

Store Hours 8.30 a.m. to 5.30 p.m.

On Sale Today at Simpons

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Enroll Today For the Easter Home-furnishers' Club

Today and Saturday we will complete the roll of the Club which has been supplying to many hundreds of Toronto homes furniture, carpets, hangings and decorations, with the privilege of deferring the payments to a series at later dates.

The result has been to keep the wheels of many factories revolving and to make many other homes prosperous and happy that otherwise would have felt the pressure of slow business.

Better be a late comer than to forfeit the benefits of the Club in making your home more attractive now rather than later. These specials are for Club members as well as for other customers of the Store.

Semi-Annual Six Day Sale of Bedsteads and Bedding

MANY ITEMS OF EXTRAORDINARY INTEREST FOR HOMEFURNISHERS

- Brass Bedstead, Mattress and Bed Spring, complete. Regularly \$22.00. Thursday bargain 12.95
- Brass Bedstead, Mattress and Spring, complete. Regularly \$32.00. Thursday bargain 21.50
- Brass Bedstead, 2-inch posts, in 4 ft. and 4 ft. 6 in. sizes only. Regularly \$20.00. Thursday bargain 14.35

Boots--Here's Easter

Men's \$5.00 Boots, Thursday, \$2.00-3.00 pairs Tan Russia Calf and Tan Willow Calf Boots, in button and lace styles; sizes 7 to 11. No phone or mail orders filled. Thursday, 2.00

All-Over Lace--31-inch all-over "shadow" net, new patterns, in white or ecru; two yards will make a blouse for under bolero jacket.

Smart Silks on Sale

British Peau de Soies and Tanelines--Plain colors, stripes and checks, black and navy grounds with white stripes, and white grounds with black.

Natural Shantung-Pongee Silks--33-inch. Regularly 60c, for 36; 34-inch, regularly 60c, for 36.

Colored Satin Paillettes, new tones for spring and summer wear, ivory and black. Regularly \$1.00 to \$1.18. Thursday, 88c.

Black Chiffon Taffetas, Messalines, Paillettes, Duchesse Satins and Satin de Chines, all wide widths. Thursday, 34c.

New "Canton" Crepes, latest patterns, on grounds of battleship gray, Belgian blue, moss green, navy, tan and brown. Per yard, 1.50

Ivory or Black India Silk, 36 inches wide, 200 yards, \$1.25 quality. Thursday, .96

Corduroy Velvets, the much wanted "brown" shades, in terry and woven cords, 27 inches. On sale, .68

Hand Bags 44c

720 only, in seal, morocco and crepe grain leathers, new spring styles, frames 6 to 9 inches, in nickel finish, well lined, most have mirror and purse.

Gunmetal Mesh Bags, 6-inch frames, three designs, ring mesh, shirred deep fringe. Regularly \$2.50. Thursday, 1.50

Gunmetal Vanities, Regularly \$1.60. Thursday, .99

For the Convenience of Visitors

The Rest and Writing Room (Third Floor).

Restaurant and Palm Room (Sixth Floor).

Package Checking Desk (Basement).

Easter Jewelry Gifts

Women's 10k. and 14k. Gold Cameo Rings, beautiful pink or brown cameo, with white heads, several sizes of.

Women's 14k. Gold Pearl Set Necklaces, all genuine well matched pearls, several pretty designs in lily, bird, spray, leaf, daisy and scroll patterns.

Cluster Diamond Rings, platinum set, 14k. gold bands; five three-stone diamonds and four single stones; one stone; four only diamond single stones rings. Regularly \$25.00. Thursday bargain, 13.95

The Floor Coverings

CHINA MATTING, RAG RUGS, AND OTHER FLOOR COVERINGS.

New 1915 season China Matting, mottled colorings, in blue, red, green and tan; 36 inches wide. Thursday bargain, yard .10

NEW FLOOR CLOTH AND LINOLEUM.

