

The **SIMPSON** Company Limited
 Robert Simpson Limited

Store Will Be Open From 8 a.m.
 Until 5.30 p.m.

The **SIMPSON** Company Limited
 Robert Simpson Limited

H. H. FUDGER, President.

J. WOOD, Manager.

Main 7841. 50 Lines to Central.

PROBABILITIES—

Moderate winds, mostly southwest and south; fine and warmer.

Monday, June 13, 1910



THE Summer which seemed to hesitate at the beginning of the month, has decided to go ahead pretty much the same as usual. We didn't hesitate to go ahead with our Summer campaign, however, right from the first day of the month, and the momentum increases every day. Summer weather in favor of Summer shopping our Summer sale becomes doubly attractive. Prices have been adjusted so as to leave no reason for hesitation. With the warm

Are you sharing in these Simpson opportunities?

BILL OF SALE TUESDAY

- Women's \$10 Dresses for \$5.95
- Women's \$17.50 Motor Coats. 13.75
- Women's \$5 Skirts 2.95
- Women's 19c Dimities .9
- Sale of "Watson" Underwear for Women.
- Irish Linen Handkerchiefs, dozen, .69
- 25c and 30c Laces, yard .10
- \$1.50 to \$4 Dress Trimmings, yd. .50
- Women's \$7.50 Oxfords for 4.95
- \$10.50 Pictures for 5.95
- A Big Sale of Untrimmed Hats.
- Plenty of Underpriced Wall Paper.
- A "Building Sale" of Men's Ties.
- Men's \$1.50 Straw Hats for .89
- A Sale of Ladies' Summer Gloves.

Summer Sale Dimities

(Wash Goods Department—Second Floor)
 350 yards only. Pretty Printed Dimities, white, sky, green and champagne colored grounds; spots of various colors—navy, black, sky, red, etc.—in many different sizes. These are lovely goods for summer dresses. There are also a few floral designs, roses, wreaths, etc. Regular 19c, for 9c.

New arrival of our celebrated Zurich silk; cream, white, sky, black, wistaria, tan, pink, mauve, navy, amethyst, etc. these will wash well and are the original cloth; 28 inches wide. Special, 35c.
 Think of Pure Irish Linen Handkerchiefs for 69c a Dozen!

A Big Sale of Washable Laces

Nottingham Valenciennes and Machine Cluny
 About \$15,000 worth of Washable Laces, thousands of yards with an immense variety of widths and patterns; just the very kind you'll need to trim your summer dresses, your summer undergarments, your muslin curtains, toilet covers, children's dresses, etc., laces, lace edgings, and insertions.

On sale Monday at following prices:—
 Laces and Insertions, the regular selling value would be 30c and 25c dozen yards, Monday, per dozen, 10c. Laces and Insertions, the regular selling value would be 6c yard, Monday's sale price 2c yard.

Summer Sale Handkerchiefs

Think of Pure Irish Linen Handkerchiefs for 69c a Dozen! 1,000 dozen of Women's Pure Irish Linen Hemstitch Handkerchiefs, 1/4-inch hem, a very fine quality for 10c each; the handkerchiefs are bleached to snowy whiteness. Summer Sale price, Monday, 3 for 18c, or 69c per dozen.

Summer Sale Dress Trimmings

Trimming Dept.—Main Floor.
 Clearing Out Our \$1.50 to \$4.00 French Dress Trimmings at 50c Yard.
 Tuesday we put on sale 500 yards of beautiful French Trimmings, of every high-class combination of color prevailing this season, and which we have been selling all spring at \$1.50, \$1.75, \$2.00, \$2.50, \$3.00, \$3.50 and \$4.00 a yard. Tuesday morning, 50c yard.

1000 Fifty-cent Laundry Bags 23c

Fancy Needlework—Main Floor.
 Who Wants a Laundry Bag?
 1,000 Pure Irish Natural Linen Laundry Bags, extra large size, and with the word "Linen" worked across in white or colored letters. This is a special purchase from Belfast and are worth 50c each. Clearing Tuesday at 23c.
 (If phoning, state white or colored lettering.)

Summer Sale Footwear

70 pairs only. Women's High-Grade Oxfords and Pumps, tan calf Dresden tie, patent colt silk tie, black ooze silk tie, tan Russia calf Christie tie, button Oxford, and a few pairs of boots; Oxfords all sizes 2 1/2 to 7 1/2; boot sizes, 3 1/2, 5 1/2 and 6 only. Regular prices to-day, \$6.50, \$7 and \$7.50. On sale Tuesday, all one price, \$4.95.

