Saturday, April 30, 1910

to Clothe?

Have You Growing Boy

Store opens 8 a.m.

Second Floor, Yonge street.

FOR \$2.00.

25c TEA TOWELS, 14c.

100 COMFORTERS, GOING AT

day, each, \$2.00.

1 Quart Water Jugs, with tern pattern engraved, regular 50c, 29

Colonia: Water Goblets, regular \$1.00 dozen, for, each 5

2x21/2 yards, hemmed ready to 91/2c.

bleached sheets, regular \$1.35 to

1,600 YARDS LONG CLOTH,

CLEARING, 91/2c.

underwear, night gowns, or gen- each, Monday, 14c.

eral home use. Consider such No mail or phone orders.

\$1.50 per pair. Monday, \$1.09.

SATURDAY MORNING

H. H. FUDGER, President. J. WOOD, Manager.

Silverware at Simpson's

DEMEMBER our Silverware Department A and the principle we go on in the selling

of Silverware. Don't buy wedding presents this year like so many people do-with eyes

blind to the intrinsic value. Sentiment is all

right in its place but it belongs to the giving not in the buying. We want you to consider

us as chief factors in the wedding present cal-

culation. We sell silverware as merchan-

400 pairs Cut Glass Salt and Pepper Shakers, hand-somely cut pattern; several pretty shapes, heavy sterling silver tops. Regular selling \$1.25 and \$1.50 pair. Monday.

300 Silver Plated Chocolate Pots, satin engraved finish, bright cover. Regular \$3.50. Monday \$1.98.

\$8.00 Tea Sets, silver plated tea sets, four pieces, satin engraved finish, cream pitcher and spoon holder, gold lined. Regular \$8.00. Monday \$4.95.

\$1.00 ALARM CLOCKS 65c. 500 Nickel Alarm Clocks, 4-inch dial, beveiled case, loud, clear bell, lever to stop alarm, guaranteed reliable imekeepers. Regular \$1.00. Monday 65c.

Women's Patent Colt Boots

\$3.00 VALUE AT \$1.75. 300 pairs Women's Patent Colt and Kid Boots, Blucher cut, dull calf tops, creased vamps, medium heavy soles, Cuban heels: a good boot for walking and business wear; all sizes 2½ to 7. Worth \$3.00. On sale Monday \$1.75.

MEN'S \$4.00 BOOTS AND OXFORDS AT \$2.95.

colt, calf and kid leathers; broken sizes, ranges 5 to 11. Regular \$4.00. Stock cleaning price Monday \$2.95.

Children's 50c Tams 35cl

Onlidren's Tam o'Shanters, in drill, pique, duck or cream serge, fine make and finish, named or plain band. Regular 50c. Monday 35c.

Children's Corduroy or Velvet Tams. colors brown, cardinal, myrtle, navy or

Children's Felt Middy Hats, in tan brown, navy, cardinal, scarlet or green colors. Monday special 45c.

1,000 Publishers' Samples

tions, from one of our largest pub-lishers, containing all classes of lit-

erature, classics, fiction, etc.; all as good as new; suitable for presents; ranging in price from 15c to \$5.00 each.

On sale special circle, Queen street

Wash Day, Monday

Comfort and Eclipse Soap, per bar

Taylor's Borax Soap, 6 bars 25c.

Old Dutch Cleanser, regular 10c, 3

Powdered Ammonia, large package

Canada White Laundry Starch, 1-lb.

Gold Dust Washing Powder, large

Lux Washing Powder, per package

Taylor's Soap Powder, 2 packages

Telephone lirect to department. 5 LBS. PURE CELONA TEA \$1.00. Monday, 1/2 ton, black or mixed, 5 lbs. \$1.00.

Naptha Powder, 1-lb. package 5c.

Pearline, 1-lb. package 11c.

Kitchen Sapolio, per cake 3c.

Parisian Blue, 2 packages 7c.

Moody's Lye, per tin 7c.

Klenzine, 3 packages 25c. Bon Ami Soap, per cake 12c.

Fels Naptha Soap, per bar 5c.

Sunlight Soap, 6 bars 25c.

per bar 10c.

packages 25c.

backage 7c.

package 23c.

9c, 3 packages 25c.

1,000 Sample Books of all descrip-

black. Monday special 50c.

160 pairs Men's Boots and Oxfords, made from patent

should suggest a visit of investigation.

