THE ROBERT SIMPSON COMPANY LIMITED TORONTO | Store Opens 8 a.m. | Closes at 5.30 p.m. | H. H. Fudger, Pres. | J. Wood, Manager. | PROBS.—Fresh westerly winds; fine and mild. | THE ROBERT SIMPSON COMPANY LIMITED TORONTO

As our Business Grows so do Facilities for Comfortable Shopping and Quick Delivery

A Sale of Counter Soiled and Sample Whitewear

There are abundant good reasons for coming early Monday morning for Whitewear. Hundreds of beautiful garments that we have used as models, or that have become slightly counter-soiled by handling, will be reduced to about half our usual prices. This exceptional opportunity will be eagerly taken advantage of by ladies who know by past experience what this sale means. No phone orders.

Clearing Sale of Simpson Quality Whitewear, consisting of factory samples and counter-mussed and dust-soiled pieces, Night Dresses, Chemises, Petticoats, Corset Covers, Drawers and Combinations, including also French Hand-made Gowns, Drawers and Chemises; about 400 pieces in all, selected from our regular stock; all sizes and styles. Monday reduced to about **Half-prices.**

Sample Sale of Girls' Dresses

Our spring samples of Girls' Wash Dresses are offered for quick sale Monday morning. Half-price or less will be the argument. Bring the girls, and try them on, if convenient.

About 200 Girls' Dresses, our factory samples and odds of lines from stock; all in fine materials, white or colored; many pretty styles, all beautifully made; sizes in the lot 2 to 14 years. Monday about **Half-price.**

Trimming and Robe Dept.

(MAIN FLOOR.)

We have organized for Monday a very special sale of

Swiss Embroidered Semi-made Robes

This will afford a "once in a lifetime" opportunity for out-of-town visitors.

50 Sample Robes, of the very finest quality lawns and muslins, trimmed with beautiful embroidery and fine lace, 10 designs to choose from; all of this season's design and fashion; shaped skirt, with material and trimming for waist. Regular prices $10.50, $12.50 and $15. Monday special **3.98**

Sale of Battenberg Real Lace Shams and Runners.

(Main Floor.)

100 dozen of 18 x 54 and 30 x 30 Real Battenberg Lace Shams and Runners, in five different styles; an opportunity not to be missed by our visitors. Regular selling prices 98c and $1.25. Great Monday Sale, each.. **.69**

Special Millinery for Easter Visitors

To those women who are visiting Toronto on Monday we wish to demonstrate the style and value we are able to put into a hat and sell it at Five Dollars. Such good shapes of fine chip and fancy braids, with imported Paris flowers, too. You will wonder how we can do it. Special **5.00**

OSTRICH FEATHERS.

Handsome Duchesse Plumes, in black, white or cream, 21 inches long. Regular $5.50. Monday **3.85**

Duchesse Plumes, in black or white, 18 inches long. Regular $4.50. Monday **3.15**

Silks and Dress Goods

We would like to whisper to the 1911 brides that we are especially well prepared for your wedding. We have satins for your trousseaux, and such satins and silks, too. You should see the ivory French messalines and French paillettes; their finish is indescribable, and only, per yard **1.50**

Also at **1.75** per yard, rich ivory Duchesse Mousseline, drapes soft and beautiful, high, lustrous finish, 40 inches wide.

At **2.00** per yard, rich ivory Mousseline Duchesse Satin, beautiful soft subdued finish, full double width.

At **2.50** per yard, rich French Satin Charmeuse, beautiful soft draping fabric, ivory and white, 44 inches wide.

At **2.50** per yard, rich ivory Mousseline Duchesse Satin, Charmeuse finish, bright and lustrous, drapes beautifully.

At **1.50** per yard, ivory Mousseline De Soie, full double width, transparent, plain or with dots or sprays, charming when made over soft silk or satin.

At **1.00** per yard, ivory Chiffon Cloth, or Ninon De Soie, 48 inches wide.

From Amongst the Vast Array of Dress Goods we Choose Just Three for Description

Navy English Worsted Serges, the correct fabric for the fashionable spring suits; made by a leading English manufacturer from the finest selected Botany wools, in a beautiful, bright, soft finish, best unfading indigo dye, clean cut twill that will not retain the dust or get glossy with wear; handsome, stylish and fashionable for spring and summer suits, dresses and outing wear; absolutely guaranteed qualities. 50 and 52 in. wide. Per yard..... **1.00** and **1.25**

West of England Grey Worsted Suitings; there is an unusual demand this spring for these goods, mannish striped effects predominate, dainty hairline stripes, ribbon stripes, faint two and three-toned stripes, on grey grounds of various shades; they tailor to perfection, unspottable, pure wool qualities, and thoroughly shrunk, 50 to 58 in. wide .. **1.00, 1.25, 1.50, 2.00**

