

SIMPSON

Store Opens 8 a.m. Closes at 5.30 p.m.

H. H. Fudge, Pres.

J. Wood, Man.

PROBS. Fair, stationary or a little higher temperature.

SIMPSON

Monday Bargains In the Basement

- Hardware**
- Gas Ovens—"The Efficient," made of steel, tin lined, for two-burner stove, 42 1/2 inch wide, Monday... **2.00**
 - Gas Ovens—"The Efficient," as above, with glass door, 42 1/2 inch wide, Monday... **2.75**
 - Cabinet Gas Hot Plate—On stand, 10 inch high, Monday... **4.25**
 - Three-burner, Monday... **5.25**
 - Digging Forks—With four steel prongs and socket, D handle, Monday... **35**
 - Lawn Rakes—Malleable cast-iron tooth, Monday... **15**
 - 12 tooth, Monday... **22**
 - 14 tooth, Monday... **26**
 - Spring Balances—Weight up to 25 pounds, regular 40c, Monday... **39**
 - Spring Balances—To weigh up to 10 pounds, regular 70c, Monday... **65**
 - Inside Horlock Lock Sets—With antique copies and knobs, complete, Monday... **35**
 - Clothes Line Pulleys—Galvanized, with three-inch wheel, Monday... **15**
 - Razors—"The Victor," the famous Boker make, 3/4 inch blade, ground thin and finely tempered, black handle, a good \$1.00 value, Monday... **75**
 - Carving Knives—Manufactured, warranted hand forged steel blades, 10 inches long, 2 1/2 inch wide at base, tapering to sharp point, black wood handle, 39 regular 45c, Monday... **39**
 - Collapsible Drinking Cups—Dull finish aluminum, non-rusting, 20 in best case, Monday... **20**
 - Children's Sets—Knives, fork and spoon in box, regular 25c, Monday... **15**
 - 5000 Feet Fancy Cotton Covered Gas Tube—Sold for 5c per foot, Monday... **45**
 - Children's Garden Sets—Three pieces, three sizes, Monday, per set... **15c, 25c and 35c**
 - The Grisvold Classic Gas Range—Most economical and satisfactory range, guaranteed, 4 burner and simmer... **116.50**
 - 4 burner and simmer... **118.50**
 - 2 burner, special... **99.75**
 - Extra large high broiler, regular range for... **23.50**
 - Notes—Over 2,000 of these ranges in use in Toronto.
 - The Jarvis Sanitary Safe Water Filter—Complete, including plumbing and attachment, Monday... **13.39**

Dinnerware, etc.



A Dinner Set of 102 pieces of genuine French Limoges china, a new open stock pattern, which means you can replace broken pieces at a nominal cost. Decoration is a neat rosebud band on a beautiful white translucent china body. The pieces are hand finished in solid gold. This is really an elegant dinner and tea set for twelve persons. For Monday, regular \$47.50, Monday bargain **35.00**

97 pieces English semi-porcelain dinner set with broad Cobalt blue band on edge and double reinforced gold lines; good, hard, smooth wearing body; all pieces are in new shape and up-to-date. Regular \$41.50, Monday bargain **29.00**

40 piece Tea Set in dainty Austrian china in a pleasing underglaze floral decoration trimmed in gold, 9 1/2 inch plates. Regular \$33.50, Monday bargain **25.00**

CHINA, ETC.

Odd Dinner Ware at Half Price.

1,000 odd pieces in dinner ware in neat Oriental blue design, with gold bands on edges.

Assortment comprising:

- Breakfast plates... **5c**
- Dinner plates... **6c**
- Butter dishes... **15c**
- Chocolate pots... **25c**
- Meat platters... **10c, 20c, 30c, 40c**
- Tankard jug... **15c**
- Vegetable dishes... **40c**
- Sauce tureen... **20c**
- Gravy boats... **15c**
- Pickles trays... **2c**
- 400 Tea cups and saucers in rich Japanese hand painted Nippon china ware, with intricate gold decoration, Monday special, each... **19**
- Ten plates to match... **10c**
- China Egg Cups, with nest gold band, Monday, special... **21**
- dozen... **2.00**
- Covered Butter Dishes in Austrian china, Reg. 40c, Monday, special... **19**
- Heavy Spun Brass Castors... **63**
- Umbrella Stands in Brush Brass (dish with solid brass handles) 4.98 Reg. \$8.50, Monday... **4.98**
- 50 only Jardinieres in genuine hammered brass, A snap... **1.49**

