

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: Moderate westerly winds; fair and cool.

Friday, May 27, 1910.

"Sing Ho for Summer and the Sunny Afternoons."

Summer Dresses, Summer Suits, Summer Coats, Summer Skirts--Saturday's Preparation for Summer Shopping--\$16.00 Dresses for \$9.95--Items from Each Section VISITORS in town this week are many. We would remind all our out-of-town friends that this store's attitude is this--the utmost of style and quality without extravagance.

As you know, very large profits are made in some cities by stores which make a specialty of high class goods. Our aim is to do this business in a bigger way by keeping within the range of moderation. To-morrow we would be very glad both to see you and to show you. The Cloak Department fairly blossoms with offerings of reasonable attraction.

WOMEN'S CLOTH DRESSES, REGULAR \$16.00, FOR \$9.95.

100 only, Women's Dresses, of fine imported broadcloth, in rose, amethyst, navy, grey or black, has yoke and collar of lace and net, richly braided collar revers, sleeves braided to match waist; skirts are in a neat pleated style, with box pleats on each panel; sold regularly at \$16.00. Saturday selling, only \$9.95.

WOMEN'S SUMMER DRESSES.

A smart summer dress, of fine washing linen finish fabric, waist and collar are finely braided; some have round, low neck, front panel of dress is braided to match waist; colors are sky, pink, mauve, green, natural or white. Special for Saturday only, \$4.50.

WOMEN'S SUMMER SUITS.

One of the latest styles in Summer Suits is of the new motor linen, has a medium length coat, smart square cut front, semi-fitted back, double-breasted fastening, with three buttons, fancy patch pockets, nine gore, semi-pleated skirt; the colors are white, sky and natural shade; these go on sale Saturday for \$4.75.

WOMEN'S COVERT COATS.

A smart little coat of Bedford cord, covert cloth, in fawn shade, also of covert cloth, in two tone fawn, or fawn with green stripe effects; close fitted backs, tailored collar, and trimmed with buttons, a good range of sizes from 32 to 42 bust measure to

select from; these sold regularly at \$5.00. Special for Saturday, \$2.95.

WOMEN'S MOTORING COATS.

50 only, Women's Motoring Coats, of splendid quality English repp, in the popular tan shade; these are long lengths, double-breasted, with manish collar, trimmed with self-strapping, and sold regularly at \$5.00. Saturday to clear, \$2.75.

WOMEN'S SEPARATE SKIRTS.

Regular \$8.50, \$7.50 and \$6.50, for \$3.75. A collection of Women's Separate Skirts, oddments and broken lines of the best selling styles; the materials are good quality all wool serge, all wool Panama or Venetians, in the lot are black and navy, in a number of smart semi-pleated styles, some with yoke effects, trimmed with tucks or folds of self; these sold regularly at \$8.50, \$7.50 and \$6.50; only 50 skirts in the lot. Saturday's price, \$3.75.

GIRLS' REEFER COATS.

A collection of 65 Girls' Reefer Coats, of splendid quality cheviot serge and all wool serges, navy, brown, green, tan in the lot; also of tweeds, in dark greys and of light grey stripe effects; some have velvet collars, others with collars of material in contrasting colors. Sizes are from 6 to 10 years. Most of these sold regularly as high as \$4.75. To clear Saturday, \$2.75.

\$1 White Irish Sheer Linen 50c

(Second Floor, Yonge Street.) For cool blouses, fine undergarments, etc., finest full grass bleached, all linen, Irish sheer linens, 39 in. wide. Only 300 yards to clear. Regular \$1.00 per yard. Saturday 50c. FANCY LINEN PIECES 39c EACH. 20 x 20 inch Round Centrepieces, lace trimmed all around, some with drawn work in centre, some with lace insertion and drawn work; a very dainty, serviceable lot. 300 pieces only. Each, Saturday upstairs, in Linen Department, 39c.

\$2.00 Fancy China 49c

2,000 pieces Fancy China, including Austrian and Japanese Hand-painted ware, dainty floral decorations and gold stippled, giving beautiful rich effect, assortment includes chocolate pots, fern pots, flower vases, salad bowls, cake plates, tall plates, celery trays, hair receivers, covered tin boxes, biscuit jars, rose bowls, etc., etc. Regular values up to \$2.00. Saturday's special bargain 49c.

