

The Robert SIMPSON Company Limited

Telephone Number Main 7841

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H. H. FUDGER, President. J. WOOD, Manager.

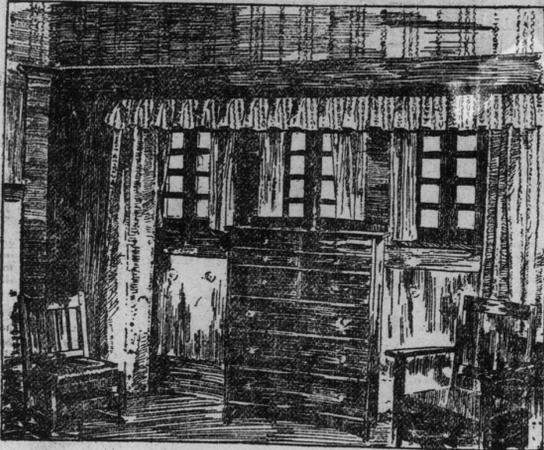
Store opens 8 a.m.

Store closes 5.30 p.m.

PROBABILITIES: Strong winds and gales, shifting to west and north; rain, tending to abate.

Saturday, April 23, 1910.

Thirteen Special Considerations in Our Housefurnishing Dept.



Bedroom Furniture "Specialized"

YOU should take a little trip of inspection to our Furniture Department on Monday. The scope and beauty of our new stock will surprise you.

We have a big extra surprise in the Bedroom Section—a discounted lot of Bedroom Furniture.

Complete Bedroom Suites, in mahogany, elaborately carved, consisting of dresser, chiffonier, dressing table, washstand and bed. Regular \$391.50. Monday \$279.00.

Bedroom Suite, in Circassian walnut, handsome design, dresser, chiffonier, dressing table, somnoe and bed. Regular \$382.50. Monday \$259.00.

Bedroom Suite, in Circassian wal-

Wall Paper at Moderate Prices



WE don't lay any enthusiastic stress upon cheap wall papers but we do claim a splendid stock of moderate price papers. You ought to see our papers this spring.

By the way—burlaps, for kitchen, bathrooms, dens and so forth. We have an underbought lot—30c goods for 23c.

1,000 yards Green and Red Dyed Burlap, one yard wide, any quantity. Regular to 30c. Monday 23c.

3,600 rolls Imported Wall Paper, for best rooms, in greens, browns, blues, greys, etc., good effects. Regular to 35c. Monday 14c; regular to 65c. Monday 27c.

70 yards only Japanese Leather, odd lengths, made in Japan. Regular to \$1.50 yard. Monday, per yard 65c.

5,000 feet Room Moulding, in white enamel and imitation oak. Special 1/4c foot.

Ask for new Bedroom Paper, in cut-outs and lower, base and corners.

Silverware at Simpson's

BUYING Silverware at this store is just like buying ordinary merchandise. We don't charge you at impressive rates so as to add to the dignity of your purchase. We believe that quality or the lack of it speaks for itself.

50 BUTTER DISHES, silver plated stand, English china butter plate, Crown Derby colors, complete with butter trowel, handle to match plate. Regular \$3.75. Monday \$2.98.

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EVERY section of this Carpet and Curtain stock contains items worthy of very special consideration.

Just let us run over the floor with but one example from each section. Each of these items is noteworthy for newness and for excellence of quality at the price.

SPECIAL CONSIDERATION NO. 1

Scotch Printed Linoleum in the new matting patterns. The hard, cold look of ordinary linoleum is obviated in this matting effect. 35c a yard.

SPECIAL CONSIDERATION NO. 2

A new stock of Art Squares, all wool, good reversible patterns and in all of the desirable colorings. Light, serviceable, easily cleaned and really artistic.

