

# The Robert SIMPSON Company Limited

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

Store opens 8 a.m.

Telephone Number  
Main 7841

Store closes 5.30 p.m.

# The Robert SIMPSON Company Limited

PROBABILITIES: Northerly winds; cool and showery.

Monday, April 25, 1910.

## Simpson's is 'the Store for Laces'



A WOMAN who has travelled considerably was talking about Laces.

"But," she concluded, "you have a lace supply right here in Toronto for all the practical kinds that they make so skillfully by machines nowadays. Simpson's laces, I consider, are chosen with excellent taste."

And really that is our ambition—to choose the tasteful laces at the moderate prices, and be known by our daintiness rather than by our lavishness. Won't you come and choose laces to-morrow? If we make a great inducement?

A GREAT SACRIFICE IN WASHABLE LACES FOR TUESDAY'S SELLING.

Thousands and thousands of yards of Nottingham Valenciennes Laces and Insertions, an immense variety in widths and patterns, from 1/2 to 3 inches wide, on sale Tuesday at—

Valenciennes Laces—15c dozen yards, for 5c; 30c dozen yards, for 10c; 50c dozen yards, for 20c; 50c dozen yards, for 25c; 6c yard, for 2c; 8c yard, for 3c; 10c yard, for 4c; 12 1/2c yard, for 5c; 20c yard, for 8c.

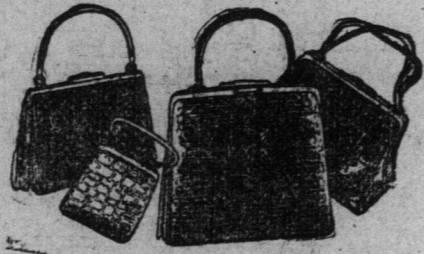
No phone or mail orders filled.

FINE SAXONY EMBROIDERED NETS AT HALF PRICE ON TUESDAY.

73 yards of fine embroidered Saxony Nets, in ecru or white, pretty designs in floral, polka dot, also clusters of tucks, with embroidered effects; so suitable for yokes and sleeves, regular \$1.00 and \$1.25. Tuesday, per yard, 50c.

## We Have All the Select New Hand Bags

SIMPSON'S Bag Department is showing everything that's new and worth having. We have dainty wee bags and "extreme" bags for carriage and automobiles. We have patent leather bags, seal leather bags, goat seal bags, bull seal bags, long grain saffian leather bags, English pig bags, Morocco bags, seal grain bags, crock calf bags, and a large variety of gold and silver mesh bags. We also have the novel Chantecler Bag in red saffian, with handsome gold frame, the Cordiere Baloon Bag in Suede Leather, which is much in demand at present time.



There is the large 12 inch leather lined fitted bag, inside you have card case, change purse, perfume bottle and puff box. The bags referred to above sell at \$2.00, \$3.00, \$6.50, \$7.00, \$8.00, \$8.50, \$9.00, \$10.00, \$11.50, \$12.00, \$13.50, \$15.00, \$18.00, \$20.00 and \$35.00 each.

We have 12 of the best bag values in Canada to choose from at \$1.25 each. (Black and colors).

