

H. H. FUDGER, President.

J. Wood, Manager.

Store Opens 8 a.m.

Store Closes 5.30 p.m.

PROBABILITIES—

Light to moderate winds; fine and warm.

Thursday, June 23 1910

To Toronto's Crack Regiment—Another 50 Years of Popularity



Simpson's Summer Sale Holds Friday as a Day of Little Prices

Boiled Water
Versus
Filtered Water

If there is any doubt about which of the two is more grateful to the parched throat—boiled or filtered water—come and enjoy a cool, sweet, effervescent glass of sparkling Lake Ontario, 100 per cent pure.

We have installed ten Jarvis Natural Stone Filters, and the result is H₂O—pure, unadulterated water, with just sufficient natural lime in it to give it zest.

Come and have some. It is served in the lunch room—all day.

Bargain Day in the China Sale

\$22.55 Dinner Sets \$16.25
6.70 Dinner Sets 4.39
1.50 Doulton Ware .49
1.00 Comports .60

Details follow:—

100-piece Dinner Sets, in Booth's Silikon china ware, richly decorated with heavy gold band, lace finish; a really choice set at a phenomenally low price. Regular \$22.55. Friday \$16.25.

Complete Dinner Sets, best English ware, dainty floral decorations, all underglaze, complete set for 12 persons. Regular \$6.70. Friday \$4.39.

1,000 pieces Doulton's Ware, Jardinettes, Jugs, Teapots, Jars, etc. Up to \$1.50. Friday .49.

100 only Covered Vegetable Dishes, 18-in. Meat Platters. Friday \$2.50 each.

Potted Comports, clear American glass, colonial shape, suitable for ice cream. Regular \$1.00. Friday 60c dozen.

Brass Jardinettes, Dutch design, pierced work, 30 only, for Friday's quick selling, 90c.

Carpet Department Bargains

English Tapestry Rugs, in a large range of Oriental, floral, conventional and lattice designs, suitable for parlors, dining rooms, bedrooms, etc.

2 x 2. Regular \$6.75. Friday \$5.99.
2 x 3. Regular \$8.00. Friday \$7.25.
3 x 4. Regular \$9.50. Friday \$8.49.
3 1/2 x 4. Regular \$10.75. Friday \$9.49.

English Mohair Hearth Rugs, in reds, greens, browns, blues and rose. 24 in. x 48 in.; fringe each end. Regular price \$2.75 each. Friday \$1.98 each.

11 in. x 28 in., fringe each end. Regular price \$1.00. Friday 78c each.

Scotch Printed Linoleum, in block, tile, floral, parquet and matting designs. Regular to 40c square yard. Friday 33c square yard.

Japanese Matting, in good floral and conventional designs. Regular 25c and 30c per yard. Friday 15c per yard.

Japanese Mats, in good bordered designs, useful for verandahs, etc.

2.0 x 6.0. Half-price Friday 37c.
6.0 x 9.0. Half-price Friday \$1.27.
9.0 x 12.0. Half-price Friday \$2.47.

Nottingham Curtains

Best patterns in floral, motif and scroll effects, 52 and 54 inches wide, 3 and 3 1/2 yards long, extra good thread, evenly woven and finished with strong edges. Friday \$1.48.

CURTAIN POLES AT 9c.

1,000 Oak, Mahogany or Walnut Finished Poles, fitted with ends, open or closed brackets, 4 feet long. Worth 15c. Sale price Friday 9c.

GRASS MATS 4 FOR 10c.

Verandah or Lawn Grass Mats, fine quality, made in good size and neatly woven, a desirable mat for summer use. Extra special value at Friday's price, 2,000 on sale at 4 for 10c.

CUSHIONS FRIDAY AT 49c.

300 Cushions, a large variety of fabrics, many color combinations, handkerchief and Dutch style, filling of good quality Russian down, well made. Bargain Friday 49c.

Friday's Grocery Bargains

1,000 bags Choice Family Flour, 1/2 bag 60c.

California Seeded Raisins, 3 lbs. 25c.

