

The Robert SIMPSON Company Limited

Telephone Number
Main 7841

The Robert SIMPSON Company Limited

H. H. FUDGER, President.

J. Wood, Manager.

Store Opens 8 a.m.

Store Closes 5.30 p.m.

PROBABILITIES—West to north winds; mostly fair; little higher temperature.

Thursday, June 2, 1910

Welcome to June, the Month of Roses and Brides—and Our Summer Sale

Furniture Reduced

3 only Three-piece Parlor Suites, birch mahogany frames, highly polished, covering of silk tapestry, slightly shop worn. Regular \$48.75 to \$49.75. Friday \$29.75.

Extension Tables, in elm and surface oak, golden finish, square and round top, with turned fluted legs, extending to 8 feet. Regular \$9.00 to \$11.00. Friday \$6.95.

Sideboards, in quarter-cut oak, golden finish, highly polished, one long and two small drawers, with large cupboard space. Regular price \$44.00, Friday \$25.00.

Odd Washstands, in mahogany and quarter-cut oak, highly polished, two long drawers, with double door cupboard. Regular price \$8.00 to \$10.00. Friday \$3.95.

Arm Rockers, upholstered in a good quality of art leather, well made and comfortable, very suitable for den or living room. Regular price \$12.75, Friday \$7.95.

Bed Pillows, filled with good quality of feathers, covered in a nice blue art ticking. Sizes 21 x 27. Regular price \$2.00, Friday \$1.45.

Bamboo Verandah Chairs

500 Bamboo Verandah Screens, best quality, natural color, serviceable and slightly, complete with cords and pulleys, five sizes only: Size 4 x 8 feet. Regular 60c. Friday 54c.

Size 5 x 8 feet. Regular \$1.00. Friday \$1.29.

Size 6 x 8 feet. Regular \$1.65. Friday \$1.49.

Size 12 x 8 feet. Regular \$2.00. Friday \$1.89.

Floor Covering Friday

English Tapestry Rugs, in a large assortment of floral and Oriental designs, suitable for parlors, dining rooms, bedrooms, etc., with colors suitable for any decoration:

7 x 9, regular \$6.75, Friday reduced to \$5.99.

8 x 10, regular \$7.75, Friday reduced to \$6.99.

3 x 4, regular \$8.75, Friday reduced to \$7.99.

Car 10 x 10, Friday reduced to \$9.49.

English Tapestry Carpets, in greens, fawns, reds, browns, etc., of good quality, closely woven, 95c per yard. Friday 73c per yard.

Scotch Printed Linoleum, in black, tile, floral, Oriental and parquet designs, extra heavy cloth; a well seasoned durable cloth. Regular 50c and 60c. Friday 37c square yard.

Nottingham Curtains at 98c

Nottingham Lace Curtains, selections from this season's newest patterns, all dainty designs in scroll, floral and motif effects, neat centres, with heavy and medium borders. 54 inches wide, 3 1/2 yards long. Friday 98c.

CUSHION FORMS AT SPECIAL PRICES.

800 Russian Down Cushion Forms, good quality casing and down filling. Following sizes only: 13 x 18 in. Worth 35c. Friday 28c.

20 x 20 in. Worth 45c. Friday 28c.

22 x 22 in. Worth 55c. Friday 37c.

24 x 24 in. Worth 60c. Friday 46c.

26 x 26 in. Worth 70c. Friday 59c.

Wall Papers

800 rolls Floral Paper, assorted colorings. Regular 12 1/2c. Friday 4 1/2c.

500 rolls Imported Papers, in bundles of six or more rolls. Regular to 35c per roll, 7c.

1,650 rolls Imported Papers, for living or sleeping rooms, good colorings. Regular to 50c. Friday 24c.

350 rolls Friezes, floral and scenic. Regular to 15c per yard. Friday 5c per yard.

Baby Carriages

6 only Read Baby Carriages, with parsons to match, upholstering. Regular to \$15.50. Friday \$9.95.

12 Baby Leatherette and Steel Folders, spring seat and back. Regular to \$8.50. Friday \$6.87.

50 Children's Small Red or Var-nished Chairs. Regular to \$25.00. Friday \$16.00.

50 Shoo Fly Rockers, grey horses. Regular to 90c. Friday 69c.

Fourth Floor.

Groceries Friday

700 bags Choice Family Flour, 1/4 bag 60c.

Fancy California Seeded Raisins, 2 packages 25c.

Currants, cleaned, 3 1/2 lbs. 25c.

