

The Robert SIMPSON Company

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS. Northwesterly winds; fair and cool.

The Robert SIMPSON Company

A-Shopping We Will Go!

That will be the tune of many a woman's thoughts as she reads this announcement of important sales to-morrow at Simpson's, notably the

Annual Summer Sale of Wash Goods which begins to-morrow. You will find this a very interesting "Opening Day," and special announcements will be made from day to day. Stock-taking time is approaching; stocks must be reduced, hence your great opportunity to secure a full stock of summer dresses, etc., at ridiculous prices. Here are to-morrow's attractions:

60 pieces beautiful silk mixture Brocades and Printed Silk Organdies, most dainty designs on white, pink, mauve and other colored grounds, with small Dresden spots. Regular value from 35c to 69c

8,000 yards Fine American Printed Organdy Muslins, white and colored grounds, dainty summer designs of flowers, wreaths, sprays, etc., in pink, sky, yellow and other combinations of colorings. Regular values 20c and 25c

35 pieces only Pretty Self-colored Brocaded Muslins, very pretty designs for summer waists and dresses, black, sky, pink, cream, mauve, rose, etc. Regular value 29c. Special

Fine Printed Foulard Tulle, very superior cloth, in pink, sky, mauve, rose, etc. Regular value 35c

100 pieces only of Best English Prints, 31 in. wide, guaranteed fast colors, spots, stripes and figures, all colors. Regularly 15c

The Whitewear Sale Continues

With the News of a Collection of Beautiful Sample Whitewear at Half Price

This time it's our own factory samples that will be the main attraction of many in the June Sale programme for Thursday. There are nearly half a thousand samples of exquisite whitewear in the lot, every piece beautifully made and fashioned into the newest styles. They are the cream of "Simpson Quality," which you know is the last word when whitewear is the consideration. No Phone Orders.

500 Sample Pieces of "Simpson Quality" Whitewear, including night dresses in every style, corset covers, combinations, drawers, princess slips and petticoats; all our own styles, in vast variety, no two alike, made in finest materials, and daintily trimmed, with fine laces or embroideries. Sizes for 32 to 40 bust measure. Thursday all to go at Half-Price.

Women's Summer Suits, Coats and Skirts

Summer Suits, of imported repp, in white and linen shades, semi-fitting coats, notched collar, edged with white pipings, cuffs to match, slash pockets, skirt has front and back panel, with new side gores

Rajah Silk Suits, in natural shade, square effect coat, with novelty silk collar, new gored skirt; with double stitched seams

Imported Coats, of high quality gloria and wool back satins, in the very best styles, large square collars, beautifully embroidered, some have kimono sleeves, others black velvet trimmings; coat is represented, too, and there are a few in plainer styles, with shawl collar, and plain sleeves. Prices from

Wash Skirts—These are of very special linen, the kind that lasts more than one summer; we only have white skirts; they have 13 gores, and are beautifully made. Thursday

Tailored Linen Shirtwaists

Smart Shirt Waists of pure Irish linen, some with hand embroidered fronts, tailored tucks, back and front, deep Gibson pleat over shoulder, also a few perfectly plain, man-tailored, shirt sleeve, link cuffs, and embroidered collar; these waists are slightly counter soiled, but will wash perfectly; all sizes. Regular \$1.50 and \$2.00. Thursday

Net Waists, yoke and collar of heavy guipure lace, trimmed with small crochet buttons, entire waists, and double kimono sleeve, of all-over 4-inch tuckings; sleeves and front are finished with bands of dainty guipure lace edging, net lined, and come in ecru only. Regular \$3.00. Thursday

Summer Petticoats

Hydegrade Petticoats, in black and white stripe, light weight washing material; this petticoat is made with a pleated flounce, trimmed with colored bands, in black, green, cardinal, Copenhagen and navy. Sizes 36, 38, 40, 42. Thursday

Dainty Dressing Sacques, of white lawn; fronts and cuffs trimmed with fine eyelet embroidery and insertion, belt of self. Sizes 34 to 44. Regular \$1.00. Thursday

A Sale of Willow Plumes

There are only fifty of these, and they are beauties. They are 26 inches long and 18 inches across. These plumes will not "fall" with reasonable wear, and in appearance they cannot be surpassed; white and black feathers only. Thursday

An attractive note in this store's policy is the effort to change the character of shopping in Toronto from hard work to pleasant occupation. All that elegant equipment, scientific ventilation, and sanitary appointments can contribute to this end are here. But the pleasantest part of shopping here is, of course, the enrichment you reap from such a pageful of news as this one. It merits your early attention to-morrow.



