

# The Robert SIMPSON Company Limited

H. H. FUDGER, President.

J. WOOD, Manager.

Store opens 8 a.m.

Store closes 5.30 p.m.

Telephone Number  
Main 7841

# The Robert SIMPSON Company Limited

PROBABILITIES: Moderate winds; fine and a little warmer.

Wednesday, May 4, 1910.

There is Only One  
Pneumatic  
Cleaner

This Store holds  
the Sole Right of  
Sale in Toronto.



THE Duntley Pneumatic Cleaner is the survivor of the fittest, so far as this store is concerned. We have tried many of them, and we know. The Duntley has some superiority over every other competing cleaner utilizing the principle of air pressure.

The Duntley has been imitated more or less successfully, but not legally, for its patent covers its exclusive features, and steps are now in process by which the courts will protect the patent rights against infringement.

The Robert Simpson Company chose the Duntley in preference to any other vacuum or pneumatic cleaner for the following reasons:

1st—It stands highest in the estimation of the biggest stores in the United States.



2nd—At our own instance an engineer examined the principle and mechanism of the Duntley, and pronounced it thoroughly made and faultless in construction.

3rd—By our own actual test, it draws up more dirt because of greater pressure and larger displacement.

4th—It will blow as well as draw or suck, thus removing dust from corners where a suction nozzle cannot be placed.

5th—It is lighter than other machines pretending to do the same amount of work.

6th—It is the handsomest machine on the market.

7th—It has more attachments—different shaped nozzles and cleaners—than any other machine on the market.



8th—It is guaranteed absolutely for one year by the manufacturers—and by us.

Ask to see it demonstrated, either at your home or in the store. Would you like us to do your housecleaning for you this spring? We will do it at a reasonable charge, in order to convince you of the merits of the Duntley. The only condition is that you have electric power in your home. We use the ordinary incandescent light bulb socket.

Duntley Cleaner, household size. Price \$175.00.

Note—The Duntley uses only 1 1/4 cents worth of electricity in an hour.

## Dairy Butter 27c

1,000 lbs. Dairy Butter, in prints, per lb. 27c.  
Fresh Flaked Wheat, per stone 49c.  
Canned Blueberries, 3 tins 25c.  
Salt, in 5-lb. bag, 3 bags 14c.  
Edwardsburg or Beehive Table Syrup, 5-lb. pail 25c.  
Maggi's Soups, assorted, 6 pack 25c.  
Upton's Marmalade, 5-lb. pail 40c.  
Heather Brand Extract, assorted flavors, 2 1/2-oz. bottle, 3 bottles 25c.  
Canned Red Salmon, 1/2-lb. flats, 3 tins 25c.  
Telephone direct to department.

300 lbs. Fine, Rich, Full Bodied Assam Tea, a 35c tea anywhere, Thursday, per lb. 26c.

## The Strictly Tailored Waist Grows in Importance

EVER since Charles Dana Gibson idealized the tailor-made girl, the tailor-made waist has occupied a prominent place in the affection of fashion. Fussier effects threatened to supersede the tailored idea, and we sell many elaborate blouses every day, and show a large, exclusive range of them. But the Tailored Waist, plain, crisp, Gibsonesque, comes forward again for this season stronger than ever.

We will make a showing of these tailored waists of ours on Thursday. Let us interest you first in four examples at rather tempting prices:—

Simpson's Challenge Linen Shirt Waist, of extra fine quality, a very smart tailored style, 1-inch tucks back and front, centre box pleats closes visibly with good pearl buttons, linen collar, shirt sleeves and link cuffs. Exceptional value \$1.95.

Natty Shirt Waist, of fine quality figured Madras, wide pleats back and front, centre box pleat, finished with groups of small pearl buttons, shirt sleeves and soft cuffs, embroidered and linen collar. Showing for the first time Thursday, \$1.95.

Very newest Shirt Waist, of fine imported vesting, in wide

satins stripe effect, broad pleats at shoulder; front has neat turned back lapel, trimmed with black jet buttons, shirt sleeves, and linen collar. Very special \$1.75.

New York Tailored Waists of fine cotton repp, two distinctive styles, gimp tucking back and front; one has front finished with scalloped effect, and good pearl buttons; other style has centre box pleat, with latest detachable pleating, embroidered linen collar, shirt sleeve and link cuffs. These waists are sizes 32 to 42. Thursday \$1.95.

A TAILOR-CUT ENGLISH PRINT SHIRT WAIST FOR 75c.  
Blue and Black Stripe English Print Waist, open front, with visible pearl buttons, Gibson pleat, with side patch pocket, yoke back, tailored sleeve and cuff, with laundered collar. Sizes 32 to 42. Thursday 75c each.

