

De Robert **SIMPSON**

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS

Pair, with a few snow flurries about same temperature.

**SIMPSON**

### A Full Range of Spring & Summer Wash Goods is Ready for Your Inspection

The "Dry Goods Economist," which is the leading New York trade magazine, says: "White goods are particularly prominent; marisettes and voiles, sheer lawns and India lins, fancy Swisses, fine batistes, mulls and dimities are showing, and will have a big run." We quite agree, and anyone who sees this year's wash fabrics in all their glory is bound to think the same.

On the 2nd Floor is to be found the most complete showing in Canada, and it will be most advantageous to you to come now, select your materials from the hundreds on view, and plan your spring and summer wear at once. Remember that the selection at the opening of the season is the best. We have all the new things obtainable. Here are a few examples:

#### An Extra Special Line for Wednesday Only

**Fine French Silk Organdy**, 28 inches wide, beautiful printed designs, large and small, on cream grounds; every pattern is good, and will make up most daintily for spring and summer wear; colorings pink, sky and mauve, yellow, etc., and also in the fashionable Paisley designs. We cannot undertake to fill mail or phone orders for this line. Regularly 49c. Wednesday 23c.

**Marquissettes**, 31 inches wide, delicate shades of pink, sky, mauve, cream, green and black and white, 35c.

**Plain Colored Voiles**, 46 inches wide, a full range of colorings, in a fine French mercerized cloth, 50c.

**Indian Linons and Persian Lawns**, 32 inches wide, fine, even weaves, and fully bleached; the best range ever, 50c, 35c, 25c, 20c, 15c, 12 1/2c.

**Printed Muslins, Lawns and Organdies**, delicate colorings and dainty designs, from the simple rosebud or daisy to the handsome and royal fleur-de-lis, 29c, 20c, 15c, 12 1/2c.

### Waist Dept.

For Wednesday we show thirty new styles in Wash Waists, all between \$1.00 and \$2.95, plain linen and vesting, tailored styles, dainty little kimono waists, and ordinary style sleeves, in high or low necks. We will describe three of them:

- 1st. A smart little lawn waist, front has wide panel all over embroidery, group tucking forms yoke, three-quarter sleeves, all sizes \$1.25.
- 2nd. A stylish lawn waist, all over embroidery, with clusters of fine tucking introduced, kimono sleeve, collar and cuffs have imitation Irish crochet insertion let in sleeves, 32 to 42 in., \$1.95.
- 3rd. A smart tailored linen waist, embroidered front with 1 in. tucks and clusters of pin tucks, finished with detachable ruffle, embroidered linen collar, all sizes, very special, \$2.95.

### Trimming Dept., Main Floor

SEMI-MADE ROBES  
15 Indian head shaped robes, embroidered and made in Belfast, Ireland, shapd skirt with material and embroidery for waist. Wednesday one-third of regular price, \$1.48 each.

### Fancy Needlework, Main Floor

REAL LACE BED SPREADS AT ONE-THIRD OF PRICE  
12 only, double bed size, bed spreads, made of real Renaissance lace, and would sell regularly at \$21.00. Wednesday, to clear, \$7.50 each.

### \$1.75 Silk Lined Gloves 98c

Women's Cape Suede Silk Lined Gloves. French made, from extra selected stock, plique sewn seams, dome fasteners, gusset fingers, splendid wearing, perfect fitting, a perfect street or driving glove; black, tan and gray. Regular \$1.75. Wednesday, pair, 98c.

Women's Black, Tan Glace Kid Gloves, wrist length, two dome fasteners, oversewn seams, Paris point on back; sizes 5 1/2 to 6 3/4. Regular 75c. Wednesday, pair, 49c.

Men's Gray Suede Finished Kid Gloves, dome fasteners, oversewn seams, silk embroidered backs, French made; gray only. Regular \$1.00. Wednesday, pair, 49c.

### Wednesday Specials in Wall Paper

3,650 rolls Dining Room and Hall Sitting Room and Bedroom Papers, in assorted colorings and designs. Room lots or more. Reg. to 15c, Wednesday 7c  
Reg. to 35c, Wednesday 17c  
Reg. to 65c, Wednesday 33c  
9,500 feet Room Moulding, 1 1/2 in. wide, white enamel or imitation oak. Special Wednesday, per foot, 1 1/4c.  
(Wall Paper Dept., 5th Floor.)

