The Robert SIMPSON Company Limited | Store Opens 8 a.m. | Closes 5:30 p.m. | H. H. FUDGER, President | J. WOOD, Manager | PROBS: Fair and a little colder. | The Robert SIMPSON Company Limited

The Simpson Store Keeps Abreast of the Season

The New Fashions for Women

The season of 1912 has shown many decided changes in the cut and embellishment of

Suits, Coats & Dresses

Because of these changes it comes about that women are making more rigid demands than ever on their cloakmakers, which we are meeting.

The garments chosen for Monday are excellent values; all goods of this year's nicest styles.

An $18.50 Suit at $12.85

Women's smart suits made of imported English tweeds in green, blue, and grey. Coats are 25 inches long and shaded silk lined throughout; fasten with bone buttons; one-sided rever, collar neatly stitched; gored skirts with front and back panel, trimmed with small buttons. Make your purchase early, for at the price they will not last long Monday $12.85

Clearance of Dresses

For Women and Misses at $6.95.

Striped silk, satin foulards, Pongee silk, serge, and panama cloth dresses, plainly tion, Oriental bands, etc., high or semi-low collar with rounded or shaped yoke, ¾ sleeves or long, with or without high waistline. Skirts are correct styles, plain, semi-pleated, or panel effect. Regularly $12.75, $16.50, $18.50 to $21.00, for $6.95

Fifty Sample Coats

Best quality navy serges, reversible materials, grey and navy panama, Shantung silks and silk poplins in natural shades only, all designed after this spring's newest styles, straight or semi-fitting, one sided effects, pointed or rounded collar. Monday, $10.35

Free Fittings of the famous Bon Ton and Royal Worcester Corsets

Miss Hendricks, the noted fashion authority, will be with us in the Corset Department for one week more to advise ladies regarding correct corseting for the new spring styles of dresses and suits.

Miss Hendricks will give free fittings of the celebrated **Bon Ton and Royal Worcester Corsets**, demonstrating their many superior qualities and beauties of design. You are cordially invited to consult her about any corset worries you may have. **Only one more week to do so.**

Ribbon Roses at 35c Per Dozen

Roses, made of satin ribbon, with foliage, have been more or less used this winter as a millinery trimming. For the spring the indications are that they will be used on the best hats. They are smart and attractive, either in bunches or in wreaths. We make them to order in any style, color, or size. Prices start at, per dozen ..... .35

Gloves and Hosiery

IN THE WOMEN'S AND CHILDREN'S NEW GLOVE AND HOSIERY SECTION CORNER QUEEN AND YONGE.

Women's English Cape and Leather Gloves, in shades of tan, one dome fastener, outsewn seams, Bolton thumbs, good quality skins, perfect fitting. The correct glove for spring wear. Regular $1.00 value. Monday, pair ..... .79

Women's Plain Black Cashmere Hose, also plain black mercerized silk finished cotton hose, gauze weight and fancy patterns and colors. Regular 25c and 30c. Monday, 19c, 3 pairs for ..... .55

Children's Fine Elastic Ribbed Cashmere Stockings, with silk heel and toe; very fine and soft, black, cream, tan, pink, sky. Sizes 4 to 7. Special, Monday ..... .25

Men's Black Cashmere Socks, also plain and fancy colored lisle and cotton socks, all imported goods. Regular 25c and 30c. Monday, pair, 19c, 3 pair ..... .55

Changeable Chiffon Taffeta Blouse

In most delightful combinations, made in surplice effect, with open front vest, finished with tiny gilt buttons, Gibson pleat shoulders with handsome broad tucked set-in sleeve, Peter Pan collar finished with handsome bow. Sizes 34 to 42-inch.

Special Monday $5.00

Reliable Watches at Very Small Prices

FOR THE YOUNG BUSINESS MAN.

A 15-jeweled nickel lever movement, exposed winding wheels, burnished set jewels, in 16 size gunmetal case.

We have sold hundreds of these watches at our regular selling price of $5.00, and guarantee them. Monday 2.98

FOR THE SCHOOLGIRL.

Ladies' O size Wrist Watches; a genuine Swiss lever movement, accurate timekeeper, fitted in a gunmetal finished case, either fitted into leather wristlet, or with leather straps attached to each side of case. Every watch guaranteed. Monday special 1.98

FOR SCHOOLBOYS.

