

The **SIMPSON** Company Limited

Telephone Number Main 7841

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H. H. FUDGER, President.

J. WOOD, Manager.

Store Opens 8 a.m.

Store Closes 5.30 p.m.

PROBABILITIES:

Moderate S. to S.W. winds; mostly fair and very warm; some thunderstorms.

Saturday, July 9, 1910

A Purchase of Lyons Dyed Shantung and Honan Silks



A Sale of Colored Dress Goods

With stock-taking in sight, prices on even staple dress fabrics find themselves in reduced circumstances. We have gone through our dress goods stock and picked upon the following lines for clearance:

1000 yards Indigo Navy Serges, 500 yards Shepherd Checks, 1200 yards Worsteds, two and three-toned stripes effects, 300 yards French Panamas, 1200 yards French Twill Coatings, 300 yards Bright Finish Lustres, 300 yards Cream Twill Serges, 250 yards Cream Mohairs. All high-grade fabrics of undoubted reliability are shown in this special lot for Monday, guaranteed fast and permanent dyes. Colors are navy, browns, greens, greys, tan, roses, Electric blues, amethysts, rosebuds, bananas, 44 inches to 48 inches. Regular 65c to 75c. Monday, 35c yard.

Monday in the July Sale of Linens

HOUSEKEEPERS are realizing the importance of the sale. Every day increases the evidence of appreciation. Are YOU taking advantage of this series of July opportunities? Try and come on Monday. Here's a splendid list:

- 1000 Yards Irish Glass Towelling, Clearing at 6c Yard.
- Mostly red checks, selvage both sides, 22 inches wide, heavy, strong towelling that will dry perfectly and give great wear. July sale clearance, per yard, Monday, 6c.
- Fine Irish Huckaback Towels, 60c Pair.
- Full grass bleached, hemmed ready to use, woaded, every thread linen, heavy, perfect absorbent towels, 18x22 inches, best Irish makes. Regular \$1.00 per pair. Sale price, Monday, 49c.
- 250 Satin Damask Table Cloths Selling at \$1.93 Each.
- Warranted all pure linen, fine rich satin damask Table Cloths, such cloths as only Ireland can produce, full bleached, elegant bordered designs, 2x2 1/2 yards, only 250 in the lot. July sale price, each, Monday, \$1.93.
- Bleached Sheets, \$1.14 Pair.
- Hemmed ready for use, standard heavy sizes, made from a good heavy standard bleached English sheeting, 69x90 inches, 14 pairs only. July Sale price, per pair, Monday, \$1.14.
- 2200 Yards English Long Cloths, 61-2c Yard.
- Perfectly pure, fine bright finish, round thread, yard wide, some of the most reliable Manchester long cloths, made for underwear, night gowns, etc. Regular \$1.25 to 1.50 per yard. July Sale price, Monday, 61-2c.
- 150 Satin Damask Tea Covers, at 44c Each.
- Every thread linen, full bleached satin damask, spoke hemmed all around, dainty designs, launder perfectly, 29x36 inches. July Sale price, upstairs in the linen department, each, Monday, 44c. (Phone direct to Linen Dept.)

Muslins to Move Monday

WE have arranged a very strong series of attractions to the Wash Goods Department on Monday. Muslin items of great interest. Everything runs in cycles, and it is now the turn for printed muslins, lawns and organdies, with plenty of fullness to flounces and overskirts. These for Monday:

- A stock of pretty printed Muslin, in floral and fougard designs. The floral ones show all the beauty of the floral world in all their glory of colorings. The fougard spots are in black, navy, sky, etc., dainty small dots, regular price 12 1/2c. Monday, 7 1/2c.
- 40 pieces only of a very pretty printed floral organdy, in about 12 different designs; we bought this lot cheap from a wholesale, and if we bought them in the regular way, the price would have had to be 15c. They are yours Monday for 10c.
- A dainty lot of high-class fougard hatiste, a great range of staple colorings, dots as large as a 10c piece; regularly 25c. Monday, 15c.
- 30 boxes of Simpson's 36-inch special Nainsook, 12 yards in box; a beautiful, even quality, soft and absolutely pure; wonderful value at 18c per yard. The length of 12 yards for \$1.85.
- 25 only pretty partly made robes, made from the original white Indian fabric; material is practically waist and down the back, and there is sufficient material to match to make the blouse; both are beautifully hand-embroidered; regularly \$3.95. Monday, \$2.00.

