

H. H. FUDGER, President.

J. WOOD, Manager.

Store Opens at 8 a.m.

Store Closes at 5.30 p.m.

PROBABILITIES: Light to moderate winds; fine and decidedly warm.

Wednesday, June 15, 1910

# A SUMMER SALE at SIMPSON'S



The Weather Man says that Summer is here at last. We have said all along that summer would be here at last. So there's nothing new about that. We have been holding an enthusiastic Summer Sale for over two weeks. And the fact that in the west the thermometer has registered 90 degrees within the last few days doesn't influence us in the least. We decided to move the bulk of our Summer Goods in June, and we began on June 1st. Irrespective of rain and cold we have carried out our Summer Sale Programme to the letter. Every day we have placed Summer Goods on Sale at prices which have tended to forestall the wave of hot weather now sweeping over the continent. And we will continue to do so until the end of the month. Summer Sale Shopping will be all the more attractive now that real summer has actually arrived.

## Summer Sale of Wash Dresses for Girls

340 only Girls' Tub Dresses, fine gingham and percales, three pretty styles, a splendid variety of colors to choose from, one-piece and jumper styles in the lot, fancy braid and buttons; jumper has pretty white lawn separate waist; other styles have high or Dutch neck; sizes 10, 11, 12, 13, 14 years. Regular prices were \$1.59 and \$1.75 each. Thursday, choice at 69c each.

108 only Girls' Dresses, fine white lawn, waist and skirt trimmed with fine eyelet embroidery, skirt has two wide tucks and deep hem, waist and sleeves tucked, long sleeves, collar and cuffs of fine Val. lace; sizes 10 to 14 years. Regular price \$2.25. Thursday clearing at 98c.

## Summer Sale of Summer Whitewear

Come Thursday and See How One Dollar Will Practically Do the Work of Two in the June Sale of White Things.

**ONE DOLLAR WILL BUY CHOICE OF**

\$1.50 Petticoats, embroidery or lace trimmed.

\$1.25 and \$1.39 Nightdresses, lace or embroidery.

\$1.75 Corset Covers, lace or embroidery. A clearing lot of many styles.

\$1.50 to \$2.00 Drawers, lace or embroidery. Another clearing lot of odd styles.

\$1.25 and \$1.50 Flannelette Gowns, white or pink.

\$1.50 Royale Corsets, long model, rust-proof.

Six 25c Summer Vests, lisle finish, low neck, no sleeves, sizes 32, 40 bust.

## Sweater Coats in the Summer Sale

All Our Colored Sweater Coats, Regularly Priced at \$7.50 to \$10.00 Each, Reduced for Thursday to \$4.75 Each.

Clearing our entire stock of Ladies' Stylish and Exclusive Sweater Coats, consisting of many beautiful styles, in colors navy, old rose, brown, grey, tan and combinations of two colors in some styles; single and double-breasted; lengths 27, 33, 45 and 50 inches; pearl or large jet buttons; sizes 34 to 44 bust measure. Our regular prices were \$7.50 to \$10.00 each. Thursday, choice for \$4.75 each.

## \$2.50 Muslin Kimonos \$1.95

Kimono Gowns, of fine printed muslin, pretty floral patterns in pink, sky or mauve; collar and cuffs of embroidery, beaded with silk ribbon to match; belt of self; sizes 34 to 44. Regular \$2.50. Thursday \$1.95.

## \$1.75 Dotted Swiss Kimono Gowns 98c

Women's Long Kimonos, of dotted Swiss muslin, navy, tan, sky or pink, with white coin spot, butterfly sleeves and edges finished with crochet stitching; sizes 34 to 44. Regular \$1.75. Thursday 98c.

## \$1.50 Moreen Petticoats 98c

Women's Petticoats, of extra quality moreen, navy only, wide flounce of vertical tucking and accordion pleating, trimmed with two small frills and self strap; lengths 38, 40 and 42 inches. Regular \$1.50. Thursday 98c.

## Summer Sale Muslins Thursday

(Wash Goods Department)

3,000 yds. 31-inch Best Scotch Striped Gingham, blue, pink, mauve, green, fawn and other pretty colors, regularly 15c, special 7½c.

