

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

Main 7841  
 50 Lines to Central

The **SIMPSON** Company Limited  
 PROBABILITIES—Moderate N. and N.E. winds; fair; much the same temperature.  
 Tuesday, July 5, 1910

# Do You Think 500 Shirts a Day Would Be About Right?



**OUR DOLLAR SHIRT** campaign began yesterday. We have set ourselves to sell 6,000 of these exceptional shirts in two weeks. Last year we took a whirl of one month on ten thousand shirts. This year we have only 6,000 to start with, because four thousand have already sold themselves. So we think two weeks should be about fair—twelve days of selling. That means 500 shirts a day—quite a tall order for even a big store. But, remember, these are not ordinary one dollar shirts. When we buy 10,000 shirts of a line we are entitled to special terms, and we get them. Most of these shirts would sell in the ordinary Men's Furnishing Store at \$1.25, some at \$1.50. Those who took part in the dollar shirt whirlwind last summer will agree they are good shirts. Some of them are going back and forth from the laundry yet.

500 a day—on the average. We think on Wednesday we ought to hit more than that. We are going to try. Then we'll be ready in case Thursday falls off a little.

Plenty of counter space provided.  
 Plenty of salesmen to serve you.  
 No time to come like the first of the sale, when ranges are complete. COME WEDNESDAY.

Don't forget to take a look at the Yonge street windows every day for the next two weeks.

**SYNOPSIS:**  
 Sizes and half sizes, from 14 to 18.  
 Over 50 patterns to choose from, and to every pattern there are three or more colorings.  
 There's many that feature the pleated front.  
 Fully two-thirds are coat style.  
 There are plain whites and colors for those who prefer them, a multitude of stripes, a splendid selection of neat figures and polka dots.  
 All shirts are made with small cuffs attached—that's the correct thing nowadays.  
 Every shirt will fit. You can take our word for it.  
 This sale is something big, and every Toronto man should appreciate our effort to give the best possible values at

## ONE DOLLAR PER SHIRT

Come Wednesday. Phone and Mail orders filled.

## Wanless Store Building Sale Items Wednesday

We want to hurry the disposition of this stock all we can. We do not know how soon the bricks will be flying around our heads. The Wanless building is billed to come down pretty soon.

**150 PYJAMA SUITS TO SELL AT \$1.49**  
 Regular in Price \$2.00 and \$2.50  
 Plain white, blue, tan, stripes, fig urees and spots. Madras, Ceylon and fine cambrics; light summer weight, and some medium. Only 150 suits, to come early. Per suit, Wednesday, \$1.49.

**CAN WE SELL YOU \$1.00 AND \$1.25 OUTFIT SHIRTS FOR 75c?**  
 Come Wednesday and See  
 \$300 soft-collared Outfiting. Shirts, the

kind you can wear a linen collar with if you want to. They're made from cool white cellulars (or net), cashmeres, vestings, ducks, etc. Don't go away to the beach, the farm, the sporting field, unless you have at least three or four packed away in your grip. You can save 25 per cent, buying them Wednesday at Simpson's at, per shirt, 75c.

## Custom-Tailored Suits for Men

**\$25 to \$30 Values for \$19.45**

**TWICE** a year in the Custom Tailoring Department we clear out the balance of the season's suitings to make room for the new goods. Our principle is not to carry cloths of one season over into the next—we want everything new, timely, different. And so on Wednesday we'll sell our summer season clothes on the following basis:

We offer you your choice of 250 suit lengths, no two alike, imported summer weight fancy worsteds, of English and French manufacture, also English and Scotch tweeds, in the newest designs; high grade materials, imported specially for this season's trade, and sold in our regular way at \$25.00, \$26.50, \$28.00, \$29.00 and \$30.00, to clear Wednesday at \$19.45.

Made to your order by expert custom tailors, with best linings and trimmings to match, fit and workmanship guaranteed satisfactory or your money refunded.

## A Holiday Straw for 79c

Want a comfortable straw hat? Try the "flip brim." Clearing hats worth up to \$1.50 for 79c to-morrow in the Men's Store.

280 only Men's and Youths' Straw Hats, mostly curling and flip brims; easy to wear; conform readily to the head; also a few straight brims, plain and fancy silk bands; nicely finished and light in weight; regular up to \$1.50. Wednesday, 79c.