Half-Priced Sale of Dutch Chintz Curtains, Bed Spreads, Table Covers and Cushion Tops

Dutch Chintz, including Curtains, Bed Spreads, Table Covers and Cushion Tops. Every article made in Amsterdam; quaint Dutch patterns, fast colors, and extra wearing qualities. An exceedingly large range of designs in an equally large variety of color combinations.

\$4.00 Curtains, Monday, per pair	\$3.00
\$3.00 Bed Spreads, Monday, each	\$2.00
\$1.75 Table Covers, Monday, each	\$1.50
\$1.50 Table Covers, Monday, each	\$1.00
\$1.25 Table Covers, Monday, each	75c
\$1.00 Table Covers, Monday, each	65c
50c Cushion Tops, Monday, each	25c

Wash Day Needfuls

- Fels Naptha Soap, bar, 5
- Sunlight Soap, 8 for 25
- Comfort and Eclipse Soap, per bar, 4
- Surprise Soap, 6 for 25
- Heather Brand Soap, 8 bars, 25
- Simpson's Big Bar Laundry Soap, per bar, 10
- Taylor's Borax Soap, 6 bars, 25
- Pearline, 1-lb. package, 11
- Old Dutch Cleanser, regular 10c, 3 for 25
- Kitchen Sapolio, per cake, 8
- Powdered Ammonia, large package, 3 packages, 25
- Naptha Powder, 1-lb. package, 5
- Canada White Laundry Starch, 1 lb. package, 7
- Parisian Blue, 2 packages, 7
- Moody's Lye, per tin, 7
- Gold Dust Washing Powder, large package, 10
- Klenzine, 3 packages, 25
- Bon Ami Soap, per cake, 12
- Lux Washing Powder, per package, 10
- Taylor's Soap Powder, 2 packages, 9
- 5 LBS PURE CELONA TEA, \$1.00.
- Monday, half ton, black or mixed, 5 lbs. for 1.00.

An Important Sale on Monday in the Simpson Silk Dept

WE HAVE an announcement to-day which will quicken the pulse of those who need Summer Silks. We have just concluded brief but strenuous negotiations by which 3,000 yards of colored Shantungs and Honans come into our possession subject to a remarkable discount.

Our regular selling price all summer for Silks of these qualities has been \$1.00 and \$1.25 per yard. Owing to the terms upon which this purchase was concluded, we can sell you the very same Silks at 64c a yard.

The purchase comprises two different makes or weaves and two finishes, one suitable for smart, "dressy," evening or afternoon wear, a semi-satin finish, the other being a pure Silk Honan, heavier in weave, are suitable for coats, suits or separate skirts.

Rich shades of pale blues, shell pinks, amethyst, old rose, tan, brown, helio, Algerian blue, butchers' and sailors' blues, white and ivory and cream. All on sale Monday at one price, 64c yard. See Yonge Street windows. No phone or mail orders accepted for these goods.

Send for One or More of These Chantecler Waists



THEY are right up to the metropolitan minute in style, and wonderfully good value for the money. We bought them in a big quantity—took all the maker had. Hence the extraordinary value. If we had to buy these waists in the regular way, and make a fair profit on them, \$3.50 would be the very lowest we could mark them. Indeed, it wouldn't be too much to say quality and style of this grade would sell readily at \$5.00.

To interest our mail order customers we are going to sell them through the mail for \$1.98 each.

Order by number—to-day. Plenty of them, but the demand will grow when people learn how good they are for the money.

"Chantecler" Waist—No. 502—A particularly dainty summer style, made of fine white soft mull, beautifully hand embroidered, side fastening, deep round collar, and three-quarter sleeves, trimmed with fine beige Irish, and Val insertion and lace. Sizes 32, 34, 33, 38, 40, 42 bust measurements. Special offer.

