

The Robert **SIMPSON** Company Limited  
 H. H. FUDGER, President. J. WOOD, Manager.  
 Store Opens at 8 a.m. Store Closes at 5.30 p.m.

Telephone Number  
 Main 7841

The Robert **SIMPSON** Company Limited  
 Saturday, April 16, 1910

A General Demonstration of the Household Stocks on Monday

14 Sales Monday in the Housefurnishing Department

The Carpet and the Curtain Departments  
 Combine with One Idea on Monday—to  
 Convincingly Prove their Ability to Serve You



EACH section of our department is practically a shop in itself. Each of these fourteen sections offers a straight, definite inducement to Toronto housekeepers on Monday morning. We want to show

you what we have here. We want to let you witness what we are, and become acquainted with the details of this great spring stock. We want your conception of good taste—we want your opinion. We have tried to bring home to Toronto those things which instinct and experience prompted us to feel positive you would like. Now we want you to see them. That is the purpose of this combined effort of attraction for Monday, April 18.

Fourteen Sales---One in Each Section of the Department

- No. 1.** 1800 yds. of Printed Linoleum matting, floral, tile, and block patterns, perfectly printed, thoroughly seasoned, regular 40c. Monday per yd., 27c.
- No. 2.** 1,100 yards of Inlaid Linoleum, in block, tile and parquet patterns. Regular \$1.00, Monday per square yard 79c.
- No. 3.** 2,000 yards of Heavy Floor Oilcloth; 1, 1-1-2 and 2-1-2 yards wide, all desirable patterns and colorings. Monday, per square yard 19c.
- No. 4.** 900 yds. of Brussels Carpet, in good designs and colorings including Orientals, borders to match, the regular price \$1.10 and \$1.25. Monday per yard, 89c.
- No. 5.** Extra Quality Tapestry Carpet in new designs, various shades of reds, greens, lawns 5-8 borders to match. Monday per yard 63c.
- No. 6.** New Axminster Carpets, a heavy quality in seven designs, borders to match. Regular \$1.50 Monday per yard \$1.29.
- No. 7.** Tapestry Room Size Rugs, the designs are excellent. 9x10-6. Monday each \$6.99.
- No. 8.** Brussels Room Size Rugs, in small neat designs and dainty colorings, good quality. 9x10-6 Monday \$11.95.
- No. 9.** Velvet Room Size Rugs, in Wilton designs. New coloring, a splendid wearing quality. Monday each \$18.99.
- No. 10.** Smyrna room size Rugs, Oriental designs, extra heavy weave, best quality, reversible, 9 x 12. Monday each, \$23.48.
- No. 11.** 4,500 yards of new Japanese Matting, fine straw, close weave, greens, blues, browns, etc., worth 25c. Monday per yard, 13c.
- No. 12.** Oil Opaque Window Shades, mounted on spring rollers and finished with good quality lace and insertion. Regular 65c and 75c. Monday each 39c.
- No. 13.** English Printed Casement Cloths 36 in. wide, and English Cretonne 28 in. wide. Regular 10c to 15c. Monday per yard 7c.
- No. 14.** Nottingham Curtains, new neat designs a fine mesh which will launder well, 50 and 54 in. wide 3 3/4 yards long, \$1.25 value. Monday for 89c.

The Furniture Department  
 Wishes to See You

THESE enticing prices on Bedroom Furniture have been conceded by the Furniture Department in the desire to impress this Monday upon your mind as a Housefurnishing Day at Simpson's. We have plenty more to interest you here in this big new department. You'll see when you come.

Princess Dressers, made of very select quarter-cut oak or mahogany, of very neat designs, beautifully finished; some are fitted with two small and one large drawer; others with two large drawers; brass and wood trimmings; British bevel plate mirror. Prices ranging from \$17.25 to \$42.00.

Chiffoniers, in select quarter-cut oak and mahogany, exceptional neat design, well made, and fitted with five large, spacious drawers, wood pulls, British bevel plate mirror. Selling price \$19.00.

Mattresses, made of select quality of white cotton felt, non-absorbent, guaranteed not to sag, covered in an art saten ticking; made in all standard sizes. Selling prices \$5.75, \$7.75 and \$12.75.

