

H. H. FUDGER, President  
J. WOOD, Manager

THE ROBERT SIMPSON COMPANY, LIMITED

# SIMPSON

COMPANY, LIMITED

PROBABILITIES.  
Winds becoming variable, fine with higher temperature.

THE ROBERT SIMPSON COMPANY, LIMITED

# SIMPSON

COMPANY, LIMITED

TUESDAY, MAY 11, 1909

## Distribution of 7000 Waists

WE began with 10,000—a "contract colossus," our waist department manager calls it. The cost of manufacture is reduced to a minimum by the ordering in quantity, so we made a job of it and ordered 10,000. Plenty of pattern, and lots of variety. We are selling 1000 per day—so far. We offer choice of 7000 to-morrow.



### The Feature of To-Morrow is a Great Collection of Highest-Grade Styles for \$2.95

These comprise some of the most varied types of this present season's vogue, and include many high-priced New York models. Many have the new yokes of Irish crochet laces and medallions; others have yokes of fine embroidery, and Irish laces and finest French Val. laces. Some are made up with the low collar, Dutch collars, high collars and pointed collars. They have both the medium and the long director sleeves, and comprise some of the daintiest and prettiest of the year. The materials are fine batiste, Swiss lawns, fine mulls and Persian lawns and fine Irish linen lawns. The regular prices would run from \$3.50 to \$5.00. To-morrow \$2.95

### LACE—A Beautiful Feature of the Summer Costumes

## A Sale of Lace Coats and Waists from Belgium and France at a Ruthless Sacrifice

- \$10 and \$12 Waists for \$3.95
- \$12.50 Coats for \$4.95
- \$12.50 to \$15 Waists for \$4.95
- \$25 to \$45 Coats for \$17.50
- \$20 Waists for \$10.95
- \$25 to \$30 Coats for \$15

THIS importation came to us from a firm whose representative selected them in Europe personally. Since then the business has changed hands, and we came in for one of the best windfalls in the history of this branch of our stock.

The goods are distinctly high-class, the Lace being hand-made, and the garments, both Coats and Waists, also made by hand. We are not taking their VALUE into consideration in setting the prices as we do. In view of the Ontario Jockey Club's forthcoming meet and the other functions of this Spring and Summer, this sale should interest Toronto ladies beyond question.

### Real Lace Coats

COATS AT \$4.95, WORTH \$12.50.  
Hand made, of braid, lace and applique, fine net, with ornaments, smartly cut, long sleeves and cuffs.

COATS AT \$17.50, WORTH \$25.00 TO \$45.00.  
Medium and Long Length Coats, in braid laces, Battenbergs, hand made, and touches and trimmings of Honiton lace, Maltese lace, Irish crochet, and other fine laces. Some extremely smart shaped coats in this lot.

COATS AT \$15.00, WORTH \$25.00 AND \$30.00.  
Hand made, of linen and lace, with real Irish crochet ornaments; round, low collarless effect, medium lengths.

AND A BIG LOT OF ODDMENTS.  
One only Hand Made Lace and Braid Coat, lined with silk, trimmed with chiffon, slightly soiled. Regular \$60.00. To-morrow \$20.00.  
One only Lace Cape, of applique silk cord and braids, on fish net, trimmed with chiffon, and lined through with silk, slightly soiled. Regular \$35.00. To-morrow \$14.00.  
One only Paris Model Coat, of fine imitation Irish crochet, sleeveless, fancy epaulettes. Regular \$20.00. To-morrow \$8.50.  
And there are others.

### Exquisite Hand-Made Waists

WAISTS AT \$3.95, REGULAR PRICES \$10.00 AND \$12.00.  
Real Hand Made Lace Waists, with hand lace braided collar and cuffs and yoke of fine Honiton lace, applique net sleeves front and back. Another design has an elaborate yoke of braided lace applique, with the applique net sleeve, front and back.

WAISTS AT \$4.95, REGULAR PRICE \$12.50 AND \$15.00.  
Beautiful models of fine Battenberg laces, Honiton braids and Bruges braids, both hand-stitched and applied on net. Some of these are very elaborated in design; some have dainty little braids inserted, with spots of blue or black, but mostly are all white; new long sleeves, dainty collars.

