

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 W. to N.W. winds; fair; not much change in temperature.

Monday, May 9, 1910.

New Veilings From Paris



SPRING winds and Spring sunshine, and more than all else, Spring fashions—call for veils.

Let us be your advisers. Come to this Veiling Department of ours, where we have so much to show you that is new and refined in taste whatever be the price we ask.

Russian Net Veilings, in heavy novelty designs. Price per yard 40c to \$1.25.
Russian and Tuxedo Net Veilings, in medium sized meshes, with embroidered square, oval or round dots. Price per yard 25c to \$1.00.
Chantilly Lace Veils and Veiling, in beautifully fine nets, and most effective borders. Prices from \$1.00 to \$3.00.
Mourning Veiling, of fine Brussels net, with hemstitched borders, 1 to 2 1/2 in. hem. Price per yard 35c to 75c.
Motor Veils, in silk crepe de chine or chiffon, in sky, navy, grey, pink, green and black. Prices from \$1.00 to \$6.00.

SPECIAL FOR TUESDAY'S SELLING.

750 Motor Veils, in navy, light grey, black, pink, sky, tan and brown, 2 1/2 yards long, with 2-inch hemstitched ends; a most durable veil of mousseline de soie; they are worth 75c each. Tuesday sale 48c each.

A Special Sale of 15 Sample White and Ecu Paris Model

Lace Robes

At Less Than Half Price

These are particularly suitable for June Brides or for fashionable receptions.

- 1 Ecu Point de Flandre, in a superb design, marked at \$55.00.
- 1 White Silk Chantilly and Renaissance Lace, slightly damaged, marked at \$69.00.
- 1 Fine Ecu Lace, one piece robe, trimmed iridescent jewels, marked at \$55.00.
- 2 Ecu Real Lace Duchesse and heavily trimmed hand embroidered Soutache, marked at \$65.00.
- 2 Cream Lace Heavily Embroidered Silk, trimmed pearl garniture, made in the co-ed style, marked \$45.00.
- 3 very fine Net White Robes, hand embroidered in heavy scroll design, marked at \$45.00.
- 3 All-over Real Battenburg Lace Robes, all different designs, marked at \$39.50.
- 2 White Duchesse and Net One-piece Robes, marked \$49.50.

\$25.00 Each

No phone of mail orders.

\$1.25 Dressing Sacques for 98c

Women's Dressing Sacques, of printed lawn, sky or black on white fronts or wide sleeves, trimmed with lace edging, all sizes. Tuesday 98c.

In the Art Needlework Dep't.

Main Floor.

- White Bedspreads, 70 x 90, trimmed lace and hand embroidered flower in pink and blue, 6 only, usual price \$5.00. Tuesday \$2.98.
White Bedspread, 72 x 90, trimmed lace and torchon insertion, heavily hand embroidered in blue tones, usual price \$6.50. Tuesday \$4.50.
Stamped Night Dresses, in beautiful quality cambric, with material to work. Special 89c.
Stamped Irish Linen Waists of the very finest quality, shadow and open designs. These are extraordinary value at 98c.
Corset Covers, stamped various designs, with material to work. Very special 35c.
22-inch Stamped Centres of the very finest pure Irish linen. Very special 20c.
Clearing a few of our best Hand Embroidered Centres and Cushion Tops, marked all from \$4.50 to \$7.50. Tuesday special \$2.98.

Peameal Bacon 22c

- One car Redpath's Standard Granulated Sugar, 19 lbs. \$1.00.
Choice Side Bacon, pea meal, half or whole, per lb. 22c.
Ogilvie's Household Flour, 1/4 bag 80c.
Canned Fruit, Raspberries, Cherries, Peaches, Pears and Green Gage Plums, in heavy syrup, per tin 15c.
Canned Beans, Golden Wax or Green, 3 tins 25c.
Fancy Java Rice, 3 1/2 lbs. 25c.
Finest Messina Lemons, 2 doz. 25c.
Canned Tomatoes, 3 tins 25c.
Lima Beans, 3 lbs. 25c.
Pure Gold Quick Tapioca, Chocolate and Custard Powder, 3 packages 25c.
Quaker Wheat Berries, 3 packages 25c.
Imported Pure Malt Vinegar, imperial quart bottle 20c.
Telephone direct to department.

