SIMIPSON:

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

1. Wood, Manager.

Phone Number Main 7841.

ELSIMIPSON EL

#### Millinery Sailor Hats, \$4.50

Very best models, in Italian Milan, fine Tagels, in black, with white or Tusean trimmings, al! beautifully lined, in satin or silk. Tagets should sell at \$5.50 each and Milans would sell at \$6.50 each. Mon-

#### New York Lingerie Blouses

A New and Smart Model of Cotton Voile, low V neck of lovely Venetian lace, clusters of finest pin tucking, and rows of Cluny lace insertion; trimmed with small crochet buttons, elbow sleeves, the new set-in style. Special value. . . . \$2.95

A Charming Blouse, of allover eyelet embroidery, high neck, with pretty Irish lace collar and yoke, shoulders, and short sleeves are set in with fine beading, and Val. lace edging. Special .....\$2.95

Dainty Lingerie Blouse, of mull, front of hand embroidery. in shadow effect, and Val. lace insertion, short set in sleeve. lace collar, fastens in the back with small pearl buttons. Spe-

These Blouses are absolutely the latest in style, design, and workmanship. Sizes 34 to 42 bust measurements.

#### Genuine Oriental Cotton Crepe

The weaving of crepes in Japan has been pursued for many years, and there the highest perfection in the art has been obtained. Owing to the popularity of Oriental crepes, imitatious have been attempted by manufacturers in the United States, but so far with but indifferent success.

The threads of Japauese crepe are twisted by hand and woven on hand looms; no machine has yet been made that can give them the Eastern beauty of finish, and no dyes can match the coloring. Oriental crepes are the only ones made that do not require iron-

The splendid wearing qualities of these crepes, their delicate yet fast colors, their quaint and beautiful designs of Oriental figures, birds, fans, umbrellas, poppies, chrysan-themums, orchids, etc., places them above all other cotton fabrics for the use in shirtwaists, gowns, kimonos, pyjamas, wash ties, bed valances. curtains for all rooms, men's shirts, and many other things. We have the exclusive right to the sale of these goods for Tqronte. Special show on secand floor. 30 inches wide. Per 



Women's Finest Qualities Plain Black Cotton Home, and colored tops and plain colors, nice weight, 10. Special Monday 19c pair 3 pairs

Women's Real Silk Thread Hose. guaze weight, full fashioned, deep silk liste top, double garter web, extra fine finish, double ankle, heel, 

Men's Plain Black Cashmere Socks, medium weight, soft, tine to 11. Apecia! Monday, 18c pair, 3 paire ...... 50c

# Interest Never Flags at Simpson's

# Stiff Hats for Men, Monday, \$1.50

REGULAR PRICES \$2.50 AND \$3.50

These hats are the latest shapes of two famous English and Italian manufacturers. Extra high-grade and best finish fur feit. Light These hats are the latest shapes of two famous English and Italian manufacturers. Extra night-grade and best limits in weight with easy fitting cushion leather sweats. Don't miss this opportunity to secure a hat at much less than wholesalers' prices. 1.50 \$2.50 and \$3.50 are the regular values, and the shapes are the newest for spring. Monday .....

Boys' Varsity, Bull Dog, or New American | Boy's or Girls' Tam-o'-Shan-Golf Shape Caps, with large peak, in pavy or black worsteds, and neat tweeds; best finish. designs. Regularly 75c. Mon-

Have character in their making and are guaranteed all wool.

Made in distinctive models that are handsome, yet service-

able, and lined throughout with colored silks. Coats have attrac-

tive collars and lapels, others are novelty trimmed. Skirts gored

and finished to match coats. Price ...... \$29.50 to \$45.00

SPLENDID THREE PIECE SUITS FOR GIRLS.

