

The Robert SIMPSON Company Limited

Store Will Be Open From 8 a.m. until 5.30 p.m.

The Robert SIMPSON Company Limited

H. H. FUDGE, President. J. WOOD, Manager. Main 7841. 50 Lines to Central. PROBABILITIES—Fine and warm. Friday, June 10, 1910

A Page of Remarkably Attractive Summer Shopping at Toronto's Finest Store

ON June 1 we began a campaign in behalf of summer. We heard people grumbling about the weather. It was "too cold" or "too wet." Vegetation was "backward." People were afraid we should have little or no summer if things didn't change soon. We determined to

show ourselves independent of the weather. We said, "If we can sell the bulk of our summer stocks in the month of June, we'll be content to reduce prices on summer goods of almost every kind. Then in July, when folks go away, we'll be in good

shape and needn't worry about stock-taking." On June 1 we began the campaign. And now we are right in the thick of it! Summer goods are moving; the weather, too, has been fine and warm. Our Summer Sale is a success.

Saturday's list of Summer attractions in Toronto receive its strongest contributions from this store. We print our share of them herewith. Practical, summer-time shopping opportunities of the most delightful kind—Things to Wear.

A Simpson Footwear Sale



SUMMER Shoes at special prices Saturday in the famous Boot and Shoe Department of this store.

- 360 pairs Women's Summer Oxfords, reg. \$4, Saturday ... \$1.99
- 60 pairs Men's Boots, reg. \$5, Saturday ... 1.99
- 600 pairs Women's White Canvas Oxfords, reg. \$1.25, Saturday99
- 360 pairs Men's Boots, broken lines, reg. \$4, Saturday ... 2.49
- 100 pairs Children's Boots, reg. 65c, Saturday39
- 180 pairs Children's Boots, reg. \$1.00, Saturday79

360 pairs Women's Summer Oxfords and Ankle Strap Pumps, patent colt, tan Russia calf, gun-metal and vici kid leathers, medium and heavy soles; Blucher, lace, button, silk tie and ankle strap styles; all sizes 2 1/2 to 7. Reg. prices \$2.75, \$3.00, \$3.50 and \$4.00. On sale Saturday, all one price, \$1.99.

280 pairs only Children's Boots, Dongola kid leather, patent toe caps, medium heavy sole, wedge heel, Blucher, lace and button styles; sizes 3, 4, 5 and 6. Regular 65c. On sale Saturday, 39c.

360 pairs Men's Boots and Oxfords, Blucher cut, patent colt, vici kid and calf leathers; every pair made with Good-year welt soles; all sizes in the lot, 6 to 11. Regular prices \$3.00, \$3.50 and \$4.00. On sale Saturday, \$2.49.

Summer Sale in the Cloak Department

Clearance sale of a collection of 125 Women's and Misses' Summer Suits, in English repp and striped linen finished materials. Coats are square and round cut, some are braided, others trimmed with rows of torchon lace insertion. Skirts are either gored or pleated styles trimmed to match coats. Colors in the lot are pink, white, pale blue and green, and of fawn or blue with white stripes. Some of these suits are slightly soiled, but most of them are perfect goods. Sold regularly at \$5, \$8.50, \$10 and \$12.50. Misses' sizes are 14, 16 and 18 years. Ladies' sizes are 42 to 40 bust measure. Saturday to clear \$2.95. No phone or mail orders filled.



A very special lot of 100 Women's Separate Skirts, of a good quality linene, in fawn or blue with white stripes, made in a smart gored style, the sort that is easily laundered, and suitable for boating or picnic parties. These are the clearance of a factory's overstock, and would have sold if bought in the regular course of business at \$2, we mark these for quick sale on Saturday, \$1.50.

