# 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 8 a.m. Store Closes 5.30 p.m.* PROBABILITIES—Light to moderate variable winds; fine and very warm. *Tuesday, June 22, 1910*

## BILL OF SALE WEDNESDAY

**Sale of 3,000 Leghorn Hats**
**Fourth day of the Muslin Sale**
**Big List of Sale Footwear**
**$3.00 Cushion Tops for 59c**
**500 Room Rugs Reduced**
**Big Four Day Sale of China and Cut Glass Commences**
**$4.00 Pictures for 90c**
**The Whitewear Sale**
**Sale of Little Children's Wash Dresses**
**Men's $18 to $24 Suits for $15**
**Women's $15 to $32 Dresses, $8.95**
**Women's $9.50 Wash Suits, $5.95**
**Men's $1.00 and $1.25 Outing Shirts, 75c**
**Men's 50c and 75c Neckties, 29c**
**A Sale of Shepherd Checks**
**85c Shantung for 65c**
**A Big Sale List of Household Staples**
**Women's Real Kid Gloves at 55c Pair**

**Wednesday's Hot Weather Programme for the Customers of This Cool, Pleasant Store**

THE sale of Summer necessaries increases in popularity and importance every day. June has emphasized her right to be considered a summer month. Everybody wants things for summer—things to wear, things for the house, things for going away. HERE THEY ARE—conveniently displayed and assorted, and priced in accordance with our Summer Sale. Take advantage of them—June is swiftly passing.

## Women's $15 to $32.50 Summer Dresses $8.95

A very special assortment of Women's Dresses, the clearance of a manufacturer's samples and "over-mades," which we purchased at an extremely low price. You get full benefit to-morrow morning. The materials are fine Mulls, Nets, Batiste, summer-weight Prunella Cloth, and a few of silk.

In the lot, but not in each material, are white, cream, mauve, pink, navy, fawn, green, also a few in black.

Made in a great variety of styles; some have yoke and collar of lace insertion, others embroidery, tucked net, or silk.

Skirts are pleated, some with flounce effect.

These dresses would sell, if purchased in the regular course of business, at prices ranging from $15.00 to $32.50. Wednesday, $8.95.

(No 'Phone or Mail Orders Filled.)

**WOMEN'S $9.50 WASH SUITS, $5.95**

Stylish Summer Suits of a new diagonal wash material; coat is 32 inches long, close-fitting, has new roll collar, trimmed with buttons and soutache braid on front and back.

Skirt gored style, with front panel and side pleats.

Colors are mauve, grey or rose—a large range of sizes to select from.

The regular price was $9.50. Wednesday selling $5.95.

(Cannot Accept 'Phone or Mail Orders.)

**WOMEN'S $23.50 TRAVELING COATS, $11.75**

Smart Coats, suitable for traveling or as a steamer coat; splendid quality cheviot serge of grey, tan, green, navy or black.

Long length, semi-fitted back, with the new belt effect, mannish collar, strictly tailored.

Sizes in the lot are 32, 34, 36, 38, 40 bust measure. Sold regularly at $23.50. Wednesday $11.75.

((No 'Phone or Mail Orders Filled.)

## A Remarkable Sale of Children's Wash Dresses

A summer sale event of special importance. Hundreds of pretty little dresses for the heat of summer to fit ages one to six.

Two hundred Girls' Extra Fine Percale, Chambray and Gingham Dresses, six pretty styles, including sailor effect, trimmed with plain and contrasting materials; a splendid variety of colors to select from; sizes 6 to 16 years in the lot. Regular prices $2.50 and $2.75 each. Wednesday, each, $1.25.

306 only Children's Summer Wash Dresses, in pretty patterns and colors, of percales, ginghams and chambrays, seven handsome styles, high and Dutch necks, elbow and very short sleeves, embroidery insertions and plain strapping; sizes for one to six years. Regular prices $1.75, $2.00 and $2.25 each. Wednesday, each, $1.00.

