

SIMPSON
The Robert Simpson Company Limited

Store Opens 8 a.m.

Closes at 5:30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS Strong N. W. winds; mostly fair; some snowbursts and colder.

SIMPSON



China Specials for Monday

40-piece Tea Set, rich porcelain ware, gold clover leaf, edge and line decorated. 100 sets only, Monday's special, \$1.29.

(No Phone or Mail.)

97-piece Dinner Sets, dainty floral design, neat shapes, Monday, \$4.98.

20 only, Doulton Jardineres, values up to \$3.50, Monday, \$1.98.

Limoges China Dinner Set, 102 pieces, coin gold decorated teas, old gold handles. A superb service, Monday, \$49.50.

10 only, Dinner Sets, high grade English ware, beautiful floral design, gold trimmed. To clear Monday, \$14.25.

Odd Pieces in Dinnerware at less than half price. Soup, meat, tea, fruit, bread and butter plates, Monday, special, 5c.

Goblets, Colonial shape, polished glassware, Monday, 75c doz.

Fruit Bowls, rich cut glassware, artistic design, deep cut. 20 only, Monday, half price, \$2.98.

Take Advantage of Monday's Basement Prices

Graniteware

The Graniteware for Monday's sale will be arranged on three tables at three prices, as follows: No. 1, regular 12½c to 15c, for 8c; No. 2, regular 18c to 25c, sale 2 for 25c; No. 3, regular to 65c, for 29c.

NO. 1

1 qt. Pudding Pans, 2 qt. Pudding Pans, 3 qt. Pudding Pans, Lipped Sauce Pans, Cups, Soap Dishes, Jelly Cake Plates, Grey Graniteware.

8c Each.

NO. 2

2 qt. Covered Pails, Wash Basins, 4 qt. Pudding Pans, 6 qt. Pudding Pans, 4 qt. Milk Pans, 6 qt. Milk Pans, 10 qt. Dish Pans, Sauce Pans, Preserving Kettles, Grey Graniteware.

2 for 25c.

(No Phone or Mail.)

NO. 3

4 qt. Covered Pails, Saucepans, Preserving Kettles, 14 qt. Pails, 14 qt. Dish

If you are planning a house you are not likely to build the kitchen just inside the front door and put the pantry in place of the drawing-room. Still, because your kitchen, your scullery and your bathroom are not thrust into prominence one would not infer that they are not in apple-pie order, sanitary and up-to-date.

Similarly we do not often dress our drawing-room windows with pots and pans or cumber our front doors with scullery utensils. Our kitchen is in apple-pie order just the same, and you do us an injustice if you imagine that we cannot do you justice in these essential departments.

Our basement selection for the kitchen, scullery and bathroom is vast in its completeness; our china department is artistic and comprehensive; lighting fixtures are there in full ranges, and our prices and values stand the test of comparison.

Pans, Mixing Bowls, Fry Pans, Graniteware, Daisy Tea Kettles. 29c Each.

Kitchen Ware

1,000 Daisy Tin Tea Kettles, the handy house size, full large flat bottom; regular 15c, Monday 11c.

Gold Band Daisy Coal Hods, well finished, full size; regular 55c, Monday 21c.

Tea Kettles, nickel plated and copper bottom; regular to \$1.45, Monday 98c.

1,000 Sink Strainers, blue enamel, to fit corner of sink; regular 25c, Monday 15c.

Gas Toasters, square style, toasts four slices; Monday 10c.



Laundry Items

Galvanized Tubs with wringer attachment, best quality; Monday 39c, 67c, 72c and 82c.

Laundry Tin Boilers, copper bottom, with covers, sizes 8 and 9; regular \$1.25, Monday 87c.

35c Glass Wash Boards, best make; special 28c.

25c Improved Globe Wash Boards; special 19c.

10c package Clothes Pins, 6 dozen for 7c.

10c Iron Handles for Potts' Irons 7c.

\$1.00 set Potts' Polished Irons; Monday 79c.

\$1.15 set Potts' Nickel Plated Irons for 89c.

25c Iron Heaters; Monday, for 15c.

