

The
Robert

SIMPSON Company
Limited

Main 7841
50 Lines to Central

The
Robert

SIMPSON Company
Limited

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

Store Opens at 8 a.m.

Store Closes at 5.30 p.m.

Tel. M. 7841.

PROBABILITIES—

Light to moderate winds; generally fine and continued warm.

Monday, June 20, 1910

Bill of Sale Tuesday

The Sale of Summer Muslins
More Waists for the Summer Sale
The White Wear Sale
Summer Sale of Tennis Shoes, Etc.
Chamoisette Gloves at 29c
Men's Bathing Suits at Sale Prices
Women's \$5.95 and \$10 Dresses
\$4.95
Women's \$17.50 Motoring Coats
\$11.75
Sale of Toilet Articles
Sale of 1,300 Summer Shirts
\$1.50 and \$1.75 Axminsters for
98c
\$1.50 Curtain Stretchers, 67c

The Summer Sale at Simpson's

WHEN we began this sale we were working against the weather. The power of reduced prices was invoked to overcome the handicap. NOW WE HAVE THE WEATHER WITH US. Summer, gloriously warm, has joined forces with our Summer Sale. In many lines, owing to special purchases, reductions are now more attractive than ever, notably in the Muslin Department. We ask you to note that we are amply fulfilling our promise to make June a remarkable month of Summer Shopping.

Summer Sale Bathing Suits

(Men's Store)

We open the Swimming Suit Season with a splash of special prices Tuesday.
100 Suits of heavy all wool bathing suits, in the two-piece style, navy, trimmed with red. A bathing suit that sheds the water easily, and that prevents chill. Sizes 34 to 44. Special, per suit, Tuesday, \$2.48.
125 Suits, made from English cashmere, plain navy and in the two-piece style, excellent value, perfect in fit and splendid to shed water. Per suit, Tuesday, \$1.44.
150 Suits of one-piece bathing suits for men, in plain navy; imported from England. This will hurry out quickly at, per suit, Tuesday, 68c.
180 Suits of one-piece bathing suits for men, plain navy, extra good quality; reduced to a price that will clear them quickly. Per suit, Tuesday, 47c.

2 Remarkable Items from the Housefurnishing Dept.

1,250 YARDS OF HEAVY AXMINSTER CARPET, REGULAR \$1.50 TO \$1.75, TUESDAY, PER YARD, 98c.

Twenty designs to select from, not a poor pattern or coloring in the lot, 5-8 and 2-4 borders to match. Regular \$1.50 to \$1.75. Tuesday, per yard, 98c.
(Better bring measurements with you.)

300 CURTAIN STRETCHERS, REGULAR \$1.50, TUESDAY, 67c.

An altogether unheard of price for any kind of curtain stretcher, let alone stretchers such as these; perfectly constructed of best materials, easily adjusted to any size, and folding so as to be stored in a very small space. Regular \$1.50, Tuesday, each, 67c.
(No phone or mail orders accepted.)

A Sale of Chamoisette Gloves at 29c Pair

Women's Chamoisette Gloves, wrist length, the popular glove for present wear. They look and will wash like chamol gloves; two dome fasteners, silk stitched points.
A perfect fitting stylish glove; all sizes. On sale Tuesday, pair, 29c.

Ladies' \$3.00 and \$3.50 Umbrellas for \$1.95

150 Ladies' Fine Quality Silk and Wool Umbrellas to clear on Tuesday.
Close-rolling paragon frames, fitted with silk cases, a very select range of handles, pearl posts, mounted in 10 karat gold, and many styles in boxwoods, fancy horns and directoire styles, all nicely mounted in steel and rolled gold. Regular \$3.00, \$3.50, Tuesday \$1.95.

Summer Sale Savings in the Toilet Department

72 only, Pearson's Excelsior Hair Brushes, 20 rows of bristles, set in a rubber cushion; this is the best brush for cleaning the scalp and curing dandruff, backs come in satinwood and rosewood. Regular \$2.75, Tuesday \$1.00.
1,500 only, Tooth Brushes, with genuine ebony backs. Regular 25c, Tuesday 15c.
10c and 15c Pocket Combs, Tuesday 5c.

