

The **SIMPSON** Company Limited Telephone Number Main 7841 The **SIMPSON** Company Limited

H. H. FUDGER, President. J. WOOD, Manager. Store Opens at 8 a.m. Store Closes at 6.30 p.m. PROBABILITIES: Fresh to strong westerly to northerly winds; cool, with a few showers. Wednesday, June 1, 1910



A General Campaign for the Reduction of Prices on Summer Goods Begins in the Store TO-DAY.

THURSDAY'S BILL OF SALE

\$ 9.75 Living Room Tables,	\$ 4.25
25.00 Battenburg Spreads,	10.00
1.75 Axminster Carpet,	5.75
1.50 Axminster Carpet,	1.09
.75 Wall Papers,	.32
.25 Tea Towels,	.13
36.00 Dinner Sets,	18.00
4.00 Morning Gowns,	.98
1.95 Pictures,	.98
1.00 Books,	.25

Besides lists of much underpriced goods from
 The Furniture Department.
 The Muslin Department.
 The Silverware Department.
 The Smallware Department.
 And the June Sale of Whitewear.

JUNE, the month of roses and of brides will this year deserve also the name--
 --Month of Economy. We are certainly into a war against the high cost of necessities. We intend to sell our Summer stocks now, while the demand for Summer goods is insistent, and almost every department in the store makes a simultaneous onslaught upon prices to-day. We will march steadily through the month, vigorously reducing prices all along the line. Each day will see a fresh advance and a new and ambitious programme for the day following.

Our idea is simply as we stated yesterday--to "break the back" of summer stocks now, instead of waiting to adjust stocks in July when so many people are out of town.

If you accept our invitation to join in this campaign and co-operate with us, we will make June of 1910 historic. So far as summer shopping and goods of Simpson quality are concerned, we promise you a remarkable month.

Furniture Department Offers Practical Wedding Presents

Living Room Tables, in solid quarter-cut oak, golden finish, assorted designs. Regular prices from \$6.50 to \$9.75. Thursday \$4.25.

Dressing Tables, in choicer quarter-cut oak, plain and very neat design, with oval British plate mirror. Regular price \$14.00. Thursday \$9.75.

Combination Wash Stands, with mirror, in surface oak, golden finish, very suitable for summer cottage use. Regular price \$7.00. Thursday \$4.75.

Odd Dining Room Chairs, in solid oak back and seat, upholstered in genuine leather. Regular price \$5.00, for \$3.90.

Arm Rocking Chairs, in solid oak, golden finish, cobbler seat, fancy shaped back. Regular price \$3.50, for \$2.75.

Odd Arm Dining Room Chairs, solid oak, golden finish, assorted designs, with fancy back and shaped seat. Regular prices \$2.50 to \$3.00. Thursday \$1.75.

1,000 Yards Axminster Reduced to \$1.09

1,000 yards English Axminster Carpet, a splendid assortment of designs, including floral, Oriental and Persian, extra deep pile, newest colorings, self-tone greens, self-tone rose, fawns, browns, reds, etc., with 5-8 and 2-4 borders to match. Regular \$1.50, \$1.65 and \$1.75. Thursday special, per yard \$1.09.

500 CURTAIN STRETCHERS AT 69c

These Curtain Stretchers are strongly made, adjustable from 2 to 4 yards long, 42 to 72 inches wide, fitted with unbreakable fixtures, non-rusting pins; positively will not sag in centre, folding 2 inches square by 6 feet long. Are good value at \$1.50. Thursday only 69c.

15c CASEMENT CLOTH AT 5c

Cotton Casement Cloth, 36 inches wide, colors blue, pink, yellow and red, on cream grounds, conventional designs, makes a very effective curtain, and can be used for many other purposes; a beautiful drapery material. Thursday, per yard, only 5c.

A Sale of 1,000 Pictures at 50c

This is a collection from our own stock--pictures never before sold for less than 98c. The values run from that figure up to \$1.95.

Carbons, Etchings, Photogravures, Artotypes, Sepias and Lithos, suitably framed to suit sitting rooms, dining rooms, bedrooms and dens.

No phone or mail orders filled. Packed free for city delivery only. See window.

