

The Robert SIMPSON Company Limited

H. H. FUDGER, President.

J. WOOD, Manager.

Store Opens 8 a.m.

Store Closes 5.30 p.m.

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PROBABILITIES

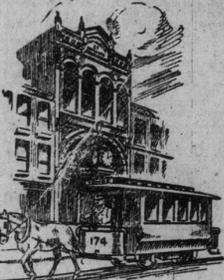
Westerly winds; a few local showers, but mostly fair and moderately warm.

Tuesday, June 28, 1910

Pure Water
 THE finest water in the world is stored right in our own Lake Ontario. Were we to procure Ontario water free of the contamination of cities no one would grumble. We arrive at the same result by putting Lake Ontario water through the new natural stone filters. The analyst reports the water thus obtained and served in our Lunch Room, 100% pure.

Fresh Air
 WHEN tired out with the heat and close air of the shops and streets, come to Simpson's and cool off. We have our big air pump going and we wash the breeze with cold lake Ontario water before sending it out into the store. So if you haven't time to take a trip on the steamboat, come to this store as the next best thing.

In the Days of the Horse Cars



THE Simpson block was not even a dream when shoppers came down town by horse car. James street was not extended, Knox church was standing, the City Hall was on Front street, Church and King streets formed the busy centre, and people thought that Rosedale was a long way off.

To-day Torontonians have the Simpson block from Yonge to James street, from Queen to Richmond. They have a 3-million dollar City Hall, trolley cars, electric lights and desk telephones. And the Wanless Building alone in all the Simpson block links those days with the present. Soon it, too, will be gone. In fact preparations are now well under way to tear it down. For that reason we are clearing out the stock and accepting such prices as these on Wednesday.

A SALE OF \$1.00 AND \$1.25 SHIRTS AT, EACH, 75c.
 500 Shirts, travellers' samples, every one valued at \$1.00 and \$1.25. Also 500 Outing Shirts that we have sold at \$1.00 and \$1.25.
 1,000 Shirts altogether for early morning Wednesday.

THOUSANDS OF WASH NECKWEAR SELLING WEDNESDAY AT, EACH, 25c.
 Composed mostly of a manufacturer's clearing line of his best four-in-hands, made from splendid wash fabrics; open end styles are in the majority; there are stripes, figures, plain whites, many plain colors; really we could not begin to tell you about the different kinds. Come Wednesday and see them for yourself, and be sure to select all you will need for the rest of the season; the best assortment of wash neckwear we have ever shown. Wednesday 25c.

Imported Parlor and Dining Room Papers 1-2 Price
 Imported Parlor, two-tone silk effects, green, cream and light colorings, with other effects. Regular to 50c, Wednesday 24c; regular to 75c, Wednesday 33c; regular to \$1.50, Wednesday 67c.
 Imported Dining Rooms and Halls, in greens, and browns, reds and blues. Regular to 35c, Wednesday 17c; regular to 50c, Wednesday 24c.
 8,000 feet Room Moulding, white enamel and imitation oak. Regular to 25c, Wednesday 14c.
 Japanese Leathers, metallic colorings. Regular to \$1.50 yard. Wednesday, yard 49c.

A SUMMER SALE AT SIMPSONS

WE ARE nearly at the end of the month set for the Summer Sale. Wednesday means the second to last day. Did ever a month go by so quickly as this one? We've been busy, busy every minute. June has sped like the comet—no sooner here than gone. Wednesday is a day to make the most of. The holidays coming this week add to the desirability of shopping Wednesday. Take advantage of our sale, and of our cool, comfortable store.

50c Dutch Collars 25c
 481 dozen of Dutch Collars, with jabot, made of fine lawn, and trimmed with fine machine Cluny and Valenciennes lace and rows of insertion; jabot is of embroidered pleated lawn, and finished with lace and insertion to match collar. Regular 50c set. Wednesday 25c set.

Holiday Neckwear at Half Price
 873 dozen of Summer Neckwear, in all this season's styles, jabots of pleated mull, trimmed with Valenciennes laces and insertions; "Dutch" collar of white lawn, trimmed with machine Cluny and Valenciennes insertion and lace; "Dutch" collars in embroidered Swiss. These are regularly sold at 35c and 25c each. Wednesday 2 for 25c.

