

The SIMPSON Company Limited

H. H. FUDGER, President.

J. WOOD, Manager.

Store opens 8 a.m.

Telephone Number
Main 7841

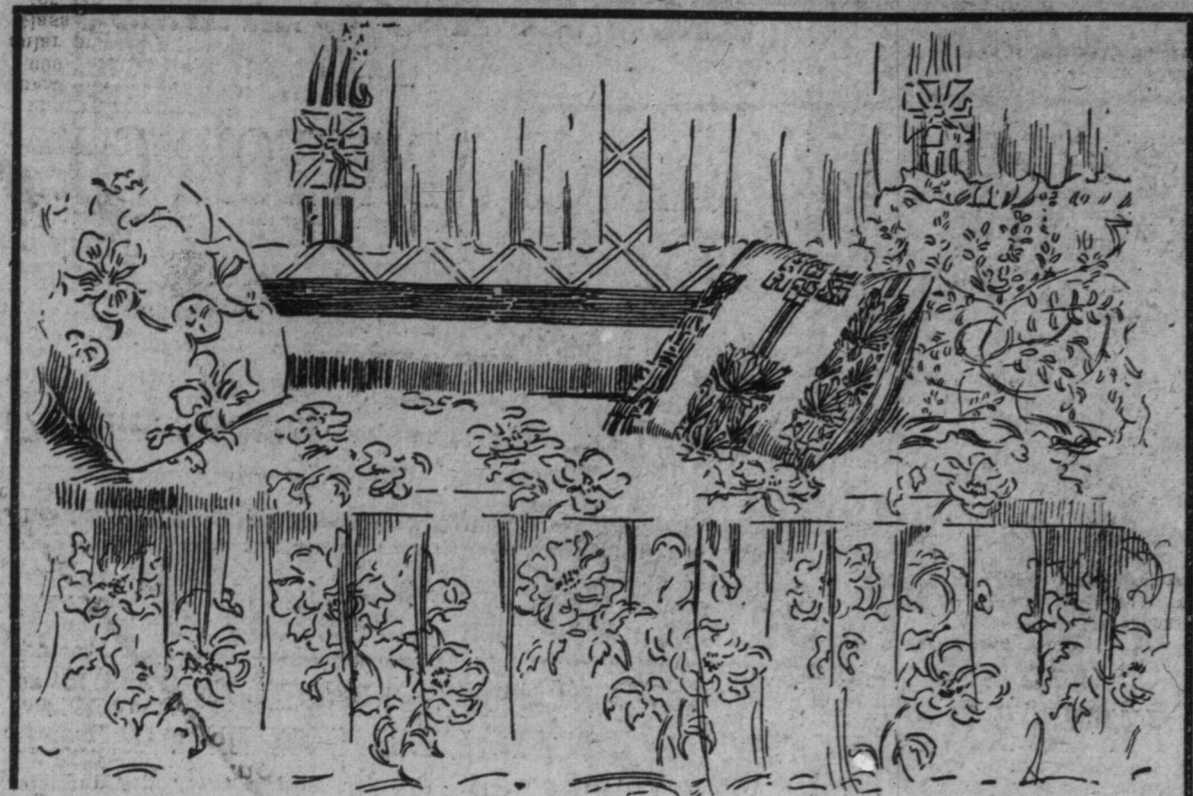
Store closes 5.30 p.m.

The SIMPSON Company Limited

PROBABILITIES: Fresh northwest winds; showers, and then clearing.

Wednesday, April 20, 1910.

Good Taste Saves Money in Housefurnishing



"I KNOW what I'd do if I had money, but unfortunately I have guinea tastes and a shilling allowance."

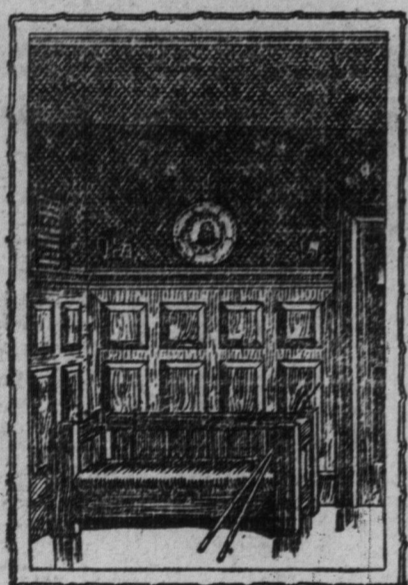
So often people are overheard remarking things in a similar vein to the above.