2 1/2 x 3 yards, each. \$4.75

3 x 3 yards, each. \$5.75

3 x 3 1/2 yards, each. \$6.75

3 1/2 x 4 yards, each. \$7.75

SPECIAL CONSIDERATION NO. 3

Brussels at 90c. A serviceable quality in both light, medium and dark colorings, so you can suitably select for halls, stairs, dining-rooms or bedrooms, borders to match. Per yard 90c.

SPECIAL CONSIDERATION NO. 4

Seven new patterns and colorings, in an extra heavy Axminster Carpet, borders to match, wonderful value at this price. Per yard \$1.35.

SPECIAL CONSIDERATION NO. 5

50 only, English-made Seamless Best Quality Tapestry Rugs, reproducing in design and coloring a fine Axminster

medallion in blue, green, moire field in softer green, flowers in subdued rose tints.

3 x 3 1/2 yards, special. \$10.50

3 1/2 x 4 yards, special. \$11.50

SPECIAL CONSIDERATION NO. 6

A new shipment of English Willow Rugs in bedroom, blues, greens, rose, etc., self-colored and small neat designs.

6.9x9. \$18.00

9x9. \$21.00

9x10.6. \$24.50

9x12. \$30.00

12x11.3. \$40.00

13.6x11.3. \$45.00

SPECIAL CONSIDERATION NO. 7

Prairie grass woven artistically for verandahs, weatherproof and picturesque.

27-in. Crex Matting, with plain borders. Per yard 35c.

36-in. Plain Crex Matting. Per yard 45c.

36-in. Bordered Crex Matting. Per yard 50c.

Crex Mats. Each 35c.

Crex Rugs, 6x9 ft., \$4.00.

SPECIAL CONSIDERATION NO. 8

New Colonial Silkline, 36 inches wide, very silky finish, Oriental, floral, Dutch and stripe designs, finest range in the city.

Per yard 15c.

SPECIAL CONSIDERATION NO. 9

Figured Denims which look like tapestry, 36 inches wide, neat designs, a very durable fabric, good for mission cushions. Per yard 40c.

SPECIAL CONSIDERATION NO. 10

The newest in Sash Curtaining, 50 inches, fine, medium and coarse mesh, extremely effective. Fine for living rooms furnished in fumed oak. Per yard 40c to \$1.00.

SPECIAL CONSIDERATION NO. 11

Nottingham Curtains of the finest possible weave, 50 inches wide 3 yards long, a splendid range of new and particularly charming designs. Per pair \$2.50.

SPECIAL CONSIDERATION NO. 12

Beautiful Couch Rugs, 60 inches wide 3 yards long, reproductions of fine silk Persian carpets. Each \$12.00.

SPECIAL CONSIDERATION NO. 13

Bamboo Verandah Shades, thoroughly dyed and well woven on extra heavy colored warp, complete with pulleys.

4x6 feet, each. \$1.00

6x8 feet, each. \$1.40

8x8 feet, each. \$2.00

10x8 feet, each. \$2.50

Three Attractive Silks to Keep in Mind this Season

Swiss Satin Paillette and Satin Messaline, a most attractive silk that is giving excellent satisfaction for afternoon and evening wear, rich silk that is capable of all the fashionable effects of the vogue; the colors range from the soft pastel tones to rich dark hues; ivory and black included. Prices are: Single width, 75c yard; double width, \$1.50 yard.

Rich Dresden Messaline, certainly one of the richest and most effective silks of the season; you will find they include those soft, delicate shades for evening and reception gowns, and the rich, dark, full colors for street and afternoon gowns; a profusion of colorings, as Adriatic blue, syringe, argente, violet, brule, fragoird, Atlantic grey, periwinkle blue, hyacinth, etc., in all a hundred of the season's most wanted colors, plain or chameleon. Prices: Single width, \$1.00 per yard; double width, \$2.00 per yard.

New Novelty Checks and Stripes and Overchecks, in navy and white, black and white, brown and white, grey and white, green and white, etc., in silks we recommend for wear. French Louise, chiffon taffeta, etc. They are particularly smart for semi-tailored effects. Prices are 85c and 85c per yard.

