

H. H. FUDGER, President.

J. WOOD, Manager.

Store Opens 8 a.m.

Store Closes 5.30 p.m.

PROBABILITIES—

Moderate winds; mostly fair and very warm, with a few local thunderstorms.

Monday, June 27, 1910

# A SUMMER SALE AT SIMPSON'S

**BILL OF SALE TUESDAY**  
 Big Sale of New York Waists  
 Ninth Day of the Muslin Sale  
 Women's \$12.50 to \$27.50  
 Dresses for \$8.95  
 Girls' \$3 to \$3.75 Dresses  
 for \$1.98  
 The Summer Sale of White-  
 wear  
 Women's \$3 to \$5 Oxfords  
 \$1.99  
 Men's \$4 to \$4.50 Oxfords  
 \$2.99  
 Women's \$1.25 Long Silk  
 Gloves 59c  
 35c Lisle Gloves 19c  
 5000 Negligee Shirts at 98c  
 50c and 75c Ties for 35c  
 Men's \$2.00 and \$2.50 Straw  
 Hats \$1.50  
 \$1.25 and \$1.40 Brussels  
 Carpets 89c  
 Summer Sale of Silverware  
 Half-Priced Wall Paper.



**PURITY**  
 The drinking water served in the Lunch Room has percolated through the natural stone of the Jarvis Filters. You can drink it with a free conscience.

**COOLNESS**  
 This store is cooled by air fanned in from the street and forced through a curtain of falling water.  
 From there it is forced up an air shaft and out into the store fresh and cool, sweet and moist. It's a pleasure to breathe it.

NOT MANY more days now until the end of June—and with the end of June the end of Summer Sale prices. Make the most of every day remaining. Shop at Simpson's and enjoy the advantage of Summer Sale prices and a cool, airy, comfortable, convenient place in which to shop.

## Women's \$12.50 to \$27.50 Dresses for \$8.95

A collection of Women's Summer Dresses, of French mull, Jap silk, popinette, corded silk and nets, in a variety of one-piece styles; some have yoke and collar of tuck net, or fine lace insertion; others with pipings, braidings and buttons; skirts are pleated, or with full flounce or panel effects, trimmed to match waists.

In the lot, but not in each style or material, are colors navy, grey, pale blue, pink, green, brown, black and white.

Sold regularly at \$12.50, \$16.50, \$25.00 and \$27.50. Tuesday \$8.95.

**GIRLS' \$3.00 AND \$3.75 SUMMER SUITS \$1.98.**  
 100 Girls' Smart Summer Suits, in a couple of up-to-date styles. One is of striped Madras, in blue with white, navy with white or biscuit and black stripes, made in jumper style, with separate coat, pleated skirt, trimmed around jumper, on skirt, collar, cuffs and pockets with strappings of contrasting colors; the other is of striped line, blue and white, tan and white and navy and white stripes, single breasted coat, trimmed on collar, cuffs and pockets with materials in contrasting colors; skirts are trimmed with strappings to match coats. Sizes are 8 to 14 years. The regular selling prices were \$3.00 and \$3.75. Tuesday only \$1.98.

**WOMEN'S \$10.75 TO \$17.50 TRAVELLING COATS \$3.95.**  
 Clearance of a collection of oddments and broken sizes of Women's Coats, could be used as a travelling or outing coat; materials are covert cloths, in green and fawn, or fawn stripe effects, imported tweeds, in brown and fawn check; also of fine broadcloths, in brown only; these are made in either long or three-quarter lengths, with semi or close fitting backs, mannish tailored collars, trimmed with self strappings or buttons. Regularly sold at \$10.75, \$12.50, \$16.50 and \$17.50. Saturday \$3.95.  
 No phone or mail orders accepted.

