

The **SIMPSON** Company Limited
The Robert

Telephone Number
Main: 7841

The **SIMPSON** Company Limited
The Robert

H. H. FUDGER, President.

J. WOOD, Manager.

Store opens 8 a.m.

Store closes 5.30 p.m.

Probabilities: Easterly winds; showery.

Monday, May 23, 1910.

The Focus of Summer Turns Upon Muslins



OUR MUSLIN DEPARTMENT will occupy a very prominent place in your thoughts for the next few weeks—for these reasons:—

Our stock represents the very flower of the cotton.
Our regular prices are based upon wholesale orders.
“Special” prices will occur plentifully from now on.

Keep in close touch with this department. We are going to “do things” this season. For example:—

Every piece of our celebrated Silk and Cotton Foulard all this season's goods; bright, fresh and up-to-date in colors and designs; every color conceivable; one of the most popular materials ever produced; looks like all silk, and wears like all linen; pink, sky, green, mauve, and, in fact, all the new and fashionable shades. Regular price is 49c. To-morrow 23c.
Black and White Check and Fancy Stripe Vestings, absolutely fast colors and new designs; nothing the matter with the goods whatever. Regularly 15c. Special 6c.
A great lot of Figured Muslins, Mulls, Satinets, etc., in all the beauty and freshness of spring; some with plain grounds, some with fancy spot or stripe, and all excellent value at from 25c to 35c. Special 15c.
Wash Goods Dept., 2nd floor.

Special Simpson Blacks \$1.00 Yard

We Hold at Present the Largest Qualified Stock of “Blacks” in Canada

1—“Permo Crepes,” quite the newest fabric for summer wear, beautiful deep shade, uncrushable, absolutely dust resisting. 44-in. \$1.00 yard.

2—“Broadcloths,” guaranteed pure Botany wool, thoroughly sponged and unshrinkable, ideal cloth for tailored suits, in jet and blue blacks; nice, rich, permanent finish. 48-in. \$1.00 yard.

3—Diagonals, in fine Botany wool, quality guaranteed for dye and thoroughly shrunk, medium and wide wale twill, lovely crisp quality. 52-in. \$1.00 yard.

4—“Suitings,” in twills and stripes, correct style for summer suits, in the new mannish stripes; makes up splendid tailored suit, and retains shape, all pure wool qualities, and thoroughly sponged. 50 and 52 in. wide, \$1.00 yard.

Verandah Capes and Cloaks

Regular \$12.50, \$18.50 and \$25, for \$5.95

Clearance of verandah capes and cloaks, only 45 in this lot, the materials are fine broadcloths and French venetians. Colors greys, fawns, creams, purples, mustard, tan, blues, and amethyst; trimmings are either silk cords or Persian trimmings and gold or silver braids, these sold regularly at \$12.50, \$18.50 and \$25.00. Wednesday 5.95 day, to clear.

No phone or mail orders accepted.

Women's Skirts \$5.00

We put on sale to-morrow a lot of Women's Separate Skirts in a new semi-pleated style, side gores are pleated at bottom and trimmed with strappings and buttons, the material is a fine panama, in black and navy, a large range of sizes from 37 to 42 front measurements, to select from, Wednesday 5.00

Fashionable Sashes

The new Empire Sash, made of 5 yards silk and satin ribbon of an extra fine quality, to the much wanted color, with a characteristic of style about it. Special Monday \$1.00.

The Princess, the most popular sash made, of 5 yards rich liberty satin ribbon, with rosettes and long flowing streamers. Wednesday \$1.25.

Ladies' Umbrellas

Clearing a lot of Ladies' Umbrellas Wednesday; a large range of beautiful handles, boxwoods, fancy horns and pearl; all nicely mounted, including various other styles in foreign and domestic makes, with silk and wool tops, close rolling steel rods and frames, broken lines taken from our regular stock, including a special purchase. Values from \$1.75 to \$2.50. Wednesday \$1.25.

