

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: Variable winds; occasional showers.

Monday, April 18, 1910.

Our Department of Wash Goods Announces Its Summer Readiness

WE SHOW, beginning from to-day, a complete aggregate of the world's best production of cotton dress tissues.

Consider for a moment the wonderful progress of the arts and sciences in our own time, and most particularly within the last very few years!

Now, let us look at the textile world. Are you surprised that the arts and sciences of dyeing and weaving have not stood still? Of course not.

Cotton weaving, and cotton printing, and cotton mercerizing, and cotton treatment generally have made such advances that every Spring people involuntarily exclaim anew.

"Cotton," mind you. People still have the old ideas about cotton.

We want you to make no mistake about our Wash Fabrics this year. You can have as much delicacy, refinement and beauty in a Summer Dress that will wash as ever you saw in a ball gown.

Our beautiful department on the second floor (Queen and Yonge St. Section) will make a special showing all this week of this season's particular novelties.

"Canton" Silks, half silk and half highly mercerized Egyptian cotton, elegant brocade material, with all the lustre of silks at three times the price.

"Duo-ton Rajah," another beautiful silk mixture material, good weight and rough weave, special for coats and skirts.

Beautiful floral designs in Arnold's celebrated silk and cotton organdy, some plain grounds, others with



Colored Shantung Silks

The color range of this lot includes Copenhagen blue, berliot blue, reseda, heron, vieux rose, Atlantic grey, China blue, buttercup, natural, etc.

NATURAL SHANTUNG SPECIAL, 73c. For Tuesday we will offer our regular \$1.00 34-inch natural color only Shantung Silk.

A Few Notes About the Most Popular Dress Fabrics

THE way to test the fashionability of a dress fabric is to enquire "What is the best selling cloth at Simpson's."

"English Tussock Royal," beautiful fabric for light tailored suits; every yard guaranteed wear and thorough fast dye, bright lustrous finish, shrunken and uncrushable.

"French Voiles," we have a very special lot in fine, medium and heavy mesh voiles, all pure Botany wool, splendid fabric for present wear.

"Diagonal Suitings," in a lovely range of the newest twills, makes up well for tailored suits; all guaranteed Simpson special blacks, and permanent finish, thoroughly shrunken and uncrushable.

"Worsted Suitings," this popular make, in a beautiful range of all the latest and fashionable stripes; all pure

wool, yarn dyed, and absolutely fast blacks, shrunken and uncrushable; every yard guaranteed to give entire satisfaction.

Our assortment of Black Dress Goods was never so complete; every weave and novelty is shown here. Special care is exercised in the selection and only the best makes of undoubted reliability are selected.

Sometimes called Spanish Long-cloth, made from the very finest Egyptian cotton, a beautiful round thread.

Another lot of TABLE NAPKINS FOR \$2.43 DOZEN. Just arrived from Old Ireland; every thread linen, full bleached, rich satin damask, assorted newest designs.

Elegant scroll and floral designs, full bleached, made for double bed. You can buy quilts for less money, but these at the price are par-excellence.

China ware for Tuesday's Selling

NOTE the Haviland Dinner Sets - \$69.00 value for \$49.33 - a snug little saving for any household economist.

Table Tumblers, semi-cut, bright, clear, demi crystal ware, spear pattern. Tuesday 96c dozen.

Tea Sets, 40 pieces, high grade English bone china-ware, natural color. Floral decorations, all underglaze. Complete set \$2.65.

Finest quality Limoges Dinnerware, a Theodore Haviland set of 102 pieces, in dainty spray decoration; all pieces two-lined gold and stippled; a rich decorative effect set, at remarkably low price. Regularly \$69.00. Tuesday special \$49.33.

No. 18

The Scarlet Runner

By C. N. and A. M. Williamson, Author of 'The Lightning Conductor' and others.

This is one of those entertaining motor car stories with which these two clever writers have been making such popular hits of recent years.

Bulbs, Roots and Shrubs

An early spring catches most gardeners unprepared. Not us, however. We are ready.

ROOTS. Phlox, Iris, Bleeding Heart, Mint, Rhubarb roots. Each 10c.

