

The Robert SIMPSON Company Limited

Telephone Number Main 7841

The Robert SIMPSON Company Limited

H. H. FUDGER, President.

J. WOOD, Manager.

Store opens 8 a.m.

Store closes 5.30 p.m.

PROBABILITIES: Moderate winds; local thunderstorms; mostly fair and warmer.

Monday, May 2, 1910.

Silk and Lisle Gloves
MAY day should set one thinking of summer fabric gloves.

- This 35c glove is a marvel.
Women's Real Silk Gloves, double tipped fingers, elastic, close-fitting jersey wrist, sizes 5 1/2 to 7 1/2, 35c.
Women's Heavy Weight Pure Silk, Milanese quality, double tipped fingers, two clasps, best finish, grey, tan, black and white, sizes 5 1/2 to 7 1/2, 50c.
Women's Extra Heavy Pure Milanese Silk Gloves, 2 clasps, double tipped fingers, glove fitting sizes, reliable make, sizes 5 1/2 to 7 1/2, black and white, 75c and \$1.00.
Women's Fine Quality Real Lisle Thread Gloves, 2 clasps, best finish, perfect fitting, black and white, sizes 5 1/2 to 7 1/2. Per pair 19c.
Women's Mercerized and Milanese Real Lisle Thread Gloves, 2-dome and strap fastener wrist, and fancy cuff, perfect finish and fit, grey, tan, navy, black and white, sizes 5 1/2 to 7 1/2. Per pair, 25c and 35c.
Women's Superior Quality Milanese Lisle Thread Gloves, pearl clasps, very fine and even, glove fitting sizes, silk appearance, but wears better, black and white, sizes 5 1/2 to 7 1/2. Per pair, 50c and 75c.



We Have a Range of \$21 Suits to Clear at \$9.75

WHEN you have a free, fair choice of several suits at the same price you are apt to make your decision on very slight grounds. They are likely to be so nearly equal you must need hunt for little flaws in finish or little differences of trimming. And when you do choose finally you confess that it was merely a matter of fancy on your part, and that really each one was quite as good as the others.

As it is with you as an individual so it is with the public as a whole. It decides in favor of one line when there is, after all, little to choose amongst them all. Take these \$21 suits for instance. They started out fair in the beginning of the season. But they had to bear comparison with others the public fancied more. Chances are if you saw them alone you would admire them at once. But you know how it is—with a lot of others to consider you hesitate in choosing, and decide finally on very small differences.

We are going to overcome this little handicap to-morrow in regard to these \$21 suits which have not kept abreast with the other suits at a similar price. We are going to simply reduce them into popularity overwhelming!

About 100 in the lot—\$21.00 Suits—Reduced to \$9.75!
A suit of diagonal serge, semi-fitting, deep lapels, inlaid with moire silk, lined throughout with silk serge, gored skirt with deep pleats inside that gives panel effect. Colors of navy, green, grey and black. Regular \$21.00. Tuesday..... \$9.75
No phone or mail orders taken.

Useful Novelties in Leather

- Many Stylish Articles for Spring Gathered from the Various Sources of Supply and Picked for their Distinctive Simpson Qualities
Flasks, in the smallest size to the largest, 75c up to \$5.00.
Drinking Cups, in leather cases, 75c and \$1.50.
Coat and Skirt Holders, in leather cases, \$2.75.
Pocket Coat Brushes, in leather cases, \$2.50 and \$4.00.
Medicine Case, containing 3, 4, 5 and 6 vials. Each 98c and \$1.50.
Suede and Calf Collar Bags, \$1.50.
Money and Jewel Safety Pockets, from \$1.00 to \$3.50.
Seal Bag, Calf Bags, Patent Bags, Alligator Bags, Morocco Bags, Pin Seal Bags, Walrus Bags, Red, Blue and Black Saffian Bags, Silver Mesh Bags. Each \$5.00, \$6.00, \$6.50, \$7.00, \$8.00, \$9.00, \$10.00, \$12.00 to \$35.00.