The Men's Store Merits Your Attention

Don't let the weather prophet influence your good judgment, after you read this list, and have determined to be at the Simpson Store for men at eight o'clock to-morrow. These items are worth coming for, weather or no! These linen suits for men will wash, so rain doesn't affect them—besides, they're the coolest things imaginable.

Men's Two-piece Linen Suits, a firmly woven fabric, made up in single-breasted Norfolk style, with stitched box pleats back and front and belt. Pants are built for a belt. This is a very cool suit, excellent for summer comfort. Sizes 36 to 48... 7.00

Outing Suits, all-wool medium grey homespun, in neat patterns, 3-button single-breasted sack style, half lined. Pants have a neat "turn-up," and are adapted for wear with a belt. Sizes 34 to 44... 9.00

Two-piece Outing Suits, English flannel finished tweed, grey herringbone weave patterns, 2-button single-breasted sack style. These suits are perfectly made, and the pants are correctly cut. Sizes 34 to 44... 15.00

Men's Summer Vests, pearl grey shade of French vesting, single-breasted, with five buttons. Sizes 36 to 44... 2.50

Pyjamas and Underwear
Pyjamas, odd lines and manufacturer's samples. Some are slightly counter soiled, but all are first quality. All sizes. Regular \$1.00, \$1.25, \$1.50 and \$2.00. Thursday

Balbriggan Underwear, shirts and drawers, in sky, grey and natural shades. Perfect and in every way "the best." Sizes 34 to 44. Regular 50c. Thursday... 37

HATS
Men's Straw Hats, in the soft negligé styles, fine white Canton and split braids, light in weight and very easy fitting, black silk bands. Thursday

Men's Panama Hats, large full shape, wide brim, best finish. Worth \$15.00. Special at

Seasonable Footwear for Women
WOMEN'S ANKLE STRAP PUMPS AND OXFORDS.

460 pairs Women's Ankle Strap Pumps and Low Oxford Shoes, tan calf, patent colt, vici kid and gunmetal leathers; styles for evening or street wear, with Goodyear welted, flexible McKay and hand-turn soles; high, medium and low heels. Sizes 2 1/2 to 7. Special Thursday... 1.99

WOMEN'S BOOTS.
400 pairs Women's Boots, high-grade Rochester and Montreal makes, in gunmetal, patent colt and vici kid leathers, button and Blucher styles, Cuban, Boston and military heels. Sizes 2 1/2 to 7. Values to \$4.00. Thursday

Gloves and Hosiery
Women's Long Kid Gloves, French suede finished, 10, 12 and 16 button lengths, in black, tan, brown, mode, mousquetaire wrist; all sizes are included, but not in each color. Regular up to \$2.00. Thursday, pair

Women's Lisle Thread Hose, broken lines from regular stocks of the best imported goods, in plain black lisle, fancy shades, stripes, checks, also black, tan and grey, with silk embroidered fronts. Regular 35c. Thursday

Infants' and Children's Socks, in fancy tops, checks and stripes, fine lisle thread; sizes 4 to 8 1/2. Regular 25c. Thursday

Black Dress Goods and Silks
SPECIALLY PRICED
Silk Striped Voiles, ideal summer dress fabric, 40 inches wide. Regularly sold at 75c. Thursday

San Toy, a summer weight suiting, in fine cord effect, pure wool and unfastening dye, 44 in. wide. Thursday

French Voile, an all-wool uncrushable and lustrous material. Usually sold at \$1.25 per yard. Thursday

500 yards Rich Black Satin Paillette, extra heavy quality, guaranteed Lyons dyed, 39 inches wide. Thursday, per yard

FASHIONABLE DRESS SILKS.
Satin Paillette, Satin de Chine, Satin Merveilleux, Taffetas and Tamolines, in every shade, including ivory and black, checks, stripes, wash tub silks, Jap foulards, in numerous designs and colors, Japanese, Persians and Paisleys. Regular 50c, 65c, 75c per yard. Thursday to clear, per yard

Swiss Flouncings, All-Over Laces AND EMBROIDERIES
New arrivals, 18, 27 and 45 inches wide. Prices, per yard

All-over Laces, in ecru, ivory and black. Prices, per yard

Cambric Corset Cover Embroideries, 17 in. deep, good quality of cambric. Regular 25c. Thursday, yard

