

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: Showers; followed by strong northerly winds and cooler.

Wednesday, May 11, 1910.

To-day's Sale of Ladies' Tailored Suits to Measure at \$28.75 and \$33.50



MADE in our Ladies' Tailoring Department and strictly tailored. We guarantee a perfect-fitting suit cut and fitted by an expert in ladies' tailoring.

THE \$28.75 SUITS

Plain tailored coat, with silk collar and plain or pleated skirt. Suits finished complete, and fit guaranteed. Special for 7 days only \$28.75.

THE \$35.50 SUITS

In the better suit you can have a lovely choice of the newest in homespun, worsted suitings, broadcloths, or any other suitings at \$1.50 yard.

Have You a Wedding Present to Buy?

CONSIDER the desirability of silver as a tribute to the bride, Silverware for her new home. She expects to be nicely set up with silver—every bride does.

\$6.00 Bake or Pudding Dishes, bright silver finish, fancy handles and feet, bead trimming, removable rim, white enamelled pudding dish. Regular \$6.00 value. Thursday \$3.98.

\$3.00 Dessert Sets, Cream and Sugar, bright silver finish, bead border, gold lined. Regular value \$3.00. Thursday \$1.98.

\$3.00 Chocolate Pots, satin finish, engraved shield. Regular value \$3.00. Thursday \$1.98.

22 Sample Lace Coats from Brussels, just secured from lace traveler who has finished his Canadian trip.

Real Battenberg Centres

TO ALL Spring household renovators this is a particularly timely purchase. 18 x 18-inch Real Lace Battenberg Centres, with three different designs of lace to choose from.

Groceries

1,000 lbs. Dairy Butter, in prints, per lb. 25c. Choice Red Salmon, 1/2-lb. flats, 3 tins 25c.

Toilet Needs

20 dozen Gentlemen's "Rubber" Shaving Brushes; every brush guaranteed. Special Thursday 33c.



New Waists in The New Dept.

SOME new and attractive waists are herewith described. Our New Waist Department is as allowing as taste, moderate prices, and endless variety can make.

A new White Vesting Waist, the whole front tucked with a triangular lapel, caught up at side by large pearl buttons; this comes in various small designs, and sizes 32 to 42. Very special \$1.25.

"Cute" Things for Babies

DAINTINESS, wide choice, reasonable prices, are the outstanding features of this section. You cannot do better than buy all Babies' trousseaux here.

Short Dresses, fine nainsook, yoke of embroidery medallions, Val. lace insertions and tucks, lace frills and fancy braid. Sizes 6 months to 2 years. Special value 75c.

Simpson Values in Women's Underwear

Ladies' Vests, Swiss ribbed lisle thread; low neck, short or no sleeves, lace beading and ribbon. Sizes 32 to 38 bust measure. Regular value 45c. Thursday 33c.

Girls' White Lawn Dresses Graduate

OUT they go to the quick-step tune of Half Price. Don't miss this opportunity if you have girls to dress. The maker made us a big price concession to clear these two styles.

Sale of Ostrich Feathers

800 Ostrich Feathers — beautiful qualities, rich, long silky fibre—every one perfect—new goods—they come in white, cream and black.

Table with 3 columns: 16 inches long, regular \$3.50, 2.38; 18 inches long, regular \$4.50, 3.38; 20 1/2 inches long, regular \$6.00, 4.38.

Manly Rain Coats \$10.00 to \$15.00

A MAN without a rain coat is like a man that walks a tight rope, he takes chances. Some day he'll get caught. If ever a man looks foolish it is when he is caught in the rain.

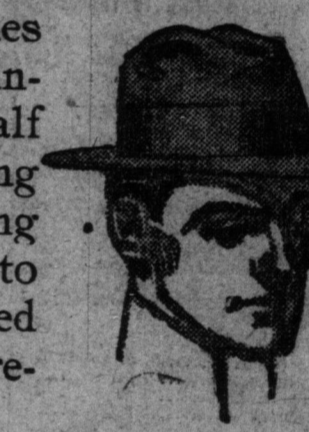
Men's English Cravenette Raincoats, dark grey or fawn shades, single breasted Chesterfield style, full length. A splendid coat for sunshine or rain. Sizes 36 to 44, \$10.00.



