

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.

Tuesday, May 30, 1910



We Usher in the Leafy Month of June with a Radical Reduction of Prices on Seasonable Merchandise in almost every Dep't of the Store

To our readers to-day we make an announcement of particular interest---we are going to hold a **Summer Sale**. The whole store will contribute to an **effective, dashing, Summer campaign** of one month's duration.

WEDNESDAY'S BILL OF SALE

Women's \$25.00 Suits	\$ 7.95
Women's \$16.00 Dresses	5.95
Women's \$15.00 Coats	5.79
Women's \$12.00 Waists	3.95
Women's \$7.50 Waists	2.95
Fashionable \$1.25 Silks63
Women's \$20.00 Gown Lengths	10.50
Embroidered Swiss Robes	2.98
Women's \$5.00 Oxfords	2.00
\$2.00 Table Napkins	1.44
Toilet Soap at Half Price.	
Men's \$2.50 Hats for59
Opening Day in the June Whitewear Sale	

Sample French Wash Waists \$3.95

Regular prices run \$5.00, \$6.50, \$7.50, \$10.00 to \$12.00. 100 Beautiful imported Sample Wash Waists, finest French crepe, front elaborately hand embroidered, eyelet, and heavy rose design, collar, yoke and sleeves are trimmed with real Cluny lace insertion; others are in dainty lingerie effects, fine mull and sheer lawn, trimmed with combination of hand embroidery and baby Irish lace, very dressy sleeves, short or full length. Regular \$5.00, \$6.50, \$7.50, \$10.00 to \$12.00. This season's finest offer. Sale Wednesday \$3.95.

Silk Waists Selling at \$2.95

Chiffon Silk Waists, made strictly tailored design, with wide stitched tucks, trimmed with the new fashionable pleating, neat tailored sleeves and collar, front or back opening; a few soft messaline silk waists, smart styles, trimmed with bands of pretty embroidered net, new French sleeves; colors black, navy blue, brown, red, grey and white; all sizes in the lot. Regular selling prices \$5.00 and \$7.50. Wednesday \$2.95.

300 Net and Lace Waists at \$2.95

They are regularly \$5.00 each. Brussels net and all-over lace, some very exclusive designs, pretty lace yokes and collar, trimmed with silk embroidered tulle and French Val. lace insertion and lace motifs, charming sleeves, all tucked, or full puff style, with fitted cuffs, all lined throughout with heavy Jap silk, all fashionable shades, white, ecru, black, navy, grey or wisteria. Our regular \$5.00 waists. Wednesday \$2.95.

Women's \$15 Broadcloth Coats for \$5.79

47 only Women's Smart Coats, of good quality black broadcloth, in a semi-fitting style, three-quarter length, lined throughout with rich tamoline silk, tailored collar and lapels, trimmed with self strappings and buttons. Sold regularly at \$15.00. Wednesday's price \$5.79.

85 Exclusive Gown Lengths at \$10.50

Dress Goods Department novelties, no two alike, new ripple crepes, satin striped eoliennes, embroidered eoliennes, silk and wool voiles, satin stripe marisettes---individual gowns, which cannot be duplicated in Toronto; particularly effective for summer dresses. 42 and 46 inches wide. Three yards in each length. Regular prices \$13.50, \$15.00, \$18.00 and \$20.00. Wednesday \$10.50.

Muslins for Sale Wednesday

130 pieces only of our best Gingham, 31 inches wide, stripes only, beautiful and useful. Regularly 15c, for 8c. Best Scotch Zephyr, stripes and checks, in the fashionable styles, most popular this season, large and small designs, all at one price. Regularly 25c, for 15c. Another big lot of Fancy Silk and Cotton Goods, for outdoor or indoor summer wear, splendid designs, and splendid value at the original price of 40c. Special to-morrow 23c.

EMBROIDERED SWISS ROBES at \$2.98

Embroidered White Swiss Muslim, large, fashionable, floral design, most stylish goods. They are in robe lengths of 7 1/2 yards, 53 inches wide. The length \$2.98.