- 'RESSED GLASSWARE AND LAMPS**
- Bracket Lamp, complete in bronze finish, Reg. 90c, Monday bar... **39**
 - Tumblers, 1/2 lb. size, heavy glass, etched band, Monday special... **14**
 - Flower Vases, 1 1/2 inch high, Reg. 15c, Monday special... **15**
 - Crystal Jug, 1 1/2 inch high, Reg. 15c, Monday... **25**
- GLASSWARE**
- Tumblers in 1/2 lb. size and facing cut design, Reg. 35c, Monday... **1.50**
 - Celebrated 10c, Reg. 1.50, Monday... **2.49**

Dainty Silks, Suits, Coats, Waists and Millinery for Dainty Women

ASTER is upon us. Are you suitably and seasonably clad? There are dozens of stores ready and anxious to sell you dresses, hats and materials; but how many stores succeed in dressing the dainty woman daintily? We know of one store that can do this to the satisfaction of the dainty person herself. It is "The Simpson Store."

Beautiful Silks

DOUBLE WIDTH BLACK SILK \$1.48 PER YARD.

We have just 750 yards of Rich Black Dress Silk to sell at this price. Two silks of unquestioned quality are included. Deep full black satin duchesse mousseline and satin duchesse paillette, of guaranteed dye. This is an exceptionally low price for this silk, and affords an unusual opportunity of buying a rich black silk dress at a low figure; 40 inches wide. Monday special, per yard... **1.48**

3,000 yards Fashionable Colored Dress Silks; in satin paillette and satin merveilleux; almost every color represented, including ivory and black. Monday special, per yard... **.46**

Exclusive Dress Materials

The remaining shipment of a special English purchase of fully 50 pieces has been received this week; all the pretty new spring shades are represented; the weaves are the most fashionable and serviceable for spring suits and dresses; made from fine pure wool; thoroughly sponged, and unspottable. Every yard guaranteed to give perfect satisfaction in wear and appearance; width 44 to 54 in. wide. The usual price paid for this material would be from 85c to \$1.00 per yard. Monday we sell it at... **.68**

New Easter Millinery

The wealth of new Millinery for Easter week should prove a great attraction for Toronto women who like good style. Many new ideas will be shown for the first time, and some of the prettiest color combinations will be seen. New York has just sent us dozens of cases of hats that we know will prove to be very popular. These, with the novelty trimmings that have just come in, will be most interesting. We are specializing in our workrooms on hats at **5.00, 6.50 and 7.50.**

A Demonstration of H. and W. Corset Waists & Brassieres

Ladies and misses who wear Corset Waists or Brassieres will be interested in this announcement. A New York H. and W. expert will be with us for the next two weeks to demonstrate the adaptability of the famous H. and W. Waists and Brassieres to the needs of growing girls or woman who, for physical reasons, prefer a softer supporting garment than an ordinary corset affords. This expert advice will be given free for the asking, and all are cordially invited to take advantage of this exceptional opportunity.

- H. & W. Corset Waists for Girls, **75c and \$1.00** each.
- H. & W. Corset Waists for Misses, **\$1.00 to \$2.50** each.
- H. & W. Corset Waists for Women, **\$1.25 to \$2.50** each.
- H. & W. Brassieres for Women, sizes up to 44 bust, **\$1.25 to \$2.00** each.

First-Class Furniture

Dressers, in selected quartered oak, rich golden finish, also in mahogany finished, dull or polished, good drawer space, and heavy bevel plate mirror. Price... **18.50**

Dressers and Washstands, made in hardwood, and finished pure white enamel, good size, and well made. Price... **12.90**

China Cabinets, in quarter-cut oak, golden finish, bent glass door and ends, with mirror top. Price... **24.90**

Buffet Sideboards, in genuine quartered oak, good drawer and cupboard space, and large bevel mirror. Price... **29.80**

Dining Chairs, in solid quarter-cut oak, full box seats, with genuine leather seats; sets of 5 small chairs and 1 arm chair. Extra special Monday... **15.90**

At **Travelling Goods** At
25% 500 Pieces of 25%
discount **High Class Goods** discount

Including Trunks, Suit Cases, Club Bags, etc., which go on sale for the Easter vacation at 25 per cent. discount off "Simpson's" regular prices. The shipment includes goods at prices to suit every purchaser. Inspect full line in department, top floor.



Handsome Rugs

Arabic. These rugs, owing to their very fine texture and design, which rival the finest Oriental, are especially adapted for the drawing or reception room, 9 x 12 feet, \$70. Made in all sizes; prices in proportion.

