

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

THE ROBERT SIMPSON COMPANY, LIMITED

PROBABILITIES. Fine and warm.

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COMPANY, LIMITED

TUESDAY, MAY 25, 1909

Toronto Visitors Should See Simpson's Magnificent New Cloak Dept.



WE have built a new store here, practically, since the last Woodbine meeting. Our Cloak Department is one of its finest features. We cordially invite all the guests of the city, from wherever they may have come, to inspect this department and its stock, confident that no matter where their home may be, or what their acquaintance with other marts of trade, we have a store and stock to bear comparisons.

The following paragraphs describe goods which we think will prove of excellent service at this point in the season. The values are such as we feel confident visitors will recognize and appreciate.

LADIES' TAILORED SUITS, \$16.50. Tailored Suits of Imported manish worsteds, in stripe effects of green, taupe, grey and brown tones. Medium long cutaway coats; deep vents at back trimmed with buttons, flare skirts trimmed with folds or strappings of self and buttons. Wednesday, \$16.50.

SUMMER DRESSES, \$14.00. Smart Stylish Dresses, for misses and ladies who wear the smaller sizes of linen and imported muslins, made with princess and empire effects; colors of some are blue, tan, pink and navy, others are in two-tone stripe effects of dark and light shades, trimmed with pipings of harmonizing colors. Wednesday, \$14.00.

LADIES' TWEED AND DUST COATS. Ladies' Dust Coats, of special quality mohair, colors are navy, grey, green and black, long, semi-fitting style, trimmed with strapings. Wednesday, \$13.50.

Smart Tweed Coats, made in new long semi-fitting styles, comes in wide and narrow stripes and checks, and plain colors of light and medium grey tones. Wednesday, \$15.00.

LADIES' SEPARATE SKIRTS. Ladies' All-wool Popinette Skirts, made in pleated style, has 17 gores, trimmed with fold of self around bottom and buttons, colors are black and navy, just the skirt for summer wear, nice and light. Wednesday, \$7.50.

SILK MOIRETTIE SKIRTS, \$2.50. Imported Rich Silk Moirettie Underskirts, made extra full, with deep flounces of bias tucking, finished with strapping and three joined trills, finished with velvet binding, colors black, navy, brown, grey and ivory. Special value Wednesday, \$2.50.

GIRLS' DRESSES AND COATS. Fine Chambray Dresses, in sky and pink, has yoke and collar of white embroidered muslin, princess effect is formed with bias strapings of self down front, pleated skirt. Sizes 10, 12 and 14 years. Wednesday \$1.95.

Girls' Reefer Coats, of cheviot serge, in navy, cardinal, grey and Dresden, sacque back, three pockets and side pleats, trimmed with novelty buttons. Sizes 8 to 14 years. Wednesday \$4.75.

SILK AND NET WAISTS. Pongee Silk Shirt Waists, beautifully tucked and pleated front and back, front opening, long tucked sleeves, colors are natural, navy, red and brown. Regular \$5.00. Wednesday \$2.95.

Dainty Shirt Waists of fine net, white only, yoke and collar of Val lace insertion, front elaborately trimmed with gurgule 'lace and motifs; sleeves tucked and trimmed with lace. Wednesday \$5.00.

KIMONO GOWNS, \$2.50. Just what you want for wearing in the cool mornings. Smart Kimono Gowns, of fancy figured velours, flannelette, loose back, yoke effect, lined with self, kimono sleeves, front and cuffs trimmed with wide bands of wool cashmere of harmonizing shades, finished with two rows of soutache braid. Colors navy, pink, sky, brown, grey and mauve grounds, also same colors on cream ground. Very special Wednesday \$2.50.

Simpson Suggestions on Housefurnishing

The Unconventional Living Room

WE WILL give our idea of three ideal living rooms as a beginning of these little talks on Housefurnishing. Commencing with the room that most people unconsciously prefer, the unstudied, natural, livable living room.

We will not advocate any ceremony in the treatment of this room, but will try and suggest a cosy, comfortable effect in which there will be no discord.