Lisle Stockings 25c

Women's Fine Lisle Thread Hose, full fashioned, plain colors and lace ankle, neat design, sky, pink, grey, tan, black and white, double garter top, high spliced ankle, heel and toe. 35c quality. Wednesday 25c.

Women's Tan and Black Cotton Hose, good weight, fine thread, absolutely fast dye, knitted to shape, double heel and toe. Special value Wednesday 12 1/2c.

Men's Socks for 11c

Men's Fancy Cotton Hose, finest “German” makes, best stainless dye, perfect finish, double heel and toe, all sizes. Quick selling at cost price Wednesday, pair 11c.

Men's Fine Quality Ribbed Black Cashmere, good weight, good wearing, English yarn, deep elastic rib top, no seams, double heel and toe, all sizes. Quick selling at cost price Wednesday, pair 11c.

\$1.50 Colored Shantungs on Sale 83c Yard

EVERYBODY in Toronto is well aware of the importance of colored shantungs, rajahs, and tussors. We have about 1000 yards of cut prices, including fancy foulard, printed shantungs and plain colors in lengths ranging from 2 yards to 15 yards.

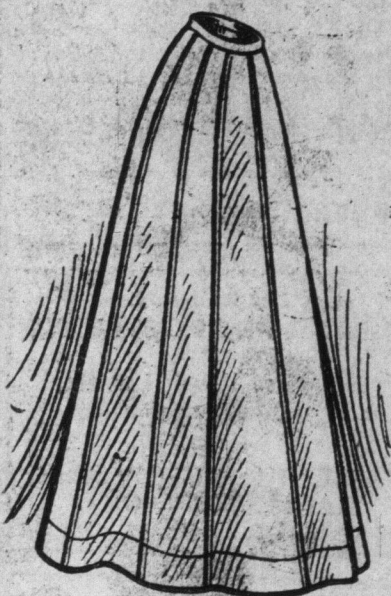
They are both of suiting qualities and dress qualities. Many lengths, suitable for children's wear. Nearly all colorings in the assortment. Widths 27 inches and 34 inches. Selling regularly at \$1.00, \$1.25 and \$1.50 per yard. Wednesday 83c yard.

Tailored Skirts for \$7.95

Worth \$13 to \$15 in the regular way—a 10-day offer from the Dressmaking Department.

Cloths to be chosen from a special assortment, worth regularly from \$1.00 to \$1.50 per yard—worsted, serges, venetians, panamas, etc.

10 days only, \$7.95.



Wall Paper “Specials” Wednesday

Parlor and Dining Room Papers: Regular to 75c. Wednesday 41c. Regular to 50c. Wednesday 23c. Regular to 35c. Wednesday 19c. Regular to 25c. Wednesday 11c. 1,000 yards Brown, Green and Red Burlape. Regular to 30c. Wednesday 22c. Room Mouldings, white or imitation oak. Regular to 2 1/2c. Wednesday 1 1/4c.

Groceries To-morrow

One car Redpath's Standard Granulated Sugar, 19 lbs. \$1.00. Best quality Pineapples, large size, regular 25c, special 18c, per dozen \$1.75. Choice Side Bacon, pea-leaf, half or whole, per lb. 22c. Tailor's Cream Soda Biscuits, 3-lb. box 25c. Finest Canned Tomatoes, 2 tins 15c. Canned Corn, 3 tins 25c. Canned Fruit, raspberries, strawberries, cherries, peaches, pears and green gage plums, in syrup, per tin 15c. Ogilvie's Royal Household Flour, 1/4 bag, in cotton 80c. Canned Catsup, Canada Pride Brand, 2 tins 15c. Pure Gold Quick Tapioca, Chocolate and Custard Powders, 3 packages 25c.

Where we Can Assist Housekeepers

OUR Staples Department makes friends every day and holds them. There's a Simpson standard of quality behind every economy the department offers—a Simpson standard experienced housekeepers appreciate, the fact the quality is the true economy.