We would like to say very earnestly to these people that taste is a help and not a handicap in this store. We cite instances in every section of the Carpet and Curtain Departments where comparatively cheap materials will appeal particularly to people of discrimination. Good taste well exercised here in our housefurnishing stocks will procure more and better effect than mere unguided lavishness in the most expensive store in the land.

We will show you exactly what we mean by pricing a few of the lines we refer to, and then you will simply ask to see them when you come and judge for yourself as to their artistic worth.

- | | | |
|---|---|------------------------------------|
| Art Craft Casement, 40 in. wide, 25c and 30c. | Standard Silkoline, 36 in. wide, 15c. | Primrose Dimity, 36 in. wide, 40c. |
| Etamine Strim, 45 in. wide, 30c and 40c. | Moslash Tapestry, 36 in. wide, 40c. | Duplex Chintz, 36 in. wide, 35c. |
| Damascus Tapestry, 36 in. wide, 60c and 65c. | Gloria Art Ticking, 36 in. wide, 40c. | Shadow Chintz, 36 in. wide, 50c. |
| Empire Linen Taffeta, 36 in. wide, 60c and 65c. | White House Cretonne, 36 in. wide, 30c. | All-wool Pro-Brussels Rugs— |
| | Versailles Chintz, 36 in. wide, 35c. | 9 ft. x 10 ft. 6 in. \$12.00 |
| | | 9 ft. x 12 ft. \$14.00 |
| | | 10 ft. 6 in. x 12 ft. \$16.00 |

30c Burlaps for 23c Wall Paper Department.



FOR bath rooms and kitchens, Burlap fills the bill to perfection. We have a special purchase for Thursday's customers.

- 1,000 yards, bought at a bargain, full rolls or less, green rec. Regular 23c. Thursday 23c.
 - Plate Rail, Regular 10c. Thursday 7c.
 - Chair Rail, Regular 3 1/2c. Thursday 2 1/2c.
 - Room Moulding, Regular 2 1/2c. Thursday 1 1/2c.
- A WALL PAPER SPECIAL!
2,600 rolls Imported Papers, for living or sleeping rooms. Regular to 35c. Thursday 14c.

Baby Carriages at Simpson's

WE don't advocate any one style of carriage any more than we advocate only one style of baby. We have carriages of every sort—English, American, reed, leather; go-carts and folding carriages too.

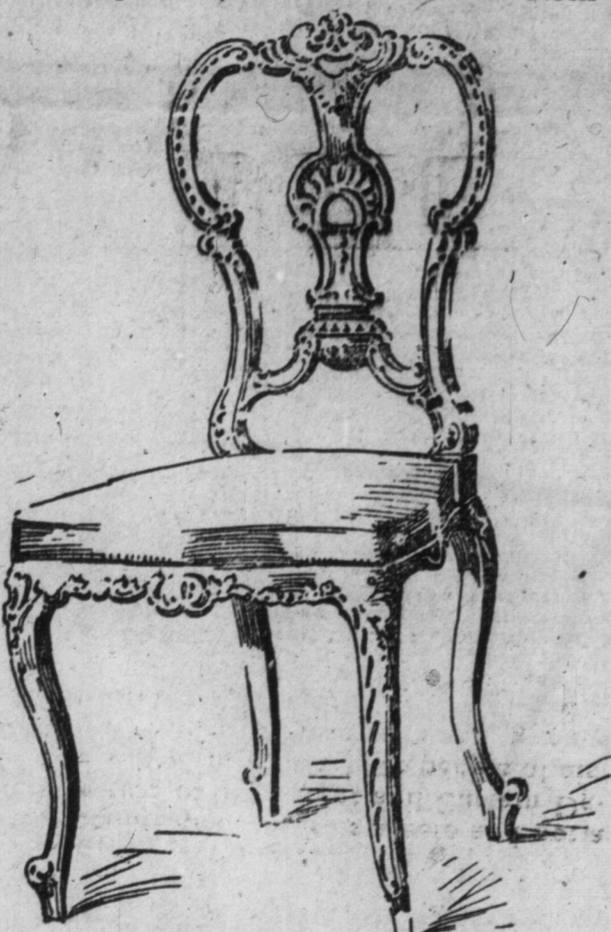
- 200 Carriages and "Folders," in white, brown, green, blue, with wool or leatherette hoods, or parasols. Prices range from \$125 to \$350.00.
- 10 SPECIAL "FOLDERS."
- 10 Leatherette Folders, with hood, rubber tires. Special price \$5.95.