GROCERIES

2,000 lbs. Fresh Dairy Butter, in prints, per lb. 23c.	Salt, in 5-lb. bag, 3 bags 14c.
Choice Sugar Cured Ham, half of whole, per lb. 12c.	Edwardsburg or Beehive Table Syrup, 3-lb. pail 25c.
Choice California Prunes, 4 lbs. 25c.	Choice Red Salmon, 1/2-lb. flats, 3 tins 25c.
	St. Charles Cream, 3 tins 25c.

Now is the Time to Buy Muslins

Hundreds and hundreds of pieces of Pretty American and British Printed Muslins, Lawns and Organdies, spots, figures, sprays, stripes, geometrical and other designs, in a great array of colors, pinks, blue, mauve, black and white, and many others. Regularly 25c, for 12 1/2c.

Embroidered Irish Shirt Waist Fronts, soft mull, beautifully worked in various designs, shamrocks, scroll, etc. Regularly 98c. Special 99c.

130 yards Fine, Soft Mull, to match. Regular 19c. Special 12 1/2c.

About 200 All Linen Embroidered Fronts, most exquisite work, about 15 designs. Regularly \$1.25, \$1.50 and \$1.98. All one price 69c.

White Linen to match. Regularly 39c. Special 25c.

36-inch White Nainsook, fine, even weave, for ladies' and children's underwear, pure and soft. Regularly 12 1/2c. Special 9c.

No phone or mail orders.

Beautiful Fancy Linens Less than Half Price

10 dozen of an Austrian Linen 18 x 54 Dresser Scarf. This has several rows of drawn work, and is bordered with real hand made Torchon lace. They could not be sold ordinarily under \$1.25. A quick sale Thursday at 49c.

36-inch Squares to match the above, and selling ordinarily at \$1.25. Thursday 99c each.

6 only 72 x 90 inch Real Hand Made Battenberg Lace and Pure Irish Linen Bed Spreads, large centrepiece of lace, with very deep border of same, also a pair of very handsome shams to match the spread. This set would sell regularly at \$25.00. Thursday morning clearance \$20.00 the set.

\$12.50, \$15.00 and \$17.50 Swiss Robes for \$5.75

(Main Floor.)
 A collection of 100 High-class Swiss Embroidered Mull and Lawn Shaped Robes; skirts ready to hem up the back, with material and trimmings for the body, white, sky, pink and mauve, trimmed very elaborately with eyelet and shadow embroidery, others with many rows of Val. lace; there are also 20 white one-piece embroidered robes, practically ready to put on; these are absolutely new goods, having been just delivered from St. Gall, Switzerland. They would sell in the ordinary way for \$12.50, \$15.00 and \$17.50 each. The whole to clear Thursday at \$5.75.

Two Sale Items from the Negligee Department

Women's Morning Gowns, of fine lawn, two styles to choose from; one is made with short sleeves and handsome bordered design of blue or helio; the other is made with long sleeves and deep shawl collar, trimmed with lace and insertion, pretty floral designs in pink, blue or mauve, deep shirred flounce; all sizes in the lot. Regular \$2.95 and \$4.00. Thursday 98c.

Cannot promise to fill phone or mail orders.

\$1.98 "GLORIA" PETTICOATS 98c.

Women's Petticoats, of "gloria" black only, deep, full flounce, made with strapping, rows of gathered stitching and pin tucking, also dust ruffle. Lengths 36, 38, 39 and 40 inches. Regular \$1.98. Thursday 98c.

A Special Sale of Dinnerware

Commencing Thursday, and continuing each succeeding day, we will place on sale underpriced lots of high grade Dinner Sets, of Limoges china, Austrian and Bavarian china and English semi-porcelain. A special window display on Yonge street will interest you in this connection. Note that the prices are exactly half the regular selling prices.

102-piece Dinner Set, in Limoges china, "Coronet" pattern, includes complete dinner and tea service. Regular \$36.00. Bargain price \$18.00.

102-piece Set, in Bavarian china, pink or cream pattern. Regular \$22.50. Bargain price \$11.25.

English Semi-Porcelain Dinner Set of 97 pieces, in the high grade "Grindley" ware, conventional pattern, with snow-white body. A snap at \$9.50.

40-piece Tea Set, in fine Austrian chinaware, the "Bridal Rose Pattern", with neat clusters of pink roses on a green foliage for background, and fine white china body. Regular \$5.85. Thursday bargain \$4.25.

Wall Papers Reduced to Less than Half Price

3,000 rolls Imported Parlor, Dining Room, Den and Hall Papers. Regular to 75c, Thursday 39c; regular to 50c, Thursday 29c; regular to 25c, Thursday 12c.

