

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

THE ROBERT SIMPSON COMPANY, LIMITED

PROBABILITIES. Mostly fair and cool.

THE ROBERT

SIMPSON COMPANY, LIMITED

MONDAY JUNE 14, 1909

The Summer Focus is Directly Upon Our New Wash Goods Dept.



PLENTY of light, plenty of room, plenty of tasteful choice. Buying summer muslins is a veritable joy in a department like this.

A new delivery of fancy striped Zephyrs, straight from Scotland, where they make the best, 24 inches wide, beautiful cord effect stripes, black and white, mauve, navy, pink, sky, reseda, Nile, etc.; instead of marking these at the price we should have done, viz., 25c, we make them special to-morrow, 19c.

Ice Cream Served in the Lunch Room after regular meal hours at 5c and 10c the dish, City Dairy supplies us.

Hand Bags from 25c to \$35 Our new stock of Hand Bags includes all the latest summer shapes and sizes, and a large variety of colors and leathers.

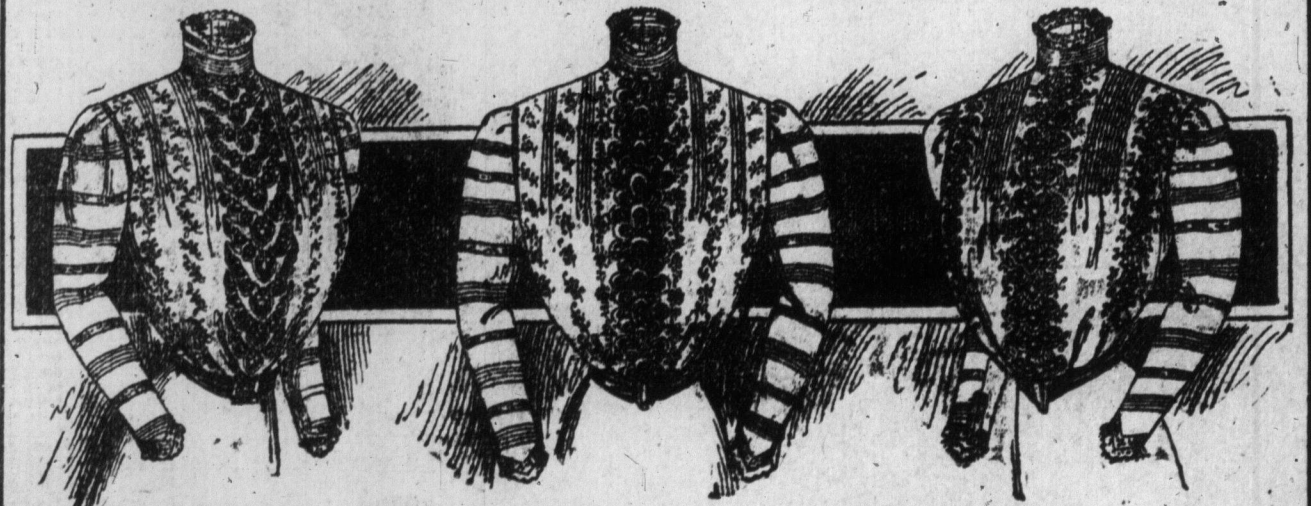
FOUR SPECIAL EXAMPLES. Seal Grain Leather Bags, with leather-covered frames.

Fancy Summer Stockings 29c Lisle Thread, fine quality, 3 patterns to choose from, plain black, white and black drop stitch, with colored circular stripes, plain lisle black foot and ankle, with colored tops, full fashion.

Clearing 12 Lines Imported Wall Papers Tuesday 2.150 rolls Foreign Paper, in blues, greens, greys, browns and new color blends in conventional and floral designs; regular to 25c, Tuesday, 19c.

Groceries One car Redpath's Standard granulated Sugar, 20 lbs., \$1.00. Lake of Woods Five Roses Flour, 1-4 bags, in cotton, 9c.

1000 Mull Waists as Illustrated for \$2.95 Each



EACH one worth \$5.00 in the regular way. A "special" purchase. Read the description and be sure of at least one of these beautiful summer waists.

10,000 Soft Shirts at a DOLLAR



ONE DOLLAR is enough to pay for a Summer Shirt. That's the argument. It is backed up by 10,000 shirts, which have been put into our Men's Furnishing Department stock.

Mid-Summer Hats at \$6.50

THIS season will see at all the fashionable summer resorts a preponderance of hats of all kinds we have gathered together at one price for Tuesday's visitors.

Made from braids of fine mohair, real hair, with Tuscan, Italian Leghorns, and white chip and lingerie effects. Entirely beautiful styles. All the materials, including the fine imported trimmings, are reduced in price to make this one of the best values we have offered this summer. Tuesday \$6.50.

