A Special Display of **New Spring Suiting** Silks

MONDAY MORNING

IN COLORS AND BLACK The colorings are soft and subdued, and many novelties are included. Among them are

pretty Heather-mixed Armure Invisible Stripes in special shades of grey, from the light birch greys to dark Oxford

Diagonal. Bengaline, Regence and Cotele Cords, in self colorings and shot combinations, are displayed in profusion, with tan, saxe, amethyst

and green as leading shades. In the lighter colorings, for late spring and early summer wear, there are many pretty stripes, shepherd checks, and chevron suiting silks, mostly on white and light grounds.

Our Black Suiting Silks were never more admired or shown in such variety as they are this season. Silk Moire Velours and Silk Shadow Moires lead the way, with Black Chiffon Taffetas, Silk Poplins, Faille Brocades, and the weightier Charmeuse and Duchesse Satin's following close.

(Second Floor.)

Black and Navy Serge Suitings

The quality of the fabric is assured by the most thorough and painstaking methods of yarn selection and in every manufacturing process. Every conceivable weave and finish for spring and summer suits and dresses is shown, dyed and finished by experts and bearing our guarantee. Our gigantic display includes West of England suiting serges in fine, medium and wide twills, men's cloth finished botany serges, the finest tailoring serge made: English and French cheviot suiting serge; English whipcord suitings in a beautiful fine twill for spring and summer suits: new gabardine suiting, this popular suiting in two exquisite shades of navy and black; English college serges, universally known for their excellent hard-wearing qualities. We invite inspection of this unique stock as featured in Department, Second Floor.

Smart Washable Materials

We have all that fashion has de-

creed for 1914.

at 39c, 50c, 75c, \$1.00, \$1.25, \$1.50 and \$2.50 are a wonderful collection; stripes, checks, plaids and plain can be seen in every shade. In lower-priced goods the values are excellent. In 27-inch crepes at 15c, some beautiful designs are to be had and about fifty different

THE DRESS LINENS. The brocaded moire and plain poplins are selling so rapidly that an early order is almost impera-In poplin prices are 25c to (Second Floor.)

Commercial Stationery

Stafford's Mucilage, per bottle, 5e, 10c, 25c, 35c, 60c. (Main Floor.)

Bathroom Accessories Tuesday

All Brass Metal, Heavily Nickelplated, Guaranteed "Not to Rust." Combination Glass and Tooth Brush Holder, with glass, for98 Combination Glass and Tooth Brush Holder, with glass 1.59 Tumbler Holder for Wall, 65c and 69c. Sonp Dishes for Wall, \$1.00, 1.25. Soap Dish for Wall, with opal Soap Dish for Wall, with glass

Soap and Glass Holder for Wall, Combination Powder and Tooth
Brush Holder 1.00
Combination Powder and Shaving
Brush Holder 1.00
Double Combination, 2 Glass Holders and Soap, with glasses, for \$2.25

Concerning Simpson's Store Specials

A few moments of leisurely study in your home will make this page a key to some very profitable shopping to-morrow. Many of the items represent almost double purchasing power for your money. Best of all, every value stated has the guarantee of the Store behind it.

And, quite aside from these bargains, the Store is a great exhibition of the newest Spring goods from all the world of fashion. . Make your visit at the Store as soon after 8.30 as possible. It's the ideal shopping time.

Your Spring Wardrobe A few notes to help in your planning are offered by these items from the Cloak Department. DRESSES AT \$10.50.

For Misses and Women. A variety of colors are featured in these A messaline silks. Necks are "V" shaped and trimmed with pointed lace, while soft crushed girdles and skirts, with the new tiered frills, give the charming new lines of the latest spring garments. Colors are navy blue, sapphire, terra cotta, black and Copenhagen. Special values at 10.50

SPRING SAMPLE SUITS, \$16.50. These new and attractive suits come in a wide variety of cloths for spring wear, brocades, tweeds, serges, Bedford cords and crepe cloths, with trimmings of tiny buttons and light colored silks. Worth \$19.50 to \$25.00. Tuesday 16.50

SILK MOIRE SUITS will immediately find favor. Individuality is shown in every line and fold. Colors are black, navy, Copenhagen and brown. Prices \$25.00 to \$49.50.

