

H. H. FUDGER, President. J. WOOD, Manager. THE ROBERT SIMPSON COMPANY, LIMITED. Moderate northerly winds; fine and slightly cooler. THE ROBERT SIMPSON COMPANY, LIMITED. TUESDAY, JUNE 27.

The Simpson House-Furnishing Club Re-Opens To-Morrow



Members of our Former Clubs are prima facie members of this July Club. Five hundred new members will be admitted. Join at once if you need Carpets, Rugs, Window Draperies, Furniture, or any goods sold in those respective departments.

WE take pleasure in announcing to-day that on Wednesday next we will re-open our Housefurnishing Club for the entry of 500 new members. Ex-membership also will be renewed upon application.

It may seem somewhat superfluous at this date to enlarge upon the immense advantages to which this announcement refers. Our Housefurnishing Club plan is now so well known in Toronto, and, indeed, throughout Canada. But we will briefly explain its features for the better understanding of those who have never as yet taken advantage of Club membership.

We offer 500 responsible people the free privilege of a charge account in the Carpet and Curtain Department, and in the Furniture Department, for all goods ordered during the month of July.

The only extra advantage we look for is increased business among house-owners. We make no charge whatever for the convenience, and Club members are charged cash prices—not one cent more.

The times and terms of payment are privately arranged as mutually satisfactory to the Club customer, and our Club Secretary, the general agreement covering six months, and including 25 per cent. down and the balance in six monthly payments.

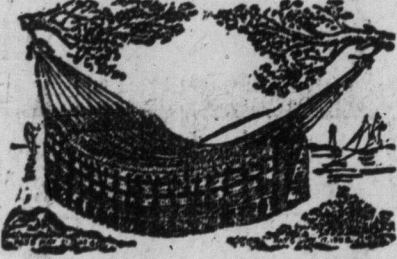
We are absolutely candid when we say there is no extra charge in any way. All we want is a reasonable assurance of Club applicants' intentions and responsibility. Home-owners have in this Club the most liberal proposition ever made—Simpson cash prices with time to pay at convenience.

Our stock of Housefurnishings was never so complete. The increased area of this enlarged store enables us to supply variety and choice as never before. July 1, being a holiday, we open June 30, so as to take in a full month. Those who join to-morrow have a full month in which to choose goods. So join now.

The Secretary's office is at the James Street end of the ground floor. Consult him and learn any fuller particulars you may desire.

Meanwhile we repeat: Simpson's Housefurnishing Club is open for July.

Hammocks, Hammocks, Hammocks



NOTHING is more nerve-restoring in the summer time than a Hammock. A half hour in the Hammock RESTS one. A Hammock or two should be part of every household's equipment, like the bath and the beds. When you are tired-right out, run down, nervous and hot, it means you must have either a holiday or a Hammock. We advise both. Take a holiday and take a Hammock with you. At any rate, keep a Hammock handy in your home. Every home should have a verandah and every verandah should have a Hammock.

To encourage the Hammock habit we are making some special prices for Wednesday.

- Canadian Open Weave Hammock, red and gold and red and green; regular \$1.00, Wednesday 80c. Canadian Close Weave Hammock, good colors, strong, full size; regular \$1.50, Wednesday \$1.15. Same Hammock, with valance; regular \$1.75, Wednesday \$1.45. Palmer's or Canadian Hammocks, closely woven, large assortment of colors, full size; regular up to \$2.50, Wednesday \$1.98. Palmer's or Canadian Hammocks, very strong, full size, good colors, with valance; regular up to \$4.50, Wednesday \$3.48. Palmer's Heavy, Close Weave Hammocks, extra large size, one of the strongest hammocks on the market, full assortment of colors; regular up to \$6.00, Wednesday \$4.95.

Imported Wall Papers Reduced

Oddments left from the season's sales—and a few lines bought at half price—to be cleared Wednesday. 3575 rolls Imported Wall Papers, English, German and American lines, for parlors and dining rooms, greens, blues, yellows, greys, browns and reds; regular 35c, Wednesday 14c. 2250 rolls Imported Papers, for dining rooms, halls and parlors, in reds, greens, blues, buffs, greys, in flat or bright effects; regular to 75c, Wednesday 31c. 2750 rolls stripes, in yellow, pink, blue, white, brown, red, different widths for parlors or bedrooms or dining rooms; regular to 35c, Wednesday 25c.