Natural Colored Pongees

ONE of the popular summer silks. The woman who admires natural Pongees has the world on her side, for everybody wants Pongees this season.

Our Silk Department, of course, can show you what you want. It costs less to buy Pongees here than anywhere else in town. Our scale of prices runs as follows:

- 26 inches wide, bright knobby weave, 30c. 34 inches wide, heavy lustrous make, 55c. 34 inches wide, extra heavy lustrous grade, 60c. SIX POPULAR BLACK SILKS 40-inch Mousseline Duchesse, yard \$2.10.

Six Beautiful Summer Dress Fabrics

ANY one of these fabrics, except the last, would make a gown or a costume for an empress. The sixth item, a dustproof lustre, would not come amiss, even to Her Imperial Majesty, for knockabout purposes, such as motoring, picnicking, etc., though, of course, Empresses don't have as much opportunity as we do for that sort of thing.

- No. 1—A beautiful range of silk wrap Henriettes, a rich, soft, clinging fabric, particularly suitable for this season's style of gown; decidedly smart for reception, carriage or street wear; all new and exclusive shades, including black, represented. Tuesday, per yard, \$1.50.

Summer Dresses and Coats

Ladies' Princess Dresses of fine mull, trimmed with Valenciennes lace and insertion, \$7.50. Checked Muslin Dresses, in white only, \$3.50.

Wedding Presents

SUGGESTIONS from departments which are fullest of ideas in this connection.

- SUGGESTIONS FROM THE SILVERWARE DEPARTMENT. Salad Bowls and Servers, \$8 to \$10. Bake Dishes, \$3.98 to \$10.00. Fruit Dishes, \$3.50 to \$22.00. Cake Baskets, \$2.75 to \$25.00. Fern Pots, \$1.98 to \$5.00. Cake Plates, \$2.25 to \$3.75. Tea Sets, \$9.00 to \$40.00. Pearl Handled Dessert Sets, \$2.25 to \$10.00.

Table showing sales projections for shirts: Tuesday we will sell 100, Wednesday we will sell 200, Thursday we will sell 300, Friday we will sell 400, Saturday we will sell 500.

ONE DOLLAR PER SHIRT

That's our plan and our expectation. As soon as the news about Simpson's 10,000 contract spreads, and men see the shirts and hear other men speak of them, the sale will increase on the double ratio.

Tell you how we came to get such good shirts to sell at \$1.00. We simply selected \$1.25 and \$1.50 samples, and bid the price down by putting the quantity up.

Outing Trousers for \$3.00

YOU'LL be looking for a pair of light, cool flannel or homespun trousers for wear with a sweater or a blazer or a negligee of some sort. See our \$3.00 line. We picked it as the choice of them all.

Straw Hats at \$2.00

WE can give you the 1909 shape for \$2.00. We can give you the new semmit braid for \$2.00. We can give you a hat as good as a man wants for \$2.00.

Men's Summer Outing Pants, in soft English flannel, finished homespun and tweed effects, light greys and seasonable colorings, roll bottoms and belt straps, \$3.00.

Men's Wash Vests, in fancy brocade and mercerized effects, also plain duck in white and tan shade, all the latest designs in stripes and fancy figures, finished with detachable pearl buttons, \$1.25.

Wedding Presents

Men's White Canvas Ties, extra quality, heavy, firm material, finished with roll bottom and belt keepers, very special value, \$1.00 pair.

Men's Outing Hats, in drill and crash, cool and serviceable, white, tan and slate colors. Special at 25c and 35c.

Vacation or Outing Shoes

DO N'T wait until the last minute for your "vacation" shoes. Popular lines are bound to get broken in sizes before long, and that means you'll be disappointed. Then there's a saving on Tuesday, besides.

164 pairs Ladies' High-grade American White Canvas Oxfords, Pumps and Sailor Ties, travelers' samples; sizes 2 1/2-2 and 4 only; regular \$2.00, \$2.50 and \$3.00. Tuesday 99c.

Ladies' White Canvas Two-eyelet Sailor Tie Oxfords, leather sole, white canvas covered heels, no toe-cap, very popular; sizes 2 1/2-2 to 7. Tuesday \$1.99.

Ladies' White Canvas Oxfords, Blucher style, a large eyelets, leather sole and heel, neat toe-cap; sizes 2 1/2-2 to 7. Tuesday \$1.25.

Summer Ideas in the Lace Department

- New French Valenciennes Laces and Insertions, per yard, 5c to 25c. New "Real" Cluny Laces and Insertions, per yard, 25c to 95c. New Machine "Cluny" Laces and Insertions, per yard, 5c to 25c. New Clavia Valenciennes Laces and Insertions, per yard, 8c to 20c.

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