

# The Robert 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 Robert SIMPSON Company Limited

PROBABILITIES: Fine; not much change in temperature.

Thursday, April 29, 1910.



## Women's \$15.00 Suits for \$8.95

A collection of 60 Stylish Suits, of materials suitable for present season's wear, mostly English worsteds, French Venetians and serges; colors in the lot are green, grey, black, navy, rose and wisteria; coats are in fashionable length, with semi or close fitted backs; skirts are either pleated, semi-pleated or gored. Regular values up to \$15.00. Friday \$8.95.

## Women's \$4.50 Summer Dresses, \$1.95

Women's Dresses, in summer weight washing material; they are in a stylish one-piece garment, with yoke, collar and cuffs of lace; skirts are trimmed with buttons, or else quite plain; colors are sky, mauve, linen, rose or grey; 100 dresses in the lot; a very large range of sizes to select from. These sold regularly at \$4.50. Friday \$1.95. Cannot accept phone or mail orders.

## Women's \$17.50 Coats, \$4.49

75 Stylish Coats, of covert cloth, in two-tone fawn stripe effects, also of plain fawn covert cloth, in smart semi-fitting styles; three-quarter lengths, some plain tailored, others trimmed with self strappings and buttons. Regular selling prices were \$17.50, \$12.50 and \$9.50. Friday \$4.49. No phone or mail orders filled.

## Misses' Skirts for \$1.39

A collection of Misses' Skirts, in a pretty semi-pleated style, good full cut and perfect fitting, smart yoke effect on side gorges, and double box pleats down front; the material is a good quality imported tweed, in mixtures of green, navy or brown tones. Lengths are 28, 30 and 32 front measurements. Only 60 skirts in the lot. Sold regularly at \$2.95. Friday \$1.39. No phone or mail orders filled.

## Girls' \$4.25 Coats for \$2.50

40 only Girls' Coats, in a very smart reefer style, double breasted front, trimmed with novelty buttons; material is a good quality cheviot, in navy and cardinal. Regular price was \$4.25. Sizes in the lot are 4, 8, 10, 12 and 14 years. Friday \$2.50. Cannot accept phone or mail orders.

## Waist Dept., 3rd Floor

A great clearing of broken lines of Silk and Net Waists; wherever the styles have become detached we have thrown out the line; 275 white and ecru nets, messaline and chiffon taffetas, in black, navy, brown, grey and purple; all sizes from 32 to 42 in the lot; a real bargain here, as the regular prices have been \$3.50, \$4.00, \$4.50, \$5.00 and \$6.00 each. The whole to clear at \$1.98.

100 Pine Lawn Waists, cluster tucked at shoulder, tucked back, fronts of lovely Swiss embroidery; new puff sleeves, with fitted cuffs; high tucked collar, lace edging. Sizes 32-42. Regular \$1.50. Friday bargain 98c.

## No. 21

### "SANDY"

By Alice Hegar Rice, Author of Mrs. Wiggs of the Cabbage Patch. This is a delightful story about a smiling Irish vagabond boy, who comes as a stowaway to New York, falls in love with a first-class passenger, whose baggage is labelled "Kentucky," buys a prize-fighting dog, and chumming with a pedler, fights his way to Kentucky; falls sick, and is nursed by a negro mammy, who thinks because of his fevered incoherence he has been "conjured." And the negro mammy's mistress is the mother of the first-class divinity Sandy fell in love with on the boat! This story is better than Mrs. Wiggs. We have only a limited number of copies. Published at \$1.00. Sale price 25c.

## Real Silk Gloves 35c

Women's Real Silk Gloves, black and white. Double tipped fingers, good weave, close fitting elastic Jersey wrist, 5 1/2 to 7 1/2. Friday 35c.

## Ribbon Remnants

1,000 Ribbon Remnants, all kinds, all sorts of lengths, from 1/4 yard to 2 1/2 yards, plain and fancy silk and satin, black and colors, all specially reduced. Friday bargain prices.

## Children's Wear

Short Dresses, hand embroidered dot Swiss muslin, dainty embroidery beading around waist, neck and cuffs, lace edges on neck and sleeves. Sizes 6 months, 1 and 2 years. Regular value \$2.00. Friday bargain \$1.50. Children's Rompers, fine light blue chambray, small pocket, drop seat, belt. Sizes 2, 4, 6 years. Regular value 40c. Friday bargain 19c.