25c and 30c Splint Clothes Baskets for 18c.

Best Willow Clothes Baskets, 63c, 73c, 83c.

Brooms for Monday, special strings 29c.

Hardware Specials for Monday In the Basement

18-inch Panel Saws, hand hold size, warranted steel. Regular 35c. Monday, 19c.

1,000 Best Cast Steel Hammers, bell and smooth face, good weight. Regular 50c. Monday, 29c.

Horizontal Rim Locks, complete with knobs. Regular 49c. Monday, 19c.

Rim Night Latches, two latch keys. Monday, 45c.

Kitchen Meat Saws, iron frames. Regular 35c. Monday, 19c.

D Handle Furnace Scoops, strong steel scoop. Regular 40c. Monday 27c.

Rotary Door Bells. Regular 50c. Monday, 33c.

Cobbler Sets, complete with stand, last, awls and nails. Monday, 69c.

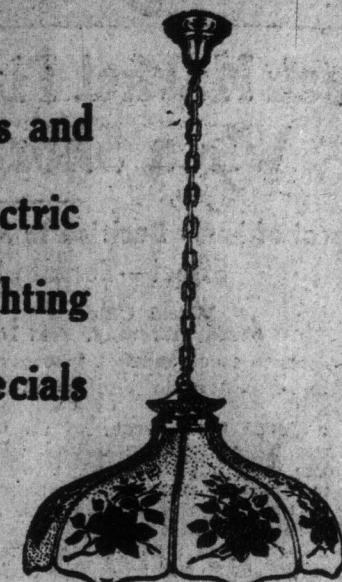
For the Bathroom Monday In the Basement

Soap and Tumbler Holders, brass, nickel plated with two engraved tumblers complete. Regular \$2.25. Monday, \$1.98.

Soap and Tumbler Holders, with engraved tumblers. Regular \$1.25. Monday, 98c.

Bath Seats, fine paint enamelled, with non-rusting holders and rubber protectors. Regular, \$1.25. Monday, 98c.

Gas and Electric Lighting Specials



We offer on Monday about 25 large Best Glass Domes, some fringed, others in artistic designs of leaded glass, at following reductions:—\$16, reduced to \$12.49; \$10, reduced to \$15.99; \$15, reduced to \$12.50; \$20, reduced to \$22.50; \$25, and \$40, reduced to \$27.50. These will be fitted for gas or electric light and fixed in the city FREE.

6 only Handsome Dining Room Electric Fixtures, fitted with one large and three small domes, shaded green and white or straw-colored; regular \$27.50. Monday \$19.50.

30 only Brushed Brass Two-light Gas Fixtures, fitted with fancy globes; regular \$3.50. Monday \$2.49.

Two-light Inverted Gas Fixture, in rich gilt finish, complete with mantles and globes; regular \$8.50. Monday \$5.49.

Brass Kitchen Pendants. Monday 49c.

Solid Brass Gas Bracket, with burner. Double swing, 45c; single swing, 30c; still, 20c.

A RELIABLE Upright Gallery Light, with mantle and globe complete; regular 50c. Monday 39c.

The "Rational" Inverted Light, with mantle, burner and globe complete; regular 60c. Monday 49c.

"Welsbach" Upright or Inverted Gas Mantles. Monday two for 25c.

"Rational" Inverted Gas Mantles, regular 15c. Monday 10c.

"Iris" Upright Gas Mantles. Monday 10c.

Semi-Annual Sale of Swiss Embroidered Robes (Main Floor.)

As in other years, on the return of our buyers from Europe, we place on sale extraordinary bargains in new and fashionable robes. This year we claim to have the very best value ever shown inasmuch as the goods are all white. You have a choice of 100 designs, manufactured a month ago on looms in St. Gall, where all the very finest embroideries emanate from.

See Yonge street window to-day.

For some examples of the 300 exquisite Swiss embroidered Robes, in shadow embroideries, broderie Anglaise and fine braided effects, the ordinary selling prices would be \$12.50, \$14.50, \$16.50, \$18.50, \$20 and \$22.50. All will be on sale Monday at... 6.95



Waist Dept.