Half-Priced Wall Paper

2,250 rolls Imported Papers, for parlors, sitting rooms and dining rooms, in plain or figured effects, self and two or more colorings. Regular to 35c, Saturday, a.m. or p.m., 17c; regular to 50c, Saturday, a.m. or p.m., 24c; regular 75c, Saturday, a.m. or p.m., 38c.

Baby Carriages

10 only Wood Baby Carriages, with hoods, adjustable back and footrest, rubber tires, brown, green or maroon. Saturday \$14.95. 8 only American All Tubular Steel Folding Carriages, rubber tires, spring back and seat, enamel handle. Saturday \$8.75.

Pansies 25c Per Dozen

Pansies, per box, 15c, or 2 for 25c. Cannas, 15c each, 2 for 25c. Nicotina, Salvia and Bridal Rose, 3 for 25c. Foliage Plants, all sorts, per doz. 50c.

Saturday Sale of Fine Underwear for Women

70 dozen Women's Extra Fine Ribbed Cotton Thread Vests, color white, low neck, dainty lace yoke, beading and silk ribbons on neck and arms. Sizes 32 to 38 bust measure. Regular price 50c each. Saturday each 25c.

Saturday's Grocery List

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 26c. Toasted Corn Flakes, 3 packages 25c. Loaf Sugar, 4 lbs. 25c. Crosse & Blackwell's Pure Orange Marmalade, 2-lb. glass jar 25c. Imported French Peas, 2 tins 25c. Canned Tomatoes, 3 tins 25c. Canned Fruit, Raspberries, quart can jar 27c. Choice California Oranges, large size, per dozen 39c. 500 lbs. Fresh Peel Cake, regular 20c, per lb. 15c. Rich Red Salmon, Regal Brand, regular 20c, per tin 17c. French Sardines, in oil, per tin 10c. Pure White Clover Honey, per section 24c. Telephone direct to department.

Four Groups of Pretty Wash Waists

THESE Waists will please summer girls we are very sure. They are so new!

Waist of charming style, in new white lawn, low V shaped neck, all-over embroidery front, fine tucking, fastens in back, dainty short sleeves, lace trimmed. Sizes 32-42. Regular \$2.00. Saturday \$1.25.

A pretty Waist of fine lawn, baby tucked back, Swiss embroidered front, with tucking between, full length sleeves, neat fitted cuff, tucked collar, lace edging. Saturday special \$1.25.

New York Waist, made in latest Dutch neck effect, finest sheer lawn, dainty pin tucking, lace and front, trimmed with Swiss embroidery and German Val. lace insertion, exceptionally pretty short sleeve. Saturday \$2.95.

A strictly tailored Shirt Waist, of good quality figured vesting, tucked

back, front opening, tucked, and finished in a pronounced style, with large turn back lapel and large pearl buttons, shirt sleeve and linen collar. Splendid value \$1.25.

NEW SILK LINED WET WAISTS.

300 Lovely Wet Waists, several beautiful new styles, dainty Val. lace yoke and collar, front elaborately trimmed in pretty design, with gurgling lace insertion and lace motifs, new French sleeves, fine tucking, all lined Jap silk, white or ecru. Very special \$2.95.

We specially emphasize a good range of Black Silk Wet Waists, silk lined, fronts beautifully embroidered, group tucking at shoulder, puff sleeves and fitted cuff, silk piping on collar and cuffs. Regular \$4.00. Saturday \$2.95.

Girls' Summer Dresses Saturday

YOU can save the price of one dress if you buy two here Saturday morning, or in other words you pay but half price for new and stylish dresses we are clearing because there is a size or two missing in the range. The white dresses comprise a special purchase that our buyer picked up at a third less than regular cost. Phone orders filled and delivered Saturday.

Clearing 420 Girls' Pretty Summer Wash Dresses, two natty styles: one in fine striped percale, jumper style, with white lawn, separate waist, colors tan, pink, navy or sky, trimmed pearl buttons and lace; the other style in the gingham, Dutch neck, 3/4 sleeve; colors blue, pink, green, striped patterns, trimmed with plain material and braid. Sizes in both styles 10, 11, 12, 13, 14 only. Regular prices \$1.50, \$1.75 each. Saturday to go at 75c.

260 only Girls' Dainty White Lawn Dresses, solid tucked yoke, deep fancy bertha frill around yoke; sleeves and skirt trimmed with Val. lace insertions and tucks, bertha frill, trimmed with lace frill and insertions; a beautiful dress for present wear. Sizes 6, 8, 10, 12, 14 years. Regularly priced at \$3.25 each. Saturday each \$2.25.