\$175 Limoges Dinner Set for \$125

ONE of the opportunities in our basement-to-morrow. Another one gives you an English semi-porcelain set worth \$16.70 for \$12.98. Fancy china reductions here also.

- A Limoges China Dinner Set of 121 pieces, in a beautiful decoration, with gold lines and edges, on a fine white china body. Regular \$175.00, for \$125.00.
- 97-piece English Semi-Porcelain Dinner Set, with china cups and saucers; the decoration is a dark green holly leaf and gold band, and all handles gold stippled. Regular price \$15.70. Thursday \$12.93.
- 1,000 English Decorated Teapots, size 4 and 6 cups. Regular price 35c. for 25c.
- Glass Flower Vases, Austrian cut, size 7 in. Regular 18c. for 12c.
- 4-piece Table Sets, pressed cut, with gold tracing. Regular \$12. for 7c.
- Japanese Flower Vases, in a variety of designs. Regular price 49c. Thursday special 39c.

Good Taste in Furniture Exemplified by Goods in Our Own Stock



Louis XIV Drawing room chair, solid mahogany, dull finish price in denim, \$47.00

Simpson Table Cloths

With Napkins to Match.

(Second Floor, Yonge Street.)

- 45 only sets Table Linen, fine full bleached satin damask, warranted every thread linen, handsome new designs, with border all around; made in Ireland especially for the Robert Simpson Co., Limited; 1 cloth, 2 x 2 1/2 yards; 1 dozen napkins, 22 x 22 inches to match. Per set, Thursday \$3.95.
- 200 yards All Pure Linen, full grass bleached, extra fine Irish sheer linen, 36 inches wide, for cool blouses, underwear, etc. Regular \$1.00 per yard. Thursday 75c.
- 600 yards famous "Queen's Own" Bleached English Longcloth, one of the daintiest, purest, finest, strongest longcloths made, for undergarments and night gowns; 36 inches wide. Per yard Thursday 15c.

Dairy Butter at 27c

- 200 lbs. Dairy Butter, per lb. 27c.
- Choice Sugar Cured Ham, half or whole, per lb. 19c.
- Choice California Prunes, 4 lbs. 25c.
- Canned Apples, gallon a tin 25c.
- Choice Red Salmon, 1/2 lb. flat tin, 3 tins 25c.
- Malta Vita Breakfast Cereal, 3 packages 25c.
- Imported Malt Vinegar, imperial quart bottle 20c.
- Canned Apples, gallon a tin 25c.
- Canada Corn Starch, per package 7c.
- Edwardsburg or Beehive Table Syrup, 5-lb. pail 25c.
- Finest Split Peas, 8 lbs. 25c.
- Telephone direct to department.
- 35c ASSAM TEA 25c.
- 200 lbs. Fine, Rich, Full Bodied Assam Tea, a 35c tea anywhere. Thursday, per lb. 25c.

Overflowing with Billows and Surges of New Lace

OUR Valenciennes Lace and Torchon Lace section is simply overflowing with new laces and insertions from Calais, Nottingham, and Belgium. In all the wanted widths and wanted prices, with an immense assortment of patterns.

French Valenciennes Laces (with insertions to match), 1/2 to 3 inches wide. Per yard, 5c to 35c.

Platt or German Valenciennes Lace (with insertions to match), widths ranging from 1/4 in. to 3 in. wide. Per yard, 6c to 30c.

Nottingham Valenciennes Laces (with insertions to match), 1 to 10 in. wide. Per yard, 3c to \$1.25.

Real Belgium Linen Torchon Laces and Insertions, in fine pretty patterns, all widths from 1/2 to 3 1/2 in. wide. Per yard, 8c to 75c.

Nottingham Machine-made Linen Torchon and Cluny Laces, with insertions to match, widths ranging from 1/2 inch to 4 inches wide. Prices per yard, 3c to 35c.

