

H. H. FUDGE,
President.
J. WOOD,
Manager.

Store Opens at 8 a.m.
Closes at 5.30 p.m.

THE
ROBERT

SIMPSON

COMPANY
LIMITED

THE

SIMPSON

COMPANY
LIMITED

PROBABILITIES:
A few scattered showers and
slightly cooler.

SATURDAY,
JUNE 26th, 1909.

Housekeepers!

Please note that we are moving our Linens and Staples Department from the 1st to the 2nd Floor, Yonge St. Section.



We will be obliged to show half of our stock of Domestic Staples in the old department, and the other half in the new department on another floor to-morrow, owing to moving operations being incomplete. We know our customers will pardon the slight inconvenience because it is occasioned by our effort to make the new Staples Department the most convenient and the best appointed in Toronto.

Come Monday for the following goods:—
Note—Table Linens, Towels, Towellings, Dress Linens, Flannellets and Flannels all moved to second floor, Yonge street section.

SECOND FLOOR.

300 dozen Satin Damask Table Napkins, most of them are all pure linen and hemmed, ready for use. Full bleached, this season's best bordered designs, assorted sizes, regular \$1.00, \$1.15, \$1.25, \$1.35 and \$1.45 per dozen, Monday, 75c.

(No mail or phone orders.)

500 yards Extra Fine Quality White Irish Dress Linen, beautiful round thread, the popular suiting and blouse weight, 36 inches wide, per yard, Monday, 25c.

500 yards Heavy Unbleached Canton Flannel, twill back, close full nap, 30 inches wide, regular 15c, per yard, Monday, 9½c.

800 yards Irish Glass Towelling, red or blue check, heavy, strong, perfect drying make, fast selvaige both sides, 20 inches wide, per yard, Monday, 6½c.

400 pairs Hemmed Pillow Cases, some are made from circular cottons, heavy close make, no dressing, 42 x 33 and 44 x 33 inches, regular 45c to 48c, per pair, Monday, 33c.

720 Fine Bleached English Lawn Cloth, round, even bright thread, absolutely pure, beautiful quality, yard wide, per yard, Monday, 8½c.

100 only, White Crochet Quilts, hemmed ready for use, splendid designs, full double bed size, one of the most perfect and easiest washing quilts made, each, Monday, \$1.09.

Children's Summer Hats.

Children's Straw Sailors, medium or wide brims, white and navy blue bands, Monday special, 25c and 50c.
Children's Linen Outing Hats, in white, tan, crash and stripes, Monday special, 25c.
Children's Tams, white duck, drill and pique, washable, Monday, special, 25c.

Simpson's Show a Particularly Nice Range of Axminster Rugs

AND Axminsters are particularly nice Rugs, moreover.

You get more richness of effect with an Axminster than you do with any other Carpet save genuine Orientals. And in an Axminster you may have only near approach to the multitudinous Oriental colorings subject to imitation.

We have the best part of 1,000 Axminsters on view in the department at the present time. The variety of choice is well nigh perfection.

3 Qualities, 7 Sizes, 36 Designs.
1 to 8 colorings in each design.
Eleven different prices, including:—

\$18.00 for Rug 7.6 x 9.
\$76.00 for Rug 12 x 15.

We will be very pleased to show you our Axminsters at any time, whether you care to purchase at present or not.

Unloading Wall Paper

An Overstocked Manufacturer, that is the reason.
3,750 rolls American Wall Paper, for dining rooms, halls, parlors and bedrooms, in rich browns, buffs, greens, blues, yellows, artistic effects; regular to 35c, Monday, 14c; regular to 75c, Monday, 31c.

ROOM MOULDINGS REDUCED.

Chair Rail, regular 3½c, Monday, 2½c.
Chair Rail, regular 4½c, Monday, 3c.
Oak Room Moulding, 3c, Monday, 2c.