Choice Currants, cleaned, 3 1/2 lbs. 25c.

Perfection Baking Powder, 3 lbs. 25c.

Featherstrip Coconut, per lb. 15c.

New Orleans Molasses, 2-lb. tin 10c.

Canada Corn Starch, 1-lb. package 7c.

2,000 quart gem jars Pure Orange Marmalade, regular 35c, per jar 25c.

Choice Pink Salmon, per tin 9c.

Choice Rangoon Rice, 7 lbs. 25c.

Finest Pearl Tapioca, 4 1/2 lbs. 25c.

2,000 tins Canned Yellow Peaches, in heavy syrup, per tin 15c.

Telephone direct to department.

2 1/2 LBS. PURE CELONA TEA 50c.

A blend of Indian and Ceylon Tea, of uniform quality and fine flavor, one tin, Friday, black or mixed, 2 1/2 lbs. 50c.

EACH day in the week has its turn in emphasizing some particular economical feature of the Summer Sale. To-morrow being our weekly Bargain Day we quote **Little Prices** in every aisle and corner of the store. Shop to-morrow, remembering that Friday Bargain Day comes only once again during this Summer Sale. We are offering every inducement for immediate summer shopping, and people will realize it more and more as the end of June approaches.

N.B.—Shop in the cool of the day in the cool store—at Simpson's, in the morning.

Women's \$5 Skirts for \$3.95

75 only Women's Separate Skirts, light weight Imported Panamas, in navy or black, an up-to-date pleated style, with yoke effect on side gores, which are pleated to bottom, finished with strapping of self and buttons; a good range of sizes to select from. The regular selling price of these was \$5.00. Friday \$3.95.

Misses' \$3.95 Summer Dresses \$2.89

Misses' Summer Dresses, of good quality line, sky, mauve, pink and linen shade. These are in a neat one-piece style, with close fitting waist, long panel front, piped with white on sleeves, collar, waist and down front, finished with linen covered buttons. Sizes are 14, 16 and 18 years. Sold regularly at \$3.95. Friday \$2.89. No phone or mail orders filled.

Women's \$7.50 Coats for \$1.95

75 only Women's Stylish Coats, of covert cloth, plain fawn shade, or in two-tone fawn or in green and fawn stripe effects, also of Bedford cord, fawn tones, number of semi or close fitting styles, three-quarter or short length, strictly tailored, mannish collar and lapels, trimmed with strappings of self or buttons. Sizes in the lot, but not in each material or style, 32 to 42 bust measurement. Sold regularly at \$7.50. Friday \$1.95. Cannot accept phone or mail orders.

Women's \$7.75 Wash Suits for \$5.49

A collection of 130 Women's Wash Suits, in a couple of smart styles; the one is of the new Ramble cloth, in colors, linen, sky and mauve, has close fitting coat, in new square cut style; skirt fitted to waist, with tunic effect, pleated to bottom; the other style is of English repp, in sky, linen, grey, mauve, or white, and is made with Russian blouse effect, with glistening collar; skirt is a nine-gore flare style, cut very full. These sold regularly at \$7.75 and \$7.95. Friday \$5.49. No phone or mail orders filled.

Summer Waist Bargains

300 Waists of fine Pongee, silk, pretty styles, with transparent yoke and collar of fine net, new French sleeves, 20 tailored designs, with stitched straps, tucking and large silk buttons; all the new shades, natural navy, cadet, brown, tan, grey, old rose and black. Sizes 32 to 42. Regular \$4.00 and \$5.00. Friday bargain \$1.49.

500 Lovely Wash Waists, all this season's newest styles, back or front opening, dainty patterns, cluster tuckings, tucked sleeves and cuffs, lace collar. Sizes 32 to 42. Regular \$1.25, \$1.50 and \$1.75. Friday bargain 90c.

\$1 White Lawn Sacques 49c

Women's Dressing Sacques, of fine white lawn, finished with fancy pink or sky border. Sizes 34 to 44. Regular \$1.00. Friday 49c.

Summer Hosiery Bargains

Women's Black, Tan, Plain Seamless Cotton Hose. Regular 20c. Friday 12c.