8,000 feet Room Mouldings, White Enamel, regular to 2 1/2c, Thursday 1c; Imitation Oak, regular to 2 1/2c, Thursday 1c; Plate Rail, regular to 8c, Thursday 6c.

125 yards Burlaps and Sanitas, short end lots. Regular to 30c and 40c yard. Thursday, per yard 17c.

225 rolls Leatherette, plain colors. Regular to \$1.25. Thursday 59c.

125 yards Japanese Leather, Jap metallic faced goods. Regular to \$1.50 yard. Friday 69c yard.

The Summer Sale of Whitewear

THE Thursday programme embodies Corsets, Girls' Dresses and Infants' Wear, in addition to a splendid list of Women's Whitewear.

\$3.00 Princess Slips, June sale price Thursday \$1.63, a handsome garment, fine nainsook, new button front style, trimmed with fine Valenciennes lace insertions and frills, beading and silk ribbon in neck and arms, three clusters of small tucks in flounce. Sizes 32 to 42 bust measure.

\$2.50 Two-piece Combination, June sale price Thursday \$1.50, a dainty lacy creation of corset cover and drawers combined, trimmed with much Valenciennes lace and insertion; wide skirt; drawers gathered on deep yoke. Sizes 32 to 42 bust.

50c Drawers, June sale price Thursday 35c pair, strong cotton, wide umbrella style, finished with fine embroidery and cluster tucking. Sizes 23, 25, 27 inches open or closed styles.

\$1.75 Corset Covers, June sale price Thursday 95c, exquisite covers, front of all-over fine embroidery, neck and arms finished with narrow frills of Valenciennes lace, beading and silk ribbon around neck, very dainty. Sizes 32 to 42 bust measure.

\$3.50 Petticoats, June sale price Thursday \$2.50, a charming skirt of fine nainsook, flounce finished with wide embroidery beading, run with satin ribbon and deep frill of

fine, heavy embroidery, lawn dust ruffle. Lengths 38, 40, 42, 44 inches.

\$2.50 Night Dresses, June sale price Thursday \$1.25, finest nainsook, slip over neck, 3/4 sleeves, daintily trimmed with fancy embroidery, medallion yoke, frills of fine Val. lace, beading and silk ribbon. Sizes 56, 58, 60 inches; an exquisite garment.

50c Corset Covers, June sale price Thursday 37c, fine nainsook, trimmed with fine Valenciennes lace, frills and insertion, embroidery beading, yoke run with silk ribbon, full fitting. Sizes 32 to 42 bust.

GIRLS' DRESSES ALSO IN THE WHITE SALE.

An exceptional opportunity to save on two of the prettiest styles we have ever offered. A purchase of over one thousand dresses of these two styles explains Thursday's wonderfully low price.

500 Girls' Dresses, fine sheer white lawn, a very pretty style, trimmed with dainty Valenciennes lace insertions, and frills on waist and skirt, perfect fitting. Sizes 6, 8, 10, 12, 14 years. Regularly priced \$3.25. Thursday June sale price \$2.25.

570 Girls' Dresses, a charming Dutch neck, short sleeve style, in finest zephyr, ging-



hams, small or large plaid patterns, perfect colorings of pink, sky, green, brown and black and white effects; front and back liberally trimmed with fine embroidery insertions. Sizes 6, 8, 10, 12, 14 years. Regularly priced \$2.50 each. Thursday June sale price \$2.25.

AND CORSETS, TOO.

300 pairs Royale Corsets, a very stylish and fashionable model, summer weight, fine batiste, medium bust, extra long below waist, lower part unboned, six fine garters, four wide side steels, rustproof throughout, lace trimmed. Sizes 18 to 26 inches. Regularly priced \$2.50 a pair. Thursday June sale price \$1.25.

INFANTS' CLOAKS AND ROBES.

Infants' Exquisite Christening Robes, fine sheer Persian lawn, front panel of beautiful embroidery and Valenciennes lace, skirt, neck and cuffs trimmed with Val. lace. Lengths 24 to 40 inches. Regularly \$4.75 each. Thursday June sale price \$3.25.

Infants' Long Cloaks, fine cream Bedford cord, two styles, trimmed with silk cord, ribbon and lace, or silk embroidery and fancy braid, lined throughout. Regularly \$2.75 each. Thursday June sale price \$2.00.

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