420 Children's White Dresses, clearing 12 beautiful styles in lawns and mulls, lace or embroidery trimmed, also tuckings, etc.; very charming dresses for girls one to six years, Wednesday **Half Price and Less.**

## The June White Sale Breaking all Former Records

Wednesday's White Sale offerings include:

**$1.25 Princess Slips,** of nainsook, lace and ribbon, 32 to 42 bust, for 93c.

**$3.50 Petticoats,** of nainsook, with wide insertion and deep eyelet embroidery flounce, for $2.49.

**$8.00 Bridal Sets,** of 4 pieces, fine nainsook, lace, beadings and silk ribbons, sizes 32 to 42 bust, for $5.00.

**75c Corset Covers,** clearance of three handsome styles, nainsook, lace or embroidery, ribbons, sizes 32 to 44 bust, for 50c.

**75c Isabelle Drawers,** the short skirt effect garments, nainsook and lace, lengths 23, 25, 27 inches, both styles, for 55c pair.

## Real Kid Gloves for 55c Pair

Women's Real French Kid Gloves, a clearing from a large French maker. In the lot are black, tan, brown, mode, beaver, grey, navy and green; wrist length, dome fasteners, neat silk stitched points, over-sewn seams, perfect fitting, all sizes. Regular 75c to $1.00. On sale Wednesday, pair, 55c.

## Fourth Day of the Big Distribution of Muslins

**A very big special purchase at a very big cool summer discount—that's the first part of the story.**

A very big sale opportunity at a very big saving, together with very hot weather—that's the second—your part of the story.

See:—

Hundreds and hundreds of yards of the celebrated Mentone Organdy, 29 inches wide, white grounds with small, medium and large polka dots, black, navy, pale blue, red, pink and mauve; navy grounds with small and large white ring and ring with fancy design; pretty check ground of self color with floral effect in mauve, sky and pink; white plain grounds with fancy figured floral and floral stripes, rose buds, clusters, wreaths and sprays, in sky, pink, burnt orange, mauve and other colorings. There are hundreds of patterns, and not a bad one in the lot. All fast colors, too. Regularly 17c. Sale price 10c.

Floral printed Voile, real French goods, exquisite designs. Many of the same have been sold by us all the season at the regular prices; viz., 35c to 59c. Sale price 15c.

Another clearance of 31-inch Scotch Ginghams, all stripes, sky, pink, mauve, green, grey, fawn, etc. Regularly 15c, for 7½c.

(No 'phone or mail orders can be accepted for these goods.)

## 85c Colored Shantung Silks 65c Yard

The woman planning for a new Silk Suit, Morning Dress, Afternoon Gown, Evening Costume, Shirt Waist or Coat, should visit the silk department on Wednesday and see this rich collection of Lyons dyed colored Shantung Silks, selling at 65c a yard.

Light and mid blues, Copenhagen, navy, tan, grey, vieux rose, mauve, etc.; extra fine bright finish and splendid wearing quality; 26 inches wide.

Regularly 85c a yard. Specially priced for Wednesday's selling, 65c yard.

## Summer Sale Shepherd Checks

**Dress Goods Department—Second Floor.**

Just arrived a big shipment of Shepherd Checks from a leading English manufacturer — beautiful light textures, with a wide variety of checks. We have marked them at special prices for our Summer Sale. They are most useful fabrics this summer, as you know.

1,000 yards, beautiful light weight, just the correct weave for cool summer dresses, washes and launders lovely; 44-inch. Regular price 50c. Wednesday, 38c.

1,500 yards, excellent quality, in a little heavier weight, nice clear checks; 44-inch. Regular 65c yard. Wednesday, 49c.

2,000 yards, recommended for coats and suits, in a perfect finished and unshrinkable quality; 44-inch. Regular price 85c. Wednesday, 63c yard.

1,000 yards—We have a very special lot in an all-wool quality, guaranteed thoroughly sponged and unspottable; 44-inch. Regular price $1.00. Wednesday, 75c.

Shepherd checks in better qualities are all marked at reduced prices; 54 inches wide; 85c, $1.00, $1.25, $1.50.

## Summer Sale in the Staples Dept.

**Second Floor—Yonge Street.**

**$1.00 Sheer Linen, for Hot-Weather Blouses, 50c Yard**—36 inches wide, all pure linen, full grass bleached, Irish manufacture. Just in time to make a cool blouse. Only 225 yards. Regular $1.00 per yard. Wednesday, 50c.

