

SATURDAY
March 7.

THE ROBERT **SIMPSON** COMPANY, LIMITED

PROBABILITIES.
Strong westerly to northwesterly winds; fair and mild.

THE ROBERT **SIMPSON** COMPANY, LIMITED

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

Ladies' High-Grade Boots and Oxfords at Practically Half-Price

\$3.00 Values	\$4.00 Values
\$1.49	\$2.49

When an opportunity like this occurs, right in the beginning of the new season it bespeaks either remarkably good fortune or unusually good management on the part of the store. In this case it was a combination of both. Our whole aim now is to sell the goods. Our regular stock demands attention. We have made prices still lower on these Walker-Parker shoes and intend to clear them right out Monday. Beautiful stock—we feel apologetic for reducing prices so low.

420 pairs of Ladies' Boots, fine even grain dongola and vici kid leathers, medium and heavy soles, Cuban and military heels, fine finish, perfect fit, a good boot to wear, all sizes 2 1-2 to 7, reg. \$3.00, Monday **1.49**



350 pairs of Ladies' Boots, fine selected patent colt and patent kid leathers, dull blucher and lace tops, as soft as a glove, Cuban and military heels, all sizes, 2 1-2 to 7, regular \$4.00, Monday **2.49**

250 pairs of Ladies' Boots, fine strong vici kid leather, patent toe caps, blucher and lace styles, medium and heavy soles, Cuban heels, all sizes 2 1-2 to 7, regular \$4.00, Monday... **2.49**

Men's "Victor" Boot Style M.

There's comfort in every curve of this handsome "Victor" model, style in every line of it, and long service secured by hand-workmanship. It holds a unique place among this season's blucher-cut boots. The vamp and sides are cut from highly polished patent colt leather of selected quality, very carefully stitched with fine even twill thread, dull matt calf tops, genuine oak-bark-tanned leather sole. Full roomy but shapely toe, plenty of width at the tread and a clean curved shank and heel, all sizes from 5 to 11, C.D. and E. widths, price **4.00**

A Sale of Scotch Linoleum

Tough, Hardy, Long-Wearing Linoleum From Old Scotia, Selling Cheap.

While in Scotland over a year ago our buyer ran into an opportunity to secure a prime lot of perfect Linoleum very much under the market price. He bought it and had it put in the seasoning warehouse. There it remained until a month or so since, when we ordered it to be sent to us. It is here in the store at last, and on Monday we put it on sale.

Now, this was a clearing lot from a celebrated factory. Perfect in manufacture and attractive in design. And it has been seasoned nearly twice as much as linoleum generally is seasoned. It will wear—wear like wood itself. In addition, we offer a saving such as the following figures show:

7900 yards of Best Quality Scotch Painted Linoleum, 2 and 4 yards wide, block, floral and tile patterns, in every desirable coloring, absolutely perfect, made to our order, of the very best materials only. Regular 60c to 75c. Monday, per square yard **48c**
5400 yards of Second Quality, otherwise same as above. Regular 50c to 60c. Monday, per square yard **38c**

The Spring Wall Paper Opening for 1908

A Thoroughly Simpson Display of Wall Papers, Chosen From the Best the World Affords.

Don't think that this store's selection of Wall Paper is limited by the tariff. Don't think that we are provincial in our Wall Paper ideas.

We announce to-day an opening display of Wall Papers chosen from the best wall paper producers of ENGLAND, FRANCE, GERMANY, BELGIUM, SWITZERLAND, JAPAN and the UNITED STATES. Canada, of course, is represented, thoroughly so, but the exhibition is of world-wide selection.

Don't think that our Papers are old-fashioned or conventional. We have the newest genuine artistic designs that progressive designers have produced. A lavishness of richness and variety and novelty.

We want everybody with Wall Paper in mind to come and see. It's a beautiful exhibition. And the fact that you are not ready to choose is no bar whatever to your accepting our cordial invitation.

We will be pleased to give you ideas for any suite of rooms or style for individual room, and samples free.