Black Voiles, beautiful all-wool, fast blacks, in a nice even medium mesh weave, a firm, crisp quality, that will not shrink or cockle with rain; plain striped, checked and diagonals. Regular price $1.25 and $1.50. Special for 8 o'colck Monday, per yard ..... **.98**

Read, Buy and Save Money

Women's Extra Choice Real French Kid Gloves, selected stock, soft, pliable finish, 2 dome clasp, gusset, self point stitching, grey, navy, mode, brown, tan, black and white; sizes 5½ to 7½. $1.00 value. Monday ..... **.75**

Girls' Fancy Cashmere Hose, hand silk embroidered fronts, fine English spun yarn, close finish, this season's new designs, double heel and toe, 5½ to 8½. Regular 50c. Monday .. **.29**

Women's Fall Weight "Llama" Cashmere Hose, seamless, finest English yarn, close elastic finish, double heel and toe; sizes 8½ to 10. Unusual offer. Monday ..... **.35, 3** pairs **1.00**

Women's Real Silk Gloves, elbow length, Milanese finish, black, grey and navy; sizes 6 to 7½. 75c value. Monday ..... **.49**

Up-to-date Clothes for Women

From the great selection of women's up-to-date outdoor clothes in our Mantle Department (3rd Floor) we have picked out five seasonable examples for Monday's selling. Here they are:

Women's Cream Dresses

Attractive ready-to-wear One-piece Dress, of a good quality French Panama, in cream only; has kimona waist, with three-quarter sleeves; short yoke, made of white thread lace, outlined with black satin; waist trimmed with satin pipings; skirt has front panel with inverted side seams of black satin, finished with buttons. Price is **19.50**

Misses' Wash Dresses

Misses New Wash Dresses, in three new, fashionable styles; some have the square semi-low collar, trimmed with self-colored materials; others have rounded yoke, with wide banded effects; skirts are the plain effects, and pleated styles; colors in the lot are pink and grey, with dot and stripe designs. Special for Monday's selling.. **2.49**

Women's Raincoats

Stylish Spring Raincoats, of rubberized materials, in grey satin and two-tone striped silk, tan and green and blue and green tones, also in black stripe effect; made up in a pretty semi-fitting style, with double breasted front, buttoned to throat; a smart turn-over collar, and patch pockets. These go on sale Monday at the extremely moderate price of **11.75**

Women's Spring Coats for $6.78

A collection of Spring Coats, in a variety of styles and materials, covert cloths, tweeds in brown mixtures, and diagonal serges, and worsteds in dark mixtures; these are made up in plain tailored styles; some with self strappings; others have black silk collars, and patch pockets. Regular prices range from $10 to $18.50. Monday ... **6.78**

Women's Separate Skirts

A special purchase of Women's Skirts, made of an extra good quality vicuna cloth, in black only. These are in a couple of smart styles; one is full flare gore, with front panel, trimmed with silk covered buttons; the other has front panel, and panel side gores are pleated in box and side pleats, trimmed with self strappings, both styles, fasten at front on left side. These skirts are very special value at **1.49**

Waist Department

We are advertising two Waists only, but they are specials in the best sense of the word.

These are primarily put on at the prices for the benefit of our out-of-town visitors, as an inducement for them to visit the finest, most up-to-date and the smartest Waist Department in the Dominion.

$1.50 Shirtwaists Monday 98c

200 Tailored Shirt Waists, of fine imported Madras, in silk stripe and dot designs; one style is smartly man-tailored, Gibson pleat over shoulder, and neat kerchief pocket; another style has whole front of ¼-inch tucking, tucked back, shirt sleeve, linen collar and cuffs. Sizes 32 to 42. Regular $1.50. Monday ..... **.98**

100 Linen Shirt Waists, front is hand embroidered, deep tuck at shoulder, tucked back, short sleeve, with link cuffs, linen collar, fastens with good pearl buttons. Regular $1.25. Monday ..... **.69**

Men's Clothes Worth Talking About

Here are some essentials for men and boys quite out of the ordinary, when one comes to consider the prices they are to be sold for. They are just broken lines and odds and ends of our various reliable lines, and will afford the purchaser a bargain twice over. If you want proof of this, the clothes will give it you by *their appearance*, and the length of time they will keep it.

Fine Imported West of England Fancy Worsteds, also a few extra quality English and Scotch tweeds, in light and dark grey, brown and greenish grounds, with self and neat fancy colored thread stripes. Cut on the latest 3-button single-breasted sack models, with nicely built shoulders and long shapely lapels. Tailored in the best possible manner and finished with extra quality lining and trimmings. Perfect fitting suits. Sizes 35 to 44. For early Monday morning selling.. **12.95**

BOYS' AND YOUTHS' SPRING WEIGHT OVERCOATS.

