

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

THE
ROBERT

SIMPSON

COMPANY
LIMITED

PROBABILITIES.
Cloudy, with sleet and snow.

THE
ROBERT

SIMPSON

COMPANY,
LIMITED

SATURDAY,
MARCH 13, 1909

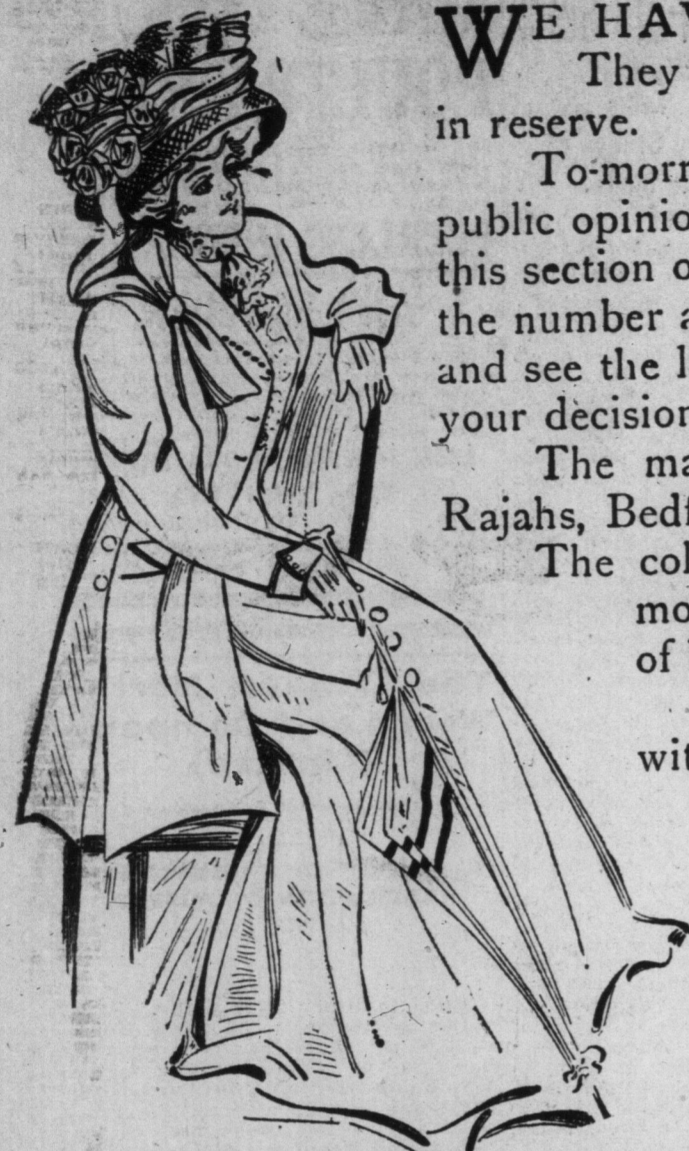
We Ask Judgment on a Further Issue of Our \$25.00 Suits

WE HAVE introduced one set of our \$25.00 Suits for 1909. They have been seen and criticized. The verdict we hold in reserve.

To-morrow we bring about twenty more styles to the bar of public opinion—\$25.00 Suits. You know how strong we were in this section of the stock last year. This Spring we have double the number and variety of last year's showing. Come to-morrow and see the latest reinforcement to this brilliant series. We await your decision—are they successful Suits in the opinion of Toronto?

The materials, we might say, are English Worsteds, all wool Rajahs, Bedford Cords, French Venetians, and Chiffon Panamas. The colors include the new soft grey tones—taupes, smoke, mouse, gun metal, black pearl, as well as the staple shades of blues, browns, greens, etc.

Lined with silk or satin, tailored plain or trimmed with buttons! \$25.00.



In the New Dress Goods Salon

SO much can be seen at a glance it seems hardly necessary to go into descriptions. We have room now to show our goods. We have space and light, and our customers may see and realize now what a magnificent stock we have.