Fight the Moths

Summer Sale Items in the Drug Sundries Department.
Moth Bags, regular 50c, 60c, 75c, and 90c. To clear Tuesday, half-price.
Moth Paper, by the yard, regular 5c, Tuesday 2 1/2c.
Moth Balls, regular 5c lb. To clear Tuesday, per lb., 2 1/2c.
Cedar Flake and Lavender Flake Camphor, 15c package, Tuesday 10c.
Sulphur Candles, small, regular 5c, Tuesday 3 for 10c.
Sulphur Candles, 10c, Tuesday 5c.

Tuesday's Grocery List

One car Standard Granulated Sugar, 18 lbs., \$1.00.
Ogilvie's Royal Household Flour, 1/4 bag, 75c.
Choice Side Bacon, peameal, half or whole, per lb., 22c.
Canned Fruit, Raspberries, Strawberries, Cherries, Peaches, and Pears, per tin, 15c.
St. Charles' Cream, 3 tins 25c.
Fancy Japan Rice, 4 lbs. 25c.
Royal Baking Powder, 1-lb. tin, 50c.
Campbell's Soups, 2 tins 25c.
Mauzanilla Olives, quart glass jar, 28c.
Post Toasties, the new cereal package, 10c.
Clark's Potted Meats, assorted, 5 tins 25c.
Knox Gelatine, 2 packages 25c.
Telephone direct to department.

Washable Laces for Tuesday's Selling

Hundreds of yards of Washable Laces in Nottingham and German Valenciennes laces, are from 1 1/2 to 3 inches wide, insertions 1 1/2 to 2 inches wide, large variety in patterns. The regular selling value of these laces would be 10c, 12c and 15c yard, Tuesday, per yard, 5c.
1,800 yards of Washable Lace Insertions, in imitation flit and Cluny laces, suitable for wash dresses or Swiss muslins, 3 to 5 inches wide, the regular selling value would be 25c and 30c yard, Tuesday, per yard, 10c.

\$2 "Egyptine" Petticoats \$1.69

Women's Petticoats of "Egyptine," a new guaranteed light-weight material to take the place of taffeta, made in black only, deep accordion pleated flounce, trimmed with rows of pin tucking and strapings, lengths 38, 40 and 42 inches, regular \$2.00, Tuesday \$1.69.

Summer Sale of Novels \$1.50 and \$1.25 Copyrights for 25c

1,000 assorted volumes, original editions in each instance, an "end lot" of the publisher.
Some of the titles:—
Mr. Opp. author of Mrs. Wiggs of the Cabbage Patch; The Lone Furrow, W. A. Fraser; The Silent Battle, C. N. Williamson; I and My True Love, H. A. Mitchell; Keats; Sebastian, Frank Danby; The Letters of Jennie Allen, Grace Donworth; Corrie Who? Maximilian Foster; Calvary, Rita; The Heart of a Gipsy, R. Napier; Antoine, Ernest Oldmeadow; A Certain Rich Man, W. S. White.
On sale Book Department.

Summer Sale Wall Paper Prices

Pretty papers for any room in the house, selling now at summer sale reductions. These bedroom papers serve only as one instance.
Imported Bedroom Papers, in floral, stripes and choice colorings, a few sitting rooms, regular to 25c, Tuesday 11c; regular to 50c, Tuesday 21c; regular to 75c, Tuesday 31c.
Room Mouldings, white and imitation oak, regular to 2 1/2c, Tuesday 1 1/4c.

Third Day of the Distribution of Summer Muslins

PEOPLE blame the weather for everything. Last month those who had great stocks of Summer goods in their factories and warehouses blamed the weather for being too cool. That's why we were able to purchase this large quantity of muslins so cheaply. Now they blame the weather for changing suddenly after they had cleared out their surplus stocks. It's the kind of weather you have to blame for insisting upon hurried dressmaking. Washable Summer dresses, and plenty of them, are what every woman must have now at once.
Certainly this sale of Summer Muslins at 10c a yard should appeal to every one of them.