Daily the tables in our superb Waist Department are taking on a new lustre. Evidences of spring abound; indications of the trend of fashion become more in evidence. We have tight, man-tailored shirt-waists, with Dutch collars, short sleeves or long sleeves. Never has fashion allowed greater latitude, and everything shown is correct, nothing is old. Our waist department stands for everything that should be. Here are three styles:—

Style I.—A dainty lawn waist, whole front of shadow and eyelet embroidery, and fine tucking, three-quarter sleeve, with fine tucking and embroidered cuff, sizes 32 to 42 inches. Special, \$1.00.

Style II.—Very fine lawn waist, in kimono or ordinary style, whole front of fine embroidery and pin tucking. Sizes 32 to 42 inches. Special, \$1.95.

Style III.—Fine lawn waist, long sleeve, front of fine embroidery and Calais Val lace, shoulders of tucking with real Cluny insertion, all sizes. Monday, \$2.75.

The Hosiery Sale

Some examples for the crowds that buy from the crowded counters of our Hosiery Sale on the Main Floor.

Women's Lisle Thread and Cotton Hose, plain, in black, tan and colors, laces and fancy patterns. Regular 30c. Hosiery sale price... **.19**

Women's Plain Black Cotton and Black Fleeced Cotton Hose, spliced heel, toe and sole, fast dye. Regular 20c. Monday, pair... **.12½**

Women's Black All Wool Cashmere Hose, seamless English made, spliced heel, toe and sole. Regular 30c. Monday... **.20**

Women's Fine Two-tone Silk and Cashmere Hose, fine elastic rib, neat colorings, spliced heel, toe and sole. Regular \$1.00. Monday... **.40**

Girls' and Boys' Ribbed Black Cashmere Stockings, double spliced heel, toe and sole, English made, sizes 6½ to 8½. Regular 25c. Monday 19c, 3 pairs... **.50**

Girls' Elastic Rib English Cashmere Stockings, fine soft cashmere, tan, cream, sky, pink. Regular 30c, Monday... **.19**

Men's Plain Black Cashmere Socks, spliced heel, toe and sole, all sizes. Regular 20c, Monday... **.12½**

Men's 2-1 Ribbed Black Cashmere Socks, double heel, toe and sole. Regular 25c, Monday 18c, 3 pairs... **.50**

Men's Cotton Socks, Black-Tan and unbleached Babington, German made. Regular 20c. Monday... **.12½**

Men's Lisle and Cotton Socks, plain black, tan, also fancy stripes and checks. Regular 30c. Monday... **.19**

Women's Kid Gloves, Glace finish, black-tan. Wrist length, two dome fasteners, silk stitched, Paris points over some seams. All sizes. Regular 75c. Monday... **.49**

Men's Wool Gloves, Scotch knit, plain and fancy patterns, finished fingers, close fitting wrist. Regular 35c and 50c, Monday... **.15**

A Column of Men's Opportunities

Take the first item, look at the price, \$75, divide it by two, that makes \$37.50; in other words half price, and so on to the bottom. Now these are no paper bargains. The regular value is just double our present selling price. Go to any other store and compare. We want the room. If you want the coat for present or future wear here is your opportunity.

\$75.00 MUSKRAT LINED COAT, \$37.50.

Sizes 38, 39, 40 and 42 breast measure. Just 11 coats. The linings are made from selected Canadian muskrat skins, even, heavy fur and well matched. Collars are shawl style of prime furred otter-skins, fine custom tailored shell of black English beaver cloth. Monday, half price, \$37.50.

Fur Collar Overcoats, the shell is made from an extra quality English beaver cloth, in a black, lined throughout with a quilted Italian cloth lining. A very warm and serviceable coat. Cut in the double-breasted style, with German otter collar, closely and evenly furled, fastened down the front with mohair covered barrel buttons and loops, sizes 35 to 40. Special Monday at \$19.95.

