

# Simpson's Buyers Gather Bargain Offerings for Everyone!

STORE OPENS AT 8.30 A.M.

TORONTO, APRIL 20, 1915

STORE CLOSSES AT 5.30 P.M.

## Are You a Member of the Home Lovers' Club?

ELSEWHERE on this page you will find listed some of the most sensational bargains in house-furnishings ever offered in this country. Not only are prices not increased by war-time conditions, but we are able to offer some of our most beautiful pieces at exactly half their regular marked price.

We believe many people need the things we have to offer, but they hesitate just now to spare their ready cash. That is where the Home Lovers' Club comes in. You can come down tomorrow and choose what you wish, deferring your payments over a whole year if necessary. You pay nothing in the way of interest. You may choose bargain articles just as freely as any others. All relations between us are confidential. You apply to the Home Lovers' Club, 4th Floor, for an account—then pick what you need.

What easier way could there be to fill your own home's needs? Or to settle the question: what shall I give the Bride?



## Good Hosiery Priced at Special Selling

**BOYS' AND GIRLS' Fine Ribbed Black Cotton Hose, "seconds," seamless; fast, stainless dye; strong yarn; splendid spring hose; superior quality; extra splicing at heel, toe and sole; sizes 5 to 10. Would be 16c if perfect. Wednesday, 10c.**  
Women's Thread Silk Hose, manufacturers' "seconds," in black and white, sheer, fine weave; lisle thread top; spliced heel, toe and sole; sizes 8 1/2 to 10. Would be 50c if perfect. Wednesday, 25c.  
Women's Plain Lisle Thread Hose, tan, smoke, gold, tan, red, navy, Copenhagen, black and white; extra fine quality; perfect finish; sizes 8 1/2 to 10; 35c and 40c value. Wednesday, 25c.  
Boys' and Girls' Ribbed Black or Tan Cotton Hose, seamless; medium weight, fast dye, extra good wearing; spliced heel, toe and sole; sizes 5 to 10. Wednesday, 12 1/2c.  
Children's Ribbed Black Cashmere Stockings, seamless, English make, extra strong finish, double knee, reinforced heel, toe and sole; sizes 6 to 10. Special, Wednesday, 3 pairs 55c; pair, 19c.

## THE GROCERIES

- TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100.
- 4000 packages Redpath's Granulated Sugar, in 5-lb. packages, only six packages to a customer. Pkg. 35c
  - 2000 stone Fresh Rolled Oats, per stone 50c
  - Choice Side Bacon, trimmed, half or whole. Per lb. 21c
  - Clark's Pork and Beans, in Chili sauce, tall tin. 3 tins 25c
  - Choice Pink Salmon, 1/2-lb. tins, 3 tins 25c
  - Choice California Prunes, 2 lbs. 25c
  - Finest Japan Rice, 3 1/2 lbs. 25c
  - Essential Shortening, 5-lb. pail 35c
  - Fresh Butter, 1 lb. 15c
  - Teller's Cream Soda Bicuita, 3-lb. box 25c
  - Macaroni or Spaghetti, 3 packages 25c
  - Barmer Brand Yam, assorted, 5-lb. pail 45c
  - Pure Gold Quick Puddings, assorted, 3 packages 25c
  - One car Choice California Sun-kist Oranges, sweet and seedless. Per dozen 23c
  - Finest Merguez Lemons, per dozen 15c
  - Campbell's Soup, assorted, 2 tins 25c
  - Grapes, 2 packages 25c
  - E. D. Smith's Pure Orange Marmalade, 16-oz. jar 15c
  - Finest Canned Peaches, Regularly 15c. Per tin 15c
  - Macoonche's Bloaters Paste, Per tin 15c
  - Pure Gold Salad Dressing, 3 packages 25c
  - Knox's Gelatine, 2 packages 25c
  - Blue Bell Jelly Powders, assorted, 4 packages 25c
- FRESH ROASTED COFFEE, PER LB., 27c.  
1000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, per lb. 27c

## The Grace of Custom-Made Clothes in Ready-to-Wear Suits for Women

THE SMART, EASY-FITTING LINES that speak of good tailoring and a thorough mastery of the most acceptable styles—these are the noticeable features of the new suits we are offering in the third floor department tomorrow.