## Groceries

700 bags Choice Family Flour, 1/4 bag 65c. 1,000 lbs. California Seeded Raisins, 3 packages 25c. Choice Currants, cleaned, 3/4 lbs. 25c. Cooking Figs, natural fruit, 5 lbs. 25c. Yellow Cooking Sugar Crystals, 10 lbs. 50c. Finest Featherstrip Coconut, per lb. 15c. Perfection Baking Powder, 3 tins 25c. 1,000 quart gem jars Pure Orange Marmalade, regular 35c, per jar 25c. Pearl Tapioca, 5 lbs. 25c. Choice Hangeron Rice, 7 lbs. 25c. 1,000 tins Choice Pink Salmon, per tin 9c. Canned Pineapple Cubes, in heavy syrup, 1 1/2 tin, 3 tins 25c. Telephone direct to department.

## Trimming Department

A collection of 50 absolutely new Garnitures, yokes and large medals, in black bead and sequin, colored-Persian effects, in bead and fine silk work, also soutache and ruffled braids; there is not a desirable color missing. Regular price \$3.50, \$4.00 and \$5.00 each. Friday bargain \$2.00 each. Clearing up 500 yards of oddments in black jet and bead, white crystal and broken lines of Colored Bandings. Regular prices 20c, 25c and 30c yard. Friday bargain 10c each.

## Whitewear Bargains

Gowns, fine nainsook, wide fine embroidery, and lace, embroidery beading, and silk ribbon. Lengths 58, 58, 60 inches. Regular value \$2.00. Friday bargain \$1.40. Two-piece Combination, fine nainsook, trimmed with lace or embroidery, embroidery beading and silk ribbon. Sizes 32 to 44 bust measure. Regular value \$1.50. Friday bargain 98c.

## Women's Underwear

Vests, fine Swiss ribbed cotton, low neck, no sleeves, fancy lace yoke, finished with beading and ribbon. Sizes 32 to 40 bust measure. Regular value 30c. Friday bargain 18c. Vests, fine ribbed cotton, low neck, short or no sleeves, beading and ribbon. Sizes 32 to 40 bust measure. Regular value 15c. Friday bargain 10c.

## Women's Sweater Coats

Sweater Coats, fine heavy wool, fancy weave, plain stole, V neck, two patch pockets, colors white, grey, navy or red, also grey with navy or red stole and pockets. Sizes 32 to 44 bust measure. Friday bargain \$1.75.

## \$2 Corsets for \$1.25

High Grade Corsets, Warner's Backproof model, white batiste, medium bust, long front, hips and back, deep skirt extension, 4 wide garters, security hose supporters, lace and ribbon trimmed; every pair guaranteed. Sizes 18 to 30 in. Regular value \$2.00. Friday bargain \$1.25.

## Children's Dresses

Dresses, fine ginghams or chambrays, choice of styles, dainty, effective trimmings. Sizes 6 to 14 years. Friday bargain \$1.50. Dresses, fine white lawn, front of fine all-over embroidery and tucks, tucked and lace sleeves, flounced skirt, with wide tucks. Sizes 6 to 14 years. Regular value \$3.00. Friday bargain \$2.25.

## Sateen Petticoats

Women's Black Mercerized Sateen Petticoats, deep flounce, trimmed with rows of stitching, finished with narrow pleated frill. Lengths 38, 40 and 42 in. Friday bargain 49c.

## Dress Goods Bargains

3,000 yds. Dress Fabrics and Suitings, comprising molans, voiles, serges, shepherd checks, worsted suitings and twill suitings, beautiful collection of fashionable and high-class fabrics, in all the latest colors, suitable for dresses and suits, good wearing qualities, fast dye, spot proof. Regular 65c and 75c per yard. 46 and 54 in. wide. Friday special 42c.

## 2,000 yards Handsome Black Dress Fabrics and Suitings

including all the popular weaves for summer dresses and suits, new San Toys, new Panamas, new horis, all guaranteed unfading dye, every yard guaranteed pure wool, in jet and black. Regular 75c and 85c. Friday 63c yard.

## 4,000 yards "Delaines and Challies"

pure wool fabrics, in all the latest designs and colorings, including navy and white spots, stripes, floral and Persian designs, all up-to-date fabrics. Our regular selling prices 35c and 40c yard. Friday 25c yard.

## Silks for Friday

5,000 yards Fashionable Silks, new English peau de sole, Swiss satin, beausline, satin paillette, satin de chine, two-tone chiffon taffetas, etc. in all of the season's most wanted shades and tones, plenty of ivory and black included; silks we have always sold regularly at 50c to 75c per yard. Sale price 39c yard. 1,200 yards French Foulards, light and dark shades, for dressy street wear; they sell regularly at 50c to 65c per yard. Friday bargain 39c yard.