**$3.00 Table Napkins Clearing $1.93**—An odd lot of very fine, pure linen, Irish satin damask Table Napkins; the cloths to match them are all gone; elegant bordered designs; 24 x 24 inches. Regular $3.00 per dozen. Wednesday, $1.93.

**Reversible Plaid Steamer Rugs, $2.45**—Full size, fringed ends, fine satin finish, splendid plaids and colorings; indispensable for summer outing. Only 40 to sell. Very special, each, Wednesday, $2.45.

**Strong English Apron Ginghams, 9c**—Assorted checks, bordered, 38 inches wide, fast colors, one of the strongest ginghams we ever sold; 500 yards in this lot. Regular 12½c and 15c per yard. Wednesday, 9c.

**10c Factory Cotton, 7½c**—1,100 yards 36-inch heavy unbleached or factory cotton, sound thread, good sheeting weight, will bleach pure white. Regular 9c and 10c per yard. Wednesday, 7½c.

## A Sale of Pictures Wednesday

**Including About 100 Oil Paintings of King Edward VII. and Queen Alexandra.**

500 regular stock pictures must be cleared on Wednesday morning at 90c each. A splendid assortment of subjects, selling every day at prices up to $4.00, including Etchings, Photogravures, Artotypes, Oils, Pastels, Lithos. The oil paintings of King Edward VII. and Queen Alexandra are mounted on stretchers, and should not be overlooked. Regular prices to $4.00. Wednesday, 90c.

(No 'Phone Orders——See Window.)

## *Changing Yonge St.*

Man, ever restless, seems never to be satisfied very long with "things as they are." In the days when the Wanless Building was new and the pride of lower Yonge street, who would have imagined that in a few short years its roof would be dismantled, the bricks of its sturdy walls thrown to the ground, its very foundations undermined and removed to make way for progress? Continuing our clearance of the stock now in the Wanless section, on Wednesday we'll sell:—

**ANOTHER LOT OF $1.00 AND $1.25 OUTING SHIRTS AT 75c EACH**

Shirts you can wear on those week-end trips, at the beach, on the farm, etc. Shirts that feature a soft lay-down collar, made reversible; colors white, tan, mauve, green; in madras, duck, cashmerettes or white cellular. Shirts that sell in the usual way at $1.00 and $1.25. Sizes 14 to 18. Clearing at, each, Wednesday, 75c.

**1,000 MORE OF THOSE 50c AND 75c NECKTIES SELLING AT 29c EACH ON WEDNESDAY**

1,000 Silk Four-in-Hand style Derbys, taken from our regular stock and reduced to away below stock price. New, seasonable designs and colorings. Made in the shapes that are correct, namely, reversible, open-end and French seam. At the price quoted you should buy all you want for some time to come. Each, Wednesday, 29c.

## WATER!

**Lake Ontario 100% Pure**

No better drinking water in the world. Generated in Lake Superior, aerated at Niagara Falls, settled in Lake Ontario, and filtered at Simpson's by the Jarvis natural stone filters.

Pure, living, clear, cool, sparkling!

Served in the Lunch Room.

## Wednesday's Groceries

2,000 stone Fresh Rolled Oats, per stone, 36c.

Choice Sugar Cured Hams, half or whole, per lb., 19c.

Finest Canned Tomatoes, two tins for 15c.

Canned Corn, 3 tins for 25c.

Canned Lombard Plums, gallon s. tin, reg. 45c, per tin, 25c.

Pure Gold Quick Tapioca, Chocolate and Custard Powder, 3 packages for 25c.

Dalton's Lemonade Syrup, 3 bottles for 25c.

Domestic Kippered Herring, 3 tins for 25c.

Shirriff's Marmalade, 2-lb. jar, 25c.

## Four Days' Clearance Sale of China, Glass and Bric-a-Brac

Our Basement China Store is to be one of the centres of Summer Sale attraction this week.

We are going to clear the bulk of the art pottery stock, together with a large quantity of dinnerware and glass.

We will devote four days to the work. Lovers of the beautiful should make sure of some of this pottery, comprising as it does many modern masterpieces— Doulton, Wedgwood, Royal Worcester, Crown Derby, Bernard Moore, and others. Decisive reductions will prevail throughout the China Department.