NEW YORK COATS FOR SPRING WEAR. Very Moderately Priced, \$17.50 to \$28.50. New gabardines, golfines, crepe cloths, black and white checks, serges and brocades, in shades of tan, navy, black, Holland blue, tango, mahogany and various greens. Becoming styles with the flare flounce or full ripple back. Popular Balmacaans and Sports Coats, \$17.50 to \$28.50.

Dressmakers' Day Specials in the Smallware Sa'e

We are quoting special prices for all dressmakers' supplies. Here are a few of them:-Sewing Silk, 50-yard spools, black and colors. Regularly 4c spool. Basting Cotton, 1,000-yard spools, sizes 36 and 40. Regularly 10c spool. Sale price Se, or 3 for 20c.

Great Savings on Soiled Table Cloths

OTHER GOOD ITEMS FROM THE LINEN SECTION.

BREAKFAST CLOTHS CLEARING AT 59c EACH. Damask Table Cloths, small check design, with border all round, 50 x 50 inches. Very suitable for restaurant use, etc. Tuesday

SETS OF TABLE LINEN AT \$4.48. This comprises One Table Cloth, size 2 x 2½ yards, and one dozen Nap-kins, size 22 x 22 inches to match. Large assortment of pretty designs. These are exceptional value and will give great wear. Clearing Tuesday, per 4.48

DAMASK TABLE CLOTHS, \$1.98. HEMMED TABLE NAPKINS, \$1.83 DOZEN.

(Second Floor.

Dining Room Furniture

Dining Room Chairs in quartered oak finish, golden color. Set has five small and one arm chair. The seats are upholstered and covered in art leather. Regularly \$13.50. Extra special... 10.95 Dining Room Chairs in solid quarter-cut oak, in fumed or golden finish. Have genuine leather seats, and set consists of five small and one arm chair. Regularly \$23.75. Extra special 17.75 Extension Dining Table, made of solid quarter-cut oak, in fumed or golden finish; extends to 6 feet; has heavy turned pedestal and claw feet. Regularly \$17.50. Extra special 14.75 Extension Dining Table in fumed or golden finish, solid quartercut oak, and extends to 8 feet. Regularly \$32. Extra special 25.90 Sideboard in solid quarter-cut oak; has large glass, shaped pillars, and conveniently arranged drawers and cupboards. Regularly \$34.50. Extra special 29.75

Combination Buffet and China Cabinet, made of solid quartercut oak; has large china cabinet, long linen drawer, cupboard and cutlery drawer; large mirror at back, and small display shelves. Regularly \$37.00. Extra special 31.50 (Fifth Floor.)

BOYS' BOOTS, \$1.99.

neat laced Blucher last, with double solid leather

CHILDREN'S BOOTS, 89c.

patent toecap; neat, easy-fitting last; medium weight soles and spring heels. Sizes 5 to 101/2.

RUBBERS.

Bright finished, city weight Rubbers, regu-

Dongola kid leather, laced Blucher style,

soles. Just the boot for this time of year-Sizes 1 to 5, Tuesday..... 1.99 Sizes 11 to 13, Tuesday..... 1.69

600 Pairs Boys' Box Kip Boots, made on a

Boots and Rubbers at Special Prices

MEN'S \$4.00 PATENT DRESS BOOTS, \$2.65.

welted soles, high or low heels. Boots that sell regularly at \$4.00. Sizes 5½ to 11. Tuesday 2.65 ('Phone Orders Filled)

\$3.50 TO \$4.50 BOOTS FOR WOMEN, \$2.49.

New and popular styles, in patent colt, gunmetal, tan Russia calf and fine vici kid. The soles are Goodyear welted, hand turned and flexible McKay. All styles of heels. Sizes 21/2 to 7.