Yellow Cooking Sugar Crystals, 10 lbs. 50c.

Finest Featherstrip Coconut, per lb. 15c.

New Orleans Molasses, Cherry Grove Brand, 2-lb. tin 10c.

Perfection Baking Powder, 3 tins 25c.

1,000 jars Pure Orange Marmalade, quart gem jar, regular 35c, per jar 25c.

Choice Rangoon Rice, 7 lbs. 25c.

Pearl Tapioca, 4 1/2 lbs. 25c.

1,000 tins Choice Pink Salmon, per tin 9c.

2,000 tins Choice Canned Plums, Lombard, in syrup, 8 tins 25c.

Telephone direct department.

2 1/2 LBS. PURE CEYLON TEA 50c.

A blend of Indian and Ceylon Teas. One tin, Friday, black or mixed, 2 1/2 lbs. 50c.

The June Sale of Whitewear

June Brides take notice—not only White Undermuslins, but Corsets as well.

Ladies' Vests, fine ribbed cotton, deep yoke of fine lace, beading and ribbon, short or no sleeves. Sizes 32 to 38 bust measure. Regular value 30c. Friday bargain 18c.

Ladies' Vests, fine ribbed cotton, low neck, with short or no sleeves, beading and ribbon. Sizes 32 to 42 bust measure. Regular value 20c. Friday bargain 14c.

Children's Nazareth Waists, fine ribbed cotton, reinforced with tapes, buttons to fix outer garments. Sizes 2 to 12 years. Regular value 25c. Friday bargain 20c.

Children's Drawers, fine ribbed cotton, knee length, umbrella style, lace trimmed. Sizes 2 to 12 years. Regular value 20c. Friday bargain 15c.

High Grade Corsets, Royale model, extra quality white batiste, medium high bust, long front, back and hips, deep skirt extension, all rustproof steels, wide side steels, four strong garters, lace, silk ribbon and satin bow. Sizes 18 to 36 inches. Regular value \$1.50. Friday bargain \$1.00.

Night Gowns, fine soft nainsook, tucked front, slip-over style, neck and sleeves finished with fine embroidery, beading and frills, with wide silk draw ribbon around neck. Lengths 56, 58, 60 inches. Regular value \$2.00. Friday bargain \$1.39.

Undershirts, fine cotton, extra deep flounce, fine embroidery insertions and frills, tucks, lawn dust ruffle. Lengths 38 to 44 inches. Regular value \$4.50. Friday bargain \$3.25.

Corset Covers, fine lawn, yoke of all-over embroidery, two rows Val lace insertion, lace frills on neck and arms, silk draw ribbon, pearl buttons. Sizes 32 to 44 bust measure. Regular value 65c. Friday bargain 42c.

Drawers, fine nainsook, 6 tucks, fine embroidery heading, wide silk ribbon, deep embroidery frill. Sizes 23 to 27 inches, in both styles. Regular value \$1.35. Friday bargain 95c.

Silks 39c Yard

2,000 yards French and Swiss Silks, plain and fancy, including many French foulard silks, black and white checks and colors, stripes, small patterns, overchecks, etc., two-tone chiffon taffetas, plain English peau de sole, chiffon taffetas, satin paillette, satin merveilleux, etc.; excellent range of colorings, including plenty of staple and novelty shades, black and ivory; qualities we have always sold at 50c and 75c per yard. Friday bargain 39c yard.

No phone or mail orders filled.

Summer Millinery

80 New Hats, smartly trimmed with large bows or scarfs of hand-some ribbon; many of these are very suitable for misses or children. Worth from \$3.75 to \$4.25 each. Friday \$1.85.

300 Untrimmed Hats of the "better kind," mostly in black chip, burnt or tuscany, fancy straw. Worth from \$1.50 to \$3.00 each. Friday 85c.

200 Black Untrimmed Shapes, mostly in small black styles. Worth 75c and \$1.00. Friday 45c.

2,000 bunches Flowers and Foliages, reduced to clear as follows: Regular 20c and 25c, to 10c; regular 50c and 60c, to 25c.

\$1.25 Ribbons for 39c

Four lines to clear; rich Dresden effects and checks, including spots and floral designs, with plain satin borders, pure silk taffetas, splendid range of colorings, for millinery sashes, hair and neck bows, also much used for fancy work, from 6 to 8 1/2 inches wide. Regular 48c, 55c to \$1.25 yard. Friday 39c yard.

30c Wash Belting 10c Yard

Novelty Wash Beltings, in Persian effects and all designs, good washing colors, suitable for belting and hat bands. Regular 20c and 30c. Friday 10c yard.

