

The **SIMPSON** Company  
Robert Limited  
H. H. FUDGER, President. J. WOOD, Manager. Store Opens at 8 a.m. Store Closes at 5.30 p.m.

Main 7841  
50 Lines to Central

The **SIMPSON** Company  
Robert Limited  
PROBABILITIES—Moderate winds; fair; higher temperature.  
Monday, June 6, 1910

# A SUMMER SALE AT SIMPSON'S

## Hot Weather is Coming

EVERYBODY will be wanting Summer requisites all at once. Come to Simpson's now. This Summer sale of ours meets Summer weather half way. Every department interested in Summer goods has determined to sell the bulk of its Summer stocks NOW. Summer costumes, summer accessories, summer fabrics, summer furnishings, summer things of all sorts selling at prices revised to effect a great big clearance of summer goods in June.

### A Sale of Women's Suits at \$18.75

Regular Prices were \$27.50, \$37.50, \$45.00 and \$55.00

A COLLECTION of high-class Suits in Spring and Summer styles, made in Broad-cloths, French Venetians, Diagonal Serges, Panamas; also French Silk Mulls and fine imported Linens. The shades in cloth suits include navy, cream, electric, rose, brown, mustard, black, tan, amethyst, green. Other suits are in white or linen shade.

The suits are the latest and most practical styles—an excellent selection for all occasions; coats are lined throughout with silk or satins, some are trimmed with "novelty" designs, others braided and strictly tailored, skirts are pleated and overskirt effect. Regular prices \$55.00, \$45.00, \$37.50, and \$27.50, Tuesday, \$18.75.

No phone or mail orders filled.

### DISTINGUISHED COLLECTION OF IMPORTED LACE COATS.

To be cleared on Tuesday.

These unusually handsome Lace Coats are of cream and white, of gulfure lace, Battenberg and baby Irish lace; they are beautifully modelled in becoming designs, long and ¾ lengths, not all sizes of any style in the collection, but all sizes in the lot. They sold regularly for \$35.00, \$25.00, \$20.00, \$17.50, \$15.00 and \$12.50, Tuesday's price, \$5.95.

No phone or mail orders filled.

### French Lingerie Robes Reduced

NEEDLESS to expatiate on beautiful new goods that have not been in the store over a month.

Marked selling prices are \$14.50, \$15.50, \$16.50, \$17.50 and \$18.50. Fortunate buyers can choose and buy them on Tuesday for \$10.00.

In following colors—rose, cadet blue, natural, amethyst, taupe and purple, and white also. Shaped skirt and sufficient embroidered material to make either a coat or skirt; marked prices \$14.50 and \$15.50, Tuesday, to clear, \$10.00.

Exquisite French hand made one-piece robes, practically ready to put on, only 15 of these, mostly one of each, marked selling prices \$15.50, \$16.50, \$17.50 and \$18.50. Tuesday, to clear, \$10.00.

### \$2 Summer Night Dresses \$1

An instance of the Summer Sale usefulness in the Whitehead Department.

Nearly 700 beautiful Night Dresses offered Tuesday in the June White Sale for \$1.00 each, that would cost you in the regular way fully a third more. Clearing three of our prettiest styles, with dainty floral effects, in all colors. These are regularly 65c. All to clear, 17c.

Hundreds of ends and pieces of silk and cotton mixtures, spots, stripes, checks, plain colors and fancy designs. We cannot begin to describe them, as there are so many colors. Regularly 35c to 49c, for 17c.

### Summer Sale Muslins for To-Morrow

Wash Goods Dept., Second Floor.

Still continuing the series of great reductions in the Muslin Department.

Hundreds of ends and many blouse lengths and dress lengths of fine French printed organdies, check and striped fancy grounds, with dainty floral effects, in all colors. These are regularly 65c. All to clear, 17c.

Hundreds of ends and pieces of silk and cotton mixtures, spots, stripes, checks, plain colors and fancy designs. We cannot begin to describe them, as there are so many colors. Regularly 35c to 49c, for 17c.

### Summer Sale of Embroideries

A CLEARANCE sale of all our high class novelties in colored embroideries. The lot includes linen and fine batiste insertions, embroideries and flouncings, exquisitely worked in floral and conventional designs in white and pink, white and black, white and sky, white and green, and white and helio. On sale Tuesday half price.

40c yard, for ..... 20c  
50c yard, for ..... 25c  
1.35 yard, for ..... 68c

### Fancy Needlework Dept.—Main Floor

English Plush Square, finest quality in Canada, patriotic subjects, green, gold, crimson and blue; regular 25c; for Tuesday only 19c.

Linen Shoe Bags, in various colors and designs. Regular price 39c. Tuesday only 19c.