Complete Bedroom Suite, made

Towels, Quilts, Napkins

240 pairs Heavy Linen Bleached Huckaback Towels, fringed or hemmed, perfect drying, and strongly made, 19 x 38 and 20 x 40 inches. Special, per pair, Monday 25c.

65 Fine, Full Bleached American Crochet Quilts, hemmed ready to use, elegant Marcellis design. Selling price \$1.72.

Yonge Street. Beautifully finished, for full double bed. Each, Monday \$1.44.

Satin Damask Table Napkins, all linen, of an exceptionally fine quality, full bleached, hemmed ready to use, dainty bordered designs, 21 x 21 inches. Per dozen Monday \$1.72.

Canada White Laundry Starch, 1-lb. package 7c.

Parisian Blue, 2 packages 7c.

Moody's Lye, per tin 7c.

Gold Dust Washing Powder, large package 23c.

Klenzine, 3 packages 25c.

Bon Ami Soap, per cake 12c.

Lux Washing Powder, per package 10c.

Taylor's Soap Powder, 2 packages 9c.

Telephone direct to department.

5 LBS. PURE CELONA TEA, Monday. 1/2 tin, black or mixed, 5 lbs. \$1.00.

It is Little Use Attempting to Tell You About Wall Papers When It's So Easy to SEE Them

If we were to go into the technical details of the production of wall paper it would give you some idea of wall paper manufacturing but no idea of wall paper beauty. We can only tell you about quantities and prices and such business like matter of fact.

We have an altogether praiseworthy display of wall paper here this spring. Our department is new and spacious. We have a flood of good daylight.

And we have the values!

- Imported Drawing Room Papers, in sories, silks, satins and flat effects, in rich colorings. Prices \$1.00, \$1.50, \$2.50, \$4.50, \$8.00.
- Imported Parlors and Sitting Rooms, in greens, blues, lawns, greys, creams and other rich shadings. Prices 25c, 50c, 75c, \$1.00, \$1.50.
- Dining Room and Hall Papers, in plain or figured, with cork background on plain effects, in browns, greens, reds, blues, imported stock. Prices 25c, 50c, 75c, \$1.00.
- MONDAY SPECIAL. Dens and Libraries, plain rich effects. Per roll 25c, 50c, 75c.
- Imported Bedroom Papers, in lawns, etc. Per roll 15c, 25c, 50c, 75c, \$1.00.
- 1,000 rolls High-class Paper, for best rooms, in good colors, rich designs. Regular to \$1.00 and \$1.25. Monday 37c.
- 1,750 rolls Imported English and German Papers, for general rooms, assorted colorings. Regular to 50c. Monday 18c.
- 3,400 rolls Sitting Room and Bedroom Papers, in good colorings, plain or floral effects. Regular to 25c. Monday 11c.
- Room Mouldings. Special Monday 1/4c.
- Chair Rail. Special Monday 3/4c.
- Plate Rail. Special Monday 7/4c.
- Hurlup Ends. Regular 25c and 35c. Monday, per yard 14c.

Worsted Suits Reduced

LADIES who shop Monday will have an early morning opportunity in the Cloak Department—a clearing lot of suits is to be offered.

36 only, up-to-date stylish suits, in stripe English worsted, in colors of navy, grey, brown and green; the coat long, semi-fitting, with deep roll collar, fastens down front with novelty buttons, lined throughout with colored silk or satin; skirt has panel front, pleated sides, finished with small buttons to match coat. Sizes 32 to 42. Regular price \$18.50. Special for Monday, \$12.75.

No phone or mail orders accepted.



Black Silks Displayed

Black Mousseline Duchess, double width, heavy with newness and beauty; this silk is most fashionable, and very effective for smart dresses; no other silk gives the soft, rich draping effects that are obtainable in mousseline duchess, double width. Prices \$1.50, \$1.75 and \$2.00 per yard.

Black Shantung Silks and Ottoman Cordis have a prominent place for motor coats, suits and long dress coats; they keep their shape and style, and do not

Boys' Underwearing

Three items that represent especially good buying for boys Monday.

