

The Robert SIMPSON Company Limited

Telephone Number Main 7841

The Robert SIMPSON Company Limited

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

Store opens 8 a.m.

Store closes 5.30 p.m.

PROBABILITIES: Fresh winds; showery.

Tuesday, April 26, 1910.

Luxurious Costumes Showing at Simpson's

VISITORS in Toronto for Horse Show week, and, too, ladies who have the advantage of permanent residence here—kindly note that the Robert Simpson Company are showing a very select choice of New York Suits, Gowns and Coats, just recently imported, and the newest of the new. The charm of distinction is a valuable feature of these luxurious garments, and there is only one of each kind. Contrary to what might be supposed, judging from the exclusive nature of the goods, prices are by no means extreme.

At \$69.00—Charming Suit of fine quality French voile, in turquoise blue shade; coat is hand embroidered on collar, cuffs and front.

At \$39.00—Driving Suit of fine quality all-wool serge, in cream; coat is silk lined.

At \$42.50—Up-to-date Suit of fine worsted, in creamy grey ground, with novelty black stripe.

At \$55.00—Suit of fine surah silk, in navy, with white pin stripe; collar is overlaid with leaf green silk.

At \$62.50—Summer Gown of all over embroidery, in white; short sleeves; trimmed with lace and lace insertion.

At \$45.00—Long Coat, of fine French serge, in cream, trimmed with touches of black and gold.

At \$27.50—Smart Coat of natural shade fine Bengaline, trimmed on collar with Persian trimmings.



Horsemen Prefer Fawn Burberette Rain Coats

THE new cloth for fashionable Rain Coats is not rubberized in the old sense of the word at all. And yet it is waterproof. Burberette is woven so closely, it is so fine, that a chemical treatment containing rubber in solution is worked into the cloth like dye. The result is not only a shower-proof cloth—you have a cloth just as soft and as odorless as tweed or worsted, and which will shed rain all day long if necessary.

Men's Medium Fawn Rain Coats, an imported English Burberette cloth, cut in the fashionable single-breasted style, with Presto collar, which can be worn with the military stand up collar, or with the lapels folded back. A handsome and useful coat, suitable for rain or sunshine, beautifully tailored and perfect fitting, sizes 36 to 46. **16.50**

Men's Rich Olive, Fawn Waterproof Coats, single-breasted style, with double front, making it thoroughly storm proof, finished with neat Prussian collar, wind cuffs in sleeves and patent rainproof pockets. Sizes 35 to 46, \$12.00.

Men's English Paramatta Raincoats, thoroughly rubberized, in a handsome light fawn shade; single-breasted style, with neat military collar, slash pockets and wind cuffs in sleeves. Sizes 36 to 46, \$15.00.

Petticoats and Kimonos

DO not judge by the prices altogether. These figures represent Simpson prices. Just make up your mind to accept our invitation to see our stock of negligee gowns. We have perfect beauties at very moderate figures. These stand as examples merely.

SILK KIMONO GOWN \$6.00.
Kimono Gowns of rich China silk, Oriental and floral patterns, navy, sky, green, champagne and Copenhagen, also cream grounds, shirred yoke, fronts and cuffs faced with heavy satin, \$6.00.

SILK TAFFETA PETTI-COATS \$5.00.
Taffeta Silk Petticoats, heavy rustling quality, black, plain colors and new shot effects, deep flounce, strapped and trimmed with rows of stitching, also deep taffete underpiece, \$5.00.

Girls' Dresses

Bring the girls here and in the matters of style, quality and price we will surprise you. Whether you want the newest in summer wash dresses, the daintiest in lawns and muslins for parties or best wear, or strong serviceable garments for school or play we can satisfy your every want. We want you to compare our values with all your others and Wednesday will be an eminently suitable day.

Dresses, fine navy blue print, with white dot, trimmed with piping and yoke of blue and white stripe print, deep hem, large frill; sizes ages 10 to 14 years. Wednesday 65c.

Dresses, fine check gingham, pink or blue, daintily trimmed with embroidery insertion and frills, deep hem; sizes 10 to 14 years. Wednesday 71.25.

Dresses, fine stripe gingham, in pink, blue or green, with white stripes, trimmed with plain color chambray to match, and pearl buttons; sizes 10 to 14 years. Wednesday \$1.00.

