

The SIMPSON Company Limited

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

Store opens 8 a.m.

Telephone Number Main 7841

Store closes 5:30 p.m.

The SIMPSON Company Limited

PROBABILITIES: Strong north to west winds; partly fair and warm.

Saturday, April 30, 1910.

Silverware at Simpson's

REMEMBER our Silverware Department 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 calculation. We sell silverware as merchandise, not as moonshine.

These "special" trifles for Monday should suggest a visit of investigation.

400 pairs Cut Glass Salt and Pepper Shakers, hand-cut pattern; several pretty shapes, heavy sterling silver tops. Regular selling \$1.25 and \$1.50 pair. Monday, pair 75c.

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

18.00 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, bevelled case, loud, clear bell, lever to stop alarm, guaranteed reliable timekeepers. Regular \$1.00. Monday 65c.

Women's Patent Colt Boots

\$3.00 VALUE AT \$1.75.

800 pairs Women's Patent Colt and Kid Boots, Blucher cut, full calf tops, creased vamps, medium heavy soles, Cuban heels, a good boot for walking and business wear, all sizes 2 1/2 to 7. Worth \$3.00. On sale Monday \$1.75.

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

160 pairs Men's Boots and Oxfords, made from patent colt, calf and kid leathers; broken sizes, ranges 5 to 11. Regular \$4.00. Stock cleaning price Monday \$2.95.

Children's 50c Tams 35c

Children'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 black. Monday special 60c.

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

1,000 Publishers' Samples

1,000 Sample Books of all descriptions, from one of our largest publishers, containing all classes of literature, classics, fiction, etc., as good as new; suitable for presents; ranging in price from 15c to \$5.00 each. On sale special circle, Queen street entrance.

Wash Day, Monday

Fels Naptha Soap, per bar 5c. Sunlight Soap, 5 bars 25c. Comfort and Eclipse Soap, per bar 10c.

Surprise Soap, 6 bars 25c. Heater Brand Soap, 8 bars 25c. Simpson's Big Bar Laundry Soap, per bar 10c.

Taylor's Borax Soap, 6 bars 25c. Pearlina, 1-lb. package 7c. Old Dutch Cleanser, regular 10c. 3 packages 25c.

Kitchen Sapolio, per cake 3c. Powdered Ammonia, large package 10c. 3 packages 25c.

Naptha Powder, 1-lb. package 5c. Canada White Laundry Starch, 1-lb. package 7c.

Parisian Blue, 2 packages 7c. Moody's Lye, per tin 7c. Gold Dust Washing Powder, large package 23c.

Kleanline, 3 packages 25c. Bon Ami Soap, per cake 12c. Lux Washing Powder, per package 10c.

Taylor's Soap Powder, 2 packages 6c. Telephones direct to department.

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



Silks of High Society

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 has never been any serious question of that. In silks and dress goods we stand supreme since the old days when this was a 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 about accepting our invitation to choose your spring silks here. You 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 smartest occasions, as well as for walking suits. 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.

The Spring Dress Goods Showing

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

We offer on Monday some particularly good values in black goods. We have always been strong on black. Just compare these goods if you like and we will ask for no better advertisement.

2,000 yards, a lovely range of Silk Stripes Fabrics, in voiles and tafteta cloths; every novelty in stripe effects is shown here for outdoor dresses, reception dresses and evening dresses; guaranteed unfading dyes; make up dressy garments, and most serviceable fabrics for present wear. 42 and 44 inches wide. Special 85c yard.

2,500 yards "Black Suitings," comprising worsteds, Venetian cloths, broadcloths, Panama cloths, San Toys, (will suiting, stripe suitings; all guaranteed high grade fabrics, and fast dyes; thoroughly sponged and permanent finish; these goods are positively the best value ever offered. This special display will interest you. 44 and 48 inches wide, 75c.

1,500 yards "Popular Diagonal Suitings," in the favorite twills, in nice full shades of "blacks," for tailored suits, thoroughly shrunken, spun wool; nice, rich, permanent finish. 54 inches; \$1.00, \$1.25 yard.

