

Do Your Mid-week Buying Here Today
Easter Homelovers' Club Now Enrolling Members

THE ROBERT

SIMPSON

COMPANY LIMITED

Today in the Men's Store
Men's New Slip-On Coats \$10.50

Made from Donegal tweeds, in light gray, one of the best cloths made, with box back and swagger single-breasted front; sizes 34 to 40. Wednesday 10.50
DONEGAL TWEED SLIP-ONS, \$15.00.
In mixed brown effects; cut in loose, with well-draped box backs; single-breasted front, and two-way convertible collar; size 34 to 40. Wednesday 15.00
CHESTERFIELDS, BLACK CHEVIOT, \$12.00.
Conservative styles, in English black cheviot; finished with fine twill mohair linings; sizes 36 to 44. Price 12.00
OXFORD GRAY CHEVIOT COATS.
English all-wool cheviot cloths; fashionable single-breasted, fly-front style, with twill mohair linings; sizes 36 to 44. Selling Wednesday 20.00

300 Boys' Sample Suits

Sizes 26 to 34, at \$4.95.
New single-breasted fancy yoke Norfolk models; some with three narrow box pleats to belt at waist; belts sewn on; patch pockets; bloomers full fitting; tweeds in cheviot finishes; tartan and Glen-Urquhart checks; in browns, gray-browns and tans; sizes for boys of 8 to 16 years. Price, Wednesday 4.95

Gloves and Socks

Men's New Spring Gloves, natural shades, washable chamolite leather gloves; one dome fastener; sizes 7 to 10. Wednesday \$1.00 and \$1.25.
Men's Suede Gloves, unlined, gray shade, self and contrast stitching, at \$1.00 and \$1.25.
Men's Chamolite Gloves, natural and gray shades 1.00
Men's New Wash Cape Leather Gloves, light tan and gray, pair \$1.50; tan and black, pair 2.00
Men's Cashmere Socks for spring wear, "Woolsey" brand, all-wool yarn, seamless foot, soft fine yarn, guaranteed unshrinkable; sizes 9 1/2 to 11. "Llama" All-Wool Plain Black Cashmere Socks, 3 pairs \$1.00; pair 30c.
Men's Lisle and Silk Socks, gray, navy, tan, black and white, 3 pairs \$1.00; pair 30c.
Men's Pure Thread Silk Socks, black, tan, navy, cadet, white and gray; sizes 9 1/2 to 11. Saturday 50c

Men's Furnishings

\$1.25 Cashmere Underwear, 89c. Mauchauffee's French cashmere health underwear; spring weight; sizes 34 to 46. Regular \$1.25 garment. Wednesday 89c
\$1.00 and \$1.25 Shirts at 69c. Negligees, stripes of blues or blacks; sizes 14 to 17. Regular \$1.00 and \$1.25. Wednesday 69c
75c BRACES AT 49c. 120 pairs, lisle and silkette webbings. Wednesday 49c



Men's Spring Hats and Caps

Wool Edge Fedoras, light and dark gray, green, blue and brown. Wednesday 2.00
"Christy" and "King" Stiff Hats, tapering crown, 2.50
New Caps, tweeds and worsteds, with leather sweatband, long visor and pleated edge, 75c and \$1.00.

Boots at Low Prices Today

600 pairs Men's Boots; all sizes 6 to 11; box calf; Blucher cut; cotton lining; heavy solid standard screw soles; flat, comfortable heels. Wednesday 1.99
WOMEN'S EVENING SLIPPERS
Soft and dull kid; hand-turned soles and wood-covered heels; short lines taken from stock, and included are colonial, plain pumps and strap effects, suitable for afternoon or evening wear, and from such makers as Laird & Schober and Gupiti, slipper makers of highest grade; not all sizes in each style, but all sizes in the lot, 2 1/2 to 7; widths A to D. Values to \$7.00. Wednesday 2.95

COMPLETE LINE OF GIRLS' "CLASSIC" BOOTS
Our stock of "Classic" Boots for girls is now in perfect shape, lines showing in patent calf, with either kid or black cloth tops; gunmetal calf and tan calf; both button and lace styles, and light and heavy weight soles; flat, sensible heels. Sizes 8 to 10 1/2, \$2.10; sizes 11 to 2, \$2.65.
BLACK VELVET BUTTON BOOTS FOR WOMEN
No offering could be more appreciated. 400 pairs only, New York "Elizabeth" pattern boots, in black velvet; both button and lace styles; flexible Goodyear welt soles; new Cuban heels; military braid trimmed; widths B, C and D. Regular \$4.00. Wednesday 1.89