Dresses, fine all-wool cream serge, sailor style, trimmed with braid, killed skirt; sizes 10 to 14 years. Wednesday \$2.75.

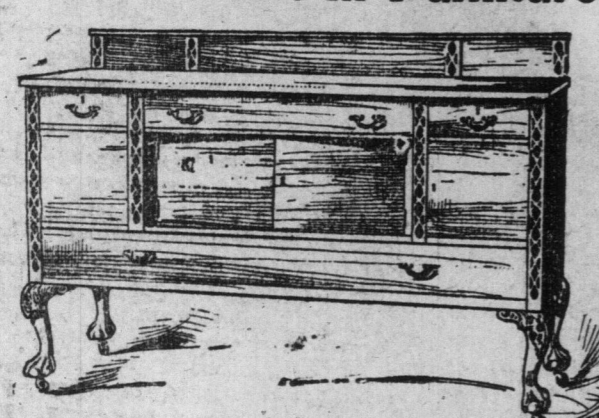
Rengo Belt Reducing Corsets

FASHION's most insistent demand is still for long, graceful and sweeping lines. Stout figures have to be moulded to produce this symmetry of form. Wouldn't you rather wear a corset which supports rather than compresses the figure? The Rengo Belt is just such a corset. It is made from fine materials, by experienced experts, and moulds the figure with perfect ease to its own lines of style and grace. We will be pleased to demonstrate the Rengo to you Wednesday.

Made in finest steel, with double watchspring steels throughout, high or low bust, four strong garters; sizes 20 to 32 inches. Priced at \$2.25.

An ultra-fashionable model in fine double watchspring steels throughout, high or low bust. Sizes 20 to 32 inches. Priced at \$3.50.

Good Taste in Furniture



Sideboards, in Solid Mahogany. Chinese Chippendale Design. Price \$95.00

A New Open-Stock Dinner Ware Series.

New pattern in open-stock dinnerware, the "Alexandra" Rose, of fine Austrian chinaware, on a pure white china body, with a decoration of delicate pink roses, artistically arranged on a background of pale green foliage. Without doubt the best value we have ever offered in dinnerware. The set is made up of 109 pieces of the most up-to-date shapes, and all pieces gold traced edges. Price \$25.00.

Pansies 20c per Box

Large Flowering Pansies, per box. 20c.
Phlox, Rhubarb, Mint and Bleeding Heart Roots, each 10c.
Dahlia Bulbs, 6 for 25c.
Gladiolus Bulbs, choice, per doz. 25c.
Clematis, Spirea, Hydrangea and Syringa (mock orange), each 25c.
Flower and Vegetable Seeds 15 for 25c.

Wednesday's Groceries

2,000 stone Fresh Rolled Oats, per stone 39c.
Choice California Prunes, 4 lbs. 25c.
Finest Sugar Cured Ham, half or whole, per lb. 19c.
Finest Canned Tomatoes, 2 tins 15c.
Canned Corn or Peas, 3 tins 25c.
Fancy Patna Rice, 4 lbs. 25c.
Tetter's Cream Soda Biscuits, 3 lb. box 25c.
Keeler's Pure Orange Marmalade, 1 lb. 18c.
Canned Haddie, Brunswick Brand, per tin 10c.
Telephone direct to department. **2 LBS. FRESH ROASTED COFFEE 35c.**
300 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday 2 lbs. 35c.

Model Waists from Paris

WE describe six examples. We particularly emphasize one fact about these models, taking for granted their Parisian grace and charm of style, and that is the extreme beauty of the needlework—the very finest of hand sewing. The daintiness of the materials used is another feature which commends these waists to ladies of refinement.



A dainty model of Tucked Chiffon, mounted on soft silk, handsome yoke and collar of hand embroidery; an exceptionally pretty sleeve, tucked and trimmed with neat guipure lace edging, gold banding on sleeves and collar, cream only, \$6.50.

An imported model of lovely lace, V-shaped yoke and collar, of baby tucking, bodice and sleeves, trimmed in exclusive design, with silk braid and bandings of messaline silk, chiffon lined, comes in white or ecru. Specially priced \$10.00.

A Paris model of heavy silk crepe cashmere; all hand made, yoke and collar of silk embroidery, trimmed on shoulders and front with elaborate lace motifs of real Cluny, sleeves are 3/4 length, and trimmed to match waist, at \$15.00.