White Room Moulding, 2½c, Monday, 1½c.
Plate Rail Moulding, 10c, Monday, 7½c.
Wall Paper Department.

Big Clearance of Dress Goods at Less Than Half Price

2,000 yards of fashionable Dress and Suiting Fabrics—Worstedes in black and white checks, stripes, overchecks, self colors, two tone effects, heather mixture, chevron stripes, stripe prunella cloths, satin soleil and coutil cloths, fancy armures, etc., regular price \$1.00, \$1.25 and \$1.50. Monday special 50c. Fabrics will be grouped together in one of the centre aisles of Dress Goods Department.

\$1.25 Clocks 69c

200 Alarm Clocks, copper finish cases, loud alarms, lever to stop bell, guaranteed timekeepers, regular \$1.25, Monday, 69c.

\$3.00 and \$3.50 Carving Sets \$1.95

200 Carving Sets, stag and buffalo horn handles, extra firm quality Sheffield steel blades, nicely cased in fancy lined leatherette cases, regular \$3.00 and \$3.50, Monday, \$1.95.

Cut Glass Salt and Pepper Shakers 29c

400 Cut Glass Salt and Pepper Shakers, beautifully cut, heavy sterling silver tops, regular \$1.00 and \$1.25 pair, Monday, each, 29c.

75c Long Lisle Gloves 29c

Women's Long Lisle Thread Gloves, broken lines from our regular stock, in black and white, all best imported; musquetaire, opening at wrist, perfect fitting, all sizes, regular 50c and 75c. On sale Monday, pair, 29c.

Big Sale of Ostrich Feathers Monday

480 Handsome Ostrich Plumes, mostly in black or white, also many good colors, fine glossy fibre, all new and put up only three in a box, so that the beautiful curl is not disturbed; these we intended to clear in one day, as we bought them away below real value; \$5.50 and \$6.00 values for \$3.95; \$4.50 and \$5.00 values for \$2.95. See Big Window Display.

1,500 pieces of Fine Imported Braids, the best sellers of this season, great variety of colors, regular \$1.00 to \$2.00, Monday, 50c.

Groceries for Monday

Fels Naptha Soap, per bar, 5c.
Sunlight Soap, 6 bars, 25c.
Comfort, Eolipse or Victor Soap, per bar, 4c.
Surprise Soap, 6 bars, 25c.
Heather brand Soap, 8 bars, 25c.
Naphtha Soap, 6 bars, 25c.
Simpson's Big Bar Laundry Soap, per bar, 10c.
Pearline, 1 lb. package, 11c.
Old Dutch Cleanser, regular 10c, 3 packages, 25c.
Kitchen Sapolio, per cake, 8c.
Powdered Ammonia, large package, 9c; 3 packages, 25c.
Naphtha Powder, 1 lb. package, 5c.
Canada White Laundry Starch, 1 lb. package, 7c.
Royal Blue, 2 packages, 7c.
Dingmans Lye, per tin, 7c.
Gold Dust Washing Powder, large package, 22c.
Klonsine, 3 packages, 25c.
Bon-Ami Soap, per cake, 12c.
Taylor's Soap Powder, 2 packages, 9c.
Telephone direct to Department.

PURE CELONA TEA, 5 LBS., \$1.05
Monday, 600 lbs., black or mixed, 5 lbs., \$1.05.

A Special Offer of Shantung Silks

3,000 yards of natural color Shantung Silk, will launder perfectly; selected with an extremely bright lustrous finish. A Shantung Silk which will not crush, always retaining its original bright finish; fashionable for suits, dresses and long coats. This Shantung we offer is the best that can be had, and sells regularly at \$1.00 per yard. On sale Monday, 69c.

Wash Fabrics for Monday's Special Selling.

The New Wash Goods Department is on the 2nd Floor.



EVERY day adds to the magnetism of the new Wash Dress Goods Department. The department itself, the space and the light is the envy of every merchant whose customers' enthusiasm he overhears.

