

H. H. FUDGER, President. J. WOOD, Manager. Store Opens at 8 a.m. Store Closes at 5.30 p.m. Tel. M. 7841. PROBABILITIES.

Friday, June 17, 1910



The Summer Sale at Simpson's

Saturday's Series of Shopping Attractions at the Coolest Summer Store.

A Sale of Summer Waists

at \$1.75 Waist Dept. -3rd Floor

The sale of Waists on Saturday will be memorable for two things:-

The exquisite daintiness of the models.

The extraordinary low prices.

This lot of high-class waists is a special purchase from a firm whom we consider the best lingerie waist maker in the Dominion, a firm that never makes a cheap waist and whose absolute guarantee for cut, fit and style is behind every garment.

- Six different styles as follows:- Pure Irish linen, trimmed Soutache, regular price \$3.50. Fine English Repp, trimmed heavy lace and crochet buttons, regular price \$2.75. Clear Swiss Muslin, with exquisite

The whole of them are marked for Saturday selling at \$1.75.

Women's \$5 to \$10 Summer Dresses \$2.98

95 only Women's Stylish Summer Dresses, in a variety of one and two-piece styles of muslins, mulls, lins in the lot, but not in each material; white, pink, sky, mauve and tan.

Also of fancy striped and checked chambrays and gingham. Waists have yoke and collar of lace and are finely tucked. Some are trimmed with self strappings and embroidery insertion. Skirts are trimmed to match waists and are either gored or pleated styles. Sold regularly at \$10.00, \$8.50 and \$5.00. Saturday, to clear, \$2.98.

Women's 11.75 Dust Coats \$7.95

Women's Smart Dust Coats, of wide wale diagonal silk in natural shade, long length, close-fitting back, new pointed effect on side panels, which are pleated to bottom of coat; mannish collar, trimmed with buttons. Sold regularly at \$11.75. Saturday, \$7.95.

Women's \$4.95 Coats \$1.95

A little lot of Women's Coats, suitable for motoring or boating, made of a splendid quality English repp, in tan only. Double-breasted style, long length, loose back, roll collar, trimmed with strappings of self. These sold regularly at \$4.95. Will clear Saturday at \$1.95.

Women's \$8.50 and \$4.95 Lace Coats \$1.95

Women's Coats of Battenberg and Bebe Irish Lace, and some in Battenberg and Net, ornamented with crochet ornaments; these are made in a number of styles, short length coats, and trimmed with cord or ornaments, some with ruchings. Only 32 coats in this lot. The regular selling prices were \$8.50 and \$4.95. To clear, Saturday, \$1.95.

Women's \$11.50 Skirts for \$4.95

50 only Women's Separate Skirts, of good quality striped worsteds and imported tweeds in grey tones, navy and black French venetians, and of brown, navy and black French voiles, in a variety of pretty pleated, square or round cut, trimmed with strappings of self or buttons, and some with silk folds. The regular selling prices of these ranged from \$8.50 to \$11.50. Saturday, to clear, \$4.95.

Girls' \$6.50 Capes for \$2.95

Girls' stylish Military Capes, of fancy wide-wale diagonal serge, in brown or grey, cut very full, faced down front with satin to match, velvet collar trimmed with gold braid, finished with gilt buttons; sizes 12, 14 and 16 years. Sold regularly at \$6.50. Saturday's price, \$2.95.

Girls' 3.50 to 6.75 Wash Suits \$1.98

Clearance sale of Girls' Wash Suits, suitable for holiday wear. These are in a variety of materials, mostly linen-finish fabric, in lawn with white or blue with white stripes, shepherd checked gingham, white Indian head suitings, and white with tan or blue striped gaiters, made in a number of smart styles. Coats are either single or double-breasted, square or round cut, trimmed with strappings of self, buttons or lace insertion. Skirts are in either gored or pleated styles and trimmed to match coats. A large assortment of styles to select from. These sold regularly at \$3.50, \$4.25, \$4.75, \$5.00, \$6.00 and \$6.75. To clear, Saturday, \$1.98.

As there will be a great demand for all of the above specially priced garments, we cannot accept phone or mail orders.

We Have Made Some Very "Special" Purchases of Summer Muslins.

THE recent cold weather displeased some of wholesalers very much indeed. They thought warm weather was never coming. In consequence we have been offered and have accepted quantities of Muslins at less than half price. During the next ten days we will have unusually attractive muslins for sale at extremely unusual prices. To-morrow we offer the first lot, bought from one of the biggest dry goods importers of Montreal.