"To walk down the centre aisle of your new Dress Goods Department is an education in itself," remarked one visitor.

Everything can be seen. There is room to show everything. You'll understand at last what a world of detail work comes into the gathering together of such a stock as this.

Black Broadcloths, chiffon, glove, satin and princess finishes. pure blacks, guaranteed fast unfading dyes, light weights, for gowns and dresses, medium weights for suits, 52-54 inches wide, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00 yard.

WORSTED SUITINGS.
In self colors, two-toned, stripe and fancy effects. Correct material for

walking, driving or street wear costumes, 58-60 inches wide, \$1.50, \$2.00, \$2.50, \$3.00 per yard.

EVENING WEAR SECTION.
New Silk and Wool Satin Cloths, in all the newest and most charming shadings, creams, sky, pink, amethyst, shell, wisteria, tange, rose, pearl, rose, new blues, new browns and many others, 40-44 inches wide. Selling at \$1.00, \$1.25, \$1.50, \$2.00 per yard.

A LARGE CONSIGNMENT OF SPECIALLY PURCHASED DRESS AND SUITING MATERIALS.
Colored Panamas, Colored Serges, Striped Worsteds, Worsteds, Chevrons, etc., new greens, navys, taupes, myrtle, new browns, new blues, smoke, etc., blacks included in each range, 44, 48, 52 in. wide. Regular selling prices 65c, 75c, 85c yard. On sale Monday 49c yard.

Housekeepers' Day

A LIST of Economies for the domestic household. Don't miss Monday.

300 pairs extra quality Hemmed Pillow Cases, torn sizes, free from dressing, close, firm weave, 42 x 33 or 44 x 33 inches, at, per pair, Monday, 25c.

100 only Rich Satin Damask Table Cloths, full grass bleached, every thread pure selected linen, fine weave, good heavy weight, elegant designs. Regular value \$2.75 each. Monday \$2.00.

160 only slightly imperfect White Crochet Quilts, but the wear and appearance are not affected, hemmed ready for use, largest double bed size, good patterns, at, each, Monday, 97c.

400 yards Bleached Irish Dress Linen, all pure linen, round, even

thread, beautiful quality and finish, for blouses, suits or skirts, 36 in. wide. Per yard, Monday, 24c.

600 yards Finest Bleached English Longcloth, bright, permanent finish, free from dressing, even thread, yard wide, a delightful underwear cotton, at, per yard, Monday, 8/10c.

700 yards extra heavy Scotch Craik Roller Toweling, red border, made from finest yarns, perfect drying and great wearing toweling, 17 inches wide. Unusual value at, per yard, Monday, 10c.

200 pairs Huck Bedroom Towels, every thread pure linen, good weights, white or red borders, fringed or hemmed ends, close, firm make, 18 x 36 or 19 x 38 inches. Per pair, Monday, 24c.

Some of the New Silks

Colored Tussor Silks, 34 inches wide, decidedly new weave, having a bright, lustrous crepe finish, in the latest shades of peach, amethyst, violet rose, delit, reseda, tan, browns, champagne, ecru, black. Yard \$1.25.

Black Mousseline Dress Satin, superb quality, subdued satin finish, deep lustrous black, ideal dress fabric; the correct weave and finish for the present styles. Yard \$1.00.

Imported Satin Brilliants. These satins have a high, brilliant lustre; soft, clinging mesaline weave, for evening and street dresses, and include all the latest colorings shown in the new model gowns, including amethyst, mole, wisteria, sky, pink, violet rose, and different shades, browns, greens, blues, 22 inches wide. Yard \$1.25.

A special offering of first choice quality of All Silk Shantung, in 34-inch wide, natural shade only, beautiful, bright, lustrous weave; this particular grade wears and launders so well that we may safely say that it is the best value ever offered to you under price. Regular value 55c yard. On sale Monday 49c.