Children's Straw Hats at 39c

Children's Straw Turbans, with leatherette crowns, new and dres-sy, and felt and linen middie shapes, assorted. In the popular colors. Friday bargain 39c.

Belts and Sash Pins

Taffeta Silk Belts, in white and colors. Regular 35c to 75c. Friday each 10c.

Black Elastic Belts, with gilt and oxidized buckles. Regular 75c. Friday, each 35c.

Oriental Sash Pins, stone set. Regular 25c. Friday, each 10c.

Art Needlework Dept.

18-inch Hemstitched Linen Centres, with several rows of drawn work squares only. Regular price 30c. Friday bargain 15c.

Caneos or Verandah Cushions, stencil designs, in red, green, navy or brown, cushion complete. Regular 75c. Friday bargain 45c.

EXTRA SPECIAL

Large Imported Rush Baskets for shopping or picnic purposes, two handles. Special Friday 19c each.

\$3.00 Moreen Underskirts \$2.39

Women's Moreen Underskirts, in navy, green or rose, deep novelty flounce, trimmed with fancy pin tucking, pleating and finished with gathered frill. Regular \$3.00. Friday bargain \$2.39.

Women's \$1.50 Wash Skirts for 95c

72 only Women's Summer Skirts, of good quality blue chambray, made in a smart gored style, with wide shoulder straps, trimmed with novelty buttons. The regular selling price of these was \$1.50. Friday 95c.

No phone or mail orders filled.



First Friday in the Summer Sale at Simpson's

Bargain Day Prices on Summer Goods of Every Sort.

WE cannot print a brief Bill of Sale to-day, because the whole page is of itself the Bill of Sale.

The friends of the Brides of June, and the bride herself indeed may deem themselves fortunate in that this sale occurs at the time it does, for so many things are rendered possible and easy by the almost universal revision of prices.

See for yourself. These lists give you an idea. Come to the store and confirm what we say. We have made a radical revision of prices on seasonable summer goods of all sorts, our idea being to lighten stocks NOW, while there is a strong natural demand instead of waiting until July when many people leave town. Come and see, come and share.

Women's \$5.00 Coats for \$2.95

A collection of Women's Summer Coats, of fawn covert cloth, and of stripe covert or Bedford cord cloth, in two-tone fawn effects, close or semi-fitting backs, trimmed with buttons; a smart coat for boating, outing or picnic parties. Sold regularly at \$5.00. Only 55 coats in the lot. Friday \$2.95.

Women's \$15.00 Suits for \$6.95

75 only Women's and Misses' Suits, in summer weight material, imported worsteds, fine Panamas, diagonal serges and French Venetians, green, brown, navy, rose, grey and a few in black; coats are close fitting; some have collar trimmed with moire silk; others trimmed with strappings; remainder are plain tailored; skirts are either pleated or semi-pleated styles. Sold regularly at \$15.00 and \$12.50. Friday \$6.95.

Cannot accept phone or mail orders.

Women's \$4.50 Dresses for \$1.49

125 only Women's Summer Dresses, in a neat one-piece style, yoke, collar and cuffs of lace; skirt has strapping of self down centre; material is a good quality linen, in mauve, grey, navy, blue and green shades. Sold regularly at \$4.50. Friday \$1.49.

EXTRA SPECIAL

No phone or mail orders filled.

Last of the Dress Goods Remnants to Go at 29c Yard

For Friday bargain day we have marked all ends of Dress and Suiting Fabrics at a price so low as to effect a thorough clearance. They comprise lengths ranging from 1 1/2 to 10 yards, in high grade qualities. Selling regularly as high as one dollar and fifty cents; guaranteed pure wool fabrics and permanent dyes. 44 to 58 in., 29c yard. No remnants exchanged.

Wash Goods Department

36-inch Best Scotch Zephyr, wide alternate check and wide stripe, most beautiful and stylish goods, in the following colors: Grey, navy, mauve, pink and sky. Regularly 35c and 20c. Friday 9c.

Dainty Dimity, small figures and spots, in navy, black and blue; nothing neier for children's summer wear. Regularly 20c. Friday 7 1/2c.

Lot of Pretty Printed Muslins, Lawns and Organdies, hundreds of pieces, mostly waist lengths. Regularly 15c to 25c. Friday 7 1/2c.

Waist Department

White Lawn Embroidered Waists, oddments, to clear, all sizes 34 to 42 inches. Regular 75c. Friday bargain 39c.