Hundreds of pieces of the most beautiful Printed Muslins ever shown, pretty large and small designs, suitable for maid, wife or widow, daisies, wreaths, clusters, etc., in pink, sky, mauve, yellow, blue, etc.; with green foliage combinations, plain white grounds. Regularly 15c, sale price 10c.
Pretty dainty cord effects in Floral Printed Muslins and Organdies, some with one, two and three cords, others with dainty satin stripes, over which is printed some of the best designs ever conceived. Regular prices 15c to 25c, all one price 10c.
60 pieces Crum's best English Print, 31 inches

wide, white and light colored grounds, with designs of figures and stripes, all the new fashionable shades and combinations. These make splendidly cool summer frocks, regularly 15c, sale price 10c.
Hundreds of pieces pretty Sheer White Muslins, spots, stripes and checks, also a lot of white mercerized broads for summer vests, very pretty designs, in figures, spots and stripes, regularly 15c to 25c, 10c.
Lot of 23-inch Fancy Mercerized Cotton Shantung, in pale blue, pink, mauve, etc., specially strong, regularly 23c, sale price 10c.
No phone or mail orders.

Women's \$5.95 to \$10 Summer Dresses \$4.95

115 only, a beautiful quality silk finished French mull, the ideal material for summer wear.
Made in dainty one-piece styles, with yoke and collar of fine tucked net or lace insertion, rows of lace insertion down front and around flounce.
Some have waist and sleeves trimmed with lace insertion and fine pin-tucking, skirts have full flounce and are trimmed to match waist; sold regularly at prices ranging from \$5.95 to \$10.00. Tuesday, \$4.95.

WOMEN'S \$17.50 MOTORING COATS, \$11.75

Sale of Women's motoring or dust coats, in grey shade of crash suiting, these are made in long lengths with close-fitting backs, man-

nish collar and lapels, some handsomely braided on collar, cuffs and pockets, others have inlaid velvet collar edged with strapping of self; regular selling price of these coats was \$17.50. Tuesday, \$11.75.
No phone or mail orders.

WOMEN'S \$23.50 BROADCLOTH COATS, \$11.75

Clearance of Women's Stylish Coats, of extra fine quality broadcloth, light-weight material, and very suitable for present wear; sky, brown, tan or rose colors; a smart tailored style with elaborate braided design, in contrasting shade, giving panel effect, collar and cuffs trimmed with braiding, close fitting back. Regularly sold at \$23.50. Tuesday, \$11.75.
No phone or mail orders filled.

More Waists for the Summer Sale

(Waist Dept., 3rd Floor.)

A special Tuesday offering comprising 3 splendid collections of suitable hot weather waists.

200 only, Lawn Waists, open work embroidery in front, 1/2-in. tucking at back, finished with val. lace at cuffs and on collar, long sleeves, all sizes 32-42, Regular \$1.50, special 98c.

150 only, Mull Waists, Dutch neck style, front and yoke of exceedingly pretty open work embroidery, 1/2-in. tucks at back, short sleeves, finished with torchon lace edging, a smart up-to-date waist. Regular \$2.25, Tuesday, \$1.25.

SPECIAL—An assortment of Waists bought from a well-known maker and consisting of Lawn, Linen, Repp and Mull Waists, in all sizes, some have high collars and long sleeves; others low neck and short sleeves; and we consider this to be an exceptionally good opportunity. The regular selling price for these Waists was \$2.25 and \$3.50, on sale Tuesday, \$1.25.
No phone or mail orders can be accepted.

Buying Enthusiasm in the Great June White Sale

Clearing 4 styles of beautiful per-

ticoats, lace or embroidery trimmed, some with beading and ribbon at top of flounce; regularly priced at \$4.50 and \$5. Each Tuesday for \$3.50.

ALSO
Two handsome styles in fine night-dresses, maine, slip-over styles, short sleeves, daintily trimmed with embroidery beading, run with silk ribbon and lace edges, all sizes; regularly priced \$1.50 and \$1.63. Tuesday all priced at \$1.09.

ALSO
2,000 women's summer vests, fine lilac-finished white cotton, low neck, no sleeves, fancy lace yoke, ribbon draws in neck and arms, beautiful quality, sizes 32 to 38 bust; regular price 25c each. Tuesday each 17c.

Summer Sale of Straw Hats

WORTH HALF A DOLLAR MORE.

Men's Split Braid Straw Sailor Hats, finest American manufacture, close even, and nicely bleached brims, and light in weight, in 20 different styles of crown and brim. This is one of the most dressy straw hats we know of, and will wear and clean nicely. Fine black silk bands, with calf sweats. Tuesday, special, \$2.00.