But the goods! The prices! You know we cleared out the biggest wholesale importer in Canada recently—took what we liked best. The savings are all yours. Imagine for instance:—

for summer dresses, several size spots, fine even weave, regular 12½c, Monday, 6c.
A full range of Beautiful Sheer White Muslin Lawn, large and small check designs, regular 29c and 35c, Monday, 20c.
2,000 yards Black Check Muslin, for ladies' dresses, fast black, beautiful new designs, full range, regular 20c, Monday, 12½c.
Silk Mull, 39 inches wide, navy, fawn, red, etc., beautiful sheer quality, about 20 pieces only, regular 39c, Monday, 7½c.
No phone or mail orders.

The June Selling of Simpson Lingerie

ONLY three more days! Have you secured your Summer supply yet? The last three days will offer richer opportunities than ever. Read the list of special attractions for Monday. Phone orders direct to department.

35c WOMEN'S SUMMER VESTS, MONDAY, 20c.
600 of these fine white silk finished cotton, low neck, 22 for 25c—Fine lawn, bib and bretelles have frill of embroidery, a well made, full sized apron.
\$1.00 Distender Covers, Monday, Sale price, 75c—Fine nainsook, ruffles, heading, silk ribbon and frills of Val lace, sizes 24 to 44 bust measure.
\$1.50 to \$2.50 Dainty Corset Covers, Monday, Sale price, \$1.00—Fine lawn, daintily trimmed with embroidery or lace, only one or two of a style, and not all sizes in any one style, sizes 32 to 44 bust measure in the lot.
\$1.25 Drawers, Monday, Sale price, 83c—Fine nainsook, insertion and deep ruffle of extra fine embroidery, sizes 23, 25, 27 inches in both styles.
75c Drawers, Monday, Sale price, 55c—Fine nainsook, Belskirt pattern, wide hemstitched hem, 4 small tucks, sizes 23, 25, 27 inches in both styles.
\$2.00 D. AND A. DIRECTOR'S CORSETS, MONDAY, SALE PRICE, \$1.25.
276 pairs High-grade Corsets, in finest white summer batiste, director model, medium bust, long hips, skirt extension, long back, all rustproof steel fitted, wide side stents, 4 plain finishes with Val lace, Monday, \$6.50.
LADIES' SERGE COATS.
Ladies' Stylish Coats of Cream or

For Boys' Holidays



SUITS for Summer on the farm, at the shore, in the woods. Suits for hot weather and the holidays in town or in the country. You'd be surprised how cheaply boys can be dressed for Summer time at this store. For \$1.00 or less you have all these to choose from:—

Boys' White and Blue Stripe Cambric Buster Brown Suits, made with cuffs, trimmed with material suit is made of, plain knee pants, sizes 6 to 10 years, Special Value Monday, 90c.
Boys' Heavy White Duck Knee Pants, made with two side and 1 hip pockets, and belt straps, strongly made, Special Value Monday, sizes 22 to 29, 40c; and 30 to 33, 50c.
Boys' Imported English Navy Blue Flannel Blazers, trimmed with yellow, red, blue and red, and blue and white, silk cord edges, sizes 26 to 33, Special Value Monday, \$1.00.

Boys' Summer Furnishings for the Holidays.

Holiday time is—swimming time—canoeing time—picnic time—baseball time—a time of special needs. We have what boys want. Simpson's prices, too. For example:—
1,500 Canoeing Jerseys, low neck, short sleeves, etc., 22 to 32, Special Monday, 25c.
1,000 One-piece Bathing Suits, one-piece style, plain navy, 22 to 32, Special Monday, 25c.
1,000 Outing Shirts, collars attach-

ed, plain white or striped, 12 to 14, reduced Monday, 47c.
800 White Duck Shirts, reversible collars and pockets, 12 to 14, reduced Monday, 59c.
800 Neglige Shirts, laundered cuffs attached, stripes, spots, etc., 12 to 14, reduced Monday, 44c.