Summer Waists on Sale Again Wednesday
 300 Waists of fine cross-bar muslin and sheer lawn; all made in dainty new styles, groups of pin tucking, all-over embroidery fronts or rows of French Val. lace insertions and embroidery, tucked sleeve, with cuff, lace collar, front or back opening. Sizes 32 to 42. Regular \$1.50. Wednesday 69c.
 100 Rajah Silk Waists, made in smart tailored style, wide tucks at shoulder, trimmed with tabs and large buttons, pretty French sleeves, navy, brown, rose and grey. Sizes 32 to 42. Regular \$3.50. Wednesday \$1.48.

A Sale of Mid-Summer Hats
 This time it is a brand new and a very superior lot of about 800 Midsummer Hat Shapes, the kind that is always the last to be cleared by the wholesalers; beautiful light weight Javas, fancy tuscans, fine black chips, and leg-horn flops, that are worth regularly from \$2.00 to \$2.75 each. Wednesday 85c.
 1,200 other good shapes, in black, burnt or white, including a lot of small black hats. Worth up to \$1.00 and \$1.25 each. Wednesday 38c.

Women's \$1 Silk Hose 59c
 Women's Fine Imported Pure Silk Hose; in the lot are plain black, also fancy colors, in a variety of shades, also fancy stripes; all sizes. Regular \$1.00. Wednesday, pair 59c.

Summer Sale of White Shoes
 Have you bought your White Canvas Shoes yet? They are very popular this summer. Buy now while the size ranges are complete. Our prices save you money.
 2,300 pairs for Wednesday's selling, as follows:
 Women's White Canvas Blucher Oxfords, leather heel. Special Wednesday 99c; misses', 89c; children's, 79c.
 Women's White Canvas Blucher Oxfords or Ankle Strap Pumps, covered heel, all sizes 2 1/2 to 7. Special Wednesday \$1.29.
 Women's White Kid Ankle Strap Pumps. Special Wednesday \$1.49.
 Women's White Mercolized Canvas Ankle Strap Pumps or Oxfords, covered heel, all sizes. Special Wednesday \$1.99.
TENNIS FOOTWEAR.
 Heavy Blue or White Duck Blucher Oxfords, men's 89c, boys' or women's 59c, youths' or girls' 49c, children's 39c.
 Black or White Blucher Boots, black sole, men's 99c, boys' or women's 89c, youths' or girls' 79c, children's 69c.
 Telephone orders filed.

Ribbon Time—Two Timely Sale Items For Wednesday
 OUR Summer Ribbons are being universally admired, not alone for their exquisite shades but for their quality. There are ribbons and ribbons—Ribbons that look like a rag after a few days' wear; any self-respecting silk worm would disown the most distant relationship to such ribbons. Then there are ribbons in which the labor of this most industrious of spinners is transmuted in fabrics of radiance, beauty and life. "Simpson's for silk"—the proverb is justified in the Ribbon Department. The whole showing is interesting. These few clearing items are to expedite your coming to see:—
 604 yards extra quality Pure Silk Ribbon, in neat spotted effects, also check and Dresden designs in light and darker tints, including the much wanted colors for summer season, 5 1/2 and 6 1/2 in. wide. Regular 45c and 50c yard. Wednesday 25c yard.
 423 yards Rich Fancy Dresden Ribbon, 7 in. wide, the heavy pure silk quality, beautiful colorings, especially adapted for hat drapes and sashes. Regular \$1.00. Wednesday 50c yard.

A Summer Sale of Women's Wash Suits
 WE intend to sell to-morrow 125 Women's Wash Suits in a couple of up-to-date styles.—one of the new Ramie cloth suitings in shades sky, linen and mauve; coat semi-fitting, with tailored collar and lapel.
 The other of English Repp, sky, linen, grey, white and mauve; coat has the Russian blouse effect, with new slanting collar; skirts are either pleated or gored, some have tunic effect. The regular prices were \$7.75 and \$7.95. Wednesday \$3.95.

Women's \$11.75 and \$17.50 Summer Coats
 A collection of Women's Long Coats, in summer weight materials, in two distinct styles. One is of wide wale diagonal silk, in cream, pleated on side panels, close fitted back, tailored collar and puffed sleeves.
 The other is a semi-fitting coat, suitable for a motoring or dust coat; the material is a splendid quality grey crash suiting; has deep fancy cuffs and velvet collar.
 Sold regularly at \$11.75 and \$17.50. To clear Wednesday \$7.95.

