

H. H. FUDGER, President. J. WOOD, Manager. Store Opens at 8 a.m. Store Closes at 5.30 p.m. Tel. M. 7841. PROBABILITYES - Saturday winds; mostly fog; cooler; with a very few local thunderstorms. Friday, June 24, 1910

The SIMPSON Company Robert Limited

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Seventh Day in the Great Sale of Muslins

TO MAKE more room for the immense clearing of muslins we have given this department extra space on the second floor, facing the elevators in the centre of the old store. It will pay you well to visit this department Saturday. Prices in most cases cut clean in half.



Men's Day

- Simpson Summer Sale
\$12.50 to \$16 Summer Suits - \$8.95
\$2 to \$3.50 Wash Vests - .98
\$3.50 Bath Robes - 2.49
\$1.50 Straw Hats for - 1.00
\$2.00 and \$2.50 Straw Hats - 1.50
Men's 50c Light Underwear - .39
Sale of Summer Shirts at - .98
Men's \$4.00 Oxfords - 2.49
35c and 50c Lisle Socks - .23

The Summer Sale Attractions at Simpson's Saturday

THIS STORE will be open to-morrow from 8 in the morning until 5.30 in the afternoon. To-morrow being the last Saturday in June may be regarded as the climax of the Summer Sale. We have prepared a programme to equal the occasion. The weather emphasizes the need of summer goods more than we could do by pages of type. We simply make everything about summer shopping as easy, as convenient, as cool and as economical as possible.

Black Satin Paillette 36 in. Wide, 97c Yard

500 yards Rich Black French Satin Paillette Silk, suitable for the fashionable long coat, dresses, skirts, waists, etc. This silk is noted for its rich, heavy appearance and wearing qualities, fast un fading black. This particular quality we do not sell regularly at less than \$1.50 per yard. Special summer sale price for Saturday only, 36 in. wide, 97c yrd.

A Saturday Sale of Footwear

SPECIAL purchases from Boston and Montreal. Come early. 3,000 PAIRS WOMEN'S, MISSES' AND CHILDREN'S WHITE CANVAS FOOTWEAR. Women's White Canvas Blucher Oxfords, leather heel, all sizes. Regular \$1.25. Saturday 99c.

BILL OF SALE SATURDAY

- Men's \$16 Outing Suits \$8.95
Sale of Men's Shirts at 98c
Women's \$10.00 Dresses \$4.95
Women's 20c and 25c Vests 15c
Women's Custom Tailored Suit Offer
Sale of Summer Millinery \$4.50
1,000 Summer Waists at \$1.75
Seventh Day of Muslin Sale
75c and \$1 French Kid Gloves 55c
\$1.50 Black Satin Paillette 97c
A Sale of Summer Footwear

Women's \$10 Summer Dresses \$4.95

Women's dresses of fine French mulls and extra quality imported linen, made in a number of pretty one-piece styles; some have collar and yoke of lace, others tucked net; a number with the fashionable Dutch neck, trimmed with lace insertions or silk braidings.

WOMEN'S OXFORDS AND PUMPS.

500 pairs Women's Oxfords, Blucher, lace, silk tie, butterfly bow, buckle and button styles, vital kid, fine chocolate kid, tan Russia, calf, gunmetal, patent coil, and black and brown oze calf leathers; all sizes 2 1/2 to 7 1/2. Regular prices \$2.50 to \$5.00. Clearing price Saturday \$1.99.

Ladies' \$34.50 Tailored Suits to Measure for \$27.50

A summer sale offer from our ladies' tailoring and dressmaking department. These suits will be cut and fitted by an expert. We give the choice of any material selling up to \$1.25 per yard in the Dress Goods Department.

WATER

We serve chilled Lake Ontario water, 100 per cent, pure, in our Lunch Room. Filtered by the Jarvis Natural Stone Filters.

AIR

Fresh air cooled by water is wafted through our store by gigantic electric fans.

LIGHT

The walls of this store are simply a meshwork of windows, and every department is lit by electricity besides.