BOYS' JERSEYS 25c. 500 Boys' Canoeing, Running and Athletic Jerseys, ribbed neck and shoulders, plain navy or white, also white with red, navy or pale blue trimmings. Sizes 20 to 32. These are especially good value at, each, Monday 25c.

SPRING UNDERWEAR 35c. 300 garments of Boys' Medium Weight Underwear, "Watson's" elastic ribbed, are garments of exceptional value. Come and share in the savings, at, per garment, Monday 35c.

EXTRA SPECIAL. 100 only Boys' Black and White Striped and Polka Dot Work Shirts, collar attached, strong drill. Sold regularly at 50c each; To clear at, each Monday 35c.



Articles for the Kitchen, for the Garden, for the Pantry, for the Household

All These Goods are on Special Sale Monday in the Basement.

**PRESSED GLASSWARE**  
 2,000 "Colonial" Goblets, size 10 oz., regular \$1.10 doz., for, each .50  
 Crushed Jug, quart size, in assorted patterns, regular 15c, for, .13  
 Colonial Compots, 12c dozen, for, each .15  
 Butter Dishes, assorted patterns, regular 30c, for, .17  
 Etched Table Tumblers, regular \$1.50 dozen, for, .70

**DINNER SETS.**  
 A beautiful China Limoges Dinner Set of 102 pieces in the well-known "Mosaic" pattern, all pieces heavily gold traced and full sized. The regular price is \$47.70. Monday per set, 36.20 gain.

An English semi-porcelain set of 113 pieces in a dainty decoration of crimson roses and gold lined patterns. Regular price \$45.00. Monday, 36.00 gain.

97 piece English semi-porcelain set, dainty green, floral decoration; this is a decided bargain and a splendid set for the summer cottage. Regular price \$12.50. We have 25 sets. Clearing price, special . . . . . 6.50

40 piece Tea Set of Austrian China. In the bridal rose pattern. Regular price \$5.84, a special seller at 4.25

EXTRA SPECIAL BARGAIN.  
 2,000 China Tea Plates, in the clover

leaf and gold edge pattern, a .25  
 snap, 6 for . . . . . 1.50

Water Jugs, Vases, Berry Bowls, Sandwich Box Trays, Compots, Rose Bowls, Water Bottles, Cream and Sugar, etc., up to \$10.00, special 4.70 at.

**SCREENS DOORS AND SCREEN WINDOWS**  
 14 inches high, extends from 18 to 28 inches, Monday . . . . . 18  
 14 inches high, extends from 20 to 32 inches, Monday . . . . . 22  
 14 inches high, extends from 24 to 36 inches, Monday . . . . . 25  
 18 inches high, extends from 18 to 28 inches, Monday . . . . . 23  
 18 inches high, extends from 20 to 32 inches, Monday . . . . . 28  
 18 inches high, extends from 22 to 36 inches, Monday . . . . . 30  
 22 inches high, extends from 24 to 40 inches, Monday . . . . . 30  
 Screen Doors, strongly made, neatly grained; 2 ft. 6 in. by 8 ft. 6 in., 7 ft. 6 in. by 8 ft. 6 in., 8 ft. 6 in. by 7 ft. 6 in., Monday . . . . . 1.75  
 Other sizes at \$2.00, \$2.25, \$2.50, \$2.75 and \$2.00.

**GAS AND ELECTRIC FIXTURE SPECIALS**  
 6 only 16-inch Art Glass Gas or Electric Dining Room Domes, brass finish, with bead fringe to match, 9.75  
 6 only 14-inch, same as above, 8.75  
 2-light Fixture, complete with glassware; regular \$1.75. Monday \$1.19

Gas Brackets, complete with glass, 40c.  
 Indian Head Inverted Lights, complete with glassware and mantle, Mon. 43c.  
 Gallery Lights, complete with globe and mantle; regular 40c and 50c. Monday, 30c and 40c.  
 Lindsay Upright Lights, complete with globe and mantle, Reg. 59c. Monday . . . . . 43c.  
 2 light Inverted Gas Fixture, brass finish, elegant design, complete with burners, globe and mantle. Regular \$6.25. Monday . . . . . 4.98