## Only Three Days More of Our Summer Sale of Lingerie

Tuesday we offer—  
 39c Corset Covers of nainsook, for 25c.  
 \$1.65 Night Dresses of nainsook and lace, for \$1.09.  
 \$1.25 Princess Slips of nainsook and lace, for 89c.  
 \$3.90 Princess Slips, pink or sky blue mull and lace, for \$2.50.  
 \$4.00 Princess Slips, black mull and lace, for \$2.75.  
 35c Drawers, of good strong cotton, hemstitched tucks, for 25c pair.  
 75c Isabelle Drawers of nainsook, embroidery, for 55c.  
 \$1.50 Night Dresses, nainsook embroidery and lace, for \$1.00.  
 15c and 20c Women's Summer Vests, fine ribbed cotton, 2 for 25c.  
 35c Lisle Thread Women's Vests, 32 to 42 bust, for 25c each.  
 Clearing Girls' Colored or White Dresses, many styles, for half.

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

**\$1.25 Long Silk Gloves 59c**  
 Women's Long Black Pure Silk Elbow Length Gloves, all imported stock, made from finest quality silk, mousquetaire, opening at wrist, double tipped fingers, silk embroidered points on back; all sizes. Regular \$1.25. On sale Tuesday, pair 59c.

**35c Lisle Gloves 19c**  
 Women's Fine Imported Lisle Thread Gloves, two dome fasteners, silk stitched point, perfect fitting, black, white, mode, grey; all sizes. Regular 25c and 35c. On sale Tuesday, pair 19c.

## Summer Sale of Summer Shoes

On Tuesday we will clear out some broken size ranges in some of our best selling Summer Shoes.

**WOMEN'S OXFORDS AND PUMPS FOR SUMMER WEAR.**  
 1,220 pairs Women's Oxfords and Ankle Strap Pumps, made from all the popular leathers, including tan Russia calf, vicid kid, chocolate kid, oze calf, gummetal and patent colt; Blucher, lace, button, silk tie, butterfly bow and buckle styles; they are broken lines from regular stock, and all sizes from 2 1/2 to 8 are in the lot. Regular prices stamped on the soles are \$3.00 to \$5.00. On sale Tuesday all one price, \$1.99.  
 Note—A well known trade mark stamp is branded on the sole of these shoes.  
**OXFORDS FOR THE MAN WHO WEARS SIZES 10, 10 1/2 OR 11.**  
 57 pairs Men's Oxfords, Blucher style, tan Russia calf, vicid kid, black calf, gummetal, chocolate kid and patent colt leathers. Goodyear welt sole. Sizes 10, 10 1/2 and 11 only. Regular

prices \$4.00 and \$4.50. On sale Tuesday \$2.99.  
 Note—These Oxfords are all branded "Victor" on the soles; they are just as good as any regular "Victor" shoes. Our only reason for selling them at a reduction is that we have too many in sizes 10, 10 1/2, and 11.  
**2,500 PAIRS WOMEN'S WHITE SUMMER SHOES.**  
 Women's White Canvas Blucher Oxfords, with leather heel, all sizes. Special Tuesday 99c.  
 White Canvas Ankle Strap Oxfords, leather heel, bow on vamp. Special Tuesday, misses' 89c, children's 79c.  
 Women's White Canvas Oxfords and Ankle Strap Pumps, with covered heels, all sizes. Regular \$1.50. Tuesday \$1.29.  
 Women's Mercerized White Canvas Oxfords and Ankle Strap Pumps, with covered heels, all sizes. Worth \$2.50. Tuesday \$1.99.  
 Women's White Canvas Bathing Shoes. Tuesday 35c and 50c.

## Eighteen Hundred New York Waists Reduced to \$2.48



Important Summer Sale Contribution for Tuesday—A sale of cool, lingerie waists such as will wash—such as will give you all you could ask of style and distinction—New York goods—hand embroidered or real lace trimmed,  
 1,800 fine mull, sheer lawn and handkerchief linen waists. Types of what are being worn in New York to-day. Particularly dainty lingerie effects. Made Dutch neck, short sleeves, or high neck and long sleeves. Finest of pin tucking, fronts of exquisite hand embroidery. Finished with bebe Irish, French and German Val. laces. Sizes 32 to 42 bust—fit absolutely guaranteed. Regular \$4.00 to \$10.00. Tuesday sale.....