### Told in Motor Parlance

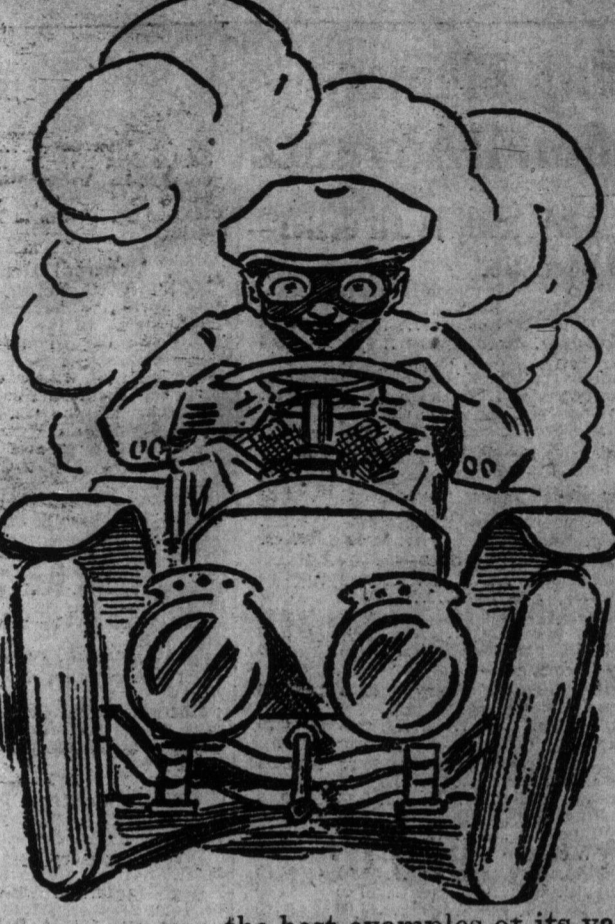
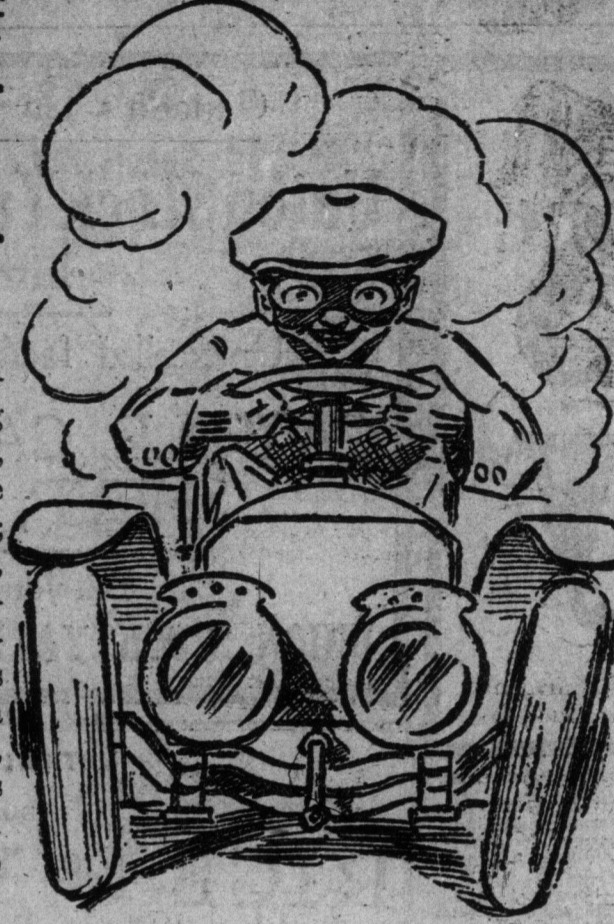
The Simpson Store, although not yet completed, and consequently not at its best, is known the country over for its thorough construction, stability and

**SAFETY.** Its massive columns, fireproof stairways, Standard plunger elevators and good ventilation, make it a safe place in which to do your shopping.

**SPEED.** Many of the delays experienced in large stores are being eliminated by improvements in the system. You don't have to wait long for change. You can expedite a morning's shopping by using a transfer card, and you need not wait at all if you have a deposit account.

**ECONOMY.** The food you buy, the clothes with which we equip you for a very little money will serve you more days and carry you more miles than any other outfit we know of at the price.

Exhibition open from 8 a.m. till 5.30 p.m. Visitors welcome. Check Office for parcels. Rest Room for ladies. Restaurant. Orchestra.