Stamped Linens for Embroideries

- Art Needlework Department.
Summer cottage and canoe cushions, in Roman stripe and scenery subjects, or tan linen, all filled with good quality Russian down. Cushion complete Tuesday, 69c.
Stamped Centre Pieces on pure Irish linen, in coronation, eyelet, solid and couching designs, size 18x18. Tuesday's special price, 10c.
Stamped Night Dresses, of fine soft cambric, quite free from dressing, complete range of new patterns, with floss or other materials to work same. Special, 89c.
Stamped Linen Huckaback Guest or Individual Towels, 16x27. Tuesday, 25c.
Stamped Linen Huck Towels, full assortment of new designs, size 24x40. Regular \$1.00 pair. Tuesday 75c per pair.

We Want the Attention of Brides-to-Be



THE third shipment of our Spring purchases of embroideries have arrived from Switzerland. Trousseau girls please take due notice.

We describe briefly a few of the novelties, but you must not rest content until you have seen them and their companions here in all the glory of numbers and reality.

Brides who use Simpson's laces and embroideries are the little women who prefer daintiness to show.

- Batiste Embroideries, exquisitely embroidered with Venetian lace effects, in white and champagne, with insertions to match. Price per yard 75c to \$3.50.
Linen Embroidered Insertion Bandings, simply beautiful in designs, in the old Madeira and Venetian embroidery, used for panels in gowns and tunics. Price per yard, 75c to \$4.50.
Swiss Flouncings, price per yard from 65c to \$1.25.
Swiss All Overs, price per yard from \$1.00 to \$2.50.
Swiss Corset Covers, price per yard from 65c to \$1.00.
Swiss Headings, price per yard from 8c to 75c.
SPECIAL FOR TUESDAY.
3,890 yards of Cambric Embroideries and Insertions, an immense assortment of patterns, from 1 1/2 to 6 inches wide. Tuesday half-price, 3c, 5c and 7c yard.
1,750 yards of New Corset Cover Embroideries, pretty open work patterns. Per yard Tuesday 15c.
The "Maygar" Embroidered Blouse Waists, in French batiste, with sufficient plain material to match; no two alike. Each \$5.00 and \$6.00.
NAINSOOK EMBROIDERIES.
Nainsook Edgings, prices per yard from 5c to 50c.
Nainsook Insertions, prices per yard from 8c to 38c.
Nainsook Flouncings, prices per yard from 60c to \$1.75.
Nainsook All Overs, prices per yard from 7c to 75c.
Nainsook Headings, prices per yard from 7c to 75c.
Nainsook Seaming, prices per yard from 5c to 15c.

New Waists in a New Department

SHOULD anybody ask to see an instance of Canada's place in the progress and prosperity of the world, send them to visit the Waist Dept. of the Robert Simpson Company. It is situated at the Queen street section of the old building, and on the third floor. It extends over the greater part of what was but a short time ago practically the entire club room. And it contains numberless examples of the blouse maker's designing such as are found in the shops of London and Paris, as well as many a variation on the shirt-waist idea such as New York stands sponsor for. The Waist Department of ours is going to fill a bigger place in the scheme of things from now on. Good taste at reasonable prices is the policy we work on.



- with pretty foulard silk, white with navy, green or rose, \$3.95.
A very fashionable waist of fine Rajah silk, made with tailored tucking, front neatly braided with silk soutache, and small buttons, high collar and shaped sleeves, trimmed to match waist; all the leading shades, natural, Congo, rose, tan, green and black, \$4.50.
A dressy Net Waist, mounted on good Japanese silk, finely tucked yoke and collar, front and sleeves beautifully embroidered, trimmed with dainty silk braid and silk Dresden buttons, white or ecru, sizes 32 to 42, \$5.00.
An imported Lingerie Waist, of lovely soft mull, a prettily designed yoke of Swiss embroidery and baby Irish lace motifs; a very dressy sleeve and collar, trimmed with rows of Val. lace insertion, \$2.95.

1,000 Girls' Dresses Tuesday Half Price and Less

TUESDAY'S prices on these dresses do not represent the cost of material in any instance. Some sizes are missing in each style, and new summer goods must have room, hence these ridiculous prices. Phone orders filled.
1,000 Dresses, fine prints, galateas, ginghams, chambray, serges. A host of styles, neat color effects, effective styles; dainty trimmings; sizes 10 to 14 years only. Regular prices were \$1.50 to \$6.00. Tuesday to clear, at 65c to \$2.75.