Children's Wash Dresses

No phone orders. Lines that are broken sized, a sample lot and several odds and ends, about 160 dresses in all, in prints, ginghams, chambrays, mostly light colors, a host of styles, trimmed with braid, pipings, buttons. They will make ideal school or play dresses. Sizes 6 to 14 years in the lot, but only one or two sizes in a style. Regular value \$1.50, \$1.75 and \$2.00. Thursday 75c.

C. B. a la Spirite Corsets \$1.25

AT AN insignificant price like \$1.25 it need not be expected that we can be corsetted with any style or lasting satisfaction.

For answer we guarantee these corsets to give \$2.00 worth of satisfaction in every way, and to be right up to the minute in style.

Phone orders filled. C. B. a la Spirite Corsets, finest white batiste, high, medium or low bust, long front, back and hips, 4 strong garters, fine rustproof steel, wide side steels, lace and ribbon trimmed, sizes 18 to 30 inches. Extra special value at \$1.25.

White Satin Slippers for June Brides

We have just received a shipment of fine Swiss white and yellow satin slippers, they are very dainty, extra fine finish, French covered heel, all sizes 2 1/2 to 7, D width, \$2.50.

Women's Real Chamois Gloves 59c

25 dozen, all sizes, natural and white shade, 2-dome clasp, uniform leather, nice weight, perfect fitting, 75c regular. Thursday, 59c.

Women's Lace Ankle and Cotton Hose 18c

Women's lisle finished lace ankle and plain black cotton lace, seamless, fine even thread, best dye, neat design, odds and ends, all sizes, double heel and toe, 29c value. Thursday special, 3 pair 50c; pair 18c.

75c and \$1 Watch Fobs 35c

200 Men's Black Silk Ribbon Watch Fobs, gold filled mounds, complete with charm or signet. Regular 75c and \$1.00. Thursday 35c.

Housemaids' \$3.00 Dresses \$1.49

40 (only) Housemaids' Dresses of black lustre, made in one piece, full skirt, waist has tucked front, and is finished collar and cuffs, with band of white embroidered muslin. Sizes 34 to 42. Regular \$3.00, for \$1.49. No phone or mail orders.

"Rain, with Some Showers"



YOU need a Rain Coat. What kind do you like — automobile kind, cravenette kind, shower-proof kind, rubberized water-proof kind—which? You'll know better after you have seen them all, and they are all here. Come in out of the wet! See, we show:—

Men's Light Fawn English Waterproof Coats, thoroughly rubberized, made up in single breasted style, with Raglan shoulders and with neat Prussian collar. Sizes 36 to 48, \$8.00.

Men's English Paramatta Raincoats, in a rich fawn shade, guaranteed thoroughly waterproof, made up in single breasted style, with neat military collar. Sizes 36 to 46, \$9.00.

Men's English Covert Cloth Raincoats, in dark grey or olive fawn shades, suitable for spring and fall wear or for protection from rain, made up in single breasted Chester field style, splendidly tailored, and perfect fitting. Sizes 34 to 44, \$12.00.

Men's Waterproof Coats, made from a fine quality English burberette cloth, thoroughly rubberized, cut in the fashionable single breasted style, with Presto collar, which can be worn with standup military collar or with lapels turned down, suitable for sunshine or storm. Sizes 36 to 46, \$16.50.

Boys' Medium Fawn English Waterproof Automobile Coats, thoroughly rubberized, made up in single breasted style, with neat military collar. Sizes 26 to 34, \$6.50.

Clearance of Working Shirts

BLACK AND WHITE DRILLS 57c. 300 Men's Black and White Striped Drills, made with double front and back collar attached, double stitched. Sizes 14 to 16 1/2. The kind you pay 75c for in the usual way. You can buy at, Thursday 57c.

GENUINE ENGLISH OXFORDS 49c

250 only Men's Genuine English Oxford Shirts, sold in the usual way at 75c each; made large and roomy; with collars attached, pocket, double stitched seams, neat stripes, in colorings that will hold; a shirt for hard wear. Sizes 14 to 17. Secure a pair at, each, Thursday 49c.

\$1.00 NAVY FLANNELS 77c

150 Men's Navy Flannel Shirts, the same we sold all season at \$1.00. Made with reversible collars, pocket, double stitched seams; anyone who has ever tried our dollar flannels will realize the big bargain we offer in selling them at, each, Thursday 77c.