SCOTCH DAMASK TABLE CLOTHS

Warranted every thread linen, full bleached, fine satin damask, made in Scotland, the home of the most durable linens, first-class bordered designs, about 2 x 2 1/2 yards, each, Wednesday \$1.45.

CAMP BLANKET TIME, CLEARING

A good, strong, well made, well napped, perfectly clean grey camp blanket, suitable for any summer use, 6 lbs., 56 x 76 inches. Per pair, Wednesday \$1.75.

HEAVY SCOTCH ROLLER TOWELS

Ready for your roller, made from heavy, strong, perfect absorbent pure linen crash, with or without border, 17 inches wide, 2 1/2 yards long. Each, Wednesday 25c.

Bluebell Jelly Powder, assorted, 4 packages 25c. Scott & Taylor's Worcester Sauce, large bottle, 3 bottles 25c. Telephone direct to department.

FINE UNDERWEAR MADAPOLAM

Yard wide, a beautiful, fine, pure, firm cotton, especially adapted for summer wear, 800 yards to clear at, per yard, cotton counter, Wednesday 10c.

A SATIN DAMASK 5 O'CLOCK TEA

CLOTH 50c. Spoke hemstitched all around, every thread linen, full bleached, very dainty designs, 32 x 32 inches; 11 dozen only at, each, upstairs in linen department, Wednesday 50c.

72-INCH HEAVY FACTORY SHEET

INGOS 25c. A strong, round thread, closely woven, unbleached or factory sheeting, plain, will bleach snow white, 72 in. wide, the greatest sheeting you can buy for summer camp, 750 yards, at, per yard Wednesday 22 1/2c.

Phone-Linen Department direct.

2 LBS. FRESH ROASTED COFFEE

300 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday 2 lbs. 35c.

A Sale of Sample Queen Quality Oxfords and Queen Quality Pump Slippers

SOME time ago we purchased the travelers' samples of our favorite brand of Ladies' Footwear, namely “Queen Quality,” the Shoe that “Fits where others fail.” At that time, although we held a sale of the boots, we deemed it better to reserve the low shoes until such time as the season had advanced sufficiently. We judge that time has come. Accordingly we put them on sale Wednesday morning at 8 o'clock at

2 Dollars a Pair

Sizes 2 1/2, 3, 3 1/2 and 4 only. Regular prices \$3.50, \$4.00, \$4.50 and \$5.00.

Eight Varieties to Select From.

1. Patent Colt Pumps.
 2. Tan Russia Calf Oxford and Pumps.
 3. Brown Suede Pumps.
 4. Fine Vici Kid Oxfords and Slippers.
 5. Havana Brown Kid Oxfords.
 6. Patent Kid Oxfords, with dull tops.
 7. Russia Tan Calf Oxfords, with oiled tops.
 8. Patent Kid Button Oxfords.
- 4 heels—High Cuban, regular Cuban, military and common sense.
- 6 styles—Button, Blucher, silk tie, ankle strap, two eyelet and lace.
- 3 soles—Goodyear welt, flexible hand turn and McKay.



Notice—These Shoes are just as good as any regular “Queen Quality” Shoes. The only reason for the reduction in price is that they are travelers' samples. If you can wear size 2 1/2 to 4 you are lucky.

In The Men's Store Wednesday



Clearing Out Our Broken Lines in Men's Suits. Regular Prices \$14.00 to \$18.00 For \$11.95.

MEN'S Imported English fancy worsted and tweed suits in a large assortment of patterns including brown, olives and greys, with neat self and fancy colored stripes, cut in the fashionable 3 button single breasted sack style, with broad shoulders, long shapely lapels, and dip front. Splendidly tailored and perfect fitting. Sizes 36 to 44. Regular \$14.00, \$15.00, \$16.00 and \$18.00. 11.95 To clear Wednesday.

Men's Sample Hats for 79c

400 Men's sample, soft hats, fine grade English fur felt, in alpine, negligee and telescope crowns, brown, fawn, grey and black. Sizes 6 3/8, 6 1/2, 6 7/8 and 7 only. Reg. up to \$3. Wednesday 79c.

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