Regular $5.00, $6.00, $7.00 and $7.50. To Clear Monday at $3.49.

Made from fine quality English covert cloths, in rich medium and dark fawn shades, plain and with faint fancy colored thread stripes, latest single-breasted topper style, nicely tailored in every way and finished with good quality linings and trimmings. Sizes 30 to 35. To clear Monday at **3.49**

MEN'S BROWN DERBY HATS.

New Shapes. Regular $2.50 Hats for 75c.

240 Men's Stiff Hats, in brown fawn and bronze colors, best English manufacture and up-to-date shapes. Regular $2.50. Monday **.75**

MEN'S $2.00 SOFT HATS MONDAY 98c.

180 Men's Soft Hats, in all the popular spring and summer styles, telescope, crush, Alpine and neglige; colors slate, grey, fawn, brown and black. Monday ..... **.98**

UNDERWEAR, SHIRTS, ETC.

"Body Guard Underwear for warmer weather is what you need now, not only for cooless, but for comfort. We guarantee our "Body Guard" brand not to irritate the most sensitive skin, the prices are the lowest that can be placed to goods of this quality. Sizes 34 to 46. Prices Monday..... **.75, 1.00** and **1.25**

Special Bargain in Rugs

46 room size Rugs, made from remnants of Axminster, Wilton and Brussels carpet; some of these are all one piece; in the others the centres and borders are perfectly matched, and so well sewn that there is no "seamy" appearance. The saving in price to you is considerable, for if you had the rugs made to order you would have to pay from $14.00 to $68.50. On Monday you may pick one out for from ..... **9.50** to **30.00**

The dozens of pieces between are at corresponding reductions.

Monday Basement Sale

Screen Doors for Monday Basement sale:—

Sizes 2 ft. 6 inches x 6 ft. 6 inches, 2 ft. 8 inches x 6 ft. 8 inches, 2 ft. 10 inches x 6 ft. 10 inches, 3 ft. x 7 feet.

A well made, finely grained Door. Special for Monday ..... **.75**

Screen Doors, well made, finely grained and varnished and strengthened with brackets, so as to make a rigid door. Sizes 2 ft. 8 inches x 6 ft. 8 inches to 3 ft. x 7 ft. Monday ..... **1.25** to **1.75**

3,000 Window Screens, grained finish, 14 inches high, 18 inches closed, opens to 28 1-2 inches. Monday **.15**

1,000 Window Screens, strong make, 18 inches high, 20 inches closed, opens to 30 inches. Monday, **.24**

1,000 Window Screens, 18 inches high, 24 inches closed, opens to 40½ inches. Monday ..... **.30**

All sizes Screen Windows. Prices range from ..... **.15** to **.85**

Imperial Wringers, best Canadian make, spiral springs, covered cog wheels, standard grade rubber rolls, improved sure grip clamps, will fit galvanized iron, fibre or wooden tubs, guaranteed for one year from date of purchase, regular $4. Monday **2.98**

Tin Boilers, flat copper bottom, sizes 8 and 9, complete with cover; regular $1.35. Monday ..... **.89**

Galvanized Wash Tubs; regular 50c; these do not rust. Monday **.33**

Tin Oval Rinsing Tubs, regular 30c. Monday ..... **.23**

Daisy Tin Tea Kettles, for oil or gas stoves. Special Monday **.10**

Potts' Irons, nickel plated set Monday ..... **.89**

Potts' Irons, polished set Monday ..... **.79**

White Painted Bread Boxes, 13½ inches x 8 inches x 8 inches, regular 65c. Monday ..... **.39**

50 only 4½ feet step ladders, the most handy house size. No phone or mail for step ladders. Monday ..... **.49**

Garden Hoes. Monday ..... **.25**

House Brooms, five-string, regular 50c. Monday ..... **.29**

Ceiling Brooms, 7 ft. size, Monday ..... **.25**

Ceiling Brooms, 9 ft. size, Monday ..... **.35**

China and Glassware

2,000 Oddments in dinnerware—dinner, soup, breakfast, tea plates, bakers' platters. Special to clear **.3**

Meat Platters, strong porcelain ware. To clear ..... **.25**

Teapots in English jet ware, decorated. Monday special ..... **.15**

200 Decorated Jardinieres, in English majolican ware, embossed shapes, assorted colors. Regular 49c. Special Monday ..... **.29**

7-piece Fruit Sets, in Japanese "Nippon" ware, hand painted and scalloped edges. Regular $2.98. Monday special **1.49**

99 Cheese Dishes, in decorated English ware, nicely finished in gold. Regular 69c. Monday special... **.39**

DINNER SETS.

