THE SIMPSON STORE

ANNOUNCES THE GREAT MAY DAY BASEMENT SALE TODAY

STORE HOURS DURING MAY, INCLUDING SATURDAYS, 8.30 a.m. TO 5.30 p.m.

BRUSH FLOOR BROOMS.

14 inches wide, black fibre bristles, long handle, a good dollar brush. Monday ..... .69

Clothes Brushes, a very good black bristle, with polished wood back. Regular 35c. Monday ..... .25

Weighted Waxing Brushes, with long handles, 15-lb. size. Regular $2.00. Monday 1.50

Chamois Skins, for cleaning windows, silverware, etc. Regular 35c. Monday ..... .25

Barrister Brushes, good black bristles. Regular 35c. Monday ..... .25

Home Oil Outfits, a 25c bottle of fine machine oil, an oil cone and a sharpening stone, complete for ..... .25

Radiator Brushes, with long handles. Monday ..... .25

Royal Floor Wax, is a high-grade wax, 1 lb. can, Monday 39c; 2 lb. can, Monday 75c.

BRUSHES, DUSTERS, POLISHES, ETC.

SANI-GENIC POLISH MOP.

Large size, cleans and polishes hardwood floors, linoleums, oilcloths. Regular $1.50. Complete with a 50c tin of Sani-Genic Polish. Regular $2.00 value. Monday 1.39

Sani-Genic Polish, 50c size, Monday 39c; $1.00 size, Monday 69c.

BRIGHTENER.

Will clean and polish a wax floor without removing the wax or injuring the finest; 1-pint size, Monday 39c; 1-qt. size, Monday 69c.

ALUMINUM KITCHEN UTENSILS.

Aluminum Lipped Saucepans, ¾-qt. size, Monday 15c; 1½ qt. size, Monday 39c; 2½-qt. size, Monday 59c.

Aluminum Preserving Kettles, 10-qt. size, Monday $1.48; 12-qt. size, Monday $1.75.

Aluminum Cake or Jelly Moulds. Regular 50c. Monday ..... .39

Aluminum Fry Pans, 8½-inch diameter, Monday ..... .65

Cast Aluminum Fry Pans, large size. Regular $2.45. Monday 1.95

Aluminum Double Boilers. Regular $1.50. Monday 1.25

2-qt. Ice Cream Freezers, 98c—Freezes cream in less than five minutes, all metal, 100 only. Monday ..... .98

THESE ON MONDAY, 15c EACH.

50 ft. Cotton Clothes Lines, 25c Silverbrite Silver Polish, 25c Sani-Genic Dust Cloth, 20c Scrub Brushes, good fine Corn Whisks, Japanese Nail Brushes, superior grade; Wellington Knife Polish, "Oakey's"; Rolling Pins, with revolving handles; Shoe Brushes. One price, Monday ..... .15

TINWARE AND GALVANIZED IRONWARE.

72 only, Copper Bottom Wash Boilers, size 8 or 9, heavy tin sides. Regular $1.50. Monday ..... .98

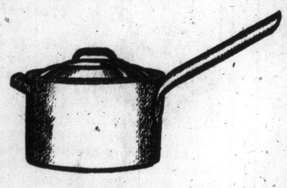
Galvanized Iron Garbage Cans, three sizes, Monday 75c, 95c and $1.10.

Oval Deep Dish Pans or Babies' Baths, 20-qt. size; made of tin. Monday 29c; made of galvanized iron. Monday 49c.

The Dover Sad Irons are a very superior make, nickel-plated, hood cover, three irons, stand and handle complete. Regular $1.50. Monday, set ..... .98

5,000 PIECES OF 50c AND 65c ENAMELWARE, MONDAY AT 39c.

White Enamel Salt Boxes; Queen Cookers, a combination of lipped saucepan, pudding dish and enamel cover; Strainer Saucepans, with covers; Double Boilers, 1½ and 2-qt. sizes; Tea and Coffee Pots, 1½ and 2-qt.; Straight-covered Saucepans, 3, 4 and 5-qt.; all good grade enamel; some white lined. Regular 50c to 65c. Monday ..... .39



35c and 40c Enamelware for 25c Each—Lipped Saucepans, blue and white, 1, 1½, 2-qt.; large Lipped Saucepans, 6-qt., gray enamel; White Enamel Sink Strainers. Monday ... .25

Oval Dish Pans or Baby Baths, seamless, gray enamel, roll rim. Monday ..... .69

AN 8.30 SPECIAL IN STEP LADDERS.