2 only High-Grade Limoges China Dinner Sets of 122 pieces, dainty floral design, broad bands, coin gold mass handles. Regular $195. Sale price $125.

102-piece Dinner Set, Limoges china, neat rosebud design, all pieces gold trimmed, coin gold handles. Regular $65. Wednesday $39.90.

97-piece Best English Semi-Porcelain Ware Dinner Set, in rich full Grecian pattern; a desirable set at an extremely low price. Regular $12.25. Wednesday $8.97.

Table of Doulton, Wedgwood, Amphora and Bernard model wares. Regular $3.50. Wednesday, special, $1.98.

4,000 Tea Cups and Saucers, in the popular gold clover leaf decoration. Regular 8½c. Wednesday 5c each.

(None 'phone or C.O.D.)

For hotel, cafe, etc.—700 dozen White Ironstone 8-inch Meat or Dinner Plates. Regular 60c dozen. On sale 29c dozen.

Goblets, clear pressed glassware, Colonial shape. Reg. 90c dozen. Sale price 60c dozen.

Tumblers, half pint, demi crystal, flute cut. Regular $1.50. Wednesday 96c dozen.

Half- price on this line of Tumblers, half pint, full crystal, genuine American cut. While they last, $3.00 per dozen.

See the table of rich, sparkling Cut Glassware, comprising Berry Bowls, Celery Trays, Oil Bottles, Comports, Footed Sugars and Cream Sets. Regular $5.00. Wednesday $2.50.

Lamp Shades; colors green, blue and red. Regular 10c. Sale price 5c.

Clean-up in Toilet Ware—100 odd Ewers and Basins—pieces worth up to $1.25. Wednesday's snap, 39c.

8-inch Brass Candlesticks, octagon shapes, heavy cast, Wednesday, 69c each.

25 only Brass Jardinieres, hammered brass, in bright and dull finish, Wednesday, $2.99.

## Summer Sale of Silkolines

**Curtain Department—Third Floor.**

Thousands of yards of the best finished quality silkolines made; newest floral, Oriental and conventional designs on light, medium grounds. This material is suitable for comforters, cushion covers, drapings, and the many other purposes for which this class of goods is now so extensively used. The width is 36 inches. Wednesday, per yard, special, 11c.

## Ready-Made Cushion Tops at 59c

The assortment is large and of fine quality fabrics, including silk, silk and wool, and wool tapestries, velours, brocades, damasks, repps, monk's cloth, etc. Large size, well made, and ready to slip on form. Worth from $1.50 to $3. Wednesday, Summer Sale price, 59c.

## Summer Sale Rugs Wednesday

500 Axminster, Wilton and Smyrna Rugs, in a range of over 30 designs. The newest colorings are amongst this special lot that we are clearing on Wednesday, green florals, green and brown Orientals, cream and tan medallions, dainty self-tone rose, or green, and lots of others that we cannot describe for want of space.

Come and see them.

Lot 1—9x9, 9x10.6, and 9x12. Reg. price $27.50 and $30.00. Wednesday $22.48.

Lot 2—9x12, 9x15, and 10.6x12. Reg. price $35.00 and $40.00. Wednesday $28.48.

## Summer Sale Suits for Men

$18, $20, $22 and $24 imported Fancy Worsted Summer Suits on sale To-morrow at $15.

100 only in the lot but they are all choice patterns.

New designs and colorings, that came out as supplementary lines after the regular spring orders.

Made on the latest two and three buttoned single breasted sack models with best mohair and lustre linings to match and tailored "the very best." Sizes 34 to 42, to clear Wednesday at $15.00.

## 35c Socks, 3 pairs 50c

Men's Fancy Lisle Thread Socks. The newest styles and colors for summer wear. In the lot are stripes, checks and silk embroidered fronts; also plain colors, all imported spliced heel, toe and sole.

All sizes. Regular 35c. On sale Wednesday 18c pair; 3 pairs 50c.

## Summer Footwear Sale for Wednesday

Special purchases from Boston and Montreal.

**Barefoot Sandals**—180 pairs Barefoot Sandals, tan Russia calf leather, two straps and buckles; stitches in soles are held secure with little steel staples, set an inch apart—

Infants' sizes, 2 to 4, regular 75c, Wednesday 59c.
Children's sizes, 5 to 10½, reg. 95c, Wednesday 69c.
Misses' sizes, 11 to 2, reg. $1.00, Wednesday 79c.
Women's sizes, 2½ to 7, reg. $1.25, Wednesday 99c.

