

H. H. FUDGER, President, J. WOOD, Manager, ROBERT SIMPSON COMPANY, LIMITED

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PROBABILITIES. Variable winds; fair and cooler.

THE ROBERT SIMPSON COMPANY, LIMITED

WEDNESDAY APRIL 14, 1909



What People Say About Simpson's Dress Goods

No. 3.—What the Veteran Merchant Said A CANADIAN dry goods man of sixty years' experience in Montreal was a visitor in Toronto not long ago, during the great Missionary Convention. During his stay he took the opportunity of making a thorough-going tour of the Simpson store, and in an interview published in the papers the following day he referred among other things to the dress goods departments of Toronto.

"People don't need to go to New York any more," said he. "Toronto can show them just as good as can be seen anywhere. I've traveled on store business for the best part of 60 years, and with the possible exception of the Marshal Field store in Chicago, I know of nothing to equal the new dress goods department of the Robert Simpson Company. Toronto people don't need to go to New York any more."

DRESS AND SUITING WORKS

Self colors in grey, demit-tones, two-tones, with black hairline stripes and self-colored stripe effects, greens, browns, greys, peacock, navy, taupe, fawn, tan, blue, also in black and grey stripes and other neutral shadings, the correct fabric for smart tailored suits and costumes, 48-52 inches wide. Special selling \$1.00 yard.

BLACK AND WHITE WORKS

The latest for spring and summer wear: black, solid and broken checks. Sizes 1-16 to 1 inch. Woven in serge, chevron and Vandyke styles. Smart and dressy for the house, street wear suits, carriage costumes, etc. 48-54 inches wide. Selling special \$1.00 yard.

SEMI-MADE ROBES.

Another delivery of Beautiful Semi-made Embroidered Robes, consisting of Satin Cloths, richly embroidered in heavy silk; Eolienne, handsomely worked with braid and net insertion; Silk Taffeta, richly embroidered in twist, with net insertion; Voiles, handsomely designed and embroidered; Broadcloths, skirt and coat lengths, smart, stylish embroideries, braided and velvet insertion. These robes are so cut that they can with ease be adapted to any of the latest and most popular styles. In all the most fashionable colorings, browns, navys, grey, gendarme, pearl, mauve, amethyst, sky, peach, wisteria, green, taupe, etc. Regular \$30.00 to \$45.00. Special selling \$19.00.

Nothing But Praise for the Simpson Type of Suits

"INDIVIDUALITY," says a writer, "is the object of the struggle of to-day." People don't want to be lost in the crowd; they want to stand out distinctive, to be personalities of themselves, to be individual. And nowhere does this trait show itself in plainer view than in dress. No woman of ambition and mentality wants to appear in the same guise as her neighbor, her friend, or it may be her social rival. No modern woman wants to be merely conventional.

So far as Toronto goes, this store has been the leader in the advocacy of Individualism in Dress. We have been striving all along to bring Individualism within the reach of the woman of taste, but of moderate dress allowance. With the aid of our new store and the vastly greater facilities it affords, we are now in a position to give our customers distinction as never possible before in this city. Practically everything is different. In numberless cases we show but one—two—three of a style. In cut, color, cloth, finish or trimming—there is a difference somewhere. You should take this fact into consideration when you are marvelling at the moderation of our prices. It increases the marvel double-fold.

Here are high-grade examples of what we mean:

TAILORED COSTUMES—THE INDIVIDUAL GARMENT. Distinctive; every suit a character of its own. Different; different in weave, in style, in cut, and in shape; different in color, in tone of color, different in type. These are some of the features in our individual tailored suits, at \$35.00, \$40.00, \$50.00, \$60.00 and \$70.00. These are a few of the prices these suits are marked. The suits are some of the finest styles made in New York this season, and every suit is cut by a New York master hand; an expert for the coat, and another for the skirt. The result is a perfect suit. In all the new weaves and tones of colors. The new greys, taupe and peacocks, ashes of roses, and other new shades.