An exclusive model of white silk chiffon; the yoke is prettily designed with silk embroidery and Yal. lace, collar, and lovely sleeves, of dainty-tucking and lace insertion, at \$15.00.

Paris model of fine chiffon, mounted on spot net, making a very effective waist, back and front of 1/4-inch tucking, square yoke and collar, of real baby Irish lace, dainty shades of champagne, sky, mauve and white, \$12.50.

The daintiest New York model of white finger-gie, lace yoke and collar of fine French Val., front is elaborately trimmed with panels of baby Irish, clusters of baby tucking, new princess sleeves, beautifully finished to match waist. Very special \$5.50.

The Desirability of Natural Shantung

WE advocate natural Shantung this season, in the first place, because it is fashionable. But apart from its vogue, there is a pleasure in recommending Shantung due to the natural charm of raw silk, and its very general usefulness. Natural Shantung looks well, and it certainly is a useful fabric. For dresses, coats, children's dresses, or waists, it is equally delicious. It goes and comes to the laundry and no complaint is heard. It weaves well and it does not crush.

On Wednesday we offer:—

3,000 yards of 34-inch Shantung at 35c per yard. (Compare this silk with 75c Shantung you see elsewhere).

300 yards of Natural Knoppy Shantung, 34 inches wide, at 73c per yard.

Three Special Dress Goods Prices

75c Worsteds for 44c 75c Serges for 48c \$1 Dress Fabrics 64c

Particulars as follows:—

A range of English Twill and Stripe Worsteds Suitings, in all the new shades of greens, tans, greys, browns, blues, rose and amethyst; all guaranteed pure Botany wool, thoroughly shrunken, fast dyes, and excellent qualities. 44 inches wide. Regular price 75c. Wednesday 44c.

"Mohair and Serges," a special lot of cream, navy and black mohairs, also cream and navy pure wool English twill suitings, suitable for summer dresses and suits, guaranteed fast dyes, thoroughly shrunken, and splendid wearing fabrics. 44 and 52 in. wide. Regular price 75c. Wednesday, yard 48c.

2,000 yards "Black" High Class Fabrics and Suitings, in all the latest weaves, comprising diagonals, volles, Sea Toy suitings, silk stripe taffeta Panamas, silk striped suitings, all high grade fabrics, and guaranteed fast and permanent dyes; you will find no cloth here but we will guarantee, 44 and 50 in. wide. Regular \$1.00. Very "special" Wednesday 64c.

Our Neckwear Department is Bursting Into Blossom

HAVE you ever gone into ecstasies about an apple orchard in the season of the blossoms? You will know what we mean when we say our Neckwear Department has burst into blossom. We can think of nothing so appropriately springlike to compare the myriad new daintiness to than those pink and white blossoms of the apple trees.

Lace Coat Collars, from Saxony, in all the newest styles and designs. Prices 50c to \$1.50.
Lace Stock Collars, from Saxony, in guipure and imitation baby Irish. Prices from 19c to 75c.

THE NEW "CHANTECLER" COLLAR.

The "Chantecler" Collar, in French linen, hand embroidered, also batiste, with Valenciennes lace insertion. Prices from 25c to \$10.00 each.

THE NEW JABOTS.

Jabots of real "Irish" cro-

chet, Venetian lace, princess lace, Bretonne net, embroidered linen, pleated mull, embroidered mull, almost an immense variety in cascade, pleated and the semi-tailored effects. Prices from 25c to \$6.00.

DUTCH COLLARS.

"Dutch" Collars, in fine sheer linen, embroidered in the prettiest and daintiest designs, with touches of real "baby" Irish insertions, also real "baby" Irish "Dutch" collars. Selling prices from \$2.00 to \$5.00.

Real Zephyr Cloth Shirts Will Be Sold Wednesday, at

69c Each or 3 for \$2.00

WE bought several thousand yards of fine zephyr fabric at a greatly reduced price—it is the same as put in shirts sold at \$1, \$1.25 and \$1.50.

A reliable manufacturer made the shirts for us—made them well in every way—made them to fit properly.

So now, when every man is replenishing his spring and summer shirt stock, we can save him money—all he is required to do is to come Wednesday.

