

H. H. FUDGER, President. WOOD, Manager.

THE ROBERT

SIMPSON

COMPANY, LIMITED

PROBABILITIES. Moderate winds, fine, with a little higher temperature.

THE ROBERT

SIMPSON

COMPANY, LIMITED

TUESDAY, JUNE 15, 1909

Wednesday, Big Sale of Room Rugs

All the Popular Broken Lines to be Sold Out at Greatly Reduced Prices—164 Rugs Altogether—Axminsters, Wiltons, Velvets, Brussels, Tapestries and Smyrnas



HERE, gentle mesdames and worthy sirs, here is a quick, sudden chance to buy rugs for the new houses that one sees throughout the residential districts of Toronto the Fair.

Our most popularly selling room rugs have had to be gone over and re-assorted. All the broken sized lines have been called out and gathered together for this sale.

Table with 2 columns: Rugs, Price. Includes items like Regular \$10.00 to \$12.00 Rugs, Regular \$14.00 to \$16.00 Rugs, etc.

The patterns are various—Turkish, Persian, floral, medallion, conventional and plain. Colors—Greens, blues, fawns, browns, reds, and combinations.

Nearly Every Piece of Upholstered Parlor Furniture on the Floor for One-Third Less

YOU ask why—why this 33-1-3 per cent. reduction?

Because the covers have been subject to the dust and crumbs of plaster occasioned by the workmen engaged in renovating the ceiling and changing the system of lighting.

We know that careful brushing and the application of some cleanser like gasoline would make them practically perfect, but the sentiment of this store is to clear out any goods which are damaged in the slightest degree.

June brides might well benefit by this one-third reduction. It doesn't happen like this every day.

Parlor Furniture, consisting of reception chairs, arm chairs, arm rockers, divans, fancy pieces and three-piece suites, handsome designs in mahogany and birch mahogany frames, upholstered in large variety of silk coverings, all more or less soiled from being used as samples; regular prices from \$6.00 to \$91.00. Wednesday, one-third less.

Cream and White Dress Goods

Every fashionable make and weave, in cream and white fabrics, suitable for all the social occasions of summer.

For stylish wedding, reception and evening gowns we are showing the new motor cloth, a combination of silk and wool, with a beautiful rich finish, the new silk and wool Oriental crepe, new silk and wool Ottoman cords and stripes, and the new silk and wool chiffon reps.

Prices ranging from 85c to \$3.00 per yard. For smart house or street wear we are showing silk and wool, San-Toy, directoire satin cloth, silk and wool, voile and crepe de chine.

San-Toy Crepe, Chiffon, Panamas, fine, medium and coarse mesh; Voiles, Imperial Cordes, Bengalines, Roxana Cloths, etc., dead blacks, jet blacks, blue blacks, permanent fast dyes.

Groceries and Provisions

- 2000 stone Fresh Rolled Oats, per stone, 44c. Choice Side Bacon, peasant, half or whole, per lb., 18c. California Prunes, 4 lbs. 25c. Canned Chicken Soup, Lawlor Brand, per tin, 10c. Canned Tomatoes, six tins 45c. Canned Corn and Peas, six tins 45c. Finest Coked Ham, per lb., 25c. Telfer's Cream Soda Biscuits, 3-lb. box, 22c. 400 bottles of Rowatt's Pickles, regular 15c; three bottles 25c. St. Charles Cream, per tin, 20c. Pure Gold Quick Chocolate, Tapioca Custard Powder, three packages 25c. Norwegian Sardines, smoked, Silver Net Brand, two tins 25c. 25c. BRITISH ASSAM TEA, 25c. A rich, flavory tea with the English breakfast character. Wednesday, 500 lbs. per lb., 25c.

Women's Summer Cashmere Hose

Just received a shipment of the much wanted Women's Summer Weight Black Cashmere Hose, very fine and elastic, double toe, sole and heel, in two widths; regular and out sizes for stout women, all sizes 8-12 to 16. Special Wednesday, pair, 50c.