16-size movement, in a nickel case, specially made to stand the wear and tear of school use, stem wind and set. Every watch guaranteed. Complete with silver-plated chain 1.00

No sooner do the winter needs disappear than our spring and summer stocks flow in to meet your new demands. The best quality for your outlay is to be found in every department and many specials such as those mentioned here. The Simpson Store is wide awake.

Piece Goods for Your Spring Sewing

Our New Spring Assortment of Suitings and Dress Fabrics is now Complete.

Many worthy weaves and novelties are here in greater variety of high-class ultings, novelty fabrics, French light-weight materials for evening wear or street dress, etc., than ever before. Our ambition, realized we believe, is to have the largest and most perfect stock of suitings and dress fabrics in Canada. A bright, airy department, with good north light to judge by.

Monday's special value is a shipment of high-class, diagonal Suitings in fine worsted finish; the correct weight for spring tailored suits. A cloth that gives great service, wears clean and will retain its good appearance permanently. New blues, tans, greys, browns, and black. Best French dye and finish. 48 inches wide. Special, Monday, yard ..... .96

Silk Section in White

A transformation scene in our spacious Silk Department, showing those superb Liberty, Duchesse Satins, and Charmeuse Silks for The Bride-to-be. Lovely, soft, shimmery silks, which drape beautifully. The qualities were specially selected from exclusive sources. The ivory shade is specially dyed. These satins are soft to feel and cling effectively, two essentials in the material for the Bridal Gown. Every make is represented in this superb showing of beautiful ivory silks and satins.

Ivory Mousseline Duchesse Satins, 40 in. wide, $1.50 to $4.00.
Ivory Charmeuse Satins, 44 in. wide, $2.50 and $3.50 yard.
Ivory Crepe Meteor Satins, an elegant silk, with a soft, subdued finish, 44 in. wide, per yard 3.50
Ivory Crepe de Chene, a fine sheer silk that drapes beautifully, 44 in. wide. Per yard, $1.25, $1.50, $2.00, and $2.50.
Ivory Duchesse Paillette, 40 in. wide. Per yard, $1.00, $1.25, $1.50.
Ivory Ninon de Sole, Mousseline de Sole, and Marquisettes. These sheer silks are exquisite when draped over satins, 44 and 48 in. wide. Per yard, $1.00 and $1.50.

New Portiere Cloths

On Monday morning we will show an entirely new selection of portiere fabrics—a collection of inexpensive materials in solid colors—the new tan, the new mulberry, the new green, as well as all of the standard shades and tones.

Jaspe Armure at..... $1.25
Jaspe Damask at..... $2.00
New Moire Repp at..... $1.35

New Striped Shikii at $1.50 Yard

Guaranteed Sun-Proof Fabrics.

Think of a material that is absolutely sun fast, that will not fade, that we positively guarantee never to fade, in delicate decorating shades and artistic colorings. 50 inches wide, perfectly reversible. Per yard $2.00

This is worthy of your consideration.

New English Carpets

BRUSSELS CARPETS

with borders and stairs to match, Oriental designs at 95c yard.

SEAMLESS ENGLISH AXMINSTER SQUARES.

Tan Oriental design, blue chintz, light green and tan, Oriental and green chintz. 9x7.6, $12.75; 9x9, $15.65; 9x10.6, $18.50; 9x12, $20.75.

LOW PRICED ENGLISH BRUSSELS SQUARES

in beautiful new effects, blue chintz, tan and gren chintz, Oriental designs in various colors. 6.9x7.6, $7.85; 6.9x9, $9.35; 9x9, $12.55; 9x12, $16.35; 6.9x10.6, $10.85; 9x10.6, $14.35.

BEST ENGLISH TAPESTRY SQUARES.

The values are great and the range of design and color without equal, tan Orientals, green Orientals, soft new green chintz, tan chintz, conventional, etc.

RANGE OF QUALITIES AND PRICES.

ENGLISH TAPESTRY.

6.9x9.0, $4.65, $4.95, $5.25, $5.45.
7.6x9, $5.15, $5.50, $6.00, $7.00.
9x9, $6.15, $6.65, $6.95, $8.45, $10.25.
9x10.6, $7.15, $7.65, $7.95, $8.75, $11.85.
9x12, $8.15, $8.65, $9.00, $9.75, $11.65.
10.6x12, $10.45, $11.00, $12.25, $13.85, $15.60.