1.98

A Maker's Samples and Odds and Ends of Women's Whitewear Selling at Half Monday

ABOUT 400 beautiful pieces of Women's Whitewear are booked for quick clearance Monday. A prominent maker's samples and balances of style, nearly sold out, from our regular stock, consisting of Nightdresses, Petticoats, Chemises, Corset Covers and Drawers, many dainty garments in the assortment, lace or embroidery trimming; all sizes in the lot. Monday there will be rich choosing at about Half Price.

Notice Our New Richmond Street Windows To-day

An Exhibition of Pictures. A Display of Sporting Goods. A Display Half-Priced Dutch Curtains.

TELEPHONE IN COMFORT

When you want something, remember the convenience of your telephone. You are paying for the use of it—use it. This store has made telephoning comfortable and pleasant. There is no waiting—we have fifty lines to Central, and plenty of branch lines to every department throughout the store. If the dressmaker comes and you find you have forgotten hooks and eyes, remember that you can telephone.

If visitors are coming to-morrow, and you have nothing in the house, telephone, and the first wagon will deliver your order next morning. Main 7841. Fifty lines to Central.

Rogers' Spoons and Forks Reduced

This plated Tableware we consider the best grade we can procure to sell at the regular prices. Monday's reduced figures are the more interesting.

Rogers' Tea Spoons, Monday, set of six, 89c. Dessert Spoons and Forks, Monday, set of six, \$1.50. Table Spoons and Medium Forks, Monday, set of six, \$1.75. These are all Wm. A. Rogers' silver-plate fancy pattern handles, neat scroll design, each piece stamped with makers' full name and horseshoe trade mark.

ALARM CLOCKS, 40c. 200 Nickel Alarm Clocks, 4-inch dial, loud bell, lever to stop bell, guaranteed timekeeper, Monday, 40c.

Thousands of Rolls of Wall Paper

OUR stock of Wall Paper is larger than it should be at stock-taking time. So we are going to make sure of the proper proportion by making a determined onslaught upon it now. We solicit your assistance, and offer inducements of a monetary kind.

- Papers for rented houses, assorted colorings. Regular to 35c and 10c. Monday, 21-2c.
- Papers for bedrooms and small parlors, sitting-rooms of dining-rooms, mixed colorings. Regular to 15c. Monday, 7c.
- Regular to 35c. Monday, 14c.
- Dining-room Wall-Papers, in browns, greens, reds, blue and their blends. \$5 rolls Pressed Papers, for parlors, in light or dark colorings. Regular to \$1.50 roll. Monday, 89c.
- Imported Parlor and Reception-room Papers, in silk and flat effects; colorings green, champagne, blue, grey, old rose, etc.; regular to 6c. Monday, 35c.
- 100 yards Japanese Leather, in Japanese effects, for dining-rooms, halls. Regular to 35c. Monday, 14c.
- 85 rolls Pressed Papers, for parlors, in light or dark colorings. Regular to \$1.50 roll. Monday, 89c.
- Room Mouldings, white or imitation oak. Regular to 21-2c. Monday, per foot, 10c.
- Dyed Burlap, one yard wide, green, brown or red. Regular to 30c yard. Monday, 22c.

Six Dining Room Furniture Reductions for Monday

THESE price revisions are made in view of stock-taking. They include some of the most necessary of all articles in the furnishing of a well-appointed home.

- Combination Buffets, in quarter-cut oak, rich golden finish of different designs, large cupboard and drawer space, with cabinets for chinaware. Our regular price \$42.00 to \$47.00. Monday selling, \$34.90.
- Sideboard in quarter-cut golden oak of assorted designs, highly polished, large cupboard space, one long and two small drawers for linen and cutlery; fitted with British bevel plate mirror. Our regular prices \$32.00 to \$47.00. Monday, \$28.75.
- China Cabinets of assorted designs, made of solid oak, quarter-cut golden finish; bow front and ends with British bevel plate mirror panels. Our regular price \$33.50 to \$38.75. Monday selling, \$28.75.
- Extension Tables, in solid quarter-cut oak; early English or golden finish, square or round design, extending to eight feet long, fitted with 42-in and 44-in tops. Our regular prices \$15.00 to \$20.00. Monday, \$13.50.
- Odd Dining Room Chairs, in solid oak frames, golden finish, back and seat upholstered in solid leather, plain mirror. Our regular price \$5.00. Monday, \$3.25.
- Odd Arm Dining Room Chairs, made of solid oak, golden finish, shaped seat and fancy turned spindles, with embossed back. Our regular prices \$2.10 to \$2.00. Monday, \$1.25.

