

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

THE SIMPSON COMPANY LIMITED

PROBABILITIES.  
Light to moderate winds; a few local showers, but mostly fair; stationary or higher temperature.

THE ROBERT

SIMPSON COMPANY LIMITED

Saturday, April 17.

# A Demonstration of New York Styles Arranged for Monday

In the Cloak Department, 3rd Floor

ALL our efforts on Monday will be concentrated upon an exposition of the New York idea in dress this Spring. We are making no claim in regard to New York styles. We leave all the gamut of 1909 fashion here. We simply show you the styles of New York on Monday, and if they do not speak for themselves, then we shall, indeed, be disappointed. We are strong in every section in this New York demonstration, but especially in suits and waists.

Exclusive styles, exclusive colorings, exclusive fabrics. The tailoring is perfect. The coats have the "close-to-the-neck" fitting collars, wide shoulders, and classic, graceful lines—will keep their shape indefinitely. The skirts are well cut and hung, and will not sag or bag.

Combined with this excellent tailoring will be found some of the smartest styles yet exhibited this season. The tones in the greys and ashes of roses are charming, and the long cutaway lines give a very graceful figure.

**NEW YORK DRESSES.**  
Silks, Linens and Mulls.  
The styles, the ideas and the trimmings of these gowns are out-of-the-ordinary. They include all the features of the Paris models for spring 1909, modified and adapted by celebrated New York artists. The prices are moderate. From dainty mull dresses at \$4.95, and linen dresses at \$5.95, and silk dresses \$15, they range right up to the elaborate creations of \$70, \$80 and \$100.

**NEW YORK WAISTS.**  
Laws and Lingerie. The styles are the very latest, the designs and character of the laces and fineness of the embroideries are superior. Very original, too, is the arrangement of the trimmings. Distinctly different to those that have been shown up to the present time.

In both Silk and Lace Waists, in their ones and twos of a design, will be found dainty effects that are worth quite a long journey to procure.

The little touches and ideas, and the tones of colors are indelible. The prices are Simpson's through-out, but the waists are New York's latest, starting from \$2.95, right up to \$50.00.



## What People Say About Simpson's Dress Goods

**No. 5—The Gentlewoman of Moderate Means**  
TASTE and quality usually associate with high prices. But not at Simpson's! That is the service which this store renders full of tasteful choosing and expert judging.

There are thousands of women in Toronto who have taste in dress equal to that of the very highest in the land. The handicap of economy deprives them of the full exercise of their preference. Our effort tends to level that handicap, and put any tasteful woman on an equal footing with the fashionable women of means.

"I have the most moderate dress allowance of any woman in my circle of friends," laughed a pretty matron the other day. "And if it wasn't for your dress goods department and your 'Simpson prices,' I don't know how in the world I'd get along."

Good taste can make up a great deal of that disparity between wealth and moderate means in this store.

**NEW YORK COATS.**  
Long Lace Coats, in white and black; Long Dust Coats in Panama, linen and silk-finished fabrics; Long Coats, in natural silks and satins; Long Coats, in tweeds, broadcloth and checks; Raincoats, in silks and new textures. Prices \$15.00 to \$60.00.

**NEW YORK GIRLS' COATS AND DRESSES.**  
Girls' Dresses, in new checked, striped and plain materials, novelty ideas, Princess, Empire, jumpers and other new styles. Some exceptionally smart dresses at \$1.50, \$1.95, \$2.95, \$3.95 and \$5. Ages 10 to 16 years.

**GIRLS' COATS, NEW MAN-TAILOR-ED STYLES.**  
The smartest tailored coats yet made. The rage in New York. Quite apart from the ordinary coats. The shape, the hang and fit are essentially mannish. In different fabrics and colorings. Prices \$7.50 to \$18.00.

**NEW YORK DRESSING GOWNS.**  
Some exceedingly beautiful and stylish New York Gowns, in crepe and silk, in kimono styles; the colorings are both in soft tonings and in brilliant Oriental shades. Prices \$2.95 to \$18.00.

Large shipment of New Broadcloths, gowns, suede blouses, panne finishes, for the draping effects—so much in vogue this season; new blues, browns, greens, taupes, purples, amethyst, wisteria, smoke, stone, coal, gunmetal and other colors. 50-54 inches wide, \$1.00, \$1.25, \$1.50, \$2.00 per yard.

**Semi-Made Swiss Robes, \$2.39**  
(Wash Goods Department)  
300 Semi-made Real Swiss Muslin Robes, Empire design. The embroidered trimming on them is all hand made. The shape is the very latest, and can be made Empire or otherwise. The skirt is beautifully shaped and only requires joining down the back and round the waist, and can therefore be easily made to fit any figure. There is enough material to make the waist, and the whole dress can be finished by any newswoman in a short time. Just reckon it up—12 yards of material, worth 30c yard; about 6 yards of trimming, worth 20c yard, and the making by a dressmaker at least \$10.00, amounting in all to nearly \$15.00. We give you the whole thing almost ready to wear for \$2.39.