Let us begin with the Carpet. It is understood that no particular period or style is recommended, and the furniture may be of any wood or color or finish so long as it is comfortable and spacious. The floor covering we suggest would be preferably a genuine Oriental Rug, or a clever reproduction from the English or the American looms. The portions might consist of one of several all-wool fabrics in monotone, harmoniously contrasting with the carpet. The window curtains would be of heavy rough silk or fine cotton case-ment cloth, with plain net sash curtains, relieved with horizontal insertions of torchon. Plenty of cushions covered with antique tapestry or real leather would be conveniently at the disposal of those who frequented the room. A window seat would also be covered with a serviceable tapestry or an artistically-colored leather.

The walls could be treated in a number of ways, but the very nicest would be tapestry in some good, old rich-colored design.

Such a room could have the "tools and toys of a family" in evidence without losing any of its feeling of comfort. It is a Living Room. When necessary it could be used as a drawing-room with little no re-arrangement, save that which every housekeeper makes for Reception Day.

Table with 2 columns: Item and Price. As to Approximate Cost. Carpet \$35.00, Portieres (two pairs) 36.00, Casement Windows—two pairs Silk 15.00, Curtains 7.50, Four Sash Net Curtains 12.00, Four Pillow Cushions 22.50, Wall Tapestry—\$1.50 per yard—say 22.50, Total \$128.00.



At \$15—A Good Staple Grey Suit

WE have a line of suits at \$15.00 in those staple serviceable greys which make the best all-around wear for a man of quiet tastes. You know the dark greys that show no dust or spots, which always look quiet and nice and eminently wearable. Men of middle age would be interested in these \$15.00 suits. You get tired of a suit of pronounced pattern—these staple greys are always easy to live in. See them.

Men's Suits, in fine fancy and plain English worsteds, handsome new importations, showing a very distinguished effect, in an excellent quality of genuine worsted materials. The shades are plain and fancy greys, plain and fancy browns and olive and elephant tones, with colored thread mixtures; made up in three-button single-breasted sack style, designed on this season's latest model, best interlinings and high-grade trimmings, tailored and finished with the greatest care, guaranteed perfect fitting in every respect. Special value \$15.00.

Distribution of 2000 Waists

WE are getting through our contract quantity in splendid style, the number is getting pretty far down now, but some of the waists we put on sale to-morrow are as fresh and new looking as those placed on the tables for the first day's selling. For to-morrow we specialize those undernoted. See them.

A Very Smart Tailored Waist of Fine Mercerized Vesting, looks like silk and wears as well, made in military style, fastened to left side on front, with four large pearl buttons, shirt sleeves, link cuffs, laundered collar. Wednesday, \$1.75.

The second one is also of fine mercerized vestings, has two large tailored tucks on each side of box pleat front, tucked back, link cuffs and laundered collar. Wednesday, \$1.50.

"All Soft Silks Are Good"

SO says the Silk Department Man. The test of popular demand here in Canada's foremost store for silks proves that soft weaves in plain colors are most in order for this summer, those with the satin finish having preference over dull finishes. Foulards have a tremendous vogue, and so have pongees. Our offerings for Wednesday afford our customers opportunity to buy the most reasonable silks at a sharp reduction, for we are arranging special attraction to their department to-morrow.

34-inch Rough Silk Shantung in natural color. Regular 75c yard. Special Wednesday, 55c. Colored Satin Messalines, Pallette Chiffon, Taffetas, handsome dress qualities, exquisite new tints, also white, cream, black and staple shades. Reg. 75c yard. Special Wednesday, 55c.

Over 15 Robe Lengths of Voiles, Eoliennes, Filet Net

At An Average Reduction of 1-5 EACH piece contains 8 to 10 yards. They represent the most exclusive designs we can import. They are only imported one of a kind, no two are ever alike, and no other store in Canada has these designs and patterns. We have sold a great many of these beautiful dress lengths, and have chosen race week as the opportune time to reduce all the stock remaining on hand, and clear them right out for the season.

Fabrics comprise Chiffon Voiles, Silk and Wool Voiles, Silk and Wool Striped Eoliennes, and Voile with Filet Net combined. Colors include the very newest shades, amethyst, taupe, canard, mustard, Copenhagen, tan, golden brown and navy. Weights are such as go into gowns for evening and summer wear. Regular prices \$15.00 to \$18.00 per length. Wednesday, to clear, \$12.50.