Women's Medium Weight Ribbed Black Cashmere Hose, full fashioned. Regular 40c. Friday, pair 25c.

Boys' and Girls' Fine Ribbed Tan and Black Lisle Hose, soft and elastic, spliced heel and toe and sole. Sizes 6 to 10. Regular 25c. Friday, pair 15c.

Men's Fancy Striped Lisle Thread Socks. Regular 15c. Friday, pair 10c.

Men's Black Cashmere Ribbed Socks, good quality, spliced heel, toe and sole. Regular 25c. Friday, pair 18c, 3 pairs 50c.

Summer Gloves Friday

Women's Real French Kid Gloves, dome fasteners, oversown seams, black, tan, brown, grey, mode, all sizes. Regular up to \$1.00. Friday, pair 55c.

Women's Fine Imported Lisle Thread Gloves, black, white and some colors, two dome fasteners. Regular 25c. Friday, pair 15c.

The Sale of Summer Muslins

Wash Goods Dept. on the 2nd Floor has been enlarged for this Sale.

A big lot of remnants, muslin pieces and odd lengths of Printed Mulls, Muslins, Organdies and Lawns; many high class qualities among them; useful lengths, too; every regular value from 10c to 30c. Friday 6c.

A lot of slightly shop soiled and ends of pretty 38-inch Tucked Nainsooks, for children's frocks and pinafores; some with lace insertion; all with two or more tucks; some also hemstitched. Regular prices from 20c to 50c. Friday 15c.

A charming lot of Pretty Printed Lawns, Organdies and Batistes; most dainty designs of roses, plinks, chrysanthemums, etc., in all the colors imaginable. 29 inches wide. Regularly 19c. Friday 10c.

No phone or mail orders.

Friday Bargains in the Great June White Sale

75c SUMMER CORSETS, FRIDAY BARGAIN 50c.

Fine, cool white batiste, medium bust, medium long below waist, all fine steel filled, four garters, lace trimmed. Sizes 18 to 26 inches.

15c, 17c, 20c WOMEN'S SUMMER VESTS, FRIDAY BARGAIN 11c.

Fine ribbed cotton, low neck, short or long sleeves, crocheted edges, draw tapes. Sizes 32 to 38 bust.

25c WOMEN'S DRAWERS, FRIDAY BARGAIN 19c.

Good strong cotton, wide umbrella style, deep tucked flounces, both styles, lengths 25, 25 1/2, 27 inches.

Good cotton, Mother Hubbard, high neck, long sleeves, tucks and lace insertion, lace trim, lengths 56, 58, 60 inches. Sizes 32 to 38 bust.

35c MAIDS' APRONS, FRIDAY BARGAIN 23c.

White lawn, bib and bretelles of fine embroidery, flounce on skirt, sashes. Sizes 36 x 36 inches.

50c WOMEN'S OVERALL APRONS, FRIDAY BARGAIN 35c.

Heavy blue check gingham, length from shoulder to bottom of skirt 48 inches, width 50 inches.

50c CORSET COVERS, FRIDAY BARGAIN 37c EACH.

Fine nainsook, front trimmed with fine flit Valenciennes lace insertions, and narrow ruffles, embroidery beading, silk ribbon. Sizes 32 to 42 bust measure.

\$1.50 AND \$1.75 NIGHT DRESSES, FRIDAY BARGAIN 95c.

Fine nainsook, slip-over neck and 3/4 sleeves, front tucked and trimmed with large embroidery medallions, outlined with Valenciennes lace, lace frills, lace beading and silk ribbons. Lengths 56, 58, 60 inches. Sizes 32 to 42 bust measure.

50c AND FRIDAY'S APRON PINAFORES, FRIDAY BARGAIN 25c.

Fine white lawn, bib and bretelles, trimmed with hemstitching or embroidery, wide skirts, with deep hem. Sizes for 6, 8, 10, 12 years. Six dozen only.

\$2.50 INFANTS' SHORT DRESSES, FRIDAY BARGAIN \$1.25.