The Summer Sale Programme in the Dept. of Summer Costumes

Women's \$10 Summer Dresses \$5.95

A selection of dainty dresses of fine quality mull in a number of pretty up-to-date styles. Some have rows of lace insertion and finely tucked net and medallions; others have flounce effects and finished with insertions.
 In the lot are pale blue, pink, mauve and white.
 Regular values up to \$10. Tuesday \$5.95.

Women's \$17.50 Motoring Coats, \$13.75

Stylish Motoring Coats of the fashionable crash suitings, in grey color only, made in two distinctive styles, long lengths, semi-fitting or close fitting, deep cuffs, mannish collar and lapels.
 Some are handsomely braided, others have black velvet collar; a very fine lot of coats, which sold regularly at \$17.50. Tuesday's price, \$13.75.

Women's \$5 Separate Skirts \$2.95

50 only Separate Skirts, in a variety of smart pleated styles, some with yoke effect, trimmed with tuck of self, others quite plain. All are pleated around bottom. The material is good quality imported ombre stripe worsted in black, navy or green, and sold regularly at \$5.00. Tuesday only \$2.95.
 No phone or mail orders filled.

300 Straw Hats for Men at 89c

300 Men's Straw Hats, of fine Shansi split and Canton braids, clearly bleached and good quality straw.
 Made in the negligee style, which is popular and easy-fitting. Or the old reliable "boater" styles, with straight brim. Good grade of black silk bands and solid calf leather sweats.
 Regular prices up to \$1.50. Tuesday, special, 89c.



Summer Sale of Summer Socks

1,200 pairs Finest Cotton Thread Half Hose, summer weight, fancy circular stripes, best stainless dye, close even finish, double heel and toe, all sizes; 17c value; Monday, pair, 10c.

Summer Sale of Plants

Coleus Plants, regular 50c per dozen, Monday, per dozen, 40c.
 Cobaea Scandens, regular 15c each, Monday 10c each, 12 for \$1.00.
 Cannas, regular 15c each, for 10c, 12 for \$1.00.
 Geraniums, reg. \$1.50 dozen, Monday, 12 for \$1.20.
 Annuals and Tomato Plants, per box, 10c.
 Fancies, per box, 15c.

Summer Sale Wall Paper.

2,500 Rolls Papers, suitable for living or bed room, assorted colouring; regular 20c; Tuesday, 9c.
 2,000 Rolls Imported Paper for small parlors and dining rooms; good wall materials; regular 35c; Friday, 17c.
 1,600 Rolls Foreign Papers, dining rooms, dens and libraries; few parlors; regular 65c; Tuesday, 27c.
 4,900 Rolls Foreign Papers for parlors and dining rooms; rich colorings and designs; regular to \$1.00; Tuesday, 37c.
 Odd Rolls of Varnished Tile for bath rooms; regular to 25c, Tuesday, 7c.
 89 Yards only, Japanese Leather, dark colorings; Jap. imitations; regular to \$1.50 yard; Tuesday, 31c.
 86 Rolls German and American Leatherette; odd lots; regular to \$1.50 roll; Tuesday, 38c.
 1,000 Yards Dyed Burlap, green, red, brown; regular 30c; Tuesday, per yard, 23c.
 8,000 feet Room Moulding, white or imitation oak; regular 2 1/2c; Tuesday, 1 1/2c.

A Sale of \$10.50 Pictures for \$5.95.

25 only High-Grade Pastels; good variety of subjects in marines and landscapes; handsomely framed in suitable gold frames, 5 inches wide, with fancy scroll corner and centerpieces, tipped with gold burnishes; size outside frame 26 x 48 inches. Reg. price \$10.50. Tuesday \$5.95. (See Window.)

The Invasion of 1910

With Full Account of the Siege of London
 BY WILLIAM L. QUEUX
 Introductory Letter by Field-Marshal Earl Roberts, K.G., K.P., Etc.
 A realistic account of what might happen. Bound in stiff paper, in the Macmillan Colonial Library series, published at 50c. Our price Monday, 15c. Many other authors and titles in the lot—1,000 volumes altogether—representing:
 Mrs. Humphry Ward.
 C. M. Yonge.
 Balzac.
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 S. R. Crockett.
 Mrs. Oliphant.
 F. M. Crawford.
 Agnes and Egerton Castle.
 Charles Major.
 Weyman.
 Mrs. Burnett and many others equally as good.
 On sale Book Department.
 50c VALUE FOR 25c.
 1,000 Universal Library, pocket size, bound in royal blue French Morocco, gilt letters, well printed, on good paper. This library contains all popular classics, and we consider them the greatest value ever offered to the public, 25c each.
 On sale Book Department.