## A Sale of Hair Ornaments



7,200 Pieces Samples at 1/4 Value  
Tuesday 5c 10c 15c

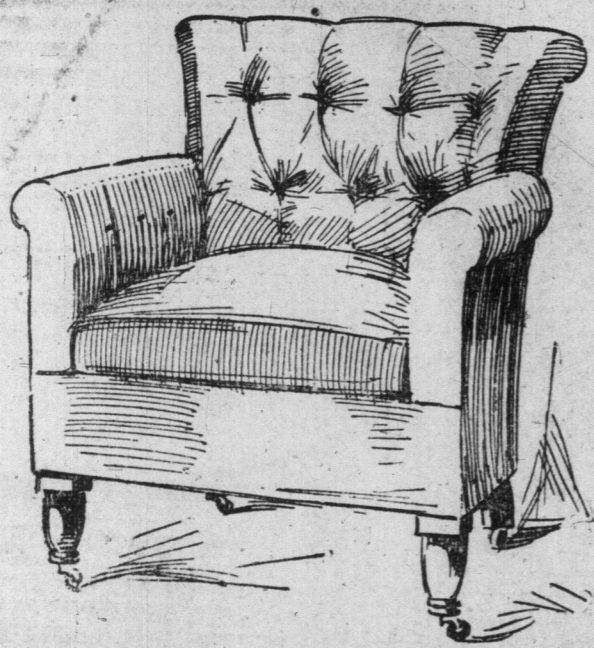
MANUFACTURERS' samples of hair ornaments, including back combs, barrettes, half pomps, and hair pins. We bought this lot at less than quarter the cost, and have marked same at prices that will clear the whole lot in one enthusiastic morning's selling.

20c Combs, for ..... 5c  
20c and 35c Slide Combs, for ..... 15c  
15c and 20c Barrettes, for ..... 10c

## Do You Want a Brooch And a Pin or a Set of Links?

Gold Filled Cuff Links, Roman and bright finish; Pearl Cuff Links; Gold Filled Beauty Pins, pearl set and engraved Vell Pins, Lace Pins, Jet Brooches, Sterling Silver Maple Leaf Dress Sets, Gold Filled Brooches, Black Silk Ribbon Watch Fobs, Gold Filled Mounts, Men's Sterling Silver Tie Pin and Link Sets, heavy links; Hat Pins, a number of new designs. Regular 50c, 75c and \$1.00. Tuesday 35c.

## Good Taste in Furniture Illustrated by Our Own Stock



Living Room Chair. Price in denim 36.75

## Some Remarkable Reductions in the Waist Dept.

THE following waists represent lines which have sold down to the point where we say—"Here, let us clear the rest of these out in one sweep." Perhaps you will remember some of these:

AN \$8.00 REAL LACE WAIST, FOR \$3.95.

Real Renaissance Lace, in a very dainty design, made up over a heavy Jap silk lining, all sizes from 32 to 42 inches. Regular price \$8.00, Tuesday 3.95.

A NATURAL SHANTUNG, FOR \$2.95.

A pure silk natural Shantung Shirt Waist, the most useful and economic garment you can buy, open front, tucked all over with half inch tucks, group tucks at back, tailored sleeve, cuff and collar. Special value ..... 2.95.



\$1.50 SHIRTWAIST FOR 98c

A useful Shirt Waist of a heavy white shirting, with navy stripe, made in Gibson pleat effect, shirt sleeve and cuff, with fancy embroidered linen collar. Sizes 32 to 42. A \$1.50 waist, for ..... 98c.

## Our Gloves for Spring



AGAIN it is our pleasant duty to call attention to the three chaperones of the Glove Dept. stock.

"Elite" Gloves at \$1.00  
"La Rive" Gloves at \$1.25  
"Monopol" Gloves at \$1.50

No better values to be found in Canada than these.

Elite, \$1.00 — Women's fine French Kid Gloves, 2 dome clasp, selected soft pliable real kid, gusset fingers, oversown seams, neat Paris point back, fully guaranteed; this season's newest shades; sizes 5 to 7 1/2. Simpson price, \$1.00.

"La Rive," \$1.25—Women's extra

quality fine French Kid, soft even pliable skin, neat 2 dome clasp, round seam sewn, gusset, wide braid stitched back, perfect fit and finish, for the most particular dresser; shades to match this season's newest costumes. Sizes 5 1/2 to 7 1/2. Simpson price, \$1.25.

Monopol, \$1.50 — Women's choicest quality, finest grade of French Kid glove, 2 dome clasp, gusset finger, silk stitched back, very best finish, satisfaction and wear, reliable French maker, fully guaranteed, new shades, new stock; sizes 5 1/2 to 7 1/2. Simpson price, \$1.50.