Wallpapers and Ceilings

A special purchase for Wednesday. 7000 rolls Ceilings, figure and enamel, pink, blue, green and cream, regular to 10c and 15c. Wednesday, 4c. 1675 rolls Foreign Wall Papers, in blues, greens, fawns, off-color blends and exclusive designs, for parlors, sitting-rooms and bedrooms; regular to 35c. Wednesday, 17c. 8000 feet White Enamel Moulding, reduced to 11-2c. 6500 feet Imitation Oak Moulding, reduced to 11-2c.

Corsets, Underwear, Little Girls' Dresses and Infants' Coats

WE have been selling so much Whitewear since June began that we have now to pause and take a day to adjust stocks. But although we are pausing, we are not stopping—so come for whatever Whitewear you need Wednesday—just the same.

The other sections of this big, bright new department of underweareables for women extend their special services to you on Wednesday, as the following will show:

Summer Net Corsets, white only, medium bust, princess dip hips, fine steel lined, wide side steels, lace and ribbon; sizes 18 to 30 in. Wednesday, a pair, 50c.

Ask for No. 4 Royale Corsets, Worth \$2 a pair, Wednesday for \$1.90; finest white batiste, medium bust, long back and hips, long unboned skirt, four line garters, rustproof boning throughout, four wide side steels, lace and ribbon trimmed; sizes 18 to 26 inches.

FROM THE UNDERWEAR CIRCLE. Dainty Vests for Women, in finest white lisle thread and mercerized cotton, low neck, no sleeves, hand crocheted yokes or narrow trimming of lace and silk ribbon; sizes 32 to 35 bust measure; every one regularly priced at from 50c to 60c each. Wednesday, each, 25c.

Summer Vests, of fine white ribbed cotton, low neck, no sleeves or short sleeves, lace and ribbon trimmed, a clearance from the Oxford brand mills, some slightly imperfect; sizes 32 to 44 bust measure; regular value 25c and 30c each. Wednesday, each, 15c.

100 DRESSES FOR LITTLE GIRLS AT HALF AND LESS. A Clearance Sale of Dainty, Well-made Tub



Dresses, for little girls 1 to 5 years of age, several styles in fine check gingham, embroidered insertions and edges, tucks and box pleats; neat pretty styles and perfect fitting, colors pink and white, blue and white, navy and white; regular prices \$1.00 and \$1.25 each. Wednesday, 50c each.

Another pretty style, in fine white lawn, princess style, very daintily trimmed with tucks, embroidery heading, lace insertion and rosettes of ribbon, for ages 1, 2, 3, 4, 5 years; regularly worth \$2.00 each. Wednesday, for \$1.00.

LITTLE GIRLS' COATS UNDERPRICED. 60 only, Little Girls' Coats, all wool cream cashmere, deep collar trimmed with silk embroidered ruffe and silk braid, extra wide-pleated skirt, lined throughout, for ages 4 months, 1, 1 1/2, 2 years; regularly worth \$2.75 each. Wednesday, each, \$1.95.

INFANTS' ROBES. Infants' Christening Robes, of fine soft nainsook, dainty hand embroidered yoke, skirt trimmed with pin tucks and ruffe of fine baby embroidery, edges of fine lace on neck and cuffs, lengths 24 or 30 inches; regularly worth \$2.00 each. Wednesday, each, \$1.95.

Summer Activity in the Cloak Dept.

SIMPSON'S styles are better at the prices, or else the prices are lower for the same styles. Prove what we say by comparing. We welcome comparisons. If we did not excel so, we would find it indeed hard to understand the immense increase of business which has taken place since the 24th of May. We have doubled the space, and we might naturally expect double the amount of trade we had last year in the old building. But our most optimistic expectations have been exceeded by over 100 per cent. We are selling over three times as much as last year—and pleasing everybody into the bargain.

LADIES' WASH SUITS. Ladies' Stylish Wash Suits, of fine quality English rep. in sky, white, pink and fawn shades, medium long coats in cutaway or pointed styles, some handsomely trimmed with embroidery, others with gurgule lace insertion, flare gored skirts trimmed to match coats, three styles to choose from. Wednesday, \$12.50.