These "special" trifles for Monday

dise, not as moonshine.

Store closes 5.30 p.m.

THERE is something about a rich dress silk which puts it on a different plane from common fabrics. There is a quality to good silk which cannot be gainsaid. We may talk about the democratic principles of art, and the decorative worth of homespun and such coarser fabrics, but after all the silken distinctions of quality and of richness are recognized at a glance.

This store is Toronto's great authority on silks. There | Quite a problem, the boy has never been any serious question of that. In silks and dress -we hunt high and low for the ideal solution. We pick our boy goods we stand supreme since the old days when this was a clothing from the best made store for dress goods and silks and practically little else.

The Silk Department of the Robert Simpson Company never presented such a picture of color and beauty as it does today. We never had a finer stock. We don't believe there is a
much finer in all America. There need be no hesitancy or doubt

Boys' English Tweed Two ple
Sults, in a medium grey ground, we
nead self and fancy colored stripe
made up in single breasted Norte
style, with loose box pleats and be
plain knee pants, lined throughout
sizes 25 to 30, \$3.25; 31 to 33, \$3.75. about accepting our invitation to choose your spring silks here.

Boys' Durable Tweed Twople suits, in an olive and brown mix ground, with fancy colored stripes, of the should see our shades of duchess mousseline!

Rich Duchess Mousseline for the afternoon tea gowns and reception dresses. Colorings from rich soft ivory for the bride to the new soft shades of hyacinth, orchid tints, Adriatic blues, and the darker hues of the magpie combinations, China and Venetian blues, harricot rouge, besides most of the staple colors and black. Single width, \$1.00 per yard; double width, \$2.00 per yard.

Colored Shantung Silks are being used for the most dressy purposes this year, and worn for We have a particularly fine assortment of colorings, including natural and black; all Lyons dyed, 27 inches wide, fine range of colors, 75c yard; 34 inches wide, excellent colorings, \$1.00 yard.

24 brown imported tweed, with faint colored stripes; made with sallor colla and detachable white serge shield with silk ornament on front; pantinches wide, excellent colorings, \$1.00 yard. smartest occasions, as well as for walking suits.

the country. Consider that to when you read the descriptions these Monday suits for boys.

Quite a problem, the boy p

style, with loose box pleats and be pants strap and buckle bloomer sty Sizes 25 to 30, \$3.75; 31 to 33, \$4.25 Boys' Sailor Blouse Suits, of a de

CLEAR LINE OF BOYS' NAVY BLUF SERGE KNICKERS, 75c.

The Spring Dress Goods Showing Boys' Dark Navy Blue English Worsted Finished Serge Plain Knee Pants an all-wool durable material, lined throughout with strong wearing cotton. Sizes 25 to 33. Regular prices 90c, \$1.00 and \$1.25. Monday 75c. THE stock stands now at its climax. Everything ordered for the spring trade is here. People are choosing and buying, we are cutting and selling, and the stock from

now on will grow less and less. We advise our customers to come for the very best possible choice right now. Certain combinations of weave and weight will give out ere long Buy Your Boys' Shirts

Simpson's We offer on Monday some particularly good values in black goods. We have always We carry a big range of Shirts boys—any cloth you may ask for— style you may want. A few lines been strong on black. Just compare these goods if you like and we will ask for no better

> BOYS' NEGLIGE SHIRTS. Boys' Neglige Shirts, in a large lety of patterns, made from a

1,500 yards "Popular Diagonal Suitings," in the favorite twills, in nice full shades of "blacks," for tailored suits, thoroughly shrunk, spun wool; nice, rich, permanent fluish. 54 inches, \$1.00, \$1.25 yard. Slender Men's Neglige Shirts, ed designs, in sizes 13, 13½ at Each, Monday 85c.

For the Woman Who Keeps House 2,000 yards, a lovely range of Silk Stripe Fabrics, in twill suiting, stripe suitings; all guaranteed high grade voiles and taffeta cloths; every novelty in stripe effects fabrics, and fast dyes; thoroughly sponged and permanent finish; these goods are positively the heat value every nent finish; these goods are positively the best value ever offered. This special display will interest you. 44 and 48 inches wide, 75c, reception dresses and exening dresses; guaranteed unfading dyes; make up dressy garment, and most serviceable fabrics for present wear. 42 and 44 inches wide. Special 65c yard. 200 PAIRS SHEETS AT \$1.09. quality at, per yard, Monday, use, good heavy, strong, full A FAMOUS TABLE CLOTH

2,500 yards "Black Suitings," comprising worsteds, Venetian cloths, broadcloths, Panama cloths, San Toys,

Comfort and Eclipse Soap, per bar 350 per pair. Monday, \$1.50 per pair. Monday



advertisment.

are such as will appeal to most folks as

-it is impossible for it to be otherwise. Come and make sure of your cloth now.