Good Print Waists, with Peter Pan collar, black and navy ground, light spot and light ground, dark spot. Regular 65c. Friday bargain 45c.

A big gathering of Fine Mull and Lawn Waists, six different designs of fine eyelet and close embroidered fronts; made up in the very latest style; sizes 32 to 42 inches. Regular selling price 85c. Friday bargain 69c.

Staples Department

(Second Floor, Yonge Street.)

15c UNBLEACHED COTTON 10c

45 inches wide, suitable for single sheets, pillow cases or general use, good, heavy, strong make, will bleach perfectly. 2,000 yards. Regular 15c per yard. Friday 10c.

13 1/2c BLEACHED DAMASK TABLE NAPKINS 8c

20 x 20 inches, good heavy Irish makes, some are hemmed, assorted designs. Regular \$1.00, \$1.15, \$1.25 and \$1.33 dozen. 150 dozen only. Per dozen Friday 84c.

1.00 SHEER IRISH LINEN 50c

36 inches wide, beautiful fine Irish make, pure linen, and full range bleached. 245 yards. Regular \$1.00 yard. Friday 50c.

15c SHEETINGS 10c

Clearing odd pieces and odd lines, Oxford, fancies, etc., new spring designs, fast colors, a splendid assortment, for shirts, boys' blouses and wash suits, girls' outing dresses, etc. 700 yards only. Regular 15c per yard. Friday 10c.

160 PAIRS SHEETS for \$1.14 PAIR

2 x 2 1/2 yards, standard hems, torn sizes, made from heavy bleached English sheetings. While they last Friday, per pair \$1.14.

\$65 Dinner Sets \$39.90

Genuine Theodore Haviland Limoges China Dinner Sets of 102 pieces, open stock pattern; the china body is pure white, decorated with sprays of delicate pink roses and green foliage, gold stippled handles and edges in dull gold. Regular \$65.00. Friday bargain \$39.90.

\$1.00 Books for 25c

200 volumes of "Good Stories," including Kipling, Stevenson, Irving, Poe, Gautier, and others equally popular, with photograph of Kipling; bound in silk cloth, good type, printed on special paper; great value to lovers of short stories. On sale Book Department.

Summer Hosiery

Women's Plain Tan and Black Cotton Hose, fashioned, stainless dye, double heel and toe, odd and ends. Regular 25c. Friday 19c.

Women's Plain Tan Cotton Hose, seamless finish, spring weight, spliced heel and toe, 8 1/2 to 10. Friday 16c.

Women's Lace and Plain Colored Lisle Thread Hose, fashioned, close and even, fine thread, reinforced heel, sole and toe. Regular 35c. Broken lines, Friday 25c.

Men's Suits

Regular Prices \$7.00, \$7.50, \$8.00 and \$9.00, to Clear \$4.95.

Men's English and Canadian Tweed Suits, assorted dark and light grounds, with neat self and fancy colored stripes, three-button single breasted sack style, well tailored. Sizes 38 to 42. Regular prices \$7.00, \$7.50, \$8.00 and \$9.00. Friday to clear \$4.95.

Men's Wash Vests

Regular Prices \$1.50, \$2.00 and \$2.50, to Clear 88c.

Men's Fancy Wash Vests, in fancy plaques and percales, white grounds, with neat fancy stripe and figure pattern. Sizes 36 to 44. Regular prices \$1.50, \$2.00 and \$2.50. Friday to clear 88c.

Men's \$4 Bath Robes

Regular \$4.00. Friday to clear \$2.98.

Men's Blanket Bath Robes, in light and dark blue, ox-blood and pink grounds, with neat fancy scroll designs. Sizes 36 to 44. Regular price \$4.00. Friday to clear \$2.98.

Boys' \$3 Wash Suits

Regular \$3.00. Friday to clear \$1.29.

Clearing line of Boys' High Grade Russian and Sailor Blouse Wash Suits; the materials are prints, chambrays and woven Madras cloths, in tan, blue and white grounds, with neat fancy colored stripes, thoroughly fast colors. Sizes 2 1/2 to 7 years. Regular prices \$1.75, \$2.00, \$2.50 and \$3.00. Friday to clear \$1.29.

Children's Wear

Dresses, fine navy blue print, with white dot, trimmed with white piping and pearl buttons, deep hem, large full sizes. Sizes 10 to 16 years. Regular value \$1.95. Friday bargain 85c.