Beautiful Silks, Damasks, Soirettes and Bronzes, in soft shades of pale pink, old rose, ivory, blue, with their light-color blends, for drawing rooms, parlors and dining rooms. Price, per roll—**50c, 75c, \$1.00, \$1.50 to \$8.00.**

Dining Room and Hall Wall Papers, in tapestries, scenic, foliage, burlap weaves and metallics, in rich combinations of browns and greens, browns and reds, buffs and greens, buffs and reds, and their color blendings. Prices—**25c, 35c, 50c, 75c, \$1.00 to \$2.00 Roll.**

Dens and Libraries, in leather effects, with burlap weaves and dados, scenic and figured walls or friezes (painted to order for special rooms, special prices). Price of paper—**25c, 35c, 50c, 75c, \$1.00 to \$3.00 Roll.**

Bedroom Paper, in light blue, pink, green, mauve, cream and white, stripes and floral effects, with 9-inch and 18-inch frieze or upper third effects. Prices—**10c, 15c, 25c, 35c, 50c and \$1.00 Roll.**

SPECIAL FOR MONDAY.
2500 rolls Parlor and Dining Room Papers, in greens, reds, browns, buffs and light shadings, in conventional and floral designs, in two-tone and three-color effects. Regular to 50c roll. Monday **23c**

Special lines of Stencilled Burlaps, per yard **60c**
Plate Rails, per foot **10c to 25c**
Chair Rails, per foot **3c to 10c**
Room Mouldings, per foot **2c to 5c**
In Wall Paper Dept.

The New Dress Goods

Ladies are welcome to see what is new and stylish here whether ready to buy or not. We'll be pleased with their pleasure and delighted with their appreciation. We value criticism, and invite it. But we have a pretty good idea that it will be unusually favorable this season.

A feature of the New Dress Fabrics and Suitings is the popularity of stripes, ombre stripes, shadow stripes, hairline stripes, herringbone stripes, self-colored stripes, and pretty combination shaded stripes. In colors, the favorites are blues, ranging from the pale blues and light blues to the standard navy shades. Browns and greens are also prominent. All the new season's colorings shown in an immense range of various width stripes. Prices from **65c to \$1.50**
Two special numbers in plain French Broadcloths on Monday. Every new spring shading in each qual-

ity. Fine Chiffon and Sedan-finish Broadcloths, unspottable and unshrinkable qualities. Fine and medium weights. Finest wools. Best makes and best values. 52 inches wide. Per yard **\$1.25 and \$1.50**

Shantung

The most popular and the most typical Silk of the season; we can offer a special price on a fabric most dearly needed. We announce for Monday a special purchase of 120 pieces of Natural Shantung and Honan-Pongee Silks, in natural or linen shades only. Beautiful, rich-finished goods. Guaranteed first choice qualities that will wash and launder perfectly. Heavy weight. Rough knappy effect. Fashionable and correct for gowns, tailored suits, coats, children's dresses, etc. 34 inches wide. Regular price \$1.00. Monday's special price, per yard **87c**

Monday Items

When you glance over a paper hurriedly you overlook the many little paragraphs which interest individuals with a greater personal interest than the big features for the general public. But you don't notice them. Let us, then, call your attention to the personal interest of our little items for Monday.

Women's Stockings

Women's Plain and Ribbed Black Cashmere Hose, seamless, double heel and toe, sizes 8 1-2 to 10. Regular 25c. Monday, pair **19c**

Girls' Stockings

Misses' Plain and Ribbed Black Cashmere Hose, seamless; two lines from our Hosiery Sale (a small lot left). Regular 30c. Monday, pair **19c**

Oliver Oil

Rae's Finest Lucca Oil, the very best for medicinal or table use. We have secured a few cases of this oil in reputed quart tins, which we will sell Monday at, each **69c**

If prepared in bottles we can supply same quality of oil in litre bottles, at, each **89c**

1-2 Ton Celona Tea

Every pound of "Celona" Tea is selected by the most experienced tea tasters, and blended by our expert, hence the uniform quality and delicious flavor. Monday, black or mixed, 5 lbs. **\$1.05**

Groceries Monday

Fresh Goldust Corn Meal, per stone **30c**
Choice Picnic Hams, 6 to 8 lbs. each. Per lb. **13c**
Windsor Salt, in 5-lb. bags. Three bags **14c**
Finest Pot Barley, 7 lbs. **25c**
Choice Split Peas, 7 lbs. **25c**
White Beans, 7 lbs. **25c**
Choice Canned Apples, 3 gallons. Tin **24c**
Canned Tomatoes, Farmer's Brand. Per tin **10c**
Canned Peas or Corn, 3 tins **25c**
Ivory Gloss Starch, 6-lb. tin **55c**
Old Dutch Cleanser, 3 tins **25c**
Surprise Soap, 6 bars **25c**

Wool Soles

600 pairs of Detachable Lamb's Wool Slipper Soles, best quality, all ladies' sizes, 2 1-2 to 7. Regular 29c. Monday **19c**
Telephone orders filled.