('Phone Orders Filled.)

**Bathing Shoes**—180 pairs Women's Bathing Shoes, white canvas, canvas-covered rubber sole, tape to go over instep, "Ocean Queen" style, 2½ to 7, regular 35c, Wednesday 27c.

**White Canvas Oxfords and Pumps**—1,360 pairs white canvas footwear to be sold Wednesday as follows:—

Women's White Canvas Oxford, Blucher, leather heel, all sizes, regular $1.25, Wednesday 99c.
Women's White Canvas Oxford, Blucher, covered heel, all sizes, regular $1.49, Wednesday $1.19.
Women's White Canvas Ankle-Strap Pump, covered heel, all sizes, regular $1.49, Wednesday $1.19.
Misses' White Canvas Ankle-Strap Pump, leather heel, all sizes, regular $1.15, Wednesday 89c.
Children's White Canvas Ankle-Strap Pump, leather heel, all sizes, regular $1.00, Wednesday 79c.
Women's White Mercerized Canvas Oxford, Blucher, covered heel, all sizes, reg. $2.50, Wednesday $1.99.
Women's White Mercerized Canvas Ankle-Strap Pump, covered heel, all sizes, reg. $2.50, Wednesday $1.99.

**Women's House Slippers**—300 pairs Women's House Slippers, dongola kid, one strap; also dongola and prunella buskins and prunella cloth elastic-side boots; all sizes 2½ to 7½; regular $1.25 and $1.50. Wednesday 99c.

('Phone Orders Filled.)

**Women's Oxfords**—300 pairs Women's Summer Oxfords, chocolate kid, tan Russia calf, patent colt, gunmetal and vici kid leathers, all sizes 2½ to 7, regular prices $2.50 and $2.75; also about 90 pairs of $5.00 sample Oxfords included, in sizes 2½ to 4; Wednesday all one price, $1.99.

**Women's Boots**—120 pairs Women's Boots, made by J. & T. Bell, of Montreal, Que.; patent colt and vici kid leathers, Cuban heels; all sizes 2½ to 7; regular $3.85 and $4.00. On sale Wednesday, $2.95.

**Men's Boots and Oxfords**—180 pairs Men's Boots and Oxfords, patent colt, calf and kid leathers, Goodyear welt soles, all sizes in the lot 5 to 11; regular $3.50 and $4.00. Wednesday, $2.49.

## Summer Sale Ribbons

A clearing in several lines of plain and fancy Ribbons, rich fancy checks and spots, including beautiful Dresdens in the finest quality, in combinations of brown and white, myrtle and white, navy and white, Copenhagen and white, also many desirable shades in plain, even weave taffeta; much used for sashes and millinery; 6 to 8 inches wide. Regular 40c, 55c and 60c yard. Wednesday rush, 25c yd.

## Sale of 3,000 Leghorn Hats

No more desirable kind of midsummer hat than a Leghorn. They are never so plentiful as to be cheap, especially seasons like the present when fashionable people in New York and Paris have placed them more than ordinarily in demand.

We have, however, been so clever as to secure an immense clearing lot at an exceptionally low figure.

The opportunity is yours as a customer of this store.

460 Stylish Leghorn Hats, in the unfinished quality and blocked in the best summer shapes, worth $3.50 to $4.50. Wednesday $1.85.

1,300 Hats, in fine quality flops, worth $1.50 to $2.00. Wednesday 85c.

1,200 Leghorn Flops, all new and good quality, worth 75c, 85c, $1.00. Wednesday 45c.

## Summer Sale Silverware Specials

$7.75 Soup Tureens, satin finish, rococo drape, fancy feet, bead border, Wednesday $5.00.

$8.00 Tea Sets, 4 pieces, satin finish, engraved shield, cream pitcher and spoon holder gold lined, Wednesday, $5.95.

$2.25 Cake Plates, satin and bright finish, heavy rococo border, "Cake" engraved, Wednesday $1.75.

$2.75 Fern Pots, fancy open-work band, and feet, earthenware lining, Wednesday $1.98.