## Dinnerware Reduced

Open stock Dinnerware, Austrian Chinaware, in the popular bridal rose decoration.

102-piece Set, regular \$22.50, Wednesday, \$16.95.

98-piece Set, regular \$19.50, Wednesday, \$14.75.

40-piece Tea Set, regular \$5.85, Wednesday, \$4.95.

**FANCY CHINAWARE.**  
 Pieces that would cost up to 75c, regularly selling, Wednesday, special 25c.

900 pieces, including Austrian, Carlsbad, Japanese China and Bricsa-Pris, Salad Bowls, Celery Trays, Cake Plates, Chocolate Pots, Steins, Shaving Mugs, Bon Bonns, Pin Trays, etc. Wednesday, extra special, 25c.

## Ontario Water to Drink

Old timers will exclaim "What a luxury. I used to drink Lake Ontario as a child, and I never tasted water I liked better."

We invite those who have forgotten the taste of pure Ontario water unbottled, to come to our Lunch Room. We serve Ontario by the glass as much as you want to drink. We put it through the Jarvis filters first, and the analyst said "100 per cent pure."

## The Aftermath of the Holiday Clothing Rush

THE First of July always convinces many men that it is really Summer Suit time at last. We broke a number of lines last week and we take opportunity to-morrow to sort them up and clear them out.



**MEN'S FINE WORSTED SUITS.**  
 Regular \$15.00, \$16.50, \$18.00, \$19.50, \$20.00 and \$22.00, to clear Wednesday at \$11.95.

125 suits to choose from. Fine light summer weight worsteds, in sizes 34 to 44, being broken lines and odd sizes, the aftermath of our holiday trade, many of our finest selling lines, and choicest patterns are in the lot, assorted colors, light greys and brown mixtures, cut on the latest 3-button single-breasted sack models, with best linings and first-class workmanship. To clear Wednesday at \$11.95.

## Summer Girls Please Notice

MEN have no excuse for wearing plain socks this summer. Fancy lisle thread socks can be bought three pairs for \$1.00 in this store to-morrow. Why not hint to your brothers and others that they can do a great deal for the cause of summer by a very simple little piece of personal Simpson shopping to-morrow?

**MEN'S 75c LISLE THREAD SOCKS, 3 PAIRS \$1.00**

A clearing of men's high-grade lisle thread socks. The list consists of all of our best lines in all the newest shades and effects, silk embroidered fronts, silk checked sides, newest lace on sale Wednesday, 3pc pair, 3 pairs, \$1.00.

## Sale of Tennis Footwear

WE have secured ourselves in a very favorable position as regards rubber soled footwear. Owing to a big contract for winter rubbers, the manufacturers have been pleased to sell us tennis footwear on very exceptional terms. The advantage is yours. Buy your tennis shoes at Simpson's.

Brand new Tennis Footwear, the very best brand; for everybody.

	Men's	Boys'	Misses'	Child's
Navy blue, duck, Oxford	.59	.59	.49	.39
White duck Blucher Oxford, black rubber sole	.79	.69	.59	.49
White duck Blucher Oxford, white rubber sole	1.14	1.09		
Black or white duck Blucher boot, black rubber sole	1.24	1.14		
(Telephone orders filled.)	.35	.39	.79	.69

**WHITE CANVAS PUMPS AND OXFORDS.**  
 Very Fashionable This Summer.  
 1,000 pairs women's white canvas, ankle strap pumps, and Blucher Oxford, covered heel, flexible leather sole; all sizes 2 1/2 to 7. Special purchase price, Wednesday, \$2.50 and \$2.75. Wednesday 1.99.

**WHITE MERCERIZED PUMPS AND OXFORDS.**  
 1,500 pairs women's mercerized canvas and Himalaya cloth, ankle strap pumps, and plain toe Blucher Oxford, silk ties, covered heel, white, grey, pink, pale blue, and linen colors; all sizes 2 1/2 to 7 (not all sizes in pink and grey, the range is broken.) Regular prices \$2.50 and \$2.75. Wednesday 1.99.