Stocks are usually adjusted in July, when a great many people are away from the city. We are going to **"break the back"** of Summer stocks **Now**.

We are going to do the work when it counts most to **you** as well as to us, while the assortments of Summer goods are fresh and new and entire.

When July comes and holidays begin we shall feel that we have our stocks well in hand. That's our ambition---"to take time by the forelock."

Wednesday we start. Every day will add to our determination. We are going to hold a Summer Sale that will make June a month of most **remarkable shopping!**

The Annual June Sale of Whitewear



EVERY June we hold a sale of Whitewear. We find that by buying goods in bigger quantities we can afford to sell the made-up garments considerably cheaper. It means that customers can afford to be more liberal with their supply of white things for Summer, and works out advantageously all round. And so we place orders for June on the sale basis knowing that the natural Summer demand concentrates heavily upon that month.

The result may be seen in a scrutiny of the following prices. The designs and qualities are such as this store has long been known for.



Princess Silks, regularly \$1.25 each, June sale price 93c, fine, soft nainsook, waist trimmed with lace frills, beading and silk ribbon; skirt finished with deep flounce, with tucks and hem-stitched hem. Sizes 32 to 42 bust measure.
A Dainty Bridal Set, regularly \$7.50 a set, June sale price \$5.00, choice of three-piece set, including princess slip, gown and drawers, or four-piece set, gown, skirt, drawers and corset cover, fin. nainsook, prettily trimmed with lace insertions and frills, also with small tucks, lace beading and silk ribbons; a very beautiful matched set. Sizes for 32 to 42 bust measure.
Nainsook Corset Covers, regularly 50c each, June sale price 33c, fine quality, with deep all-over lace yoke, neck and arms finished with lace, run with ribbon. Sizes 32 to 42 bust.
Nainsook Corset Covers, regularly 75c each, June sale price 50c, a very pretty style, with deep Valenciennes lace yoke, lace beading and silk ribbon around neck and across bust, lace frill on neck and arms, back cluster tucks. Sizes 32 to 42 bust measure.
Isabelle Drawers, regularly 75c pair, June sale price 55c pair, the perfect one-piece garment, sold only by this store, fine nainsook, deep flounce, trimmed with three rows lace insertion and frill of lace; lengths 23, 25, 27 inches in both styles.

White Cotton Petticoats, regularly \$1.25 each, June sale price 83c, finished with wide embroidery insertion and deep flounce of embroidery; this skirt is cut full width, and comes in lengths 38, 40, 42 inches.
Nainsook Night Dresses, regularly 75c each, June sale price 53c, dainty slip-over neck, short sleeve style, neck and arms finished with lace beading and silk ribbon draws. Lengths 56, 58, 60 inches.
Fine Nainsook Night Dresses, regularly \$1.50 each, June sale price \$1.00, a beautiful gown, with square slip-over neck, formed with fine embroidery beading, run with silk ribbon, Valenciennes lace frill on neck and cuffs, elbow length sleeves.
WOMEN'S VESTS AND UNION SUITS.
Women's Vests, regularly 50c each, June sale price Wednesday 25c, fine white ribbed cotton, shaped at waist, low neck, short or no sleeves, neck and arms prettily trimmed with Val. lace insertion and frill, silk ribbons; note the large sizes; sizes 32 to 42 bust measure.
Women's Union Suits, regularly 75c each, June sale price Wednesday 50c, fine white ribbed cotton, summer weight, semi-low neck, buttoned part, way down front, short or no sleeves, umbrella style drawers, lace trimmed, draw tapes in neck and arms. Sizes 32 to 40 bust measure.