Girls' \$6.75 Wash Suits \$1.98. We put on sale to-morrow a collection of girls' wash suits, in a great variety of materials, white Indian head suitings, galatea in white, with tan or blue stripes, linen finished fabric in natural shade, and in stripe effect of blue with white or fawn, with white stripe effects, and of black and white checked gingham, made in a number of styles; coats are trimmed with strappings of self, buttons, or lace insertion; skirts are gored or pleated styles, trimmed to match coats. All sizes from 8 to 16 years in the lot. Regular prices ranged from \$3.50 to \$6.75. Saturday's price, \$1.98.

Women's \$12.50 to \$25.00 Lace Coats \$3.95. 25 only Women's Handsome Coats, of Battenberg, guipure or baby Irish laces, also a few of linen with lace, colors are ecru or white, in a variety of smart designs, with semi-fitted or full loose back, three-quarter and shorter lengths. These are the remainder of our best selling styles, which sold regularly at \$12.50, \$17.50 and \$25.00. Clearing price Saturday, \$3.95.

Women's 4.50 Wash Dresses 98c. Clearance sale of oddments and broken sizes of Women's Wash Dresses. The material is a good quality linen finished fabric, in green, light blue, grey and natural shades. They are in a good style one-piece dress, with lace yoke and collar, semi-circular cut skirt, trimmed with strapping of self. The regular price of these dresses was \$4.50. Only 135 dresses in the lot. Saturday, to clear, 98c. (Cannot Accept Phone or Mail Orders.)

Girls' 6.50 Reefer Coats 1.75. 75 Girls' Coats, suitable for summer wear. The materials are fancy check or striped worsteds, in mid or dark grey tones, chevrot, serges and broadcloths, in tan, navy or green; made in a number of double-breasted reefer styles, trimmed with novelty buttons; some have velvet collars, others collars of contrasting colors. All sizes from 6 to 10 years in the lot. Sold regularly at \$6.50, \$4.50, \$5.00 and \$6.50. To clear Saturday, \$1.75. (No Phone or Mail Orders Filled.)

Women's 12.50 to \$25.00 Lace Coats \$3.95. 25 only Women's Handsome Coats, of Battenberg, guipure or baby Irish laces, also a few of linen with lace, colors are ecru or white, in a variety of smart designs, with semi-fitted or full loose back, three-quarter and shorter lengths. These are the remainder of our best selling styles, which sold regularly at \$12.50, \$17.50 and \$25.00. Clearing price Saturday, \$3.95.

Summer Sale of Muslins Saturday

Wash Goods Dept., 2nd Floor

French printed Organdies and Arnold's best silk printed goods some of the most exquisite designs ever, pink, sky, mauve, etc., in beautiful combinations, regularly 65c, 89c.



Arnold's Cotton Printed Organdy—roses, buds, foliage, etc.; hundreds of lovely designs to choose from; regularly 39c, for 25c. Clearance of a nice lot of pretty printed Muslins, Lawns and Organdies, in floral, striped and spot designs, fast colors, and every one of them good value at from 12 1/2c to 25c, for 8c. No Phone or Mail Orders.

A Sale of 1,500 Wash Waists at \$1.25

Waist Department 3rd Floor

250 Irish hand embroidered waists, open front, strictly tailored effect. Our regular price \$2.50. Saturday \$1.25.



300 clear Swiss Muslin Waists, coin spots and squares, regular price \$2.25. Saturday, \$1.25. 500 beautiful quality embroidered lawn, muslin and mull waists, all crisp and freshly made up, high and low necks, long and short sleeves; our regular prices have been \$1.95, \$2.25, \$2.50 up to \$2.95. Saturday, one price, \$1.25.

250 linen tailored waists, broken lines of our regular numbers, mostly man tailored and cannot be surpassed for cut or fit. Regular prices \$1.95, \$2.50, \$2.75 and \$2.95. Saturday one price \$1.25.

200 Vesting Waists, in various styles, tucked and finished, large pearl buttons, a fine variety of sizes for early shoppers in all the above, regular \$1.95, Saturday, one price, \$1.25.

