

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

THE ROBERT

SIMPSON

COMPANY LIMITED

PROBABILITIES.
North to west winds; few light showers, but mostly fair.

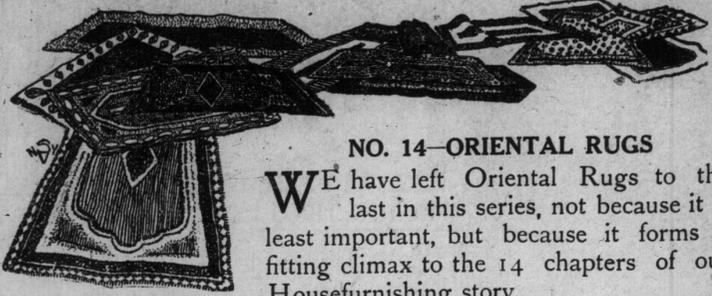
THE ROBERT

SIMPSON

COMPANY LIMITED

MONDAY, MAY 17

14 Housefurnishing Depts. Combined in One



NO. 14—ORIENTAL RUGS

WE have left Oriental Rugs to the last in this series, not because it is least important, but because it forms a fitting climax to the 14 chapters of our Housefurnishing story.

Rich travelers, often from America, think to save money by bargaining for Oriental Rugs in the streets and bazaars of Constantinople and Smyrna. Vain delusion. Turks, Jews, Armenians and Greeks combine to confuse the tourist's ideas of value. He is safer in New York in the hands of a reputable store, even though he pay the middleman's expenses and the high New York profit.

If Canadians could realize it, Oriental Rugs can be bought here cheaper than any place in America. Our tariff is not nearly as high as that of the United States. Our profits and expenses bear no comparison to those of the New York stores. We are familiar with every phase of the trade in eastern carpets. There is a great deal of humbug in the selling of Oriental Rugs in some cities.

We have set ourselves to the treating of this Rug business in a plain, open, honest way. Our prices are marked in straight figures. We'll refund the full price of any rug if on delivery it fails to measure up to every claim we made for it—or if the customer feels dissatisfied with his purchase for any reason whatsoever.

We are now showing a very choice selection of Turkish and Persian Rugs, being especially strong on Tabriz Carpets. We have also a new bale of genuine

antique Kazaks, remarkable for their splendid condition and their unusual weight.

We might mention particularly also several exceptionally large Bokharas, the characteristic copper brown tones being lustrous to a noteworthy degree. We are confident that colors, size and weaves cannot be matched in Bokharas throughout Canada.

Also some antique Persians, with evidence of centuries of use, yet with the dyes but mellowed with age.

Kirmanshahs, Shirazes, Shirvans, Guendjes, Serendhs, and a few rare antique Mongolian carpets which, by the way, connoisseurs have much admired—all these and many more are gathered here.

Prices run from mats at \$7.50 to great room rugs at \$1000.

New shipments to show on Tuesday.

Housefurnishing is the Sole Business on Two Whole Floors of This Store



HOW many of our readers are planning to furnish this season? How many home makers are hanging their cranes and setting up their household gods?

This store stands ready to serve each and every one of them. There are helps and suggestions and economies here for everybody.

Some Bedroom Furniture Suggestions for Tuesday

Brass Bedsteads, lovely designs, 2-in. continuous post pillars, with heavy hushes, seven heavy upright fillers, extended foot end, beautifully finished, 4 feet 6 inches wide. Tuesday \$30.00.

Brass Bedsteads, 2-in. post pillars, with heavy brass knobs and hushes, massive cross rods and nine upright fillers, ornamented in head and foot, with cast brass spindles, extended foot end, 4 feet 6 inches wide. Tuesday \$25.00.

A large assortment of other patterns in Brass Bedsteads, ranging in price up to \$30.00.