Holiday Suits and Dresses

COME to our Cloak Department. Time is too precious to waste, and the weather is rather too warm. We have what YOU want—why waste time looking among things intended for another class of trade entirely? Come to Simpson's—everything here is in the best of style and taste, and moderate prices prevail throughout to cap the other advantages.

LADIES' SUMMER DRESSES

Lady's Linen Dress, in semi-princess style, yoke and collar of fine net, handsome embroidered strappings of self on waist and down skirt, forming tunic effect; Wednesday \$5.00. Stylish Linen Dress, in empire style, yoke and collar of gullure lace insertion, tucked sleeves, circular skirt, trimmed with buttons, colors are sky, pink and white; Wednesday \$3.95. Handsome Dress of fine mill, in pink, sky and white, semi-princess style, waist trimmed with fine lace insertions and tucked, sleeves trimmed with lace; founce of skirt is finished with rows of tucks, fine Valenciennes and Chiny lace insertions; Wednesday \$10.00.

WASH SUITS

Lady's Suit of fine rep, in white and blue, tailored coat, trimmed with rows of insertion over shoulders and down from skirt trimmed with insertion to match coat; Wednesday \$12.00. Misses' Suits of fine linen, in fawn and white and blue and white stripe effects; coat is medium length, trimmed with strappings of self, collar and cuffs trimmed with pearl buttons; Wednesday \$5.00.

SUMMER WAISTS OF NET, SPECIAL \$2.95

200 Beautiful New Waists, of fine net, all are silk lined, white or ecru; fronts of all-over fine embroidery, back, front and sleeves finely tucked and trimmed with lace edging; Special for Wednesday \$2.95. 300 FINE IMPORTED COLORED WAISTS, REGULAR \$1.50, FOR 95c. 300 Waists, all are smart shirt waist styles, 1-2-inch tucked front and back, or plain tailored waist, laundered collar and link cuffs, in pretty stripe or

Holiday Neckwear

Pretty, summery little novelties and ideas—scores of them. On sale in the Ladies' Neckwear Department, near the Yonge street door. 'Hunting' Stocks of fancy mercerized vesting. Each 25c to 50c. 'Gold' Stocks, in fancy mercerized vesting or plique. Each 25c to 75c. 'Gingham' Valenciennes Lace Stocks. Each 25c to 50c. Embroidered Stiff Collars, 12 1/2 to 14-inch. Each 25c to 50c. Pique Coat Sets. Each 25c to 75c. Full Embroidered Ties. Each 25c to 50c. 'Gretchen' Collars, made of sheer muslin, trimmed with Valenciennes, 'baby,' Irish, gullure or Chiny laces; an immense stock of the newest of ties. Prices ranging from 25c to \$1.50.

SPECIAL FOR WEDNESDAY

100 dozen of Women's White Tailored Muslin Stocks, with toulard, silk, also White Muslin Stock, with Valenciennes lace, with jabot. Regular 25c each. Wednesday, each, 15c.

Holiday Veilings

An entire circle for Veilings. Veilings from Paris, Lyons, London and New York. Special for the Great Veilings for the motor car. Veilings for street wear, in every conceivable shade and price. Chiffon Veilings, in white, black and colors. Per yard, 25c, 50c, 75c. Motor Vels, in black, white and all the newest colorings. Each \$1.50 to \$6.00. Russian Veilings, in black, brown, navy and the new shades. Per yard, 25c, 30c to 75c. White Net Veilings, with black spot, in Russian, Brussels and fancy nets. Regular 50c and 60c yard. Wednesday special per yard, 25c. CHIFFON VEILS, 200 Chiffon Made Vels, in navy, sky, brown, white, green. Regular \$1.00 to \$1.50. Wednesday 45c each.

A Sale of Holiday Sunshades

600 Ladies' Summer Sunshades, in this season's newest designs, in silk and silk mixed, also fancy canopies, canopies; all the latest stripes, checks and floral patterns, also a few Dresden designs and plain white, fawn, brown, cardinal, navy, sky, green, tan. Values from \$1.75 to \$2.50. Wednesday clearing \$1.19.