"Gage" Sample Hats, Half-Price

Since our last advertisement went to press we have purchased the balance of their shapes, including the very highest qualities in fine Milan, Tagel, etc. Would sell regularly up to $15.00 each. Monday, half-price.

A Complete Men's Store

Genuine English Oxford Shirts

In a variety of negligé designs, are made with a reversible collar which, when turned in, forms a yoke and fits perfectly on the inside, and an ordinary linen collar can be worn on the neckband. Sizes 14 to 17. Regularly 75c. Monday .59

Night Robes

English Flannelette nightrobes, medium weight, extra long and wide; good range of designs in tan, blue, pink, or hello. Sizes 15 to 19. Regularly 75c. Monday ..... .59

Blue and Black Business Suits

Suits of undisputed quality, made from English cloths, guaranteed dyes, the very best workmanship, genuine mohair linings, designed after the latest most approved styles.

For $12.00. One of the best English worsteds in blue and black, wearing well and fine in appearance, cut single-breasted, three-button style, mohair linings, and tailoring of the very best. Sizes 33 to 44. Price.. 12.00

Twill Worsted Suit

Made from twill English worsteds, in blue and black; a medium weight cloth; the new, single-breasted, three-button-style coat, with vest and trousers designed in correct style. Sizes 33 to 44. ..... 15.00

A beautiful navy blue cheviot, and a clay twill worsted, in blue, new, single-breasted, three-button style, perfect in fit, finish, and style. Sizes 36 to 44 .. 18.00

This choice English navy blue worsted is made single-breasted, three-button style, and is lined with silk. It is very new in design. Sizes 36 to 44 ..... 22.00

Suits for Boys

Double Breasted Russian Sable Suit, made from an imported English plain brown worsted, large sailor collar, trimmed with black soutache, self shield, with red silk ornament, outside pocket, patent leather belt, and elastic bottom, bloomer pants, sizes 2 1-2 to 6 years 4.50

Single-Breasted Russian Sailor Suit, with large collar, tied in front with black silk ribbon, white serge shield, with fancy silk ornament, self belt at waist, trimmed with brass buttons. Material is a grey and green mixed tweed, neat fitting bloomer pants. Sizes 2 1-2 to 7 years.. 3.00

Children's Tam O'Shanters

in fine navy or black beavercloth and navy, black, cardinal, and brown velvet, named bands. Monday special ..... .25

This in the Lunch Room

MONDAY AFTERNOON 3 to 5.30

Home-made Corn Muffins
Maple Syrup
Pot of Tea

TEN CENTS

Girls' & Misses' Boots

Neat Strong School Boots, Special Priced For Monday.

Misses' Selected Box Calf Boots, Blucher style, soft even grain leather, medium weight soles, low heels. Sizes 11 to 2. Monday, $1.69; girls' sizes, 8 to 10½, Monday $1.39

Misses' Dongola Kid Boots, a much lighter boot than above, Blucher style, medium weight soles, low heels. Sizes 11 to 2. Monday, $1.49; girls' sizes, 8 to 10½, Monday $1.29

The Basement Monday Sale

Imperial Wringers, best Canadian make, have spiral springs, covered cog wheels, standard grade rubber rolls, and sure grip clamps, which fit any tub. A guarantee for one year from date of purchase with each wringer. Regular $4.00. Monday $2.98

Mrs. Potts' Irons, 3 irons, stand and handle, nickel-plated set. Regular $1.10. Monday 89c

Polished Set. Regular $1.00. Monday 79c
Glass Washboards. Regular 40c. Monday 32c
Globe Washboards. Regular 25c. Monday 19c
Pony Washboards. Special, Monday 9c
Clothes Pins. 6 dozen for. Monday 8c
Coat Hangers, wood. Monday, 3 for 10c
Towel Rollers, varnished. Regular 25c. Monday 19c
Coat and Hat Racks, 6 hooks. Regular 15c. Monday 12c
Clothes Lines, galvanized, 50 feet. Monday 14c
Clothes Lines, galvanized, 100 feet. Monday 23c
Perforated Chair Seats, all styles and sizes. Monday, each 10c
Splint Clothes Baskets, 25c, 28c, and 30c sizes. Monday, each 19c