A very pretty and dainty style, white embroidered dot Swiss muslin, Dutch neck, trimmed with fine embroidery insertion and narrow Val. lace. Sizes for 6 months, 1 and 2 years.

75c INFANTS' LONG SKIRT, FRIDAY BARGAIN 43c.

Fine nainsook, skirt trimmed with two clusters of tucks and frill, edged with fine Valenciennes lace.

25c GIRLS' TUB DRESSES, FRIDAY BARGAIN \$1.00.

Extra fine printed cambric, white with pink, blue and navy patterns, trimmed with white pique strapping, lapels, tie, cuffs and collar. Sizes for ages 8, 10, 12, 14, 16 years.

\$1.75 LITTLE GIRLS' DRESSES, FRIDAY BARGAIN 83c.

Extra fine quality woven zephyr, pretty colored stripe patterns, trimmed waist, belt and sleeves, with fine white embroidery, French style. Sizes for 2, 3, 4, 5, 6 years.

1,100 Children's Bonnets at 25c each.

All new, and made from short lengths of dainty fine embroideries, lace insertions, the manufacturer was clearing from his stock. The price we ask would not cover the manufacturer's cost. Friday 25c.

Trimming Dept. Items

(Main Floor.)

5,000 yards new binding, in splendid range of colors and black, Persian and braided effects, all new goods, regular 25c, 35c and 50c. Friday 10c.

Colored Shantung Silks 39c

We have several hundred remnants of natural and colored Shantung, Rajah, Colored Tuscarah and Pongee Silks; all are pure silk, and mostly 34 inches wide. Rajah is 27 inches wide. Nearly every color will be found in the collection, Copenhagen blues, navy, tans, greens, old rose, etc., with plenty of the fashionable natural color; lengths suitable for waists, coats, skirts; children's dresses and men's summer negligee shirts; qualities that have sold in this store from 55c yard to \$1.75 per yard. All one price Friday bargain 39c yard.

Bargain Day Dress Goods

1,500 yards Colored Lustres, beautiful bright finish, for bathing suits, dresses, waists, etc., full range of colors, browns, greys, navys, greens, new blues, chamolais, also cream and black. 44 inches. Regular 50c and 65c. Friday 37c.

500 yards Cream Delaines, new stripe effects, splendid washing quality, and all-wool, pretty fabrics for summer dresses and children's wear. Regular price 40c. Friday 27c.

LINING DEPARTMENT.

2,000 yards 54-inch Farmer's Satin, in black only, guaranteed permanent dye and good wearing quality. Regular selling 40c yard. Friday special 29c yard.

Second Floor, Yonge Street.

60c AND 75c RESTAURANT NAPKINS 45c DOZEN.

Bleached Irish damask, assorted designs, 19 x 19 inches only, 150 dozen. Regular \$1.25. Friday 85c.

8 1/2c AND 10c CHECK GLASS TOWELING 6c.

23 inches wide, red checks, good heavy Irish make, 1,200 yards. Regular 12c. 8 1/2c AND 10c BLEACHED CANTON 5c YARD.

26 inches wide, superior American make, pure silk, 900 yards. Regular 12c. NOTTINGHAM LACE STAND COVERS 16c EACH.

18 x 36 inches, scalloped edges, splendid designs, on sale in linen department, up stairs, 30c.

35c HEMMED FLOW CASES 25c PAIR. 42 x 33 inches, good heavy make, torn sizes, 2-inch hems, 100 dozen.

WHITE OR GREY FLANNELLE BLANKETS 98c PAIR. 64 x 80 inches for double beds, best Canadian make, splendid summer blankets, 150 pairs.

BLEACHED BATH TOWELS 19c PAIR. Fringed ends, soft finish, just the kind for the children for summer swimming, 100 pairs.

\$2.00 Banded Sailor Hats 68c. 230 of these, and every one new this season, colors black, burnt or white, assorted bands. Friday 68c.

See Window.