Wide Choice in Wash Suits and Dresses

A LADY of this day and date can be quite as bewitchingly gowned in summer time as she can in the height of the social season in winter. Indeed she may be just a little more so. Lingerie effects, dainty muslins, fresh crisp lawns, smart, clever-looking linens—all are at the disposal of the summer wardrobe.

The school wherein is learned the summer possibilities most completely may be set down as Atlantic City. This store offers you a summary of the season's successes, however, right here at home.

Lingerie Dresses, up to \$60.00.
Tailored Suits, up to \$150.00.
Linen Suits, up to \$50.00.
Net Waists, up to \$100.00.

A FEW POPULAR PRICED LINENS

Ladies' Wash Suit, of sky and white linen, tailored coat, with semi-fitting back, trimmed with strappings of self, finished with fold of self around bottom, Monday, \$7.50.
Misses' Wash Suit of Linen, in fawn and white and blue and white stripe effects, coat trimmed with bias strapping of self, finished with buttons, flare gore skirt trimmed with buttons, Monday, \$5.00.
SUMMER DRESSES.
Beautiful Dress of fine mercerized mull, in mauve, sky and pink, wide panel of Swiss embroidered insertion down front of blouse and around waist, long tucked sleeves, collar and sleeves finished with Swiss embroidery, Monday, \$12.50.
Misses' Summer Dress of Fine Mull, in pink, white and sky, dainty yoke of lace insertions, rows of Val lace insertion down front and around bottom of skirt, tucked founce, tucked sleeve finishes with Val lace, Monday, \$6.50.
LADIES' SERGE COATS.
Ladies' Stylish Coats of Cream or Grey Serge, semi-fitted back, 40 inches long, mannish collar, pockets, side vents and cuffs, trimmed with self covered buttons, Monday, \$18.00.
GIRLS' SUMMER DRESSES.
Girls' Dainty Dress of soft mercerized mull, in white only, made in Princess style, wide panel of Valenciennes and Cluny lace insertions, lace insertion around waist and bottom of skirt, sleeve finished with lace insertions, edged with Valenciennes lace, sizes 10, 12 and 14 years, Monday, \$5.50.
150 LINEN WAISTS, MONDAY, 99c.
200 SMART SHIRT WAISTS of white linen, entire front of 1½ inch tucks, tucked back, linen collar and cuffs, sizes 24 to 42, regular \$1.50, Monday, 99c.
300 Dainty Lawn Waists, front of all-over fine embroidery, several good designs, clusters of pin tucking front and back, tucked collar and long sleeves, edged with Valenciennes lace, exceptional value, \$1.25.

