

The Robert SIMPSON Company Limited

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Northerly winds; fair; followed by showers at night.

The SIMPSON Company Limited



This is the Finest Show Case of its kind in Canada

This illustration looks something like "The Open Door." It isn't. Read the headline. You all know how easy it is to purchase a piece of furniture, take it home, and then discover that it isn't a bit the same as it looked in the store.

This is doubly true of wall paper, and you cannot judge "from the roll." This is a picture of a contrivance (a very expensive one, too) which enables you to form a correct opinion of "how it is going to look when on the wall."

Other things worth noticing: The Wall Paper Sale is now in full swing. First-class papers are being sold less than half-price. Our stock of papers is absolutely complete and up-to-date, containing the finest imported papers of original design.

It will pay you to buy wall paper now at Simpson's. Do not do it over the phone; no two people think alike about wall paper. Come to the store and use your own judgment. The vast range of color, price and design on our fifth floor will give you exactly what you want.

25c papers for.....9c per roll 75c papers for.....31c per roll 50c papers for.....21c per roll \$1.00 papers for.....41c per roll

3 New Spring Waists at Special Prices

300 Waists of fine white lawn, smart tailored style, whole front of 1-inch tucking; box pleat, fastens with pearl buttons, shirt sleeves, laundered collar and link cuffs, gimp tucking in back. Regular \$1.75 waist. Monday.....1.00

100 New Lingerie Waists of fine sheer lawn; front has yoke of pin tucking, and wide panel of lovely Swiss embroidery; groups of fine tucks in back; dainty collar and sleeves trimmed with fine Val lace insertion. Special Monday.....1.25

Attractive White Lawn Waists, front, back and sleeves, entirely tucked, new one-piece, short kimono sleeve, front, collar and sleeves are trimmed with dainty Cluny and Val lace insertion; sizes 32 to 42. Regular \$2.00. Monday special.....1.39

Ribbon Comments

The leading trade papers writing about millinery, say: "Ribbons are in high favor." "Ribbons have not been vouchsafed so much popularity for several seasons as in the present." "Large and small bows of handsome Novelty Ribbons are used in profusion." Our Ribbon Department has just opened up a large shipment of exquisite novelty ribbons, including Louis XIV. and Madame Pompadour effects, Roman and fancy stripes, uncut velvets, as well as rich Paisleys in various effects.

For Monday particularly notice our 5-inch black and white stripes, which are now so popular. The price is only, per yard......25



New Spring Dresses and Raincoats

A One-piece Dress, of satin foulard, in tan, navy, cadet and black, with fancy design; new kimono waist and three-quarter sleeves, square yoke and collar of white thread lace, under-cuff of sleeve to match, back and front of waist with plain colored silk pipings, belt to match; skirt fits neatly over hips to knee line, continued with semi-pleated flounce effect, and deep hem around bottom of dress..... 18.50

Smart Spring Raincoats, of the new rubberized silk material, in pretty shades of green, with navy or tan with black stripes; coat is semi-fitting, double breasted, and buttoned up to the neck with smart turn-over collar, plain tailored sleeves, and patch pockets. Very special value..... 11.75

A Serviceable Spring Raincoat, of rubberized twill material, in a loose-fitting style; is double breasted, and buttons up close to meet a deep turn-over collar; sleeves are plain, with self strap, buttoned over to tighten cuff if necessary; can be used as an auto coat. Special value..... 11.75

BASEMENT SALE

Our Electric Gas Fixture Department has left the basement, accompanied by the best wishes of its former colleagues, who trust its brilliance may enhance the attractiveness of the Fifth Floor. We know that it will prove to be the same guiding star for customers as of old.

Weigh the merits of these Monday Basement Bargains in the scales of economical judgment, and you will strike a balance, as advertised below:

The Imperial Family Scale

Government tested and stamped, weighs from 1 oz to 24 lbs., and indicates each ounce; large white enamel dial. Regular \$3.00. Monday.....1.59



Wash Day Necessaries

Wash Boilers, galvanized, sizes 8 and 9, flat bottom, with covers. Reg. \$1.00. Monday......73 Wash Boilers, tin, with copper bottom, flat bottom. Sizes 8 or 9, with covers. Reg. \$1.25. Monday......83 Galvanized Tubs, with wringer attachment, made of lasting material, non-rusting, 4 sizes. Special for Monday......39, .59, .69 and .79 Rattan Carpet Beaters. Monday......15 Wire Carpet Beaters. Monday......10 Wooden Coat Hanger. Monday 3 for......10 Clothes Horses, 9 drying rail. 65c. Monday for......39 Clothes Pins, 6 doz. in box. Monday......8 Pillow Sham Holders. Monday......17 Dry Wringing Mops, with crank. Monday......50 and .75 Linen Clothes Lines, 50 ft. long. Monday......15 Brooms, good full weight brooms, the five-string kind. Reg. 55c. Monday......29 Stair Brooms, with long handle......10