## Dress Goods For Summer Wear

DRESS MAKING for summer should be put in hand early to insure freedom from delay and possible disappointment. Toronto dressmakers never get started early enough; the consequence is they are always rushed at the beginning of the wearing season when everybody wishes their dressmaking to be finished at once.

Moral, buy summer dress goods now.

Some Very New Summer Dress Fabrics Have Arrived

1,000 yards Silk Stripe Volles, nice soft clinging make, and drapes well in all the leading shades—biscuit, roseola, saxofrage, rose-pompadour, amethyst, champagne, cream, sky blue, tan, pearl grey, guaranteed fast dyes, excellent quality, 42 inches wide, 50c.

2,000 yards Silk Stripe Volles, in various stripe effects, lovely draping fabric, in a large choice of all the leading shades, makes up handsome summer dresses and excellent quality, 44 inches wide, 65c.

Silk Lansdowne. This is a fabric we can thoroughly recommend for outdoor dresses, reception dresses and evening dresses, light in weight and cool to wear, in a lovely range of all the season's newest pastel tonings, every thread pure silk, and guaranteed fast dyes, 40 inches wide, \$1.00.

## Ladies' \$3 Umbrellas for \$1.95

So only, very fine silk and wool covers, best paragon frames, full size, close rolling, the handles are very choice, being 10-karat gold, with pearl posts and gold swedges. Regular price \$3 each. Tuesday, \$1.95.

## Wall Papers for Tuesday

2,600 rolls Imported Papers, English and German, for general rooms, assorted colors. Regular to 35c. Tuesday 11c.  
1,600 rolls English and American Papers, for parlors and dining rooms. In reds, greens, fawns, greys, blue. Regular to 65c. Tuesday 21c.

## 40 in. Brown Holland only 15c

480 yards Pure Linen Brown Holland, the popular weight for wash dresses, motor coats, girls' dresses, boys' blouses, wash suits, etc., the extra width, 40 inches wide. Clearing, per yard at Linen Counter, Tuesday 15c.

## STRIPED AWNING DUCK 25c YARD.

Heavy Striped Awning Duck, best colors, even or broken stripes, in red, green or blue, standard width, at the Cotton Counter, per yard, Tuesday 25c. Phone direct to Linen Department.

## Grocery Store Memo

One car Standard Granulated Sugar, 13 lbs. \$1.00.  
Choice Side Bacon, peameal, half or whole, per lb. 25c.  
Canned Fruit, Raspberries, Strawberries, Cherries, Peaches, Pears and Green Gage Plums, per tin 15c.  
Ogilvie's Royal Household Flour, 1/2 bag, in cotton, 85c.  
One car Choice California Oranges, large size, per doz. 35c.  
Imported Macaroni, 3 packages 25c.  
Imported Pure Orange Marmalade, Chiver's Brand, 2-lb. glass jar 25c.  
Finest Canned Tomatoes, 3 tins 25c.  
Canned Beans, Golden Wax and green, 3 tins 25c.  
St. Charles Cream, 3 tins 25c.  
Clark's Potted Meats, assorted, 5 tins 25c.  
Garton's H. P. Sauce, per bottle 18c.  
Telephone direct to department.

## \$25.00 Verandah Capes \$9.95

WE have forty-five ladies' circular capes suitable for use on cool summer evenings.

Made of a fine broadcloth, gold and silver trimmings down front and around bottom, and in design on back, new high collar. Shades are grey, pale blue, mulberry, champagne, or cream. They were sold regularly at \$25.00 and \$18.50. Tuesday to clear \$9.95.

## WOMEN'S AND MISSES' SUITS.

Smart Suits, of fine all-wool serge, in rich cream shade, coat is lined throughout with white silk, long slanting roll collar of black moire, skirts are pleated on side, gored with deep side pleats, and have panel front, \$23.50.

Misses' Suits, of fine all-wool cream serge, coat is a smart square-cut style, with new roll collar, and patch pockets, fastens in front with three novelty buttons; a full semi-pleated skirt. Special value, \$12.75.