A Belt Talk

New York says belts are "good," and that patent leathers and French Persian beltings are in the lead. We have just passed into stock, direct from Lyons, the handsomest range of Persian beltings ever imported into Canada. Call at our Belt Dept. and see this Persian exhibition of belts and beltings.

Monday's Grocery News

Finest Gold Dust Cornmeal, per stone 32c.

Choice Evaporated Peaches, 3 lbs. 25c.

Picnic Hams, 6 to 8 lbs. each, per lb. 16c.

Choice White Beans, 6 lbs. 25c.

Pancy Jam, 1 lb. 25c.

Quaker Puffed Rice, 3 packages 25c.

Pure Marmalade, 5-lb. pall 40c.

Ivory or Silver Gloss Starch, 6-lb. tin 15c.

Old Dutch Cleanser, 3 tins 25c.

Ammonia Powder, large package, 3 packages 25c.

Whitening Soap, 6 bars 25c.

Telephone direct to department.

5 LBS. PURE CELONA TEA \$1.00.

1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed, Monday, 5 lbs. \$1.00.

More Black Dress Goods to Increase Our Variety

WE announce a big shipment of high-class Black Dress Goods from two well-known makers of English black dress fabrics and suitings. We have full selling control of these goods, and they are all stamped Simpson's guaranteed. Absolutely fast dyes, and all beautifully rich shades of black, jets and blues. Permanent finish and pure wool. They include all the latest and fashionable fabrics.

Tussah Shantung. Chiffon Voiles. Taffeta Cloths. Silk Stripe and Embroidered Voiles, etc.

Bengalines. Satin Cloths. Panamas. 46 in. to 54 in. wide.

Cashmere de Soie. Suitings. Tudor Cloths. 65c, 75c, 85c, \$1.00 to \$3.00 yard.

Broadcloths. Mohairs. Cord de Chine.

San Toys. We specially emphasize: 2,000 yards Choice Dress Fabrics and Worsteds Suitings, French Panamas, Wool Poplins, fine and medium mesh Voiles, Taffeta Cloths, Cord de Chine, Venetian Cloths, Mohairs, silk stripe Taffeta Cloths, etc. All are guaranteed pure Botany wool, permanent dyes and finish, beautiful rich blacks, excellent qualities. 42 in., 44 in., 46 in., 85c yard.

Our Staple Department is Ready. Second Floor, Yonge Street.

A GREAT big luxurious department for you to shop in, offering every comfort and convenience. A great big carefully selected stock of household linens, beddings, cottons, shirtings, etc., which for range, quality, value, and careful selection in every detail leaves nothing further to be desired. We are ready—ready for housecleaning season, for the fitting up of summer homes, for the spring weddings, when young people are selecting for their new homes and sensible friends are sending them useful presents; ready for active spring business.

Monday is our day to demonstrate, the day housekeepers like best to come. We invite you to share in the good service our Staples Department offers customers this spring.

FIRST, TABLE LINENS.

We cannot say what we feel we should say to do this stock justice. No really new and handsome design has been left out, and to make an ideal selection for you to select the round designs, which can be used on either round or square tables.

Sets of one Cloth and one dozen Napkins to round or square tables. 21 x 21 inch tea napkins to 2 1/2 x 3 1/2 cloths, and 27 x 27 inch napkins. Per set \$3.95 to \$5.00. Also a complete stock of Separate Cloths, in all sizes. Hemstitched Cloths and Napkins, in a full range of exclusive goods, at prices to make it worth your while.

A special feature is our Round Scalloped Satin Damask Table Cloths, in 2 1/2 x 2 1/2 and 2 1/2 x 2 1/2 yard sizes, at each \$3.00, \$3.50, \$4.50, \$6.00, \$7.75.