Regularly \$3.50, \$4.00 and \$4.50. Tuesday 2.49

Special purchase of Men's Patent Colt Boots, made on the new lasts; single Goodyear-

Women's Flannelette

Night dresses Two special clearing lines from our own factory, at prices that scarcely cover the cost of material and making and are about half regular price. 'Phone orders

600 Women's Nightdresses, fine white flannelette, Mother Hubbard style, tucked yoke, ruffle of goods on neck, front and cuffs; double stitched throughout; 56, 58 and 60-inch lengths. Regular price 85c. Tuesday, each55

600 Women's Nightdresses, extra quality white flannelette, yoke tucked and two insertions of silk embroidery; neck, front and cuffs finished with ruffle of silk embroidery; a very neat and pretty gown; lengths 56, 58, 60 inches. A regular \$1.25 gown. Tuesday,

1,000 Gold-Filled Rings

(Third Floor.)

Signets, plain and engraved, and single stone birthday rings, all one women's Antique Dinner Rings, all real stones, turquoise, amethyst and topaz; many have the stones engraved with floral designs. Regularly \$6.50, \$7.50, \$8.25, \$9.00. Tuesday, half price, \$3.25 to \$4.50.

Women's Sterling Silver Rings, after-

dinner styles, set with 32 brilliants and colored stone centre. Regularly \$3.50. Tuesday 1.50 Women's 10k. Real Cameo Rings, beautiful pink and white cameos, heads are all well-cut, fancy and plain settings, all one price. Tuesday 2.49 Women's 14k. Diamond Rings, 25 diamonds, mounted in heavy 14k, gold set-

Salt and Pepper Shakers 49c Pair

Genuine Cut Glass Salt and Pepper Shakers. Your choice of three patterns, plain cut, medium cut and fancy cut. Sterling silver tops, good weight. Regularly 75c and \$1.00 pair. (Silverware Dept., Main Floor.)

Wonderful Suit Values for Men at \$15

These new Spring Suits afford savings of dollars. They are made from English worsteds and tweeds in the new shades of brown and grey, showing neat stripe patterns.

The new design of single-breasted. three-button coat is one that will be much worn this spring. Singlebreasted vest and fashionable trousers. Linings are twill mohair. Workmanship the very best. Sizes 34 to 44. Tuesday. 15.00 MEN'S BLUE TROUSERS.

Made from extra good English worsteds in navy blue. Nicely tailored; five pockets. Sizes 32 to 44. Price 3.00

MEN'S FINE WORSTED TROUSERS. Made from a choice English cloth in grey, neat stripe patterns. Belt straps and five pockets. Price 3.50

Boys' Two-Piece Suits of Blue Serge An English material in rich navy blue. Smart double-

breasted style, with full-cut bloomers. Good twilled linings. Sizes 26 to 30, Tuesday 5.00 Sizes 31 to 34, Tuesday 5.50 BOYS' BLUE SERGE RUSSIAN SUITS.

Smart single-breasted cut, with stand collar. Full-cut, elastic-bottom bloomers. Smartly finished. Sizes 21/2 to 8 years. Tuesday 4.25

New Sping "Body Guard" Underwear for Men

Yarns are the best that can be bought at this price. Medium weight only, single breasted style, close fitting cuffs and ankles, biege facings. Every garment is guaranteed to give perfect satisfaction and is absolutely unshrinkable. Will not irritate the most sensitive skin. All sizes 34 to 44. Tuesday 1.00

LAST OF THE MEN'S WINTER UNDERWEAR. 500 garments, shirts and drawers, will be included in this last sale of winter goods. All must be cleared Tuesday morning. No 'phone or mail orders can be filled at this price. Many well-known makes but not all sizes in every make. English, Scotch, Canadian and American makes. Sizes in the lot 34 to 50. Regularly \$1.00 \$1.25, \$1.50, \$2.00 and \$2.50. Tuesday, to clear, each garment .50

Men's Fur-Lined Coats

Shells extra well tailored from fine black beaver cloth, linen body and sleeves, with selected full-furred muskrat skins. Collars of Canadian otter or Persian lamb skins in deep shawl or rolling shape. Sizes 36 to 42 chest measure, length 50 inches. Regularly

. MEN'S CLOTH CAPS, tweeds and navy blue beaver cloth, golf and driver styles. Regularly 50c, 75c and \$1.00. Tuesday25 (Main Floor.)