THE NEW SUIT WAIST. The vogue this season of wearing a waist to match the color of the suit is extremely smart. We have 15 different models, in different shades, to match all the new colorings of spring suits. These are worth seeing.

A pretty tucked model of the chiffon taffeta silk; the entire front has 1-2-inch tailored tucks, tucked back, long fitted sleeves, finished with ruching; new shades of grey, navy, greens and also black, \$35.00.

A Suit Waist of fine mesaline silk, lovely shades of grey, myrtle, greens, browns, navy, and also black. It is made with tailored tucks, and trimmed with large and small covered buttons, high pointed collar, and new long sleeves, \$45.00.

New Lace Waists, lined with silk to match, handsome models, browns, navys, greens, greys, fawns, ecru, white and black, \$3.95, \$4.50 and \$5.00.

THE DAINTIEST OF DRESSES. Many of the garments are made just one or two of a design. These are just a few:

Fine mull, in white, pink and sky, \$4.95, \$6.50, \$8.50, \$10.00, \$12.50, \$15.00 to \$100.00.

Linen Dresses, embroidered and lace trimmed, \$8.95 to \$100.00.

Silk Foulard Dresses, \$25.00 to \$65.00.

Fancy Cloth Dresses, \$12.50, \$18.50 up to \$200.00.

Black Satin Dresses, \$25.00 to \$125.00.

Pongee and Rajah Dresses, \$20.00 to \$60.00.

Evening Gowns, from \$25.00 to \$350.00.

THE NEW YORK WAISTS. To-morrow we are making a great exposition of New York Waists. In the new crepes, fine lingerie and mulls, with their exquisite lace trimmings, embroideries, and the new rat-tailed embroideries. There are only one or two of each design; each has a distinct element of smartness, and are most moderately priced, \$3.95, \$4.95, \$6.00, \$6.50, \$7.50, \$8.50, \$9.50. These numbers cannot possibly be repeated. The earlier visitor has the best selection.

Fashionable Silks

4,000 yards Fancy Silks, in stripes and checks, in all the various sizes, widths and designs, also self colored dots, in all the latest shades of rose, wisteria, mauve, maize, Copenhagen, sky, pink, champagne, wood brown, reseau, Nile, ivory, black, rich silky sheen 27 inches wide, full assortment of color combinations, in stripes and checks, 20 and 23 inches wide, guaranteed first choice qualities, will launder beautifully, makes very smart waists, dresses, etc., suitable for evening or street wear. Special offer Thursday 89c yard.

4,800 Pairs of Long Kid Gloves at 1-3 the Regular Price

DID you ever hear the name Perrin in connection with Gloves? Of course you did. Well then these are Perrin's Gloves, the Gloves which have a standing all over the world. We have four hundred dozen to sell cheaper than you can buy them in Perrin's own shops in Paris, cheaper than we could buy them at the Perrin Factory if we ordered them by the million, cheaper than they can possibly be made.



\$1.75, \$2.75 and \$2.50 and \$3.00 Gloves for 75c a Pair.

Perfect in every detail, new, fresh stock, just arrived in the store. We never offered anything like it. We cleaned out every pair of Long Suede Gloves in the Canadian Agency! Then Spring trade with the wholesalers was finished. They had 400 dozen left. We negotiated. Here's the result, but remember there are only 35 dozen of the \$3.00 kind, although there are plenty of the other lengths. Come betimes.

4,800 pairs of Perrin's Long Suede Finished Kid Gloves for Women.

Made in France, of course.

Perfect goods, not "seconds" in any sense of the word.

8, 12, 16-button lengths, and a few of 20-buttons for first-comers.

Mousquetaire wrists.

Black, white, tan, brown, grey, mode.

Sizes 5-12 to 7.

Regular prices \$1.75 to \$2.50 (a few at \$3).

Thursday.....

75c A Pair

The New Seamless Room Rugs

THIS is the first season for Seamless Tapestry Rugs. We have hastened to put them before our customers. The looms to make them have but lately been perfected. We have them ready for you now; although they are not on the market at all generally as yet.