Ladies' Rubbers

1000 pairs of Ladies' Rubbers, fine quality, heavy corrugated soles, double heels, all sizes, 2 1-2 to 7. Special price, all sizes, 2 1-2 to 7. Special price, all sizes, 2 1-2 to 7. Special price, all sizes, 2 1-2 to 7. **49c**

New Suits for Boys

The fag end of the winter finds the average boy rather shabby. Is your boy as neat as you would like him to be to go to school?

Let us fit him with a nice new suit for best, and let him take his Sunday suit for school wear. We have the best showing of Boys' Suits at moderate prices in town. On Monday we offer:

40 Suits only, in Buster Brown, Brownie, Norfolk and Sailor Blouse Suits, some with bloomer and some with plain pants. These are in navy blue serges and light and dark imported tweeds. Sizes 2, 2 1-2, 3 and 4 years. Regular prices \$4.00 and \$4.50. Monday **\$2.49**

Boys' Two-piece Norfolk Suit, in dark brown ground with light intermixture and red overlaid, best Italian linings, plain knicker pants. Sizes 25 to 28. **\$3.00**; 29 and 30 **\$3.50**

Boys' Two-piece Norfolk Suits, in grey and black mixture, Scotch tweed effect, best linings and trimmings, plain knicker pants. Sizes 25 to 28. **\$3.50**; 29 and 30 **\$4.00**

Boys' Two-piece Double-breasted Suits, with belt, in black ground and white intermixture with dark fancy stripe, plain knicker pants. Sizes 25 to 28. **\$4.00**; 29 and 30 **\$4.50**

Boys' Two-piece Double-breasted Suits, in grey ground, with dark overlaid, bloomer pants with strap and buckle at knee. These suits are made with concave shoulders, giving fine broad chest effect, finished with best linings and trimmings, to fit from 6 to 14 years. Price **\$7.00**

Special to mothers with fine, fat, healthy boys, who find it difficult to fit their boys with ready-made clothing. We have just got to hand a special lot (made in latest American styles), of Fat Boys' Suits, to fit boys from 10 years to 17 years of age. These suits are made specially to fit good stout boys, in plain double-breasted style with plain knicker pants. They have got splendid-built shoulders with fine broad chest effect and fine, roomy knickers, lined throughout. The material is fine imported tweed and fancy worsted. Prices from **\$8.00 to \$11.50**

Rogers Tea Spoons---6 for 79c



We sell the celebrated Wm. A. Rogers Quadruple Plate Forks and Spoons, and we sell them at Simpson prices. What that means, comparison will show:

600 sets Rogers Tea Spoons, A1 plate, fancy pattern handles, each spoon stamped with maker's full name and "Horseshoe" trademark, guaranteed full standard weight of plate, worth in the regular way \$2.85 dozen. Monday, set of 6 **79c**

Out-of-town customers, please allow 12c for one dozen.

GUARANTEE the base of these goods stamped with my name and trade-mark to be 21% Nickel Silver, the plating full standard weight of pure Silver. **WILLIAM A. ROGERS, New York.**

Women's Spring Underwear

The very textures and weights of Underwear women require for early spring wear. These special qualities, on sale Monday, are especially attractive:

Women's White Ribbed Cotton Vests, medium heavy weight, high neck, long sleeves, buttoned front. Drawers in natural color, ankle length, both styles, sizes 32 to 38 bust measure. Extra special Monday, each **25c**

ZENITH VESTS AND DRAWERS, fine white ribbed wool, unshrinkable, medium weights. Vests high neck, long sleeves, buttoned front. Drawers ankle length, both styles. Sizes 32 to 38 bust measure. Special, Monday **75c**

WOMEN'S HEALTH VESTS, spring weight, fine white wool, with back thread of cotton, unshrinkable, semi-low neck, short sleeves, no sleeves or long sleeves, neatly trimmed. Sizes 32 to 40 bust measure. Special, Monday, each **45c**

WOMEN'S HEALTH VESTS, spring weight, fine white wool and cotton, unshrinkable, high neck, long sleeves, button front, pearl buttons. Sizes 32 to 40 bust. Special, Monday, each **50c**

Daintiest of Fabrics (Wash Goods Dept.)

High-class Wash Dress Fabrics at moderate prices. That is the tale we have to tell, and never before has such good value combined with exquisite taste been seen in Toronto.

28-inch Dainty Scotch Zephyr Checks, in lovely broken designs, in helio, sky, cadet, pink, red and the real Scotch tartan designs **25c**

Coin Dot Foulard, made from the very finest Egyptian yarn, brown, blue, green, etc. **39c**

New Duck Suitings, in navy, champagne, sky, white, black, etc.; also in Drills **15c**