Light to moderate winds; a few local showers, but mostly fair; stationary or higher temperature.

THE SIMPSON

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# Demonstration of New York Styles Arranged for Monday

In the Cloak Department, 3rd Floor

A LL our efforts on Monday A will be concentrated upon an exposition of the New York idea in dress this Spring. We are making no claim in regard to New York styles. We leave ail the gamut of 1909 fashion here. We simply show you the styles of New York on Monday, and if they do not speak for themselves, then we shall, indeed, be disappointed. We are strong in every section in this New York demonstration, but especially in suits and waists. \$25.00, \$35.00, \$40.00, \$50.00 to \$85.00.

Exclusive styles, exclusive colorings, exclusive fabrics. The tailoring is perfect. The coats have the "close-to-theneck" fitting collars, wide shoulders, and classic, graceful "lines-will keep their shape indefinitely. The skirts are well cut and hung, and will not sag or bag.

Combined with this excellent tailoring will be found some of the smartest styles yet exhibited this season. The tones in the greys and ashes of roses are charming, and the long cutaway lines give a very graceful figure.

NEW YORK DRESSES.

Silks, Linens and Mulls. The styles, the ideas and the trim-black; Long Dust Coats in Panama ming of these gowns are out-of-the- linen and silk-finished fabrics; Long ordinary. They include all the fea- Coats, in natural silks and satins; tures of the Paris models for spring Long Coats, in tweeds, broadcloth and 1909, modified and adapted by cele-checks; Raincoats, in silks and new brated New York artists. The prices textures. Prices \$15.00 to \$60.00. are moderate. From dainty mulldresses at \$4.95, and linen dresses at \$8.95, and silk dresses \$15, they range right up to the elaborate creations of \$70, \$80 and \$400.

NEW YORK WAISTS.

the very latest, the designs and char- \$3.95 and \$5. Ages 10 to 16 years. acter of the laces and fineness of the GIRLS COATS, NEW MAN-TAILORembroideries are superior. Very original, too, is the arrangement of the trimmings. Distinctly different to those that have been shown up to the present time.

In both Silk and Lace Waists, in their ones and twos of a design, will be found dainty effects that are worth quite a long journey to procure.

The little touches and ideas, and the tones of colors are inimitable. stylish New York Gowns, in crepe and The prices are Simpson's throughout, but the waists are New York's latest, starting from \$3.95, right up to \$50.00.

Toronto View Post

Cards

5 Cents Per Dozen

the regular 10c per dozen quality, large assortment of views. While

they last, 5c per dozen. On sale

Monday at New Book Department,

CUT GLASS

5000 Toronto View Postcards,

Rogers' Spoons and Forks

FYOU want silver-plated ware come to Simpson's. W.

600 sets Rogers' Tea Spoons. Regular 200 sets Rogers' Table Spoons and value \$2.85 dozen. Monday, set of 6, dozen. Monday, set of 6, \$1.75.

200 sets Rogers' Dessert Spoons and fancy pattern handles, each piece stamped with maker's full name, and dozen. Monday, set of 6, \$1.50.

"Horse Shoe" trade mark.

guaranteed by the maker and by this store.

Specially priced we offer Monday:

sell the genuine Wm. A. Rogers' Spoons and Forks.



NEW YORK COATS.

Long Lace Coats, in white and

NEW YORK GIRLS' COATS AND DRESSES

Girls' Dresses, in new checked striped and plain materials, novelty ideas, Princess, Empire, jumpers and other new styles. Some exceptionally Lawns and Lingerie. The styles are smart dresses at \$1.50, \$1.95, \$2.95, ED STYLES.

apart from the ordinary coats. The shape, the hang and fit are essentially mannish. In different fabrics and colorings. Prices \$7.50 to \$18.00.

NEW YORK DRESSING GOWNS. Some exceedingly beautiful and

These are all Wm. A. Rogers' make

\$3.00 Fruit Dishes

\$1.98

50 Fruit or Berry Dishes, fancy plat-

ed. Regular selling, \$3.00. Monday

10 only Tea Sets, burnished, engrav-

ed finish, 4 pieces, Teapot, Sugar Bowl,

Spoon Holder and Cream Pitcher. Reg-

ular selling \$14.50. Monday, set, \$7.95.

### Semi-Made Swiss Robes, \$2.39

prices. But not at Simpson's! That is the ser-

There are thousands of women in Toronto who

"I have the most moderate dress allowance of any

Good taste can make up a great deal of that dis-

or children's wear, 48 in. wide, 85c, \$1.00, \$1.25 per yard,

Spring and Summer Silks, at-

tractive assortments of the fashion-

able rough Oriental weaves, in corded and canvas effects.

Printed Silk and Satin Foulards,

Crepe de Chines and Drap Sou-

White Silks and Satins, for wed-

A special showing of New Color-ed Dress Silks, in the new dull fin-

ish. This silk is pure skein dyed, and shown in a full range of color-

raine, in the newest finishes.

ding gowns.