WAISTS AT \$6.95, REGULAR \$9.50 TO \$15.00.  
200 in this lot, comprising very handsome designs, in Bruges point, point de Flandre, Honiton braids, Battenberg and other fine laces; both stitched and applied on fine and coarse nets; exceptional handsome waists, and could not be sold at the price in the country in which they were made.

WAISTS AT \$10.95, REGULAR \$20.00.  
A Fine Hand Made Irish Crochet Waist, made entirely of Irish crochet lace and large handsome motifs, in floral and set designs. This is an exceptional bargain at \$10.95.

### Get the Garden Planted

Those who have the most joy out of gardening are those who are prompt at the beginning of the season. They have nature on their side. We can sell you plants and roots at lower rates than the trade standard—that's another point which adds to the gardener's satisfaction if borne in mind.

Dahlia Bulbs, mixed colors, 6 for 25c.  
Gladious or Tuberosa Bulbs, 12 for 25c.  
16 packets Flower or Vegetable Seeds for 25c.  
1 oz. packets of Nasturtium, S. or D. Scarlet Runners, Morning Glory or Sweet Peas, 6 packets for 25c.  
Rhubarb, Phlox, Golden Glow or Iris Roots, each, 10c.  
(Phone Direct to Department.)

### The Famous Dollar Corset

WEDNESDAY we will put on sale 300 pairs of that now famous Royale Corset at a dollar. We guarantee this Corset in its every detail, and claim that it will hold its own with any corset for which you are asked to pay double the price. Phone orders filled.

300 pairs Ladies' Ultra-fashionable Corsets, directoire model, made of very fine white coutil or batiste, high or medium bust, long hips, with deep skirt extension, back 14-1/2 or 17 inches long, finished with finest galles, four wide side pieces, four strong plain elastic garters, trimmed with lace and silk ribbon. Sizes 18 to 28 inches. A magnificent corset. Regularly worth \$2.00. Wednesday, a pair, \$1.00.

### Summer Whitewear at Reduced Prices

WE are reducing the prices on some of our prettiest Undermuslins. Each day, almost, one or more styles are taken and new prices put on them, with the sole object of bringing the stock to a lower level before the department moves into the new store. Wednesday's quota:

**\$3.25 NIGHT DRESSES, WEDNESDAY, EACH, \$1.75.**  
Fine nainsook, slip over neck, three-quarter sleeves, extra wide and fine embroidery beading all round neck, run with 2-inch wide silk ribbon; cuffs, length 56, 58, 60 inches.

**75c CORSET COVERS, WEDNESDAY, 50c.**  
Fine nainsook, full front, daintily trimmed with hand embroidery, medallions and Val lace insertion, lace beading, silk ribbons and narrow ruffles of lace. Sizes 32 to 34 bust measure.

**\$1.00 NIGHT DRESSES, WEDNESDAY, EACH 75c.**  
Soft nainsook, slip over style, elbow sleeves, French lace beading and silk ribbon on neck and cuffs. Lengths 56, 58, 60 inches.

**85c and 95c CORSET COVERS, WEDNESDAY AT 65c.**  
Fine nainsook, two pretty styles, trimmed with fine embroidery and Val lace insertion, beading, silk ribbon, and fine narrow lace on neck, lace on arms. Sizes 32 to 44 bust measure.

**\$1.50 NIGHT DRESSES, WEDNESDAY \$1.00 EACH.**  
Fine nainsook, slip over neck, elbow sleeves, neck and cuffs trimmed with

daintily narrow hand embroidery ruffe run with silk ribbon; lengths 56, 58 and 60 inches.

**FITTED CORSET COVERS, WEDNESDAY 15c.**  
Fine cotton, made plain, semi-high neck, tight fitting, full length. Sizes 32 to 42 bust measure.

### Groceries for Wednesday

- 2000 lbs. Fresh Rolled Oats, per stone 44c.
- Canned Tomatoes, 6 tins 48c.
- 5000 tins Canned Plums, gallon a tin, regular 40c, per tin 25c.
- Canned Corn or Peas, 6 tins 45c.
- Finest Lima Beans, 3 1-2 lbs., 25c.
- Fancy Japan Rice, 4 lbs., 25c.
- Choice Sugar Cured Ham, half or whole, per lb. 16c.
- Telfer's Cream Soda Biscuit, 3-lb. box 22c.
- Quaker Wheat Berries, 3 packages 25c.
- Upton's Pure Marmalade, 5-lb. pall 40c.
- One ear Fancy Messina Lemons, large size, 2 dozen 25c.
- Scott Taylor's Worcester Sauce, large bottle, 3 bottles 25c.
- 2 LBS. COFFEE 35c.
- 300 lbs. only, in the bean, ground pure or with chickory, 2 lbs. 35c.