Great Sale of Women's Suits

Women's and Misses' Suits; materials are fine French serges, imported Panamas, French Venetians and diagonal serges; colors in the lot are amethyst, rose, brown, navy, grey, green, also a few in black; coats are in the fashionable lengths, lined with silk or satin; some have moire silk collars, others are braided, and remainder are plain tailored collars; skirts are in a variety of gored, pleated or semi-pleated styles. 275 suits in this lot, which sold regularly at \$25, \$22.50, \$19, \$17.50 and \$15. Wednesday for **7.95**

Women's \$16 Summer Dresses for \$5.95

A sale of Summer Dresses, in a neat one-piece style, with yoke and collar of lace and net; richly braided collar revers; skirts are in a pleated style, with box pleats on each panel; this is made of fine imported broadcloth, in rose, navy, amethyst, black or grey. The regular selling price of these dresses was \$16.00. Wednesday only **5.95**

Men's 2-piece Outing Summer Suits

Reg. \$10, \$12, \$14 and \$15, Wednesday, \$8.95
100 Sample Suits, consisting of English tweeds, homespun, flannels and fancy worsteds, made on the latest single breasted two and three-button models, some half lined, others quarter lined; pants cut peg-top, with belt keepers and rolls on the bottoms. Sizes 34 to 40. Wednesday at \$8.95.

Men's \$2.50 Soft Hats for 59c

260 Men's Hats, fedora, crusher and negligee styles, in grey, brown, slate and fawn colors. Sizes 6 3/4, 6 3/4 and 6 7/8 only. Regular up to \$2.50. Wednesday 59c.

5000 Yards of Dress Silk at 63c

French, English and Swiss Silks, messalines, satin de chine, satin merveilleux, two-tone Swiss paillette and satin paillette. 350 pieces of the most popular silks of the season; one or two dress lengths in each piece; every fashionable color in the assortment, with plenty of ivory and black. Regular values up to \$1.25 per yard. Wednesday 63c.

Women's Oxfords and Pumps

Sizes 2 1/2, 3, 3 1/2 and 4 Only.
Regular prices \$3.00, \$3.50, \$4.00, \$4.50 and \$5.00. On sale Wednesday all One Price, **\$2.00**
Six Varieties to Select From.

\$2 Table Napkins \$1.44 Doz.

Only 100 dozen, the balance of three or four lines; every napkin is full bleached, full satin damask, and all pure linen; some are hemmed ready to use, 22 x 22 inches. Regular \$1.75, \$2.00 and \$2.39 per dozen. Wednesday, \$1.44.
(Second Floor, Yonge Street.)

Groceries for Wednesday

2,000 stone Fresh Rolled Oats, per stone 26c.
Finest Canned Tomatoes, 2 tins 15c.
Canned Corn, 3 tins 25c.
Canned Peas, 2 tins 18c.
Choice Side Bacon, peameal, half or whole, per lb. 22c.
Evaporated Peaches, 3 lbs. 25c.
Upton's Marmalade, 5-lb. pail 40c.
Choice Messina Lemons, large size, 2 dozen 25c.
Quaker Puffed Wheat, 3 packages 25c.
Domestic Klipped Herring, in oil or tomato sauce, 3 tins 25c.
Finest Canned Apples, gallon 1 tin 23c.
Manzanilla Olives, in quart gem jar, 25c.
Telephone direct to department.

Toilet Goods and Soaps at Half Price

Dorina Face Powder, regular 35c, Wednesday 18c.
Dr. Charles' Face Powder, white or flesh, regular 50c, Wednesday 25c.
De Miracle Face Cream, will not promote growth of hair, regular 50c, Wednesday 25c.
Tooth Paste, in collapsible tubes, regular 25c, Wednesday 2 for 25c.
Talcum Powder, put up specially for us, regular 20c, Wednesday 2 for 20c.
Carbolic Tooth Powder, 20c value, Wednesday 10c.
Violet Ammonia, for the bath, per bottle 10c.
Cold Cream, per box 10c.
Rimmel's Eau de Quinine, for the hair, regular 75c, Wednesday 39c.
Which Hazel Soap, regular 10c cake, Wednesday 4 for 25c.
De Miracle Medicated Soap, regular 10c, Wednesday 5 for 25c.
Phone orders filled. Phone direct to department.

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