**69 SERGE SUITS IN BLACK OR NAVY** offer a full assortment in sizes from 14 years to 42 inches, seven of the newest styles; tailored coats, pleated, belted or button trimmed, silk or satin lined; skirts plain tailored, with yoke or full graceful flare. Special, Wednesday, **\$16.95.**

**COATS FOR MISSES, \$3.95.**  
50 only, of serge, tweeds, checks and fancy fabrics; large variety of styles; colors of navy, Copenhagen, tan, gray, brown and mixtures. Clearing Wednesday at **\$3.95.**

**DRESSES FOR AFTERNOON OR STREET WEAR.**  
A nice assortment of silk crepes, taffetas and wool gabardines, in black, dreadnought gray, Copenhagen, rose, sand and green; dainty models with lace or chiffon bodice and wide skirts, shirred or plain at waistline, and nicely finished with wide crushed girdle or narrow belt of self material, fastened in front with ivory buckle; other tailored styles for street wear have wide flare skirts, waists with pointed plenum to give coat effect, and high military collar. Well made and the very latest in design. Wednesday, **\$15.00.**

## Men! Fill Up Your Chifonier With These Good Furnishings

**MEN'S PLAIN WHITE SOISETTE SOFT SHIRTS.**  
**REVERSIBLE** Collar Style, fine silky finish quality, sizes 14 to 16 1/2 only. Each, **\$1.00.**  
Extra Large Size British-Made Night Robes, good quality flannel, assorted shades, collar, pocket; all sizes. Each, 75c and **\$1.00.**  
Fancy Striped and Plain Colored Soisette Pyjamas for Men, silk frogs, smartly made, all sizes; \$2.00 values. Wednesday, special, suit, **\$1.50.**

**AN EXTRA VALUE.**  
200 Suits of Men's Combination Underwear, in white soisette, porous and mesh knit, balbriggan, nainsook, etc. These are sample garments of several manufacturers, and some counter-soiled suits from stock; all sizes in the lot. Regularly \$1.00 and \$1.25 per suit. Wednesday, suit, 68c.  
Men's Neglige Shirts, with laundered cuffs, coat style, fancy stripes; also black and white; sizes 14 to 16. Wednesday, each, 39c.

## Footwear of Merit in Wednesday's Sale

**MEN'S \$4.00 BOOTS, WEDNESDAY, \$2.99.**  
**SEVEN HUNDRED AND FIFTY PAIRS**, from one of the best boot makers in Canada; button, lace and Blucher styles; fine gunmetal calf, spring weight soft patent colt, and smooth mahogany leathers; Goodyear welt soles, smooth flexible inner soles; English flange heels, recede and round toe shapes. Plenty of sizes in each line; sizes and half sizes, 6 to 11. Regularly \$4.00. No mail orders. Wednesday, **\$2.99.**  
**BOYS' BOOTS, 11 TO 13 1/2, WEDNESDAY AT \$1.69.**  
400 Pairs of Excellent Spring Boots, in lace pattern; best quality fine-grain box calf leathers; solid sole leathers that will stand hard wear; all are made on neat, easy fitting lasts; sizes 11 to 13 1/2. No mail orders. Wednesday, **\$1.69.**

**CHILDREN'S NEW MILITARY BOOTS, \$1.49.**  
250 pairs of these very popular boots, in button style, selected black calf, patent colt and tan calf leathers; some are trimmed with patent leathers; low and spring heels; foot-form toe shapes; best quality lining; every pair high-grade manufacture; sizes 5 to 10 1/2. Regularly \$2.75. No mail orders. Wednesday, **\$1.49.**  
**QUEEN QUALITY SAMPLE LOW SHOES, \$2.49.**  
300 Pairs of these Superior Spring Low Shoes, in the newest and best styles; nearly every leather and leather combination is shown in the lot; sizes 3 1/2 to 4 1/2. Regularly \$4.00 to \$6.00. Slipper Section. No phone or mail orders. Wednesday, **\$2.49.**

