

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

THE
ROBERT

SIMPSON

COMPANY,
LIMITED

PROBABILITIES.
Moderate winds; fine and a little
warmer.

THE
ROBERT

SIMPSON

COMPANY,
LIMITED

Wednesday
May 12

A Great Exhibition of Lingerie Dresses



ON Thursday you are invited to see the new lingerie dresses. We have collected a wealth of ideas from all the world—some elaborate, some simple, all of them pretty, some of them coquettish, all of them fine, dainty and beautifully cut and finished. The summer girl is to be a soft, gracefully draped figure this year, and these costumes will give you the cue to perfection. A word or two as to prices, added to our cordial invitations to come and inspect these feminine delicacies to-morrow.

At \$4.50—Washing Linen, "semi-princess" style, very stylish effect, sky, linen, grey and mauve.

At \$5.00—Princess Dress, of French mull, beautifully trimmed with fine lace insertions.

At \$12.50—Embroidered Robes, of fine French mull, elaborately trimmed with fine Valenciennes laces, in pink, mauve, sky and white.

At \$8.95—Smart New York Dress of chambray, 2-piece, very stylish, sky, pink and grey.

At \$22.50—A Lovely Robe of all-over eyelet embroidery, in white only.

At \$3.95—A Dainty Mull Dress, with handsome embroidered front panels, in pink, sky, mauve, and white.

At \$9.50—A Charming Princess Dress, with graceful lines of Val. lace insertions, extending from collar down.

At \$10.00—A Model Dress, semi-princess in style, of fine mull, exquisite designs.

At \$8.50—Dainty Muslin Dress, made in 2 pieces, with stripe effect, in sky, mauve and pink.

At \$25.00—New and Charming Lingerie Gowns, just from New York, the very latest ideas, and every one different.

At \$9.50—A Smart Empire Dress, of linen, with dainty lace yokes, in white, pink and sky blue.

At \$10.50—A Beautiful Dress in empire style, of the finest mull, and trimmed entirely with rows of Valenciennes laces, in white only, very special.

Distribution of 6000 Waists



WHITE for Summer! White for Spring. White for Winter—white is nicest all the year.

Plenty of white shirtwaists is a refuge in the time of social perplexity. Now's the day and now's the hour to fill your shirtwaist boxes and wardrobe drawers.

We started Saturday last with 10,000, and we sold over our schedule quantity of 1000 per day. Monday it rained, but with the extra gain on Saturday we kept up our average. Yesterday's returns at time of writing are not complete.

To-morrow we will have at least 6,000 of these White Waists to distribute and they are well being having. You know we had to take 10,000 to get the prices as low as they are. The values are extraordinary, because we don't make a ten-thousand contract every day by any means.

Variety is the feature for to-morrow, for though we offer 6000 waists, there are just as many different styles as when we began the selling.

\$1.98—Waists of fine handkerchief linen, with the fronts beautifully embroidered by hand in a variety of unique designs, and pin tucked back and front, tucked collar, trimmed with lace, shirt sleeves and link cuffs. Regular value \$3.75. To-morrow \$1.98.

\$1.25—Smart Tailored Shirt Waists, in batiste, in colors in blue, pink and grey, wide tailored tucks, back and front, box pleated front opening, tucked collar and tab, \$1.25.

Perrin's Suede Kid Gloves Reduced from \$1.75 and \$2.50 to 59c Per Pair

WE made a big deal with Perrin Freres' Canadian agent. We are clearing their spring stock of long gloves. We are in a position to offer gloves of perfect quality and the finest of kid at 59c a pair to-morrow. There are three lengths—12, 16 and 20 button. The quality of leather is so good that, at 59c, if one shortened the wrist and used them as ordinary short gloves, one would still be money in pocket.

2100 Pairs "Perrin" made real suede finish gloves, 8-button, 12, 16 and 20-button lengths, perfect fit, make and finish, mousquetaire style, gusset finger, neat self overseam stitching, clean new stock just received. Mode, Grey, Tan, Black and White, 5 3-4 to 6 3-4. Not in any one length or shade, but in the lot, regularly sold for \$1.75 to \$2.50. One Price Thursday. No phone or mail orders.

59c

Bridal Whitewear Economically Provided by This Store

WE ARE anxious to reduce the stock to the lowest possible notch before moving into new quarters. Bridal Outfitting can be done now very economically. Thursday we will be selling:—

Nainsook Night Dresses, an exquisitely dainty style, slip-over neck, 3-4 sleeves, 32 tucks from neck to waist, narrow frills of fine embroidery, beading and silk ribbon draws, lengths 56, 58, 60 inches. Regular value \$2.25 each. Thursday, each, \$1.50.

Nainsook Night Dresses, a beautiful high neck style, wide silk ribbon run tucks and 4 rows of fine embroidery insertion, ruffle of narrow fine embroidery on neck, cuffs and down front. Lengths 56, 58, 60 inches. Regular value \$1.95 each. Thursday, each, \$1.25.

Nainsook Drawers, umbrella style, wide flounce of fine embroidery, two clusters of small tucks and rows of fine embroidery insertion. Lengths 32, 25, 27 in., in both styles. Regular price \$1.25 a pair. Thursday, a pair, 85c.