Men's Imported Waterproof Coats, thoroughly rubberized, in a rich olive fawn shade, cut in single breasted style, with double storm front and patent pockets. Sizes 36 to 46, \$12.00.

Our Department of Men's Hats

WHEN a man comes through the winter and staggers half way through the spring with one hat, he's doing pretty well.



We urge the reader to realize the date of his tile and come to us.

Men's Stiff Hats, new and up-to-date spring and summer shapes, made from fine English fur felt, and a specially good line of hats to wear, black only. Thursday special \$1.50.

Men's and Youths' Soft Hats, trooper, crusher, negligence and Alpine shapes, colors Cuba, brown, slate, grey, green or black, extra fine qualities. Thursday bargain \$1.00.

Gardeners, Do You Realize the Date?

BUY YOUR seeds and get them in. Our flower department sells seeds and plants at Simpson prices. "It makes a difference."

Seasonable Suggestions From the Furniture Department

Refrigerators Brass Beds.

Refrigerators, in solid oak case, with galvanized steel lining, in white enamel, large ice chambers, provision compartment fitted with adjustable shelves. Thursday \$16.50.

Refrigerators, in solid ash case, with galvanized lining, in white enamel, large ice chamber, provision compartments fitted with adjustable shelves. Thursday \$14.00.

Refrigerators, made in solid ash case, with galvanized lining, fitted with adjustable shelf in provision compartment, large ice chamber. Thursday \$8.25.

A Twelve-by-Ten Tent for \$9.90!

Dimensions: Height 7 feet, Length 12 feet, Width 10 feet, Height of walls 3 feet. Complete with guy ropes 9.90

3,400 Rolls of Wall Paper

1,950 rolls American Papers, for dining rooms, halls, parlors, bedrooms, in good colorings and new designs. Regular to 35c, Thursday 21c; regular to 65c, Thursday 33c; regular to \$1.00, Thursday 41c.

COLLEGE ST... \$40.00 BEFORE... Whirlwind... Raise \$... able Obj... Thousand... Vitality In... RECENT... Previously re... Business men... Young men's... Young women... Grand total... \$500... William Mac... The T. Eaton... Robertson B... S. J. Moore, (t... Hot Springs... W. D. Matthe... A. W. Austin... Mr. and Mrs... Mrs. J. N. Sh... N. W. Rowel... H. H. Omden... Joseph Hill... G. H. Wood... F. B. Robins... Friend... BUSINESS M... G. H. Wood... J. M. Godfrey... S. Henderson... G. G. Merrick... Thos. Bradsh... E. D. Fraser... Totals... YOUNG ME... A. G. Walcott... W. N. Stock... H. H. Penock... C. H. Ashley... J. Lawson... F. J. Fraser... R. A. Scherke... Only a few ho... the final wind-i... campaign; inst... Men's Christian... and devoted for... securing \$100,000... men's Christian... At 12.30 to-da... will be held, at... Luncheon Buildi... from the captain... as well as from... committee, who... more than 1000... As far as possib... employ women's... day, at the ne... portion of the ne... ed, are giving... help the cause al... Only \$40,000 in... the amount which... undertaking for... best basis. Rev. W. F. Wilson... day's luncheon, as... women were sc... lory districts of... enjoy the comfort... advantages of a... ment. It was a v... quence for the m... fare of the comm... In the Y. M. C... were about 6000... subscribers were... splendid opportu... citizens to becom... in the biggest co... movement that T... taken. It is only \$40,000... are not sollicit... scriptions in dire... This is what... wrote to J. M. C... "I notice you... for the Young W... sociation. As you... strong on religio... starts in to do a... men and the kids... "I have just ha... from the little t... Continued on... NO EXPLOSI... DOVER, Engl... flagship London... battle-ship... explosion was r... curred, arrived h... Rumors to-day... on board are wit... TORONTO REAL... Mr. F. B. Robins... leaves to-day, acc... lly, for his ann... Europe. It is r... his mission is to o... educate an opti... number of promi... in this city, a re... locate having... look over the var... up Toronto's sur... ing, Limited, are... business with... their London off... be away three mo... and staff take care... in his absence.