worcester Model intended for it.

The woman cultured in present dress fashions at once recognizes in every detail of this charming corsage some definite purpose intended to mould the figure into gracefully becoming lines.

Bon Ton and Royal Worcester Corsets are invariably acknowledged to be the fashionable Corsets of the day.

This store is the sole agent for Bon Ton and Royal Worcester Corsets in Toronto. You are cordially invited to visit the department and see the new models, one of which is intended for your particular figure. Expert corsetiers here at your service.

Bon Ton Corsets, models for every figure, \$3.50 to \$14.00 a pair.

Royal Worcester Corsets, models for every figure, \$1.25 to \$3.00 a pair.

Royal Worcester "Grand Douvager," model for stout figures, \$3.00 and \$3.25 a pair.

We Are Always Strong on Broadcloths

Paris, Berlin and Vienna contribute their best. All those beautiful new tones—Taupe, Wisteria, Elephant Grey, Shell Pink, Turquoise, etc., are to be had in this store when they can be found no where else. Widths 50 and 56 inches. Prices \$1.00, \$1.25, \$1.50 and \$2.00.

Strong on Worsteds Also

French and English. All those new grey colors are here. You know what we mean—the tone of grey softening the green or the blue or whatever color it may be. Stripes and hair lines. Widths 50 and 56 inches. Prices \$1.00, \$1.25, \$1.50 and \$2.00.

Clearing the Winter Gloves

8, 12 and 16 Button Gloves for 89c. Broken sizes. Some slightly soiled. 5, 5 1/2 and 6 in the lot. Most all the colors, though not in each size. But they are real lace French kid, and made in France. We cannot fill mail or phone orders.

Men's "Victor" Boots at \$5.00.

One of the most typical boot styles shown this season for young men. The forepart is cleverly modelled to provide graceful fittings and produce the graceful lines and curves which give this model its made-to-order shape. It has many other attractive features. Try a pair on. Price \$5.00.

Men's English-made Boots.

We have just received a shipment of Boots from John Cave & Son, London, England. They are men's boots, box calf, Blucher, heavy Goodyear welted oak bark tanned English soles, stylish and comfortable, long wear in every pair, all sizes 6 to 11. On sale Monday \$2.75.

First Showing of the \$25 Suits for 1909.

LAST year we made a great reputation for our \$25.00 suits for women. We laid stress upon that line, and we achieved a gratifying measure of success.

This year we hope to make a still greater reputation for our \$25.00 suits. We think that success will follow in larger measure than ever before.

BUT we don't know. We want YOU to tell us. We want a unanimous verdict. Come and see them.

Let us describe three of them very briefly to give you an idea.

French Venetian, including the new grey toned colors, broadcloth finish, lined with white silk, long pointed coats, trimmed with satin buttons, skirt to match. \$25.00

English worsted, hard Bradford finish, stripe effects, in the new tones, long square cut coat, lined with silk, ornaments and buttons, panel skirts. \$25.00

3 piece Suit of chiffon Panama, navy, green and black, cutaway coat, lined with silk serge, trimmed with velvet buttons, circular cut skirt, two full rows buttons, jumper bodice, taffeta and Dresden trimmings. \$25.00

Men's and Boys' Mittens

Men's All-wool Black Mittens, Regular 35c and 50c. Monday, pair, 15c. Boys' All-wool Gloves and Mittens, Regular 25c and 35c. Monday, pair, 15c.

Boys' Overcoats at Ridiculous Reductions

"I BUY for Johnny this winter and for Harry next," said a mother of two healthy boys with a year and a half between them.

If she were to buy a coat for Johnny now it would see him out the rest of the winter nicely and next fall it would not be a bit too big for the rapid growing Harry.

And the reductions are positively too big to pass \$10 Overcoats for \$4.89. \$3.50 Reefers for \$1.69.

Our entire stock of Boys' Overcoats, consisting of black chevots, grey chevots and fancy tweeds, fine imported materials, made in fashionable Chesterfield style, with velvet collar, fine trimmings throughout. Sizes 30 to 34. Regular \$7.50 to \$10.00. Clearing Monday \$4.89.

A clearing line of Boys' Black Cheviot Finished Frieze Reefers, made with deep storm collar and heavy tweed linings. Regular \$3.00 and \$3.50. Sizes 22 to 25. Clearing Monday \$1.69.

BOYS' NORFOLK SUITS. Boys' Two-piece Norfolk Suits, made from an excellent Scotch tweed of unquestionable durability, in neat grey mixed colorings, with broken check patterns, well made and finished, strong linings. Sizes 24 to 28, \$4.00; 29 and 30, \$4.50.

Boys' Norfolk Suits in smooth-faced, rich dark brown English tweed, with an indefinite fancy blue stripe, lined with strong Italian linings. Sizes 24 to 29. Special \$3.00.

Children's 35c Toques for 10c

300 only Children's. Assorted Colors. Wool Toques, fine quality and well made. Regular up to 35c. Monday for 10c.

Ladies' "Countess" Boots

Ladies who display keen taste in deciding the details of their gowns and hats give equally scrupulous attention to the selection of their footwear. This is true whether their gowns be inexpensive or costly, and whether their preference be for conservative or extreme fashions.

But no matter how discriminating their taste may be, the wearers of "Countess" footwear are certain to find in them all the dainty designing and all the fine qualities of materials, workmanship and finish they can desire.

SOME OF THE NEW 1909 SPRING STYLES.

Patent Colt Boots, with creased vamp and dull matt calf, Blucher tops, at \$3.00 and \$4.00.