Summer Sale of Summer Footwear

TENNIS Shoes, Bathing Shoes, Sandals, etc.—a "special" purchase, and sold in the same way.

BARFOOT SANDALS

240 pairs Barfoot Sandals, tan Russia calf leather, sewed and oiled, 240 pairs Barfoot Sandals, counter, spring heel—
Infants', sizes 2 to 4; regular price 75c. Tuesday 59
Children's, sizes 5 to 8; regular price 90c. Tuesday 59
Children's, sizes 9 to 11; regular price \$1.00. Tuesday 69
Misses', sizes 12 to 2; regular price \$1.10. Tuesday 79
Women's, sizes 2 1/2 to 8; regular price \$1.25. Tuesday 89
Boys', sizes 1 to 5; regular price \$1.25. Tuesday 89
Phone orders filled.

BATHING SHOES

180 pairs Women's "Ocean Gem" Bathing Shoes, white canvas, canvas covered, rubber sole, all sizes 2 1/2 to 7; regular 85c. Tuesday 27c.

WATER RUSH SHOES

120 pairs Women's Water Rush Slippers, imported from Austria, used for bathing, bathroom, bedroom or night housewear; 2 to 8; regular 50c. Tuesday 29c.

WHITE CANVAS PUMPS

600 pairs White Canvas Ankle-Strap Pumps or Oxfords, flexible leather sole—
Women's, sizes 2 1/2 to 8; regular \$1.50. Tuesday \$1.19
Misses', sizes 11 to 2; regular \$1.15. Tuesday 89
Children's, sizes 5 to 10 1/2; regular \$1.00. Tuesday 79
Mercerized Canvas—
Women's, sizes 2 1/2 to 8; regular \$2.75. Tuesday 1.99

TENNIS SHOES

1,200 pairs Tennis Shoes—
Black or white duck, lace Oxford, rubber sole 54
Navy blue duck, Blucher Oxford, rubber sole 69
White duck Blucher Oxford, black rubber sole 79
White duck Blucher Oxford, white rubber sole 1.09
Black or white duck Blucher boot, black rubber sole 95 89
White duck Blucher boot, white rubber sole 1.24 1.14
Phone orders filled.

SUMMER TAN OXFORDS

600 pairs Women's Tan Oxfords and Ankle-Strap Pumps, samples, sizes 2 1/2 to 4; other lines, 2 1/2 to 7 1/2; regular prices to \$4.00. Tuesday \$1.99.

Splendid Linen Values for Friends of the Bride

Let us suggest just three special lines—
A beautiful bleached satin damask table cloth, spoke hem-stitched and bordered all around, 2 x 2 1/2 yards, every thread fine linen, each, special, \$3.95.
A very superior Irish satin damask Table Cloth, all linen, beautiful finish and fully bleached; choice bordered designs, 2x 2 1/2 yards. Each, Tuesday, \$2.00.
A set of Table Linen, good strong serviceable Irish goods, pure linen, satin damask, splendid bordered designs; a first-class every day set; 1 cloth, 23 1/2 yards, 1 dozen napkins, 22 x 22 in. Per set, Tuesday, \$3.50.

Tearing Down Precedes Building Up

IN the march of a city's progress it often happens that the good work of one generation must be undone by the next, not because of inferiority but because of the bigger, broader needs of the new era. Such is the case with the Wanless building which we are about to tear down, in order to rebuild on a scale commensurate with the times. In view of the early beginning of the work we are hastening the sale of Men's Summer Furnishings now stacked in the old Wanless building, and for to-morrow we announce:—

1,300 NEGLIGEE SHIRTS, VALUED AT \$1,375, TO BE SOLD TUESDAY FOR \$767.

In other words, \$1.00, \$1.25 Negligees at 59c each. Hundreds are less than half price. The balance at less than manufacturer's marked price. This will be a shirt sale worth while. Come at 8 o'clock to make sure of yours.

Synopses—1,300 Negligee Shirts, pleated fronts, fancy fronts, soft fronts, plain colors, fancy stripes and patterns, coat style or ordinary, small attached cuffs. Sizes 14 to 18 in the lot, but not in each line. Regular values, \$1.00 and \$1.25. Clearing at, each, Tuesday, 59c.