

The SIMPSON Company Limited

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS.

Mostly fair; not much change in temperature.

The SIMPSON Company Limited

3 Striking Examples of New Spring Wear

Smart Suits, of a good quality Panama, in the new striped effects of navy and black, green with black, grey with black or two-tone grey; tailored coat, lined with grey silk, notched collar, turned back cuffs, trimmed with buttons and braid; skirt is plain gored, with full length panel front and back, finished with buttons and loops to match coat. Very special value... 14.00

A serviceable, medium weight Coat, of diagonal worsted in grey, with black tone, semi-fitted style, with bias folds of self, buttoned down at waist line, single breasted front, smartly tailored collar, trimmed with narrow black braid and buttons, plain sleeves, with folds, buttoned over, giving a fancy cuff effect; an exceptionally stylish coat. Only... 19.50

Stylish Coat, of wool Panama, in fawn and slate colors, made in a plain tailored style, semi-fitting back and single breasted front, mannish collar and revers; collar is inlaid with black satin, plain sleeves with a wide cuff, trimmed with black satin to match collar; smart patch pockets... 14.50

100 pairs Hemstitched Huckaback Towels, large size, all pure linen, some have damask borders, and some have patterns all over; these are all Irish make towels. Regular up to \$2.00. On sale Monday, pair... 1.37

300 pairs Hemmed Pillow Cases, 45 by 33 in., made from good English pillow cotton. For quick selling Monday, pair... .32

900 Hemmed Tea Towels, size 22 x 36 in., in red and blue, blue and white and fawn and white checks. Regular 16c each. Monday, each... .10

700 yards Fine Cambric Shirting, 32 in. wide, Irish make in stripes and checks, for summer shirts, very pretty goods, and goods you can boil and be sure of the color. Monday, yard... .25

300 yards Scotch Flannel, 28 in. wide, unshrinkable goods, stripe effects, light and medium colors, a good chance for a new spring blouse. Regular 35c and 45c. Monday, yard... .28

1,000 yards Factory Cotton, 40 in. wide, good, strong, even weave, free from dressing, well bleached pure white. Monday, yard... .9 1/2

700 American Crochet Quits, large size, hemmed ends, new and pretty patterns, close weave, medium weight. Monday... 1.69

Silks We are especially well prepared this Spring with silks for bridal trousseaux, particularly with new rich Ivory Mousseine Duchesse Satins and Charmeuse.

Ivory Charmeuse Satin, drapes soft and beautiful, 44in. wide. Per yard... 1.50

Ivory Duchesse Mousseine, double width, high lustre, soft and very rich draping material, full 40in. wide. Per yard... 2.00

Ivory French Satin Mousseine, bright lustrous finish, full double width. Per yard... 1.75

Ivory Satin Petticoat and Messaline Duchesse Satin, two elegant silks, soft finish and drapes beautifully, 40-inch wide. Per yard 1.50

Ivory Muslin De Soie, all silk, full double width; soft, transparent, and most charming when made over soft silk or satin. Per yard 1.50

Silverware Dept. ROGERS' SPOONS AND FORKS. Rogers' Silver-plated Tea Spoons, fancy pattern handles. Regular \$2.25 dozen, Monday, each... .12

Rogers' Dessert Spoons and Dessert Forks, fancy pattern handles. Regular \$4.75 dozen, Monday, each... .29

Rogers' Table Spoons and Medium Forks. Regular \$5.75 dozen, Monday, each... .32

Rogers' Soup Spoons, fancy pattern handles. Regular \$6.00 dozen, Monday, each... .39

Rogers' Cream Ladles, Regular 60c, Monday, each... .39

Rogers' Sugar Tongs, Regular 75c, Monday, each... .50

COLONIAL Drapery Fabrics

A Great Display of These Fabrics Opens on Monday at the Simpson Store with an Interesting Demonstration of the way They are Manufactured

WE THOUGHT it impossible to surpass last season's showing of Colonial Drapery Fabrics, but the new goods now displayed on our Fourth Floor are even better both in texture and quality. This year the dainty colorings and shadings are combined in such perfect harmony that the decorative effect is remarkable, and the designs show an artistic skill far superior to that of any similar line of goods. A wide range of cloths is represented. There are Art Tickings in beautiful floral stripe effects, and soft finished, thoroughly dyed Drapery Burlaps in a variety of plain shades. The Cretonnes are in many excellent qualities and at different prices. Light weight Curtain Materials in natural, floral and modern "craft" designs; plain and patterned Art Denims; unusually attractive block-printed effects in chintzes, and an extensive assortment of Satens and Silkolines.

These are chiefly adaptable for hangings and coverings, but they are put to many other uses, such as dresser scarfs, fancy bags, pillow covers, table covers, screen fillings, etc. We have arranged a considerable space in our Drapery Department, in which we are illustrating the many processes employed in the manufacture of Colonial Fabrics. You will see the copper rollers which print the design (each weighs 200 pounds), and can study the development of the pattern as the eleven different tintings are applied, large photographs of the immense mill in which Colonial Fabrics are made will acquaint you with the dozen or more processes which these goods pass through before reaching our counters in their finished and attractive form. These illustrations include descriptions of Singeing, Bleaching, Chemical Testing, Color Mixing, Printing, Dyeing, Washing, Tentering, Calendaring, Folding, etc.

Colonial Drapery Fabrics are exclusively ours for Toronto. We invite you to see our special display of them on Monday and following days.