Fingering Wools 3c

Art Needlework Department—New Store.
We have brought the wools up from the old to the new section, and have put the entire forward stock out on sale at a uniform price of 3c per skein. 890 skeins of Single and Double Berlin Wools, some slightly soiled, majority perfect. Regular price 7c per skein. Clearing at 3c.

Cashmere Hosiery

Women's Fine All-wool Black Plain Cashmere Hose, full fashioned leg and foot, soft and fine, all sizes 8 1/2 to 10. Special Monday, pair, 29c.

Misses' 2-1 Ribbed Black Cashmere Hose, all-wool. English made, sizes 6 1/2 to 8 1/2. Regular 40c. Monday 25c.

Special Engraving

For one week from date we will supply plate and printed cards at the following prices. We guarantee all our work first-class:
No. 1, script type and 50 cards, printed from plate, 75c.
No. 2, plain black type, and 50 cards, printed from plate, \$1.10.
No. 3, solid English, and 50 cards, printed from plate, \$1.35.
No. 4, French script, and 50 cards, printed from plate, \$1.35.
No. 5, shaded English, and 50 cards, printed from plate, \$1.75.

Post Card Album for 10c

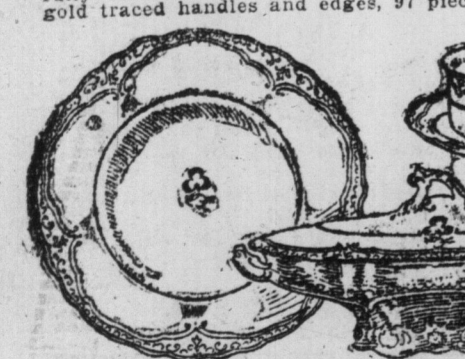
This album holds 100 postcards, fancy floral and gilt cover, in various designs; a marvel of manufacture. On sale Saturday, Book Department.

The Grocery List

Finest Gold Dust Cornmeal, per stone, 35c.
Choice Evaporated Apples, 3 lbs., 25c.
Halifax Shredded Codfish, 3 packages, 25c.
Jam, in 5-lb. pail, assorted, per pail, 38c.
Choice Picnic Hams, 6 to 8 lbs. each, per lb., 13c.
Choice Prunes, 4 lbs., 25c.
Canned Green Beans, small and tender, extra fine, 3 tins, 25c.

Ivory Gloss Starch, 6-lb. tin, 49c.
Sunlight Soap, 6 bars, 25c.
Old Dutch Cleanser, 3 tins, 25c.
Surprise Soap, 6 bars, 25c.
Powdered Ammonia, Bull Dog Brand, 3 boxes, 25c.
5 LBS. PURE CELONA TEA, \$1.05.
A blend of Indian and Ceylon Teas, of uniform quality and fine flavor, 1,000 lbs., black or mixed, Monday, 5 lbs., \$1.05.

Highest grade English Semi-porcelain Dinner Sets, finely glazed and beautifully decorated with clusters of full-blown roses on green terrones. Monday 10.75.



English Semi-porcelain Dinner Sets, gold clover leaf decoration, embossed scalloped edges, gold traced. Open stock pattern, 87 pieces, regular \$7. Monday 5.75.

120 pieces, regular \$11. Monday 8.90.



Fancy China Tea Cups and Saucers, beautifully decorated, regular up to \$1. Monday 49c.

English Semi-porcelain Toilet Sets, 10 pieces composition, beautifully glazed, with floral decorations of pink, green or blue, regular \$2.25 set, Monday 1.49.

German China Cuspidors, pink floral decorations, regular 25c each, Monday, ca. 19.

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MONDAY BASEMENT SALE

ENAMELWARE SALE

We have just received a large shipment of high-grade imported Enamelware, consisting of almost every style of utensil ordinarily used in the kitchen. There is a slight imperfection in these goods, so that they cannot be sold as perfect ware of so high a standard as this grade is. That is why we can place them on our tables Monday at a price less than quarter the regular value.