102-piece Dinner Set, in French Limoges China, new open stock pattern, Greek key band, reinforced gold edges, handles in coin gold. Regular $71.40. Monday bargain.. ..... **49.05**

English semi-porcelain Dinner Set of 97 pieces, in "Grindleys" ware, "Marion pattern, rich clean color body glaze. Special Monday bargain, complete set for 12 persons .. **17.25**

40-piece Tea Set of Austrian China, dainty rosebud patterns, pieces gold trimmed. Regular $5.85. Monday bargain **4.25**

10-piece Toilet Set, best English semi-porcelain ware, rich decoration with burnished gold finish, roll rim basins, all pieces full sized. Regular $3.95. Monday **2.98**

Cuspidors in German China ware, neat decorations. Regular 49c. Monday bargain ..... **.25**

RICH CUT GLASS.

Water Jugs, sparkling rich cut glassware, extra deep cut. Regular $10. Monday **4.98**

Berry Bowl, new pattern, size 8 inches, heavy cut. See this snap at Monday **2.98**

Vinegar Bottles, in "Star" cutting. Regular to $2.98. Monday **1.75**

PRESSED GLASSWARE.

Spoon Trays, in neat pressed design. Regular 15c. Monday.... **.9**

Table Tumblers, size 10 ozs., in clear glass, melted edge. Special Monday bargain, 6 for ..... **.27**

Vinegar and Ketchup Bottles, pressed semi-cut pattern. Regular 25c. Monday bargain ..... **.19**

Pepper and Salt Shakers, nickle top, good handy size. Special Monday bargain, each ..... **.4**

Furniture Specials

Dining Tables, in selected quarter-cut oak, rich golden finish. Pedestal design. Price **23.90**

Buffet Sideboards, in genuine quartered oak, mission style and finish, good cupboard space. Price **23.00**

Dining Chairs, in solid oak, with full box upholstered leather seats. Set of 5 side chairs and 1 arm chair. Price **16.40**

Dressers, in quartered oak, finished golden, also in mahogany, with oval or square-shaped bevel mirror and either wood or brass trimmings. Price **18.75**

Chiffoniers to match above dressers. Price **19.00**

Hall Mirrors, in fumed early English or golden finish, made in genuine quartered oak. Price.... **4.90**

Spoon and Fork Sale—7,000 Pieces

Silver-plated Tea Spoons, fancy pattern handles. Monday, each **.10**

Silver-plated Dessert Spoons and Dessert Forks. Fancy pattern handles. Monday, each ..... **.19**

Silver-plated Table Spoons and Medium Forks, fancy pattern handles. Monday, each ..... **.22**

Rogers' Silver-plated Tea Spoons, floral pattern handle. Monday, each ..... **.12**

Rogers' "Eagle Brand" Silver-plater Dessert Spoons and Dessert forks. Monday, each ..... **.29**

Rogers' Silver - plated Table Spoons and Medium Forks, "Eagle Brand." Monday, each ..... **.59**

Sterling Silver Salt Spoons, fancy pattern handles, gold bowls. Monday, each ..... **.32**

Sterling Silver Coffee Spoons, Louis XV. pattern handles, gold-lined bowls. Monday, each .. **.19**

Sterling Silver Tea Spoons, Louis XV. pattern handles. Monday, each ..... **.29**

Groceries

Fels Naphtha Soap, per bar .5; Sunlight and Surprise Soap, 6 bars, .27; Taylor's Borax Soap, 6 bars .27; Comfort or Eclipse Soap, 6 bars .27; Heather Brand Soap, 7 bars .25; Simpson's Big Bar Soap, per bar, .10; Santa Claus and Victor Soap, 6 bars .25; Pearline, 1-lb. package, .11; Old Dutch Cleanser, 3 tins .25; Sapolio, per cake, .3; Powdered Ammonia, large package, 3 packages .25; Naphtha Powder, 1-lb. package, .5; Gold Dust Washing Powder, large package, 1 package, .23; Lux Washing Powder, 3 packages, .25; Taylor's Soap Powder, 2 packages, .9; Swift's Pride Cleanser, 3 tins, .25; Royal Blue, 2 packages, .7; White Swan Lye, per tin, .7; Canada White Laundry Starch, 1-lb. package, .7; Bon Ami, per cake, .12. Telephone direct to department.

5 LBS. CELONA TEA, $1.10.

1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor. Black or Mixed, Monday, 5 lbs. 1.10.

The Robert SIMPSON Company Limited