Bargains to be Obtained at the Monday Basement Sale

Hardware

The Griswold Classic Gas Range for 1911, with newest style dented burners. These burners burn an equal amount of gas with gas, which means a great economy. This range is guaranteed. Four burners and drop style door, boiler and simmerer... 16.50

The Griswold Classic, with four burners, drop style oven door... 13.50

The two burner Classic, a beautiful range... 10.00

Iron Block Planes, 5-1-2 inches long, 1-1-4 inch cut. Monday... .35

Iron Block Planes, 7-1-2 inches long, 1-3-4 inch cut. Monday... .40

A Yankee Hatchet Screw Driver... 1.00

Barbers' Clippers, with extra spring and two cutters, regular \$1.50 Monday... 1.25

Barbers' Clippers, Boker's make, regular \$1.25 Monday... 1.00

Barbers' Clippers, with extra spring and two cutters, regular \$1.50 Monday... 1.25

Classic Gas Plates, for laundry use or cooking, with two burners. Monday... 1.75

With three burners. Monday... 2.50

Coal Oil Stoves, famous Queen, with two four-inch burners. Monday... 1.25

Gas Ovens, The Queen, bright tin, asbestos lined. Monday... .85

Economy Cobblet Sets, complete with stand, three lasts, hammer, nails and awls, regular 75c. Monday... .49

Steel Gem Furniture Castors, ball bearing, square plate and iron wheel, per set of 4, Monday 25c, 25c and... .25

Universal Measuring Tapes, patent leather case, folding handle, nails and awls, regular 75c. Monday... .50

Star brooms, regular .15. Monday... .10



China

102 Piece Dinner Set of French Limoges, the well-known open stock pattern "Moscow" the body is of translucent white china, with lace border design, pieces finished in coin gold, 3 Sets for Monday selling. Reg. price \$47.70. Monday bargain... 32.20

98 Piece Dinner Set, English semi-porcelain in Grimwade's new "semi-vitrified ware" in a popular broad green band design, with gold lines on edges, complete set for 12 persons... 12.50

97 Pieces English Semi-Porcelain Ware, good hard-wearing body, under glaze decoration, all pieces gold trimmed, choice of 3 decorations. Monday... 8.95

40 Piece Tea Set in dainty German China, with rich rose floral decoration, all pieces finished in gold. Regular \$5.85. Monday bargain... 3.25

10 Piece Toilet Sets, full sized pieces, roll rim basins, in stout English porcelain ware, 3 colors, blue, green and red, floral decoration. Regular \$2.25. Monday... 1.69

700 Teapots in Rockingham and decorated English ware, all sizes, from 2 to 8 cups... 1.75

Small Tumblers, useful size, in clear blown glass. Monday, to clear, doz. 25c. Regularly \$1.00. Monday... 1.49

85 Only Cut Glass Celery Trays, in rich sparkling cut glass. Regularly selling at \$3.50. Monday... 2.49

Bathroom Fixtures

Mirrors—A full range from \$5.49 to \$7.75.

Tumbler Holders, nickel-plated, single style, regular 75c. Monday... 60c

Tumbler Holders, nickel-plated, single style, regular 65c. Monday... 50c

Towel Bars, nickel-plated, 12-inch, regular 50c. Monday... 40c

Symphonic Spirit Stoves, with a collapsible stand, absolutely safe, no evaporation, two sizes with polished brass stand. Monday 25c and... 30c

Two sizes, with nickel-plated stand. Monday 35c and 50c

Touch Brass Holders, nickel-plated bracket with glass holder, regular 75c. Monday... 60c

Soap Trays, nickel-plated, shell style, regular 50c. Monday... 40c

Laundry & Woodenware

Mrs. Potts' Irons, 3 irons, stand and handle, nickel-plated set. Monday... 50c

Mrs. Potts' Irons, Polisher, Monday... 75c

Mrs. Potts' Iron Handles, Monday... 75c

Clothes Horses, wire drying rails, Reg. 1.50 Monday... 1.10

Galvanized Clothes Lines, 100 feet, reg. 2.00 Monday... 1.49

Galvanized Clothes Lines, 50 feet, reg. 1.00 Monday... .75

Refrigerator Brushes, Monday... 15c

Wash Stand Splishers, Monday... 25c

Heart's Brushes, Monday... 25c

Scrubbing Brushes, Monday... 25c

Bottle Brushes, Monday... 25c

Straw Table Mats, per set of 4, Monday 25c, 25c and... .25

House Brooms, selected stock... 15c

4 string brooms, regular 30c. Monday... 25c

4 string brooms, bamboo handle, reg. 50c. Monday... 39c

4 string brooms, regular .15. Monday... .10

Globe Washboards, regular 35c. Monday... 30c

Glass washboards, regular 35c. Monday... 28c

Paint Clothes Baskets, regular 25c. Monday... 19c

Clothes Pins, 5 doz., regular 10c. Monday... 8c

Clothes Briers, 4 arms, Monday... 15c

Clothes Briers, 3 arms, Monday... 15c

Towel Holders, Monday... 15c

Covered Sleeve Boards, Monday... 15c

Bread Plates, Monday... 20c

Carpet Beaters, willow, Monday... 25c

Wire carpet beaters, Monday... 25c

Cent Hangers, Monday... 3 for 10c

Pony Washboards, Monday... 10c

House Brooms, selected stock... 15c

4 string brooms, regular 30c. Monday... 25c

4 string brooms, bamboo handle, reg. 50c. Monday... 39c

4 string brooms, regular .15. Monday... .10

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Carpet