Perfume Axiometer. Before rugs came into vogue this fabric was famous throughout the country as the standard for Axiometer Rugs. We can satisfy the quality of these rugs, and is one of the best wearing rugs made, and to any wearing qualities of a good Wilton, Terrace Wilton is recommended, 9 x 12 feet, \$32.50.

Brussels Rugs. There is no fabric equal to a good Brussels for the sleeping room. We stand behind the super quality which we sell at 3 x 6 being much admired and selling freely.

Three Days Special Selling of Swiss Curtains

- Swiss Curtains—In neat and effective designs, excellent wearing qualities, 40 and 50 inches wide, 3 1/2 yards long, Monday... **2.90**
- Swiss Applique Curtains—30 in. wide, 3 1/2 yards long, very artistically designed, and wonderful value. Monday's special... **1.79**
- Swiss Curtains—in a variety of neatly designed patterns, deep all-over insertion effects, heavy motifs, 30 in. wide, 3 1/2 yards long, exceptional value at Mon... **2.29**
- Swiss Curtains—In particularly handsome designs and fine quality net, 30 in. wide, 3 1/2 yards long. You will appreciate the low price to which this line is marked. 3.79 per pair Monday... **4.29**
- Swiss Curtains—That possess quality, style and attractiveness, perfectly finished, and guaranteed to give satisfaction, 50 in. wide, 3 1/2 yards long, Monday's special price, 4.29 per pair... **4.49**
- Swiss Curtains—Extra quality and exclusive designs, Monday... **6.99**

Spring Suits and Coats for Women and Misses

Just five more shopping days, and then Easter Sunday. Are you provided for yet? If not, come and examine our stocks, and you will be more than satisfied in the assortment of styles and sizes. You can make a selection easily, and be certain to have a suit or coat in one of the very latest fashions.

Here are descriptions of a few suits and coats which may help you to determine what style you would require:

A Misses' New Spring Suit, made of imported French serge; cut lined throughout with silk; in a smart square cut style, with new square back collar, trimmed with silk military braid; skirt fits neatly over hips; has semi-side pleats from knee line down to bottom of skirt; colors are grey and navy. Price... **18.50**

Woman's Strictly Tailored Suit of striped worsted, in navy or green tones, with black stripe effect; coat is lined with grey silk serge, fastens with three fancy buttons; new gored skirt, with small button trimming to match coat... **14.50**

Women's Suits of French Venetian, in brown, navy or black; semi-fitting coat; collar is overlaid with satin; fastens with three silk buttons; the new gored skirt, which fastens at left side... **15.50**

A Stylish Spring Coat, of covert cloth, in neat two-tone fawn stripe effect; semi-fitting back, with deep vents at sides; side gorie; cut in a new pointed panel effect; plain tailored, collar and revers; sleeves are finished with strappings of self at cuffs; trimmed with fancy buttons... **15.00**

Are you going out on the holiday? Why not be prepared for it? Nothing better than a smart Raincoat, suitable for either a rainy or cold day. Here is the coat you would like; it is of a rubberized silk, shepherd check; has semi-fitted back, and smart turn-over collar; sleeve has a cuff effect given by a bias fold of self, and is neatly trimmed with small buttons. Only... **16.50**

3 Special Waists Monday

A charming New York Waist, of all-over beautiful silk embroidery, one-piece kimona style, front, and extending right down sleeve, is a banding of lovely Cluny lace, with hand-work of colored silk embroidery, white only. A \$5.00 waist. Special Monday... **3.95**

A Dainty Little Waist, of black and white stripe, silk, nylon, made in collarless effect, and short kimona sleeve; entire waist is tastefully trimmed with black messaline silk, and small black buttons. A \$4.00 waist, Monday... **2.95**

A Smart Waist of fine Persian lawn, with soft front of lovely Swiss embroidery, in eclect design, clusters of finest pin tucking; closes invisibly in the back; full length; cuff sleeve, daintily tucked; sizes 32 to 42. Regular \$3.00, Monday... **1.95**

Girls' Dresses

They came our way at about half the maker's regular price. They go our way at the same reduction.