Dining Room Furniture at Popular Prices. EACH of these lines has been chosen for its good design. There is no "gingerbread" about these sets. They look what they are, clear-cut and solid. The prices are such as will appeal to most folks as "right-down reasonable."

Buffet in solid quartered oak, golden finish, 44-inch round top, extending to 8 feet. Monday \$25.00.

Dining Room Chairs, in solid quarter oak, golden finish, upholstered in solid leather sets, consisting of 5 small and 1 arm. Monday \$25.00.

Dining Room Chairs, made of solid quarter oak, golden finish, neat design, upholstered in genuine leather, sets consisting of 5 small and 1 arm. Monday \$24.00.

A \$12.00 EXTENSION TABLE \$7.45. 140 Dining Room Tables of solid oak, round or square, extending to 8 feet; mission design in early English or golden oak finish. Regularly \$12.00. Monday your choice \$7.45.

Extension Tables, in solid quartered oak, golden finish, pedestal design, fitted with 44-inch round top, extending to 8 feet. Monday \$27.50.

Extension Tables, in solid quartered oak, golden finish, pedestal design, fitted with 44-inch round top, extending to 8 feet. Monday \$27.50.

For the Woman Who Keeps House

Second Floor, Yonge street.

200 PAIRS SHEETS AT \$1.09, 2x2 1/2 yards, hemmed ready to use, good heavy, strong, full bleached sheets, regular \$1.35 to \$1.50 per pair. Monday, \$1.09.

35c BLEACHED DAMASK TEA COVERS, 23c. 32 x 32 inches, for small table or 5 o'clock tea, assorted woven designs, only to dozen to clear (upstairs), regular 35c each. Monday, 23c.

1,600 YARDS LONG CLOTH, CLEARING, 9 1/2c. Fine, full bleached, pure Manchester Long Cloths and Cottons, round even thread, made from the best long cotton, yard wide, for underwear, night gowns, or general home use. Consider such

quality at, per yard, Monday, 9 1/2c.

A FAMOUS TABLE CLOTH FOR \$2.00. Manufactured especially for the Robert Simpson Company to supply to their customers, which means everything of the best.

Pure linen, full bleached, fine satin damask cloths, elegant bordered designs, 2x2 1/2 yards. Buy Monday, each, \$2.00.

25c TEA TOWELS, 14c. An odd lot of extra quality Irish typed tea or glass towels, large sizes, some red, some blue borders; regular 18c, 20c and 25c each, Monday, 14c.

No mail or phone orders. 100 COMFORTERS, GOING AT \$1.48 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.

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The Basement Sale of China, Glass, Tin, Enamel, Iron, Steel and Wood



97-piece Dinner Set, in "Marion" pattern of English delftware, the decoration is the Greek key band with two gold lines on a fine glazed body, regular \$17.25. Monday \$12.75.

87-piece set, in English semi-porcelain ware, conventional design in blue, all pieces full sized. Great value 4.95 for Monday.

10,000 pieces of Dinnerware, in the well-known "Blue" 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 1/2 dozen. Monday, \$1.48 at each.

Fruit Saucers, after-dinner Cups and Saucers, and Chocolates. To clear, at each.

Tea, Coffee and Bouillon Cups and Saucers. Monday, each 12.

14-inch Meat Plates . . . 25

12-inch Meat Plates . . . 25

Vegetable Dishes . . . 25

Gravy Boats . . . 25

Bakers' Cakes and Squares. Every Pickle Tray . . . 25

Chocolate Pots . . . 25

Salted Bowls . . . 25

Butter Bowls . . . 25

Biscuit Jar . . . 25

Mayonnaise Bowls . . . 25

Tapewarts . . . 25 and 35

GLASSWARE

Footed Sherbet Glasses, regular \$1.00 dozen, for \$1.00. Monday \$1.00.

1 Quart Water Jugs, with ornate pattern, regular \$1.00. Monday \$1.00.

Colonial Water Goblets, regular \$1.00 dozen, for \$1.00.

Heavy Tumblers for kitchen use, doz. 35.

Butter Dishes, in fancy pattern, regular \$1.00. Monday \$1.00.

Cake or Bread Plates, in pressed glass, regular 50c. for \$1.00.