MONDAY BASEMENT SALE

14 in. Square Electric Domes, 48 in. long, ruby, green or green and ruby, Reg. \$10, Monday, 5.89	16 in. Square Gas or Electric Domes, ruby, green or amber glass, with beads to match, regular \$12.00, Monday, 8.69	Same Domes, Brass, regular \$14.00, Monday, 11.65	4-light floor fixture, with or without chain, brass finish, complete with glass-ware, regular \$11.50, Monday, 8.19	3-light Brush Brass ceiling fixture, regular \$10, Monday, 5.89	Verandah Electric Light, 1 1/2 ft. high, wired complete, Reg. \$1.39, Monday, 1.39	Genuine Lindsay Wicker Mantle, Reg. 50c, Monday, 25c	Genuine Lindsay Inverted Light, complete with fancy colored or etched globe plate and mantle, regular \$1.50, Monday, 98c	Independent Gas Tube Taps, Monday, 25c	Brass Kitchen Pendants, regular 45c, Monday, 30c	The Classic Gas Range is one of the very best stoves on the market, every one guarantees it, 3-burner, regular \$10, Monday, \$7.99; 4-burner, regular \$12, Monday, \$9.99; 5-burner, regular \$15, Monday, \$11.95	Classic Gas Plates: 2-burner, regular \$1.75, Monday, \$1.59; 3-burner, 2.10, reg. \$2.50, Monday, 2.10	Long handle Grass Shears, 10 inch steel blades, 38 inch handles, reg. \$2.25, Monday, 1.29	Heardwood Screen Doors, sizes 28 x 63, 210 x 610, 3 x 7, grained and varnished, with corner brackets, complete \$1.40, Monday, 1.19	Same Door, with cross-rail and fancy panel, day, Monday, 1.39	Same Door, Panel, Monday, 1.48	Adjustable Screen Windows, 14 in. high, extends to 32, Monday, 15c; 18 in. high, extends to 40, Monday, 25c	22 in. high, extends to 40 1/2, Monday, 28c	National Gas Ovens, asbestos lined, perfect bakers, regular \$1.35, Monday, 1.19	Oil Stoves: Coal Oil Stove, Monday, \$6; 2-burner, Monday, \$6; 3-burner, Monday, \$7; 4-burner, Monday, \$8	3-ply Garden Hose, the very best, fully guaranteed, 1/2 inch size, regular \$6.75, Monday, \$6.00; 3/4 inch size, regular \$7.75, Monday, 6.95	Grass Shears, sheep shear pattern, 6 in. blade, regular 25c, Monday, 19c	7-in. Garden Hose, regular \$6c, Monday, 39c	Steel Garden Hoe, regular \$6c, Monday, 39c	100 only Corn Brooms, regular 25c, Monday, 19c	Square Gas Toasters, toasts four slices at same time, regular \$2.50, Monday, 25c	Galvanized Pails, 8-quart, 15c	12-quart Dish Pans, Monday, 15c	14-quart Dish Pans, Monday, 15c	Potts' Irons, 3 irons in act., 25c	Polished, 50c	Nickel-plated, 98c	Pit and Flat Copper Bottom Boilers, best quality, 1.50, Monday, 97c	CUT GLASS	Cut Glass Decanters, 10-in. and 12-in. Vases, 10c and 12c	Berry Bowls, Water Bottles, Jelly Sappins, set of 6 Tumblers, Reg. up to \$9.00, Monday, 4.50	10-inch deep shape Berry Bowls, exquisitely cut in diamond, gem, or engravure cutting, Reg. \$12.00, \$10.80	CHINAWARE	English Semi-porcelain Dinner Sets of first quality, gold clover leaf open stock pattern, embossed, scalloped edges, 800 pieces, regular \$7.00, 5.75	97 pieces, regular \$7.00, 5.75	120 pieces, regular \$11.00, 8.90	Highest grade English Semi-porcelain Dinner Sets of 91 piece composition, feather design, 100 pieces, blue or green, decoration, regular \$11.50, Monday, 8.90	Galvanized Wash Tubs, Monday, 65c, 60c, 75c	French Limoges Dinner Sets, Coronet open stock pattern, pure white china, thin and transparent, decorated with clusters of small pink roses and green sprays, gold lined handles, edges and wide border line in beautiful full gold. Each set contains a complete dinner and tea set, 26.90	10-piece Toilet Sets, English Porcelain, dark blue floral decor., 1.75	An incomplete line of Carlsbad china dinner ware, decorated with small pink roses	Austrian China Fruit Sets, decorated with small pink roses and pretty gold edge, regular \$1.40, Monday, 98c	GLASSWARE	Table sets containing butter dish, spoon holder, sugar bowl and cream jug, ruby and white decoration, 98c, Monday, 88c	Berry Sets, containing one large bowl and 8 naples gold decoration, regular \$1.50, Monday, 1.29	8-inch Berry Bowls, oval shape, decorated with 25 gold, Monday, 50c	Water Bottles and Jug, regular up to \$6.00, 3.90	Siam Wine Glasses, regular 60c dozen, Monday, 4.00	Lemonade Tumblers, regular 40c dozen, Monday, each, 40c
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