1,900 UNTRIMMED HATS AT 38c EACH. Most of them are in black and have just been received; others are "burnt" or white. Along with them we will throw on the tables hundreds of fancy white top hats for children. Marked \$1.00, \$1.25 and \$2.00 each. Friday 38c.

\$1.25 to \$1.75 Parasols for 88c. 200 only Fancy Summer Parasols, in satens and fancy cambrics; many different designs to choose from, in stripes, check and floral effects. Regular \$1.25 to \$1.75. Friday 88c.

Silk Chiffon Veilings

Silk Chiffon Veiling, in white, navy, brown, pink, regular prices 25c and 35c yard, Friday, 10c.

Boot Department Bargains

CHILDREN'S BOOTS. 180 pairs Children's Boots, Dongola kid, Blucher, patent tip, heavy sole, sizes 8 to 10 1/2. Regular price \$1.00. Friday bargain 79c.

WHITE CANVAS PUMPS. 180 pairs White Canvas Ankle Strap Pumps, flexible leather soles, \$1.19.

Women's White Canvas, with covered heel. Worth \$1.50. Friday bargain \$1.29.

Women's White Mercurized, with covered heel. Worth \$2.50. Friday bargain \$1.99.

Misses', 11 to 2. Worth \$1.25. Friday bargain 89c.

Children's, 8 to 10 1/2. Worth \$1.15. Friday bargain 79c.

WOMEN'S OXFORDS. 360 pairs Women's Summer Oxfords, patent coil, chocolate kid, tan Russia calf and black kid, medium and high heels, fine finish. Sizes 2 1/2 to 7. Regular prices \$2.50 to \$3.50. 180 pairs sample "Queen Quality" Oxfords and Pumps included; sizes 2 1/2 to 4. \$4.00 value. Friday bargain \$1.99.

480 pairs Women's White Canvas Oxfords, leather heel, Blucher, all sizes 2 1/2 to 7. Worth \$1.25. Friday bargain 99c.

MEN'S PATENT OXFORDS. 120 pairs Men's Oxfords, patent coil, dull calf top, Goodyear welt sole, all sizes 5 to 11. Regular \$3.50. Friday bargain \$2.49.

BOYS' OXFORDS. 60 only Boys' Oxfords, high grade, tan and black, Goodyear welt, 1 to 5. Regular \$3.50. Friday \$2.49.

150 pairs Barefoot Sandals. Friday bargain, women's or boys' 99c, misses' 79c, children's 69c, infants' 59c.

75c Work Shirts 59c. 500 altogether Genuine English Oxford Shirts, made with reversible collars and pockets, neat stripes, medium and light shades; a better or cooler work shirt for summer is not made. Yes, they are the kind you have been accustomed to paying 75c for in this store. Friday 59c.

\$1.00 COOL OUTING SHIRTS 73c. 500 that's all English white cellulars (or net), the favorites with most men, English cashmerettes, in fancy stripes.

Many men prefer, soft collars attached, made reversible, also pockets. Friday 73c.

\$1.50 VACATION SWEATER COATS 97c. 364 Coats, all-wool, not in too heavy a weight, just right for summer trips, 2 even at 97c, grey, trimmed red or navy, and navy trimmed red. Friday 97c.

\$1.25 BATHING SUITS 97c. 150 Suits, two-piece style, plain navy; sizes 34 to 44; made with 1/2 sleeve; made in England, and sold regularly at \$1.25. Friday 97c.

Men's Summer Hats. 200 Men's Straw Hats, in negligee and fedora shapes, fine quality white Canvas, braids, black silk bands. Regular prices \$1.50 and \$2.00. Friday 98c.

260 Men's Black Stiff Hats, newest shapes, and fine English fur felt; also a few brown. Regular \$2.00 and \$2.50. Friday \$1.00.

100 Men's and Youths' Hats, in fedora, telescope and crusher styles, black, brown and grey. Regular up to \$2.00. Friday 75c.

Children's Summer Headwear. Children's Straw or Leather Turbans, dressy and neat shapes. Regular 50c. Friday 28c.

Children's Wash Tam O'Shanter, in white duck or pique, also plain blue and tan linen. Friday bargain 25c.