Display of Summer Millinery on Wednesday

NEARLY every case in our department will be fitted with new summer styles—airy effects in mohair braids, lingerie, creamy leghorns, white chip and dainty lace hats. A special display will also be made of jaunty outing hats with novelty scarfs, which promise to become very popular.

To make room for the above we have taken nearly 100 Hats from the show cases and reduced them to prices similar to these: \$6.00 to \$5.00 hats for \$4.50; \$9.00 to \$12.00, for \$6.00; \$12.00 to \$17.50, for \$7.50.

Bridal Whitewear

EXQUISITE lingerie is here in the greatest profusion. Many beautiful styles have been greatly reduced in price during the last few days to clear them out before moving into the new Whitewear Section on the Third Floor, new building. Wednesday will probably be the last day for the popular department in its old quarters. Take advantage of these low prices.

Night Dresses, 2 pretty styles, 1st nainsook, Empire or high neck, fine hand-made embroidery, full or insertions, high neck style, has 30 tucks, 58, 60 inches. Regular \$1.75 and \$2.00 each. Wednesday, \$1.25 each. Night Dresses, of fine nainsook, square slip-over neck, 3-4 sleeves, neck and cuffs trimmed with extra wide, fine embroidery beading run with 2-inch silk ribbon, large rosette of ribbon, lengths 58, 60 inches, regular value \$2.25 each. Wednesday \$1.75. Night Dresses, fine cotton, slip-over style, full of fine embroidery on neck and cuffs; lengths 58, 60 inches; regular 95c each. Wednesday, 63c. Drawers, fine nainsook, wide umbrella style, deep flounce, trimmed with 2 insertions and ruffle of fine Valenciennes lace, quarter of small tucks; lengths 22, 25, 27 inches, both styles; regular 95c pair. Wednesday 65c. Belskirt Drawers, fine nainsook, no fullness or gathers at waist or on hips, deep flounce of fine embroidery, wide skirt bottoms, lengths 22, 25, 27 inches, in both styles, regular \$1.00 a pair. Wednesday, 75c pair. Petticoat, fine cotton, 20-inch deep lawn flounce, 2 clusters of tucks, insertion and deep ruffle of handsome heavy embroidery, dust ruffle. Sizes 38, 40, 42 inches, a magnificent skirt; regular value \$3.50 each. Wednesday \$2.50. Corset Covers, 2 exquisite styles, tight fitting or full front, one all-over embroidery, the other has hand embroidery yoke, both run with silk ribbon, lace on arms. Sizes 34 to 42 bust measure, regular \$1.25 each. Wednesday, 85c. Corset Covers, friller distender style, fine nainsook, 3 lace edge ruffles across bust, beading silk ribbon and lace trim on neck, lace on arms, sizes 34 to 42 bust. Regular \$1.00 each. Wednesday 68c. Two-piece Suit, fine nainsook, corset cover and belskirt drawers in one, frills of lace with ribbon on neck, embroidery beading and ribbon at waist, tucked flounce on drawers; sizes 34 to 44 bust, a dainty garment, regular \$1.75 each. Wednesday \$1.35.

Ladies' Underwear

Ladies' Vests, fine ribbed white cotton, shaped body, long or short sleeves, with button front, sizes 32 to 38 bust measure, regular value 35c. Wednesday special 25c. Ladies' Vests, fine ribbed white cotton, low neck, with short or no sleeves, beading and ribbon finished, sizes 40 to 46 bust measure, regular value 35c. Wednesday special 25c. Ladies' Vests, fine plain spun silk, low neck with no sleeves, beading and silk ribbons, sizes 32 to 38 bust measure, regular value 75c. Wednesday special 50c. Ladies' Vests, fine plain spun silk, low neck, with no sleeves, beading and ribbon, narrow strap over shoulder, sizes 32 to 38 bust measure, regular value 25c. Wednesday special 12 1/2c.