Lisle Gloves 25c Pair

Women's Wrist Length Lisle Thread Gloves, 2 dome fasteners, neat point on back, summer weight, black and white, all sizes. Special pair, Wednesday 25c.

Long Silk Gloves \$1

Women's Long Pure Silk Gloves, opening at wrist, dome fasteners, black, white, tan, all sizes. Extra special value. Wednesday, pair, \$1.00.

\$2.50 Hand Bags \$1.19

100 only Ladies' Black Leather Hand Bags, leather lined, inside coin purse, riveted frame, double strap handles. Regular \$2.00 and \$2.50 each. Wednesday \$1.19.

Groceries for Picnics, Etc.

- 2,000 lbs. Fresh Dairy Butter, in 1-lb. prints. 25c. 1,000 stone Fresh Rolled Oats, per stone 4c. Finest Cooked Ham, 300 lbs., per lb. 8c. Quaker Puffed Rice, 3 packages, 25c. Choice Red Salmon, Cook of the North Brand, 1-2 lb. flats, 3 tins 25c. Clark's Ported Meats, assorted, per tin 5c. 20 tins Canned Plums, gallon a tin, 25c. Cross Fish Brand Sardines, 2 tins 25c. Upton's Marmalade, 5-lb. pail, 40c. Finest Canned Tomatoes, 4 tins 4c. Canned Corn or Peas, 4 tins 4c. Telfer's Cream Soda Biscuits, 3-lb. box 25c. Telephone direct to department. 2 LBS. FRESH ROASTED COFFEE, 35c. 300 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday 2 lbs. 35c.

Last June Selling of Whitewear

TWO points you must not forget to take into consideration in your Wednesday shopping. (1) It is the last day you may buy Lingerie at June prices. (2) Thursday is Dominion Day, the first real summer holiday. We would advise you, therefore, to be here bright and early Wednesday morning. This list is sure to contain something you must have, and at prices that are more than reasonable.

30c WOMEN'S SUMMER VESTS, WEDNESDAY, 19c.

Very Fine White Ribbed Cotton, low neck, with no sleeves, lace heading and ribbon. Sizes 32 to 38 bust measure. STYLISH DRESSING SACQUES. Fancy Printed Lawn, butterfly style, several neat and pretty patterns, edges all silk whip stitched. Sizes 32 to 44 bust. Wednesday 50c. Fancy Printed Lawn, pink, blue or black patterns, on white ground, fancy border of lawn, waist belt, long sleeves. Sizes 32 to 44 bust measure. Wednesday \$1.00. Fancy Printed Lawn, pink, blue or black, on white ground, scalloped silk edges front and back, 1 1/2 inch tucks, pocket, fancy stole gathered at waist. Sizes 32 to 44 bust measure. Wednesday \$1.25. Fancy Lawn, blue, pink, helle or navy, on white ground, 1-2 length kimono sleeves, wide tucks to bust line, silk ribbon at waist, collar and sleeves, frill of fine embroidery. Sizes 32 to 44 bust measure. Wednesday \$1.50.

ONE GRAND CLEAR-OUT IN THE WHITEWEAR SECTION.

1—All the small lots and oddments left over after the tremendous June selling. 2—A host of manufacturers' samples which were almost given away to us. 3—All the pieces that are soiled or mused in the least with handling. Gowns, Skirts, Corsets, Covers, Drawers, Chemises and Aprons. Wednesday every piece will be marked at a rush-out price. COUNTER-SOILED INFANTS' AND CHILDREN'S WEAR. Coats, Dresses, Skirts, Slips, Robes, Barrowcoats, Pinafores, in fact, almost everything necessary for the children. The only fault of these goods is that through constant handling they have become mused. Only one or two of a style. Wednesday half and less than half price. CORSETS. \$2.50 Corsets, Royale or D. and A. model. Wednesday \$1.50. Finest white batiste, high or medium bust, director's model, for slight or medium figures, all rustproof steel lined, lace and ribbon trimmed, four garters. Sizes 18 to 26 inches. \$4.00 La Reine Somersette, Wednesday \$2.50. Finest white batiste, fine cotton net, insertion over hips and under arms, high bust, long hips, deep darts, director's model, for slight or medium figures, all rustproof steel lined, four wide side steel, six wide plain elastic garters, lace and ribbon bow; the best idea we know of for a summer corset. Sizes 18 to 26 inches.