## Ninth Day of a Remarkable Distribution of Muslins.

WE undertook to clear an immense surplus of imported Muslins in ten days. We accepted the offer only on terms that we judged would enable us to do so. And it was a big task we set ourselves, for the quantity was enormous. Fortune has favored the brave—we have kept up to our schedule. The weather has emphasized the value of cool washable dresses, and these materials are certainly as dainty as the Summer Girl herself. Two days remain. We make prices more attractive than ever to finish up the sale with a vim.

60 pieces of 31-inch Fine English Chambray, in the following splendid shades: Navy, sky, mauve, pink, champagne or linen, absolutely fast colors. Regularly 15c. Tuesday 7 1/2c.

Another big lot of Pretty Printed Organdies, Lawns and Muslins, white and colored grounds, with dainty floral designs, in all colors; also black, with white fancy stripes. Regular prices from 15c to 25c. Special 10c.

10 pieces only 38-inch Pure White Nainsook, a beautiful even weave and free from all impurities, suitable for ladies' and children's wear. Regularly 12 1/2c. Tuesday 7 1/2c.

Real French Foulard, dainty figures on black, navy, helle, brown and other colored grounds; this is the fashionable make of material this season, and this is an opportunity to get a splendid dress at much under regular price. Our regular price all season has been 35c and 39c. Tuesday 25c.

30 pieces only of best fast color English Print, light and dark grounds. Regularly 12 1/2c. Tuesday 8c. No phone or mail orders.

**Summer Sale of Brussels Carpet**  
 1,500 yards Brussels Carpet in floral, Oriental, Chintz, Lattice and Persian designs. A splendid chance to obtain a high grade carpet at a very low figure. Suitable for parlors, dining-rooms, bedrooms, halls, stairs, etc., 5/8 and 2-4 borders to match.  
 Regular \$1.25 and \$1.40 per yard. Tuesday 89c per yard.

## Back in the 80's

When people came down town to Simpson's on the horse car—do you remember what Yonge street was like? The building known as the Wanless Building was considered in those days one of the handsomest on the street. Of late years it has been surrounded and overshadowed by the Simpson block. Soon indeed, it is to be taken down and replaced by steel and roman brick, in uniformity with the rest of the Simpson block. Hence the remarkable shopping opportunities for men in the Wanless section these days.

**On Tuesday!**  
 SELLING 5,000 OF OUR BETTER CLASS NEGLIGES AT EACH 98c.  
 Negliges that were stocked in the old Wanless building that will be torn down shortly. We are taking this short way of moving the stock. Come in Tuesday.  
 5,000 Neglige Shirts, taken from our regular stock; all are this present season's designs and colorings; each shirt will fit perfectly; many different patterns; hundreds of different color combinations; sizes in the lot 14 to 18. Each, Tuesday 98c.

50c AND 75c NECKWEAR REDUCED TO EACH 35c OR 3 FOR \$1.00.  
 This sale of Simpson Neckwear will appeal to men who appreciate good silk ties; every one was taken from regular stock; they are all this season's patterns and colorings, and are made in the correct shapes; there will be about 1,500 ties to choose from; all made in the popular four-in-hand style; none worth less than 50c, and many worth 75c. To get the best choice come at 8 o'clock. The price, each, 35c, or 3 for \$1.00.

## Three Summer Sale Items for Men Who are Preparing for Vacation Time

**125 TWO-PIECE BATHING SUITS \$1.44.**  
 Just 125 Suits, made in England, of pure cashmere, plain navy, with 3/4 sleeve jerseys. Sizes 34 to 44. Bathers save at, per suit, Tuesday, \$1.44.

**50c CANOEING JERSEYS 35c.**  
 500 of these, and sold in the regular way at 50c each, knitted from fine cotton yarns, and fashioned to fit, white, trimmed red, royal or navy. Sizes 34 to 40. Any quantity you want, while these last, at, each, Tuesday 35c.

**\$1.00 OUTING SHIRTS CLEARING AT, EACH 75c.**  
 475 of these Shirts, that's all. Each features the soft lay-down collar, made reversible; also a roomy pocket, English, white cellulars and fancy striped cashmerettes; a few made from plain white self striped vesting; included is a splendid range of plain colored shirts, in cream, tan, mauve, blue, etc. Come early Tuesday morning and get yours, while the choosing is best, at, each 75c.