"Resteole" Mattresses, handsome art ticking of fine quality, well filled with pure vegetable down, will not lump or mat, lighter and more resilient than felt or hair, absolutely odorless, sanitary and comfortable, all standard widths. Tuesday \$12.50.

Box Springs, made of finest quality oil tempered double coil springs, enclosed in dainty art ticking, softly padded top dressing of pure cotton felt, makes a very complete and luxurious finish to our brass bedsteads, all standard sizes. Tuesday \$13.00.

Feather Pillows, downproof art ticking, well filled with half down and half select white goose feathers, size 22 in. x 28 in. Per pair, Tuesday, \$6.00.

Our New Wall Paper Dept. On the Fourth Floor

WE realize now that we have had a finer stock of Wall Papers than we thought. We have space to show Wall Papers now, a splendidly spacious department. It is not entirely settled yet, but we can offer you splendid light for choosing, and our stock does show to advantage. The papers include the choicest of all the world's production. Come and see our new Wall Paper Department.

Drawing Room Papers, in silks and satinettes, rich colorings and designs. Prices 50c, 75c, \$1.00, \$1.50, \$2.00, to \$5.00 roll.

Parlors and Sitting Rooms, in greens, pinks, blues, greys, etc., two-tones and other effects. Prices 35c, 50c, 75c and \$1.00.

Dining Rooms and Halls, in reds, browns, greens, etc., in cork, velours, stripes, crepe and floral effects. Prices 25c, 35c, 50c, 75c, \$1.00, \$1.50.

Bedroom Papers, in white and color goods, in stripe and floral effects. Prices 10c, 12 1/2c, 15c, 25c, 50c, 85c.

Bathroom and Kitchen Papers, in varnished tile, English and American makes. Prices 25c, 30c, 35c, 40c.

SPECIAL PRICES FOR TUESDAY.

2500 Rolls Imported Papers, for parlors and dining rooms, assorted colorings. Regular to 75c. Tuesday 55c; regular to 50c, Tuesday 25c.

ROOM MOLDINGS SPECIAL.

Imitation Oak Room Mouldings, reduced to 11-2c.

White Enamel Room Mouldings, reduced to 11-2c.

Plate Rail, reduced to 71-2c. (In New Wall Paper Department, 4th Floor.)

Clearing Soiled \$3.90 to \$6 Blankets at \$2.98



WE think that one trip to the laundry would put these blankets on a par with the newest, freshest blankets in the stock it seems quite a sacrifice for principle. But as soon as blankets get mussed in this store, out they go. Somebody else can send them to the laundry. We are too busy to handle goods twice.

About 40 pairs in all, White Wool Blankets, slightly soiled in display, but perfect in every way, and of our best qualities. Regular prices \$3.90 to \$6.00 per pair. Tuesday \$2.98. (No mail or phone orders.)

Louis Fourteenth Mirrors

Copied from the old palaces in Paris. Made up by a firm in the States. We have had a shipment in our picture department and have sold a good many. We want to clear the remainder, and we'll reduce prices 25 per cent.

They are made with gilt frames, with rococo scrolls and wreaths, in the purest style of Louis period (a few of them date from the Empire.) Delightfully quaint old-fashioned prints have been set in the panels above the mirror. They look just like the quaint, old-time pictures one remembers on grandmother's cabinet desk, or on a mirror just like these, perhaps. Ever so many people are using these Louis mirrors in their drawing-rooms nowadays. No wonder—they are as decorative as can be.

Regular prices range from \$6.50 to \$50.00. On sale in the Picture Gallery, top floor, 25 per cent. less than marked prices.