Cambric Flouncing, all new, effective patterns, 9 and 12 inches wide. Regular prices 20c and 22c yard. Thursday, yard

Groceries for Thursday
2,000 lbs. Fresh Dairy Butter in prints, per lb. 20c. Finest Sugar Cured Hams, half or whole, per lb. 7c. Malta Via Breakfast Cereal, 3 packages 25c. Pure Orange Marmalade, in quart gem jar, per jar 25c. Edwardsburg or Beehive Table Syrup, 5-lb. pall 25c. Salt in 5-lb. bags, 2 bags 14c. Fresh Flaked Wheat, per stone 45c. Clark's Potted Meats, assorted, 5 tins 25c. Maggi Soups, assorted, 6 packages 25c. Scott & Taylor's Worcester Sauce, 3 bottles 25c. Choice Red Salmon, per tin 15c. Jersey Cream, 3 tins 25c. Imported Strawberry Jam, Tip Tree brand, 16-ounce jar 20c.

300 pounds Fine Rich Full-bodied Assam Tea, a 5c tea anywhere. Thursday, per lb.

NEW HOMES FOR OLD

Besides the hundreds of young people who will be starting new homes in Toronto this month, there are many households, started some June ago, that need the magic of new surroundings to rekindle the hopefulness and joyousness of earlier days.

Whether you're just moving into a rose bower, or whether you're trying to make the old home look like new, you'll be interested in the merchandise itemized here, because it indicates great advantages in price for you when you visit this Store to-morrow.

Limoges China Dinner Sets Half Price AND OTHER WORTH-WHILE VALUES.

97-piece Limoges China Dinner Set, complete service for 12 people, beautiful violet design, natural color, floral decoration, all pieces scalloped, gold stippled, a wonderful value. Regular \$25.00, Thursday. 12.50 (26 sets only.)

30 pieces English Art Pottery Wares, rare samples from such world-famous potters as Bernard Moore, Royal Crown Derby, Coalport, Royal Worcester, Royal Doulton. Regular up to \$21.00, Thursday

Theodore Haviland China, dinner and tea service for 12 people, dainty apple blossom design, all pieces gold stippled and lined. Regular \$65.00, Thursday

Brass Candlesticks, heavy cast antique shapes, bright finish, pair

Table Tumblers, 1/2 pint size, half crystal flute cut, polished bottom, Thursday, dozen

Three specials in rich cut glassware, 8 inch fruit bowl, gem design, deep cut, Thursday

Water Jug, tall tankard shape, flaring cut, Thursday

Sugar and Cream Set, Orient design, deep wide cutting, Thursday, per set

Refined Bedroom Furniture at a Reasonable Price

Iron Bedsteads, in pure white enamel finish, fancy scroll design, brass scroll and spindle at both head and foot end, in full size only. Price

Brass Bedsteads, in satin finish, heavy post, 2 in. in diameter, with upright filling, equally as strong. Price

Dressers, in selected quarter cut oak, also in mahogany, with square or oval shape British bevel plate mirror, trimmings of either wood or brass. Price

Chiffoniers to match the above dressers, in oak and mahogany. Price

Complete Bedroom Suite, in French grey or pure white enamel finish dresser, dressing table, wood bed and somnec. Price

Little Things for the Home
On Which a Generous Saving is Offered.

Oil Opaque Window Shades, best hand-made cloth, mounted on guaranteed Hartshorn rollers, white, cream and green, 37 inches wide, 70 inches long, complete with brackets and pull; an excellent shade. Price

Bamboo Verandah Shades, natural color, fitted with cords, pulleys, and screw hooks, well made, correct shade for summer cottage use; prices reduced. Size 4 x 8 feet, 64c; 6 x 8 feet, 96c; 8 x 8 feet, \$1.28; 10 x 8 feet, \$1.60; 12 x 8 feet, \$1.92.

Window Curtaining, made of excellent wearing net, finished with neat lace and insertion, flat or frilled effect, full 36 inches wide. Good value at 25c a yard. Specially priced for

Sateens, in an exceptionally interesting assortment of designs and colorings, on light, medium or dark grounds, suitable for curtains, cushion covers, drapings and the many other purposes for which this fabric can be used. Regular 20c quality. Per yard

Curtain Scrims, artistic and inexpensive, printed in newest designs, washable colors, an excellent curtain material for summer cottage. Selling at per yard

Couch Throws, in stripe effects, finished with neat fringe, 8 ft. long, 3 ft. 4 in. wide, special for summer cottage. Price only

The Robert SIMPSON Company Limited



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