### There is an Array of Beautiful Linens and Staples at Simpson's

Even the Linen Department, which spring does not distinguish more than any other season of the year, seems to have taken on an extra specially white and sun-shiny appearance, just to be in harmony. If you want Irish brown holland for your summer motor coat, dainty material for light undergarments, or sheets and towels for your summer cottage, our Linen Department is ready for your visit with hundreds of

the best examples of its varied branches for your approval.

#### IRISH BROWN HOLLAND 18c YARD.

All linen, wide width, 40 inches, just the weight for summer dresses, etc., 600 yards only, 18c per yard.

#### BEAUTIFUL TABLE CLOTHS.

2 x 2 1/2 yards, pure linen, of fine quality, new spot, rose and Empire designs, for square or round tables, 100 only, priced for Wednesday, \$2.00 each.

#### FINE NAINSOOK CAMBRIC.

For dainty undergarments, 36 inches wide. Wednesday 16c per yard.

#### 40 PAIRS SCOTCH CRIB BLANKETS HALF PRICE.

45 x 63 inches, made in Scotland for Canadian little folks, very fine and soft, dainty borders, regular \$3.50 per pair, Wednesday, \$1.75.

#### 100 PAIRS SHEETS.

2 x 2 1/2 yards, for double beds, torn sizes, standard hems, made from stout, bleached English sheetings, Wednesday, pair, \$1.28.

### A Sale for Men on Wednesday Pants in Four Qualities at a Reduction.

Here are four qualities of Trousers. They are all the best obtainable at the respective prices, viz., \$1.50, \$2.00, \$3.50 and \$4.50, but at 98c, \$1.49, \$1.98 and \$2.49 it is hardly fair to say they are being sold on Wednesday, one leg at any rate is being given away.

1. Durable tweed pants, in assorted stripe patterns. Sizes 31 to 42 inch waist. Regular price \$1.50, Wednesday, 98c.
2. Fine quality English tweed pants, in neat fancy stripe patterns. Sizes 31 to 42 in. waist. Regular price \$2.00, Wednesday, \$1.49.
3. English worsted pants, in assorted neat dark stripe patterns. Sizes 31 to 42 in. waist. Regular prices \$2.75 to \$3.50, Wednesday, \$1.98.
4. Fine quality English fancy worsted pants, in black and grey grounds, with neat self and fancy thread stripes, nicely tailored and perfect fitting. Sizes 31 to 42 in. waist. Regular prices \$3.75 to \$4.50, Wednesday, \$2.49.

**Boys' Black Frieze Overcoats**, cut single breasted Chesterfield style, with black velvet collar, also a few grey frieze double breasted College ulsters, with deep storm collar, well tailored and finished. Sizes 29 to 34. To clear, Wednesday, \$2.98.

**Men's Caps**, extra fine qualities of navy blue melton and heaver cloth, a few corduroy and leather combinations, in golf, Kuyverall and Quebec styles, muskrat fur-lined ear bands. Regular price \$1.50, Wednesday, 65c.

**Black China Goatskin Fur Robes**, No. 1 skins, best quality linings, large size, regular price \$12.50, Wednesday, \$7.00; regular price \$11.00, Wednesday, \$6.00.

### 10,000 Shirts for \$10,000.00

These shirts are Men's Negliges, in zephyrs, French percales, Madras cloth, chambrays. There are dozens of styles and hundreds of designs and colors; new spring styles included. The average wearer won't know a French percale from a chambray, but he will pick out the shirts he likes when he sees them, and he will know that he is assured of good fit and wear by the name of the store he buys them at.

### Groceries

- 2,000 stone fresh Rolled Oats, per stone, 36c.
- One car California Sunkist Oranges, good 2 1/2c, sweet and seedless, per doz., 25c.
- Choice Sugar Cured Ham, half of whole, per lb., 18c.
- Teller's Cream Soda Biscuits, 2-lb. box, 25c.
- Finest Canned Corn, 3 tins, 25c.
- Canned Tomatoes, per tin, 11c.
- Pure White Clover Honey, 5-lb. pail, 66c.
- Pure Codfish, in 2-lb. box, per box, 25c.
- Shredded Wheat Biscuit, 2 boxes, 25c.
- English Marrowfat Peas, 3 boxes, 25c.
- Fancy Japan Rice, 4 lbs. 25c.
- Canned Hawaiian Pineapple, finest quality, 2 S. tin, 20c.
- Telephone direct to department.
- TWO LBS. FRESH ROASTED COFFEE**, 39c.
- 2 lbs. fresh Roasted Coffee in the bean, ground pure or with chicory, Wednesday, 2 lbs. 39c.