3 light, same as above, Reg. 5.98 \$7.25. Monday . . . . . 5.98  
 White G Globes, Regular 15c. 25c. Monday, 2 for . . . . . 25  
 Wizard Mantles, Monday 2 for . . . . . 10  
 Hair Frosted Inverted Globes, Reg. 10c. Monday . . . . . 8c.  
 Bright Light Upright Mantles, 25c. Monday, 2 for . . . . . 45  
 Hall Harps, complete with ruby tulip shade, Regular \$2.00. On 1.59 Monday, 2 for . . . . . 3.00  
 Kitchen Pendants, Monday . . . . . 45  
 Garden Bakes, 15c, 18c and 25c.  
 Garden Hose, 15c, 18c and 25c.  
 Painted Shovels, Monday 60c.  
 Dainty Oil Stoves, 1 burner, Monday 60c. 2 burner, Monday \$1.10. 3 burner, Monday \$1.20.

**ENAMELWARE.**  
 2,000 pieces French Grey Enamelware, consisting of the following—10 and 14 oz. dispensing sauce pans, wash basins, preserving kettles, pudding and milk pans, worth up to 30c. Monday . . . . . 10  
 Strassky Enamelware, slightly dam-

aged; the lot consists of stew pans, preserving kettles, lipped saucepans, rice boilers, tea kettles, wash basins, Group I articles, worth from 25c to 40c. Monday 15c from 40c to 50c. Monday 25c from 50c to 80c. Monday 40c.

Japanized Watering Cans, Mon. 15c, 20c, 25c, 30c and 45c.  
 Tin Footbaths, Reg. 35c. Monday 27c.  
 Corn Brooms, Mon. 50c, 60c, 70c and 80c.

The "Marvel" Washing Machine, makes wash day a pleasure, guaranteed to give satisfaction. Monday special . . . . . 3.89

Galvanized Wash Tubs, wringer attachment. Monday, 60c, 75c and 80c.  
 Wood Tubs, Monday, 50c, 60c, 70c and 80c.  
 Spin' Clothes Baskets, 3 sizes, regular up to 20c. Monday 15c.

6000 Wire Garment Hangers, regular 5c. Monday 2 for 5c.  
 Nickel Towel Bars, Monday 15c.  
 Covered Market Baskets, 3 sizes, worth up to 25c. Monday 10c.  
 Daisy Tea Kettles, Monday 13c.

Mrs. Potts' Sad Iron, 2 irons, handle and stand in set. Nickel-plated. Monday, 60c; polished, Monday, 80c.

Easy Brand Clothes Wringer, 11 inch roll, fully guaranteed. Mon. only . . . . . 3.89

Step Ladders, with pall rack, 4 feet, Monday, 47c; 5 feet, Monday, 57c; 6 feet, Monday, 67c.  
 Galvanized Pails, Monday 15c.  
 Tin Wash Boilers, copper bottom, pt. or gal., sizes 8 to 9. Mon. 60c.  
 Galvanized Wash Boilers flat bottom; sizes 8 to 9. Mon. 70c.

Lawn Hose, guaranteed to stand city pressure 50 foot length, complete with nozzle and couplings—3/4 inch size, Reg. \$4.25. Monday . . . 5.00  
 3/4 inch size, Reg. \$5.00. Monday . . . 4.20  
 Stovepipe Varnish, bottle, tin and brush, Monday, 14c act.

Classic Gas Ranges are sold exclusively by us, every one guaranteed to be perfect in every detail.

NOTE—Gas ranges, connected free of charge, with 1/2 in. reasonable distance from gas pipe.

2 burner, with large oven, Reg. \$14.00. Monday . . . . . 11.50  
 3 burner, with large oven, Reg. \$14.00. Monday . . . . . 11.50  
 4 burner, with large oven, Reg. \$14.00. Monday . . . . . 11.50  
 2 burner, with large oven, simmer and broiler, Reg. \$16.00. Monday . . . 14.50

Classics Gas Plate, nickel trimmings, Reg. \$1.75. Mon. 1.50

2 burner, Reg. \$2.50. Monday . . . 2.00