Pretty Vestings, champagne color with fancy stripes one inch apart, color of stripe sky, pink, red, etc.; regularly 29c, special 17c.

### 40c and 50c Millinery Roses 25c

200 dozen June Rose Buds, in pink, white, old rose, tea or red, have just come in. Would be marked regularly 40c and 50c each. Thursday, 25c.

### 2,000 lbs. Butter Thursday

2,000 lbs. Fresh Dairy Butter, per lb. 25c.

Choice Sugar-Cured Ham, half or whole, per lb. 19c.

Fancy Japan Rice, 4 lbs. for 25c.

Malta Vita Breakfast Cereal, three packages for 25c.

Choice Red Salmon, ½-lb. flats, 3 tins for 25c.

Imported Pure Malt Vinegar, Imperial quart bottle, 20c.

Salt, in 5-lb. bag, 3 bags for 14c.

Edwardsburg or Beehive Table Syrup, 5-lb. pail for 25c.

Maggi's Soups, assorted, six packages for 25c.

Canned Lombard Plums, in syrup, three tins for 25c.

Gorton's H. P. Sauce, per bottle, 18c.

(Telephone direct to department.)

35c ASSAM TEA, 28c.

300 lbs. Fine, Rich, Full-Bodied Assam Tea, a 35c tea anywhere, Thursday, per lb. 28c.

## Children's 50c Dutch Bonnets 25c

Fancy Needlework Department—Main Floor.

1,000 Natural and White Linen Dutch Bonnets, with turn-over band stamped for working; useful and dainty for the hot weather; fit any girl up to eight years. Regular 50c. Thursday, to clear, 25c.

## Horrockses' Sheets \$1.35 pair

Second Floor—Yonge Street.

Only 100 pairs Hemmed Sheets, torn sizes, 2-inch top, 1-inch bottom hem, made from "Horrockses' famous plain bleached sheetings, 2 x 2½ yards. Per pair to clear, Thursday, \$1.35.

(Phone direct to Linen Department.)

## 20c, 30c and 40c Ribbons for 12½c

Broken lines in Plain and Fancy Ribbons to clear Thursday. A splendid collection of fancy Dresden and Paisley designs, some with plain borders; also plain taffeta and liberty satins in odd shades, including moire velvet ribbons in myrtle, brown, navy, Copenhagen, old rose, Alice, Saxe, amethyst, peacock, mauve; 4 to 7 inches wide. Regular 20c, 30c and 40c. Thursday, 12½c yard.

## BILL OF SALE THURSDAY

June Sale of Whitewear  
Women's \$10 Sweater Coats \$4.75  
Sale of Girls' Summer Dresses  
65c Embroidered Linen 29c  
Sale of Summer Floor Coverings  
Sale of Casement Curtains  
Sale of Half Priced Furniture  
Silverware at Half Price  
Wall Papers Less Than Half  
Dinnerware Remarkably Reduced  
\$3.00 Utility Boxes \$1.98  
Sale of Tennis Shoes  
Sale of Men's Panamas \$2.99  
List of Underpriced Smallwares



## Do You Remember This Old Corner?

THIS was the building at the corner of Queen and Yonge streets, in which the Robert Simpson Company business was done away back in the 80's. The Wanless Jewellery Store was a near neighbor in the block. To-day of all the stores which stood between Queen and Richmond the Wanless Building is the sole survivor of the 80's. And soon it, too, is to go. We are preparing to pull it down and rebuild it uniform with the great new Simpson store of steel and terra cotta.