**LADIES' NEW SPRING BOOTS, \$2.95.**  
Several Hundred Pairs of Beautiful, Stylish Boots, with cloth and dull kid tops; the vamp leathers are soft, flexible patent colt, velvet-finished kid and dull calf; fine flexible soles; Cuban and spool heels; new narrow toe styles, with and without toe caps; all are from a leading maker of fine footwear; sizes 2 1/2 to 7; plenty of sizes. Regularly \$4.00. No mail orders. Wednesday, **\$2.95.**

## The Essentials of a Man's Wardrobe

It is the endeavor of our Men's Store to supply every need of every man's apparel, and at prices that will meet the limitations of his resources. These items are for the benefit of Wednesday's visitors to the department.

**THE HEATHER MIXED TWEED WATERPROOF COAT.**  
From a well-known Scotch manufacturer, has Raglan shoulders, and is a loose, long, roomy garment. The material is a heather-mixed tweed, with a worsted back, in fancy check patterns; all seams sewn, stitched and cemented; absolutely waterproof. Sizes 34 to 46. Price, **\$12.50.**

**MEN'S \$2.50 TWEED TROUSERS AT \$1.59.**  
In gray and brown striped designs. Sizes 32 to 42. Special price, **\$1.59.**

**THE "SURREY" TOP COAT**  
for men is an American model, with loose back; a short length Chesterfield, with soft roll lapels, patch pockets, narrow shoulders and set-in sleeves; the material is an English light gray tweed; sizes 34 to 40. Price lowered one-third. Wednesday, **\$12.50.**

**THE ENGLISH SPORTS COAT**  
for golfing and out-of-door wear, made from Irish tweed, in light gray, showing a color thread in check pattern, single-breasted, four outside patch pockets. Price, **\$8.00.**

## Men's Featherweight Stiff Hats

**CHRISTY'S** London manufacture, best finish. Specially priced at **\$2.50.**  
Christy's 2-oz. Soft Hats, in black, slate and dark gray, full crown with medium wide brims; excellent quality fur felt. Extra good value at **\$2.50.**  
Finest Italian-Made Soft Hats, new shapes and new colors of brown, gray, tan and green; superb quality and style in every hat. Special price, **\$3.50.**

## The Boys' and Youths' Special Section

carries exceptionally nice suits for boys, big and little. The styles are the very latest for the slim lads, and the heavy ones, well tailored, from attractive materials.

**WELL-TAILORED SUITS FOR YOUTHS.**  
Blue Serge Suits, in snappy, single-breasted style, with soft roll lapels; English cut, two-button style, fitting in at waist; high-cut vest, and long, narrow-cut trousers; serge linings; sizes 32 to 35. Special showing, Wednesday, at **\$12.50.**  
**A \$5.00 SUIT FOR BOYS.**  
Single-Breasted Norfolk Suits, with full-cut bloomers; all-wool English tweeds, in gray, striped and checked patterns; sizes 25 to 34. Wednesday, **\$5.00.**