Girls' Tub Dresses, fine Scotch zephyr gingham, fancy blue and white or pink and white stripes; front and back trimmed with white embroidery; collar and cuffs of embroidery; short sleeves; sizes 2, 3, 4, 5, 6 years. Regular price \$1.50 each, Monday clearing at... **.75**

Girls' Dresses, fine percale, white ground, with blue, black or red polka dot patterns, trimmed with bands and piping of plain material, Dutch neck, three-quarter sleeves; sizes 6 to 14 years. Regular price \$1.65 each, Monday, each... **1.00**

Linens and Staples

VENETIAN LACE DOYLIES REDUCED.

Four lines very handsome Venetian Lace Doylies, in very pretty designs, specially reduced for Monday selling—

- 6 x 6 in. round, regular 25c, Monday... **15**
- 11 x 11 in. round, regular 50c, Monday... **35**
- 12 x 12 in. round, regular 60c, Monday... **50**
- 18 x 18 in. round, regular \$1. Monday... **75**

(Second Floor Yonge street.)

HONEYCOMB QUILT, \$1.48.

100 fine English-made Honeycomb Quilts, hemmed ends, large size, free from dressing, light weight for summer use. Special, Monday... **1.48**

\$4.50 TABLECLOTHS, \$2.75 EACH.

30 only, all linen double damask Table Cloth, large size, 2 1/2 x 2 1/2 and 2 x 3 yards, new bordered designs regular \$3.75 and \$4.50. Monday... **2.75**

\$2.00 HUCK TOWELS, \$1.00 PAIR.

75 pairs Irish make, all pure linen Huckaback Towels, large size, hemstitched ends, damask border, regular \$1.50, \$1.75 \$2.00, Monday, pair... **1.00**

HEMSTITCHED SHEETS, \$2.38 PAIR.

100 pairs English Hemstitched Sheets, full bleached, full size, free from dressing, fine firm weave. Special Monday... **2.38**

Monday Groceries

Finest Gold-dust Cornmeal, per stone, 30c. Pure Codfish, in 2 lb. box 25c. Choice Picnic Hams, 6 to 8 lbs. each, per lb. 15c. Canned Apples, gallon size, tin, 27c. Finest Split Peas, 8 lbs., 25c. Aylmer Evaporated Tillsen's Premium Oats, package, 23c. Ivory or Silver Gears Starch, 6 lb. tin, 53c. Old Dutch Cleanser, 3 lbs., 25c. Powdered Ammonia, 3 packages, 25c. Sun-light or Surprise Soap 6 cakes, 27c. Santa Claus Soap, 6 cakes, 25c.

Telephone direct to Department.
5 LBS. CELEONA TEA, \$1.10.
1,000 lbs. pure Celeona Tea, of uniform quality and fine flavor, black or mixed, Monday, 5 lbs... **1.10**

Boys' Negliges

Boys' Negliges, for Easter wear, new patterns and designs, small American cuffs, large in the body and full length, all our boys' negliges are made from the short ends of materials that men's shirts are made from, which sell at 75c and \$1.00. Special Monday... **.50**

1000 Garments Boys' Merino, natural shade, soft and guaranteed non-irritating to the most sensitive skin; these are made by one of Canada's leading manufacturers, and are good buying at this special price; sizes 22 to 32. Each garment, Monday... **.35**

Extra Special

748 Men's Flannelette Night Robes, in shades of blue, pink and fawn, with stripe effects; these robes are made of English flannelette, large and roomy; sizes 15 to 19. Special Monday... **.59**

English Tweed Two-Piece Suits, in grey hair-line stripe pattern, showing a faint blue thread stripe interwoven; cut on the new double-breasted models, with close-fitting collars and long lapels; pants bloomer style, made extra large and roomy; sizes 26 to 33... **7.00**



Boys' Russian Eton Wash Suits, made from a fine fancy pique, in white ground, with pale blue and black stripes; cut double-breasted style with white drill Eton collar and belt, finished with double row of white pearl buttons down the front; pants elastic bloomer style; sizes 2 1/2 to 6 years... **1.50**

Boys' Spring and Summer Clothing

Boys' English Tweed Two-Piece Bloomer Pant Suits, in a dark grey stripe pattern, showing faint fancy colored thread stripes, double-breasted style, nicely tailored and finished with good quality linings and trimmings; sizes 26 to 30... **3.50**

Scotch Tweed Two-Piece Suits, mixed light grey, showing faint red and green alternate thread stripes, latest double-breasted style, with nicely built shoulders and neat shaped lapels; pants bloomer style, fastened with strap and buckle at knee; sizes 26 to 30, 4.25; sizes 31 to 34... **4.75**

See Page 17 for Special Shoe Ad

The Robert SIMPSON Company Limited