Following are a few of the lines that will be found on the tables. No telephone orders filled for this Enamelware:

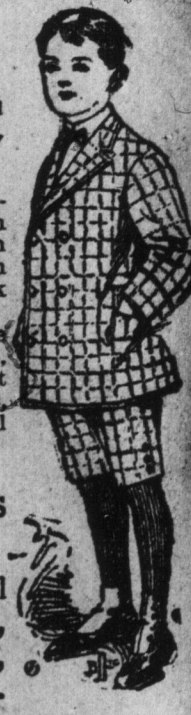
TOILET JARS. Ten and twelve quarts, white and light blue. Monday... .98	TEA KETTLES. Sizes 7, 8, 9 and 10. All one price... .49	TEA AND COFFEE POTS. all sizes, from 1 to 4 quarts. Monday... .25	WATER PAILS. 8, 10 and 12 quarts. Monday... .49	RICE BOILERS. all sizes, from 3/4 to 3 quarts. Monday... .49	TEA KETTLES. Sizes 7, 8, 9 and 10. All one price... .49
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Boys' Spring Suits

GETS pretty "hard sleddin'" to pull the average boy through the winter on one suit. We think word of spring suits will prove welcome in many a family of boys.

Boys' Two-piece Norfolk Suits, in a handsome English tweed of neat herringbone design, in a dark grey and greenish mixture; made with loose box pleat, well lined and tailored. Sizes 24 to 28. Plain knee pants. Special value \$3.00.
Boys' Norfolk Suits, in a fine, superior finished English tweed, in the new tan and brown shade; made in the new style, with broad shoulder and chest effect, with yoke back and front, and pleats, finished with fancy flaps on pockets, and fancy cuffs, trimmed with buttons. Sizes 25 to 28, \$4.50; 29 and 30, \$5.00.

Boys' Sailor Blouse Suits, in fine Saxony finished English tweed, in a rich tan shade, with neat double indefinite blue stripe; made with detachable shield and sailor collar, trimmed with four rows silk soutache braid and brown silk tie; bloomer pants. Sizes 8 to 10 years, \$3.75.
Boys' New Spring Reefers, made from a fine English covert cloth, in greenish fawn shade. English sailor collar, finished with double row light metal buttons and three star emblems on lapels, fine linings. Sizes 3 to 8 years. Extra special value, \$4.75.



A Sale of 'Discontinued' Tables

We have another carload of underbought tables to sell on Monday—
Tables for parlors.
Tables for dens.
Tables for halls.
Tables for libraries.
Bought at half price, and selling at even less proportion. The designs are good, but all things must change in modern business, and these particular tables have been "discontinued." You have the old story, right there.
Quartered oak, golden and early English finish.
Also richly polished birch-mahogany. Regular prices \$6.00 to \$21.00. Monday half price or less.

Boys' \$1.00 Sweaters for 59c

200 plain navy blue wool Sweaters with roll collars, sold regularly at \$1.00 apiece, will be cleared Monday at 59c.

Clearing Toques and Caps

Boys' Wool Toques, hockey shape, assorted colors. Regular 25c and 35c. Monday 10c.
Boys' and Girls' Variety Caps, in navy serge and fancy cords and felt. Regular up to 35c. Monday 15c.
Children's Tam O'Shanter, in fine navy or black beaver cloth, named bands. Monday 25c.

The New Wall Papers

Spring activity is in the air. Don't delay. Get your papering done early. Choose the papers now. We can give you the paper you want—we know. Our Spring stock is so full and so good.
English Parlors and Dining Rooms, German Sitting Rooms, Halls, Dining Rooms; well assorted colorings at latest blended designs. Prices range from 35c to \$4 per roll.

MONDAY SPECIAL.
1,250 rolls Imported Parlors and Dining Rooms, red greens, browns and light blends; attractive designs. Reduced to 27c.

Men's \$1.00 Shirts for 49c

1,000 Negligees in the various shirting fabrics, perfect in every respect, cuffs attached or detached. Sizes 14 to 18. Regularly up to \$1.00. Monday 49c.