Another new shipment from the Agate factories, one of the largest enameling plants in the world. The celebrated Agate ware in turquoise color; everything for home use, including Tea Pots, Tea Kettles, Dish Pans, large size, Covered Berlin Kettles, Handle Sauce Pans, Meat Pans, Milk or Rice Boilers, Colanders, and deep, straight, Sauce Pans with enamel covers. Regularly sell up to $1.50. Monday, at 8 a.m., each piece 59c

No Phone or Mail Orders.

Griswold Food Choppers, cut perfectly, all vegetables and meats, does not mash or grind, extra large size for restaurant or kitchen use, with 4 extra cutters. Regular $2.35. Monday $1.11

Tin Boilers, hand-made, flat copper bottom, sizes 8 and 9. Regular $1.35. Monday 93c

Galvanized Boilers, hand-made, flat bottom, sizes 8 and 9. Regular $1.00, with cover. Monday 69c

Galvanized Tubs, with wringer attachments, 3 sizes. Monday ..... 59c, 69c, and 79c

Galvanized Oval Footbaths. Regular 40c. Monday 33c
Tin Oval Footbaths. Regular 30c. Monday 23c
Steel Scoop Shovels, for snow or coal. Regular 45c. Monday 33c
Happy Medium Buck Saws. Regular 50c. Monday .. 39c
Chopping Axes. Regular 85c. Monday 69c
Combination Gas Pliers, nickel plated. Monday 45c
Stanley Block Plane, with cutter, 8 ins long x 1¾ ins. Monday 85c

200 Pairs Hemmed Bleached Sheets reduced to $1.33 pair

72 x 90 inches, torn sizes and standard hems, made from a beautiful fine round thread, plain English sheeting, regular $1.68 pair, Monday 1.33

1,000 Yards Check Glass Toweling, 6c Yard.

20 inches wide, from one of the best makers in Ireland, red checks, a well made, closely woven toweling. Monday, per yard 6

Reversible Comforters for Double Beds, $1.25 Each.

70x70 inches, fancy stitched quilting, pretty and painted English Cambric Coverings, fluffy cotton filling, only a dozen in the lot. Monday, each 1.25

300 pairs Flannelette Blankets, $1.28 pair.

Largest size, 70 x 84 inches, white only, pink or sky borders, best quality. Monday, pair 1.28

800 yards Nainsook, 15c yard.

For dainty undergarments, this is a most desirable nainsook, superior Lancashire make; fine and soft; 36 inches wide. Monday, yard ..... .15

Special Value in Satin Damask Table Cloths, $2.50 Each.

72 x 90 inches, made and bleached in Ireland from long, carefully-selected flax, elegant bordered designs for round-cornered tables. Extra special quality. Monday, each 2.50

Satin Damask Table Napkins, $1.98 Dozen.

Fine, pure linen, carefully bleached, satin damask, 22 x 22 inches, delightful bordered designs; napkins that will launder and wear to your entire satisfaction. Monday, dozen 1.98

Take New Yonge Street Elevators to Second Floor.

THE GROCERY LIST

Powdered Ammonia, large package ..... 4 packages, 25c
Sunlight, Surprise, and Taylor's Borax Soap ..... per bar, 4c
Wide-Awake and Comfort Soap ..... per bar, 4c
Fels Naptha Soap ..... per bar, 5c
Heather Brand Soap ..... 7 bars, 25c
Simpson's Big Bar Soap ..... per bar, 10c
Santa Claus and Victor Soap ..... 6 bars, 25c
Pearline ..... 1-lb. package, 11c
Old Dutch Cleanser ..... 3 tins, 25c
Sapollo ..... per cake, 8c
Naptha 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
Swift'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

5 LBS. PURE CELONA TEA, $1.15.

1,000 lbs. Pure Celona Tea. Of uniform quality and fine flavor, black or mixed. Monday, 5 lbs. $1.15

2000 HOUSEHOLD BROOMS

Clean, heavy stock, strongly sewn with five strings. Regular 55c. Monday ..... .37
Phone direct to Woodenware Department.

The Robert SIMPSON Company Limited