## Wash Goods Dept.

12 pieces only, pure white Swiss, larger dot, at a ridiculous price. Regularly 18c, for 9c. Black and White Vestings, 28 in. wide, a ridiculous price for these goods. Regular 19c, for 9c. 30 pieces only English Gingham, checks and stripes, fast colors. Regular 12 1/2c, and a few 12 1/2c prints. Friday 7c.

## A lot of pretty Printed Muslins

Lawns and Batistes, floral, spot and other designs, in pink, sky, mauve, etc. Regularly 15c to 25c. Friday 9c.

## Fancy Needlework

(Main Floor.) A collection of 150 odd pieces, in real Battenberg Lace, Runners, Shams and large Table Centres. Regular 98c. Friday bargain 59c. 100 dozen 18-inch Real Lace and Linen Battenberg Centres, to clear first thing Friday morning; these are regular 25c each. Special bargain 12 1/2c each, \$1.45 per dozen.

## Silk Tassels

Large Silk Tassels, for trimming sashes, girdles and gowns, good assortment of colors. Regular price 40c. Friday bargain 19c.

Telephone Number Main 7841

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# Why Do You Wait? Spring is Here

A DOUBTING Thomas fell heir to a fortune of Fifty Thousand Dollars. He still continued, however, to wear the same shabby clothes and live in the old poor way. His friends remonstrated. "Why don't you move into a better neighborhood and spruce up a bit?" asked they, with anxious concern such as we all have for other people's business sometimes. "I'm waiting," said the Doubtful One in reply. "Waiting," demanded his impatient friends, "waiting for what?" "Waiting to see if there hasn't been some mistake," said the Doubtful Thomas. Similarly no doubt many people are waiting to see if this is really Spring before buying Spring Suits and Hats and Household Needfuls, thus losing

## Millinery Bargains

140 Children's Hats, in natural, white or burnt, with streamers and scarfs of fancy ribbons, in a great variety of colors. Worth up to \$1.50 and \$2.00 each. Friday 75c. 400 pieces of Straw or Mohair Braids, in a big assortment of colors; some are short lengths of good braids. Worth from 75c to \$1.75. Friday 35c. 300 New Wire Shapes, best selling styles in the non-tie kind. Friday 30c.

## Japanese Matting

1,500 yards Japanese Matting, in greens, reds, fawns, blues and natural colors; a variety of designs to select from. Regular 25c. Friday 11c per yard.

## Mitred Mats

40 only Mats, made from odd mitres, one seam in centre. Regularly worth \$1.00. Friday, while they last, 45c each. No phone orders.

## Nottingham Curtains

200 pairs Nottingham Lace Curtains, all good designs, in floral, scroll and lattice effects, 54 and 60 inches wide, 3 1/2 yards long. Worth \$1.00 to \$1.35; a splendid quality curtain at a low price. Friday, per pair 85c.

## Hosiery Bargains

Women's Fine Plain Black Cashmere Hosiery, seamless, soft, fine yarn, double heel and toe. Friday 20c. Women's Tan and Black Cotton Hosiery, full fashioned, spring weight, fast color, double heel, toe and sole. Regular 25c. All sizes. Friday 19c. Boys' and Girls' Durable Ribbed Black Cotton Hose, 2-1 and 1-1 ribbed, double knee and without fine elastic quality, double heel and toe. Regular 25c. Sizes 8 1/2 to 10. Friday 15c.

## Footwear Bargains

180 pairs Oxfords, "Relindo" make, tan Russia calf, chocolate kid, patent coil, and black vic kid. Gooty, welt and standard screw soles; all sizes 6 to 11. Friday bargain \$1.49. 240 pairs Women's Dongola Blucher Oxfords, patent toe, Cuban heel, medium heavy sole; all sizes 2 1/2 to 7. Friday bargain \$1.39. 180 pairs Men's Boots, calf, box toe and kangaroo kid leathers, Goodyear welt and standard screw soles; all sizes 6 to 11. Friday bargain \$1.49. 240 pairs Women's Boots, patent coil, kangaroo kid leathers, Goodyear welt and standard screw soles; all sizes 6 to 7. Regular \$2.49. Friday bargain \$1.75. 120 Shoe Polish Outfits, complete in card box. Friday bargain 9c.

## Children's Hats

Children's Turban Hats, in felt or straw, with feather combinations, navy, brown, white and tan colors. Regular up to 75c. Friday 45c. Children's Tam O'Shanter's, in navy, black, brown and cardinal color cloth or velvet, also duck and plume. Regular up to 35c. Friday special 19c.