Hardware for Monday

Rational Laundry Stoves, with heavy cast firepot, ventilated swing ash pit door, and swing feed door; takes a No. 9 flat or pit bottom kettle, or No. 9 pot. Regular \$4.85. Monday......4.49 Classic Gas Plates, for laundry use or cooking. With 2 burners. Monday.....1.75 With 3 burners. Monday.....2.50 Puritan Coal Oil Heaters, with detachable automatic safety locking burner. Regular \$5. Monday.....4.29 Gas Ovens, "The Queen," a quick and thorough baker, bright tin, asbestos lined. Monday......93 Carpenters' Claw Hammers, plain or bell-faced. Regular 50c. Monday......29 Rotary Door Bells. Regular 50c. Monday......39 Panel Saws, 18-in. Monday......25 Sink Plungers, with wooden handle. Monday......25 Bread Knives, with the new serrated edge. Monday......25 Knife Sets, three pieces, bread knife, cake knife and paring knife. Reg. 25. Monday.....15 Butchers' Knives, 6-in. blade. Monday.....15 Teaspoons, white metal, nickel silver-plated, small and large sizes. Regular 75c dozen. Monday 6 for......25

China, Glass & Brassware

75 only Fruit Bowls, rich deep cutting, new design, excellent values. Regular \$6.50. Monday.....4.25



2,000 PIECES FANCY CHINA.

Comprising fancy Japanese Ware, English and French Hand Painted Ware, Amphora Ware, Rich German Ware, Cups and Saucers, Vases, Bon Bon Dishes, Nut Bowls, Celery Trays, Seven-piece Fruit Sets, Cake Plates, Sugar and Cream Sets, Doublon Vases, Comb and Brush Trays, Tobacco Jars, Hair Receivers, Powder Boxes and Jardinieres. See display, Yonge street window. Values up to \$4.00. Monday bargain......98 100 Sets English Porcelain Ware, gold clover leaf decoration and lines. (No phone, mail or C.O.D.) 1.29

DINNER WARE

Theodore Haviland Limoges Dinner Set of 102 pieces, open stock pattern, pure white, decorated with sprays of pink roses and green foliage, with gold handles and edges. Regular \$65.00. Monday.....42.50 Dinner Set of 106 Pieces, the famous Bisto ware, nest decoration and pleasing shapes. Monday.....25.00 "Geneva" Pattern Sets of semi-porcelain ware, the famous "Grindley" mark, 97 pieces. Monday.....10.90 Cheese Dishes, rich floral decorations. Regular 65c. Monday......49

BRASSWARE BARGAINS.

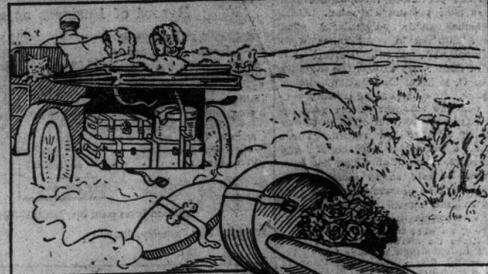
Vases in arch shapes; fern pots, teapots, sugars, and creams, tea kettles, half receivers and powder boxes, cuspidors, trays (oblong and round), jardinieres. Regular to \$4.00. Monday, special.....1.75

A Further Showing of New Spring Millinery on Monday

Since our Spring Millinery Opening there have been several happenings in the department to make the display on Monday quite as interesting as the first.

New arrivals from Paris have come into the Store since then; they will be unpacked and in the showcases on Monday for your approval; and we are certain they will meet with it.

Then again, there will be a sale of 42 Model Hats at Half Price. The wholesale price is \$15.00 to \$35.00 each. They are all works of art and absolutely the latest creations. Why half price you ask? Well, they were displayed in the showcases of one of the wholesale houses of this city, and we bought all 42. Half the wholesale price is Simpson's price on Monday.