Boys' Overcoats, made from extra quality English tweeds, naps and mackinac cloths, in blue, brown, green, red and grey shades, and with fancy stripes. Cut double-breasted style, with velvet and self-collars, finished with best quality linings and trimmings, sizes 20 to 25. Regular to \$17. Monday \$2.98.

Boys' English Tweed and Fancy Worsted Suits, in grey and brown grounds, with self and fancy stripes, also in black serges and clay twill worsteds. Cut in the latest single and double-breasted styles, nicely tailored and finished with best quality linings and trimmings. Sizes 27 to 33. Regular to \$15. Monday at \$3.95.

Boys' "Wolsey" and "Britannia" Underwear, all that is left of our winter stock, a few "Pescos" brand combination suits included, sizes 22 to 28. Regular \$17.50 and \$2. Monday 89c.

3,000 Men's Neglige Shirts, made from fine quality Cambric, with full size body, small American cuffs. A good assortment of fancy and plain stripes to choose from in the newest colorings for spring wear. Sizes 14 to 17. Monday 89c.

Men's English Flannellette Night Robes, medium weight, extra long and wide deep yoke, pocket and turndown collar, good assortment of fancy stripes in shades of blue, pink and drab. Monday 75c.

The Newest Dress Goods and Silks

The very latest of Dress Materials are on view on the Second Floor. Suitings, Silks, Sheer Draping Fabrics in new weaves and shades clamor for attention. A visit to this department will give you the suggestion you are in search of for your new Spring clothes. The selection of fabric and coloring is most complete. Notice these examples of our silks:

Rich Black Duchesse Paillette, 40 inches wide. Monday, \$25.

Black Duchesse Mousseline, an exceptionally rich black silk, bright finish, 40 inches wide. \$1.50 and \$2.00.

Double Width Silk Crepe de Chine, for spring wear. Few other materials have the soft rich draping effect and qualities of a pure silk crepe de chine, 44 inches wide. \$1.50, \$2.00, \$2.50, \$3.00.

White Muslin Spots and figured, special for children's wear, 12½c.

Scotch Zephyrs, large, bold designs of a tartan nature, in a great variety of colors. Special novelties, 31-inch, 25c.

Beautiful Linens

Bleached English Long Cloth, one yard wide. A good, durable, weighty cotton for household use. Monday yard 10c.

All Linen Brown Holland, 38-40 inches wide, Irish brown Holland, summer dresses, boys' wash suits and blouses, girls' school dresses, only 60c yards. Monday 18c.

200 Pairs Heavy Hemmed Sheets, made from superior bleached English sheetings, standard hems, 2 x 2½ yards, durable sheets. Monday, pair \$1.44.

Irish Check Glass Towelling, 23 inches, sturdy, closely woven glass or tea towelling, Monday, yd. 9½c.

Irish Shirting Cambrics, white grounds, with blue, black, green, tan and pink stripes, for fine shirts or boys' blouses, 31 inches wide. Monday 25c yard.

Satin Damask Table Napkins, 23 x 23 inches, are pure linen, full grass bleached, new bordered designs. Monday, dozen \$1.83.

White English Quilts for double beds, hemmed, honeycomb weave, closely woven, 72 x 92 inches, assorted designs. Monday \$1.44.

Dutch Chintz Curtains Bed Spreads and Table Covers

If it is patent that they came from Amsterdam. The moment you see them the quaint charm of design and the decorative value of the colorings is recognized.

We cleared out an Amsterdam manufacturer's stock at exactly one-half the regular price, and give you the opportunity on Monday to purchase at the same reduction.

There is an immense variety to choose from:

Curtains, regular \$6. Monday, per pair, \$3.00.

Bed Spreads, regular \$3.00. Monday, each, \$1.50.

Table Covers, regular \$1.75. Monday, each, 88c.

Table Covers, regular \$1.50. Monday, each, 75c.

Table Covers, regular \$1.25. Monday, each, 63c.

Table Covers, regular \$1.00. Monday, each, 50c.

A Japanese Opportunity

16,000 yards of fine Japanese Matting in a score of designs and several colorings. Made of extra fine thoroughly dyed straw, woven on a full number of cotton warps, worth 25c and 30c. Wednesday, per yard, 14c.