Laundry Supplies and Hardware

Specially Priced for Wednesday.
Imperial Clothes Rings, enclosed cage, warranted rubber rolls, spiral springs. A good \$4.50 wringer, 48 only to sell Wednesday at, each 3.99
Marvel Washing Machine is a popular style, quick and easy washer, square tub rocker style. A \$5.00 machine... 4.25
Step Ladders, strong and well made, with pall rest; 5-foot size, Wednesday 75c; 6-foot size, Wednesday 90c.
Ironing Boards, size 12 x 60 inches. Wednesday... 49
Corn Brooms, four strings, a good 30c. Wednesday... 25
Polish Mop, for cleaning and polishing hardwood floors, linoleums, oilcloths. 600 to sell Wednesday, each... 25
Zinc-faced Wash Boards, Regular 25c. Wednesday... 20
Yacht Mops, long handle, string cotton mophead, good size... 35
Garbage Cans, galvanized iron, ball handle and slip-over cover, three sizes, Wednesday, 75c, 85c and 95c.
Curtain Stretchers, size 6 x 12 feet, nickel-plated brass pins... 95
Potts' Sad Irons, nickel-plated, three irons, stand and handle complete. Regular \$1.10. Wednesday... 89
Window Flower Boxes, strong wooden boxes, painted green, well made; 36, 42, 48 or 54 inches long, for use in windows, verandas, porches, etc, each, 75c, 95c, \$1.10 and \$1.25. (Resistant.)

For Home Lovers---Five Extraordinary Items from the Carpet Department

TEMPLETON'S SEAMLESS SCOTCH AXMINSTER RUGS.
Ten only, and one size, gray or fawn ground, with chintz border; two-tone green, with fancy border; two-tone rose, trellis centres, with band border; also a two-tone blue; size 7 ft. 6 in. x 10 ft. 6 in. Regular \$35.00. Wednesday 21.75
\$8.75 VACUUM CLEANERS FOR \$4.75.
Fifteen only, "Victor" Vacuum Cleaners, made of a three-ply mahogany finished case, with three very powerful bellows for suction and a removable brush for picking up the lint and bits; a most satisfactory cleaner in every respect. Regular \$8.75. No phone orders. Wednesday extra special, each 4.75
200 NEW RAG RUGS.
Striped centres, two border designs at ends, blue ribbon with rosebud and a green Dutch border; size 27 x 54 inches. Regular \$1.25. Wednesday 98
100 Cocoa Fibre Mats, reversible, with a green border, 14 x 24 inches. Regular 29c. Wednesday 22

Linoleums

Five thousand yards of heavy quality printed linoleum, large variety of block, tile, floral, matting, hardwood effects; two yards wide only. Regular price 50c. Wednesday, square yard 43

For Draperies and Cushions

\$1.50 French Linens for 95c Per Yard—Good color combinations and design on French linen, 30 inches wide. Wednesday, per yard 95
"Sunresista" Casement Cloth, sunproof, will not fade either from washing or from exposure, green and tan only; 32 inches wide, yard 39
Scrim Curtains, for bedroom or living-room, 2 1/2 yards long, white or ecru, hemstitched border, pair 98
English Lace Curtains, \$1.85 Pair—White, ivory or ecru, 3 and 3 1/2 yards long. Wednesday, pair 1.85
Curtain Rods, 9c Each—Extension rod for hanging scrim or light curtains, silvered ball ends, each 9
Extension Rods for Portieres.—No. 1, extending from 30 to 54 inches, 60c; 42 to 72 inches, 75c.
Estimates and low prices on Window Shades, Awnings and Screening.

SPECIAL NOTICE

There will be an extraordinary sale of odd pieces and samples of High-Class Furniture on the fifth floor Tomorrow.

See this evening's papers for particulars.

Don't Miss It!

Today's Furniture List

Dresser, quarter-cut oak finish, golden color; three drawers, brass fittings; British bevel mirror. Regular \$8.00. Wednesday 5.95
Dresser, white enamel; two long and two small drawers; shaped top; cane panels and large British bevel mirror. Regular \$20.50. Wednesday 16.75
Chiffonier to match above dresser. Regular \$20.50. Selling Wednesday 17.50
Brass Bed, 2-inch posts and top rails. Regular \$24.95. Wednesday 15.45
Brass Bed, 2-inch posts, ball corners. Regular \$34.00. Wednesday 22.50
Brass Trimmed Iron Bed, white enamel, brass trim. Regular \$5.50. Wednesday 4.75
Mattress, all cotton felt; neatly tufted; art ticking covering; all sizes. Regular price \$7.50. Wednesday 5.25
Mattress, cotton felt; built in layers. Regular \$10.00. Wednesday 7.75
Pillows, mixed feathers. Regular \$1.55. Wednesday, pair .85
Pillows, selected feathers. Wednesday, per pair 59c