## WOMEN'S COATS.

A really serviceable garment for either walking or driving, is a smart single-breasted coat, 50 inches in length, with close fitted back, mannish collar, strictly tailored throughout, the material is covert cloth, in two tone fawn stripe effects, and price is only \$10.75.

## A Golden Opportunity to Buy a Superb French Garniture at Less Than Half Price

Trimming Dept. Main Floor

A FRENCH artist's collection of superb bead, crystal and heavily embroidered silk garnitures. There are only 15 in the lot, consisting of bolero and coatee effects; others in long panels down to the feet; black jet, pearl and crystal, and exquisite colorings.

We have never before offered these high-class goods at less than their full value.

Regular selling prices would be \$18.50, \$20.00, \$22.50, \$25.00 and \$27.50. One price Tuesday \$10.00 each.

No phone or mail orders.

## Pretty Baskets at Half Price

WE OFFER on Tuesday, 75 very high-class imported baskets at one-half and one-third of the regular prices.

Fine specimens of intricate work in waste paper baskets, no two alike, and just 50 of them. Regular prices \$2.75, \$3, \$3.50 and \$4. Tuesday, all at \$1.50.  
25 superb padded and satin lined work baskets, all imported samples. Regular prices would be \$3.00, \$3.50, \$4.00 and

\$4.50. Tuesday, all at \$1.50 to only. Standing Work Baskets and Music Stands, regular selling \$2.50, \$2.75 and \$3.50. Tuesday, all at \$1.50.

There are besides this about 100 odd Baskets of various sorts, all marked at the same scale of reduction, one-half and one-third ordinary prices.

## An English Worsted Suit at \$10.50

THIS is the best suit we could buy to sell at the money. A guaranteed all-wool English Worsted. The man who wants a nice, quiet suit at moderate cost can't do any better anywhere.



Made from a guaranteed all wool English worsted, in a handsome dark brown shade, showing neat alternate self and faint green and gold thread stripes.

Cut from the fashionable three-button single breasted sack model, with close fitting collars and shapely lapels. Body lined with fancy striped lustre to match, interfined with haircloth and thoroughly shrunk duck. Pants cut in the latest style and perfect hanging. Sizes 36 to 42. Special \$10.50.

## Time for Lighter Weight Underwear

THESE warm days make you feel decidedly uncomfortable in winter garments. We are ready with a splendid new, spring and summer range; English or French fine natural wools; Canadian or Real French Balbriggans, natural and in colors; Athletic garments, the kind so many men prefer—and many other lines. Make it a special point to see ours before buying. It's well worth your while. A few examples:—

### NATURAL WOOLS.

English Natural Wools, "Wolsey" Natural Wools, "Britannia" Natural Wools, \$1.00, \$1.25, \$1.50 and \$2.00 per garment.

"St. George" Natural Wools and "Watson's" Elastic Ribbed Wools, \$1.00 and \$1.50 per garment.

### BALBRIGGANS AND ELASTIC RIBS.

A special line of balbriggan of our own comes in salmon, blue or grey shades. Per garment 50c.

Real French Balbriggans, "Man chafter" brand, 50c, 75c, and \$1.00 per garment.

"Penman's" Elastic Ribbed, in tan or blue. Per garment 50c.

FOUR SPECIAL UNDERWEAR ITEMS FOR TUESDAY'S SELLING.

200 garments only of Penman's 95A Natural Wool, in sizes 34 to 40, will be sold at, per garment, Tuesday, \$1.00.

150 only, Men's Balbriggan Combination Suits, will go at 8 o'clock sharp, at per suit, Tuesday, 75c.

250 garments of "Penman's" Merino Underwear, the kind that is

non-shrinkable. Won't last long at this price. Per garment, Tuesday, 49c.

1,000 garments of Balbriggan Underwear, in natural, blue and pink shades; the kind that sells everywhere at 50c each. We have only this limited lot to clear at, per garment, Tuesday 38c.