Large shipment of New Broad- terial for street wear, outing suits cloths, glove, suede, chiffon, panne or children's wear, 48 in, wide,

finishes, for the draping effects so

much in vogue this season; new blues, browns, greens, taupes, purples, amethyst, wisteria, smoke, stone, coal, gunmetal and other colors. 50-54 inches wide, \$1.00, \$1.25,

Large assortment of Rich Wor-

steds, self stripes, fancy two-toped effects, hard sheer weaves, brig'it permanent finishes. The most popu-

lar material for smart tailored suits and dresses. All the newest colors and combination of colors included in these special

weaves. 48-54 inches wide, \$1.00, \$1.35, \$1.50, \$2.00 per yard.

\$1.50. \$2.00 per yard.

(Wash Goods Department)

\$1.35, \$1.50, \$2.00 per yard.

Splendid range of Cream Serges, hard worsted finishes, very smart and durable for summer wear; a special weave which will not crush or eatch the dust; the correct manage of colorings, wisteria, ashes of rose, smoke, grey, olive, electric, reseda, mordore, and, of course, all the staple shades for street and evening wear, as well as black, white and cream, at \$5c yard.

300 Semi-made Real Swiss Muslin Robes, Empire design. The embroidered trimming on them is all hand made. The shape is the very latest, and can be made Empire or otherwise. The skirt is beautifully shaped and only requires joining down the back and round the waist, and can therefore be easily made to fit any figure. There is enough material to make the waist, and the whole dress can be finished by any needlewoman in a short time. Just reckon it up—12 yards of material, worth 30c yard; about 6 yards of trimming, worth 20c yard, and the making by a dressmaker at least \$10.00, amounting in all to nearly \$15.00. We give you the whole thing almost ready to wear for \$2.39.

No phone or mail orders. White Wash Goods Department, Main Floor

# Clearance Sale of High-grade Corsets

MMENSE corset selling has caused several lines to become broken-sized. We can't sort them up again this come broken-sized. We can't sort them up again this season, and so on Monday we have slated them at less than estries, for dining rooms and halls, in browns, in set, floral and conventional life prices. Half-price. This section will move into its permanent quarters in a few days, and every pair of these must be sold 11.50 roll.

180 only pairs Ladies' High-grade Corsets, C. B. a la Spirite, P. D., F. P., C. C. a la Grace, Corset H.. Jewel and D. & A. models. Made of finest white or grey coutil, high or medium bust, long or short hips, filled with finest rust-proof steels, wide side steels, strong garters attached, handsomely trimmed. Sizes 20 to 30 inches in the lot, but only a few sizes in any one model. Regular values \$3.00 to \$4.00. Monday, to clear, at \$1.50 a pair.

# Time to Start Planting

C OME to our Flower Department. We can supply your hardy perennials and shrubs at much less than you expect.

Hydrangea and Spirea (British Wreath). Each 25c.

Paeony Roots, all colors, Each Bleeding Heart, Phlox and Gol-

den Glow Roots. Each 10c. Rhubarb Roots, strong roots,

Shallot or Dutch Set Onions. Per pint 15c, or 2 for 25c. Flower and Vegetable Seeds, 16 packages for 250 Lawn Grass Seed, per lb. 25c 1-oz packets of Nasturtium, Sweet Peas, Scarlet Runners or Morning Glory, for 5c.

1-4 lb. Sweet Peas for 15c.

#### The Season of Housefurnishing Opened

Carpet and Curtain Department. Twice as much space as we had last season, and stocks to fill it. We are making arrangements for special attractions on Monday. The following specified instances are but few of many: English Axminster Carpet,

green, red and fawn, various designs, including Oriental. Regular \$1.75 to \$2.25. Made, laid and lined, if bought on Monday, for, per yard, \$1.42.

Wilton, Velvet and Brussels Carnet, parquet patterns. Regular 75c to 90c. Wilton, Velvet and Brussels Carpet, borders to match, over twenty patterns to select from. Made, lined and laid, if bought on Monday, for, per vard \$1.22 to \$1.35, Monday, square vard \$1.22

WE want you to visit our new

with designs, perfect goods. Regular 45c blue, Monday, square yard, 29c; regular 50c

English Tapestry Carpet, with borders to match, best quality, excellent designs. Made, lined and laid, if bought on Monday, for, per yard, 68c-bought on Monday, for, per yard, 68c-bought on Scotch Printed Lines ably used for Regular up to \$1.25. oleum, block, floral, tile and matting Monday, per pair, 79c.

### Monday for Household Goods

E CONOMIES and suggestions for housekeepers waiting in the Linens and Staple Department Monday. Factory Cotton Tray Cloths Stair Drill Apron Ginghams Pillow Cases White Quilts.

Tea Towels 380 yards Heavy Brown All Linen around, no dressing, close make, full Stair Drill, red border, best Irish make, double bed size, at, each, Monday, 97c Description of the suite of the

yard Monday 8c.