"THE KING IS DEAD."

This store, as one of those to whom belongs a Public Voice, takes opportunity herewith to add its quota to Universal Lamentations and Condolence, and to George the Fifth, King of Great Britain and Ireland, Emperor of India, and the Dominions beyond the Seas, yield fealty and loyal obedience.

"Long Live the King"

New Waists for Summer

DO you realize that summer is almost here again? You'll find that the real warm weather is holding off only until you have your wardrobe complete. The trees are almost out. It's time you chose yourself a few summer waists.

Our Waist Department has been moved to the Queen Street side and given much more space and prominence. The new stock justified—in fact demanded the extra consideration.

Stylish Black Silk Net Waists, the whole front heavily embroidered with raised padded silk flowers, interspersed with rows of thick soutache and tucking, new French sleeves, tucked and ruffled. Sizes 34 to 42. Special value \$3.95.

Smart Shirt Waists of natural Rajah silk, tailored tucks back and front, centre box pleat trimmed with large silk buttons, shirt sleeve, and Hank cuffs; this silk waists beautifully. Sizes 32-42. Tuesday \$2.95.

New Waists of all over-lace, heavily embroidered, large gipsure medallion yoke, with wide centre panel, edged ruffled lace; sleeves are beautifully trimmed, tucked and ruffled; color white and ecru. Sizes 34 to 42 in. Special value \$3.95.

150 SUMMER WAISTS, TUESDAY \$1.
200 Splendid Waists, some of fine white lawn, front of all over dainty embroidery, and pin tucking, pretty tucked sleeve and collar, trimmed with Val lace; also shirt waists of fine English print, black and white stripes, Gibson pleat at shoulder, and one-inch tucking front and back; shirt sleeves, white linen collar. All specially priced for Tuesday \$1.00.



A Sale of Verandah Capes

WHERE there are many who will want a cape this summer for various occasions when it is cool, there are but few who habitually look ahead and seize upon opportunities as they present themselves. Be sure that you are included among the few to-morrow—if one of these circular-cut capes be figured amid your plans for summer.

60 Ladies' Capes of fine French Venetians, in a smart circular cut, collar and shoulders trimmed with silk cords, fastens with same, comes in shades of champagne, lavender, mustard, plum, chocolate, leaf green, dark and light grey, yellow, pale blue, amber and black. Regularly sold at \$18.50 and \$12.50. Tuesday's price \$5.95.

No phone or mail orders filled.
Also a collection of Capes in fine broadcloths, trimmed with gold or silver trimmings, colors are cream, blue, champagne, lavender, plum and greys. These capes sold regularly at \$25.00. Tuesday's price \$8.95.

No phone or mail orders filled.

WOMEN'S SUMMER DRESSES \$8.50.
A very pretty style, dainty dresses, of fine French mull, with circular yoke and deep collar of lace insertions and row of wide and narrow lace down front; tucked skirt trimmed with rows of insertion around bottom; comes in white only, sizes range from 32 to 40 inches. Extra good value. Price \$8.50.

Toilet Preparations of Standard Kinds at Simpson Prices

EVEN if our way of buying and selling didn't insure more favorable prices for our customers, this would still be a satisfactory place to procure those accessories every properly appointed toilet department should have.

It is a convenient place to come, it offers a wealth of choice, and our goods are chosen with discrimination.

Witch Hazel Soap, Regular 10c cake, Tuesday 4 for 25c.
100 dozen Toilet Brushes, Regular 25c. Tuesday 2 for 25c.
Colgate's Toilet, Dactylis, Cashmere Bouquet or Violet. Tuesday 20c.
Wampos's Tooth Paste, 2 tubes for 25c.
"Kennebec," our yellow band Toilet Paper, four rolls and one neat toilet roll fixture. Tuesday 25c.

Cheeseborough's Toilet Outfits, consisting of two tubes vaseline, one pot cold cream, one cake soap and one tube camphorated ice. 50c value. Tuesday 25c.
Bulk Perfumes, assorted odors. Regular 75c, \$1.00 and \$1.25. Tuesday per ounce, 50c.
Oakley's Coriolis Toiletum. Regular 25c. Tuesday 2 for 25c. Phone orders promptly filled. Phone direct to department.