Monday Offers Fine Linens and Staples

900 yards Crash Roller Towelling, Scotch make, 17 in.-wide, red border, good, strong, heavy towelling. Monday, yard......94 60 Comforters, 72 x 72, at \$1.45 each, comforters, cambric covering, in medium and dark colors, best white cotton filling, good big size. Special Monday, each.....1.45 500 yards Fine Oxford Shirtings, 28 in. wide, in a full range of colors, light, medium and dark, will wash and wear well. Monday, yard......30 200 pairs Fine English Pillow Cases, 45 x 33 in., good, strong, firm weave cases. Special Monday 3 pairs.....1.00 3 pairs Bedroom Towels for \$1.00—300 pairs, all linen, Scotch make, huckaback towels, full bleached, hemmed or fringed ends, large size, a fine drying towel. Monday 3 pairs.....1.00

Graniteware Sale

Sauce Pans, Preserving Kettles, Covered Sauce Pans, Soup Dishes, Covered Pails, Wash Basins, Pie and Jelly Cake Plates and Cups......8 12 1/2, or 2 for 25c. Graniteware—Saucepans, Covered Pails, Covered Saucepans, Dishpans, Preserving Kettles, Coffee Pots, Wash Basins, Pudding Pans, Bowls and other pieces, 2 for .25 25c Graniteware—Daisy Tea Kettles, Water Pails, Dishpans, large size, Preserving Kettles, Covered Pails, Bowls, Saucepans, Rice Boilers, Fry Pans and White Granite Trays. Some values as high as 50c, for......29 No phone or mail orders.



Silks for Monday's Selling

Rich Silk Paillettes, colors and black, 36 and 40 in., Per yard......97, 1.00, 1.25, 1.50 Rich Satin Duchesse Mousseline, newest colorings and black, 36 and 40 in. wide.....1.50, 2.00, 2.50 Rich Satins de Chine, rich deep black, 36 inches wide. A yard.....1.25, 1.38 Rich Black Dress Satins, 1.00, 1.25, 1.50, 2.00, 2.50 Rich Dress Charmeuse, in all the latest colorings and black, 42 in., 44 in. wide.....2.50, 3.00 Dress Foulards, in the latest effects and colorings......75, 1.00, 1.25, 1.50 New Persian, Dresden and Paisley Silks, for dresses, waists and trimming......85, 1.00, 1.25 New Black and White Stripes and Checks, the newest for spring wear......65, .75, 1.00 C. J. Bonnet's Rich Black Peaux de Soie, guaranteed dye and finish, 20 in. wide......75, .88, 1.00, 1.25 C. J. Bonnet's Rich Black Bengaline, for coats, suits, etc., 32 in. wide.....1.75, 2.00 Double width Foulard Silks, a special showing of the new double width Dress Foulards, black and white, grey and blacks, new blues, new tans, new greens and cherries, in all the latest combination of colorings and designs, double width.....1.50

Boys', Girls' and Children's Shoes

120 pairs Misses' Boots, new 1911 models, in patent colt, vic kid and dongola leathers, button or Blucher styles, dull matt calf uppers, sizes 11 to 2, Monday.....1.99 90 pairs Little Girls' Boots, selected box calf leathers, Blucher style, hooks and eyelets (just like dad's), sizes 8 to 10, Monday.....1.39 240 pairs Children's Boots, dongola kid leather, Blucher style, patent toe-cap, spring heel, sizes 5 to 10 1/2, Monday......79

You Will Have to Take Your Hat Off to Values

In Our Men's Departments Heavy Winter Weight Fur Collar Overcoats, Monday at \$12.95. The shell is made from an imported English beaver cloth, in a rich fast black shade, lined throughout with a quilted Italian cloth lining; double breasted style, with German otter collar, closely furled, barrel buttons and loops, splendidly tailored, sizes 35 to 39. Monday.....12.95 REEFERS AND FANCY OVERCOATS.

On Monday there will be a clean-up of odd sizes in spring weight Reefers and winter weight Fancy Overcoats. Reg. \$4.00, \$4.50, \$5.00 and \$6.00. To clear Monday at.....2.95 750 pairs Men's Suspenders, odd lines of regular stock, silk webs with solid brass trimmings, elastic webs with solid brass trimmings, and real leather cast-off ends, and several other kinds to choose from. Reg. 75c and \$1. Monday......49

2,000 garments Men's "Pen-Angle" Brand, natural wool, spring weight, single breast style, dark shade, trimmed with saaten to match; these garments are made to give hard wear, and are guaranteed unshrinkable; sizes 34 to 42. Monday.....1.00



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