The floor cloth includes a lot of new designs in bright nice clean colors 36, 45, 54, 72 and 90 inches wide. Per square yard, Thursday, .27

AMERICAN SEAMLESS WOOL AND FIBRE RUGS.

6.0 x 9.0. Regularly \$8.95. Thursday, 3.45

7.6 x 10.6. Regularly \$9.50. Thursday, 4.25

8.8 x 10.6. Regularly \$6.50. Thursday, 3.25

SCOTCH, AMERICAN AND CANADIAN ART WOOL RUGS.

7.6 x 9.0. Regularly \$13.15. Thursday, .95

9.0 x 9.0. Regularly \$15.50. Thursday, .95

9.0 x 10.6. Regularly \$17.85. Thursday, 11.95

10.6 x 12.0. Regularly \$21.65. Thursday, 12.95

10.6 x 12.0. Regularly \$25.95. Thursday, 14.95

THE DRAPERIES

Short ends of this popular dainty curtain fabric, in cream or white, lengths of from 4 1/2 yards to 10 yards, slightly soiled. Regularly 50c and 65c per yard. Thursday, yard .33

Printed in rich, bright colorings, 31 inches wide. Thursday, per yard .39

Good designs, stripe effects. Regularly \$1.25 and \$1.50. Thursday, yard .98

Absolutely sunproof and 50 inches wide, all colors, including red, blue, green, brown, etc. Regularly \$1.25. Thursday, yard .85

High-grade oil opaque cloth, size 37 x 70 inches, in cream or green only. Regularly 50c. Thursday, yard .39

A new style, goose neck brass Extension Rod, extending from 25 to 54 inches, for muslin, madras or light weight curtains. Regularly 25c. Thursday, 20c.

Well made, latest improvements, non-rusting pins, full size. Regularly \$1.25 set. Thursday, set .79

"Bridal Rose" China at Bargain Prices

Breakfast Plates, Regularly \$3.00. Dozen, 2.00

Cups and Saucers, Regularly \$5.00. Dozen, 2.95

Soup Plates, Regularly \$2.00. Dozen, 1.20

Vegetable Dishes, Regularly \$2.00. Dozen, 1.20

Dinner Set--semi-porcelain. Regularly \$6.95. Thursday, 4.95

White China Coffee Cups and Saucers, for 12. Covered Vegetable Dishes, semi-porcelain, white on a blue decoration. Regularly 35c. Thursday, 25c.

50 China Bread and Butter Plates. Regularly \$4.25. Thursday, 2.95

15c Japanese China Bowls, Each, 3

20c and 25c China Cups and Saucers, 15



In the Men's Store Today

The early models in Suit and Overcoat are ready. You can see them all over the Men's Store smart and well cut, from beautiful new materials.

Plenty of special values, too, of which here are some samples:

MEN'S SPRING OVERCOATS, \$9.45.

90 only in the lot, of imported English chevrons, in dark Oxford gray and black; cut single-breasted Chesterfield style, or of light gray mixed tweeds, in the new Belgian style, with natural shoulders, set-in sleeves, and wide lapels, also Balmainian; loose and roomy. Sizes 34 to 44. Regularly \$19.50 and \$15.00. Thursday, 9.45.

MEN'S EASTER SUITS, \$7.95.

Regularly \$12.00, \$13.50 and \$15.00; 150 suits of the new spring designs, in English tweeds and fancy worsteds; gray and black or black and white checks; dark gray and brown checks and stripes; new three-buttoned single-breasted sack model, with natural shoulders, and soft front to roll to the second button. Sizes 34 to 44. Thursday, 7.95.

TWEED TROUSERS, \$1.59.

Regularly \$2.00, \$2.25 and \$2.50; good all-wool tweeds, in medium gray stripe; dark brown grounds, with narrow black stripe; well tailored. Sizes 34 to 42. Thursday, 1.59.

THREE SUIT OFFERINGS FOR BOYS.