Hand-embroidered and drawn work Tray

Cloths; a limited quantity. Regular 35c. Tuesday only 19c.

Natural linen, hand embroidered floral designs. Regular price 30c. Tuesday only 19c.

Sample Baskets, various makes, sizes and styles. Regular prices 35c, 50c and 65c. Tuesday only 19c.

### BILL OF SALE TUESDAY

Women's \$55 Suits for \$18.75.  
Women's \$35 Lace Coats \$5.95.  
A Sale of Muslins.  
A Sale of Whitehead.  
A Sale of Ostrich Feathers.  
A Sale of Robes.  
A Sale of Embroider-  
ies.  
A Sale of Men's Socks.

### Life of King Edward VII.

We have 500 copies of the Nelson Library Edition of the biography of our late King. These books are of what is called handy volume size, bound nicely in cloth, and well printed. They contain a full account of the late King's life as Prince of Wales, and the personal history of his reign up to the day of his death on May 6th last.

These 500 books will be on sale Tuesday morning in the book department, at 13c each.

### Perfumes, Soaps and Toilet Goods at Sale Prices

Taylor's Mimosa Perfume, in genuine Japanese box bottles, contain 1 oz. Regular 75c. Tuesday, 25c.  
Crown Crab Apple Blossom Perfume. Tuesday, per oz. 49c.  
Ricklef's & Lundborg's Toilet Waters. Regular 75c. Tuesday, 35c.  
200 odd bottles of best quality perfume. Regular 50c, 75c and 85c. Tuesday, 25c.  
Taylor's Castile Soap, per bar, 17c.  
Witch Hazel Toilet Soap. Tuesday, 4 for 25c.  
Grecian Manicure Sets. Regular 25c. Tuesday, 2 for 25c.  
20c tubes of Tooth Paste. Tuesday, 2 for 25c.  
60 doz. Genuine Ebony Tooth Brushes. Regular 25c. Tuesday, 15c.  
Crown Smelling Salts. Regular 75c. Tuesday, 25c.  
Babcock's Coriopsis of Japan Talcum. 20c.  
Princess Skin Food. Regular \$1.50. Tuesday, \$1.10.  
Santal Tooth Paste, Tooth Powder, Tooth Wash, Face Cream, Tooth Brushes, Talcum and Bath Powders and Soaps. Our price Tuesday, 20c.  
Phone orders filled. Ask for Toilet Department.

### Tuesday's Grocery List

One car Redpath's Standard Granulated Sugar, 18 lbs., \$1.00.  
Choice Side Bacon, pea meal, half of whole, per lb., 22c.  
Ogilvie's Royal Household Flour, ¼ bag in cotton, 75c.  
Canned Fruit, Raspberries, Strawberries, Cherries, Peaches, Pears and Greening Plums, in heavy syrup, per tin, 15c.  
100 cases Choice Pineapple, best quality, good size, each 10c per doz., \$1.15.  
St. Charles' Cream, 3 tins, 25c.  
White Swan Pancake Flour, 3 packages, 25c.  
Clarke's Potted Meats, 5 tins, 25c.  
Mazanzilla Olives, in quart jar, 25c.  
Quaker Oats, large package, 23c.  
Telephone direct to department.

## The Summer Sale Applied to MEN

NOT only in the matter of clothing—but in furnishings of all sorts this sale has a very important bearing towards men. A man may buy his summer shirts here for instance at a very snug little saving if he will do it now instead of waiting until July.

### 500 OUTING SHIRTS TO GO AT 75c EACH.

Plain white, tan, grey, mauve, green; fancy or plain cloths, open-work cellulars, English cashmerettes, and many others. Most of these shirts would sell in the usual way at \$1.00 and \$1.25. Every one is made with a reversible collar and pocket, and will make interesting buying at, each, Tuesday, 75c. 1,000 NEGLIGEE SHIRTS TO SELL AT 50c. Values would run as high as \$1.25 in the regular way. Many are broken lines from our regular stock. Others are travellers' samples.

This lot will create a hustle at opening time. Better be here at 8 o'clock sharp. The selection will be at its best then. Clearing Tuesday at, each, 50c.

### 300 PYJAMA SUITS WILL HUSTLE OUT AT PER SUIT, \$1.50.

Please note that the regular prices run up as high as \$2.50, and you will realize the necessity of being here early. Plain white, tan, blue, grey, mauve; also fancy stripes. Some made military style, with frogs; others low neck styles. Fabrics of fancy vestings, Madras and swastettes. Take your choice Tuesday at, per suit, \$1.50.

### Men's Summer Sale Hats

Black and Brown Derby or Stiff Hats, up-to-date shapes and fine fur felt. Regular \$2.00 and \$2.50. Tuesday \$1.00.