Special Sale of Rockingham and Cane Ware

CUSTARD CUPS, MIXING AND PUDDING BOWLS. Light Brown Cane Ware Pudding Bowls, double edge 1/2 pint, each 5c; 1 pint, each 6c; 1½ pints, each 10c; 1 quart, each 12c; 3 pints, each 15c; 4 pints, each 20c. Cane Ware Lipped Bowls—3 pints, each 25c; 4 pints, each 35c; 6 pints, each 45c; 8 pints, each 60c.

Individual Custard Cups, each &c. Old-fashioned Style Rockingham Bowls-11/2 pints, 15c; 2 pints,

White-lined Pudding Bowls—1 pint, each 10c; 1½ pints, each 12c; 2 pints, each 15c; 3 pints, each 20c. White-lined Mixing Bowls 2-pint size, each 20c; 3-pint size, each 25c; 4-pint size, each 30c; 5-pint size, each 40c.

('Phone Orders Filled) \$12.00 DINNER SET. \$6.95.

Best Grade English Semi-Porcelain, full 97-piece dinner and tea service, with the newest rose bud and key border decoration. Regularly \$12.00. Special bargain for Tuesday 6.95 \$15.00 ENGLISH BLUE BAND DINNER SETS, \$11.75.

Very Finest Grade Pure White Body English Semi-Porcelain. with a very pretty plain blue and gold band border. Regularly \$15.00. Tuesday 11.75

\$15.00 DINNER SETS, \$9.95. Choice of three very handsome English Semi-Porcelain Dinner Sets, Furnival's Miaton border decoration or Grindley's famous din-ner sets. Regularly up to \$17.50. Choice of three sets. Tuesday

bargain 9,95 \$32.50 BERNANDEAUD DINNER SERVICE, \$24.75. Pretty rose bud border design, with gold-lined edges and handles, L'Bernandeaud & Co. French Limoges China. Regularly \$32.50.

Tuesday bargain 24.75 \$66.00 THEODORE HAVILAND DINNER SERVICE, \$52.00.

Conventional floral border design, with gold burnished handles. French Limoges China, complete 97-piece dinner service. Regularly 366.00. Tuesday special bargain at 52.00

\$2.50 WATER SET, \$1.69. A very pretty Glass Water Set, as cut, full crystal glass jug with tumblers to match. Regularly \$2.50. Tuesday special bargain 1.69

Three Days Sale of Wall Papers Select Papers for parlors and dining-rooms, apartments and

suites. We will be pleased on requset to submit latest ideas on decoration. Enquire at desk for expert salesman. 1,950 rolls Imported Tekkas. Soirettes, Silkettes, Crush Silks, embossed steel pressed and die cut patterns, in old rose, champagne, apple and other greens, light and dark ivory, French greys, yellow, day, 91c; regularly \$1.75, Tuesday, 91c; regularly \$1.55, Tuesday, 74c; regularly \$1.25 and \$1.50, Tuesday, 29c.

day, 29c.

2,750 rolls Imported Tapestries, Metallics, Printed Velours and Crepes, on medium and dark grounds, with over-patterns, in good colorings, for dining-rooms, halls, dens, libraries; every roll is perlarly \$1.00, for 53c; regularly 75c, for 39e; regularly 50c, for 27c;

(Wall Paper, Fifth Floor.)

The Robert Simpson Company, Limited

lation style, every pair perfect-

Children's, sizes 3 to 10½, Tuesday38

HEAVY GUM RUBBER BOOTS, HIGHEST

heavy corrugated rolled edge soles, solid rubber heels. Some have eight-inch leather tops;

others are two-buckle and three-eyelet styles.

Sizes 6 to 13. Regularly \$2.85 and \$3.35. Tues-

day 1.99

Heavy, Snag-proof Gum Rubber Boots, with

'GRADE, \$1.99.

Carpets and Rugs Low Priced

Beautiful new styles just received in Axminster Carpets at per yard, \$1.50, \$1.75, \$1.95, \$2.25 and \$3.50.