## Savings on Bed Linens

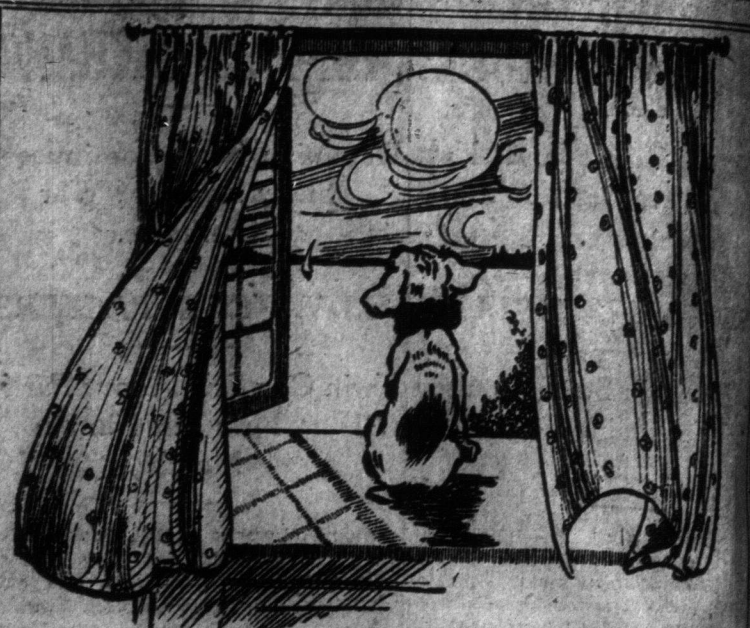
**PLAIN BLEACHED SHEETS**, sturdy quality, sizes 70 x 90 and 80 x 90 inches, ready for use. Regularly \$1.40 and \$1.65 pair. Clearing Wednesday, **49c** each.  
Circular Pillow Cotton, heavy English make, free from filling, 42 inches wide. Regularly 28c. Wednesday, **22c.**  
Gray Military Blankets, weight 10 lbs., size 72 x 92 inches. Per pair, **\$5.50.**  
Snowy White English Satin Bed Spreads, pretty floral and conventional designs. Regularly \$3.50. Wednesday, **\$1.95.**  
Fine Bleached Twilled Cotton, 36 inches wide, splendid quality for making night shirts. Regularly 15c yard. Clearing Wednesday, **12 1/2c** yard.  
Bleached English Longcloth, fine even weave, 36 inches wide, in 12-yard lengths. Regularly \$2.25. Special, Wednesday, 42 yards for **\$1.75.**

## Wall Paper Economies Tomorrow

**YOU WILL FIND HERE 3680** Rolls of Imported and Canadian Papers, in floral, stripe, figured designs, in green, blue, brown, tan, pink or mauve, for parlors, dining-rooms, bedrooms or halls. Regularly 15c roll, Wednesday, **9c.** Regularly 25c roll, Wednesday, **17c.** Regularly 35c roll, Wednesday, **24c.** Regularly 50c roll, Wednesday, **36c.** Regularly \$1.00 roll, Wednesday, **64c.**

## Wash Goods Materials

**TWENTY-SEVEN INCH** Plain Colored Striped Muslins, a very special purchase of 8000 yards, in Copenhagen, pink, crimson, navy, green, sky, lavender, etc. Regularly 15c. Wednesday, **8 1/2c.**  
36-inch Indian Head, all white, a heavy weave of English manufacture. Regularly 15c. Wednesday, **9 1/2c.**  
40-inch Voiles, in white, with dainty silk embroidered designs, in mauve, yellow, sky, royal and gray. Per yard, **\$1.00.**  
28-inch Crepe Voiles, in white, with checks and dainty embroidered designs, in mauve, tango, rose and blue. Per yard, **50c.**  
40-inch Black and White Voiles in a large assortment of stripes and checks; also some floral designs. Special, per yard, at **29c.**  
28-inch White Muslins, in stripes, cross-bars and spots. Special, per yard, **15c.**  
28-inch Plain Seersuckers, in sky, pink, Copenhagen, mauve and white. Per yard, **25c.**  
30-inch "Duro" Nurses' Cloth, in a large assortment of stripes and plain shades. These goods are guaranteed fast colors. Per yard, **25c.**  
42-inch Bedford Suitings, in Alice, navy, green, tan, yellow, amethyst, mauve and black. Special, per yard, **29c.**



## Halt-Priced Furniture Tomorrow

**BEDROOM SUITE**, in solid mahogany, French gray finish, "Adam" design, plate glass tops, suite consists of chiffonier, dresser, desk, bedside table, somnol and twin beds. Regularly \$1200. Sample Sale price, **\$595.00.**