## Men May Pick Out \$2 and \$2.50 Hats for 98c To-morrow

WE are going to have a little hat clearance here in the Men's Store to-morrow morning. You've chased your hat on a windy day before, maybe, but this is different. This means a tableful of samples and oddments very much reduced.

Men's Derby and Soft Hats, about 300, consisting of samples and odds and ends from stock, lines which have become broken in sizes; colors are mostly black, a few browns and greys. Regular prices \$2.00 to \$2.50. Tuesday your choice 98c.

## No. 19 "The Letters of Jennie Allen to Her Friend, Miss Musgrove"

By Grace Donworth, with Sixteen Pictures by Frederic R. Gruger.

"You can't think what hunger is on a full stomach. To pity the poor like they deserve to be pitied you have to be poor yourself. And then you ain't got nothing to give 'em."

A story told by letters with quaint phraseology and funny spelling.

Published at \$1.25. Sale price ..... 25c

## "Scotland's Share in Civilizing the World"

BY REV. CANON MACKENZIE

THIS book gives the reader an increased idea of how much civilization owes to the Scotch. You never would grasp the extent of it unless the facts were marshalled before you as in this book!

Discoveries, improvements, inventions, great works, great victories and great feats—their Scotch authors are legion. The average Scotchman is taller, weighs more, and his brain weighs more than the average of other nations—so we learn from this volume—and in view of Scotch performances the reader will be inclined to believe it.

This book was published at \$1.00. Our price .... 25c

## Baby Carriages at Simpson's

PLENTY to choose from, and all on them the best of their kind. We believe you would like our selection if you saw it. Suppose you look in to-morrow, and perhaps you'll like one of this special lot we are offering. We are quite sure that your baby will appreciate them.

Reed Body Carriage, upholstered in plush and corduroy to match parasol, rubber tires. Regular prices \$14.50 and \$15.25. Friday \$11.50.  
20 Leatherette Steel Folders, with hoods, rubber tires. Special price \$5.15.  
Fourth Floor.



\$8000  
Eleven-  
rooms, loc-  
ation, im-  
ment house  
H.  
26 v

PRO

MAK  
TAK  
OF

Hugh B  
Decla  
Impro  
—Gro  
cussin

That t  
condition  
sound ju  
the trad  
is loyal  
taller, I  
meeting,  
he put t  
trade to  
est meth  
sale of

That t  
dressed t  
wholesa  
with ma  
reasonable  
salera a  
service  
diate st  
vention  
interview  
good, I  
change  
small t  
with a  
working

With  
selling  
plan) o  
the onli  
manufac  
exti-ent  
dishoas  
such sel  
by the  
should  
claration  
man wh

That a  
principle  
Blain's  
lift the  
sugges  
meeting  
agree fo  
an an  
affid

The W  
provinc  
opened  
King Edw  
until Th  
combine  
W. G. C  
dent, in  
to the c  
the groc  
in Febru  
till last  
were con  
Craig pre  
success,  
vancomen  
Geoffrin  
"There  
ation that  
age trinit  
strength i  
in the m  
can affor  
border fig  
"We ar  
autocrat  
an arbit  
outstide  
of portan  
the comm  
we desire  
Thomas  
welcome.

"How I  
ourselves  
factor  
aver is  
divided  
fort," ad  
Hamilton  
innumera  
have ext  
to do th  
country  
to do it  
accounts  
who gen  
which o  
will find  
not atten  
find our  
He sug  
committe  
their dis  
who are  
be of ser  
ing on th  
distribut  
committe  
form pla  
followed  
to certain  
prepaym  
ing point

Trav  
The ke  
centred  
Blain of  
Their Us  
with the  
ness. H  
the crim  
of gifts  
that ever  
to take a  
ry out th  
ment be  
The fac  
with w  
elevating  
would b  
proposin  
trary to  
to the sal  
to propo  
the buze  
declarat  
He was  
tion, if  
contract  
right and  
manufac

Con