Three Packets Salad Dressing 25c

One car Standard Granulated Sugar, 15 lbs. 1.00
 Choice Picnic Hams, 6 to 8 lbs. each, per lb.16
 Lake of the Woods Five Roses Flour, 1/2 bag in cotton75
 Quaker Puffed Wheat, 3 packages25
 Canned Fruit, Raspberries, Strawberries, Cherries, Peaches and Pears, in heavy syrup, per tin15
 Cox's Gelatine, per pkg. 10 Pure Gold Salad Dressing, 3 packages25
 Canned Beans, Golden Wax or Green, 3 tins25
 Fine Pineapples, good size, each 10c, per dozen 1.15
 St. Charles' Cream, 3 tins25
 Clark's Potted Meats, assorted, 1 tin25
 Canned Catsup, Canada Field brand, 5 tins25
 Telephone direct to department.

Summer Dresses in Small Sizes

A collection of Summer Dresses, suitable for misses and ladies who wear misses' sizes; made of fine ginghams, muslins and linen, in a variety of styles, sailor effects, princess, semi-princess and Gibson effects; trimmed with lace or embroidery insertions and cords; shades pink, electric, white, mauve and green; checks and stripes, on sale. If sold in the usual way, \$5 to \$7. Tuesday at \$3.50 and \$5.00.



\$2 Challie Kimono Gowns, \$1.49

100 Kimono Gowns, of Oriental challie; navy, sky, pink, cardinal and black; yoke effect, with pleats back and front; fronts and cuffs are trimmed in harmonizing colors with band of satin.
 All sizes in the lot. Regular \$2.00. Tuesday, \$1.49.

The Old Wanless Building is Soon to Come Down

Last Step in the Completion of the Simpson Block

WE make this announcement to-day in connection with another, namely, the **first** step towards the removal of the old Wanless Building, which is to clear out the stock at present on sale there. We have, as you know, been featuring the better grades of Men's Ties and Shirts in this Section. On Tuesday we'll offer:—

50c and 75c Ties for 35c, Three for \$1.00

1,500 or more; all this season's designs; made in the popular open-end or reversible shapes. Many, many different designs. Come early Tuesday morning if you would revel in 75c ties at, each, 35c, or 3 for \$1.00.

Women's Watson Underwear

In the June Sale.
 Another shipment of the famous "Watson" mills seconds and overmakes, which we secured at a very large discount, is to hand. Tuesday you can secure your entire summer's supply at half price and less. Phone orders filled.
 Another shipment of the famous "Watson" mills' seconds and overmakes, which we secured at a very large discount, is to hand. Tuesday you can secure your entire summer's supply at Half Price and Less. Phone orders filled.

- Women's Vests, fine Swiss ribbed white cotton, low neck, with short or no sleeves, beading and ribbon finished, sizes 32 to 40 bust measure. Regular values 20c and 25c. Tuesday sale, 12 1/2c.
- Women's Vests, fine Swiss ribbed cotton, low neck, with no sleeves, plain or lace yoke, beading and ribbon around neck and arms, sizes 32 to 38 bust measure. Regular value 25c. Tuesday sale, 15c.
- Women's Vests, pure lisle finished white cotton, low neck, with no sleeves, lace insertion and lace beading around neck and arms, draw ribbons, sizes 32 to 38 bust measure. Regular value 45c. Tuesday sale, 23c.

Our Biggest Sale of Untrimmed Hats

The Millinery Department's contribution to the Summer Sale this week makes a new record. We have cleared two wholesale houses of all their summer shapes at prices merely nominal.

Over 10,000 Untrimmed Hats, the very best shapes, in an immense variety, and nothing but black, burnt, tuscany or white. We have doubled our space and help for this big sale, which starts out with two prices—
48c—85c
 (See Window Display)

Ladies' Long Silk Gloves for 59c

Regular \$1.25 Gloves. The fashions for this Summer begin to call for short sleeves again. Here's an opportunity to be ready with long gloves.
 Women's Finest Imported Pure Thread Silk Gloves, 16-button length, that come above the elbow, mousquetaire opening at wrist, double-tipped fingers, perfect fitting, dressy glove, sizes 5 1/2 to 7, in black. Regular \$1.25. Summer Sale price Tuesday, pair, 59c.

Black Cord Silks Have Arrived

We have just received a large shipment of this most wanted silk. 32 inches wide, in heavy cotele cord—correct for coats.
 The early and steady demand for cord silk very quickly sold out our spring shipment. This special purchase will be very welcome news to our customers. 32 inches wide, per yard \$1.50; 36 inches wide, yard, \$1.75.

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