100 only, 5 ft. Step Ladders, strong and well made, with pail rest. Regular 75c. Monday morning.. .49

Only one to a customer and no 'phone or C.O.D. orders for these ladders.

WOODENWARE FOR LAUNDRY OR KITCHEN.

$1.27 Saved on a $4.25 Wringer. "Imperial" Clothes Wringers, enclosed cogs, warranted rubber rolls, spiral springs; a good $4.25 wringer. Monday 2.98

The "Standard" Washing Machine, light, quick and easy to operate; a $5.50 machine; Monday 4.25

Folding Wash Benches, holds two tubs and a wringer, hardwood, varnished; a $2.50 bench; Monday 1.95

Curtain Stretchers, a very good grade, with adjustable brass pins, easel back. Regular $2.25. Monday 1.95

Ironing Boards, size 12 x 60 inches, Monday ..... .39

Ironing Tables, several styles, regular $2.25 to $2.75. Monday 1.69

Chair Step Ladders, a combination of chair and ladder, Monday $1.25 and $1.75.

Blacking Stools, hardwood, varnished, with a place for blacking, cloths, brushes, etc., under the cover; serves also as a stool. Regular $1.75. Monday 1.25

Yacht Mops, large size, string cotton head, large handle. Monday ..... .45

Glass Wash Boards, a very superior make, with a fine rib back, specially serviceable for washing dainty pieces. Regular 45c. Monday ..... .39

Fibre Wash Tubs, No. 3 size, regular 90c. Monday 75c; No. 2 size, regular $1.10, Monday 85c.

Clothes Horse, 5 ft. high, three folds. Regular 75c. Monday ..... .49

Towel Arms, to attach on wall; 6 arms, Monday 19c; 8 arms, Monday 25c.

Splint Clothes Baskets, medium size, Monday ..... .25

Simpson's Monday Basement Sales Have Become a Toronto Institution

These sales are always worth while to the woman who runs her house on an "efficiency basis." All the little household helps and conveniences that mean so much saving in time and labor are advertised for these sales, and the careful housewife profits by our low prices. Spring-time, the house-cleaning season, always reveals many little unexpected deficits in household equipment, and to help our customers all we can, we have made special efforts for Today's May Day Sale.

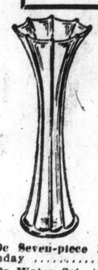
"Come out and greet the May" by adding to your home equipment from Today's list. Surely a practical and profitable May Day occupation.

Table Glass at Barrel-lot Prices for Monday Sale

8.30 A.M. SPECIAL.

10 barrels Water Glasses, Plain Glass, Star Bottom. Regular 36c dozen. Monday, dozen ..... .24

(No phone or mail orders.)



49c Seven-piece Berry Sets, pressed design, Monday ..... .34

49c Water Set, jug and six tumblers. Monday ..... .34

25c Fruit Bowls, eight or nine-inch sizes, new designs, Monday, each ..... .15

7c Colonial Glass Berry Saucers at 5

7c and 10c Handled Glass Custard Cups, each 5

75c Four-piece Colonial Pressed Glass Table Set, at ..... .49

Flower Vases, swung vases, clear glass, 12 and 14-inch sizes, Monday, each ..... .19

25c Trumpet Vase, 12-inch size, Monday .15

75c Colonial Heavy Glass Vase, 12-inch size, heavy base, Monday, each ..... .49

98c Thin Blown Glass Vases, 14-inch size, clear cut, Monday, each ..... .29

35c Thin Blown Glass Vases, Monday ... .21

10c Pressed Glass Vases, suitable for one or two flowers. Monday ..... 2 for .15

TWO BIG SPECIALS IN LEMONADE GLASSES.

Six kinds, plain glass, straight and flaring shapes, all large sizes, nothing under $1.10 dozen regular in the lot. No phone or mail orders. Monday, each 5

Thin Blown Table Tumblers, pretty band and grape design. Monday, each 5

49c Colonial Glass 10-inch Candlesticks, Monday, each ..... .21

39c Colonial Pressed Glass Water Jug, half gallon size. Monday Basement Sale ..... .23

MORE THAN A DOZEN KINDS IN BIG MONDAY CLEARANCE AT 10c.