\$1.00 or \$2.00?



Men's and Youths' Soft Hats, in the popular American spring or summer shapes, trouser, telescope and fedora, colors brown, slate, brown, green, navy, grey or black. Thursday special \$1.00.

Christy's Derby Hats, in all the most popular styles for this season's wear, colors brown, fawn or black; easy fitting, light weight, and splendid wearing hats. Special price \$2.00.

\$3.00 Moreen Petticoats \$2.39

100 Women's Moreen Petticoats, black, green, navy and rose, made with a deep flounce, trimmed with stitched panels, in Van Dyke effect and finished with accordion pleating. Sizes 38, 40 and 42 inches. Regular \$3.00, Thursday, \$2.39.

A Sale of High-Class One-Piece Dresses

IN the north east corner of the cloak department we have heretofore carried a stock of the richer class of garments for ladies who desire distinctive styles and who have been in the habit of going abroad to get them.

Great changes have been wrought in this quarter of the store of late, as those who have visited the store lately are aware.

Owing to these changes certain parts of the stock have been displaced or duplicated, and we are willing to accept greatly reduced prices for the garments involved. An instance occurs Thursday when we offer:—

78 One-Piece Dresses, in taffeta corded Bengaline, satin and more antique silk, some styles have lace yoke and collar, others silk embroideries and touches of Persian trimmings, short or long sleeves, gored and pleated skirts, shades are peacock, bronze, navy, black, green, cream and brown in the lot. Regular prices \$55, \$35 and \$25. Thursday to clear.

No phone or mail orders filled.



19.50

The Aristocracy of Cottons

Wash Goods Department Talks.

RICHNESS, LUXURY, REFINEMENT, QUALITY, in dress fabrics are no longer confined to wool goods, silks and velvets. You can have all the art delicacy, beauty and quality IN A FABRIC THAT WILL WASH.

Cotton has taken equal place with silk and wool. Cotton is now in the forefront of progress—an aristocrat of textiles, a fabric to be classed with the highest products of the loom. The demonstration lies to your hand. Come to Simpson's and see the development of cotton dress goods exemplified by the display for this spring and summer.

36-inch Rep, the favorite suit, a fine, even twill, highly merized, all the new and leading shades, white, helio, pearl, mid grey, pink, sky, turquoise and linen shade, 29c.

Handsome and somewhat startling designs in the celebrated Serpentine Crepe, dainty floral, flower, bird and butterfly designs, and in the quaint Dutch design, also a full range of plain colors, as white, pink, Nile, sky, mauve, navy, red, etc. All one price, 25c.

Indian Head Suiting, that beautiful soft material so popular of late years; this will wash and wear well, and there is nothing that will drape more gracefully; full range of colors, as in the rep. Special 20c.

Full range of plain colors in our celebrated British Duck, for children's wear, special, made for school suits and frocks, very strong, plain colors and stripes, 15c.

Crum's celebrated 32-inch English Print, the only reliable washing print that comes into Canada. We have a tremendous assortment of patterns in all colors, 15c.

Simpson's ranges of White Nainsooks and Victoria Lawns are well known; we invite comparison in all our numbers; they are made specially for us by the leading manufacturers of Manchester and Glasgow. Prices from 10c to 50c.

Wash Goods, New Department, 2nd Floor.

Silks for Summer Gowns

Morning—Afternoon—Evening

LET Simpson's be your first thought when the question of silks comes uppermost. Is it a morning frock you require, or a semi-tailored suit?

Nothing is more appropriate for the fresh summer morning than Shantung, the silk of the season. You can have a nice 34-inch Shantung silk for as little as 55c.

The real hand-loom Shantung sells at 75c and \$1.00 per yard. This is a heavier cloth than the others, and we have it Lyons dyed in all the colors.

TENNIS FOR AFTERNOON FROCKS.

Fonlards have no rival this year for pretty summer afternoon frocks. We have the choice designs and colors of the French and American foulards. We cannot say more than that, nor do we need to—75c, 85c and \$1.00 per yard.

LASTLY FOR EVENING GOWNS.

This is the season for draped and clinging gowns, and crepe de chine or silk ripple crepes have natural right-of-way. We show more than forty selected shades and blacks, in every approved quality of tone. 44 inches wide—\$1.50 per yard.