2,000 Yards Dress and Suiting Fabrics for Saturday

Woolen cloth, silk, striped velvets, worsted suitings, blue stripes, etc.

Plain wool velvets, twill coating, French Panama, plain and stripe no hairs.

This season's newest materials, pure wool and thoroughly sponged, excellent qualities and permanent blacks, 42 to 48 in. wide. Extra special Saturday 63c yard.

63c Yard

Partly made robes, 30 only High-class Partly Made Robes, all white, some lace trimmed, others linen finish, and embroidered. Saturday \$3.98. Queen street side, 2nd floor.

In the Matter of Summer Suits, Gentlemen

PERHAPS it is unnecessary to remind you of what Race Week has already emphasized, but the fact is, Summer Suit season has arrived.

We have been selling Summer suits busily all week. We expect a big business in Summer suits on Saturday all day long. It's a convenient day for men to come, and we suit their convenience in every way possible. Open 8 a.m. Close 5.30 p.m.

Among the suits we refer to, you should see these in particular:--

Men's West of England fancy worsted Suits, new grey tones, plain or with neat dark stripes, 3-button single breasted sacque style, hand padded. Sizes 36 to 42. Saturday, \$18.50.

Men's two-piece Outing Suits, in a handsome light grey, smooth finished English tweed, with neat dark grey hairline stripe, cut 3-button sacque, quarter lined; pants cut in the latest style, with side, two hip and watch pockets, finished with roll bottoms and holders for belt. Sizes 36 to 44. Saturday, \$14.00.

Men's extra quality English worsted two-piece summer suits. A guaranteed all-wood diagonal twilled material, dark grey shade, with neat black and white and black

and blue alternate stripes. American model, 3-button sacque, half lined. Sizes 36 to 44. Saturday, \$17.00.

Men's two-piece Summer Suits, West of England worsted, dark navy blue, with neat white thread stripes, most up-to-date three-button single breasted sacque, dip front, half lined; trousers cut in the fashionable summer style, with side straps, belt holders and roll bottoms, tailoring A1. Sizes 36 to 44. Saturday, \$21.50.

Young Men's and Youths' English fancy worsted three-piece Summer Suits, light fawn shade, with neat fancy colored stripes, 3-button single breasted sacque. Sizes 33 to 35. Saturday, \$13.50.

Boys' all-wool English worsted three-piece Suits, dark brown ground, with neat fancy colored stripes, latest double-breasted style. Sizes 29 to 33. Saturday, \$8.00.

Boys' Scotch tweed two-piece Suits, medium brown ground, with neat fancy colored stripes, single breasted Norfolk style, with loose box pleats and belt, pants bloomer style, fastened with strap and buckle at knee. Sizes 25 to 28, \$3.50; 29 to 32, \$4.00.

Boys' soft Saxony finished English tweed, two-piece Suits, in new grey hairline stripes, double breasted style, slightly form fitting, with close fitting collars and long shapely lapels, pants bloomer style, made full and roomy. Sizes 27 to 30, \$6.25; 31 to 33, \$7.00.

WEEK-END NEGLIGE FOR MEN

Apparel you must wear to thoroughly enjoy yourself, be it on the farm or at the Beach.

Shirts--That fit most men, at prices that fit any purse. Light-weight, soft, cool, without a trace of starch, featuring a low lay-down, reversible collar, roomy bodies and sleeves; made from silk, vestings, swassettes, etc., in plain white, many plain colors, and plenty of stripes. Prices 50c to \$3.00.

Underwear--That ensures a cool, comfortable, easy feeling next the skin. Mesh Athletic, Balbriggans, and pure spun silks, are garments that either in the two-piece or the combination styles, will be delightfully cool and easy to wear. Come in and look them over. Prices 50c to \$8.00.

Neckwear--Wash Ties, of course, in plain white, or light patterns. Narrow four-in-hands, open end Derbys, all made from fabrics that wash, have a cool, negligee look, not obtainable from silk. We have a splendid assortment just now. Prices 10c to 25c.

What Are You Going to Play Saturday Afternoon?