Needle-etched and Cut Tumblers, not a piece under $2.50 dozen regular and up to $7.50 dozen. Only small quantities of each. A great special for 8.30 shoppers. No 'phone or mail orders. Each ..... .10

TOILET WARE.

A Shipment of Factory "Seconds."

Decorated Basins, 69c; Ewers, 69c; Chambers, 49c.

Small Jugs, each ..... .10

Mugs, each 5

Soap Dishes, covered ..... .15

Plain White Toilet Ware. Basins, 39c; Ewers, 59c; Chambers, 34c.

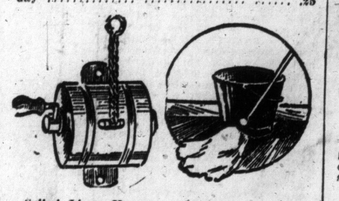
Best Quality Cups and Saucers, 10c—200 dozen only, extra strong white porcelain cups and saucers, suitable for kitchen or everyday use. Monday, cup and saucer for ..... .10

CLOVER LEAF DINNERWARE.

12c Dinner Plates, for ..... .10
11c Breakfast Plates, for 9
10c Tea Plates, for 8
9c Bread and Butter Plates, for 7
75c Covered Vegetable Dishes, for ..... .59
23c Salad Bowls, for ..... .19
30c Salad Bowls, for ..... .25
7c Fruit Saucers, for 5
10c Oatmeal Dishes, for 6
35c Gravy Boats, for ..... .33

Indoor Clothes Line Reels, Monday ..... .25

A Polish Mop, for hardwood floors, linoleums and oilcloths, complete with handle, Monday ..... .25



Soiled Linen Hampers, square, strong, light and serviceable, with cover, two sizes. Monday $1.25 and $1.50.

Waste Paper Baskets, Monday ..... .15

1,800 CORN BROOMS.

Four-string, good grade broom corn, well made, not more than two to a customer. Monday ..... .29

Buy Screens for Doors and Windows

From this Monday List

SCREEN DOORS.

Oak grain finish, 2 ft. 6 in. x 6 ft. 6 in., 2 ft. 8 in. x 6 ft. 8 in., 2 ft. 10 in. x 6 ft. 10 in., and 3 ft. x 7 ft. Any size, Monday ..... .85

OTHER STYLES OF DOORS.

In same sizes, at $1.10, $1.25, $1.50, $1.75 and $2.00.

ADJUSTABLE WINDOW SCREENS.

	Height		Opens to.	
		Closed	Inches.	Price.
No. 20	14	18	28½	.18
No. 21	14	20	32	.20
No. 22	14	22	40½	.22
No. 2½	14	24	40½	.25
No. 3	18	18	28½	.23
No. 3½	18	20	32	.25
No. 4	18	22	36½	.25
No. 4½	18	24	40½	.28
No. 5	22	22	36½	.30
No. 6	22	24	40½	.30
No. 7	22	26	44½	.35
No. 8	24	24	40	.40
No. 12	24	33	52½	.50

SOLID ALCOHOL STOVE.

With Aluminum covered kettle, 1-qt. size, wind shield and tin of solid alcohol complete. Monday ..... .75

Solid Alcohol, per tin ..... .10

Nickel-plated Copper Tea Kettles, size 7, 8 or 9. Regular $1.45, $1.65 and $1.75. Any size, Monday 1.10

Gas Hot Plates, at less than present factory cost, two-burner size, genuine Griswold make. Regular $1.75. Monday 1.29

Metallic Gas Stove Tubing, complete with rubber ends; 3, 4, 5, 6, 7, 8 or 10 ft. sizes. Monday, per foot 7

McClary Gas Stoves, nickel trimmings, drill-ed finish; $9.50, $11.00, $13.25, $21.00, $35.00 and $37.50.

12 only, Cabinet Gas Ranges, with enamel back, enamel trays and glass door. Monday 24.75

Sheet Steel Ovens, asbestos lined, two-burner size, a good $3.00 oven. Monday 1.95

Garden Hose

LAWN HOSE.

Three-ply, warranted grade rubber hose, in 50 ft. lengths, complete with couplings and clamps; ½-inch size, Monday $3.75; ¾-inch size, Monday $4.50.

TOOLS FOR LAWN AND GARDEN.

Spading Forks, "D" top handle, four-prong. Monday ..... .93

Shovels, "D" top handle, round or square point, seconds. Monday ..... .49

SPADES.