4.50 Black Taffeta Petticoats 2.95. 100 Women's Petticoats of heavy rustling taffeta, in black only; made with a full flaring 12-inch accordion pleated flounce, trimmed with four narrow stitched frills, also deep taffeta underpiece. Lengths 36 to 42. Regular \$4.50. Saturday, to clear, \$2.95.

1.50 Plain Crepe Gowns 1.24. Women's Cotton Crepe Kimono Gowns, plain colors, sky, navy, cardinal or black, made with lined and shirred yoke back and front and trimmed fronts, and sleeves with band of Oriental sateen, in harmonizing colors. Good value at \$1.75. Sizes 34 to 44. Regular \$1.50, Saturday \$1.24.

Three Splendid Simpson Values in Summer Silks



Shantung Pongee, natural color only, 34 inches wide, pure silk Shantung Pongee, splendid dress quality, per yard, 56c.

Shantung Pongee, natural color only, 34 in. wide, heavier make, for coat suits and dresses, per yard, 73c.

Shantung Pongee, natural color only, 34 inches wide; fine, firm weave; guaranteed first choice quality; regularly sold at \$1.25 yd.; price per yd., \$1.00.

Special Sale of Black Voiles

950 yards "Beautiful Black Voiles" in stripes and check effects, the season's newest weaves in an all pure wool quality and permanent black, suitable for nice summer dresses 44 inch. Our regular price \$1.25 yard. Special Saturday Half 63c yard.



The June Sale of Whitewear

Dainty Nightdresses of nainsook; slip over neck and elbow sleeves, neck and cuffs trimmed with beading and silk ribbon, large full size bodies, lengths 56, 58, 60 inches, our regular price 75c each. Saturday, June Sale price, 53c.



Princess Slips, a beautiful garment of fine nainsook, tastefully trimmed with insertions and frills of fine Valenciennes lace on waist and skirt, lace beadings and silk ribbons; sizes 32 to 42 bust. Reg. price \$2.25 each. Saturday, June Sale price, \$1.45. Corset Covers, a dainty Dorothy style, full front, made in fine nainsook, deep lace yoke in front, lace and ribbon on neck, lace on arms, very neat and pretty, sizes 32 to 42 bust. Saturday, June Sale Price, 33c.

Drawers, of good strong cotton, wide umbrella style, deep flounce with cluster of tucks and frill or lace, both styles, sizes 23, 25, 27 inches. Saturday, reduced to 23c pair.

Princess Slips, of fine nainsook, deep flounce on skirt, with cluster tucking, waist trimmed with fine Val. lace frills, lace beading run with silk ribbon on neck and arms, button back. Sizes 32 to 42 bust. Regular price \$1.50 each. Saturday, June Sale price, \$1.09.

CORSETS AT HALF. Royal Worchester Corsets, fine white French cut, stylish model, medium bust, long below waist, finest rustproof heels, four wide side steels, double steels in front sections, four elastic garters, lace and ribbon, sizes 18 to 26 inches, regular price of this model \$1.50 a pair. Saturday, June Sale price, 75c.

White Indian Head Suiting 1 1/2 Yd.

Beautiful cloth for white dresses, coats, etc., more popular than ever. Absolutely pure, 34 inches wide, only 720 yards at the cotton counter. Per yard, Saturday, 11c.

Satin Damask Table Cloths \$2.33

Second Floor, Yonge Street. Rich single and double Satin Damask Table Cloths, every thread of finest selected linen, full bleached, very handsome designs with border all around, broken lines taken from regular stock, 2 x 2, 2 x 2 1/2, 2 x 3 and 2 1/2 x 2 1/2 yards, regular prices \$3 to \$5 each. Saturday, \$2.33. (No Mail or Phone Orders.)

Summer Sale Millinery for Saturday

200 very special attractions to this department to-morrow—200 beautiful Summer Hats in pure white chip, black mohair, white lingerie, and trimmed with the best selling flowers of the season. Are worth at least \$6.50 each. Many are worth more. Saturday \$4.50.



