

# The Robert SIMPSON Company Limited

H. H. FUDGER, President.

J. WOOD, Manager.

Store Opens 8 a.m.

Main 7841  
50 Lines to Central

Store Closes 5.30 p.m.

The Robert

SIMPSON Company Limited

PROBABILITIES

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

Tuesday, June 28, 1910

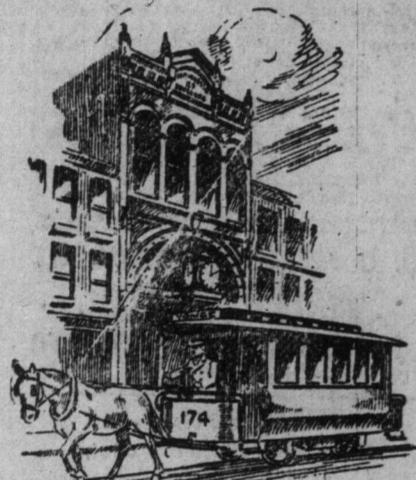
## Pure Water

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 \$1.25.

1,000 Shirts altogether for early morning Wednesday.

In a few words:

1,000 Negligé Shirts and Outing Shirts, travellers' samples, and an assortment that was taken from regular stock; the negligés include a very large assortment of striped designs; the outing shirts have reversible collars, made from white cellular, English cambric, striped, and plain colored vestings. Sizes 14 to 18. All at one price each Wednesday 75c.

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 can 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 Derby's we have ever shown. Wednesday 25c.

Imported Parlor and Dining Room Papers 1-2 Price

Imported Parlors, 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 2½c. Wednesday 1¼c.

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

add to the desirability of shopping Wednesday. Take advantage of our sale, and of our cool, comfortable store.

### 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 transfigured in fabrics of radiancē, 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:

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 lace 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 60c.

### 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 leghorn 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, Ankle Strap Pump, covered heel, all sizes ½ to 7. Special Wednesday \$1.29.

Women's White Kid Ankle Strap Pumps. Special Wednesday \$1.49.

Women's White Mercerized Canvas Ankle Strap Pumps or Oxford, covered heel, all sizes. Special Wednesday \$1.99.

TENNIS FOOTWEAR.

Heavy Blue and white Duck Blucher Oxfords, men's 99c, boys' or women's 89c, youth's or girls' 49c. Children's 39c.

Black or White Blucher Boots, black sole, men's 99c, boys' or women's 89c, youth's or girls' 49c. Children's 39c.

Telephone orders filled.

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.

Main 7841  
50 Lines to Central

The Robert

SIMPSON Company Limited

PROBABILITIES

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

Tuesday, June 28, 1910

Store Opens 8 a.m.

Store Closes 5.30 p.m.

PROBABILITIES

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES

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

Tuesday, June 28, 1910

Main 7841  
50 Lines to Central

PROBABILITIES