"right-down reasonable." Buffet in solid oak, golden finish, pedestal design, 44-quartered oak, golden finish, 1 Monday \$23.50.

si.48 EACH.

2 x 2 yards. fluffy white filling, reversible, splendid designs and colorings, just the kind for summer cottages or hotels. Regular \$2.00 each, Monday, \$1.48.

Show the state of the state

lined cutlery drawer, long lined cutlery lined line

The Rule of Three A Story of Pike's Peak-By Alma Martin Estabrook.

His aunt made him promise to be married before EACH of these lines has been chosen for got back from Japan or else forfeit the tortune she had its good design. There is no "ginger-store for him. She gets back before he has secured to the store for him. bread" about these sets. They look what girl, or formed any desire to look for her. But he ne they are, clear-cut and solid. The prices money in his business, so he———

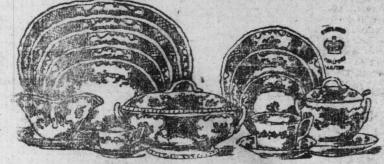
You may read the rest of it yourself, and then y be glad we didn't tell you what he did. Published at \$1.25. Monday sale price 25c.

FREE DISTRIBUTION.

1,000 the New Children's Encyclopedia, part 1, to be given away ents only personally; has been an immense success in England. Puby Harmsworth in London. Educational and entertaining. 20c per n

We are hearing nice things about our Wall Pa

The Basement Sale of China, Glass, Tin, Enamel, Iron, Steel and Woo 50 only Sugars and Creams, beautifully cut, regular \$5. Monday 2.49 14-in. blade, Monday 4.25 2-burne 16-in. blade, Monday 4.75 3-burne Rock Crystal Vases, regular up 1.98 Roxton Jack Planes, regular 98



97-piece Dinner Set. in Marion pattern of English Grindley ware, the decoration is the Greek key band, with two gold lines, on a fine glazed body, regular \$17.25 Monday 12.75 97-piece set, in English Semi-porce-in ware conventional design in blue. It pieces full sized. Great value 4.05 for Monday

10,000 pieces of Dinnerware, in the well-known "Elsa" pattern; the ware is of the best Austrian, and it must be cleared out to make room for new stock; this is an excellent opportunity to make up a dinner set for about half the original price—

Breakfast, Tea, Soup and Dinner Plates up to \$2.55 dozen. Manday, Sat, each

layonnaise Bowls Teapots25 and .35



English Jet and Rockingham Tenpots, sizes 4 and 6; cups, regular 19



gular up to \$19. 4.70









Garden Spades and Forks. Mon- 85 Bannister Brushes, 12c, 18c, 25c and Galvanized Clothes Lines, 50 ft. Mon-day 13c; 100 ft. Monday 25c.

2 Light Electrolier, colonial exclusive design, complete with glassware. Monday... GAS AND ELECTRIC FIXTURE SPEoliers, flat bottom, sizes y, 88c.

ails, Monday, 15c.

Globe Washboards, Monday, 19c.

Glass Washboards, Monday, 19c.

Glass Washboards, Monday, 28c.

Clars, 2-light Gas Fixture, complete with day

Complete with colored glassware, 3.25

Monday special day, 28e.
6 doz. Clothes Pins, Monday special
Gas Hall Lanterns, rich gilt or brush brass finish, with beveiled plate 3.95
qt. 36e; 10-qt. 38c; 14qt. 45c.
Bread Boxes, 43c, 63c,
66c, 85c and 24e.
Step-Ladders, with pail and 94e.

and 94e.

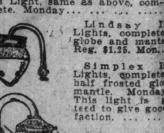
and 94e.

and 94e.

6 only 14 and 16-inch Square Gas or art glass with fringe to match. 10.75



Kitchen Pendants, regular 500 3 Light, same as above, complete. Monday...



TIGHT

BINDING