200 Two-piece Suits, of gray and brown mixed tweeds; double-breasted sack and single-breasted Norfolk styles; full cut bloomers; sizes 25 to 40. Regularly \$4.50 to \$6.50. Thursday, 2.95.

Boys' Norfolk Suits, \$4.95-175 suits, of English and Scotch tweeds, brown, tan and gray checks and stripes; serge linings. Sizes 26 to 36. Regularly \$7.50, \$5.00, \$6.50 and \$9.00. Thursday, 4.95.

Boys' "New York" Suits, \$7.00--Only 92 in the lot; marked at less than usual cost; single-breasted novelty styles, with patch pockets, belts and plain full cut bloomers; dark brown and medium gray cassimere tweeds, in stock and check patterns. Sizes 12 to 18 years, or 30 to 36. Were \$10.00, \$12.00, \$13.50 and \$16.00. Thursday, 7.00.

In Men's Furnishings

New Silk Neckwear for Easter .50, .75 and 1.00

New White Plaque and Colored Stripe or Figure Collars, 1.50, 2.00 and 3.00

New Silkette and Soisette Pyjamas, 1.50, 2.00 and 3.00

Men's Merino and Balbriggan Shirts and Drawers, Special, per garment \$3.50, \$4.00, \$4.50 and \$5.00. Thursday, 2.00.

450 Work Shirts, in striped drills, black duck, denim, etc., in sizes from 14 1/2 to 17 1/2. Regularly 50c to 75c. Thursday, 30c.

Men's Hats for Easter

Men's \$2.00 Stiff Hats. Thursday bargain, 1.50

Young Men's Soft Hats. Regularly \$2.00. Thursday, 1.50

Boys' School Caps. Regularly 25c. Thursday, 20c

Children's Hats, in new shapes. Regularly 50c and 75c each. Thursday, 40c

Boys' Felt Hats, new style. Thursday, 30c

Toilet Requisites

Hydrox Tooth Paste, Special, per tube .15

Mennen's Talcum Powder, Special, 2 for .30

Carlton's Almond Cream, Special, per tin .15

Murray & Lanman's Florida Water, Special, per bottle .35

Castle Soap, in cakes, Special, per dozen cakes, 10, or 7 dozen for, .35

Outmeal Toilet Soap, Special, 3 cakes for .22

Toilet Paper, in rolls, large roll, Special, 5 rolls for .25

French Tooth Brushes, with pure bristles, Special, per pair .15

Real Ebony Hair Brushes, Regularly \$1.00. Special, 50c.

Batted Neckties, in new styles, Regularly 25c. Thursday, 20c

Battered Neckties, in new styles, Regularly 50c. Thursday, 40c

Travelling Bags

Walrus Grain Club Bags, leather lined, sizes 16 and 18 inches, Regularly \$4.75 and \$5.25, for .375

Leather Suit Cases, steel frames, sizes 26, 28 and 30 inches, Regularly \$5.00 and \$5.50, for .45

Sugar Baskets and Almond Dishes, Regularly 75c and \$1.00.

Dinner or Table Knives, Sheffield steel, white handles. Regularly \$3.00. Thursday, 6 for .85

Silverware

Cassarese Pie Plates, Regularly \$2.50. Thursday, 1.95

Salad Bowls, English china, with silver, with spoon and fork. Regularly \$4.00. Thursday, 2.95

Sugar Baskets and Almond Dishes, Regularly 75c and \$1.00.

Dinner or Table Knives, Sheffield steel, white handles. Regularly \$3.00. Thursday, 6 for .85

Special Dinner Today 25c

Baked Whitefish, Parsley Sauce, or Roast Filet of Veal Savorly.

Trussed Chicken, or Braised Forequarter of Lamb, with Vegetables, Boiled or Mashed Potatoes, with

White Beans in Tomato Sauce, Baked Custard Pudding, Cream Sauce or Ice Cream.

Bread and Butter. Tea or Coffee.

11.30 to 2 p.m.