Library Table, oak, "Elizabethan Period." Regularly \$160.00. Sample Sale price, **\$80.00.**  
Parlor Table, walnut, "Louis XVI." design, glass top. Regularly \$40.00. Sample Sale price, **\$20.00.**  
Parlor Table, mahogany, "Louis XVI." design, glass top. Regularly \$57.50. Sample Sale price, **\$28.75.**  
Macey Bookcase, quartered oak, "Colonial" design. Regularly \$60.00. Sample Sale price, **\$30.00.**  
China Cabinet, mahogany, "Colonial" design. Regularly \$96.00. Sample Sale price, **\$48.00.**  
Piano Bench, in mahogany, beautifully inlaid. Regularly \$36.00. Sample Sale price, **\$18.00.**  
Parlor Cabinet, in leaf gold, plate glass shelves. Regularly \$90.00. Sample Sale price, **\$45.00.**  
Dresser, in cream enamel, "Adam" design. Regularly \$250.00. Sample Sale price, **\$125.00.**  
Dressing Table, cream enamel, "Adam" design. Regularly \$239.00. Sample Sale price, **\$119.50.**  
Desk, cream enamel, "Adam" design. Regularly \$134.00. Sample Sale price, **\$67.00.**

Arm Chair, mahogany, loose cushions in leather. Regularly \$36.00. Sample Sale price, **\$18.00.**  
Arm Chair, mahogany, spring seat, in morocco. Regularly \$29.00. Sample Sale price, **\$14.50.**  
Arm Chair, mahogany, loose cushions, in morocco. Regularly \$54.75. Sample Sale price, **\$27.50.**  
Arm Chairs and Arm Rockers, in imitation leather. Regularly \$8.00. Sample Sale price, **\$4.95.**

Bedroom Suite, Circassian walnut, "Louis XVI." design, chiffonier, dresser, dressing table and bed. Regularly \$548.00. Sample Sale price, **\$274.00.**  
Bedroom Suite, bird's-eye maple, inlaid, chiffonier, dresser, dressing table, costumer and twin beds. Regularly \$379.00. Sample Sale price, **\$189.50.**  
Dresser, mahogany finish, "Colonial" design. Regularly \$27.00. Sample Sale price, **\$21.75.**  
Parlor Suite, mahogany, settee, arm chair and arm rocker, seats silk tapestry. Regularly \$34.00. Sample Sale price, **\$24.00.**

Dining-room Chairs, quarter-cut oak, fumed or golden finish, seats in genuine leather, five small and one arm chair. Regularly \$17.50. Sample Sale price, **\$12.85.**  
Extension Dining Table, in quarter-cut oak, golden or fumed finish, round top, deep rim, extending to 6 feet, round pedestal. Regularly \$18.50. Sample Sale price, **\$12.65.**  
Baking Cabinet, made of hardwood, natural finish, white maple top, 40 x 36 inches, large cutlery drawer and divided flour bin. Regularly \$6.25. Sample Sale price, **\$4.35.**  
Baking Cabinet, hardwood, natural finish, white top, 48 x 36 inch, cutting and kneading boards, cutlery and linen drawers, two flour bins. Regularly \$8.50. Sample Sale price, **\$6.50.**  
Kitchen Cupboard, hardwood, golden finish, top has two large glass doors, bottom has two cutlery drawers and double door cupboard. Sample Sale price, **\$10.75.**  
Extension Couch Bed, strong steel frame and springs, covered in green denim, with valance. Regularly \$9.75. Sample Sale price, **\$6.95.**

**New Window Draperies**  
**ENGLISH TAFFETAS and Hand-Blocked Cretonnes**—A limited quantity, designs on dark or light grounds, 50 inches wide, ideal material for furniture covering or curtains. Regularly \$2.50 per yard. Wednesday, **\$1.25.**  
Sunfast Casement Cloth—For the curtains of the sunroom or living-room; 22 inches wide, green or brown only. Wednesday, 25c.  
Russian Rep—A new material, fast color, 50 inches wide; green, brown, red or blue. Wednesday, **\$1.25.**  
English Washing Chintz—For bedrooms or living-rooms; 31 inches wide. Wednesday, 45c.  
Futurist Chintzes—Wonderful color combinations, quite the newest for sunroom cushions or furniture, printed on a fine grade of rep; 36 inches wide. Wednesday, 69c.  
Heavy Tapestry Cretonnes—Heavy quality for furniture; the designs are reproductions of French tapestries; 36 inches wide. Wednesday, 77c and 88c.

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# The Robert Simpson Company, Limited