First, though, we must clear away the stock we have in the old store at present. That's the chief thing at this moment. To-morrow we'll take

## OUTING SHIRTS

1,200 Outing Shirts, the kind that feature the lay-down collar, made reversible. Shirts that sold in the regular way at \$1.00 and \$1.25. Plain whites, tans, mauves, blues and fancy stripes. Cashmerettes, ducks, vestings, cellulars (or net) and many other cloths that are cool. Sizes and half sizes, 14 to 18. Outfit for your summer vacation at this low price. Each, Thursday

## Summer Sale Smallwares Thursday

36-inch Mohair Boot Laces, per dozen, 5c.  
Sew-on Collar Supports, Thursday, 3 sets for 25c.  
Collar Supports, per set, 5c.  
Pin Balls, black and white, Thursday 2 for 5c.  
Ironing Wax, 4 for 5c.  
Beeswax, per cake, 5c.  
Wood Darners, egg shape, black and natural, each, 5c.  
Black Mending Wool, Thursday 5 cards for 5c.  
Small Needle Cube, with assorted sizes of needles, regular 10c, Thursday 5c.  
Hair Pins, assorted sizes, regular 5 for 5c, Thursday 10 papers for 5c.

Black and White-headed Hat Pins, sizes 7, 8 and 9-inch, per card, 5c.  
Pin Sheets, 200 pins on sheet, Thursday, 3 papers for 5c.  
Simpson's Special Hair Pin Box, contains 100 pins (assorted), Thursday, 2 boxes for 5c.  
Lace Pin Card, contains three dozen assorted pins, pearl, turquoise and black heads, regular 5c each, Thursday, each, 4c.  
Superior quality Hooks and Eyes, black only, regular 3 cards for 5c, Thursday 6 for 5c.  
The "Fair and Square" Dress Shield, regular price, size 3, 25c, size 4, 30c; Thursday, size 3, 12c, size 4, 15c.

## Summer Sale Summer Lotions

Toilet Dept.—Ground Floor.

High-grade Toilet Goods at Low Prices.  
Houbigant's "Ideal" Toilet Soap, reg. 33, Thursday, per cake, \$2.25.  
Houbigant's "Ideal" Face Powder, white or flesh, regular \$3, Thursday, per box, \$2.00.  
Houbigant's "Ideal" Perfume, regular \$2 oz., Thursday, per oz., \$1.50.  
Princess Skin Food, reg. \$1.50, Thursday, per pot, \$1.10.

Oriental Cream, or Original Beautifier, reg. \$1.50, Thursday, per bottle, \$1.19.  
Princess Purifier, regular \$1.50, Thursday \$1.10.  
Piver's Toilet Waters, assorted odors, \$1.00.  
"Chantecleer," the latest perfume, per oz., \$1.00.  
Violet Talcum Powder, 20-cent value, Thursday 3 for 25c.

## Summer Sale Furniture Half-Price

Dresser and Washstand, in quartered oak, golden finish, polished, full serpentine front, large British bevel plate mirror. Regular price \$41.50. Thursday, special, \$19.75.

Princess Dresser, in genuine quartered oak, highly polished, full swell front, large oval mirror. Regular price \$17.50. Thursday, special, \$8.75.

Dressing Tables, in quartered oak and mahogany polish finish, fitted with bevel plate mirror. Regular prices \$11.25 to \$16.00. Thursday, special, \$5.62 to \$8.00.

A beautiful and elaborately carved Bedroom Suite in Circassian walnut, consisting of dresser, chiffonier, dressing table, bed. Reg. price \$380.00. Thursday, special, \$190.00.

A handsome mahogany Bedroom Suite of five pieces—dresser, chiffonier, washstand, dressing table and bed. Regular price \$391.50. Thursday, special, \$195.75.

White Enamel Beds, heavy post and seven upright fillers, brass caps and rods on head and foot ends. Regular \$4.50. Thursday \$2.25.

## Summer Sale Floor Covering

Special sale of floor-covering for summer cottages, verandahs, etc., cocoa fibre rugs, colors green, green and brown, red and brown. A durable and useful rug will not be affected by the weather—

3.0 x 6.0, regular price \$2.75, Thursday \$1.98  
4.0 x 7.0, regular price \$4.50, Thursday \$3.48  
5.0 x 8.0, regular price \$7.00, Thursday \$5.98  
5.0 x 10.0, regular price \$8.00, Thursday \$6.98  
6.0 x 9.0, regular price \$8.50, Thursday \$7.48  
7.6 x 10.6, regular price \$12, Thursday \$10.48

Japanese Mats, well woven, bordered designs, in a variety of colors—

9.0 x 12.0, Thursday, half price, \$2.47

6.0 x 9.0, Thursday, half price, \$1.27

3.0 x 6.0, Thursday, half price, 37c.