## A Silk Petticoat for \$3.95

IN point of quality this \$3.95 skirt equals a \$5.00 skirt. The difference in price is accounted for not by any inferiority of silk or finishing. The amount of strapping and stitching is a little less, that is all.

TAFETTA SILK PETTICOATS \$3.95.  
Women's Petticoats, of rich rustling taffeta, black, navy, brown, grey, champagne and new shot effects, deep flounce, trimmed with rows of pin tucking and stitching; all lengths. Special value Thursday \$3.95.

IMPORTED MOREEN PETTICOATS \$1.00.  
Black, navy or grey, perfect fitting, and made with a deep accordion pleated flounce, trimmed with three narrow gathered frills, finished with stitched strapping also dust frill. Lengths 38, 40 and 42 inches. Thursday, \$1.00.

## Three Saving Clauses in the Corset Department

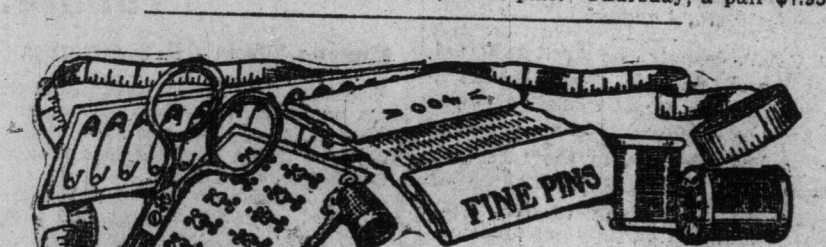
LADIES who would accept an opportunity to save a good proportion of the cost of a corset will have the opportunity presented to them Thursday. To straighten out our immense stock we have selected three beautiful models that combine quality with style, and have marked each one at a big reduction in regular price. Phone orders given special attention.

108 pairs Warner's Rustproof Corsets, a stylish model, in fine white batiste, low or medium bust, long below waist, finest steels, with four wide side steels, four garters, lace and ribbon trimmed; every pair guaranteed. Sizes 18 to 30 inches. A regular \$2.00 corset. Thursday, a pair \$1.25.

96 pairs Thomson's Glove Fitting Corsets, a very handsome model of this famous make, extra fine white coutil, medium bust, long directoire effect below waist, boned with finest rustproof steels, four wide side steels, four garters, deep fine lace and two draw ribbons, and satin bow. Sizes 18 to 26 in. Regularly sold at \$3.50 a pair. Thursday, a pair \$2.25.



152 pairs La Reine Corsets, a stylish, medium length model, medium bust, fine rustproof double steels throughout, four wide side steels, six fine garters, trimmed with fine embroidery and satin bow; this corset never breaks at side. Sizes 18 to 26 inches. Regularly sold at \$3.00 a pair. Thursday, a pair \$1.95.



## A List of Useful Little Things

Clapperton's Thread, black or white. Per spool 3c, dozen 35c.  
5-inch Scissors, Regular 28c and 33c. Thursday, pair 15c.  
12-yard bolt Tape, white. Thursday 4c.  
Ironing Wax. Thursday 4 for 5c.  
Beeswax. Per cake 5c.  
Celluloid Knitting Needles, Regular 20c to 35c pair. Thursday, pair 10c.  
Simpson's Special Hairpin Box. Thursday 3 for 10c.

Pansies 20c per box  
Pansies, large flowering, per box 20c.  
Spiraeas, in flower, each 35c.  
Gladiolus Bulbs, per dozen 25c.  
Lawn Grass Seed, per lb. 25c.

Invisible Hairpins. Thursday 2 boxes for 5c.  
36-inch Mohair Boot Laces. Per dozen 5c.  
Black and Brown Mending Wool. Thursday 4 cards for 5c.  
Pin Ball, black and white. Thursday 5c.  
Pearl Headed Hat Pins, in colors. Regular 10c. Thursday 2 for 5c.  
Black Safety Pins. Regular 5c card. Thursday 5 for 5c.

Flower and Vegetable Seeds, 15 packets for 25c.  
Sweet Peas and Nasturtium, per ounce 5c.

## Toilet Department

Roger & Gallet's Violette de Parma Toilet Water. Regular 75c. Thursday 59c.

Roger & Gallet's Eau de Cologne. Regular 35c. Thursday 25c.

Hard Rubber Dressing Combs, 65c value. Thursday 25c.

250 dozen Celluloid Soap Boxes, assorted colors. Regular 15c and 20c. Thursday 10c.

400 bottles of best quality Perfume, some in neat boxes, and made by the best English makers. Regular 75c, \$1.00 and \$1.25. Clearing Thursday 25c.

Princess Skin Food, per pot \$1.25.

We are showing a large assortment of Ivory Finished Brushes and Hand Mirrors, ranging in price from \$1.00 to \$3.00.

Phone orders promptly filled. Phone direct to department.