### Manufacturers' Sample Fancy Silk Net and Lingerie Dresses on Sale Wednesday

Last year we had a similar sale, and all the dresses were in customers' possession at 9.30 of the morning of sale; there was not a single dress left in the store. They are all 1911 samples, and sell in the ordinary way at prices from \$15 to \$39. They will be placed on sale Wednesday morning at \$9.98. This you see is at quarter value.

These dresses may be seen on Tuesday in our Yonge street windows. Having been used as samples they have been handled, but "soiled" is not the word to use.

The dresses are suitable for afternoon, evening or street wear, made in seamless shoulder or kimono effect, high and semi-low yoke and collars; waists are daintily trimmed with fine lace insertion or silk cords in Oriental designs; skirts are pleated and plain fitting, in the new slim style, giving a delightful modish effect; materials are nets, lingerie, moseline silks, fancy foulard silks, and marquissettes, in pretty shades of pink, sky, pale blue, champagne, violet, peach, mauve, ecrú, also black and dark shades; sizes are 34, 36 and 38. Wednesday for **9.98**

### Toilet Goods, Brushes and Mirrors

Specially Priced for Wednesday  
72 only Hair Brushes, some have rosewood backs and others solid ebony, with thirteen rows of fine bristles, regular \$2.00. Wednesday \$1.49.

288 only Ebony Finished Hand Mirrors, heavy bevelled plate glass, 50c value. Wednesday 25c.

300 only Ebony Nail Buffers, so constructed that a new chamois can easily be adjusted by means of a nickel bevel; regular 40c and 50c. Wednesday special 29c.

Violet Talcum, in sprinkler top turns; regular 18c. Wednesday 2 for 25c.

Hard Rubber Dressing Combs; regular 35c, 40c and 50c. Wednesday 25c.

Ebony Handled Manicure Pieces, including nail files, buffers, corn knives, cuticle knives. Special 35c.

(Phone direct to Toilet Department.)

### Seasonable Dress Material

Latest European Importations in Silk and Wool Fabrics.

In our Evening Wear Section of the Dress Goods Department we are showing a rich collection of fashionable weaves in light weight and sheer fabrics suitable for house, reception or street wear, including new silk striped taffetas, new silk striped voiles, new corona shantings, new silk and wool poplins, new silk and wool San Toys, new silk warp Henriettas, new silk and wool Lansdownes, new silk and wool Eolennes, new satin Charmettes, new Marquissettes for draping purposes, new bordered Marquissettes, etc., etc. Newest shades, newest designs, newest weaves.

#### WEDNESDAY'S SPECIAL.

A sale of high-class Panama Suiting, in medium weave, made from the best selected yarns; bright, permanent, lustrous finish, in a full range of new spring shades, also in black. A splendid hard wearing fabric, 44 in. wide, 55c.

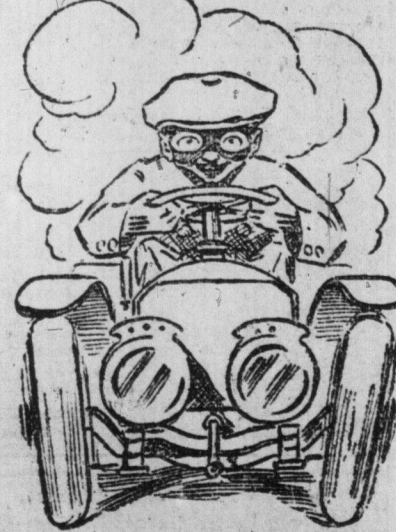
### China

Theo. Haviland Dinner Sets, 102 pieces, rich Limoges china-ware, the decoration is an artistic apple blossom and finished in genuine 24-carat gold. Wednesday special \$55.00.

40-Piece Tea Set, in best English china, "Penton" design, in green and gold band decoration with rich effect. Wednesday special \$6.25.

130 Pieces Rich Venetian Glassware, values up to 79c. Wednesday to clear 39c.

Milk Jugs, in neat decorations. English ware, all sizes. Wednesday special 12c.



The Robert **SIMPSON** Company Limited

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