BULBS. Dahlia bulbs, 6 for 25c.

SEEDS. 15 pkts. Flower or Vegetable Seeds, for 25c.

SWEET PEAS, Nasturtium, Scarlet Runners, or Morning Glory, per doz., 5c.

SHRUBS. Hydrangeas, Clematis, Spiraea, and Snowball, each 25c.

Grocery Items. One car Standard Granulated Sugar, 19 lbs. \$1.00.

Canned Tomatoes, 3 tins 25c. Canned Beans, Golden Wax or green, small and tender, 3 tins 25c.

One car Fancy California Oranges, large size and sweet, regular 40c and 45c, per dozen 35c.

2 bales Imported German and English Papers, for living rooms, assorted colors. Regular to 50c. Tuesday 29c.

3 bales Imported Papers, for general rooms, good colors. Regular to 35c. Tuesday 29c.

8,000 feet White Enamel and Imitation Oak Moulding, Regular to 2c. Tuesday 1c.

CHINTZ



THE fabric of the day for house-furnishing purposes.

Do you know we have so many pretty chintz designs that the only trouble is that admirers become perplexed with the task of choosing? They do, and we can only try to help them by expressing our own preferences.

Do you know that our Wall Paper Department has chintz papers to match or contrast or harmonize with these chintz fabrics, so that you can carry out your ideas as to a chintz room completely?

And further, do you know that our Rug Department will show you chintz patterned rugs to carry out the scheme still more completely?

Come and see. We are enthusiasts on chintz. We think that some of the most successful bedrooms we ever designed were carried out in chintz. And goodness knows we have plenty of chintz choice this spring!

More Wall Paper---Some of It Underpriced

THESE three hundred bales of new wall paper have just been put into stock. Five of these bales are to be seen at special prices.

NEW Imported Parlor Papers, 25c to \$5.00 roll. NEW Imported Dining Rooms and Halls, 25c to \$1.00.

NEW Imported Bedroom Papers, 20c to 85c. NEW Domestic Papers, for parlors, halls, dining rooms, 10c to 35c.

2 bales Imported German and English Papers, for living rooms, assorted colors. Regular to 50c. Tuesday 29c.

3 bales Imported Papers, for general rooms, good colors. Regular to 35c. Tuesday 29c.

8,000 feet White Enamel and Imitation Oak Moulding, Regular to 2c. Tuesday 1c.



Good Taste in Furniture.

Illustrated from Our Own Stock.

Arm Chair for living room, modelled on Sheraton lines. Price (in Denim) \$23.75.

Some Very New Waists

WE picked the styles from those showing recently in New York, and have had them made up by our own people. The prices are no criterion of their New York Chic.

New spring model, of fine white Jap silk, dainty box pleats, back and front, wide centre pleat and double frilling of pretty foulard silk, in navy blue and rose shades, new tuckled shoulder effect, dressy collar and sleeves, \$3.95.

Dressy waist of fine white lawn groups of fine tucks at shoulder, front of lovely heavy embroidery in several pretty designs, new sleeve, tuckled cuffs and collar, with Val lace edging, \$1.25.

White lawn waist, in smart shirt style, front of solid pin tucking, tucked back, shirt sleeve, linen collar and cuffs, sizes 32 to 42. Monday, 98c.

Girls' Tub Dresses, Less Than Half

SOME of the smaller sizes of these dresses for girls are missing, hence our desire to clear the balance quickly. Tuesday's clearing price hardly represents the cost of the materials of which they are made.

Clearing balances of three styles Girls' Wash Dresses, about \$39 in all, fine navy blue print and cambricette, trimmed with white braid and plucking, excellent styles for home or school wear, wide full skirts, with deep hem, perfect fitting and fast colors. Sizes for ages 10, 12, 14 years. Regular prices \$1.50, \$1.75 each. Tuesday each 65c.



Infants' Spring Coats

THE new styles are all here. Qualities and values that can't be beat. We will illustrate a few for Tuesday.

Coats, fine lineette, in blue or brown, deep collar of embroidery, with embroidered frills. Priced at \$4.50.