These suits are made of imported serge in navy and grey. The dress is cut in a semi-princess style with low collar finished with

silk knot. Coat is slightly fitting, collar overlaid with royal blue

or tan satin. A stylish suit that will give splendid wear. Ages

10 to 14 years. Price ..... \$8.75

WOMEN'S COATS WITH CLEARING PRICES.

and materials; serges, panama, and fancy tweeds; cut on fash-

ionable lines with collars and revers, or with novelty touches:

some are silk lined. Only by purchasing this entire lot could we sell, at such a remarkable low price. Worth \$12.50 to \$15.00.

Monday .... \$8.50

EXTRA VALUE IN WOMEN'S SKIRTS AT \$5,00

in black only. Made in a four-gore style, with plain panel back.

An overskirt effect is formed by a deep tuck edged with lace fringe. A cluster of pleats finishes the right side of front panel

\$5.00

Another Handsome C.B. a la Spirite Corset

day's price attraction in the Corset Department. Those who are

not in the habit of wearing "C.B.'s" will be delighted with them.

a beautiful and stylish corset in finest French batiste, summer

weight, low bust, long unboned skirt fitted with 4 wide garters.

finest rustproof boning, 4 wide side steels, deep lace, and ribbon

satin bow, a popular fitting model, sizes 18 to 30 inches. Regular

price \$3.50 a pair. Monday to go at. a pair. . . . . \$ 1.69

In the Whitewear Department

Infants' Long Robes, an exquisite style in sheer lawn, dainty allow embroidery yoke, skirt trimmed with narrow Val. lace insertions, e edges, length 30 and 36 inches. Regular price, each \$2.50: Mon-

lafants' Long Skirt to mach probe, same lengths. Reduced for 75c

Petticests, fine longcioth, fitted over hips, deep flounce, trimmed with embroidery besding, run with silk ribbon. 2 rows wide torchon acce insertion, 2 clusters small tucks and wide ruffle of torchon lace, a beautiful shirt of fine quality. Lengths 36 to 42 inches. Regular price, each, \$2.75. Monday, each \$1.39

in Canada

Dress Goods

SPECIAL SIMPSON BLACKS,

We aim to make ours the largest and best assorted stock of blacks.

NEW PERMO SHANTUNGS.

bright, lustrous, permanent finish, and fast unfading dre: 44 inches

wide, per yard ..... \$1.00

yard ..... \$1.00

BLACK VOILES.

these all-wool voiles in fine, me-

Fium and coarse meshes; imported

from the best French makers; rich raven blacks and blue blacks. 44

to 54 inches wide, per yard .. \$1.00

We have a large assortment of

SAN TOY POPLINS AND BEN-

A splendid lightweight summer abric, which is unshrinkable.

Wemen's Hand Worked Sheathlyne Brassiere, combination corset er and bust supporter, time white cambrie, all-over embroidery to, front and back, narrow embroidery on arms, short boning in art. Sizes 32 to 44 bust. Regular price \$1.25. Monday, for ... 95c

On sale Monday, Phone orders filled,

New Silk-Serge

or Surah Silk

22 inch black surah twill, per yard

36 inch black and navy surahs

NEW BLACK FAILLE.

A delivery of this much wanted

ord silk in 42-inch, fine, bright

ord, for dresses and suits, per yard

Single and double borders, with

BEAUTIFUL SHOT FRENCH TAFFETA SILKS.

both stripe and plain shot effects, soft, rich, graceful silks, 40 inches

wide, per yard .... \$1.50 and \$2.00

IVORY DUCHESSE SATINS.

wide, \$1.50 per yard, rich Mousse-line finish, 40 inches wide, \$2.00,

\$2.50, and \$3.00, and in the soft char-

In messaline finish, 38 inches

Lovely combination shadings

Slightly more than half for beautiful. "C. B." Corsets is Mon-

Clearing model No. 40 of the famous C. B. a la Spirite Corsets,

A very striking model of fine quality, all-wool, panama cloth,

A collection of coats, 100 in all, embracing all the latest styles

The name "Wooltex" stands for style and character in every

Boys' Soft Hats, telescope or college shape. black. Fine quality. Monday . . . . . \$1.00

2-ply hose, guaranteen pressure.