- 3751 yards of dainty colored muslins, groundwork of mottled colors, as pink, green, brown, Alce, mauve, tan, etc.; designs of spots of various sizes, rings and fancy stripes; regularly 12 1/2c. Sale price 7 1/2c. 2334 yards of fine sheer batiste, white ground with pretty polka dots in sky, red, navy, mixed black and mauve, floral figures in sky, yellow, grey and mauve, colors. Regularly 15c. Sale price 10c. Pretty little moss rose buds in the same design. Regularly 17c. Sale price 10c. 30 pieces 31-inch celebrated Ramoney batiste, most exquisite designs in Persian effects, all the daintiest colorings imaginable, mauve, pale pink, pale blue; beautiful for either dresses, dressing

TO THINK that some people expressed doubtfulness as to us getting any hot weather this month! We began a summer sale on the first of June, and showed a faith that was soon to be amply justified. Summer CAME! And in the face of the thermometer no one can hesitate to acknowledge it. Come to-morrow and choose cooler wearables at summer sale prices. Come in the cool of the morning. The store opens at 8 a.m. Closes 5.30 p.m.

Men's 2-piece Outing Suits

Regular \$12.50, \$14, \$15 and \$16.50. On Saturday Morning at 8.95

100 Suits only in the lot, fancy tropical weight worsteds, homespuns and flannel finished tweeds in light greys, fawn, brown and green grounds, with neat self and fancy colored stripes. 2 and 3-button single-breasted sack style, slightly conforming to the figure, close-fitting collars and long lapels, half and quarter lined.

assortment of neat designs and scroll patterns; the shades are blue, grey, pink and red; sizes 36 to 44. Regular price \$4.00. Saturday \$2.98.

BOYS' FANCY SUITS

Reg. Prices \$5.00 to \$8.75, Saturday \$3.95 Boys' Russian and Sailor Blouse Suits of English fancy and tropical weight worsteds, and tweeds in light and dark grey, fawn and brown grounds, in neat stripe and check patterns, also a few navy blues. Pants elastic bloomer style. Sizes 2 1/2 to 6 years. Regular prices \$5.00, \$6.00, \$7.50 and \$8.75. Saturday \$3.95.

Bill of Sale Saturday

- Sale of Lingerie Waists at \$1.75 \$10 Summer Millinery for \$5.00 Special Purchase Sale of Muslin Strong Whitewear Sale Programme Girls' \$3.50 Dresses for \$1.75 Women's \$5 and \$10 Dresses \$2.98 Women's \$11.50 Skirts \$4.95 Girls' \$3.50 to \$6.75 Wash Suits \$1.98 Men's 12.50 to \$16.50 Summer Suits \$8.95 Men's \$2.00 and \$2.50 Wash Vests \$1.49 Boys' \$5.00 to \$8.75 Suits \$3.95 Big Sale of Summer Footwear Men's \$1.50 Straw Hats 98c Sale of 1200 Neglige Shirts

Pants cut in the fashionable summer outing style, with and without roll bottoms, belt holders. Sizes 34 to 46. Regular prices \$12.50, \$14.00, \$15.00 and \$16.50. Saturday, to clear, \$8.95.

MEN'S SUMMER WASH VESTS

Reg. Prices \$2.00 to \$2.50, Saturday \$1.49 Men's Wash Vests, of duck, percales and fancy piques, in white, grey and tan grounds, with neat fancy stripes and figures; sizes 36 to 44. Reg. prices \$2.00 and \$2.50. Saturday \$1.49.

MEN'S BATH ROBES

Regular Price \$4.00, Saturday \$2.98 Men's Blanket Bath Robes, in a large

Men's \$1.50 Hats for 98c

450 Men's Straw Hats, all clean, fresh and up-to-date, dressy 1910 shapes, in Shamsi, Canton and split brims, in roll brims, straight brims or flip brims, with low, medium or high crowns, fine black silk bands and calf leather sweats. Real good hats and splendid value at \$1.50. Saturday, your choice, 98c.