### Reprinted Copyright Novels 2 for 25c

LOOK over these titles—best selling books of the last few seasons: "Kipps"—have you read "Kipps"? You may have it for 13c, and Frank Norris' "The Pit" or "The Octopus" for the same price, or any two for a quarter. Think of your summer reading, and supply it now while this list is complete.

Handy pocket size, bound in red cloth, gilt title on back, new, clear type; a very handsome little volume, illustrated. The following are some of the titles in this series:

2 for 25c.  
"The Duchess of Genoa," by M. E. Francis; "Owd Bob," by Alfred Ollivant; "Eight Days," by R. E. Forrest; "Lady Audley's Secret," by Miss Bradon; "The Wages of Sin," by Lucas Malet; "The Octopus," by Frank Norris; "The Pit," by Frank Norris; "Monsieur Beaucaire," etc., by Booth Tarkington; "The Klips," by George Gissing; "The Hargo," by W. W. Jacobs; "The Princess Passes," by C. N. and A. M. Williamson; "The Man From America," by Mrs. H. de la Pasture; "The Odd Women," by "Q"; "Fortune of Christina McNab," by Miss Macnaughton; "A Lame Dog's Diary," by Miss Macnaughton; "Matthew Austin," by Edith Phillpotts; "The Hosts of the Lord," by Mrs. F. A. Steel; "The Lady of the Barge," by W. W. Jacobs; "Selah Harrison," by Miss Macnaughton; "Moonfleet," by J. M. Falkner; "Clarissa Purloin," by W. E. Norris; "The Old Women," by George Gissing; "Spring Tint," by H. C. Bailey; "His Honor and a Lady," by Sara Jeannette Duncan; "Clementine," by A. E. W. Mason; "The Gaiety Business," by W. Pett Ridge; "The God in the Car," by Anthony Hope; "Cynthia's Way," by Mrs. Alfred Sidgwick; "The Flood of the Gods," by H. G. Wells; "John Charity," by H. A. Vachell; "No. 6 John Street," by Richard Whiting; "Kipps, the Story of a Simple Soul," by H. G. Wells; "The Gaiety Business," by W. Pett Ridge; "The House With the Green Shutters," by George Douglas.