**WOMEN'S OXFORDS AND PUMPS.**  
 750 pairs women's Oxfords and pumps, made from vic kid, chocolate kid, tan Russian calf, gun metal, patent coil and brown oose calf leathers; Blucher, lace, button, two-eyelet silk ribbon tie; butterfly silk bow, colonial and buckle styles; high Cuban, Cuban, military and low heels; sample sizes 2 to 4; broken size ranges, all sizes in the lot, 2 1/2 to 7. Regular prices \$2.50, \$3.00, \$3.50 and \$4.00, on sale, Wednesday, all one price, \$1.99.

## Our July Sale of Linens

WE are holding a busy sale of Household Linens this month. We have been able to procure some splendid values. Housekeepers should certainly take full advantage of this mid-summer sale.



Second Floor, Yonge street.  
**A CLEARING OF GLASS AND KITCHEN TOWELS, 14c EACH.**

Best Irish manufacture, hemmed ready for use, plain, with lettered border, for fine china and glassware, kitchen, pantry or basin use, large sizes; some plain, some twilled weave; regular 18c, 20c and 25c each. July Sale price, Wednesday, 14c.

**AN EMBROIDERED BED SPREAD FOR \$2.98.**

Very handsome Irish embroidery work, spoke hemstitched all around, for large double bed, beautifully made and finished, on sale linen department, upstairs, each, Wednesday, \$2.98.

**1,600 YARDS COTTONS AND LONGCLOTHS TO GO AT 8 1/2c YARD.**

Yard wide, best Manchester manufacture, perfectly pure, bright or linen finish, fine round thread, very superior household and underwear cottons. July Sale price, per yard, Wednesday, 8 1/2c.

**\$1.25 WHITE IRISH SHEER LINEN, 63c.**  
 For cool, dainty blouses nothing could be better than these sheer Irish linens, full grass bleached, round thread, 36 inches wide, clearing at white linen counter upstairs, per yard, Wednesday, half price, or 63c.

**BLEACHED DAMASK TABLE NAPKINS, 48c DOZEN.**  
 19x19 inches, bordered designs, firm, close make, Irish manufacture; only 200 dozen, to clear, July Sale price, dozen, Wednesday, 48c. (Phone orders direct to Linen Department.)

## Three Summer Suits Wednesday

Women's \$9.50 Wash Suits - \$5.95  
 Misses' \$6.75 Wash Suits - \$4.69  
 Girls' \$3.50 Wash Suits - \$1.95

HOW about a nice new crisp suit for the holidays? We are sorting up the stock now. If you want something different to wear for mid-summer—and most people do—the opportunity is yours—and your daughter's.

**WOMEN'S WASH SUITS.**  
 Women's Summer Suits, light weight washing material, in a fancy diagonal weave, in colors of rose, grey or mauve, fashionable cut coat with close fitting back, roll collar, trimmed in front and back with buttons and braid. Skirt is pleated on side, panel gored from knee to bottom of skirt with deep side pleats. Sold regularly at \$8.50 Wednesday's price, \$5.95.

**MISSES' SUMMER SUITS.**  
 Stylish wash suits for misses and ladies who wear misses' sizes, of good quality English repp, in white, sky, lilac, rose and grey shades, coats are a neat cutaway double breast style with semi-fitting back, round shaped collar and lapels, fancy cut effect, trimmed with strappings of pique and buttons. Skirts are a smart flare gored style, trimmed with buttons. Regularly selling at \$6.75. Wednesday, \$4.69.

**GIRLS' SUMMER SUITS.**  
 Girls' wash suits for the summer holidays, of a fine quality line, in fawn or sky with white stripes, in a neat dress and coat style, coat has square cut sacque back, stitched cut, fancy jumpers with skirt, having yoke effect and pleated with deep side pleats, trimmed with pipings in harmonizing colors; sizes are 8, 10, 12 and 14 years; regularly selling at \$3.50. Wednesday \$1.95.

## Mid-Summer Fabrics at Tempting Prices

PERHAPS you have all the summer dress you really need, all the summery garments you had planned. But—perhaps you could do with another one. Perhaps experience has proven that one cannot possibly have too many washable frocks and waists in the summer time. In case you do need another dress, or in case the children could do with extra blouses and dresses, prices like we are offering these days will prove very enticing.

Past color Printed Duck, for boys' blouses, girls' strong frocks, women's wrappers and house dresses, and absolutely fast colors, black, white, navy and cadet grounds, regularly 12 1/2c, special, 10c.