Holiday Millinery

A FRESH jaunty hat will make all the difference in the world. Specials for holiday shoppers to-morrow as follows: 140 Trimmed Hats, in large drooping effects, with drap and quill or ribbon with quills. Worth \$2.00 to \$2.75; Wednesday \$1.00. 185 New Mushroom Saviors, with silk bands, black, white or burnt. Wednesday \$1.50 to \$2.00; Wednesday 50c. 300 Sun Bonnets, for ladies or children, all good colors and nicely finished; regular 30c and 35c each, Wednesday 25c. 50 Children's Trimmed Hats, in fancy braids and Leghorns, with flowers and ribbons, regular \$3.00 to \$3.50, Wednesday \$1.45.

Half Price for Summer Muslins

A MAGNIFICENT stock to choose from. A magnificent department and a magnificent light. Added to all this magnificence reduced prices! Seems too good to be true, but we can easily prove it by showing the goods to you. On sale to-morrow in the new department—second floor. 2,000 yards of Pretty Striped and Checked Suitings, nice weight for draping, lawn, green and pale blue checks (gingham designs), white ground, stripes of pink, mauve and green, in various widths. Regular 15c, for 1-2c. Dainty designs in Bordered Satene Suitings, spots and figures on pink, sky, old rose, green, navy, etc. Regular 20c, for 12 1-2c. 100 only Pretty Hand Embroidered White Robes, very handsome designs, the skirt only required joining down the back and round the waist, and can be finished by any needlewoman in a few hours; there is enough material to make the blouse, hand embroidered to match the skirt; the material is a beautiful linen finished suiting, made in Belfast, Ireland. To buy a robe like these made up, or to get one made by a dressmaker, would cost you from \$15.00 to \$20.00. Special while they last, 25c. Great bargain in 42-inch Nainsook, a lovely even cloth, suitable for ladies' and children's wear, worth at least 25c per yard. To-morrow, special, 15c.

Linens and Staples

(Second Floor, Yonge Street Section). 25 dozen only Tea Towels, hemmed ready for use, plain with red or blue borders, and words 'glass towels' woven in heavy, perfect drying, Irish make, 23 x 32 inches. Each Wednesday 11c. (Main Floor). 140 pairs Hemmed Sheets, torn sizes, full hems, plain or gylled, made from heavy English sheetings, free from all drugs. 2 x 2 1-2 yards. Per pair, Wednesday, \$1.18. 100 pairs only best quality Flannel-ette Blankets, pink- or blue borders, strong and beautifully napped, grey only, full double bed size, at, per pair, Wednesday, 95c. every thread linen, elegant designs, with border all around, 2 x 2 x 2 1-2 and 2 x 3 yard sizes. Each, Wednesday, to clear, \$2.47. 100 pairs only best quality Flannel-ette Blankets, pink- or blue borders, strong and beautifully napped, grey only, full double bed size, at, per pair, Wednesday, 95c.

We Want to Sell 3,000 DOLLAR Shirts This Week

THIS is the Big Week in one way of speaking. It's the holiday week. It is the week of biggest demand. But Thursday comes out—Dominion Day. And Saturday is only half a day. That leaves only four and one-half days of the week. Three thousand shirts divided by four and one-half means 667 shirts per day. That's "some" selling, but the shirts are worth it. They are growing in fame every day. As value for a dollar no wonder!