Andirons Half Price

Black iron, bright brass, brush brass finishes. Regular \$4.50 to \$6.00. Wednesday 2.25 to \$3.00
Large Fireplace Mantels, 6 ft. wide, good designs, fixed complete with open hearth for coal or wood or electric grate, tile facings and hearth.
White Mantel Base, 4 ft. 6 in. high, 6 ft. wide. Regular \$42.00. Wednesday 29.50
White Mantel Base, 5 ft. high, 6 ft. wide. Regular \$47.00. Wednesday 29.50
Genuine Mahogany Base, 4 ft. 6 in. high, 6 ft. wide, paneled front. Regular \$67.50. Wednesday 35.50

SOME FACTS ABOUT OUR MARKET AND ITS SERVICE



—Good housewives demand three things of the food they prepare for their tables. Is it clean—is it fresh—is it nourishing?
—Good housewives shop in the market where they know these essentials are insisted upon in every article offered for sale.
—The Simpson market is clean. A visit here will convince any woman at a glance—and inspection "behind the scenes" will reveal the same care and attention that makes the selling counters so attractive.
—The Simpson market offers for sale only meat and bacon that bears the government stamp. Not nearly all the meat offered for sale in Toronto is government inspected. If you are not getting meat from here, are you getting meat that is inspected and stamped—or are you taking chances with meat that comes from you know not where, and may easily be not what it should be to be set before your family?
—The Simpson service does all that can be done to get the merchandise from the market to the customer in the quickest, cleanest way. All parcels not taken are kept in a special refrigerator until the time for their delivery. The care given to telephone orders has resulted in a host of pleased customers. The men filling these orders know meat—and if you telephone for "the best" you get it.
—The Simpson night telephone service, from 5.30 to 10 o'clock, on Thursday and Friday nights, was started to help you to help us to serve you. Telephone Thursday night for Friday's fish—telephone Friday night for your week-end supplies—in each case they catch the first morning delivery.

And Here is a List of Market Prices for Today

MEATS
Loin of Young Lamb, special, per lb. 18
Sirloin Steak, choicest quality, special, lb. 25
Best Rib Roasts Finest Beef, special, per lb. 20
Thick Rib Roasts, prime, special, per lb. 17
Briquet Beef Boiling Cuts, per lb. 14
Shoulder Cuts for Pot Roast, per lb. 14
Family Sausage, our own make, per lb. 12 1/2
Maple Leaf Smoked Hams, select, mild curing, whole or half, per lb. 28
GROCERIES
6,000 Packages Standard Granulated Sugar, in 5 lb. packages, 3 packages 1.20
4,000 Tins Finest Canned Tomatoes, 3 tins. 29
2,000 Stone Fresh Rolled Oats, per stone. 45
Ogilvie's or Purdy Flour, quarter bag. 95
Cook's Gem Baking Powder; regular 25c, large tin. 30
2,000 lbs. Choice California Prunes; reg. 10c, 3 lbs. 25
Finest Canned Beans, golden wax or green, 3 tins. 25
Choice Pink Salmon, 1/2-lb. flats, 3 tins. 25
Fancy Patna Rice, 3 lbs. 25
Stuart's Pure Strawberry Jam, 16-oz. jar. 30
Choice California Canned Asparagus Tips, Sun-kist brand, per tin. 25
Teifer's Cream Soda Biscuits, special, tin. 24
Macaroni or Spaghetti, 3 packages. 25
Finest Canned Green Gage Plums, in heavy syrup, per tin. 10
Imported Pure Orange Marmalade, pinks, 16-oz. jar. 15
Crisco, per tin. 15
Harry Home's Cream Custard Powder, 3 tins. 25
Campbell's Soups, assorted, 2 tins. 25
Patterson's Worcester Sauce, bottle. 15
Fresh Buttermilk, gallon. 15
Fresh Codfish Steak, per tin. 14
Lea's Sour Mixed Pickles, bottle. 14
1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, per lb. 27
FRUIT AND VEGETABLES
One Car Choice California Sun-kist Oranges, sweet and seedless, large size. Reg. 60c. Per dozen 40
Choice Grapefruit, large size, 4 for 25
Finest Table Turnips. 2 for 5

Telephone Adelaide 6100