Reefers, fine white pique, double breasted collar, trimmed with fine embroidery insertion, pearl buttons, two pockets. Lengths 12, 14, 16 inches. Special value \$1.75.

Coats, white pique, embroidery medallions and ruffle, lawn ties, pearl buttons. Extra value at \$1.25.

Coats, cream cashmere, fancy silk braid and silk embroidery, pearl buttons. Priced at \$2.50.

Coats, all-wool cream cashmere, silk embroidered cape, sateen lined. Special \$2.00.

Coats, cream cashmere, heavily silk embroidered cape and skirt, mercerized lining, silk braid on collar. Special \$3.75.

Verandah Capes for \$5.95

A collection of 41 Verandah or Outing Capes, of rich French Venetian in soft shade of peacock, champagne, linden green, amethyst, rose, lavender, cream, cinnamon, Copenhagen blue, pearl grey, or black.

Women's Long Coats. Handsome coats of all-wool cheviot serge, in a smart, close-fitting style, silk lined throughout.

Boys' Three-piece Double Breasted Suits, imported medium weight Scotch Tweed, dark mixed grey grounds, with navy, green and black.

SEPARATE SKIRTS \$3.79. A particularly nice line of Women's Separate Skirts, of self-striped English-worsted, made in several pretty pleated styles, some with circular, others with graduating voke effects, trimmed with deep fold or tuck of self, and pleated to bottom.

\$4 Umbrellas for \$2.47. A clearing in Men's and Women's Umbrellas, tops are of a fine grade silk and wool, with and without tape edges, close rolling paragon frames, with twilled silk case; the handles are well assorted, in all the season's newest designs, \$3.99, \$2.50 and \$4.00 values. Tuesday \$2.47.

Lighter Night Shirts. Flannellette is too heavy now--in another couple of weeks it will be unbearable. We would like you to see a line of twilled cotton Night Shirts we are showing at \$1.00.

French Balbriggan Underwear 50c Garment. Made in France. We want to impress that point. First, because all garments stamped French do not always come from France.

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All sizes up to 52, short or long, sleeve shirts, knee or ankle length drawers, natural shade only. Price 50c a garment.

1,000 garments of spring weight natural wool, fine sateen trimmings, elastic ribbed cuffs and ankles; all sizes up to 42; shirts or drawers. The regular selling price of these garments would be \$1.00 each. On sale at, per garment, Tuesday 96c.

1,100 garments of balbriggan underwear, in shades of blue, pink or navy, splendid trimmings; all sizes up to 44. These are the garments you would pay 50c for in most stores. Buy them here at, per garment, Tuesday, 39c.

Flannellette is too heavy now--in another couple of weeks it will be unbearable. We would like you to see a line of twilled cotton Night Shirts we are showing at \$1.00.

In these garments, and lots of length, Collars attached, and pocket; seams are double stitched. In every way we feel confident that we have secured the best night robe made to sell at \$1.00. Come in Tuesday. We can fit any man whose neck measurement is not more than 20 inches.

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Vertical text on the right edge of the page, including "LONDON", "PRAY, BU", "THE N", "Marine E", "Murder", "Him", "PORT ART", "Hugh Harr", "steamer Any", "giving con", "chance for", "the wheelman", "Arthur had", "Laford to", "The charge", "murder, but", "reluctantly", "stated affair", "had after the", "lines up", "the influence", "light out an", "crow near by", "dramatic. H", "never intend", "shoot first", "crow near by", "of our must", "d a live covar", "whenever an", "beatling his", "him instantly", "by T. C. Rob", "FOREIGN", "Not Trying a", "Canada", "WINNIEP", "Pace and", "pattie of tru", "heavy freight", "trail sheds", "stief troub", "Italians die", "Up to the", "eight, but", "checked on", "to a short", "bota came", "in new wor", "which that", "Canadian ar", "among those", "and applied", "Drecks. Alth", "by a debar", "movement is", "stated that", "The situat", "understood", "by very few", "GRAIN SHO", "BUFFALO", "will be sign", "Shovelers' U", "Wages and", "Attora or", "In force one