Boys' Hats

Boys' Outing Hats, in tan or white linen; cool, light and durable. Monday, special, 35c.

Summer Vacation Notice

OWING to the fact that spread over the months of July and August we give members of our selling staff a week's vacation, we ask the forbearance of customers who, shopping during lunch hours, may be obliged to wait a little longer than usual.

Appreciating the handicap of holidays, salespeople will render their most prompt and cheerful service at all hours, but come in the morning if you can. Morning in the store means from eight o'clock to half-past eleven.

Boys' Holiday Suits

IS he going away? Then he will be representing the family abroad, and should be creditably dressed. See these underpriced suits on Monday.

\$1.25 TO \$1.75 SUITS FOR 98c.

Boys' Wash Suits, an assorted lot, consisting of imported English galateas and drills, in neat blue and white and tan and white stripes; also plain whites, made up in Russian style with sailor collar, also in the sailor blouse style; neatly trimmed; sizes 21 to 25. Regular \$1.25, \$1.50 and \$1.75. To clear Monday at 98c.

BOYS' \$5.50 TO \$8.50 SUITS FOR \$3.29.

Boys' Two-piece Double-breasted Tweed Suits, spring and summer weights, in assorted colors, grey broken checks and stripe effects, cut on the latest models, with broad chest effect and close-fitting collars; pants cut full bloomer style, with strap and buckle at the bottom; sizes 31 to 35. Regular \$5.50, \$6.00, \$7.00 and \$8.50. To clear at \$3.29.



Boys' Outing Shirts Selling at Each 75c

English white cellulars and striped cashmerettes, made with reversible collars and pockets; perfectly made and perfect in fit. Shirts that will please the boys at a price that will please you. 12 to 14. Per shirt, 75c.

Children's Boots

All Sizes 5 to 7 1/2 and Reto 10 1/2—A Special Purchase From Montreal—\$1.00 Value for 79c.

300 pairs Children's Boots, dongola kid, Blucher, heavy sole made from solid leather, patent toe caps; easy-fitting, long-wearing; all sizes 5 to 10 1/2; worth \$1.00. Special purchase price Monday, 79c.

The "Wanless" Clearing Sale

WE are making great inroads into the goods in the Wanless Annex, which the builders are threatening. Monday we devote to Wash Ties and Suspenders.

THOUSANDS OF 35c AND 50c WASHABLE NECKTIES TO GO AT, EACH, 25c.

You wear wash four-in-hands, of course, and you can always use an extra half dozen or so—the laundries see to that. If you're short, come Monday and select all you will need for the rest of the summer season. The saving is worth it. White, and plain colors and stripes and spots, in an almost endless variety of designs and shades. Monday is the day to buy wash neckwear at Simpson's. Each, 25c.

50c SUSPENDERS REDUCED TO, PER PAIR, 35c.

It's safe to guess that you've needed Braces at some time, worse than you do now—and you will again. Prepare against any such calamity by buying an extra pair or two on Monday, and incidentally you'll save money as well. There's all kinds, almost, and they're all regular in price, 50c. Just for the one day, per pair, 35c.

25 Per Cent Discount Picture Frames 25 Per Cent Discount

For six days, commencing Monday, we place on sale, at a discount of 25 per cent, of our regular prices, \$3000 worth of Picture Frames, including all sizes from 3x5 to 16x20, ovals, circles and squares.

This stock includes the latest designs—gold leaf, bronze and burnish, hand carved, walnuts, mahogany, antique mahogany, and ebony, etc., etc.

This is an opportunity to frame photographs, prints, and little pictures of all kinds.

25 Per Cent. Discount Off Regular Prices.

What Are You Going to Take With You

A Trunk or a Suit Case? Depends on how long you stay and where you go.

Our Travelling Goods Department will give you practical advice. We have all the necessary articles, such as Cane Suit Cases, Steamer Trunks, Carry-alls, Auto Cases, Tourist Trunks, etc., etc., upon which to come to a decision. Come and decide.