## Men's \$2 and \$2.50 Straw Hats for \$1.50

480 Men's Straw Sailor Hats, newest American shapes, in fine split braids, sennits, pedals, etc., also fine Milan, Java, Manila, and other fine quality braids; all are high class straw hats; made for the very best trade; we bought this lot at a big reduction to clear, and will pass them on to you at a correspondingly low price. Regularly sold at \$2.00, \$2.50, and some \$3.00. Tuesday bargain \$1.50.

## Summer Sale Silverware Tuesday

Silver Plated Bake or Pudding Dishes, bright silver finish, colonial design, bead trimming, fancy feet, removable rim, white enameled pudding dish. Regular \$6.00. Tuesday \$4.95.  
 Cake Plates, satin finish, fancy ro-coco border, "Cake" engraved. Regular \$2.25. Tuesday \$1.75.  
 Fern Pots, fancy open work hand and feet, earthenware fern holder. Regular \$2.50 and \$2.75. Tuesday \$1.98.  
 Silver Plated Butter Dishes, bright silver finish, bead trimming, glass drainer. Regular \$3.00. Tuesday \$1.98.

**1,000 yds. White Indian Head Suitings**  
 CLEARING 10c YARD IN THE LINENS AND STAPLES, SECOND FLOOR.  
 A seasonable offering right in the time when cool dresses are needed. White Indian Head Suiting for dresses, coats, etc., yard wide, on sale at the cotton counter right in the front of the store, upstairs one floor. Per yard to clear Monday 10c. Phone direct to linen department.

**Picnic Hams at 16c lb.**  
 One car Standard Granulated Sugar, 18 lbs. \$1.00.  
 Choice Picnic Hams, 6 to 8 lbs. each, per lb. 16c.  
 Lake of the Woods Five Roses Flour, 4 lb. bag, in cotton, 75c.  
 Jersey Evaporated Cream, 3 tins 25c.  
 Canned Fruit, Raspberries, Peaches, and Pears, in heavy syrup, per tin 15c.  
 Choice California Prunes, 4 lbs. 25c.  
 Quaker Puffed Wheat, 3 packages 25c.  
 Garton's H. P. Sauce, per bottle 18c.  
 Fancy Japan Rice, 4 lbs. 25c.  
 Manzanilla Olives, quart gem jar 28c.  
 Pure Gold Quick Tapioca, Choccolate and Custard Powder, 3 packages 25c.  
 Kipperd Herring, plain and in tomato sauce, 3 tins 25c.  
 Telephone direct to department.

**Summer Sale Prices on Fly "Dope."**  
 Wilson's Fly Pads, 10c packages, Tuesday 7c.  
 Poison Fly Paper, 5c packages, Tuesday 2 for 5c.  
 Surecatch Fly Paper. Special Tuesday 3 for 5c.  
 Sticky Fly Paper, 5 double sheets 10c.  
 Flyco, a yard of sticky tape. Regular 30c dozen. Tuesday 20c dozen.  
 Joss Sticks, for driving away flies or mosquitoes, 10 packages in a bundle. Regular 20c. Tuesday 10c.  
 Pyramid Fly Catcher. Regular 50c each. Tuesday 3 for 10c.

## June Wall Paper Sale.

Bedrooms—1,200 rolls imported and Domestic Bedroom Papers, pretty effects. Regular to 25c. Tuesday 12c.  
 Sitting Rooms—1,000 rolls imported, for good bedrooms and sitting rooms, nice colorings. Regular to 35c. Tuesday 17c.  
 Dining Rooms—1,200 rolls imported Dining Room, Den and Library Papers, rich effects. Regular to 50c. Tuesday 24c.  
 Parlors—1,050 rolls Foreign Parlor and Reception Room Papers, in rich two-tone effects. Regular to 75c. Tuesday 35c.  
 Room Mouldings—Regular to 2 1/2c. Tuesday 1 1/2c.  
 Dyed Burlap. Regular to 30c. Tuesday 23c.

FOR SALE  
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