Whitewear, Corsets, Underwear

- \$1.25 NIGHTDRESSES, SATURDAY, 95c Dainty Nainsook Nightdresses, slip-over style, elbow sleeves, neck and cuffs trimmed with fine embroidery beading run with silk ribbon, sizes 36, 38, 40 inches. \$2.50 TWO-PIECE COMBINATIONS, SATURDAY, \$1.49 A beautiful combination of Corset Cover and Isabelle Drawers, cover of all-over embroidery beading, silk ribbon and trills of lace, sizes for 32 to 44 bust measure. 75c EXTRA LARGE DRAWERS, SATURDAY, 45c PAIR Fine Nainsook Isabelle Drawers, for extra large women, both styles, lengths 23, 25, 27 inches. \$3.00 PETTICOATS, SATURDAY, AN EVEN \$2.00 EACH Fine cotton cambric finished, deep-flounce, trimmed with two rows wide Torchon lace insertion, four clusters of tucks and wide frill of Torchon, lengths 38 to 44 inches. \$1.00 DRAWERS, SATURDAY, A PAIR, 75c Fine nainsook umbrella style, cluster of tucks, deep cross-bar lawn flounce, trimmed with insertion and frill of fine lace—very dainty; lengths 23, 25, 27 inches; in both styles. REMARKABLE VALUE IN FINE CORSETS A beautiful Royale model at 50c a pair less than usual; fine light-weight summer batiste, medium bust, long below waist, fine rustproof steels, four plain garters, lace and ribbon trimmed; sizes 18 to 28 inches. Saturday 300 pairs at \$1.00 a pair. BOYS' OR GIRLS' ROMPERS AT 35c Made of fine dark blue chambray, small pocket, edges trimmed with white piping; boys' style has drop seat; girls' style buttoned all the way down back; for ages 2 to 6 years. 25c, 30c, 35c WOMEN'S VESTS, SATURDAY, 15c Fine ribbed cotton, low neck, with short or no sleeves, beading and ribbon; sizes 32 to 38 bust measure.

Girls' Summer Dresses

Pretty, cool Summer Dresses reduced to the half-price mark for quick clearance Saturday morning. Four styles we are discontinuing. Be early and bring the girls. Clearing four styles, white ones only, beautiful lawn and linenette qualities, in lace-trimmed and sailor suit styles; not all sizes in each style, but all sizes 6 to 14 years in the lot. Regular prices were \$2.95 to \$3.50 each. Saturday's price, while they last, \$1.75.

A Strong Attraction for Men

300 pairs Men's Boots and Summer Oxfords, every pair Good-year welted, patent colt, vici kid and calf leathers, Blucher style; all sizes in the lot, 6 to 11. Regular \$3.50 and \$4.00. Saturday \$2.49.

\$10.00 Trimmed Hats for \$5.00

And Plenty of Them An exceptional value in the height of the season! High-class trimmed millinery—a big lot of midsummer hats at \$5.00 each. We are trimming up with white lilacs, June buds and lovely ribbons the very shapes that are selling strongest in Paris and New York—the blocked unfinished Leghorn, in the best large-size shapes. Black or white mohair and black chip also in the assortment. Worth from \$8.00 to \$10.00 each. Saturday \$5.00. (See Window.)

600 BANDED SAILORS AT \$1.00 EACH

Scores of different shapes and styles—the straight brim, rolling brim, and the mushroom—with corded silk or velvet bands; white, burnt, champagne or black. Worth from \$1.50 to \$2.00 each. Saturday \$1.00.

CHILDREN'S HATS

A special lot of trimmed hats for children will be on sale at reduced prices, ranging from \$1.50 to \$2.00 each.

A Summer Footwear Sale Saturday

Including 360 Pairs of the Famous J. and T. Bell Company's Make

J. & T. BELL PUMPS Regular \$2.75, Saturday \$1.99 120 pairs Fine Mercerized Ankle Strap Pumps; pale blue, pink and grey; covered heel, flexible leather sole, plain toe; all sizes in the lot, 2 1/2 to 7. Regular price \$2.75. Saturday 1.99

WOMEN'S J. & T. BELL BOOTS

\$4.00 Value, For \$2.95 240 pairs Women's Boots, made by J. & T. Bell; patent colt with dull calf Blucher tops, also vici kid with dull calf Blucher tops, and patent-toecaps; good boots to wear and comfortable; all sizes, 2 1/2 to 7. Regular \$4.00. On sale Saturday 2.95