An attractive showing of Brussels Carpets at \$1.00 per yard; very choice two-tone effects in blues, greens and reds. Extra value, per yard ... 1.00 Hundreds of new Brussel Rugs in endless variety included in the new shipments just received. Beautiful colors and dainty small designs prevail

amongst the new spring rugsgreys, blues, rose, tans and greens, as well as dignified. rich, small Oriental effects. Every size well represented-4.6 x 6.0 5.25 6.50 4.6 x 7.6 6.50 8.00 6.9 x 9.0 11.50 14.25

6.9 x 10.6 13.50 16.75 9.0 x 9.0 15.25 17.75 9.0 x 10.6 16.75 21.25 9.0 x 12.0 19.25 24.25 11.3 x 12.0 24.00 31.50 New Inlaid Linoleums, in all the

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well-known makes, in a large range of designs and colorings; suitable for halls, dining rooms and kitchens. Square yard, 85c, \$1.00, \$1.10 and \$1.25. Scotch and Domestic Printed Linoleums, all new and perfect goods and in the largest range of

designs we have ever shown. Per square yard, 36c, 45c and 50c. The Maple Leaf Vacuum Cleaner specially made for The Robe Simpson Co., Limited. An exce lent machine for removing the dir and has a revolving brush which takes up the bits. Specially priced at (Fourth Floor.) 7.75

Curtains and Curtain Materials

SPECIALS FOR TUESDAY. English Art Ticking, in a variety of stripe designs, in dainty shades of green, blue, mauve, helio, yellow, etc., 32 inches wide, fast colors Regularly 35c and 40c. Tuesday,

yard22 ART SATEENS, 18e YARD.

SCOTCH MADRAS, 28c YARD. Very fine quality, in cream and white, 50 inches wide, for bedrooms; nothing is prettier or more durable, a big saving on every yard. Tuesday, yard

NOVELTY AND BUNGALOW NETS, Worth double, in all shades,

COTTON DAMASKS, 85c YARD. DOUBLE-FACED VELOUR, \$1.49 YARD.

Double Sight Glasses FUSED BIFOCALS, THE GROUND-IN

Lenses for reading or seeing at a distance, ground together, no noticeable dividing line. The price applies to lenses only. If you have astigmatic eyes, the price will be \$5.95. These figures are much below standard prices, and only 50 pairs will be fitted, se come early.
(Optical Dept., Second Floor.)

Tourist Trunks Specials

Fibre bound, wide slats, two leather straps, thin lever lock, heavy brass corners and bolts, deep tray and dress tray, sizes 32, 34, 36. Special Tuesday 5,00

Cowhide Leather Suit Cases, steel frames, brass lock, with side straps, strong handle, linen lined, with pocket and inside straps. Special, Tuesday, size 24-inch, \$4.50; size 26-inch, \$4.95.

Matting Suit Cases, leather corners, strong handle, brass lock and catches, with side straps, neat linnig, with pocket and inside tapes, size 22, 24 and 26 inches. Special, Tuesday 1.98

Cowhide Leather Club Bags, steel frame, brass lock and catches, easy swing he sile, full leather, lined, with pockets, size 16 and 17 inches. Special, Tuesday 4.95

(Fifth Floor.)

Groceries and Candy

One car Standard Granulated Sugar,
20-lb. bag, in cotton, per bag.
Lake of the Woods' Five Roses
Flour, quarter bag
Choice Side Bacon, Peameal, half or
whole per lb.
Finest Canned Tornatoes, 3 tins
Canned Corn or Peas, 3 tins
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Cowan's Cocca, half lb. tin
Choice Messina Lemons, per doz.
Finest Creamery Butter, per lb.
Pure Kettle-rendered Lard, 3-lb. pall
Imported Malt Vinegar, Imperial
quart bottle
Choice Red Salmon, 2 tins
Quaker Oats, large package
Chiver's Pure Raspberry Jam, per
Jar
Bline Bell Jelly Powders, assorted,
4 packages
Red Lentils, for soup, 3 lbs.
Pure Gold Quick Tapioca, Chocolate
and Custard Powder, 5 packages.
Maconochie's Canned MacKerel, per
tin
Banner Brand Jam, assorted, 5-lb.

500 lbs. Fresh Togsted Marshmellows, reg. 30c, per lb. 1,000 lbs. Scotch Kisses, reg. 20c, per lb. Simpson's Nut Bar, reg. 5c, special, 5 for