200 Tray Cloths, every one spoke hemstitched all round, some all purclase, extra heavy, firm, close weave, no dressing, 42 x 33 or linen, satin damask, handsome designs, some plain linen with drawn \$1.00. each, Monday, 24c.

100 only extra quality English White Quilts, honeycomb weave, fringed all at, each, Monday, 10c.

work all around, 18 x 27 inches, at 45 dozen only Tea Towels, hemr

# The New Wall Papers



choose your own wall papers. No satisfaction like that which comes from personal choice here, where you have the world's best to Boys' Light Blue Striped Salli Blouse Wash Sults, in extra qualit strong, heavy French drill, sailor col We make a specialty of English Parlors, Tapestry Dining Rooms, Linen and Floral Bedroom Designs.

English Parlor Papers, in apple, reseda and olive greens, yellow, biscult, champagne, old rose, grey and blue and browns, figured and stripe. Prices 35c, 50c, 75c, \$1.00 to \$8.00.

lattice, stripe, linen effects, natural 

Picture Framing Stock Frames

Discount

#### Soaps and Washing Powder

Sunlight Soap, 6 bars 25c. Comfort, Eclipse or Victor Soap, per

Surprise Soap, 6 bars 25c. Heather Brand Soap, 8 bars 25c. Naptho Soap, 6 bars 25c. Simpson's Big Bar Laundry Soap,

Discount

Pearline, 1-lb. package, 11c. Old Dutch Cleanser, regular 10c, packages for 25c. Kitchen Sapolio, per cake 8c. Powdered Ammonia, large package 9c, 3 packages 25c.

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

Royal Blue 2 packages 7c. Dingman's Lye, per tin 7c. Gold Dust Washing Powder, large package, 22c. Klenzine, 3 packages 25c. Bon Ami Soap, per cake, 12c. 5 LBS. PURE CELONA TEA, \$1.05.

How does it happen that the real value in tea comes from "Simpson" and black cloth, assorted velvets and blending? Monday 500 lbs., black or fancy mixtures. Regular 35c to 50c. mixed, 5 lbs. \$1.05.

Boys' Day Monday Reefers and Norfolks for All the Ages of Boy



BETTER Boys' Store here now than ever. — more room, more light, better facilities for showing nice clothing we sell

Here are seasonable suits and coats to ask for Mon-

Boys' fine imported English Covert Cloth Reefer Coats, in rich fawn shade made up in the latest spring style, with heavy wool serge lining, exceptionally strong and durable. to 27, \$4.75.

Boys' Light Grey Imported Tweed Reefer Coats, with sailor collar, trimmed with three rows white tape braid cut on the newest model, and finished with silk ornaments, best linings, 3 to

Boys' Two-Piece Norfolk Sults, in dark grey mixed tweed, with self stripe of handsome appearance, and of the most satisfactory wearing quality, plain knee pants, 25 to 28, \$3.50.

THE season for wall papering is now, with emphasis on the now. Come and choose your own wall papering is now, with emphasis on the now. Come and choose your own wall papering is now, with emphasis on the now. Come and choose your own wall papering is now, with emphasis on the now.

Pyjamas for Boys, of fine American

English Cashmere Jerseys, for boys, in navy, with striped collars and cuffs. Each \$1 00.

Boys' Outing Shirts, in white matte and silk striped cashmerette, 50c and 75c.

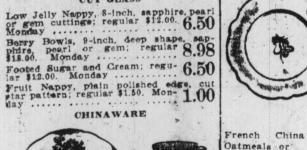
#### Boys' Hats and Caps

Boys' Hookdown and Golf Shape Caps, in navy serge and assorted fancy pattern tweeds. Regular up to 25c. Monday 9c.

Boys' Telescope or Crusher Style Soft Hats; dressy shape, in greens, browns, fawn or black. Monday spe-

Children's Tam o'Shanters, in navy and black cloth, assorted velvets and

# MONDAY BASEMENT SALE.





Highest grade English Semi-porcelain Dinner Sets of 97 pieces from the famous Grindley Potteries, bronze band decoration, with Greek key in black enamel, gold-traced handles and edges. 16.50



corated

Austrian China Tea Plates, gold clover leaf dec-oration, regular \$1.20 doz. Mon-day 6 for 20 Sugars and Creams, prettily decorated with poppies on a shaded back-ground, regular \$2. Mon-





Heavy Pressed Glass Sugars and .5 





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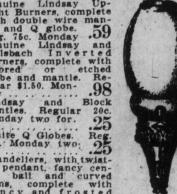


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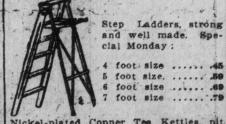


Same Door, with .90 Same Door, with corner brackets and fancy centre rail..... 1.00

Varnished Screen Doors, with corner 1.25 brackets brackets 1.25 brackets 2.50 process 2.50 proce



Three-light. Regular \$2.00. 2.19



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