Sixteen Other Remarkable Footwear Offerings

- 1-120 pairs women's black suede ankle strap pumps, regular \$4.00 Saturday \$2.95. 2-60 pairs women's gun-metal ankle strap pumps, regular \$4.00, Saturday \$2.95. 3-80 pairs women's patent colt ankle strap pumps, regular \$4.00, Saturday \$2.95. 4-160 pairs women's tan calf ankle strap pumps, regular \$3.00, Saturday \$1.99. 5-300 pairs women's white canvas ankle strap pumps, regular \$1.85, Saturday \$1.49. 6-120 pairs women's white mercerized ankle strap pumps, reg. \$2.75, Saturday \$1.99. 7-60 pairs women's white canvas Blucher Oxfords, regular \$1.25, Saturday 99c. 8-120 pairs women's white mercerized canvas Oxfords, regular \$2.50, Saturday \$1.99. 9-60 pairs women's American Oxfords and pumps, regular \$7.50, Saturday \$4.95. 10-120 pairs women's American sample Oxfords, sizes 2 1/2, 3, 3 1/2 and 4, regular \$4.00, Saturday \$1.99. 11-60 pairs women's tan calf Blucher Oxfords, regular \$3.00, Saturday \$1.99. 12-60 pairs women's patent colt boots, dull tops, regular \$2.75, Saturday \$1.99. 13-60 pairs women's one-strap kid slippers, regular \$1.25, Saturday 99c. 14-60 pairs women's dongoia buskins, regular \$1.25, Saturday 99c. 15-60 pairs women's prunella cloth buskins, regular \$1.00, Saturday 83c. 16-60 pairs women's prunella cloth boots, regular \$1.50, Saturday 99c. Note.—We have all sizes from 2 1/2 to 7 in these 16 lines, except in the samples, which come in 2 1/2, 3, 3 1/2 and 4 only.

A Landmark of Old Toronto

History of the "Wanless" Building in Brief Occupied now by the Robert Simpson Company.

Previously by John Wanless, jeweller. Previously by Mr. Robert Simpson. Previously by Kent Brothers, jewellers. The beginning of the end of the "Wanless" Building's history has arrived. It is to be taken down very shortly and rebuilt with steel and Roman brick into the Simpson block. We are now busy selling off the stock at present on display there. On Saturday we have selected

1,200 NEGLIGE SHIRTS TO GO AT 73c EACH

Regular Selling Prices \$1.00, \$1.25, \$1.50 This important sale of Simpson Negligees will prove advantageous to Toronto men. They have been taken from our better class stock—remember our reputation for good shirts—and reduced to clear at a price away less than cost—a price that demands 8 o'clock buying Saturday. In a few words—1,200 Negligees, a hundred or more colorings, dozens of different designs, many pleated fronts, small laundered cuffs attached; sizes 14 to 18. Regular \$1.00, \$1.25, \$1.50. All at one price Saturday 73c

Men's 35c and 50c Lisle Socks 23c

Finest imported Lisle Thread Socks; in the lot silk embroidered fronts, fancy Jacquard patterns and fancy colors; all new goods for summer, 1910. Regular 35c and 50c. On sale Saturday, pair, 23c.

100 REAL KID GLOVES, 75c

Women's fine imported Silk Hosiery, made from pure thread silk, also fancy striped mercerized hose, broken lines from regular stock, in sky, pink, white; all sizes. Regular \$1.00. On sale Saturday, pair, 59c.

125 LONG SILK GLOVES, 99c

Women's fine imported pure thread Silk Gloves, 16-button length that comes above the elbow, mousquetaire wrist, double-tipped fingers, silk stitched points, perfect fitting; black only; sizes 6 1/2 to 8. Regular \$1.25. On sale Saturday, pair, 99c.

Sporting Goods Reductions

- Lawn Tennis Rackets, made of white ash and best English gut, \$3.50 value. Saturday \$2.99; \$2.50 value, Saturday \$2.15; \$1.50 value, Saturday \$1.19. 300 only, Slayenger Tennis Balls, Saturday, each, 25c. Baseball Gloves, 66c value, Saturday 50c; \$1.25 value, Saturday 99c; \$2.35 value, Saturday \$1.98. Baseman's Mitt, regular value \$1.15, Saturday 99c; regular value \$1.60, Saturday \$1.39. 50 only, Hammock, damask wave, color green, with head and foot spreader, valance, throw-back pillow, regular \$3.50, Saturday \$2.49. 2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb., 25c. Loaf Sugar, 4 lbs. 25c. Toasted Corn Flakes, 3 pack, 25c. Maconochie's Pickles, mixed, chow, walnuts and onions, pint bottle, 22c. Canned Raspberries, quart jar, 25c. Baker's Cocoa, 1/4-lb. tin, 22c. Imported French Peas, 3 tins, 25c. Imported Lime Juice, Sutton's, pint bottle, 25c. Crosse & Blackwell's Marmalade, 2-lb. jar, 25c. Rich Red Salmon, Regal Brand, regularly 20c, per tin, 17c.