### OTHER BOOK NOTES FOR WEDNESDAY

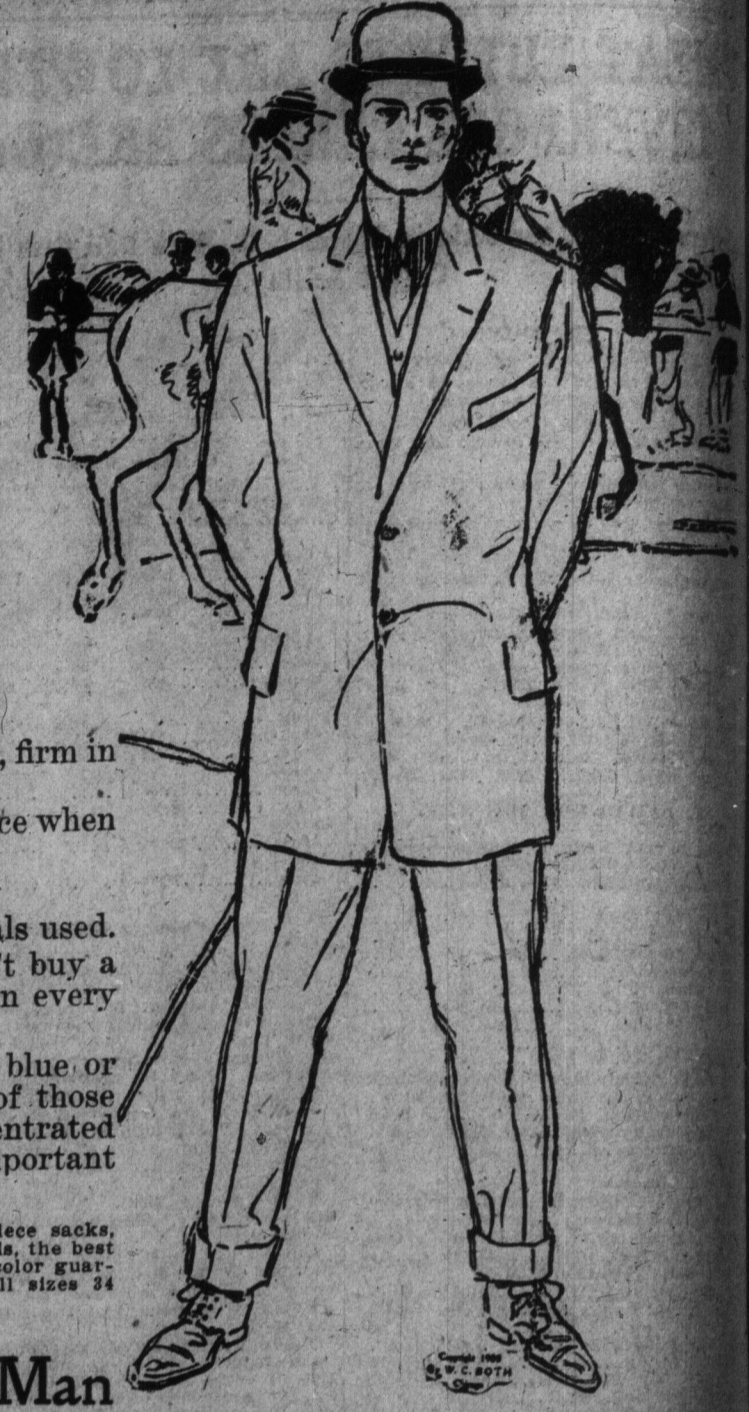
Great clearance of odds and ends, remainders, etc., on hand. There will be four tables, ranging in price from 75c to 25c. To clear 3c each. (On sale Wednesday, New Book Department.)

Gipsy Smith Hymn Books, 25c.  
Addresses by Gipsy Smith, 35c.  
Biography of Gipsy Smith, 50c.  
(On sale Book Dept., New Store.)

JUST PUBLISHED.  
"Set in Silver," by C. N. and A. M. Williamson, \$1.10. Published at \$1.50. (On sale New Book Department.)  
150 only Pig Books, for men, women and children. The pages of this book are sensitized. You draw the pigs with your eyes closed. Affords great amusement. Original price 75c. Our price 25c.

## Our Fifteen Dollar Suits for Men

Blues and Blacks  
WE TOLD you about our \$15 Suits in a general way, how we specialize on that grade, and raise the standard of quality and workmanship by the lever of quantity and insistence.



Let us give you some specific examples. Let us take a very useful kind of Suits—a blue or a black worsted.

When you buy a blue worsted suit, what do you look for?  
First, a good blue.  
Second, a dye that you may rely upon for permanency.  
Third, the cloth—is it pure, soft, firm in body and even in weave?  
Fourth, fit and stylish appearance when worn.  
Fifth, workmanship and finish.  
Sixth, linings and other materials used.  
Six big important points—don't buy a suit until you have been satisfied on every one of them.

We challenge criticism on our blue or black suits at \$15.00 on every one of those six points. We have devoted concentrated effort to excel in each of those important details, and we want to show you.

Rich navy blue or pure deep black, three-piece sacks, single-breasted, made of West of England worsteds, the best in the trade, soft, close twill, which won't gloss, color guaranteed, cut and fit compares to custom made, all sizes 34 to 44, \$15.00.

### Underwear for Every Man

WITH emphasis upon the kind that gives best service to particular men at least expense. No fancy prices on the one hand—no rubbishy qualities on the other. Dependable underwear for milder weather at medium prices.

### FOUR LINES IN PARTICULAR

- "Manchouffe," genuine French balbriggan, of fine strong quality yarn, splendidly made, perfect fitting. Per garment, 75c and 50c.
  - "American," fancy elastic ribbed cotton, in blue, tan, soft, a great hot weather garment. Per garment, 50c.
  - "Manchouffe," fine natural "health" wool, very strong, a great hot weather garment. Per garment, \$1.00.
  - "Ellis," spring wool combinations, fit the figure like a glove, and exceptionally comfortable and cool. Per garment, \$1.00.
- EXTRA UNDERWEAR SPECIAL WEDNESDAY.  
500 garments of "Britannia," fine soft merino, for summer wear, non-irritating to the most sensitive skin; a splendid garment for those wanting something just a shade heavier than ordinary balbriggan. Sizes 34 to 44. Regular 50c garment. Wednesday \$38c.