"D" handled, Monday ..... .69

Malleable Iron Garden Rakes, 10-tooth, 20c; 12-tooth, 25c; 14-tooth, 35c.

Wire Fence, for protecting lawns or gardens, 18 inches wide, painted white or green, per foot 7

Poultry Netting, in 150-ft. rolls, all sizes, from 12 to 72 inches.

This New Dinnerware

could not be secured for stock again for these prices. We offer it to you at less than today's wholesale prices delivered in Toronto.

ENGLISH PORCELAIN DINNER SET, 97 PIECES FOR $8.75.

Finest thin semi-porcelain, hard, brilliant overglaze, green printed border, two colors. 97 pieces, Monday 8.75

PINK BORDER SET, $13.50.

Black border with pink rose clusters on edges, new design, 97 pieces, Monday 13.50

Limoges China Set, $24.50—Pink rose border, newest design, perfect white china, full gold handles, 98 pieces, Monday 24.50

Wedgwood & Co.'s "Campbell" Set, $16.50—Excellent quality, new French border, stock pattern, perfectly modelled, 97 pieces, Monday 16.50

Theodore Havland "Bristol" Set, $65.00—Limoges china, new French border, full coin gold handles, 102 pieces 65.00

$125.00 Coalport Dinner Set at $98.00—The "rose" decoration, 100 pieces. Monday 98.00

BATHROOM FIXTURES.

Glass Shelves, heavy plate glass, 5 x 18 inches, complete with nickel-plated brass brackets and screws. Monday ..... .98

Mirrors, white enamel frames, plate glass mirror, size 10 x 14, Monday ..... .98

Bathroom Stools, four legs, rubber covered tips, three grades, 75c, $1.50 and $2.98.

Bathroom Medicine Cabinets, white enameled, plate glass mirror in door, strong and well made, Monday $2.95 and $3.98.

Bath Tub Soap Dishes, 49c and 69c.

Towel Bars, ½ x 18 inches, nickel-plated brass, Monday ..... .49

Bath Sprays, rose head, 5 ft. tubing, Monday ..... .79

BATH SEATS.

White enamel with rubber covered adjustable steel ends. Monday, 75c and $1.25.

SOAP AND SPONGE HOLDER.

Combination, for bath tub, nickel-plated brass, Monday ..... .98

For Home Lovers in Search of Things to Beautify Their House

Unframed Pictures Regular $10, Today $2.98

The margins are slightly soiled, but the picture itself is perfect. Hand-colored mezzotints and beautiful landscapes. For frames from 20 x 24 to 24 x 36 inches. Monday 2.98

Great Price Reductions on Large Framed Pictures. Regular $7.00 to $15.00. Monday $5.00. Remarkable values, in fact the pictures cost more than Monday's price for the picture and frame. Monday at 5.00

"Sunresita" Casement Cloth, 39c per yard—A beautiful light fabric, which is absolutely sun-proof, and also can be washed without affecting the colors. Brown or green only; 30 inches wide. It is a most desirable fabric for the sunroom curtains. Monday, per yard ..... .39

Artistic Chintz at 15c Per Yard—Here is an opportunity to get a covering for cushions and chair seats; beautiful bright color combinations on light ground; 32 inches wide, at, per yard ..... .15

Silverware

Rogers' A1 Silver-plated Forks, "Godetia" and "Violet" patterns, and six plain handle knives, in lined case. Monday price, per set 3.98

"Gold Seal" Silver Polish. We use it, and can recommend it. Bottle regular 25c. Special on Monday ..... .15

Wall Papers

AT ONE-THIRD TO ONE-HALF REGULAR PRICES.

Floral and Stripe Designs in good colorings, for all styles of rooms and halls. Regular 10c. Monday half-price, per roll . .5

Block Papers, sanitary finish, suitable for baths and kitchens. Regular 35c. Monday sale, per roll ..... .17

English Fabric Papers, for living-rooms, etc., basket and grass weaves, fine stripes and tweed effects, in soft color tones of brown, green and buff. Regular 50c. Monday, extra special per roll ..... .16

Tapestry Wall Papers, reproductions of antique and quaint bird tapestries, worked in vogue colorings in grey, blue and tan. Regular 75c. On sale Monday one-third regular price. Per roll ..... .25

DRAWING-ROOM PAPERS.