1,500 Neglige Shirts, for men, in light, medium and dark shades. Made with small laundered cuffs attached. These shirts are thoroughly made, and will give satisfaction. Sizes 14 to 16 1/2. Priced for Wednesday's selling at, each, 69c, or 3 for \$2.00.

\$2.00 PLANNEL WORK SHIRTS TO GO AT \$1.19.
125 only Men's Navy Blue or Grey Work Shirts, the kind we have been selling all season at \$1.50 and \$2.00, will be cleared at the "early rush" price of, each, Wednesday \$1.19.

In The Footwear Department

WEDNESDAY will see among other things on the programme a clearing lot of men's "———" Boots at \$2.95. We won't tell you the brand on these boots—you will recognize it when you come. It's a mighty long while since you saw any word of reduced prices in connection with it.

MEN'S BOOTS AND OXFORDS.
300 pairs Men's High Grade Boots and Oxfords, with a well-known trade mark branded on the soles; made from patent colt, vici kid, velours calf, gunmetal and box calf leathers; every pair Goodyear welted, single and slip soles; Blucher and lace styles; popular widths; sizes 5 to 10. Regular stock prices \$4.00, \$4.50 and \$5.00. On sale Wednesday, all one price **2.95**

LADIES' ANKLE STRAP PUMPS.
180 pairs Ladies' Ankle Strap Pumps, patent colt, silk bow on vamp, high Cuban heel, hand turned flexible sole, short vamp; all sizes 2 1/2 to 7. Regular price \$2.00. On sale Wednesday \$1.69.

LADIES' WHITE CANVAS PUMPS.
380 pairs Ladies' White Canvas Ankle Strap Pumps, covered heel, short vamps, flexible hand turned sole, American make; 2 1/2 to 7. Work \$2.00. On sale Wednesday \$1.49.

LADIES' PATENT SLIPPERS.
30 pairs only Ladies' Patent Slippers, dull collar top, one strap, beaded ornament on vamp, Cuban heel, flexible sole; sizes 4, 4 1/2, 5 and 5 1/2 only. Regular value \$2.00. Special sale Wednesday \$1.69.

Medium Weight Hosiery

Women's Lisle and Cotton Hose, finest "German" makes, fashioned, Hermsdorf dye, assortment of patterns, new designs, plain colors, very newest for this season's wear; spliced ankle, heel, toe and sole; variety, quality and wear. Wednesday, per pair 25c.

Women's Plain Black and Tan Cotton Hose, also unbleached maco sole, full fashioned, nice weight, fine even thread, best stainless dye, double heel, toe and sole. 25c quality. Wednesday 19c.

Items of Interest to Housekeepers From the Staples Department

CLOTHS, napkins, bedding and so forth. All exemplifying Simpson's dea of quality and worth.

A BEAUTIFUL ENGLISH LONGCLOTH 8c.
Yard wide, pure finish, full bleached, a round thread cotton, especially adapted for underwear, night gowns, etc. Only 1,100 yards, at, per yard, Wednesday 8c.

PURE LINEN SATIN DAMASK TRAY CLOTHS 22c.
Spoke hemstitched all around, full bleached, fine quality; a lot of dainty woven designs, 18 x 27 inches. 14 dozen only, each, Wednesday 22c.

TEDDY BEAR COMFORTERS AND CARRIAGE SPREADS.

New shipment dainty little Comforters, for baby's cot; not too heavy; also size suitable for crib or baby carriage; pink and white or blue and white, in Teddy bear, chicken or rabbit, in Blanket Department, 30 x 40 inches, each 65c; 26 x 50 inches, 85c.

ENGLISH HONEYCOMB QUILTS 97c.

Pure white, fringed all around, close weave and pure finish, double bed size, a most durable quilt. 90 only at, each, Wednesday 97c.



\$2.00 HEMSTITCHED QUILTS \$1.33.
Only 60 pairs, full bleached, and good, heavy, firm make, 2 x 2 1/2 yards, but you will have to buy early to get them. Regular \$1.75 and \$2.00 per pair. Wednesday \$1.33.

BE SURE AND SEE THESE TABLE NAPKINS, 98c.
18/16 manufacture, full bleached, hemmed ready to use, a lot of pretty bordered designs, 18 x 18 inches, full satin damask. Per dozen Wednesday 98c.