Battenberg Lace Specials

Battenberg Lace Centres, size 24 x 24 inches, lace border. Regularly \$1.25. Thursday, 98c

60 Battenberg Runners, 18 x 72 inches long. Regularly 95c. Thursday, 75c

Battenberg Shams and Covers, size 30 x 30 inches. Regularly 80c. Thursday, 65c

and 75c. Thursday, .39

The Grocery List

200 fine Finest Canned Peas, only six times to a customer, 3 tins, .20

One car Standard Granulated Sugar, 100 lb., 1.38

100 lb. Fresh Creamery Butter, in 2-lb. prints, per lb., .40

Choice Family Flour, 4 bags, .34

California Seed Raisins, 3 pkgs., .25

Choice Canned Currants, 3 lbs., .25

Yellow Cooking Sugar, 7 lbs., .50

Perfection Baking Powder, 3 tins, .25

Pure Lard, per lb., .15

Canada Cornstarch, 3 packages, .15

Finest Canned Pumpkin, 3 tins, .22

Finest Featherstrip Coconut, 1 lb., .12

Edwardburg or Beehive Table Syrup, 4-lb. pail, .20

Peanut Butter in Bulk, per lb., .20

Choice Red Salmon, 2 tins, .25

Salt, in Bags, 3 bags, .14

Orzo Cubes, 3 tins, .15

600 Pickled Shoulders of Pork, lean and mild, 6 to 8 lbs. each. Per lb., .12

Tungson Rice, 5 lbs., .25

Finest Pearl Tapioca, 4 lbs., .25

One car Choice California Sun-dried Orange, sweet and seedless, Doz., .25

Toasted Cornflakes, 3 packages, .25

40c ASSAM TEA FOR 25c.

1,000 lbs. Pine Rich Fall Bodied Assam Tea, of uniform quality and fine flavor, a 40c tea anywhere. Thursday, per lb., .25

1,000 lbs. Assorted Chocolate Cream, fruit flavors. Reg. 30c per lb., 25c

1,000 lbs. Walnut Maple Cream, 10c. 25c

1,000 lbs. Sifted Peanuts, Regularly 15c. Per lb., .12

FLOWERS.

Easter Lily Plants, 3 to 7 blooms, per bloom, .50

100 Boston Ferns, Reg. 30c. Special, 25c

25 Spirea Plants, Reg. 60c. Special, 45c

25 Azalea Plants, Reg. \$2. Special, \$1.50

100 Baby Hamburger Rose Plants, in bloom. Special per pot, .12

Thousands of Packages of Vegetable and Flower Seeds, ready for your selection, at 2c; 14 packets, .25

Some Early Opportunities in Bedding, Staples, Linens

Double Bed Sheets, size 70 x 90 inches. Thursday, pair .60

Circular Pillow Cotton, 42 inches. Thursday, pair .22

White Union Wool Blankets, 64 x 82 inches. Regularly \$4.25. Thursday, 3.59

Reversible Silktone Bed Comforters, size 72 x 72 inches. Regularly \$2.85. Thursday, 1.95

White Crochet Bed Spreads, 36 inches wide. Thursday, 1.65

Factory or Unbleached Cotton, 36 inches wide. Thursday, 1.19

Bridal Madras, 36 inches wide. Thursday, 10 yards, 1.19

White Flannellette, 31 inches wide. Regularly \$1.65. Thursday, 1.29

Striped Flannellette, 31 inches wide. Thursday, 10 yards, .95

Dark Wash Cloth, seconds and soiled, size 2 x 2 yards. Thursday, .45

Drawn Work and Embroidered Shams and Scarfs, sizes 36 x 50 inches, 1.44

Checked Glass or Tea Towelling, 29 inches wide. Regularly 16c. Thursday, 12c

Crash Roller Towelling, 17 inches wide, red border. Thursday, yard .12

Store Remains Closed All Day Tomorrow---Good Friday

The Robert Simpson Company, Limited

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