Groceries for To-Morrow's Buying

One car Redpath's Standard Granulated Sugar, 20 lbs. \$1.00.
300 Choice Ripe Pineapples, large size, 2 for 25c, per dozen \$1.45.
Choice Picnic Hams, 6 to 8 lbs. each, per lb. 12c.
300 sections Pure White Clover Comb Honey, regular 20c, per section 25c.
Lake of the Woods Five Roses Flour, 1-4 bag, in cotton, 9c.
Quaker Oats, large package, 25c.
Finest White Sage, 4 lbs. 25c.
Fancy Japan Rice, 4 lbs. 25c.
Mason's No. 1 Sauce, per bottle 15c.
Domestic Klipped Herring, 3 tins 25c.
Canned Tomatoes, Canada Pride Brand, 3 tins 25c.
Canned Corn or Peas, 3 tins 25c.

A Remarkable Sale of Ladies' Tailored Suits Tuesday

\$40, \$45, \$60, \$65 and \$75 Styles to Be Cleared at \$35 Each in the Cloak Department on Tuesday

THESE suits embody some of the finest examples of manly tailoring we have in the store. They were made in Canada after models from New York. In the metropolis they would be offered at considerably more than we marked them. To-morrow we sell them at a figure which means quite a saving on the cheapest of them, and a clear economy of 30 and 40 dollars on those which will reward the first comers.

We have decided to reduce these suits now before sizes become broken further, and make a clear sweep of over forty high-grade suits.

The materials comprise diagonal worsteds, satin cloths, fine checked and striped worsteds, chiffon Panama, Ottoman cords and coating serges.

Navy, green, black, brown, indigo, smoke, taupe, mustard and the new greys.

Coats long and medium, trimmed with buttons or strappings. Sizes 34 to 40 in the lot. Regular prices \$40, \$45, \$50, \$65 and \$75. To clear Tuesday, \$35.00.

Coats for Race Week

AUTO Coats, Silk Coats, Dust Coats, Cream Serge Coats—Coats of all the kinds for fashionable Spring occasions, be it a motoring party or the races at the Woodbine.

Berlin, New York, Montreal and Toronto represented in the collection, which is quite new. Better see them to-morrow.

White, Cream and Tan Rep Coats, \$4.95.
Trimmed with pearl buttons, \$17.50.
Black Navy, Grey and Green Mo Coats, \$13.50.
Rajah Silk Coats, \$25.00.
Striped Tweed Coats, \$15.00.
Long White Linen Coats, \$6.50 to \$10.00.

Girls' Confirmation Dresses

In the Girls' Section of the Cloak Department, which is at the James-street corner, you will find a most extensive display of Girls' and Misses' Coats and Dresses, in a large assortment of styles and materials, at extremely moderate prices. Amongst the collection are some New York models of fine white lawns and soft mercerized muslin, some trimmed with lace and lace medallions, others with fine embroidery. Prices are \$5.00, \$6.00, \$7.00, \$8.00 and \$10.00. Sizes 10, 12 and 14 years.

Also some of fine net, made in princess style, trimmed with lace insertions and Valenciennes lace. Sizes 10, 12 and 14 years. Tuesday \$6.50.

Silk and Net Waists

Waist of rich messaline silk, tucked back and front, new fitted sleeves, finished collar of fine Val insertion, front and back beautifully trimmed with lace and guipure motifs; colors are white or ecru. Tuesday \$6.95.

Dressy Waist of fine quality net, silk lined, collar of fine Val insertion, front and back beautifully trimmed with lace and guipure motifs; colors are white or ecru. Tuesday \$6.95.

Embroidered Lawn Waists

A beautiful line of these Waists go on sale to-morrow morning; just came from the manufacturer a couple of days ago. They are of fine lawn, with all-over embroidered fronts, in open effect, with shadow finished fast unfasting dyes, do not relax on the sleeve collar and cuffs edged with fine Valenciennes lace. Special Tuesday, \$1.25.

A Wealth of Poetry in the Wash Goods Dept.

600 yards of Silk Warp Rough Rajahs, all the style, all the beauty found in silks selling at three times the price. The wonderful color iridescence needs to be seen. Pink, green, smoke, wisteria, etc. Worth \$1.50, for 50c.

Hundreds of pieces of really high-class Musline, Organdies, Swiss Muslins, etc., at a ridiculous price. Regular to 25c, for 12-2c.