Dresses, fine striped gingham, neat colors, lawn gumples, jumper style, wide shoulder straps, pearl buttons, lace edges. Sizes 10 to 16 years. Regular value \$1.39. Friday bargain 75c.

Dresses, fine small check printed cotton, jumper style, lawn gumples, lace or embroidery trimmed. Sizes 10 to 16 years. Regular value \$1.95. Friday bargain \$1.09.

Children's Stockings

Boys' and Girls' Fine 1-1 Ribbed Black Cotton Hose, summer weight, elastic rib, stainless color, double heel and toe, 6-ply knee. Regular 25c, 5 1/2 to 10. Friday 15c.

Boys' and Girls' Fine 1-1 Ribbed Tan Cotton Hose, close finish, fast color, double heel and toe. Sizes 5 1/2 to 10. Special Friday 12 1/2c.

Infants' Fancy Summer Socks, colors and plaid and check tops, and new effects; this season's newest, all perfect, special purchase. Sell regular for 25c. Friday 10c.

White Satin Slippers

180 pairs White, Pale Blue, Pink and Tellow Satin Slippers, high Cuban covered heels, flexible sole, 2 1/2 to 7. Regular price \$3.50. Friday bargain \$2.50.

Men's Leather Lined Boots

160 pairs Men's Leather Lined Boots, Goodyear welt, heavy soles, heavy shanks, Elmer cut, all sizes 6 to 11. Regular \$2.50. Friday bargain \$1.99.

Boys' Boots

180 pairs Boys' Boots, calf and kid, heavy soles, long wearing, all sizes 1 to 5. Friday bargain \$1.49.

Women's Boots

260 pairs Women's Dongola Kid Boots, Blucher, dull and shiny tops, heavy soles, good boots to wear, all sizes 2 1/2 to 7. Friday bargain \$1.49.

WOMEN'S SAMPLE OXFORDS

180 pairs Women's Sample Oxford, sizes 2 1/2 to 4, in all popular leathers, styles, soles and heels. Regular \$4.00. We have included some 180 pairs of \$2.50 and \$3.50 Oxfords, in sizes 4 1/2 to 7 to complete the range of sizes, tan, calf, patent calf and kid leathers. Friday bargain \$1.95.

White Outing Shirts

175 only, the kind you would expect to pay \$1.00 for; made from imported white cellular or net, with reversible collars and pockets. Sizes 14 to 18. Friday 75c.

Men's \$1 Combination Suits 75c

100 to clear at this price. One dollar per suit is the price you have always paid; made from fine selected balmberg yarn by a firm who knows how to make them fit and feel just right; be here early; they are well worth the extra effort. Each, Friday 75c.

\$2 and \$2.50 Pyjama Suits \$1.49

90 Suits only; that means be here at 8 o'clock sharp; these suits were made by a reliable Canadian firm; they are travellers' samples, and would sell in the usual way at \$2.00 and \$2.50 a suit. Per suit, Friday, \$1.49.

Men's Socks

Men's Fancy Cotton 1/2 Hose, imported quality, fine thread, double heel and toe. 17c value. Friday 10c.

Men's English Ribbed Black Cashmere 1/2 Hose, summer weight, seamless finish, good wearing, double heel and toe. Regular 25c. Friday 3 pairs 50c.

Men's \$2.50 Soft Hats 59c

200 Men's Soft Hats, new and popular shapes, in crusher and negligence shapes, colors grey, slate, fawn and brown. Sizes 6 3/4, 6 1/2 and 6 1/4 only. Regular prices \$1.50 to \$2.50. Friday 59c.

Men's Umbrellas 95c

120 only Men's Umbrellas, close rolling, steel rod and frame, neat handles, in box wood and mission woods, nicely mounted; a good serviceable cover of taffeta. Friday 95c.

Glassware

Table Tumblers, 8 for 25c.

Footed Berry Bowls, size 8 inch. Regular 35c, for 25c.

Four-piece Table Sets, American pressed. Regular 65c, for 49c.

Cake Plates, American pressed. Regular 25c, for 15c.

Soap and Toilet Goods

Dutch Hand Soap, Regular 10c, Friday bargain 5 for 25c.

Simpson's Old Brown Windsor. Per dozen 9c.

Armour's Superfine Shaving Stick. Regular 25c. Friday bargain 15c.

Toilet Soap, made of coconut oil. Regular 10c. Friday bargain 5 for 25c.

Paper Napkins 25c Per Hundred

100,000 Paper Table Napkins, good assortment of colors. The regular 40c per hundred quality. Bargain price 25c per 100.

On sale Stationery Department.

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