Or a 40-yard roll for \$5.40.

Monday's Groceries

Fels Naptha Soap, per bar, 5c
Sunlight and Surprise Soap, 6 bars 27c
Taylor's Borax Soap, 6 bars 27c
Comfort or Eclipse Soap, 6 bars 27c
Heather Brand Soap, 7 bars 25c
Simpson's Big Bar Soap, per bar, 10c
Richard's and Victor Soap, 6 bars 25c
Pearline, 1-lb. package, 11c
Old Dutch Cleanser, 3 tins, 25c
Kitchen Sapolio, per cake, 8c
Powdered Ammonia, large package, 2 packages 25c
Naphtha Powder, 1-lb. package, 5c
Gold Dust Washing Powder, large package, 23c
Lux Washing Powder, 3 packages, 25c
Taylor's Soap Powder, 2 packages 9c
Ewitt's Pride Cleanser, 3 tins 25c
Royal Blue, 2 packages, 7c
White Swan Lye, per tin, 7c
Canada White Laundry Starch, 1-lb. package, 7c
Bon Ami, per cake, 12c
(Telephone direct to department.)

5 LBS. PURE CELONA TEA, \$1.10.
1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed, Monday, 5 lbs. \$1.10.

Spring Dresses and Coats

The four examples which follow are all new-comers—Spring fashions for 1911. This description will give you some idea of the dresses, but a little private view will be much more satisfactory and we will be delighted to give you an introduction to these distinguished new arrivals on Monday.

No. 1—An exclusive model coat of striped grey and white tweed, lined to waist with black satin and made in new short waist effect, with wide belt of self across back. A new panel effect is given by bias fold of self down back to bottom of coat, shawl collar with a pretty hood lined with black satin, large pockets with pearl buttons, stylish kimono sleeves finished with fold that buttons over with large pearl buttons. Monday \$27.50.

No. 2—Stylish coat of fine quality chifon Panama in navy and new shade of tan. This is in smart tailored style with patch pockets, shawl collar with new square effect at back, inlaid with moire silk in harmonizing color; pretty tailored sleeve with wide cuff, trimmed to match collar and finished with buttons, \$12.75.

No. 3—Fashion's cleverest new Spring Dress for Misses of special quality fine cashmere. The waist of this model has round roll collar, with narrow pipings of plaid silk, three-quarter slanting sleeves, trimmed to match collar. A jaunty tie of the plaid silk completes this dressy effect. The skirt is stitched smoothly over hips and is smartly completed with deep self material around bottom. Colors are tan, navy and biscuit shades. Price \$10.75.

No. 4—Women's new spring one-piece dresses, made of satin foulard, in navy with white dots. Waist is a striking model, made in kimono effect, with short rounded yoke and high collar of fine thread lace, outlined with plain satin pipings, finished with crushed belt. Skirt has the new wide front panel to knee line, headed with pipings to match waist, and has deep plain bias flounce effect to bottom, fastens to left side at back panel. Price, \$13.75.

The Furniture Sale Fifth Floor

Here are just eight more examples of the genuine bargains to be obtained at the February Furniture Sale, which is one of the attractions of the month.

Buffet Sideboards, in selected quarter cut oak, finished early English, good cupboard space and drawers for linen and cutlery, long plate mirror. February sale... **22.90**

Buffet Sideboards, in genuine quartered oak, finished rich golden, polished, pedestal design, extending to 8 feet... **23.90**

Dining Tables in genuine quartered oak, early English finish. Round top and pedestal, February Sale... **18.50**

Dining Chairs, made of quartered oak, golden finish, full box seats with solid leather upholstery. Sets of 5 side chairs and 1 arm chair, February Sale. **15.40**

Dining Chairs, in selected quartered oak, fumed finish, shaped saddle seat, strongly made, durable. February Sale... **23.00**

China Cabinets, in solid quartered oak, golden finish, bent glass door and ends, large size, well made and of exceptional value... **23.75**

Dining Tables, in hardwood, early English finish, pedestal de-

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