MONDAY "SPECIAL"

150 All Pure Linen Bleached Satin Damask Table Cloths, 2 x 2, 2 x 2 1/2 and 2 x 3 yards, also a few odd sizes, a few manufacturers' seconds, etc. Regular prices up to \$3.00 each. Monday \$1.69.

THEN FANCY LINENS.

Everything with a newness, daintiness and attractiveness peculiar to this store.

Beautiful Irish Crochet Sets, for luncheons. Per set \$12.50 to \$42.50. Beautiful Venetian Laces, new designs, all sizes, from 20c to \$6.50.

Also sets and odd pieces in Madras, all sizes, from 20c to \$6.50. French Cluny, Neapolitan, Italian filet, etc., etc., from 25c to \$15.00 each.

Just to hand some very dainty, rich, single and double satin damask Luncheon Napkins, and Serviettes to match; these are scalloped or spoke hemstitched; the serviettes are 15 x 15 inches, sold either in sets or separate; Hemstitched Cloths and Napkins, in a full range of exclusive goods, at prices to make it worth your while.

SPECIAL.

150 pieces, an assorted lot of Irish Embroidery, French Cluny, handsome Jap goods, etc.; a mixed lot, all sizes. First come best choice. All one price, each, Monday 98c.

PILLOW CASES AND BED SPREADS.

Finest Irish Hand Embroidery, in spoke hemstitched or scalloped Pillow Cases, Bed Spreads, Sheets, Bolster Rolls, Shams; the prettiest work Ireland can turn out; ready for initialling. See them Monday.

The Basement Sale Offers China, Glassware, Kitchenware, Woodenware, Hardware and Lighting Fixtures

CLEARING OUT DINNERWARE AT "ROCK BOTTOM" PRICES.

57-piece Dinner Set in English-walnut, floral design in blue and green, will sell 30 sets at regular \$6.25, for 2.75. Monday \$2.49.

English Semi-porcelain set of 97 pieces, in a very pleasing design of green and yellow, regular \$12.50. Monday \$7.98.

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French Limoges China Tea Sets of 35 pieces, in three decorations, all pieces heavily gold stippled, regular \$9.50. Monday \$7.98.

A really beautiful French Limoges China Set of 115 pieces, which will serve for breakfast and dinner sets. The pattern is the Coronet, and an odd stock pattern, regular \$11.50. Monday \$9.98.

200 Alarm Clocks, nickel and copper finish cases, single and double bells, repeaters and other alarms, lever to stop bell, guaranteed reliable timekeepers. Regular value \$1.25 and \$1.50. Monday 79c.

Thin Blown Table Tumblers, size 7 and 8 oz., regular 60c dozen, for each 4. Monday \$2.98.

Ice Cream Dishes, colored pattern, regular 10c. For 5. Monday \$2.50.

Pressed Glass Sugar, pint size, regular 15c. Monday 9c.

Paper Lamp Shades, in red, green and blue, regular 15c. Monday for 11c.

Stand Lamps, complete, reg. 50c. Monday for 29c.

Pots' Iron Handles, Monday \$1.98.

Galvanized Tub, with wringer attachment, three sizes, Monday, 4 1/2, 7 1/2 and 8 1/2. \$1.98.

Galvanized Clothes Lines—30 ft. Monday, 13c; 100 ft. Monday, 26c.

6 Doz. Clothes Pins, reg. 10c. Monday, 5c.

4 Doz. Washboards, Monday \$1.98.

Glass Washboards, Monday \$1.98.

Chop-Ladders, with rail racks—\$1.98.

4-ft. Monday \$1.98.

5-ft. Monday \$2.48.

6-ft. Monday \$2.98.

7-ft. Monday \$3.48.

8-ft. Monday \$3.98.

9-ft. Monday \$4.48.

10-ft. Monday \$4.98.

11-ft. Monday \$5.48.

12-ft. Monday \$5.98.