Women's \$5.75 and \$6.50 Skirts \$4.49
 Women's Smart Separate Skirts of Bedford cord, green with grey or black with grey stripes; splendid quality all-wool Panama in black only; neat pleated styles, with yoke effects on side gores; a large assortment of sizes to select from.
 Sold regularly at \$5.75 and \$6.50. Wednesday \$4.49.

Clearing Balances of Several Lines and Samples of Fine Corsets
 About 400 pairs of extra fine Corsets, for quick clearance Wednesday, balances of several styles and sample pairs of these famous makes, C. B. a la Spirite, Warner's Rustproof, Royales, Bon Tons, and glove fitting models; every pair latest fashion, and fitted with hose supporters; medium, high or low bust, long and medium long below waist. Sizes in the lot 18 to 36 inches. Wednesday rich choosing at half-price.

June Clearance Sale of Girls' Summer Dresses
 Eleven hundred Girls' Summer Dresses, a prominent maker's stock we cleared at 50 per cent. off its regular prices, consisting of colored dresses of prints, gingham, chambrays and plain linens. Also in white lawns, all this season's prettiest styles, beautifully made and trimmed; over fifty styles to choose from. Sizes 2 to 16 years. Wednesday to sell at half-price.
 \$1.50 Dresses to sell Wednesday at 75c
 \$2.00 Dresses to sell Wednesday at 1.00
 \$2.50 Dresses to sell Wednesday at 1.25
 Bring the girls if you can. Phone orders filed.

Women's and Children's Summer Underwear
 Girls' Summer Vests and Drawers, fine Swiss ribbed cotton. Vests have short sleeves, low neck. Drawers are knee length. Sizes for 2 to 16 years. Regular price 25c each. Wednesday June sale 19c.
 Women's Summer Vests, fine Swiss ribbed white cotton, low neck, short or no sleeves, neat crocheted edges, run with draw tapes on neck and arms, extra full sizes, 32 to 42 bust measure. Bought to sell at 20c each. Wednesday June sale price 14c.

The Grocery List Wednesday
 2,000 stone Fresh Rolled Oats, per stone 36c.
 Choice Sliced Bacon, peameal, half or whole, per lb. 22c.
 Finest Canned Tomatoes, 2 tins 15c.
 Canned Corn, 3 tins 25c.
 Taylor's Cream Soda Biscuits, 3-lb. box 25c.
 Imported Macaroni, 3 packages 25c.
 Scott & Taylor's Worcester Sauce, large bottle, 3 bottles 25c.
 Post Toasties, the new cereal, 3 packages 25c.
 Blue Bell Jelly Powder, assorted, 4 packages 25c.
 Sovereign Lime Juice, reputed quart bottle, 25c.
 Imported Pure Malt Vinegar, imperial quart bottle 20c.
 St. Charles Cream, 3 tins 25c.
 Telephone direct to department.
2 LBS. FRESH ROASTED COFFEE 35c.
 300 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, 2 lbs. for 35c.

Shantung Semi-made Robes at Half Price
 130 Semi-made Robes, of lovely quality of Shantung silk. Beautifully embroidered skirt, with sufficient material for waist, being almost finished.
 These gowns require very little making to complete them; we have a fine assortment of dainty colors for outdoor summer dresses. Regular value \$25.00. Wednesday half-price \$12.50.
HENRIETTA SEMI-MADE ROBES AT HALF-PRICE.
 75 Semi-made Robes, made from a fine quality of French Henrietta, beautifully embroidered in a variety of pretty designs, sufficient material for any style of waists; these robes are shown in a lovely range of colorings. Made for and exclusively sold by this store. Regular value \$25.00. Half-price \$12.50.

Men's 50c Socks 23c
 Men's Fine Imported Lisle Thread Socks, broken lines from our regular stock, plain colors, fancy stripes and silk embroidered fronts. Regular 50c and 60c. On sale Wednesday, pair, 23c.



