

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 northerly winds; cool, with some showers.

Tuesday, April 19, 1910.

A Woman of Modest Means Handicapped as to Her Taste in Dress?

THE answer to the question is found in the amount of style and good form to be procured here in our Cloak Department at moderate prices.

Two styles. One is of fine French serge, in grey, green, navy, wisteria or black.

WOMEN'S BLACK SILK COATS, \$14.75.

A coat for any occasion. Splendid quality black taffeta silk, made 53 inches in length.

The other is of self-striped English worsted, semi-fitted coat; collar edged with moire silk.

WOMEN'S SEPARATE SKIRTS.

New style, just in from our factory yesterday. Material is a fine Bedford cord suiting.

Some Particularly Nice Waists For Wednesday

AND priced in your favor for departmental reasons.

A collection of Fine Tailored Shirt Waists, all white linenette or splendid English print.

pretty shaped yoke, and collar of heavy gullupure lace, front is tucked, and has a panel of insertion to match yoke.

Stylish Sweater Coats for Ladies

OUR spring stock of these fashionable coats is now complete and comprises many new effects as now worn by fashionable people.

Women's Long Knitted Wool Coats, man-tailored, fancy weave, double breasted, trimmed with 12 large black jet buttons.

with seven large white pearl buttons, three patch pockets, colors white, grey or navy; sizes 34 to 42 bust measure.

Famous Corsets Sold Only By Simpson's

MANY of the very best known makers of fine corsets confine the Toronto sale of their goods to this store only.



These are some of the celebrated corsets Toronto women look to this store for, and this store only:—

A Sale of Fashionable Silks at 39c a Yard

5,000 yards Dress Silks, all of such popular sorts as would sell steadily at full prices; but they comprise a special purchase by our London representative of a few broken lines.

MAKE A ROOM of your VERANDAH this Summer



EVERYBODY seems to have the open-air idea these days, and a good thing it is, too. But a woman's home-making instinct does not lie dormant simply because in warm weather the family live almost altogether out of doors.

Now let us tell you our idea of what the ideal verandah needs, giving you at the same time a little guide as to the cost.

Then for the steps you can use this same Crex carpet or cocoa fibre matting at 35c a yard up.

Now the Curtains—You want to be private, although you are outdoors. We prefer striped awning cloth, as being wind and rain proof.

Some Notes About Cost of Materials for the Verandah.

- CREX MATTING. 27 in. wide, bordered. Per yard 35c. 36 in. wide, bordered. Per yard 50c. 36 in. wide, plain. Per yard 45c.

Artistic Furniture for Verandah Living Rooms

IN India, the English officers and merchants have long made a study of comfort in hot weather. Some of the very nicest verandah furniture has been modelled on the designs used in the Anglo-Indian Bungalows.



Reed Chairs of a good quality, manufactures of the best quality of reed, in light and dark green, mahogany brown and natural finishes.

Solid Oak Arm Rockers and Chairs, slat back and seat, green finish. Prices \$4.35 to \$5.00.

In the Grocery Store

- 2,000 stone Fresh Rolled Oats, per stone 39c. 300 palls Pure White Clover Hay, 5-lb. pail 60c.

Wall Paper "Specials" for Wednesday

Imported Parlors and Dining Room Papers, good colorings, reds, browns, greens, blues.

Wednesday in the Staples Department

1,700 yards Bleached English Longcloths and Cottons to clear, beautiful cloths in fine or heavy makes.

The Men's Store Standard

TO put it in one word the Men's Store Stands for the BEST.

We don't simply make that claim as a Circus man makes claims—simply to attract attention. We have a meaning behind it.



Best at the price—and we have all prices. To-day we want to call attention to a line of blue worsted suits at \$13.50

Fine West of England Worsted Suits, plain navy blue and black, in a fine, smooth twill finish.

Do You Wear Pyjama Suits?

DO you still stick to the old night-gown? Most men of to-day favor pyjamas as sleeping garments.

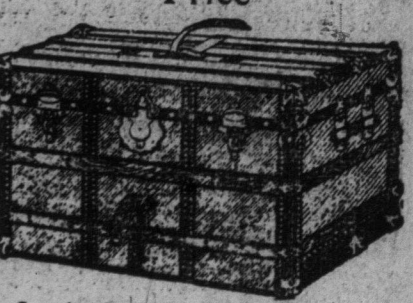
We want all men interested to see our display for spring and summer. "Better than you have ever shown," that is the verdict of those who have seen them.

100 suits of Men's English Pyjama Suits, which would sell in the usual way at \$2.00, will be cleared on Wednesday morning at 8 o'clock sharp.

300 Derbies at \$1

Any man with an ambition to own a new hat this spring—a very laudable ambition, too; by the way, and worthy of encouragement.

Sample Trunks at Half Price



Look ahead for a month or two, and decide to get a Trunk for your trip now.

"The Right Way" 50c

An important new reprint copy-right. Original \$1.20. Now 50c.

China Store Reductions

IS your china supply showing signs of long service? Do you regret several unavoidable "smashes" during the winter?

Replenish from our basement stocks. Note these "special" prices to-morrow.



102-piece Dinner Set, Coronet open stock pattern, of French Limoges china.

500 pieces of Fancy China, including Salads, Comb and Brush Trays, Cake Plates, Cups and Saucers, Biscuit Jars, Marmalades, Celery Trays, Handled Bon Bon, Jelly Dishes, etc. Regular up to \$1.00. Wednesday 49c.