Corset Covers, a dainty all-over embroidery style, wide silk ribbon run all round top, lace on arms, peplum skirt. Sizes 32 to 44 bust. Regular value \$1.25 each. Thursday 95c.

Nainsook Petticoats, deep lawn flounce, trimmed with three clusters of small tucks, two rows insertion and deep ruffle of extra fine German Valenciennes lace, dust ruffle. Lengths 38, 40, 42, 44 inches. Regular value \$2.50 each. Thursday, each, \$1.95.

Two-piece Suit, corset cover and drawers, in one, fine nainsook, fine embroidery ruffles and beading, silk ribbons and tucks, a complete and charming garment. Sizes 32 to 44 bust. Regular value \$2.25 each. Thursday, each, \$1.50.

Underwear for Ladies and Infants

SEVERAL extra special prices for Thursday. Secure your summer supply while the stock is complete.

Infants' Vests, fine white ribbed wool and cotton mixture, low neck, with short sleeves, closed front or Brownie style. Sizes 3 and 6 months only. Regular value 25c. Thursday 3c. (No phone orders.)

Ladies' Vests, fine white ribbed cotton, low neck, with short or no sleeves, lace and ribbon finished. Sizes 32 to 38 bust measure. Thursday 10c.

Ladies' Drawers, fine white ribbed cotton, umbrella style, deep lace frill, yoke band. Sizes 32 to 38 bust. Thursday special 25c.

Ladies' Union Suits, fine white ribbed cotton, low neck, no sleeves, heading and ribbon, umbrella drawers, lace frill. Sizes 32 to 38 bust measure. Thursday special 75c.

Warner's Regular \$2.50 Corsets \$1.50 at this Store

THIS store offers many advantages, but none more marked than in our way of selling corsets. An example may be witnessed in our price for the celebrated Warner Rust-proof Corset. This brand sells throughout the States and Canada at \$2.50. We sell it at \$1.50.

300 pairs Ladies' High-grade Corsets, the Warner's rust-proof, in fine white satin, model in fine white coutil, high bust, long hips, with deep skirt extension, back 16 inches long, filled with finest all rustproof steels, wide side steels, four strong plain elastic garters, lace and ribbon trimmed. Size 18 to 26 inches. Regular value \$2.50 a pair. Thursday..... 1.50

Notice Re June Weddings

Special Sale of White Silks and Satins.

White Liberty Duchesse, high selling price 75c yard. Special Thursday 55c.
White Habutai Silk, extra heavy quality, bright crepe de chine finish, 27 inches wide. Regular selling price 75c yard. Special Thursday 50c.

Cream Dress Novelties

Dress Goods Department.

THURSDAY we will make a special display of high-class Cream Dress Novelties in fashionable and exclusive weaves, shipped direct from Paris and London, and confined exclusively to this store, rich silk and wool fabrics, those beautiful clinging materials which drape so gracefully to the figure:—

Novelty Silks, in rich satin stripes, embroidered dot and small floral designs, \$1.00 and \$1.25 per yard.

Rich Satin Brocades, handsome new designs, heavy dress qualities, \$1.25 and \$1.50 per yard.

Provisions To-Morrow

2,000 lbs. Fresh Dairy Butter, per lb. 24c.
Choice Red Salmon, "Cook of the North" Brand, 1-2 lb. tins, 3 tins 25c.
Fresh Flaked Wheat, per stone, 60c.
2,000 lbs. Finestripe Pineapples, large size. Regular 18c, 2 for 35c, per dozen \$1.45.

Table Syrup, in 5-lb. pail, Beehive or Edwardsburg, 5-lb. pail 25c.
Salt, in 5-lb. bag, 3 bags 14c.
Choice White Beans, 7 lbs 25c.
Pure Marmalade, in quart glass jar, 200 jars, per jar 25c.

Choice California Prunes, 4 lbs 25c.
Canned Tomatoes, Canada Pride Brand, 3 tins 25c.
Imported French Peas, Moyens, 2 tins 25c.

Jelly Jelly Powder, assorted flavors, package makes pint of jelly, 3 packages 25c.

300 lbs. of fine, rich, hot bodied Assam Tea, of great strength and delicious flavor, a 25c. tea anywhere. Thursday, per lb 25c.

Dress Trimmings

Worth up to \$2.00 a Yard, for 35c

Trimming Department, adjacent to James-street entrance.

A collection of broken ranges in bandings, insertions and appliques, about 500 yards altogether, comprising every color and style, and at regular prices of 50c, \$1.00, \$1.50 and \$2 yard. The whole lot marked to clear at 35c yard.

No phone or mail orders.

Linen Table Cloths—Weaver's Seconds—You Save More Than 1-3 Regular Prices

A WEAVER'S "second" means a cloth with some slight imperfection in thread. A Bleacher's "second" means that the color is wrong, and that of course may be more or less noticeable.

Not so the seconds we are offering to discriminating housekeepers to-morrow. They are "weaver's" seconds. You would not be able to find the flaws were it not for the colored threads that have been stitched in to mark the spots.