3,000 or More 20c and 25c Women's Summer Vests 15c each

Swiss ribbed and plain knit cotton, about half are lisle finish; sizes for 32 to 42 bust. Saturday June sale, 15c. 208 PAIRS \$2.50 ROYAL SUMMER CORSETS, SATURDAY, \$1.25 PAIR.

1000 High-Class Wash Waists \$2.50 to \$4, to Clear at \$1.75

1000 Women's Summer Waists comprising fine sheer lawn, soft mulls, pure linen and madras; numerous dainty lingerie effects, yokes and collars of Bebe Irish lace, fronts beautifully hand embroidered and trimmed with clusters of fine tucking—also a number of new tailored styles with laundered collars and cuffs. Some of this season's best sellers. All sizes in the lot. Regular \$2.50, \$3.00, \$3.50 and \$4.00. Saturday \$1.75.

75c and \$1.00 French Gloves 55c

Women's Real French Kid Gloves, made from good quality skins, two dome fasteners, over-sewn seams, black, tan, brown, grey, navy, green, mode; all sizes. Regular 75c and \$1.00. Saturday 55c.

Saturday Sale of Summer Reading

- 50c Macmillan's Novels, Paper Covers, for 15c.
A FEW OF THE TITLES.
"Rose of the World," by Agnes and Egerton Castle.
"The Marriage of William Ashe," by Mrs. Humphry Ward.
"The Her Presumptive," by Mrs. Oliphant.
"Mr. Isaacs," by Marion Crawford.
"The Black Douglas," by S. R. Crockett.
"Chippings," by Stanley Weyman.
"A Forest Hearth," by Charles Major.
"Flotsam," by Henry Seton Merriman.
"Queen's Quair," by Maurice Hewlett.
"The Making of a Marchioness," by Frances Hodgson Burnett.
"Sir George Tressady," by Mrs. Humphry Ward.
Lots of other titles equally popular.

A Clearing of Dresser Scarfs at 49c Each

Regular \$1.00 and \$1.25 goods. We cleared a lot of balances from a very large dealer at our own price; they are all pure Irish linen, beautifully hand drawn, and trimmed all around with heavy Torchon lace; 20 x 54 inches; only about 400 pieces to clear. Regular \$1.00 to \$1.25 each. Upstairs in Linen Department, Saturday 49c. See window display.

Creamery Butter 25c lb.

- 2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 25c.
Toasted Corn Flakes, 3 packages 25c.
Loaf Sugar, 4 lbs. 25c.
Clark's Pork and Beans, in Chili sauce, large tin 10c.
Imported French Peas, 2 tins 25c.
Rich Red Salmon, Regal Brand, regular 20c, per tin 17c.
Maconochie's Pickles, mixed, chow, walnuts and onions, pint bottle 22c.
Canned Raspberries, quart jar 28c.
Fancy Mixed Biscuits, 2 lbs. 25c.
Imported Lime Juice, pint bottle 25c.
Pure White Clover Honey, per section 24c.
Clark's Chipped Dried Beef, 1/2 lb. tin 15c.
Telephone direct to department.

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In the Old Wanless Jewellery Store

A Great Big Sale of Shirts Takes Place on Saturday. Yes, the old jewellery store has reached the last chapter. We'll just sell off these shirts and a few other lines of men's furnishings, and then the building must come down. It has served its turn. The march of Simpson progress sweeps it from Yonge street where it has been familiar so long. And so we are selling shirts very cheaply to-morrow.

Wall Papers Reduced Saturday

Pretty bedroom effects, in stripes and florals. Regular to 15c. Saturday 7c. Good Dining Room and Parlor Papers, mostly imported, good colorings. Regular to 15c. Saturday 10c. Choice Parlors and Dining Rooms, imported lines, rich colorings. Regular to 50c. Saturday 24c.

\$4 Outing Hats at \$1.65 Each

A great big variety of over two hundred to select from: new salloors, with straight, drooping or rolling brims, in black, burnt or white, and trimmed with bands or scarfs, in a great variety of novel effects. Regular \$2.00, \$2.50, \$3.00 to \$4.00. Saturday \$1.65.