90 smart Sailor Hats, in mushroom, straight or rolling brims, and with expensive fancy bands, or in velvet; worth \$2.25 to \$3.00 each, Saturday, \$1.50.

Special Sale of Children's Hats

56 Children's Trimmed Hats, made from cute little lace tuscan or leghorn shapes, in the mushroom style, and trimmed with flowers and ribbons. They are for little tots, and are worth \$2.75 each. Saturday \$1.50.

120 Children's Hats, with bands or streamers, all in the mushroom shape, and many of Milan straw, worth from 50c to \$1.00. Saturday, 38c.

A Great Big Sale of Men's Summer Suits

THE Montreal factory which cleared these suits to us so cheaply had delivered their orders, and were willing to let us have the balance at a lump figure. Values run \$15, \$18.50, \$18, \$20 and \$22 in every clothing store in the land.



3-piece Fancy Worsteds—medium weight, made up in the summer styles, and tailored in the highest class way. The linings and the inter-linings are strong points in favor of this maker's suits. 600 in the lot. Some of them are in the Yonge street window to-day. On sale Saturday at \$11.95.

A Summer Sale of Suits for Boys

Along with the purchase of Men's Suits described above, we secured 350 suits for boys in the same way. Fancy English and Canadian tweeds, in summer weights; two-piece Norfolk and plain double-breasted suits. Regular prices would be \$3.50, \$4.50 and \$5.00. Saturday \$2.49.

Great Chance to Buy a Panama



Men's Panama Hats in a very fine and close weave, extra well finished and light in weight, in 5 different styles. A splendid hat, and worth a great deal more money. Regularly \$7 to \$9. (Some stores would ask as high as \$12.) Saturday bargain \$5 95.

\$2.00 AMERICAN STRAWS FOR \$1.50. Men's Straw Hats, neat and dressy boater styles, fine American make, black silk bands, cushion leather sweats. Regular \$2.00. Saturday bargain, \$1.50.

A Shirt Opportunity for Men

\$1.00, \$1.25, \$1.50 and \$2.00 Negligee; Each 68c



2,500 Negligee Shirts. All are our own regular stock reduced. The imperative reason why: The old Wanless building now occupied by our department of better class shirts for men, will be torn down at once. To move this sock quickly, we have slaughtered the prices—that's all. Synopsis:—

Dozens and dozens of different designs; a hundred or more colorings; pleated fronts a-plenty; many made the coat style; all have small laundered cuffs attached. Each and every shirt will fit perfectly, and at the price quoted will prove the biggest shirt bargain Toronto has seen for many a day. Of course, it will be better to come at 8 o'clock, but whether you come early or later you can be sure of getting the best of shirts at a price that's away 'way down. All sizes. Each, Saturday, 68c.

Men's Summer Sale Socks

Men's finest qualities Lisle Thread Hose, plain Lisle, mercerized and silk Lisle, plain black and colors, silk embroidered fronts, checks, stripes, clox, all this season's newest, all perfect, broken sizes, odd shades, of regular lines, best of finish, high spliced ankle, heel, sole and toe. Regular 25c, 35c and 50c. All sizes. Unusual offering for Saturday, per pair 18c, 3 pairs 50c.

Three Special Copyright Novels

Reduced From \$1.25 to 25c. The Emperor's Candlesticks, by Baroness Orczy, author of Scarlet Pimpernel, etc. Sebastian, Frank Danby, author of Pigs in Clover, Heart of a Child, etc. Corrie Who? By Foster. A good story. On sale Book Dept.

Women's Real Kid Gloves 75c

Women's Genuine French Real Kid Gloves, soft, clean, pliable skin, 2 dome clasps, gusset fingers, neat self-stitched back, fit and finish for the most particular, shades and sizes complete, match this season's costumes, unequalled quality. Saturday 75c. WOMEN'S GERMAN STOCKINGS, 19c. Women's Finest German Cotton Hose, full fashioned, absolutely fast dye, right weight, close, fine thread, spliced heel and toe, sizes 8 1/2 to 10. Saturday, special, 19c.