No phone or mail orders. White Wash Goods Department, Main Floor.

## The Season of Housefurnishing Opened



WE want you to visit our new Carpet and Curtain Department. Twice as much space as we had last season, and stocks to fill it. We are making arrangements for special attractions on Monday. The following specified instances are but few of many:

English Axminster Carpet, with borders to match, shades of blue, green, red and fawn, various designs, including Oriental. Regular \$1.75 to \$2.25. Made, laid and lined, if bought on Monday, for, per yard, \$1.42.

**Monday for Household Goods**  
ECONOMIES and suggestions for housekeepers waiting in the Linens and Staple Department Monday.  
Stair Drill White Quilts  
Factory Cotton Apron Gingham  
Tray Cloths Pillow Cases  
Tea Towels

350 yards Heavy Brown All Linen Stair Drill, red border, best Irish make, 20 inches wide. Per yard Monday \$1.00.

**The New Wall Papers**  
THE season for wall papering is now, with emphasis on the now. Come and choose your own wall papers. No satisfaction like that which comes from personal choice here, where you have the world's best to choose from.

English, German and American Tapestry, Dining Rooms and Hallways, in set, floral and conventional designs. Prices 25c, 50c, 75c, \$1.00 to \$1.50 roll.

**Picture Framing**  
25% Discount Stock Frames 25% Discount

**Soaps and Washing Powder**  
Fels Naptha Soap, per bar 5c.  
Sunlight Soap, 6 bars 25c.  
Comfort, Eclipse or Victor Soap, per bar 4c.  
Surprise Soap, 6 bars 25c.  
Heather Brand Soap, 8 bars 25c.  
Naphtho Soap, 6 bars 25c.  
Simpson's Big Bar Laundry Soap, per bar 10c.  
Pearline, 1-lb. package, 11c.  
Old Dutch Cleanser, regular 10c, 3 packages for 25c.  
Kitchen Sapolio, per cake 8c.  
Powdered Ammonia, large package 9c, 2 packages 25c.

## Boys' Day Monday

Refiners and Norfolk for All the Ages of Boy



BETTER Boys' Store here now than ever—more room, more light, better facilities for showing what nice clothing we sell.

Boys' Light Imported English Coat Cloth Refiner Coats, in rich fawn shade, made up in the latest spring style, with heavy wool serge lining, exceptionally strong and durable. Sizes 2 to 27, \$4.75.

**Boys' Hats and Caps**  
Boys' Hooddown and Golf Shape Caps, in navy serge and assorted fancy pattern tweeds. Regular up to 25c Monday 9c.

**New Furnishings for Boys**  
Pyjamas for Boys, of fine American Oxford and swastika, in plain colors, \$1.50 and \$2.00.

## Rogers' Spoons and Forks

IF YOU want silver-plated ware come to Simpson's. We sell the genuine Wm. A. Rogers' Spoons and Forks, guaranteed by the maker and by this store. Specially priced we offer Monday:

600 sets Rogers' Tea Spoons. Regular value \$2.55 dozen. Monday, set of 6, 89c.  
200 sets Rogers' Table Spoons and Medium Forks. Regular value \$5.50 dozen. Monday, set of 6, \$1.75.

**Toronto View Post Cards**  
5 Cents Per Dozen  
5000 Toronto View Postcards, the regular 10c per dozen quality, large assortment of views. While they last, 5c per dozen. On sale Monday at New Book Department, Main Floor.

### CUT GLASS

Low Jelly Nappy, 8-inch, sapphire, pearl or gem cuttings, regular \$12.00, Monday \$8.50.  
Berry Bowl, 8-inch, deep shape, sapphire, pearl or gem cuttings, regular \$11.00, Monday \$8.98.  
Footed Sugar and Cream, regu. 6.50, Monday \$6.50.  
Fruit Nappy, plain polished edge, cut star pattern, regular \$1.50, Monday \$1.00.

### CHINAWARE

French China Oatmeal or Bread and Butter Plates, decorated with sprays of pink flowers, regular \$1.50 doz, Monday, each \$1.00.

### GLASSWARE

Straight Blown Tumblers, 6 for \$2.50.  
Syrup Jug, large size, regular 30c, Monday, \$1.19.  
Heavy Glass Candelsticks, 7 inches and 9 inches high, regular 25c and 30c, Monday, \$1.19.  
Highest grade English Semi-porcelain Dinner Sets of 97 pieces from the famous Grindley Pottery, in bronze and black, with Greek key in black enamel, gold-traced handles and edges, 16.50 Monday \$12.00.  
Milk Jugs, in dark green, decorated with pastoral scenes, dull gold handle and wide gold edge, regular 15c, Monday \$10.00.