Artistic designs in suitable colorings of rose, champagne, green and grey. Regular $1.00. Monday clearance price, per roll ..... .35

CHINTZ BEDROOM PAPERS

Imported from England, these papers are very popular in this season's decorating, excellent designs and colorings. Regular 65c. Sale price, Monday, per roll ..... .20

TODAY'S MARKET ITEMS

Telephone Adelaide 6100

2000 lbs. Simpson quality Round Steak, Monday, special price, per lb. ..... .20
2000 lbs. Simpson quality Sirloin Steak, Monday, special price, per lb. ..... .26
Stewing Beef, lean, boneless, per lb. ... .14
Brisket, boiling cuts, per lb. ..... .13
Minced Steak, per lb. ..... .15
Family Sausage, our own make, per lb. ..... .12½

GROCERIES.

4000 tins Finest Canned Peas, 3 tins . .28
3000 packages Purity Oats, large package ..... .25
Monarch Flour, ¼ bag ..... .85
Fels Naptha Soap, per bar 5
Sunlight and Surprise Soap, 6 bars .. .25
Comfort and Taylor's Borax Soap, 6 bars ..... .25
Simpson's Big Bar Soap, per bar ..... .10
R. & S. Soap, per bar 4
Heather Brand Soap, 7 bars ..... .25
Wheen's Delight Soap, 6 bars ..... .25
Pearline, large package ..... .10
Old Dutch Cleanser, 3 tins ..... .25
Sapolio, per cake ..... .10
Babbitt's Cleanser, 6 tins ..... .25
Naptha Powder, package 5
Gold Dust Washing Powder, large package at ..... .23
Lux Washing Powder, 3 packages ... .25
Royal Blue, 2 packages 5
Canada White Laundry Starch, package at 6

2½ LBS. PURE CELONA TEA, 74c.

1000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Monday, 2½ lbs. ..... .74

FRUIT AND VEGETABLES.

Finest Messina Lemons, per doz. .... .15
Finest Delaware Potatoes, peck ..... .38
Choice Parsnips, peck ..... .20

FLOWERS AND PLANTS.

Summer Home Lawn Grass Seed, 1-lb. package ..... .18
Flower and Vegetable Seeds, assorted, 16 packages ..... .25
Finest Gladiolus Bulbs, assorted, 2 doz. at ..... .25
Dutch Set Onions, 2 lbs. ..... .25

POULTRY FOOD.

One car Mixed Scratch Feed for Chickens, per cwt. 2.15
Bran or Shorts, per cwt. 1.50
Mica Grit or Oyster Shell, 10 lbs. .... .10

Some Spring-Weight Furnishings for Men

PENMAN'S 50c BALBRIGGAN UNDERWEAR AT 29c.

Natural and white balbriggan; drop stitch knit; shirts and drawers; sizes 34 to 44. Regular 50c. Monday ..... .29

MERINO UNDERWEAR.

Natural shade; shirts and drawers to match; sizes 34 to 44. Regular 50c. Monday ..... .39

WORK SHIRTS.

Blue chambray and black and white drill; double-breasted, also with double yoke; extra large bodies; collars attached. Sizes 14 to 18. Special ..... .75

GYMNASIUM BATHING SUIT SPECIAL.

Gym. Bathing Suits, in navy only; one-piece, or with shirt, fast colors. Sizes 32 to 44. Special ..... .50

Youths' Blue Suits at $10.00

A special value, English navy blue serge, medium twill, cut in a good fitting, single-breasted sack style. Single-breasted vest. Sizes 33 to 36. Monday 10.00

BEDFORD CORD TROUSERS, $2.50

Khaki color, excellent for wear; cuffs. Sizes 32 to 42. Price 2.50

MEN'S WORSTED TROUSERS, $3.00

Good English trousering, in good patterns. Sizes 32 to 44. Sale price 3.00

Excellent Values in Men's English Waterproofs at $8.45

In good double texture English paramatta, fawn shade, cut full 50 inches long, single-breasted, all seams sewn, stitched and taped. Proof against rain. Sizes 36 to 44. Special 8.45

Boys' English Tweed Suits

200 suits, a splendid showing of well-tailored school suits, in shades of browns, tans and grays; neat check and stripe patterns. These are imported cloths, and sold regular at $5.00, $5.50, $6.00 and $6.25. Sizes 25 to 33. Selling Monday at 3.95

BOYS' ENGLISH TWEED BLOOMERS, 95c

400 pairs, full cut; dark and medium shades of grays; lined with white cotton; sizes 24 to 34. Monday ... .95