Further than the advantage of the seamlessness of these rugs, there is another point about these rugs—for the first time medallion designs have been woven in tapestry, closely imitating French and English Axminster designs. Thus the housefurnisher gets the very best tapestry and velvet rugs, without a seam, in the highest grade carpet designs at a price less than one-half that of the rugs they resemble. Let us illustrate:

An Axminster, 3 x 4, costs you \$30.

A Tapestry like it, \$14.25.

A 3-1-2 x 4 Axminster costs you \$35.00.

A Velvet Rug like it, \$25.50.

A CLEARING OF ODD SIZES ALREADY BROKEN THIS SPRING OFFERING THURSDAY.

85 Room Rugs, in Axminster, Wilton, Brussels, Velvet and Tapestry, in various sizes from 6 ft. x 8 ft. to 11 ft. 3 in. x 13 ft. 6 in.

Regular \$15.00 to \$18.00, Thursday, each.. \$12.48

Regular \$18.00 to \$21.00, Thursday, each.. 15.48

Regular \$21.00 to \$25.00, Thursday, each.. 18.48

Regular \$25.00 to \$30.00, Thursday, each.. 22.48

Regular \$32.00 to \$37.50, Thursday, each.. 28.48

Regular \$45.00 to \$50.00, Thursday, each.. 38.48

A Sale of Pictures at \$1.49

THESE pictures for Thursday's selling are "gallery pictures" which we are taking down, medium sizes as a rule, reproductions in carbon photogravures, etc.

They have been used as display samples, so to speak, during Easter time. We have two, three or four or perhaps half a dozen prints of each as the case may be, and we frame up one and show it in the gallery filling orders from stock. We are now finished with this lot and desire now to clear out the framed-up gallery samples.

160 of them altogether—carbons, etchings, hand colored photogravures, etc., nicely framed. Regular prices \$2.49 to \$8.00, Thursday, \$1.49.

Picture Framing and Stock Frames

Commencing Thursday, and ending on April 30th, we give 25 per cent. discount off all Picture Frame Mouldings and Stock Frames.

This offer is made to enable us to retain our regular experienced picture framers. Our stock is one of the most complete and selected in Canada, including all that is new in the moulding business.

Our stock frames include all sizes from 3-1-2 in. to 16 x 20, of the most acceptable designs.

Mouldings at 6c to \$1.75 per foot.

Frames at 6c to \$24.00 each.

25 per cent. discount off every foot of Moulding and each Frame.

(Picture Department—Top Floor.)

Bedroom Furniture Economies

SPRING furnishing commences with the bedrooms. We are prepared to carry on the campaign this spring with a stock of bedroom furniture such as will particularly please all those who like plain, well-made substantiality.

We are selecting examples for Thursday, which for value cannot be duplicated in this city in the regular way.

Not within 30 per cent. Come to Simpson's every time.

10 Brass Bedsteads, beautiful 24-inch continuous post design, massive ornamental husks, 7 heavy upright fillers, extended foot end, 4 feet 8 inches wide, bright or satin finish. Thursday \$30.

12 Brass Bedsteads, very handsome pattern, 2-inch post pillars, with handsome brass caps of new design, nine extra heavy upright fillers and seven spun brass spindles in head and foot, extended foot end, 4 feet 6 inches wide. Thursday \$30.00.

100 Iron Bedsteads, white enamel finish, dainty design, substantial posts and fillers, all standard widths. Thursday \$22.50.

50 Iron and Brass Bedsteads, white enamel finish, very neat, 1-16 inch post pillars, with brass knobs, seven upright fillers, pretty ornamental chills, extended foot end, all standard widths. Thursday \$37.50.

300 Woven Wire Springs, selected maple frames, nicely varnished, triple woven steel wire mesh, heavy copper side supports, very strong and pliable, all standard widths. Thursday \$22.50.

150 All Felt Mattresses, nice quality art ticking, carefully fitted with pure cotton felt, evenly tufted, very comfortable and durable, all sizes. Thursday \$5.75.