Japanese Matting, in greens, reds, blues, etc., regular 25c and 30c per yard. Thursday 15c per yard.

## Summer Sale Curtains

Plain and Figured Casement Curtains, in white, cream, ecru, green and crimson, linen or casement cloth, finished with hooks or rings, and the lengths are from 2 to 7 feet. Prices cut in two. Selling Thursday, per pair, from \$1.00 to \$5.00.

Bedroom Chintz Curtains, lined with cream sateen, trimmed with edgings to match, in color combinations of pinks and greens, blues and yellows, some have valances, door curtains and spread to match. Lengths vary from 2 to 7 feet. Prices cut in two. Per pair, Thursday, from 70c to \$8.00.

Door Portieres, in moire silks, silk repps, silk striped repps, velours, figured tapestries, monks' cloth, satin de jean, sateen, chintz and burlaps; colors pale green, dark green, reds, browns, champagne, blues and buff; some finished with cords, some galoon trimmed, while others have edgings to match, single or double heading, hooks, ready to hang. Lengths range from 5 feet 3 inches to 9 feet. Prices cut in two. Selling Thursday, per pair, from 75c to \$20.

## \$3.00 Utility Boxes for \$1.98

An excellent opportunity Thursday to secure a bedroom box at a low price; 100 only on sale, covered with English cretonne, many color combinations on light or dark green grounds, cambric lined, well upholstered, fitted with castors; size 36 by 21 by 15 inches. Regular price \$3.00. Summer sale price only \$1.98.

Grass Mats, 4 for 10c—Thursday we put on sale 2,000 Grass Mats, just what you need for lawn or verandah use, neatly woven and good size. Extra special value at Thursday's price, 4 for 10c.

## Summer Sale Dinnerware, Basement

English and German Ironstone China Bread and Butter Plates, regular 55c a dozen, Thursday bargain 35c dozen.  
Breakfast Plates, reg. 80c dozen, bargain, 50c dozen.  
Meat Platters, size 16-inch, reg. 77c each, Thursday 25c each.  
Soup Tureens, regular \$1.25, Thursday 49c.

Vegetable Dishes, regular 55c each, Thursday bargain 35c each.  
English Decorated Jettware and Rockingham Teapots, 3, 4 and 6 cups, regular 40c, for 25c.  
300 Milk Jugs, 1 and 2-quart, in German china ware, reg. 35c, for 19c.

## Buy Your Tennis Shoes at Simpson's

	Men's	Women's or Boys'	Youth's	Children's
Black or White Duck Lace Oxford, rubber sole	.54	.44	.39	.29
Navy Blue Duck Blucher Oxford, rubber sole	.69	.59	.49	.39
White Duck Blucher Oxford, black rubber sole	.79	.69	.59	.49
White Duck Blucher Oxford, white rubber sole	1.09	.94		
Black or White Duck Blucher Boot, black rubber sole	.95	.89	.79	.69
White Duck Blucher Boot, white rubber sole	1.24	1.14		

## Men's Panama Hats for \$2.99

100 Men's Genuine Panama Hats, strong, close and even braid, black silk bands, low or medium high crowns, Thursday bargain, \$2.99.  
Men's Adjustable Hat Bands, in fancy colored striped silks; hooks on in a jiffy; good range of popular colors; Thursday bargain, 35c and 39c.

## Summer Sale Suit Cases

Best Woven Case Suit Case, strong swing leather handle, leather corners, good spring lock and catches, neat cloth lining, with pocket and tapes; extra light weight case and very durable. Sizes

22-inch, reg. \$4.50, reduced price \$3.00

24-inch, reg. \$5.00, reduced price \$3.25

26-inch, reg. \$5.50, reduced price \$3.50

Fibre Matting Suit Case—Close woven fibre matting case, all edges bound, leather corners, strong handle, spring lock and side catches, full cloth lined, with inside pocket and tapes, very light—

24-inch, reg. \$2.75, reduced price \$2.35

26-inch, reg. \$3.00, reduced price \$2.65