Fine Selected Vici Kid Boots, with patent toe caps and dull Blucher tops, \$3.00 and \$4.00.

Selected Patent Colt Oxford, with creased vamp and Blucher top, \$3.50.

Common-sense Vici Kid Oxford, with solid comfort heel, an old ladies' favorite style, \$3.00.

Other popular styles to select from.

Sterling Silver Reduced

OUR Silverware Department is one of the most attractive sections in the store. These reductions should interest everybody who knows what a splendid department this is.

Sterling Silver Sugar Shells and Sardine Forks. Regular selling \$1.75 to \$2.25. Monday \$1.00.

Butter Knives and Cold Meat Forks. Regular selling \$2.00 and \$2.25. Monday \$1.39.

Cream Ladies. Regular selling \$2.50. Monday \$1.75.

Sauce or Gravy Ladles. Regular selling \$3.75. Monday \$1.95.

Berry Spoons and Cold Meat Forks. Regular selling \$3.50 and \$3.75. Monday \$2.39.

Pie Knives. Regular selling \$5.00. Monday \$3.39.

These pieces are all extra heavy weight, and a neat design.

Popular Sheet Music

Reg. 15c and 19c, 3 for 25c, Post 2c.

"Honey-suckle" (Intermezzo), "Over on the Jersey Side," "Bolo Rag," "Cheer Up, Cherries Will Soon be Ripe," "Maybe You Would If You Could," "The Witching Hour," "Salt Lake City," "Don't be so Bashful," "Sun Bird," "I Want to Go Back to the Land of Cotton," "I Don't Want Another Sister," "On the Same Old Corner of the Same Old Square," "I'm Holding the Wire for You," "Up in My Balloon," "Under the Maple with Molly O," "I've Got a Pain in My Sawdust," "Central, Give Me New York Town," "I'll be Home in Harvest Time," "Sweetheart, Won't You Come with Me to Dreamland," "The Story the Picture Books Told," "Lusitania."

Black and white stripe Drill Shirts, collar attached, well made and strong garments, full sizes, 50c and 75c.

Black Sateen Shirts, plain and reversible, collars, pockets, all sizes, 50c, 75c and \$1.00.

Heavy Black Drill Shirts, all full size and roomy. Each, \$1.00.

English Oxford Shirts, reversible, collar attached and bands, all sizes, 50c and 75c.

Miners' and Prospectors' Heavy Khaki Duck Shirts, two pockets, dome fasteners, \$1.00.

MONDAY'S BASEMENT SALE.

- cut pattern; regular 35c. Monday 15c each
- Water Jugs, pressed cut pattern, regular 90c each. Monday, each .49
- A limited number square shade hall lights, polished brass finish, regular \$4.50, Monday 3.49
- Water Bottles, colonial and plain, with star bottom, regular 55c each. Monday, each .35
- Footed Comports, fancy pressed cut pattern, regular 55c each. To clear 25c Monday, each .25
- Finger Bowls, etched pattern. Monday, each .20
- Gas Brackets, rope pattern, complete with pillar and tip—
- Stiff. Monday .23
- Single swing. Monday .33
- Double swing. Monday .58
- Brass Kitchen Pendants, complete with pillar and tip. Reg. 65c. Monday 48c
- Gas Globes, Monday two for .25
- 2-light Chandeliers, with fancy centers and curved arms, complete with inverted globes, frosted or half frosted globes and mantles. Regular \$2.69 \$4.25. Monday 2.69
- Brass or old copper Hall Lamps, complete with red globe. Regular 1.69 \$2.25. Monday 1.69
- Bees Dresser Pillar, Regular 50c. Monday 4 for \$1.50
- Genuine Lindsay Inverted Burners, complete with fancy colored or etched globe and double wire mantle. Reg. \$1.25. Monday .69
- Genuine Lindsay Wizard Mantles. Reg. 20c. Monday 2 for .25
- Soft Inverted Mantles. Reg. 20c. Monday 2 for .25
- Soldering Sets, consisting of soldering iron, solder and rosin. Reg. 25c. Monday 15c
- Carving Knives and Forks, Sheffield steel blades and stag horn handles. Reg. \$1.50. Monday .98
- Plain Building Paper. Monday .39
- Tar Building Paper. Monday .49
- Blue Enamel Dish Pans, first quality, triple coated. .39
- 8 quart. Regular 45c. Monday .30
- 10 quart. Regular 50c. Monday .35
- 14 quart. Regular 60c. Monday .40
- 17 quart. Regular 70c. Monday .50
- Deep Straight Saucepans, covered, 4 quart size. Monday special .29
- Corn Brooms, four string. Monday special .23
- Range Kettles, two quarts. Monday special .12
- Step Ladders, lock shelf, strictly high-grade, six-foot high. Monday special .75
- Linon Clothes Lines, 50 ft. Regular 25c. Monday .19
- Linon Clothes Lines, 100 ft. Regular 50c. Monday .35
- Wood Tubs, medium size, regular 70c. Monday .59
- Wood Pails, two hoop, grained, regular 15c. Monday .19
- Dove's Egg Beaters, regular 15c. Monday .10
- Nickel-plated Copper Tea Kettles, sizes 7, 8 and 9, flat or pit bottom, regular up to \$1.45. Monday special .110
- An assortment of Hand Saws. Reg. 20c. Monday .19
- Steel Snow Shovels. Reg. 25c. Monday .19
- Wood Snow Shovels. Reg. 30c. Monday .29

Beech Avenue
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