Choose Summer Muslins Now

WHY delay longer when you can shop now at leisure and in comfort? We claim this spring the best selection of medium priced and high class wash goods ever collected under one Toronto roof.

Silk and cotton-mixtures, that favorite combination which is one of the marvels of the textile world; looks like all silk; and wears like all linen, plain cloths, fancy cloths, polka dots or Paisley effects. The pick of the markets, 35c, 35c, 43c, 49c.
Fancy Figured Cotton Organdies, white and colored grounds, roses, sprays, leaves, etc., every color and combination, 25c.
Heavy Linen, the favorite Ramie weaves, the rage of New York; every color conceivable, including all the newest; 20 in all. 36 in. wide, 30c.

Main 7841

50 Lines to Central.
150 Branch-line Switch-Board.
6 Private-exchange Operators.

No waiting; no exasperating answer "Line's busy"; no excuse for lack of attention at this end of the line. We have the most efficient telephone service it is possible to procure, with the largest private exchange in a mercantile store in Canada.

The Children's Encyclopedia

Free Distribution at the Book Department.

This magazine is issued monthly by the amalgamated News Agencies, London, England. The subscription price regularly is \$2.60 per year, postpaid.

We are giving away 10,000 sample copies, over 100 pages, of stories, puzzles, games, pictures, etc., free.

If you subscribe for a year, as the sample will make you want to do, we will give you free a beautiful photographure of a painting by W. F. Yeaman, R.A. The original of this picture is owned by the City of Liverpool. The reproduction is 24x13 inches in size. The subject dates to the time of the Cavaliers and the Roundheads. A group of Cromwell's soldiers are seeking for the master of a fine house and two little children are being sternly questioned.

The title is, "When Did You Last See Your Father?" You can almost hear him say it, and the little boy is looking at him straight in the eyes, brave but very much afraid all the same.

This picture is free with the year's subscription. Ask for a sample copy—The Children's Encyclopedia.

Cashmere Stockings with Silk Colored Fronts

Newest spring designs. Three pairs for a dollar.

Finest quality of Imported Black Cashmere Hose, full fashioned and seamless feet, soft, elastic, good wearing yarn; also this season's newest designs, in fancy silk, colored fronts; all best British makes; spliced heel and toe; 8 1/2 to 10. Per pair Tuesday 35c, or 3 pairs for \$1.00.

PLAIN BLACK COTTON HOSE. Women's Plain Black Cotton Hose, medium weight, full fashioned, best black, close, fine thread, reinforced heel and toe, 8 1/2 to 10. Special price Tuesday 15c.

On Tuesday We Specialize Men's Pyjamas

WE strongly advocate Pyjama Suits as the best sleeping apparel for men. One of their many splendid features is the solid comfort they give as bedroom negligee. We carry a big range the year round, but our display for spring and summer is the largest and finest we have ever attempted. We want every man who wears pyjamas, or who is thinking of changing from the old time night robe, to see our stock. Come Tuesday, we will make it well worth while. For example:—



Men's Pyjamas, of fine madras, in plain blue, tan or mauve, also neat stripes, low neck style with frogs; sizes 15 to 18. Per suit, special Tuesday, \$1.38.

Plain White Pyjama Suits. We offer this line as extra good value, made with military collars and frogs, sizes 15 to 18. Per suit, Tuesday, \$1.49.

A Splendid Assortment of Fine Madras, in stripes, plain colors and novelty designs. Military styles, low neck, kite

and other new cuts, sizes 15 to 18. Selling at, per suit, Tuesday, \$1.89.

Extra Fine Swasette, in plain blue, tan or grey shades, are beautifully soft, fine self-striped swasettes, made with turn-back cuffs, etc., sizes 15 to 18. Per suit, Tuesday, \$2.44.

Men's Fine Feather-weight Silk Pyjamas, in plain blue, tan or helio, shades, also a heavier line in neat blue stripes, sizes 15 to 18. Special, per suit, Tuesday, \$4.98.

Why Pay More Than You Need?

IF a hat at a dollar and a half will give you the effect of a three dollar hat, and wear almost as long, would it not be better to buy two hats at \$1.50 instead of one three-dollar hat? That is a problem in hatital economies every man must figure out for himself. We've got the answer both ways.



See our \$3.00 Derbies.
See our \$1.50 Derbies.
You save on either line if you buy here.