## How Does \$1.50 Catch You?

A HAT that costs you more may easily be not a whit the better. Depends on where you go. We can give you a better hat for \$2.00 if you like, but if you want the regular \$2.00 hat it costs you \$1.50 at this store and you save half a dollar.

Men's and Youths' Stiff Hats, correct shapes, as worn for season 1909; English fur felt, made on American models, thus giving English wear combined with American style. We have black, tan and brown colors. These hats will give you satisfaction. See them. Wednesday for \$1.50.

### Cream Cheviots at \$1 and \$1.25

1000 yards of Cream Cheviot and fine Tweil Coating Serge, with black, navy and brown stripes, thoroughly shrunken and perfectly finished, correct in weight and style, for street, boating or outing suits, 48 in. wide, \$1.00 to \$1.25 per yard.

### 75c Liberty Satin for 45c yd.

NOTHING wrong with quality or colors. Part of a special purchase. We sold some of the same lot the other day, you remember.

Beautiful high lustre, rich dress quality, comes in browns, navys, Copenhagen, Nile, tans, deer, cardinal, maize, myrtle, black. Regular 75c. On sale Wednesday 45c.

75c BLACK WATERPROOF HABUTAI SILK, 50c.  
Guaranteed perspiration and water proof, heavy quality, Lyons dye. Regular 75c. On sale Wednesday 50c.

55c SATIN FOUILLARDS, 65c.  
23 inches wide, extra fine grade, exquisite designs. In the correct shades, polka dots, too, in all the various sizes. Regular 65c. On sale Wednesday, 65c.

### Three Important Rain Coats

- A Stylish Silk Moire Rain Coat, newest design, trimmed with strapings, giving a distinguished appearance. They come in navy, gray, green, brown and black; in all sizes; for \$18.50.
- A very fine line of Silk Rubberized Rain Coats, semi-fitting, also circular backs, in brown stripe and silk and satin stripes, for \$15.00.
- A long semi-fitting Rain Coat, in Roseberry cloth, waterproof, very effective, for \$13.75.

### \$7 Muslin Dress Lengths for \$2

ONLY a very limited quantity, not enough to warrant extensive advertising. Enough to reward the early ones, though, in an unmistakable fashion.

\$2.00 for a Dainty Summer Dress Length, instead of \$6.00 to \$7.00.  
575 yards High-class Hand-embroidered Swiss Muslins and Mulls, in all the leading shades of sky, pink, blue, etc.; also a quantity of French Silk Organzies. Regular 35c to 75c. for 10c.

### Sample Sideboards and China Cabinets

YOUNG housekeepers, present or prospective, look what we offer to-morrow! Just look at the reductions!

25 Sample Sideboards, Buffets and China Cabinets, artistic designs, in quarter oak, golden finish, richly hand carved and polished, beautifully ornamented with brass trimmings, well arranged drawers and closet space, first-class workmanship throughout; for quick selling we have grouped them at four attractive prices:

|                               |       |                               |       |
|-------------------------------|-------|-------------------------------|-------|
| Regular \$32.00 to \$33.50.   | 25.00 | Regular \$40.00 to \$53.00.   | 35.00 |
| Wednesday \$28.00 to \$30.00. |       | Wednesday \$35.00 to \$45.00. |       |
| Regular \$40.00 to \$45.00.   | 30.00 | Regular \$58.75 to \$70.00.   | 45.00 |
| Wednesday \$35.00 to \$40.00. |       | Wednesday \$45.00 to \$55.00. |       |

### Some Simpson Gloves Worth Noting

NO MATTER what you care to pay for Gloves, here is a stock at your service which is able to give you what you wish to wear at prices you won't hesitate to pay. You can't surpass any of these at the figures quoted:

- Women's Pure Silk 20-inch Black and White Jersey Wrist Gloves, double tipped fingers, fine elastic quality, 5 1-2 to 7 1-2. Sale price 85c.
- Women's Mousquetaire, pure black silk only, dome fastener wrist, double tipped fingers, best finish, good weight, 5 1-2 to 7 1-2 only. Regular \$1.25. Sale price 85c.
- Women's Finest Quality 2 Dome Wrist Length Real Lisle Thread Gloves, pearl fastener, neat cord back, perfect fitting, black and white. Regular 35c. Sale price 25c.
- Women's 2 Dome Wrist Length Lisle and White Jersey Wrist Gloves, fine quality well made, 5 1-2 to 7 1-2. White, black, grey and mode. Sale price 1-12-30.
- Women's Fine German Made, Wrist Length, 2 dome Lisle Thread Gloves, fine close quality, black and white, only, 5 1-2 to 7 1-2. Sale price 1-12-30.
- Women's Plain Lisle Elbow Length Gloves, mousquetaire cut, neat and black and white, 5 1-2 to 7 1-2. Sale price, 25c.

### A Housekeeping List

- 138 pieces only Pure Linen Full Bleached Rich Satin Damask Sheetboard Scarfs, and 5 o'clock Tea Covers, dainty woven designs, spoke hem-stitched all round, 18 x 64 and 32 x 32 inches, beautiful qualities. Each, Wednesday, 48c.
- 72 English Satin Quilts, full bleached, fine close weave, new scroll and floral designs, full double bed size, best finish. Each, Wednesday, \$1.47.
- Table Cloths, every thread linen, bleached as white as snow, a fine, evenly woven satin damask table cloth of good weight, newest bordered designs, about 2 x 2 1-2 yards, 101 only at each, Wednesday, \$1.43.
- 32 dozen Hemmed Irish Tea Towels, red or blue check, heavy, perfect dryed, which leave no lint, 23 x 23 inches, at each, Wednesday, 9 1-2-30.
- 375 yards Finest Grass Bleached Irish Dress Linen, round thread, well finished, every thread pure linen, the popular weight for blouses, dresses, skirts, etc., 36 or 40 inches wide. Per yard, Wednesday, 48c.
- 110 pairs Bleached Sheets, hemmed ready for use, hems full width, top sizes, made from a selected, strong, pure finished English sheering, plain or twilled, nothing but the long staple fibre has been used in the making of these sheets, 70 x 90 inches. Per pair, Wednesday, \$1.28.

### Second Wall Paper Day

WE are attracting attention to the fact that our Wall Paper Department has been promoted to fine quarters on the Housefurnishing floor. Special prices in consequence.

2500 rolls New Papers for dining rooms or halls, pretty effects, only 50 rolls each pattern. Regular 21c. Wednesday 12c.

1500 rolls Imported Parlor and Dining Rooms, in assorted colors, silks, or flat effects, good patterns. Regular to 90c. Wednesday 21c.

Plate Rail, end lots, prices 12 1-2-30, 15c, 20c and 25c. Wednesday 10c clear at 9c.

To lease with two photographs. H. H. FUDGER, J. WOOD, Manager.

PROB. FREE IF Restricted Commi.

OTTAWA. Amended agreement upon the banking were approved giving the account to the account with the clause out. Share arries to contracts with their business the clause vestments panes ther "at least to which shall or loans in A number the investm fact being provided to a compa on the con voting by to every c insurance A new s connections cles issued panies sh years, asc such polices to the shar these profit bility. The any extra, M prohibited. The part be entitled the direct shareholder separately, the distribu so as to p clude a sh the sale of ing with the 1 may be per on the bas cent. of un- se After two mites prac "like a glove," and tionally comfortable and cool. Per garment, \$1.00.

to get insu of the tax. E ford said in insurers sh could not be in the eve re. Insur in Canada, to secure a George F the propose for a busin with the side of the He moved to mutual insurance. The company se per cent. of we paid, who suppo laid stress upon to make the agreement Mr. Field the clause the amend Harris to twenty-five amendment the super thirty days. An amer suggested a \$200, instead \$200, stated an arrangement a policy for insurance. A 3 When the policyholder ninety perched, M suggested the profits shou face of the for parliament ness of ma R. F. Sutt clause as it the policy valued. Mr. Gervy and the effect held by parliament be occasions. "That is it," said S that was 1

BOAT SI Ferry Carr Goes PITTSBURG sons are believed to a sailing of the O four miles of 30 occur are down. All of the Pressed St plant. The boat, for not ove ply sank in been beari

NORTH Chy F time durin and commi