Summer Sale of Men's Suits
 Regular prices \$13.50, \$15.00 and \$16.50, to clear Wednesday \$9.95
 Men's English Tweed and fancy Worsted Suits, medium and dark grey, fawn and brown grounds, with neat self and fancy colored stripes. Also plain navy blue and black clay twill worsteds, 3-button single-breasted sack style, broad shoulders, medium long lapels. Sizes 36 to 42. Regular prices \$13.50, \$15.00 and \$16.50. Wednesday 9.95
MEN'S WORSTED PANTS. REGULAR PRICES \$3.00, \$3.50 AND \$3.75 WEDNESDAY \$1.98.
 Men's English Fancy Worsted Pants, in a large assortment of neat light and dark striped patterns, also in plain black Venetian cloth, splendidly tailored. Sizes 31 to 42 waist. Regular prices \$3.00, \$3.50 and \$3.75. Wednesday 1.98
MEN'S BATH ROBES. REGULAR PRICE \$5.00, WEDNESDAY \$3.95.
 Men's Terry Cloth Bath Robes, in assorted fancy colored stripe patterns, made full and roomy, with girdle for waist. Sizes 36 to 46. Regular price \$5.00. Wednesday 3.95

Summer Sale in the Staples Dept.
 Second Floor, Yonge Street.
 50c JAPANESE CENTREPIECES 25c EACH.
 Round, 20 x 20 inches, lace insertion set into centre, trimmed all around with heavy Torchon lace. 500 pieces only, upstairs, in Linen Department.
 15c FANCY SHIRTINGS 7 1/2c YARD.
 Oxfords, galateas, standards, etc., a large range of splendid patterns for men's shirts, boys' wash suits and blouses, girls' outing dresses; etc. 600 yards only, on sale front of store, upstairs.
 20c MANCHESTER LONGCLOTH 12 1/2c YARD.
 A beautiful linen finished Longcloth, full bleached and perfectly pure, yard wide, an exceptionally serviceable cotton; \$40 yards to clear.
 46-INCH PLAIN ENGLISH PILLLOW COTTON 12 1/2c YARD.
 Fine, close weave, full bleached, made from long selected cotton, round, evenly spun thread; 720 yards only.
 A LOT OF SOILED BED SPREADS FOR 98c EACH.
 Fine American crochet weave, for full double bed, best makes, only a little soiled from display. Regular prices up to \$2.50 each. No mail or phone orders.

New Silks in Small Designs
 The demand for smart summer silks has prompted us to have a choice little shipment rushed on in advance. The collection comprises all—or at least a great many—of the little designs, fine and medium checks and stripes. The colorings are of the sort we have proved to be most wanted right here in our own silk department. Grounds are mostly white, ivory and grey. White and black checks included of course. These silks are not reduced—they are new, and we know you want them, so we hasten to tell you they are here, 69c, 75c and \$1.00 per yard.
75c, 85c and \$1.00 Dress Taffetas, Swiss Satin Paillette, Satin de Chine, etc., for 47c a Yard
 2,500 yards of Fashionable French Taffetas, Swiss Satin Paillette, Satin de Chine, in lengths that are suitable for dresses, skirts, waists, coats, underskirts and linings; complete assortment of colorings and black; a collection of the fashionable silks of this season; quantities which have sold steadily in this store at 75c, 85c and \$1.00 per yard. Wednesday summer sale price, per yard 47c.

Tenth and Last Day of the Sale of Muslins
 WE told you about this immense purchase and how we undertook to sell it in ten days. By Wednesday night we expect to have accomplished our purpose, for though the quantity was enormous, the prices were simply irresistible, and public response to our invitation to buy wash dress materials cheap has been spontaneous and enthusiastic.
 There is a good, liberal quantity of the goods described for Wednesday—just about enough to make one good day's selling.
 60 pieces Pretty Colored Vesting, mostly linen colored grounds, but some white, with fine colored stripes about an inch apart, beautiful material for summer waists, dresses, etc. Regularly 25c. Sale price 9c.
 3,000 yards Pretty Cotton Voile, a most wonderful line of goods, dainty white grounds, with floral and fancy striped effects, in pink, mauve and sky; these goods are regularly 35c. Special price 9c.
 A big lot of Fancy Foulard Designs in a fine make, spots and figures, in black, navy, mauve, etc. Regularly 35c. Sale price 17c.
 White "Lincol" Suiting for ladies' dresses, the great substitute for linen, pure Irish bleach; 20 pieces only. Regularly 20c. Sale price 11c.
 A lot of Irish Linen, striped and checked linen cutting, nothing nicer for a cool summer suit, blue, pink, mauve, brown. Regularly 25c and 30c. Sale price 8c.
 30 pieces double width White Nainsook, 42 inches wide, a lovely quality for many purposes. Regularly 20c. Sale price 11c.
 Dainty Printed Organzies, Muslins, Lawns, etc., in hundreds of designs, white and colored grounds. Regularly 17c. Sale price 10c.
 We cannot fill mail or phone orders for these goods.



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