What you need is a--well, you know what you need. Here's what it will cost you, providing you come to our Sporting Goods Section. Baseball Mitts, Saturday 50c, 75c, \$1.00, \$1.50, \$2.25 up to \$7.50. Baseball Bats, Saturday 5c, 10c, 15c, 25c, 40c, 75c, 95c, \$1.10 and \$1.15. Lawn Croquet Sets, made of selected maple, 4 ball and 4 mallet sets, Saturday 75c, 98c, \$1.15 and \$1.60; 6 ball sets, Saturday 98c, \$1.20 and \$2.00; 8 ball sets, Saturday \$1.45, \$1.80 and \$2.50. Tennis Balls, Ayres & Slazenger's, Saturday, each 45c. Special Practices' Balls, Saturday, each 30c. Tennis Nets, regulation size, cotton net, unbound, Saturday \$1.65; tarred and bound net, Saturday \$2.50 and \$3.50. Baseball Gloves, Saturday 25c, 50c, 75c, \$1.00, \$1.50 and \$2.35.

See Simpson's Summer Millinery

To see is to admire, to admire is to desire--so we warn you. But you needn't tremble. Simpson's prices are reasonable and reassuring.

We'll have some half price hats on Saturday morning. 80 Handsome Hats, beautifully made and finished with novelty trimmings and range in prices from \$8.00, \$12.00, \$18.00 and \$20.00. Saturday your choice for half. 130 brand new Trimmed Hats, that are trimmed with imported flowers and handsome ribbons, and are nearly all in black, tussan or white. Saturday extra value, \$3.85. 40 Smartly Trimmed Hats, with wide handsome ribbons, a variety of styles and colors. Special \$2.50.

Summer Muslins at Winter Prices. Pieces and ends of Striped and Checked Fancy Linen Suiting, 27 inches wide, brown, green, sky, pink, etc., our beautiful pongee quality. Regular price 29c, Saturday 11c. 30 pieces and many ends of Fine English and French Crepe, for waists, kimono and dressing jackets, some plain, others with pretty fancy stripe, cream, white, sky, mauve, pink, etc. Regular 35c, Saturday 11c. 60 pieces only of Crum's Best English Print, all light grounds; you know this print, the only reliable one made, dainty patterns for dresses, waists, etc. Regularly 15c, Saturday 11c. Hundreds of useful lengths for dresses and waists, in our best qualities of Arnold's and other celebrated makes of Printed Lawns, Muslins and Batistes, numerous patterns of the highest artistic merit, only shown on the best goods. All to clear, regularly 20c, 25c, 30c, 35c, Saturday 11c. A big quantity of pretty striped Check and Spot Muslins, Regularly 25c, Saturday 11c.

PARTLY MADE ROBES.

30 only High-class Partly Made Robes, all white, some lace trimmed, others linen finish, and embroidered. Saturday \$3.98. Queen street side, 2nd floor.

800 pairs Women's High Grade Oxfords and Ankle Strap Pumps.

180 pairs Women's High Grade Oxfords and Pumps, hand-made by Laird-Schober, of Philadelphia, their name branded on the sole of every shoe; patent calf, vicid kid, black oose calf and imported tan Russia calf leathers, excellent examples of the shoemakers' art; all sizes. Regular prices \$7.00 and \$7.50. On sale Saturday \$5.00.

1,500 pairs Women's "Queen Quality" Oxfords, Pump and Slipper Samples, in sizes 2 1/2, 3, 3 1/2 and 4; made from patent calf, vicid kid, brown and black oose calf; tan Russia calf, gummetal and vicid kid, in all the popular styles. Regular prices \$3.00, \$3.50, \$4.00 and \$4.50. On sale Saturday \$2.00.

Note--These shoes are just as good as any regular "Queen Quality" shoes in stock; the only reason for the reduction is that they are travelers' samples, and come in sizes 2 1/2, 3, 3 1/2 and 4 only.

120 pairs Men's "Victor" Boots and Oxfords, in sizes 5, 5 1/2, 6 and 6 1/2 only, patent calf, with dull calf Blucher tops, calf and kid leathers, Goodyear welt soles; a few styles extra, and continuing. Regular \$4.00, Saturday \$2.50.

Note--We have only 120 pairs of these in the lot.

800 pairs Men's Goodyear Welt Boots, made from calf, kid and patent calf, Blucher style, some are leather lined, medium and heavy soles, all sizes in the lot 5 to 11. Regular prices \$4.00 to \$4.00. On sale Saturday \$2.50.