Wall Paper Requires Judgment

DON'T let anybody choose wall paper for you. Choose it for yourself. We think we have wall paper here for this spring's trade that will repay the trouble of personal selection.

1,600 rolls Sitting Room and Bedroom, in pinks, greens, blues, yellow and light shades, in floral and stripes. Regular to 25c. Thursday 14c.

3,000 feet Bedroom and Sitting Room Mouldings. Regular to 2-1-2c. Thursday 1-1-2c.

Chair Rail. Regular 4c. Thursday 2-1-2c.

Simpson Whitewear at Ridiculous Prices

Preparatory to moving, this immense stock must be reduced. This is a chance equal to any January sale.

Gowns, nainsook, slip-over, French beading, with silk ribbon around neck and cuffs, elbow sleeves; lengths 56, 58, 60 inches. Regular value \$1.00. Thursday 75c.

Gowns, nainsook, empire style, hand embroidered on neck, cuffs and waist, silk ribbon bows; lengths 56, 58, 60 inches. Regular value \$1.75. Thursday \$1.25.

Gowns, nainsook, fine embroidery and lace insertion, embroidery frills and beading, run with silk ribbon; lengths 56, 58, 60 inches. Regular value \$2.00. Thursday \$1.50.

Baseball Season Opened Saturday Last

THURSDAY'S GAME

50c Baseballs for 19c.

50c Baseball Gloves for 29c.

\$1.00 Deckers for 59c.

25c Bats for 19c.

These goods came to us on very favorable terms and the boys may have them in the same way. On sale in the Basement.

One thousand "Half Dollar Dead" Baseballs. Thursday 19c.

"Bouncer" Baseballs. Thursday 19c.

A good assortment of high-grade Baseballs, specially priced for Thursday's selling at prices from 15c to \$1.50.

Baseball Gloves, genuine leather covered, hair filled. Regular 50c. Thursday 29c.

Deckers, genuine leather covered, hair filled. Regular \$1.00. Thursday 59c.

Masks, a good assortment at prices ranging from 85c to \$3.00 each.

"Victor" Baseball Bats. Regular 25c. Thursday 19c.

Men's Spring Weight Overcoats

ERCHEW! Ah ha-sneezing, eh? Left off your overcoat too soon. Don't you know there are a billion germs waiting for just such a chance as that?

Of course a winter coat is heavy to wear in April. What a man needs, and what his wardrobe absolutely should have, is a spring coat. Take your pick of these:—

MEN'S SPRING-WEIGHT OVERCOATS.

Men's Overcoats, in fine all-wool English chevrot, in black, also dark Oxford grey, made up in 47-inch Chesterfield style, with silk facings, \$10.50.

Men's Overcoats, in fine all-wool English vicuna cloth, rich black shade, made with long roll lapels, silk facings, centre vent in back, best trimmings, \$18.50.

Men's Overcoats, in extra quality fine black imported vicuna cloth, cut on the newest spring model, plain long roll lapels, best mohair linings, shrunken duck and haircloth interlining, tailored and finished in the newest fashion, \$15.00.

Men's Overcoats, in fine imported dark Oxford grey English worsted, with small waist pattern, made up in the newest fashionable American Chesterfield design, finished with flaps on pockets and cuffs on sleeves, long roll lapels, best interlinings and trimmings. Extra special value, \$34.00.

NEW AMERICAN SUITS.

Boys' Russian Suits, made up in the latest fashionable New York style, in a superior quality of fine English worsted, in the new tan and slate grey shades, with alternate blue and fawn invisible stripe effect, made with sailor collar, brown silk flowing tie, fancy silk emblems, and tan leather belt, and detachable shield. Sizes 2-12 to 6 years, \$9.00.

Boys' Sailor Blouse Suits, in high grade exclusive American style, showing newest features of correct New York fashion, in an extra fine English worsted of rich brown, olive green and bronze shades, with neat alternate self stripe, made in handsome tan and slate grey double breasted design, finished with rich crimson flowing end tie and detachable shield, brown leather belt and silk trimmings, 4 to 10 years, \$9.00.

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