## Lawn Kimono Gowns

Women's Kimonos or Morning Gowns, of printed lawn, helio, sky or reseda, deep pointed collar, new pleated short sleeves, ribbon trimming; all sizes. Regular value \$3.55. Friday \$2.95.

## Household Articles

50 only Easy Brand Wringer, with good rubber rolls, steel ball bearings, enclosed cogs, fully guaranteed. Regular \$4.75. Friday \$4.19. Galvanized Garbage Cans. Friday 60c, 80c and 95c. Galvanized Pails, 10 quart size. Friday 15c. Gas Toaster, will hold four pieces of bread. Regular 15c. Friday 10c. 3 in 1 Grater, has small, medium and value. Friday 5c. Galvanized Boilers, flat bottom. Sizes 8 and 9. Regular \$1.00. Friday 79c. Step Ladders, with pall rack. 4 ft. Friday 48c; 5 ft. Friday 60c; 6 ft. Friday 72c. Corn Rooms, 40c, 50c, 55c and 65c.

## Tapestry Rugs

200 English Tapestry Rugs, woven in one piece, in greens, fawns, reds and browns, medallion, floral and lattice designs; a very durable and well woven rug. 200 12x18, regular price \$12.25. Friday \$11.49. 9 x 12, regular price \$14.25. Friday \$13.49. 10 1/2 x 12, regular price \$16.50. Friday \$15.49.

## Tapestry Carpet

650 yards English Tapestry Carpet, in the newest designs, suitable for parlors, drawing rooms, dining rooms, halls and stairs; a large range to select from. Regular price 55c per yard. Friday 99c per yard.

## Scotch Linoleum

3,500 yards Scotch Printed Linoleum, in block, tile, floral, Oriental, matting and parquet designs; a well seasoned and serviceable cloth. Regular to 40c per yard. Friday 29c square yard.

## Pillow Cases 22c Pair

400 pairs, 42 x 33 or 44 x 33 in., hemmed, ready to use, strong, heavy pillow cases. (Second Floor, Yonge Street.)

## White Irish Dress Linen

36 inches wide, round thread, close weave, just the weight for summer skirts, coats, etc., 600 yards to clear.

## Damask Table Linen 21c

58 inches wide, strong make, assorted patterns, will bleach pure white, 400 yards only.

## Bleached Madapolam

A beautiful fine madapolam or Spanish Longcloth, for undergarments, made from long selected cotton, 36 inches wide, 640 yards in the lot, at the Cotton Counter. (Second Floor, Yonge Street.)

## Furniture Economies

Sideboards, made of solid oak, golden finish, large cupboard space, one long and two small drawers for cutlery and linen, fitted with British level plate mirror. Regular price \$22.00. Friday \$14.75. Kitchen Cabinets, made of solid hardwood, golden finish, bottom part fitted with two large bins for flour, two cutlery drawers, with bake board, top part fitted with spice drawers and cupboard. Regular price \$10.00. Friday \$7.95. Brass Beds, made with 1 1/2 and 2-inch posts, heavy filling, extension foot end, bright and dull finish. Sizes 3.6 and 4 ft. and 4.8 wide. Regular price \$18.00. Friday \$14.50.

## Wall Papers

1,700 rolls Wall Paper, for general rooms, in assorted colors. Regular to 15c and 20c. Friday 9c. 1,800 rolls Imported Papers, in fawns, greys, browns, blues, etc., for living or sleeping rooms. Regular to 35c. Friday 17c. 1,250 rolls Imported Parlor and Dining Room Papers, in greens, fawns, blues, cream, etc. Regular to 65c. Friday 32c.

## 75c Alarm Clocks 49c

200 Nickel Alarm Clocks, 4-inch dial, extra loud alarm, lever to stop bell, guaranteed reliable timekeepers. Regular 75c. Friday 49c.

## Silverware Bargains

\$3.75 Bake or Pudding Dishes, satin and bright silver finish, white enameled pudding dish. Regular \$3.75. Friday \$1.98. \$5.00 Salad Bowls and Servers, English china, Crown Derby colors, and blue and white, handsomely decorated, silver plated rim and servers, handles of servers match bowls. Regular \$5.00. Friday \$3.98.

## \$4 Pearl Rings \$1.49

100 14k Solid Gold Pearl Set Rings, fine real whole pearls, claw setting. Regular \$4.00. Friday \$1.49.

## 50c Jewelry 10c

2,000 pieces Stone Set Collar Supports, Fancy Stone Set Hat Pins, Cuff Links, Tie Pins, Enamelled Brooches, Sterling Silver Brooches, Bar Pins, Beauty Pins, Lace Pins, Vest Chains, etc., etc. Regular selling 15c to 50c. Friday one price 10c.