WOMEN'S OXFORDS AND ANKLE STRAP PUMPS. Worth \$3.50, Saturday \$2.00. A Special Purchase from an Eastern Factory.

900 pairs Women's Oxfords, Slipper and Ankle Strap Pumps, made from tan Russia calf, patent calf, with dull tops, vicid kid, with dull tops and black and brown oose calf leathers, high Cuban, regular Cuban and military heels, good fitting widths, all D and E, sizes 2 1/2 to 7 1/2. We can fit any foot. Regular value would be \$3.50. We bought the lot at a special price, and will sell them Saturday for \$2.00.

WOMEN'S \$4.00 BOOTS AT \$2.50. 80 pairs only Women's High Grade Boots, patent kid and vicid kid, with dull lace tops, French heel; all sizes 2 1/2 to 7. A regular \$4.00 boot we are discontinuing. On sale Saturday \$2.50.

Cotton Stockings 12 1-2c. Women's Plain Black and Cotton Hose, seamless finish, fine thread, double heel and toe, 8 1/2 to 10. Extra value 12 1/2c.

Gilbert Parker Books 50c ORIGINAL PRICE \$1.20, NOW 50c. The following four titles have lately been published: "The Right of Way," "The Weavers," "Genesis of the Mighty," "Battle of the Strong."

The above books are printed from original plates on good paper, cloth bound; these books are classed among the modern standard novels, and should find a place in every library. On sale Book Department, SUMMER READING, 10c Each.

Another shipment to hand of English Sixpenny Copyright Novels, containing a large assortment of popular authors. Some of the titles in this shipment: "Graumark," "Silent Places," "Follow the Gleam," "Beside the Bonnie Briar Bush," "Kate Carnegie," "Window in Thrums," "My Lady Nicotine," "When a Man's Single," "Land of the Leal," "Isabel Carnaby," "Over Moor and Fen," "Rose of Blenheim," "My African Journey."

And many others equally good. On sale circle, Queen st. entrance.

Woodbine Hats!--Yes, Sir.

Men's Derby or Stiff Hats, latest American and English styles, best grades fur felt, colors fawn, brown or black, in three special values, \$1.50, \$2.00 and \$2.50. Men's and Youths' Soft Hats, complete range of latest shapes, in crusher, Alpine, telescope and negligee design, all the popular colors, at \$1.50 and \$2.00.

Men's Straw Boater Hats, medium high crown, with flat brim, in Canton, split, Milan and semit brads. Special prices at \$1.00, \$1.50, \$2.00 and \$2.50. Men's and Youths' Neglige Shapes, in straw hats, curling or flip brims, with low square crowns, dressy and easy fitting, at \$1.00, \$1.50, \$2.00 and \$2.50.



Central apart... with two bat... 26 Victoria... PROB... STAM... Expert M... Some S... cerni... One of t... north is C... Fort Arthu... all over Id... western m... Mr. Gehl i... weighing s... with muscu... to encoura... over the ne... interests of... talists, and... going to be... look for big... an immense... the condit... proposition... "The ore... \$4 to \$15 a... six to \$9 fo... a dlorite... shows the... stated... "With pr... be big min... speaking of... takes a lot... time and e... starting a... to feed it... in, sink a... drifts, get... stopping and... they put m... phides, to... and lots of... to gold. It... the dlorite... Must c... When M... Cobalt and... he we... David, who... him to lose... as this wa... continued... to Cobalt... World mar... Gehl said... things, the... tunities, b... be small b... would take... would be a... "I do n... fooling ar... legitimate... go as me... all over t... taking th... would not... and make... no mill in... years... "It's al... good. Th... beling... the up... expensive... station fac... be worked... legitimate... way shou... Mr. Gehl... the T... ton thro... That mi... all over... opinion, I... west and... Sturgeon... there is... continues... far. His... a gold-st... thur, fir... country... till recent... to restak... sale he r... country... work in... "When... rvers to... time, he... pectors m... catters co... ground, a... There's... amateurs... to the ga... strike, bu... Speaking... said that... is now t... winter. P... ter and s... rule. The... settlement... timber... Fa... "The T... has a ni... benefits... claims, b... with the... oral in p... up to p... and jum... rock just... ten't all... Mr. G... fimate d... dustry c... the care... grade p... ADDI... Tenders... LONDA... dated Pe... that the... for a l... express... feet, an... Mr. A... ers, to... conditio...