American fur felt, wide or medium brims, black only. Regular \$2.00. Tuesday \$1.00.

Men's Soft Hats, staple Fedora shape, fine

Men's Straw Hats, good Canton braids, straight or curling brims, black silk bands. Regular 75c. Tuesday 49c.

### A Sale of Men's Summer Socks

WE have decided to include several thousand pairs of light-weight Socks in this sale, Lisle thread, silk and Lisle, cotton, and cashmere.

Look at what we have prepared for Tuesday:—

1,200 pairs of Men's Fancy Lisle Thread Hose, finest "German" makes and dyes, plain colors and fancy effects, the newest for this season's wear, perfect finish, spliced ankle, heel and toe. Regular selling 25c. June Sale 19c.

1,000 pairs of Men's Finest Quality Silk and Mercerized Lisle Thread Half Hose, plain black and colors, and fancy patterns, newest from abroad, spliced heel, toe and ankle. Regular selling 35c. June Sale 25c.

Men's Plain Black and Tan Cotton Hose, fine quality and weight, also fancy patterns, stripes and fancy effects, best stainless dyes, double heel and toe, 8½ to 10, 17c value. June Sale, all one price, 12½c.

600 pairs Men's Fine Quality English Cashmere Half Hose, seamless kind, close elastic rib, good wearing yarn, one of our best sellers, double reinforced heel and toe; regularly selling 25c. June Sale, 18c pair, three pair for 50c.

### Summer Sale Furniture

Dressers and Washstands, in surface oak, golden finish, Colonial design. Regular \$15.25. Tuesday \$11.75.

Chiffoniers, in surface oak, golden, five large drawers, British bevel mirror, oval or square. Regular \$10.75. Tuesday \$7.75.

Large Arm Verandah Chairs, red and green finishes, red seat and back, well made and comfortable. Regular \$3.75. Tuesday \$2.95.

Verandah Chairs and Rockers, natural and green finishes, slat back and cane seats. Regular \$2.55 and \$2.70. Tuesday \$1.95.

### Summer Sale Wall Papers

50c WALL PAPERS, TUESDAY 14c.  
Imported Wall Papers from best mills, in tapestry, floral, conventional and semi-stripe designs, for parlors and dining rooms, for walls or drop effects. Reg. to 50c. Tuesday 14c.

75c WALL PAPERS, TUESDAY 24c.  
Foreign Papers, exclusive colorings and designs, for parlors, dens, libraries, dining rooms; clearing-out lots. Regular to 75c. Tuesday 24c.  
2½c Room Moulding, Tuesday 1½c.  
8c Plate Rail, Tuesday 5½c.

### \$4.50 Fancy Linens 98c

Second Floor, Yonge street.

250 pieces only. Odd lots and "mussed" pieces from our biggest selling lines. Pillow shams, dresser scarfs, sideboard scarfs, tray cloths, 5 o'clock tea covers, centrepieces, etc., etc., lace trimmed, Cluny, embroidery and drawn work, etc.

Regular prices up to \$4.50 each, June sale, upstairs in linen department, Tuesday morning, 98c.

No mail or phone orders. See window display.

### Colored Dress and Suiting Fabrics Reduced to 59c

800 yards only, beautiful homespun tweeds and worsted suitings, in light and dark colors, plain stripe and check effects, pure wool and thoroughly shrunk. All guaranteed high grade fabrics as the prices were (46 and 56 inches wide) \$1.00, \$1.25, \$1.50. Special Tuesday, 59c yard.

No phone or mail orders.

### \$1.25 to \$1.50 Brussels Carpet 98c

2,500 yards Brussels Carpet to be cleared out at a great reduction.

Over a score of designs to select from.

Useful floral designs for parlors, Oriental designs for dining rooms, dens, etc., dainty bedroom designs, and neat conventional designs for halls and stairs.

Greens, blues, browns, crimsons, in self tones and mixtures are amongst the many colors to be sold. Regular price \$1.25, \$1.40, \$1.50 per yard. Tuesday, 98c per yard.

28 only, Crex Rugs, for quick clearance, a cool and durable rug for summer cottages. Sizes 9 x 12 feet and 9 x 15 feet only. Regular price \$7.50 and \$9.75 each. While they last, Tuesday, \$6.75 each.

### \$1.25 Sacques 98c

Japanese Kimono Sacques, of heavy cotton crepe, Oriental patterns, cream, sky, helio, pink and reseda; sleeves and fronts trimmed with band of silk to match; all sizes. Regular \$1.25. Tuesday 98c.

### \$1.25 Print Wrappers 98c

Women's Print Wrappers, navy or cardinal; pleated back, full skirt with flounce, buttoned cuffs, fitted waist lining; sizes 34 to 42. Regular \$1.25. Tuesday 98c.