50-foot lengths %-inch hose, fitted complete with couplings and combination nozzle. Monday, \$3.98

50-foot, lengths %-inch hose, fitted complete with couplings and combination nozzle. Monday, \$4.49

Garden Spades, solid crucible steel, D handle, Regular 85c. Monday 49c.

SCREEN DOORS. Three panels, fancy corner brack.
ets, 4 sizes, 2.6 x 8.6, 2.8 x 8.8, 2.10
x 6.10, 3 x 7. Monday .....\$1.00
Screen Doors, 3 panels, grained,
varnish finished, strengthened by 8
fancy corner brackets. 3 sizes.
2.8 x 6.8, 2.10 x 6.10, 3 x 7.....\$1.25
Screen Doors, grained, highly pelished, solid bottom panel, row of
spindlen across centre, large upper 

WINDOW AND DOOR SCREENS. Best make and materials only. A complete line of all the standard sizes for the Monday Basement Sale; Height, Chosed. Opens to Monday 14 inch 13 inch 28 inch 15 cents 14 20 32 17 14 22 40 13 14 15 22 40 13

LAUNDRY AND HOUSECLEAN A splendid list for Monday Base

ment Sale: 10c Iron Handles for Potts' Irons

10c Scrub Brushes, special sale, 5c Loc Scrub Brushes, special sale 50c House Brooms. Monday, 36c 25c Wash Boards for. 19c 82.90 Tub Benches, will hold two Sac Galvanized Wash Tubs, 69c
75c Galvanized Wash Tubs, 59c
65c Galvanized Wash Tubs, 49c
20c Galvanized Wash Tubs, 49c
20c Galvanized Wash Tubs, 49c
20c Galvanized Wash Tubs, 20c
20c Galvanized Cana 65c Garbage Cans for Monday \$1.00 Galvanized Wash Boilers, 8 or 9 size, for 68c \$1.25 Tin Wash Boilers, copper cottom 83c st.36 Tin Wash Boilers, copper 85c Granite Tea Kettles, size 9 75c Granite Tea Kettles, size 65c Granite Tea Kettles, size 7 45c Oval Rinsing Tubs, galvan-

WE HAVE 3,500 RANGES IN USE IN TORONTO. IN TORONTO.

A new dot Classic Gas Ranges.
Special Basement Sale Monday.
These ranges have the highest standing qualities in keeping with economy, style, make, and patterns are 1912 improved. All new features. Special demonstration for Monday in the Basement Sale.

\$18.50 Range, with broiler and shumer.

\$16.50 Range, with broiler and slimmer.

\$15.79 \$15.00 Range, with simmer, \$13.89 Above them ranges have 4 rings French fabrics that give good wear and appearance, made from specially selected yarn, best French dye, and finish, 44 inches wide, Above them ranges have 4 rings and large, roomy oven.
With \$10.00, \$12.50, and \$13.50
Hangas we will give free a full length Gas Tube Monday.

# Wearing Trousers

Trousers that will wear well and keep their good appearance; made from an English worsted, in stripe pattern; good style and well sewn. Regular values \$2.50 and \$3.00. Sale price.....\$1.98



The time is close at hand when you should be selecting your summer outing suit. We have a complete line of these goods, ranging in price from \$8.00 to \$25.00, in tweeds, worsteds, fancy mohairs. They are the best that first-class manufacturers can

Here is a neat plain grey, pick and pick, in a light color. Coat single-breasted, three-button; half-lived trousers have cuffs, belt. and side straps. Price. \$13,50

Another blue grey tweed, in hairline stripe; single-breasted coat, half-lined, cuffs on trousers and belt loops. Excellent outing suit. Price ..... \$18.00 Monday's Special in Boys' Clothing