Ladies' Summer Wash Suits, of fine quality linen, colors are soft shades of pink, lavender, green, blue and white, coats trimmed with lace insertion or have collars and cuffs trimmed with black, giving a very smart effect to these garments, skirts trimmed to match coats. Wednesday, \$10.95.

LADIES' SUMMER DRESSES. Fine Mercerized French Mull Dresses, in the new fancy block design of white with pink, white with black, white with sky, white with navy, and white with brown, trimmed with rows of Valenciennes lace insertion. Specially priced for Wednesday's selling only, \$10.00.

LADIES' COATS. Imported Coats of mercerized linen, rich, silky appearance, in light fawn shade, semi-fitted backs, some with Empire effects, collars trimmed with silk and Persian trimmings; regular \$13.50. Special Wednesday, \$9.50.

LACE WAISTS. Ladies' Waists, of fine net, coarse fish net and fine quality fancy stripe net, made with surplus effects, wide tucks back and front, new

long sleeves, pointed collar, finished with chiffon ruchings, colors are black, brown, navy, grey and ecru, all are silk lined. Wednesday, \$2.90.

SUMMER SHIRT WAISTS, \$1.50. 200 New Summer Shirt Waists, made of fine Scotch sephyras, gingham and English percale with navy, sky, black, helio, grey or reseda tones; tailored styles in the newest effects, linen collar and cuffs. Wednesday, \$1.50.

\$4.00 AND \$5.00 KIMONOS, \$2.95. 80 only, New York Long Kimono Gowns, of fine quality crepe, cardinal, or navy grounds, with handsome Oriental designs, tucked about, wide kimono sleeves and fronts, trimmed bands of satin to tone with gown; regular \$4.00 and \$5.00. Wednesday, \$2.95. No phone or mail orders.

TAFETTA SILK SKIRTS, \$6.95. Underskirts of rich quality taffeta silk, made extra full, with deep flounce of vertical tucking, shirring and strapping, finished with deep stitched frill, underpiece and frill or taffeta full depth of flounce, black only. Wednesday, \$6.95.

Underskirts of heavy quality taffeta, in Allee shade only, made deep flounce of accordion pleating, lined with full frill, underpiece of taffeta full depth of flounce, finished with narrow taffeta frill; regular \$6.00. Wednesday, \$3.95. No phone or mail orders.

Summer Dress Cottons



EVERYBODY seems pleased with the new Wash Goods Department—incomplete though its arrangements have been. We have the carpet down now, however, and the fixtures in place. The department is one of the most favorably situated in the store, having light on three sides, i.e., Queen St., Yonge St., and the great light well. The stock this summer was secured with this new department's increased patronage in view. It is well we looked ahead with confidence for Wash Goods selling has surpassed all records.

SPECIALLY PRICED GOODS FOR WEDNESDAY. We have about 200 pieces of pretty cotton crepe, the most fashionable material for waists and dresses this year; does not need starching or ironing; a full range of beautiful colors, pink, sky, wisteria, amethyst, tan, white, brown, navy, etc.; regular 25c. 12-2c. Beautiful Swiss Mulls, hand embroidered figures; also spot and figured Swiss Muslin in a variety of colors; here is a most wonderful bargain in high-class summer dress goods; regularly 35c to \$1.25, 25c.

Fine Mercerized Brocades, look like silk and keep their beautiful sheen after repeated washings, spots, stripes and figures; these are our regular quality at 20c. 15c. High-grade Galatea Suitings, narrow, medium and wide stripes; regular 25c. 15c. Clearance of a quantity of colored striped linen suitings, all good patterns; regular 15c and 25c. Special, 11c. New department, second floor. No phone or mail orders.

Long 50c Lace Gloves 29c

Women's Long Lisle Thread Lace Gloves, with solid lisle hands, lace tops, cool and dressy, black only; also plain white Lisle Long Gloves; all sizes; regular 50c values. On sale Wednesday, pair, 29c.

Second Lot of These Underbought Suits

3-Piece Ones This Time—\$15 and \$18 Values for \$9.80.