Boys' Varsity Caps, in fine navy serge, satin lined, good finish. Regular 15c. Friday 10c.

Summer Furniture Bargains. Sliding Bed Couch, iron frame, strongly made, mattress of green denim, with valance on one side and two ends, filling of cotton; a comfortable couch by day, easily extended to a comfortable bed for night. Our regular price, complete with mattress, \$9.75. Friday \$7.39.

Camp Cot, wood frame, made of thoroughly seasoned hardwood, close woven wire spring, with head and foot rest, complete with cotton filled mattress. Regularly \$2.65. Friday \$1.95.

Solid Hardwood Kitchen Chairs, golden finish. Regularly 44c each. For Friday 3 for 99c.

Men's Fancy Worsted Suits

Regular Prices \$12.50, \$13.50, \$15.00, \$16.00, to Clear Friday, \$9.95.

135 only, the balance of a manufacturer's clearing line, light and dark grey, brown and fawn shades, with neat self and fancy striped, three-button single breasted style, medium or long lapels and clip fronts. Sizes 36 to 42. Friday to clear at \$9.95.

Men's Trousers. Regular Prices \$2.50, \$3.00 and \$3.50, Friday \$1.49.

English Fancy Worsted and Tweed Trousers, in a large assortment of neat dark stripes, tans. Sizes 31 to 42 waist. Regular \$3.00 and \$3.50. Friday \$1.49.

Boys' Two-Piece Suits. Regular Prices \$3.50, \$4.50 and \$5.00, Friday \$2.49.

Boys' English and Canadian Tweed Suits, in assorted brown and mixed grey groups, with neat self and fancy colored striped, single breasted Norfolk and double breasted styles, plain or bloomer pants. Sizes 26 to 36. Regular prices \$3.50, \$4.50 and \$5.00. Friday \$2.49.

Boys' Sailor Wash Suits. Regular Prices \$1.00, \$1.25 and \$1.50, Friday 79c.

Boys' Sailor Blouse Wash Suits, in blue and fancy striped galates and prints, the 3 to 5 years only. Regular prices \$1.25 and \$1.50. Friday 79c.

THE OLD CLOCK. People who have lived in Toronto for any length of time will remember the Old Wanless Clock which hung over the pavement on Yonge street opposite the Wanless Jewellery store, which is now a part of the Robert Simpson Company premises. People used to set their watches by it, and situated as it was in one of the busiest sections of Yonge street, its face was a familiar one to thousands.

The building which the old clock marked is soon to be torn down, and rebuilt uniformly with the Simpson Clock.

The stock of men's furnishings now selling so remarkably cheaply in the second floor store must be cleared out of the way of building operations. On Friday you may choose from:

2,300 WASH NECKTIES GOING FRIDAY AT EACH, 22c.

This multitude of Summer Wash Four-hands represents an assortment of designs and colorings we have never before shown, even at double the price. There are plain whites and many, many plain colored effects; there are hundreds of summer stripes and figured designs; mostly made in the popular open-end style. Regular 55c and 50c. You ought to secure at least one-half dozen at the price we are asking Friday. Each 22c.

2,000 SILK FOUR-IN-HAND NECKTIES AT EACH 19c.

Regular in Price 35c, 50c.

Mostly broken lines from our better class stock of Summer Derbys; hundreds of different designs and colorings; made principally in the open-end Derby style, stripes, figured, scroll, etc., patterns. This lot of 2,000, at each, Friday 19c.

\$1.25 AND \$1.50 PYJAMA SUITS 99c.

150 Suits only, pure white nainsook cotton, English made, fancy trimmed, best striped Madras, low neck style, with trousers; they are broken lines from stock, but in the lot are sizes 36 to 42. Regular selling price \$1.25 and \$1.50 per suit. Friday 99c.

Pageant Souvenirs. 1,000 packets special edition Souvenir Post cards of the Queen's Own Rifles of Toronto, Canada, 12 in set; a very handsome and artistic collection. The edition is limited—would advise early purchase to secure set. 20c per package of 12. On sale Book Department.

Continued.