40 pieces only 36-Inch White Nainsook, pure and soft, for ladies' and children's wear, absolutely free from dress. Regular 12-2c, for 7-12c.

Full range of Colored Dress Linens, 12-2c to 35c.

We Emphasize \$1.00 Per Yard

(Dress Goods Department.)

ON TUESDAY we shall exhibit the finest collection of Dress Goods and Suitings at \$1.00 per yard that you have ever made.

Smart, stylish fabrics, from the best makers and finishers in Europe. Every weave, style and shade that is fashionable. Self and Two-tone Stripe Worsteds, Ombre Stripe Broadcloths, Plain and Self Stripe Sajin Cloths, Chiffon Broadcloths and Venetians, All-wool Serges and Cheviots, Silk and Wool San Toys, Silk and Wool Henriettes, etc. Black dress and suiting fabrics, in an immense choice of weaves, rich full blacks, unfading dyes, qualities that are positively unshrinkable. 46 to 52 inches wide. On sale Tuesday, \$1.00 per yard.

SPECIAL BLACK VOILES

A special purchase of 25 pieces Rich Black Voiles, faint shadow stripe and check effect, very handsome and serviceable fabrics for spring and summer wear; they are guaranteed fast unfasting dyes, do not relax on the sleeve collar and cuffs edged with fine Valenciennes lace. Special Tuesday, \$1.25.

Ladies' Vests, fine lisle finish cotton, low neck, no sleeves, fancy crochet yoke, neck and arms have lace heading and ribbon. Sizes 22 to 28 bust measure. Tuesday sale price 25c.

Ladies' Vests, fine real Swiss lisle thread, low neck, with short or no sleeves, trimmed with heading and ribbon. Sizes 22 to 40 bust measure. Tuesday sale price 40c.

Ladies' Vests, finest lisle thread, fine low neck, with no sleeves, neck and arms have heading and silk ribbon. Sizes 22 to 38 bust measure. Tuesday sale price 32c.

Ladies' Combinations, finest lisle thread, low neck, with no sleeves, trimmed with lace heading and silk ribbon, umbrella drawers, Torchon lace frill. Sizes 22 to 40 bust measure. Tuesday sale price \$1.00.

At \$15.00 a Black Cheviot Suit To Fit Any Man

WHEN you try on one of these black cheviot suits at \$15.00 you will be a Simpson enthusiast right straight. You couldn't want a nicer Sunday suit. The goods are of a soft medium rough texture, and of a rich beautiful black. Coat cut in the three-button sack—nothing extreme about it. A good sensible, genteel suit, well-tailored and particularly well-shaped at the neck and shoulders. It compares with custom suits with a margin of ten dollars to go against. It is a particularly well-finished suit. At the price any man who wants a suit for best would go far before he found its equal. We have American suits at \$20.00 with cheviot inferior in quality to these at \$15.00. We concentrate our resources on our \$15.00 suits, and this is one of the best values of the lot.



Men's Fine All-wool Imported Black English Cheviot Suits, a soft finished rich black material of unquestionable quality; warranted fast color and of medium weight, suitable for dress or business wear; made up in single and double-breasted style of the latest design, lined with fine mohair (twill serge lining), shrank duck haircloth and canvas interlinings; every detail of workmanship carefully looked after; nicely finished and tailored, in perfect fitting style. Special value, \$15.00.

Working Men's Shirts

Work Shirts for all trades—full and roomy—a few for example:

"Giant" Black Sateen Shirts, best wearing quality for men for whom the ordinary shirt is too small. Sizes 15 to 20, \$1.00.

Black Drill, the strongest wearing material made, wears like iron, double stitched seams, collar attached, 15 to 17, \$1.00.

Black and White Striped Drill, with a moleskin finish, yoked shoulders, collar and pocket, 75c.