## Baby Carriages Are on the 4th Floor

AND a very nice array of them we have. A too. English Style Carriages, Reed Carriages, Go-Carts, Folding Carts of Steel, "Pullman Sleepers" and all the rest of them. On Thursday, by way of special inducement to new visitors, we offer:—

8 only Wood Baby Carriages, and Pullman sleepers, leatherette hoods and linings, new carriages. Regular prices \$20.75 and \$19.75. Thursday \$15.95.

8 Reed Body Carriages, with leatherette hoods, or parasols. Regular \$15.25 and \$16.50. Thursday \$12.75.

12 All Steel Baby Folding Go-Carts, adjustable backs, padded seat. Regular \$8.50. Thursday \$6.79.

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## See Our Furniture First

YOU need not buy because you come here to look. We are quite content to leave it to your own good taste. We are anxious, however, that you do not commit yourself to the purchase of furniture this spring until you have seen what this store is offering. And you have no idea of it unless you have been here very lately.

We cite a list of suggestions for your visit to-morrow culled at random from this new stock:—

Parlor Suite, made of solid birch frames, with fancy carved backs, in mahogany finish, upholstered in loose cushion seats, covered in good quality of green velours, consisting of sofa, arm chair and arm rocker. Thursday \$31.00.

Parlor Suite, made in solid birch mahogany finish, upholstered, with spring seat, covered in silk tapestry, consisting of sofa, arm chair and reception chair. Thursday \$25.00.

Parlor Suite, made in birch mahogany, dull finish, upholstered, with loose cushion seats, covered in good quality of green velours, consisting of sofa, arm chair and arm rocker. Thursday \$29.00.

3-piece Parlor Suite, solid birch frames, mahogany finish, very modern design, upholstered with loose cushioned seats, covered in good quality of green plush, suite consisting of sofa, arm chair and arm rocker. Thursday \$45.50.

Complete Bedroom Suite, in colonial design, made in mahogany and quartered oak, dull finish, fitted with British bevel plate mirror, consisting of dresser, \$29.50; chiffonier, \$28.00; dressing table, \$18.00; sonnet, \$8.50; bed, \$21.00.

Brass Bed, made with 2-inch continuous posts, extension foot end, heavy filling, bright and dull finish. Sizes 4 ft. and 4 ft. 6 in. Thursday \$31.50.

Marshall Sanitary Mattress, made with spring, centre, with white cotton felt on both sides, covered in



good quality of English twill ticking. Prices ranging according to size: 3 ft., \$15.00; 3 ft. 6 in., \$16.50; 4 ft., \$18.00; and 4 ft. 6 in., \$19.50.

Bed Springs, iron frames, with closely woven wire centre, guaranteed not to sag; made in all standard sizes. Thursday \$5.00.

## 500 Pictures Reduced to 95c Each

VALUES range all the way up to \$5.00. We make a one-price proposition of them to-morrow, as they embody a great many odd lots left from various big purchases since Christmas.

Photogravures Artotypes Carbons Pastels Oils  
Framed to fittingly become any room in your home. Pictures of all sizes and subjects in this sale.

Thursday to clear all at one price..... 95c

No phone or mail orders filled. Not more than three pictures allowed to a single customer.

Ready at 8 o'clock Thursday morning.

## \$8.00 Hand Bags for \$5.00

150 Sample Bags of genuine goat seal leather, very handsome gilt German silver frames, patent clasp, double strap stitched handle, finely lined with leather, and fitted inside with a change purse to match bag. Colors black, brown, navy and green. Regular \$8.00 each. Thursday \$5.00.

## Little Items of Babies' Wear

Robes, fine lawn, yoke of dainty embroidery and embroidery beading, narrow embroidery frills. Regular price \$1.50. Thursday 89c.

Pinafores, fine lawn, trimmed with Val. lace. Sizes 2, 4 years only. Regular price 50c. Thursday 29c.

Drawers, fine black nainsook, solid color, lace trimmed. Sizes 2 to 16 years. Regular value 35c. Thursday 19c.

Short Skirts, fine flannellette, cambric yoke, edges fancy stitched. Sizes 2, 4, 6 years. Regular value 35c. Thursday 25c.

Long Skirts, fine flannellette, cotton waist, edges shell stitched. Thursday 35c.

Skirts, fine lawn, flounce tucked, with hemstitched frill. Lengths 20 to 36 inches. Thursday 39c.

## Men's Soft Hats

ARE you aware of the summer shapes for 1910?

Soft felt hats with a certain amount of dash and abandon to the brim. Come in on Thursday and we'll show you. Come early and we'll sell you a hat at \$1.00 you'll expect to pay \$2.00 or even \$2.50 for.

200 Men's Soft Hats, summer wear shapes, medium and wide brims, extra fine quality, colors slate, grey, fawn, brown and black. Special Thursday \$1.00.

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