BLUE SERGE BLOUSE SUIT AT \$3.95. Boy's All-wool Blue English Serge Blouse Suit, sailor style, with full-size collar, trimmed with seven rows of black soutache, tied in front with a red silk cord, flowing end tie, white serge ornament, pleated sleeve, trimmed with fancy buttons; bloomers with elastic bottoms: sizes 5 to 8 years. Regularly \$4.50. Monday

special ......\$3.95 Military Russian Suit, of plain and fancy striped imported weeds; coat buttons up side to shoulder, with fancy brass buttons, neat emblem worked on front, tan leather beit at waist: neat bloomers, lined with a fine white cotton. Sizes 21/2 to 6

Boy's Shirtwaist, of Scotch zephyr, English Madras, and French cambric, in the newest spring and summer shades and patterns; made with the laundered cuffs and tollar: Sizes 11 to 14 

## Some China Specials

136 beautiful Dinner Sets. The service is complete for six people. Handsome floral design, all pieces gold lined. An ideal service at less than half-price. Monday special .... . . . . . . \$3.61 30 only Carlsbad China Dinner Sets, dainty design, complete service for 12 people. Monday, special. ..... \$10.96 100 dozen 1/2-pint Tumblers, flute cut, half crystal. Monday. Water Jugs, quart size, artistic etched design. Monday. Special...... 70 Vinegar or Oil Bottles, genuine cut glassware, To clear 

# New "Corduroy" Velvets

New feature in French Curtain Velvets, heavy rich corduroy stripe lengthwise of fabric in soft tones of brown or green, 50 inches wide. Hangings made of this fabric give a pleasing effect. as well as the desired service. Price, yard...... \$2.75

COUCH COVERS. Handsome assortment of "German" Art Couch Covers, in fine

range of Eastern or Oriental designs. The colorings are very rich. among them will be found some two-toned covers in greens or browns. 50 and 60 inches wide. 3-yards long. Prices range from \$4.75, \$6.00 up to \$8.75.

#### BUNGALOW NETS

Heavy Scotch Nets, used for the living or dining-room, dens. and libraries. The demands for these popular inexpensive curtain materials are steadily increasing; large shipments have arrived recently which are now awaiting your selection. Many patterns in white, cream, and ecru topes, 45 to 50 inches wide. Prices range from 35c to \$1.00 yard.

This in Lunch Room londay Afternoon 3 to 5.30 Hot Buttered Toast, New Maple Syrup, Pot of Tea Ten Cents

# Men's NEGLIGE

With separate, soft, double collar, with pearl patent fasten. ers; three shades, pearl grey, ecru, and sky; shirt is large and roomy, and made coat style: sizes 14 to 17. Regularly \$1.50 To clear Monday

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98 Cents

# Clearance of Boys' **Pyjamas**

100 Suits of Boys' Gennine English Flannelette Pyjamas, in fancy stripes. with frog fasteners, military collar or low neck style. Some are slightly counter soiled; sizes 24 to 32 only. Regularly \$1.00 and \$1.25. To clear

59 Cents

## New Japanese Mattings

All in readiness for the summer floor furnishings. Beautiful new colors and designs in various qual-

SQUARES. Strong; closely-woven Mournouk-rugs, in greens, greens and blues,

greens and tans, etc. 6.0 × 9.0 .....\$ 7.85 20.6 ............. A new weave in a very artistic. yet inexpensive rug; blues, tans,

greens; two qualities. 30 x 60 ...... 85 x 72 31.15 and \$1.45 11.6 x 7.6 \$2.45 and 2.95 6 x 9 \$3.75 and \$4.75 8 x 10 \$5.50 and \$6.75 9 x 12 \$7.50 and \$9.25

Pretty stencilled squares and muts at very low prices.