Lot No. 1—Breakfast Cloths, about 2 x 2 yards. Worth \$1.15 to \$1.33 each. Thursday 60c.

Lot 2—2 x 2 and 2 x 2 1-2 yards. Worth up to \$2.19 each. Thursday \$1.25.

Lot 3—2 x 2 1-2 and 2 x 3 yards. Worth up to \$2.69 each. Thursday \$1.48.

Lot 4—2 x 2 1-2 and 2 x 3 yards. Worth up to \$2.38 each. Thursday, each, \$1.69.

Lot 5—2 x 2 1-2 and 2 x 3 1-2 yards. Worth up to \$4.00 each. Thursday \$2.48.

Also a few "seconds" in Napkins to clear.

We Are Ready With Refrigerators

OUR splendid assortment of Refrigerators is now ready for your inspection. We handle only those which thoroughly embody the Simpson standard of excellence. Our fullest guarantee accompanies the cheapest or most expensive case you may decide to purchase. Prices and styles to suit everyone.

The following examples can only convey a moderate idea of the varied stock we carry.

Refrigerators, seasoned hardwood base, golden oak finish, five walls, perfectly insulated, removable, dust strong shelves, galvanized steel lined, 40 in. high, 17 in. deep, 26 in. wide. Thursday \$6.00.

Refrigerators, selected ash cases, golden oak finish, bronze locks and hinges, swinging base, removable shelves, large ice box, heavy shelves, galvanized steel lined, double moulded top, 48 in. high, 19 in. deep, 29 in. wide. Thursday \$8.75.

Refrigerators, well seasoned ash cases, golden oak finish, handsome design, large ice compartment, with door, finished with stitched frill, 75c.

A good quality percale, in blue, fawn or grey and white stripes, deep flounce of four narrow gathered frills, finished with dust ruffle, at 80c.

An English print, in navy, with white spots, with two small full frills, fancy stitching and strapping, at 89c. Sizes 38, 40, 42 in all styles.

Refrigerators, golden oak finish, strongly constructed, eight walls, insulated with mineral wool and air space, heavy galvanized steel lined, removable shelves and shelves, beautifully designed and finished, 46 in. high, 22 in. deep, 36 in. wide. Thursday \$18.50.

Same case as above, but lined with genuine white enamel. Thursday \$30.00.

Other designs, ranging in price up to \$50.00.

Refrigerators, well seasoned ash cases, golden oak finish, handsome design, large ice compartment, with door, finished with stitched frill, 75c.

A good quality percale, in blue, fawn or grey and white stripes, deep flounce of four narrow gathered frills, finished with dust ruffle, at 80c.

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WAKE UP the Old Town With a COLLEGE SUIT

It Will Cost You \$15 at The Men's Store

THE Coats have the dip fronts, the turned cuffs, and the pocket flaps which mark a young man of spirit, just as the plumes, the buckles and the rapier in the days of the Cavaliers. College men should have one of these to break up the term with and wear back to the old town. Toronto boys should have them for summer—they are the newest. Warm enough for Fall, too.

One of our famous \$15 lines. Can't be beaten at the price.

The material selected for these suits is a fine imported worsted finished English tweed of correct spring and summer weight, strong and durable, handsome new brown, tan and steel grey shades; coat is cut on the latest New York model, in three button sack style, with slight dip towards the front, finished with fancy cuffs on sleeves and flaps on pockets, fine linings and trimmings.

15.00

College Sweaters

College and Club Sweaters at Simpson's prices—that means about a half dollar less than sold elsewhere.

Hand-made, from three-ply English wool, in all the college and club stripes and colorings, roll collars, ribbed cuffs and skirts will not lose their shape. Our price \$2.00.

4000 Negligee Shirts to Go on Sale Thursday at 44c

Regular 60c and 75c.

Of fine quality fabric; spots, stripes, figures, etc.; blue, tan and white and black effects; light, medium and dark shades, well made and a sure fit; sizes 14 to 16 1-2, Thursday 44c.

College Caps

Men's and Boys' Caps, in the new Bulldog or Terrier shape; splendid cap for college wear, in colors black and navy serge, or latest pattern tweeds. Worth 75c. Thursday 45c.

Boys' and Youths' Varsity Shape Caps, in fine navy beaver cloth or heavy and black worsteds, silk lined. Special at 25c, 35c and 50c.

Men's and Boys' Soft Hats, fine American fur felt, college or crease crown style, colors green, bronze, brown, fawn, stole or black. Thursday \$1.50.

Men's Lisle and Cashmere Socks

ARE IN THE NEW STORE.

Men's Fancy and Plain Cashmere, Lisle and Cotton Socks, fashioned and seamless, the season's newest polka dot, embroidered fronts, circular stripes and checks, in all colors; a large assortment to choose from: finest qualities; 2-ply heel and toe; all sizes. Simpson prices, per pair, 25c, 35c, 45c and 65c.

We have just fitted up a nice little alcove on the first floor for semi-made Lace and Sequin Robes. You will find them near the James Street entrance to the New Store.