Our Trimming Department Keeps in Close Touch With Paris

FOR real beauty of dress, real style and really nice taste commend us to the Parisian.
We have imported such a luxurious variety of garnitures this spring—Toronto has seen nothing like this display. Dazzling is the only word. And yet everything in perfect taste. Special attention should be directed to a new feature at this time—metal. You should see the 60 inch flouncings of gold, black and gold and oxidized silver!
By-the-way, we have something particularly exclusive on Tuesday, for a limited number of fortunate people. Paris model lace coats and mantillas, entirely out of the ordinary.
Style 1—All Over Embroidered Robe, with panel of eyelet embroidery, yoke and collar of Val. lace. Tuesday \$7.50.
Style 2—All Over Embroidered Muslin Robe, semi-princess, Val. and embroidery panel, and lace yoke and collar. Tuesday \$8.75.
Style 3—Dainty All Over Embroidered Robe, semi-princess, panel of embroidery, with metal lions, yoke and collar of Val. insertion. Tuesday \$12.50.
Style 4—Eyelet Embroidered Robe, with panel of Val. insertion and medallions of Chantilly lace, 6-inch lace edging on skirt. Special Tuesday \$15.00.
Style 5—Very Fine Hand Tucked Muslin Robe, trimmed extra quality Val. lace insertion, hand embroidered floral design on waist Tuesday special \$22.50.

Standard Toilet Preparations at Simpson Prices

ALL the toilet table accessories such as can be conscientiously recommended are for sale here in our Toilet Goods Department at what you will distinguish as Simpson prices. Let us give you a few instances from a stock brimming over with such.

- Eastman's Benzoin and Almond Lotion, Tuesday 19c.
Fabcock's Corylopsis of Japan Talcum, Tuesday 20c.
Ideal Orange Cream for face and hands, Tuesday 20c.
Dr. Charles' Face Powder, in white and pink, Tuesday 25c.
The Miracle Face Cream, will not promote growth of hair. Regular 25c. Tuesday 10c.
Williams' & Oakley's Talcum Powder, Regular 20c, 2 for 25c.
Old Brown Windsor Soap, per dozen cakes 9c.
Fairy Floating Soap, 6 cakes for 25c.
Wool Soap, 3 cakes for 20c.
Spotless Hair Brushes, with nine rows of pure bristles and imitation ebony backs. Regular \$1.00. Tuesday 59c.
Ebony Cloth and Hat Brushes, Regular 50c and \$1.00. Tuesday 49c.
Phone orders promptly filled. Phone direct to department.
Ice Cream Powder
One car Standard Granulated Sugar, 19 lbs. \$1.00.
Canned Fruit, Raspberries, Strawberries, Peaches, Pears and Green Gage Plums, in heavy syrup, per tin 15c.
Lake of the Woods Five Roses Flour, 1/2 bag, in cotton, 85c.
Quaker Puffed Rice, 3 packages 25c.
Brock's Bird Seed, 3 packages 25c.
Choice Evaporated Peaches, 3 lbs. 25c.
Manzanilla Olives, 4 oz. bottles 10c.
One car Choice California Oranges, large size and sweet, per dozen 85c.
Finest Split Peas, 8 lbs. 25c.
Canned Tomatoes, 3 tins 25c.
1,000 packages Jello Ice Cream Powder, assorted, regular 12 1/2c, 2 packages 15c. Telephone direct to department.
History of Ruin BY A VICTIM.
Chapter I.—A Cheque.
Chapter II.—A Fur Coat.
Chapter III.—A Winter's Wear.
Chapter IV.—Spring Neglect.
Chapter V.—Summer Carelessness.
Chapter VI.—MOTHS.
Moral:
Moths will destroy furs and woollens if proper precautions are not taken. We have a full stock of:
Moth Balls, at 40c, 50c, 60c, 75c and 90c.
Moth Balls, per pound 5c.
Flake Naphthalene, per pound 5c.
Camphor Gum, oz. 5c, pound 75c. Telephone Drug Department.