Mattings by the yard, 15c, 20c, 25c, 35c, and 50c. Fresh arrivals last week of imported beautiful art wool rugs for bedrooms in exquisite designs and colors-lots to select from at vari-

9.0 x 9.0 \$6.35, \$9.00, \$15.25 9.0 x 9.0 \$7.65, \$11.25, \$18.25 9.0 x 10.6 \$8.35, \$12.50, \$22.00 9 x 12 \$10.25, \$15.00, \$24.35 10. 6 x 10.9 \$16.00, \$19.75, \$33.50

SPLENDID FRENCH DRAWING-ROOM RUGS. A particularly interesting selection will be found in Seamless Imported Rugs for dainty drawing looms; rose, green, and blue carpets, with beautiful chintz borders, as well as perfectly plain centres with darker shaded borders.

9.0 x 10.6 \$26.25, \$43.75 8.2 x 11.6 \$45.50 9 x 12 \$29.50, \$50.00 10.6 x 13.6 \$29.50

### A List from the Groceries

Powdered Ammonia, large packages ... ... 4 packages, 25c Sunlight, Surprise, and Taylor's Borax Soap. per bar, 40 Wideawake and Comfort Soap per bar, 40 Fels Naptha Soap. per bar, 50 Heather Brand Soap. 7 bars, 250 Simpson's Big Bar Soap ... per bar, 10c Santa Claus Soap ... 6 bars, 25c Pearline. ... 1 lb. package, 116 Old Dutch Cleanser... 3 tins, 25c Sapollo per cake, 8c Naptha Powder... 1 lb, package, 5c

So Clean Sweeping Compound .... per tin, 23c Royal Blue ... , 2 packages, 7c White Swan Lye... per tin, 70 Canada White Laundry Starch .... 1 lb. package, 7c Bon Ami ..... per cake, 12c 5 LBS. PURE CELONA TEA, \$1.16.

Continue

Samples of the Values in The Monday Big Value in Simpson's Cloak Section Basement Men's TWO SPECIAL ITEMS-WOMEN'S AND YOUNG Sale Raincoats GIRLS' DRESSES. GARDEN TOOLS. Imported lustre made up in a most attractive style, with This excellent Raincoat is Daisy Lawn Mowers, each machine suaranteed to be in running order, 7-inch drive wheel, 3 blades, 12-inch cut. Monday....\$2.75
14-inch cut. Monday.....3.25
16-inch cut. Monday.....2.50
Star Lawn Mowers, 3-inch drive wheel, three blades pretty lace yoke and rolling satin collar with slanting revers; short made from English Cravenette sleeves with under-cuff to match. Skirt fastened at left side of cloth, in a plain Oxford grey front panel. Seams all nicely stitched, colors navy, black; green. and in an olive shade. and cardinal. Splendid value ...... \$5.85 single-breasted fly front style, and lined throughout with good-wearing mohair linings.
The tailoring is the best. This Star Lawn Mowers, 2-inch drive wheel, three blades.

12-inch cut. Monday. \$3.75
14-inch cut. Monday. 4.25
16-inch cut. Monday. 4.75
Empress Lawn Mowers, 10-inch drive wheel, 4 blades, fully fitted with steel ball bearings.

14-inch cut. Monday. \$6.00
16-inch-cut. Monday. 6.25
13-inch cut. Monday. 6.75
20-inch cut. Monday. 7.25 ANOTHER ATTRACTIVE DRESS. is made of black and white shepherd checks, in small or large block size. Waist has set in sleeves, semi-low neck, outlined with coat can be worn for either a square satin collar and revers ornamented with buttons. Skirt fine or wet day. Priced at the is joined to waist with self piping. Great value at .... \$4.95 SUITS FOR WOMEN AND YOUNG GIRLS. Made of imported English serge, Coat smartly tailored with Men's Goodnarrow or wide rever, collar plain or inlaid with silk piping. Skirts have raised waistline with semi-side pleats or straight gore GARDEN REQUISITES. Garden Hose, "Banner" brand, full 2-ply hose, guaranteed to stand city lines. Colors light or dark pavy. Very special for ..... \$15.00 "WOOLTEX" SUITS FOR WOMEN.