250 Men's Sample Suits, consisting of English and Scotch Tweeds, in the smoother Saxony finish, also Fancy Worsteds, in the new spring tones, brown and green mixed stripe effects, also smoke and grey shades, cut on the latest single and double-breasted model, coats are hand tailored, the entire suit is made with the high-class workmanship, there is not every size in any one pattern, but in the lot you will find sizes 35 to 46. These Suits were made to retail at from \$15 to \$18.

On Sale Wednesday at \$9.80.

Where Are You Going This Summer?

WHEN it comes to that consideration you may be glad to remember that we have plenty of Bathing Suits in the Men's Store, plenty of Outing Shirts, Ties, Sweaters, Jerseys and Summer Furnishings of all sorts. Prices in your favor, of course—comparisons considered.

BATHING SUITS. Complete lines of Bathing Suits for men or boys are now on the counters; all styles and qualities. For Boys, 25c to \$1.50 Suit. For Men, 50c to \$2.50 Suit.

OUTING SHIRTS. We want you to see our outing shirts for men or boys. We are confident that nowhere else can you find a finer assortment of patterns or better quality, at Boys' 50c to 75c. Men's 50c to \$2.

EXTRA SPECIAL. 2400 Balbriggan Undergarments at Sale Wednesday, 35c Garment. 2400 garments, Balbriggan Underwear, Shirts or Drawers, cream shade, sizes 34 to 44; a clearing line that came our way at a reduced figure, at out they go Wednesday at, per garment, 35c.

Straw Hats at \$1.00 Mezzanine, Men's Store. Others at \$1.50. Still others at \$2.00, and we think a \$2.00 hat the best proposition of the lot.

Soft Felt Hats at 89c on Wednesday—worth \$2.00 easily. Linen Hats for 45c.

Young Plants for Setting Out

PERHAPS you are accustomed to pay more for plants than we charge. One glance at our young stock will tell the experienced gardener that it is well selected, healthy, and strong. Then why pay more?

Cobea Scandinava, regular 15c each, boxes for 25c. Wednesday, 10c each, or 3 for 25c. Tomatoes, Celery and Annuals, 2 Cabbage plants, 25 for 10c. Pansies, per box, 15c.

Millinery Trimmings

SOME new Ospreys and some reductions on flowers and scarfs. A shipment of those large imitation Ospreys, in black, have just arrived from New York. There is a big demand for these goods. Prices from \$1.10 to \$5.00.

Many lines of our fine French Flowers and Follages, that sell regularly from \$1.00, \$1.50 to \$2.00, Wednesday, 50c. 500 Assorted Hat Scarfs, in silk, and in great variety of fancy outing patterns that are very popular; regular 75c and 85c. Wednesday, 50c.

Staples for Wednesday

Toweling, Pillow Cotton, Long Cloth, Table Napkins, Crochet Quilts. CLEARING THIS ENGLISH LONG CLOTH AT 13c. It is 60 inches wide, finished absolutely pure, round even thread, full bleached, a beautiful household cotton, 600 yards only, away less than the cost of manufacture, per yard, Wednesday, 12c.

600 yards Heavy All Linen Crash Toweling, red border, perfect absorbent toweling, 17 inches wide, at, per yard, Wednesday, 8c. 45 dozen only, very fine Single and Double Satin Damask Table Napkins, warranted pure linen, full meadow bleached, elegant bordered designs, 22 x 23, 24 x 24, 25 x 25 inches; per dozen Wednesday, \$2.53.

65 only Fine White American Crochet Quilts, new floral and scroll designs, hemmed ready for use, free from any dressing, full double bed size, each, Wednesday, \$1.18. 550 yards Heavy Circular Pillow Cotton, best English manufacture, perfectly pure, close firm weave, 40 inches wide, per yard, Wednesday 12 1/2c.

Summer Silks—A Suggestion or Two

Printed Silk and Satin Foulards, Printed Shanghaies, Motora and Cotele Pongees, Natural Shantung, White Habutai and Black Japanese Silks, Lyons' Superior Dya Shower-proof Foulards.

White Silks and Satins for Wedding Gowns, Novelties for Bridesmaids' Dresses. Printed Satin Foulards, all new, this season's designs, including Polka Dots. Large variety of the latest colorings. Regular value 85c yard. On sale 55c.

\$70

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