We have Outing Shirts in this contract lot as well. Every sort of soft shirts, almost. Madras, Zephyrs, Percales, Cambrics, Cashmerettes, Nets, Oxfords, Vestings, Ducks. Coat styles and ordinary. Pleated or plains. Cuffs detached or attached. 300 different effects to choose from. Sizes and half sizes, 14 to 18. ONE DOLLAR PER SHIRT. Outing Jerseys, Bathing Suits, Etc. 1000 Boys' Athletic Jerseys, short sleeves, low neck, plain white and fancy trimmings. 22 to 32. Special Wednesday 25c. 500 Suits of Imported Cashmere Bathing Suits for Men, two-piece style, navy, trimmed with red or white, 34 to 42; Wednesday \$2.00 suit. 1000 garments of Manoeuvre's Imported, French Balbriggan Underwear, navy, blue, or drab, 34 to 42; Wednesday, 50c garment. 1000 Neglige Shirts, cuffs attached or detached, spots, stripes, checks, light medium or dark shades 14 to 16 1/2. Special Wednesday 60c. 1000 White Duck Shirts, reversible collar and pockets, the kind that's used for cricket, bowling, etc. 14 to 16. Special Wednesday 60c. 1000 Boys' Bathing Suits, in plain navy button on shoulder, the kind all boys like, 22 to 32. Special Wednesday 25c.

A Cool Wash Vest for 79c

CHEAPEST Wash Vest we sell in the regular way costs you \$1.25. This lot contains Vests worth up to \$2.00. Cleared them from the factory. Better get one for your holiday tout ensemble. 300 Men's Newest Style Wash Vests, 46 mercerized effects, imported broad and fancy white duck materials, in black and white polka dots, fancy designs and neat stripe and check patterns; a large assortment of the newest weaves and designs; made single-breasted, finished with lace on pockets and detachable pearl buttons. Sizes 34 to 44. Regular \$1.25 to \$2.00. On sale Wednesday, 79c.

Semi-Annual Clearance in the Custom Tailoring Department

Men's \$24.00 to \$30.00 Suits for \$18.95

THESE are genuine Custom Tailored Suits, not the loudly advertised "made-to-measure" Suits that never see a real tailor-shop from the time they are sold in a store till they are sent home to the customer. These are not Factory Made-to-Order Suits that we offer. They will be cut, made and finished by our own skilled journeymen tailors by hand. Particulars are these: We have 150 Suit Lengths left, which were marked to sell at \$24.00, \$26.00, \$28.00, \$30.00 and \$32.00. On sale Wednesday, made to your order, for \$18.95. The lot consists of the imported materials, English and Scotch tweeds, chevrons and fancy worsteds; the most popular shades and colorings, smoke and brown tones, also a number of the new grey designs; all high-class materials, which were selected specially for our custom tailoring trade. We will make your choice from measurements taken on Wednesday, with best trimmings to match, and first-class workmanship, for \$18.95. Fit and workmanship guaranteed or your money refunded.

Knives and Razors

Boys' Strong Jack Knives, 2 strong blades. Regular 25c. Wednesday 15c. Ladies' and Gentlemen's Pearl Handle Pocket Knives, best quality steel, plain and boleter tipped. Regular up to 75c. Wednesday 45c. Carving Knives and Forks, stag and celluloid handles, Sheffield steel blades. Regular up to \$1.75. Wednesday 95c. Boker's King Cutter Razors, the kind that barbers use, every one guaranteed 30 days' free trial. Regular \$1.50. Wednesday \$1.25. Men's Heavy Boots, for gardeners, teamsters, etc., made of heavy grade leather, solid leather, hand pegged soles, bellows tongue, Blucher style. Sizes 6 to 11. Wednesday \$1.99. Moulders' Congress or Elastic Side Boots, solid leather soles and heels, good elastic, made up expressly for moulders. Sizes 6 to 11. Wednesday \$1.25. Men's Boots, heavy box kip leather, Blucher style, solid leather throughout, a great utility boot, one that will stand scuffing and hard usage, and also neat enough for street wear. Sizes 6 to 11. Wednesday \$1.99. Men's Boots, heavy grain leather, very strongly made, unlined and solid leather throughout, suitable for any heavy work, made straight lace style, with toe-cap. Sizes 6 to 11. Wednesday \$1.69.

Travelling Goods for the Holiday

25% Discount | 25% Discount. \$5,000 worth of the very best made Trunks, Suit Cases and Club Bags; must be cleared at 25 per cent. discount off "Simpson's" regular prices. (Top Floor). 25 per cent. discount—25 per cent. \$2.50 Clocks \$1.00. 200 Clocks, an assortment nickel, copper, gilt and bronze finish, clock, time and alarm; some repeaters, American and other reliable movements, guaranteed timekeepers. Regular selling up to \$2.50. Wednesday one price, \$1.00.