## Clearance Sale of High-grade Corsets

IMMENSE corset selling has caused several lines to become broken-sized. We can't sort them up again this season, and so on Monday we have slated them at less than half-price. This section will move into its permanent quarters in a few days, and every pair of these must be sold before we move.

**Time to Start Planting**  
COME to our Flower Department. We can supply your hardy perennials and shrubs at much less than you expect.

## MONDAY BASEMENT SALE.

Having just received a large shipment of Glassware we will sell on Monday all kinds of hotel and bar glassware, also supplies suitable for housekeepers, at from 18 to 35 per cent. off regular prices. These are the lowest possible prices consistent with good quality.

Hand Lamps, complete, large size, regular \$2.00, Monday \$1.49.  
Hand Lamps, complete, regular 90c, Monday \$1.19.

**WARDWARE**  
Steel Garden Spades, D handle, Reg. 15c, Monday \$1.25.

Malleable Iron Rakes, 12-tooth, 17c, Monday \$1.15.  
Rakes, 12-tooth, 17c, Monday \$1.19.  
Malleable Iron Rakes, 14-tooth, 20c, Monday \$1.49.

Guaranteed Winger, enclosed coils, ball bearing rolls warranted for five years, \$4.75.

4-ply Garden Hose in 50 ft. lengths, guaranteed to stand city pressure, complete with nozzle and couplings—1/2 in. size, \$3.75; 3/4 in. size, \$4.25.

Classic Gas Ranges, has latest pattern drill burners, which can be easily taken apart and cleaned, nickel-plated trimmings, asbestos lined oven, guaranteed perfect job—2-burner, Monday \$9.95; 3-burner, Monday \$10.95.

4-burner, Monday \$12.95.  
4-burner, with broiler, Monday \$15.95.

Classic Gas Plates, japanned, with nickel-plated trimmings.  
1-burner, regular \$1.00, Monday \$0.89.  
2-burner, regular \$1.75, Monday \$1.48.  
3-burner, regular \$2.50, Monday \$2.19.

Hardwood grained iron Screen Doors, 2 ft. 6 in. x 6 ft. 6 in., 2 ft. 6 in. x 8 ft. 6 in., 3 ft. 6 in. x 8 ft. 6 in., 3 ft. 6 in. x 10 ft. 6 in., 4 ft. 6 in. x 10 ft. 6 in., 5 ft. 6 in. x 10 ft. 6 in., Monday \$1.75.

Same Door, with corner brackets, \$1.90.  
Same Door, with corner brackets and fancy centre rail, \$1.00.  
Varnished Screen Door, with corner brackets, \$1.25.  
Varnished Screen Door, with plain corner brackets, fancy centre rail, \$1.35.  
Same Door, with fancy corner brackets and panel rail, \$1.50.  
Natural hardwood, oak finish, oiled and varnished, paneled, with centre rail, \$1.75.

Stove Pipe Varnish, bottle, tin and brush, complete, Monday, special \$1.13.

Genuine Lindsay Up-right Burners, complete with double wire mantle and G globe, \$1.59.  
Genuine Lindsay and Welshach Up-right 2 Burners, complete with colored or etched globe and mantle, regular \$1.50, Monday \$1.08.  
Lindsay and Block Mantles, regular 25c, Monday two for 45c.  
White G Globes, Reg. 15c, Monday two, 25c.  
Chandeliers, with twisted pendant, fancy centre ball and curved arms, complete with 2 1/2 inch frosted globes—two-light, regular \$2.25, Monday \$1.69.  
Three-light, regular \$3.00, Monday \$2.19.

Step Ladders, strong and well made. Special Monday:  
4 foot size \$1.45  
5 foot size \$1.50  
6 foot size \$1.55  
7 foot size \$1.75.

Nickel-plated Copper Tea Kettles, on flat bottom, sizes 7, 8 and 9, \$1.10.  
Hange Kettles, two-quart size, Monday special \$1.10.  
Black Knight Stove Polish, tin \$1.10.

Carpet Beaters, regular 15c, Monday \$1.10.

Rope Pattern Gas Brackets, complete with pillar and tin—  
Strif, Regular \$2.00, Monday \$1.39.  
Single swing, Reg. 45c, Monday \$30.  
Double swing, Reg. 65c, Monday \$45.  
Kitchen Pendants, complete, Reg. 65c, Monday \$45.

Ash Sifters, with ends and metal sides, expanded metal bottom, Monday \$1.15.

Clothes Line Wire, galvanized, 100 foot length, Monday \$2.00.  
200 foot length, Monday \$3.00.  
300 foot length, Monday \$4.00.

Splitter, Baskets, large and medium sizes, regular \$1.50, Monday \$1.20.

White Enamelled Toilet Jar, slightly damaged, and 12 quart size, \$2.50 value, Monday \$1.50.

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PROBS.—

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