Imported English Striped Oxford, with reversible collar and pocket, guaranteed fast washing colors, at 75c.

American Made Black Sateen Shirts, splendid quality, collar attached, easily be sold for more. Our price 50c.

TWO SPECIAL REDUCTIONS FOR TUESDAY'S SELLING:
1000 English Oxford Shirts, in a large variety of stripes and colors, with collar attached and cuffs, 14 to 18. Regular 75c. Tuesday 50c.
500 English Ceylon Flannel Shirts, reversible collar and pocket, a variety of stripes and colorings, size 14 to 17. Regular \$1.00 and \$1.25. Tuesday 50c.

Silk and Lisle Gloves

THREE lines especially worth the telling. You will gladly pay double the price for these gloves later on, when summer is here and everybody wants them. We have marked them for early selling.

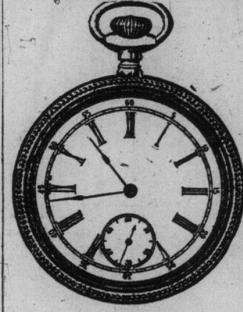
They come from Germany, where fabric gloves seem to be made best. Take our advice and buy a pair or two at these early prices:

300 pairs of Women's 20-Inch Mousquetaire Plain Tan, Black and White Lisle Thread Gloves, dome fastener, fine even thread, 5 1-2 to 7 1-2. Special price for early buyers, 50c.

Women's 22-In. Real Silk Gloves, elastic, close fitting Jersey wrist and real double-tipped fingers, best of finish, black only, sizes 5 1-2 to 7 1-2. 240 pairs to go. Special price for early buyers, 68c.

Women's Elbow Length Plain Lisle Thread Gloves, 2 dome fasteners, fine close qualities, perfect fitting, black and white, 5 1-2 to 7 1-2. 150 pairs only. Special price 20c.

50 Underpriced Watches



A \$5.50 Silver Time-piece for \$2.95
DO'N'T think it is not a good watch, either. Seven jewel bearings, if it does sell at \$2.95. Popular 16 size—the size carried by the average man.

50 only, 16 size, open face, solid silver case, fitted with a nickel damascene, 7-jeweled movement, with compensated balance, guaranteed to be accurate timekeepers, and finished in every respect as good as any 7-jeweled American watch. Regular \$5.50. Tuesday, \$2.95.

Fine Embroideries Half-price on Tuesday

Fine Swiss Embroidered and Linen Insertions; the correct widths for blouse fronts and "dress" panels, in the most effective designs in blind, eyelet, guipure and padded, beautifully fine work, exquisite patterns, 4 to 11 inches wide. On sale Tuesday half price:

50c yard, for ... 25c yard
60c yard, for ... 30c yard
65c yard, for ... 32c yard
70c yard, for ... 35c yard

42c yard, for ... 21c yard
48c yard, for ... 24c yard
54c yard, for ... 27c yard
60c yard, for ... 30c yard

Wedding Gifts in the Basement

OUR Basement is a treasure palace of ideas for wedding presents. Every bride wants some Crown Derby, for example—a large shipment of Crown Derby just arrived and priced as follows:

- Bread and Butter Plates \$2.00
- Tea Plates \$2.25
- Breakfast Plates \$2.75
- Dinner Plates, 8 in. and 9 in. \$3.25 and \$3.50
- Tea Cups and Saucers, choice of three shapes. \$2.25
- After-Dinner Coffee Cups and Saucers \$2.25
- Chocolate Cups and Saucers \$3.25
- Bouillon Cups and Saucers \$2.75
- Moultache Cups and Saucers \$5.00
- Ramkin and Stand \$3.50
- Cake Plates \$4.50
- Chocolate Jugs \$6.00
- Teapot, Sugar and Cream \$15.00
- Muffin Dishes \$5.00
- Comports \$4.50, \$5.00 and \$6.00
- Marmalade Jars \$4.50
- Tea Tray \$4.50