Hundreds of pieces of beautiful printed muslins, lawns and organdies, the biggest and best collection of printed goods ever gathered together. White grounds and colored grounds, plain grounds and grounds with fancy check printed floral designs in roses, pinks, sprays, and conventional designs of all kinds, regularly 12 1/2c to 20c, 10c.

Beautiful novelties in printed batistes, in the new Paisley designs, found spots, etc., on plain and fancy grounds, special 19c.  
 French printed foulard, mercerized finish, in navy, black, mauve, etc., regularly 35c, special 25c.

## Silks for Summer Wear

How to be cool and yet smartly dressed—that is the question. Our Silk Department is specially well prepared to meet the fashionable requirements of summer weather.

New York Novelty Silks of soft mesaline and satin paillette, fine and medium stripes, small checks, etc., etc. Colorings all the new shades of the season, including white and black. Price, per yard, 69c.

**BLACK SATIN PAILLETTE.**  
 We have just received a fresh shipment of this splendid silk, extra fine finish, and guaranteed wearing quality. Splendid unending black for dresses and coats; this silk will give entire satisfaction. Price, per yard, 75c.

## Pretty 35c Teapots 19c

Decorated Teapots, 4, 6 and 8 cups, floral decorations, best fireproof ware, large variety of shapes. Regular 35c, Wednesday, 19c.

## TUMBLERS 98c A DOZEN

100 doz 1/2-pint Table Tumblers, dem-crystal, flute cut, fire polish finish. Wednesday, 98c doz.

## Wednesday's Grocery "Specials"

2,000 stone fresh Rolled Oats, per stone, 36c.  
 Choice Sugar-cured Ham, half or whole, per lb., 19c.  
 Finest Canned Tomatoes, 2 tins, 15c.  
 Canned Corn, 3 tins, 25c.  
 Shredded Wheat Biscuit, 2 packages, 25c.  
 Telfer's Cream Soda Biscuit, 3 lb. box, 25c.  
 Gorton's H. P. Saffron, per bottle, 18c.  
 Rippered Herring, plain or in Tomato Sauce, 3 tins, 25c.  
 Finest Oils, stuffed with nuts, celery and pepper, 8 oz. bottles, 25c.  
 Imported Lime Juice, pint bottle, 25c.  
 Lemon and Vanilla Flavoring Extract, 8-oz. bottle, 25c.  
 Malta Vita Breakfast Cereal, 3 packages, 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. for 35c.

## A Sale of Summer Parasols



THIS sale is occasioned by the summer clearance of the floor stock of an English parasol house. They are this season's goods. They were bought at two-fifths less than the usual prices to us for the very same goods. We'll take them in different lots, one group at a time.

For Wednesday parasols worth up to \$3.00 are offered at \$1.42.

120 only Summer Sunshades, silk mixed, in stripes, checks and floral patterns, also sample lot of silk and lace effects, including linen embroidered, many patterns to choose from, in light and dark colors, neat handles. Values up to \$3.00. Wednesday, \$1.42.

## Trimmed Leghorn Hats at \$3.85

WORTH \$5.50 TO \$6.50.

This is a very nice lot of hot weather hats, as every hat is light in weight and light and airy in appearance. The Leghorn straw is fine in quality; white, black or burnt, unfinished effects. The trimmings are white lilacs, white lily-of-the-valley, tulle, ribbons, etc. Would be worth regularly from \$5.50 to \$6.50. Wednesday, \$3.85.

## "Indigo Navy Serges."

Dress Goods Department, Second Floor.

1,000 Yards "Navy Serges"—Nice fine twill for ladies' and children's wear, recommended for its excellent wearing qualities; pure wool and unshrinkable. 44 inches wide, 44c yard, choice make. This popular weave comes in a fine crisp finish, it is an ideal fabric for travelling suits, dresses and coats cannot be harmed by rain or water, 44 inches wide, 50c yard.

1,500 Yards "Navy Serges"—54 inch fast dye and permanent finish. This quality we can thoroughly recommend for Tailored Coats and Suits. Unshrinkable and unsportable. Very special, 65c yard.

In other makes we have a full range of prices in better qualities:  
 54 inch, 85c, \$1.00, \$1.25.  
 56 inch, \$1.50, \$2.00, \$2.50.