## Stationery

500 packets of White Linen Finish Envelopes, popular commercial size, splendid bargain for office use. Regular 50c per packet, of \$1.80 per M. While they last 2 packets for 50c per 1,000. 250 boxes only Paper and Envelopes, 50 of each to box, linen finish paper, to clear this line, 10c per box. On sale Stationery Department.

## Druggists' Sundries

Syrup Hypophosphites, 50c bottles. Friday 25c. Sodium Phosphate, granular, 1-lb. package. Friday 15c. Bland's Iron Pills, plain or improved, 3 or 5 grains, 100 in a box. Friday 10c. Liver Fix, 25c size. Friday 12 1/2c. Toothpicks, 5c package. Friday 3 for 10c.

## Cut Glass

Sugar and Cream Sets, genuine cut glass, in the popular buzz saw designs, in bright sparkling finish. Regular \$5.50. Friday \$2.48.

## Brassware

7-inch Brass Candlesticks, heavy weight, bright finish, solid cast. Regular \$1.50. Friday 99c pair.

## Men's \$18 Suits \$9.95

Dark Navy Blue and Black English Worsteds Suits, also fancy English worsteds and Scotch tweeds, in assorted dark brown and grey grounds, with neat self and fancy colored stripes, three-button single breasted sack style. Sizes 36 to 44. Regular prices \$12.50, \$14.00, \$16.00 and \$18.00. Friday bargain \$9.95.

## Men's Topper Coats

English Fancy Covert Cloth Spring Overcoats, in a rich olive fawn ground, with neat self and fancy colored stripes, also a few plain fawn shades, made up in the favorite single breasted topper style, lined with Al quality lining, beautifully tailored, and perfect fitting. Sizes 36 to 42. Regular price \$10.00. Friday bargain \$6.95.

## Boys' Suits

Boys' Three-piece Suits, in assorted dark and light brown and grey mixtures, showing neat fancy colored stripes, made up in double breasted and single breasted styles, splendidly tailored. Sizes 28 to 48. Regular prices \$4.00, \$4.50 and \$5.00. Friday bargain \$2.98.

## Boys' Toppers

Boys' Light and Dark Fawn English Covert Cloth Topper Coats, some plain and some with dark fancy stripes; cut in single breasted style, with close fitting collars and neat shaped lapels. Sizes 25 to 28. Regular prices \$4.50, \$5.00 and \$5.50. Friday bargain \$3.95.

## Men's Sample Hats

200 Men's Hats, samples from a number of the leading European manufacturers, of high grade headwear, superfine fur felt, mostly fedora and negligé shapes, in soft felt, colors slate, pearl, silver, olive, fawn, brown, drab and black, also a quantity of Derbys, in brown and black. The regular selling prices of these hats would be \$2.00, \$2.50, \$3.00 and \$3.50. Friday your choice any hat \$1.00.

## Men's Underwear

150 only Men's Balbriggan Combinations will go at 8 o'clock sharp, at per suit, Friday 75c. 200 garments of "Penman's" Merino Underwear, the kind that is non-irritating; they won't last long at this price. Per garment, Friday 49c.

## Men's \$1 Sweaters 49c

100 only in this lot; these are the balance of the Sweaters we have been selling at one dollar each; heavy wool, roll collars, grey, navy, brown, some with striped collars. You will have to be here early to secure one at each, Friday 49c.

## 75c Umbrellas 48c

200 Men's Full Size Umbrellas, natural wood handles, covers are mercerized sateen, wear guaranteed, paragon frames, with steel rods. Regular 75c each. Friday bargain 48c.

## Men's Neglige Shirts

500 Neglige Shirts, in spots, stripes, etc.; medium and dark shades, made from good strong cambric and sateen cloth. Sizes 14 to 17. To clear at each, Friday 47c.

## Men's Socks

Men's Plain Black Cashmere 1/2 Hose, seamless foot, fine and close and good wearing, double heel and toe; inducement to buy, Friday 12 1/2c. Men's Working Leather Railroad and Unlined Mitts and Gloves, stegan and fireproof; made to wear. Friday 35c.

## Toilet Goods Dept.

Simpson's Violet Talcum, in fancy embossed tins. Regular 18c. Friday 2 for 25c. Wampole's or Ortol Tooth Paste, 2 for 25c. Toilet Rolls or Packages, Friday 6 for 25c. Hinds' Honey and Almond Cream, 39c.