Footwear Economies Tuesday

MEN'S \$4.00 BOOTS AT \$2.50.
370 pairs Men's High Grade Boots and Oxfords, made from patent calf, vic kid and box calf leathers, every pair made with Goodyear welt sole from good solid stock, some are leather lined, some have triple thick soles and triple thick shanks; all sizes 6 to 11. Regular prices \$3.00, \$3.50 and \$4.00. On sale Tuesday \$2.50.

WOMEN'S AMERICAN SAMPLE OXFORDS AND PUMPS. \$4.50 Value at \$1.75.

700 pairs Women's American Oxfords and Pumps, travellers' sample, patent calf, chocolate kid, black vic kid, gummett, tan Russia calf and black and brown ooze calf leathers.

Goodyear welt, hand turned and McKay sewn soles; all popular heights of heels. Sizes 3 1/2 and 4 only. Regular \$3.50, \$4.00 and \$4.50. On sale Tuesday all one price \$1.75.

WOMEN'S \$3.00 BOOTS AT \$2.20.
360 pairs Women's Boots, Blucher style, dull calf top, patent calf, created vamps, Cuban, military and low heels, medium weight soles; all sizes from 2 1/2 to 7. Regular prices \$2.75 and \$3.00. On sale Tuesday \$2.20.

CHILDREN'S 75c BOOTS AT 49c.
180 pairs Children's Heavy Donagola Kid Boots, lace style, heavy sole, spring heel, all sizes 5 to 7 1/2. Worth 75c. Special purchase price Tuesday 49c.

Cane Suit Cases

22 Inch. \$3.00
24 Inch. \$3.25
26 Inch. \$3.50

Never till now have we been able to offer Cane Suit Cases at these prices. We have contracted for a manufacturer's whole output this season, and hence this new scale of prices. These bags would sell under ordinary conditions at \$1.00 more than our price to-day.

Woven cane suit cases, strong swing handle, leather corners, spring lock and 2 catches, neat cloth lining with pocket.

Travelling Goods Department, top floor.



Queen S
will buy store
business district
drive, 500-
apply H. H. W.
at Victoria

PROBS:

Y.

\$35,000
EXT
Y.V

Women's C
Amalgama
\$150,000
ed to

\$72,500 TO
3 DAYS TO

With all v
Toronto's achiev
\$800,000 buildin
came to a close
total of \$685,800

Probably th
total for the day
assume the bats
looked at his te
convered quietl
John Godfrey tal
"I will accep
Mr. Godfrey's ab
So the total
"This is one
he came in late.
and had to get t
the judge for th
Y. M. C. A. on a
women?"

"What are we
"Let us get out
dered what we w
along and raise
from my team. W
Let us stop talki
to business and c
a permanent basi
E. R. Wood,
to in entire accord
intended to run fo
to securing this at
and Young Women
the burden of hea
both these organiz
competent bodie
"Then," said
neturers' Associat
triet to accommo
devote \$25,000, a
organization."

When the que
devote to-day, to-
added undertaking
The proposal
Total va
Amount
For
For
For
For

Subsequent t
\$150,000, Mr. W
Shenstone, preside
This makes the st
Turned
Canada
Mrs. Sh
Cawthra

The transfer
Eaton withdraw
in each case \$22,
\$17,500.

The scenes in
quarters last night
large room was f
several minutes
and some of
been on the firing
business days. A

When Mr. Wood
was greeted with
the singing of "H
several minutes
plause was renew
team captains rep
"Five hundred a
"Ions," remarked
team ranked fourt
committee.

"That's the rec
Tomball, chairma
Mr. Gould's tot
\$298, the bulk of
of two hundred
scriptions of \$1 ea
The four leate
committee are: A
W. N. Stock, 368
888, and John B.
E. R. Wood rep
committee 14 sub
to \$25,725.

St. W. Eaton sa
mous sixty-four,
\$11,688.

W. G. Trethew
\$5000 was the occ
several minutes
incident. He w
me down for \$500."
while wired Mr.
had to give \$5000
so.

"Well, if J. C.
do it," was the rei
Del
"I am perfectly
suit of this camp
The banding to
party of men in
workings for nine
object in view,
wood, augurs we
come.

"That I have
organization and
am quite sure the
more of its antic
entire of its antic
Personally, I
Continued on