CUT GLASS. 8-inch Berry Bowl, Vases, Tankards, Jugs, Sugars and Creams, Water Bottles, Rose Jugs, Comports and Sand-trays, regular up to \$19. Monday, \$14.70.

50 only Sugars and Creams, beautifully cut, regular \$2.60. Monday \$2.49.

Rock Crystal Vases, regular up to \$1.98.

Salt and Pepper Shakers, glass tops. Special Monday, pair .50.

Screen Doors, complete with fittings, sizes 6 1/2 x 6, 6 1/2 x 7, 6 1/2 x 8, 6 1/2 x 9, 6 1/2 x 10, 6 1/2 x 11, 6 1/2 x 12, 6 1/2 x 13, 6 1/2 x 14, 6 1/2 x 15, 6 1/2 x 16, 6 1/2 x 17, 6 1/2 x 18, 6 1/2 x 19, 6 1/2 x 20, 6 1/2 x 21, 6 1/2 x 22, 6 1/2 x 23, 6 1/2 x 24, 6 1/2 x 25, 6 1/2 x 26, 6 1/2 x 27, 6 1/2 x 28, 6 1/2 x 29, 6 1/2 x 30. Monday \$1.15.

Window Screens—14-inch high, extends 20 to 32 in. . . 15

14-inch high, extends 25 to 40 in. . . 17

14-inch high, extends 29 to 40 in. . . 19

18-inch high, extends 29 to 36 in. . . 23

Lawn Hose, guaranteed to stand city pressure, self length, complete with nozzle and couplings. Monday . . . 3.69.

4-in. reg. \$5.00. 4.29

Fountain Lawn Sprinkler, regular \$1.00. Monday . . . 85.

Lawn Mowers, easy running and well made, with three steel blades, 7-inch drive wheel. 12-inch blade, Monday, 2.75

14-inch blade, Monday, 3.25

15-inch blade, Monday, 3.75

With open drive wheel—4 ft. . . 4.90

5 ft. . . 5.70

6 ft. . . 6.50

7 ft. . . 7.30

8 ft. . . 8.10

9 ft. . . 8.90

10 ft. . . 9.70

11 ft. . . 10.50

12 ft. . . 11.30

13 ft. . . 12.10

14 ft. . . 12.90

12-in. blade, Monday . . . 2.75

14-in. blade, Monday . . . 4.25

16-in. blade, Monday . . . 4.75

Roxton Jack Planes, regular \$1.00. Monday . . . 98.

Easy Brand Wringers, steel ball bearings, good rubber rolls, enclosed cogs, guaranteed, regular \$4.75. Monday . . . 4.19

Tin Boilers, with copper flat bottoms, sizes 8 and 9, regular \$1.35 and \$1.45. Monday . . . 98

With copper pit bottoms, regular \$1.75. Monday . . . 1.05

Copper Nickel-plated Tea Kettles, sizes 8 and 9, regular \$1.35 and \$1.45. Monday . . . 1.10

3 doz. Clothes Pins, Monday, 8c.

Potts' Irons, three irons, handle and stand in set—Nickel-plated, 85c. polish, 8c. 75c.

Sterilizer Cans, three sizes, 60c, 75c and 95c.

Galvanized Tubs, three sizes, 67c, 72c and 85c.

Galvanized Bolders, flat bottom, sizes 8 and 9, Monday, 85c.

Galvanized Flats, Monday, 15c.

Globe Washboards, Monday, 15c.

Globe Washboards, Monday, 25c.

3 doz. Clothes Pins, Monday, 8c.

Japanese Watering Cans, 6-qt. 30c; 10-qt. 35c; 14-qt. 45c.

Step-Ladders, with pulley, 4 ft. . . 45c

5 ft. . . 50c

6 ft. . . 55c

7 ft. . . 60c

8 ft. . . 65c

9 ft. . . 70c

10 ft. . . 75c

The Rule of Three

A Story of Pike's Peak—By Alma Martin Estabrook.

His aunt made him promise to be married before he got back from Japan or else forfeit the fortune she had stored for him. She gets back before he has secured a girl, or formed any desire to look for her. But he needs money in his business, so he—

You may read the rest of it yourself, and then you 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 to only newly children;