Floral Dept.
Shamrock Plants at 10c, 25c, 35c and 50c.
Japanese Primroses at 25c.
Kentia Palms, table size, at 35c.

Long Kid Gloves.
Women's Long Kid Gloves, for spring, genuine French kid, made from extra selected stock, mouse-taire opening, at wrist, dome fasteners, colors black, white, tan, brown, all sizes. Monday, 8-button, pair \$1.25; 12-button, pair \$1.50; 16-button, pair \$2.00.

Lavender and Old Lace.
By Myrtle Reed.
Just received another shipment of "Lavender and Old Lace." One of the most charming books ever written. The edition of this book is limited, and would advise securing a copy at once. After this there will be only the \$1.50 edition published. Our price 50c.

98c Pictures for 50c

We have received a shipment of 150 Frames; our buyer purchased at less than half usual prices; we give you the benefit of the deal on Monday at 8 o'clock.
Size 16 x 20, square and oval, best gold bronze finish; the picture subjects are our usual standard quality, being reproductions of famous paintings. Our regular price 98c. Monday to clear, 50c. First come best served.

The Latest Copyright Novel

"The Message," by Louis Tracy. His latest story. It is a question whether Tracy has written a more captivating story of romance and adventure. It teems with action from start to finish. As with all Tracy stories, one of the sort you are sorry to lay down. Illustrations by J. C. Chase. Published at \$1.25. Price \$1.10.

Rogers' Spoons Reduced

A Rogers Spoon for 10c!
That's putting Silverware within the reach of everybody. We bought in a discontinued pattern.
300 dozen Rogers' Tea Spoons, fancy pattern handles. Regular selling \$2.00 dozen. Monday, each, 10c.

100 Fish Knives and Fish Forks, fancy pattern handles. Regular selling \$1.50 each. Monday, each, 99c.

50 Oyster Ladles, fancy pattern handles. Regular selling \$1.50. Monday 98c.

50 Soup Ladles, fancy pattern handles. Regular selling \$2.50. Monday \$1.49.

Bon Ton Corsets

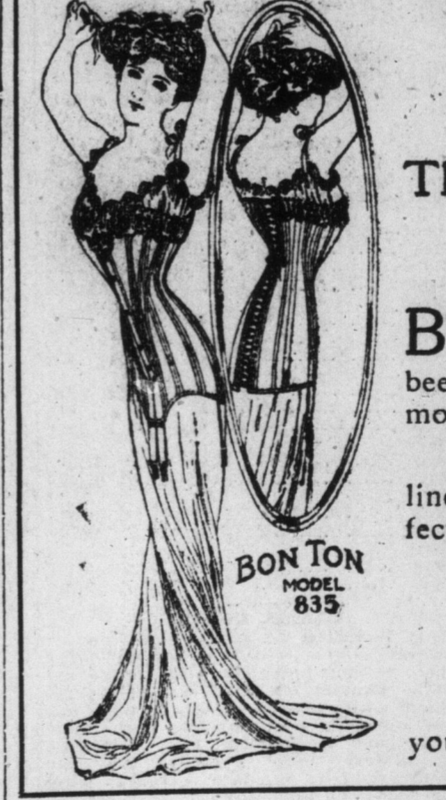
The New Directoire, Empire and Grecian Models for the Spring of 1909

BON TON CORSETS are undoubtedly the ultra-fashionable high-grade corsets of the day. Perfection's seal has been stamped upon the Bon Ton Corsets; there is a *Bon Ton* model for every figure.

Our stock is now complete. We have added many new lines, and in this you will find the Bon Ton not only fits perfectly, but contributes that subtle touch called style.

Bon Ton models are priced from \$4.00 to \$14.00

On Monday our Corsetiers will be most pleased to show you the Bon Ton model best suited to your figure.



WAR IN A

Three N Attack May

MEXICO despatch reports news a report between the vador.

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