Dressing Sacques and Sweaters

Sacques, butterfly style, in several neat patterns of fancy printed lawn, whip-stitched edges. Sizes 32 to 44 bust measure. Wednesday special, 50c. Sacques, three very dainty styles in fancy percale or printed lawn, neat colors and effects. Sizes 32 to 44 bust measure. Wednesday special, 75c. Sweater Coats, fine, heavy fancy knit wool, V neck, with stole, colors white, grey, navy, patch pockets. Sizes 32 to 42 bust measure. Wednesday special, \$1.75. Sweater Coat or Norfolk, fine heavy wide ribbed wool, patch pockets, colors grey, navy or white, pearl buttons. Sizes 32 to 42 bust measure. Wednesday special, \$2.50.

What Did the Holiday Say About Your Hat?

Did you realize that you were behind the season? If so, it's the least difficult of your troubles to remedy. We have the hats, and to-morrow we clear out the lines which holiday business has broken.

Men's Derby Hats, dark brown, light brown, fawn and beaver, fine quality English fur felt, regular up to \$2.00. Wednesday 95c. Men's and Youths' Soft Hats, Crush and Neglige shapes, mostly light grey and fawn, a few black and dark brown, regular up to \$1.50. Wednesday \$1.00. Men's Fedora Hats, extra fine quality fur felt and dressy, up-to-date styles, in browns, greens, fawn, light slate and pearl grey, regular up to \$2.50. Wednesday \$1.00.

A Splendid Collection of Summer Shirts Ready

FOUR countries have been picked over for Shirts—England, Austria, the United States and Canada. You ought to find something pretty nice from an assortment like that! Canadian made in a large variety of fabrics and patterns, "W. G. & R.", "Tooks", "Star", and other leading makes, at from \$1.00 up to \$2.75. English made, Oxford, sephira, etc.; exclusive patterns, \$1.00, \$1.25, \$1.50. Austrian made, principally in fancy whites, a few select colorings, \$1.50, \$2.00. Made in the U. S. A., the famous "Cluet" and "Monarch" brands, very clever designs and colorings, \$1.50, \$2.00. EXTRA SHIRT SPECIAL. 600 Fancy White Negligees, with self fancy stripe, also a large assortment of soft white pleats and pique effects, 14 to 17, regular \$1.00, Wednesday 68c.

Wall Papers and Mouldings

WE'LL be clearing papers worth up to 50c a roll on Wednesday for 14c. Plate Rails and Picture Moulding also offering very cheap. In the new Wall Paper Department, Fourth Floor. 2,500 Rolls Imported Papers, in reds, browns, greens, blues, for several rooms—good designs, regular to 50c. Wednesday 14c. 8000 FT. MOULDINGS. Chair Rail, regular 3 1/2c, Wednesday 2 1/4c. Picture Rail, regular 2 1/2c, Wednesday 1 1/2c. Plate Rail, regular 10c, Wednesday 7 1/2c. (New Dept., 4th Floor)

Staples at Simpson's

ALWAYS quality—never judge by mere price. Our Staples Department holds to a high standard. We haven't a towel in the store with a thread of cotton in it. Every one pure linen. That's one big point about Simpson's. 65 only Fine American Crochet Quilts, fully bleached and hemmed ready for use, very fine Marseilles designs, making a most durable, dainty quilt and very easily washed, full double bed size. Each, Wednesday, \$1.50. 500 yards Heavy Full Bleached Canton Flannel, firm, close weave, soft nap, 28 inches wide. Per Yard, Wednesday, 8c. 100 pairs only to clear, Very Fine Quality Huck Bedroom Towels, warranted every thread linen, hemmed ready for use, and washed, pretty damask borders, in assorted designs, large sizes, 22 x 42 inches. Per pair, 85c. 400 yards Very Heavy Unbleached or Factory English Sheeting, plain or twilled, will bleach perfectly and give unexcelled wear, 70 inches wide, per yard, Wednesday, 24c. 840 yards Unbleached or Factory Cotton, heavy and fine makes in the round, strong thread, free from any filling, 36 inches wide. Per yard, Wednesday, 8 1/2c. Bleached Satin Damask Table Napkins, every thread finely spun selected linen, good heavy make, a splendid assortment of the newest bordered designs, 22 x 22 inches, hemmed or unhemmed. Per dozen, Wednesday, \$1.97.