

H. H. FUDGER,
President.
J. WOOD,
Manager.

THE
ROBERT

SIMPSON

COMPANY,
LIMITED

PROBABILITIES.
Moderate winds; mostly fair and
warm; a few scattered showers or
thunderstorms at night.

THE
ROBERT

SIMPSON

COMPANY,
LIMITED

FRIDAY,
JUNE 4

June Whiteware Selling for Saturday

The New Department on the 3rd Floor a Mecca for All Who Appreciate Dainty Whiteware at Popular Prices.



SIMPSON'S Whiteware won a reputation with only a very limited space in which it could be displayed. Now we have a department befitting the long held reputation. It's a beautiful department—but there!—all our new departments are that. The new Whiteware Department adjoining ranks as first in size and fine appointments and in comprehensiveness of stock in all Canada. The Infants' Wear section occupies a sunny alcove, the nicest place of all. Saturday all these different sections will be completely arranged and busy. Each will have special attractions.

Here is the programme:

Women's Summer Vests

1200 Vests for Women, fine white ribbed cotton, low neck, short or no sleeves, crocheted edges, with draw tapes. Sizes 32 to 38 bust. Regular price 50c each. Saturday June selling 15c each.

400 Women's Extra Quality White Lisle Thread Vests, low neck, no sleeves, dainty hand crocheted yokes, ribbons and pretty edgings on neck and arms. Sizes 32 to 38 bust. Regular price 50c to 60c each. Saturday June selling 35c each.

Night Dresses

75c Night Dresses, Saturday June selling 50c. Fine cotton slip-over style, lace trim on neck and cuffs, lengths 56, 58, 60 inches, large full size bodies.

85c Night Dresses, Saturday June selling 65c. Fine cotton, slip-over neck, 3-4 sleeves, full of lace and cuffs, lengths 56, 58, 60 inches.

11.55 Night Dresses, Saturday June selling \$1.10. Fine nainsook, slip-over neck, elbow sleeves, dainty embroidery, beading, silk ribbon and narrow Valenciennes lace on neck and cuffs, lengths 56, 58, 60 inches.

Drawers

75c, 85c and \$1.00 Drawers, Saturday June selling 50c pair. Fine cotton, umbrella style, trimmed with lace or embroidery and tucks. Sizes for women 32 to 44 bust, measure, both styles, lengths 22, 25, 27 inches.

43c Drawers, Saturday June selling 25c pair. Fine cotton, deep umbrellae, with cluster of tucks and wide ruffle, with cluster of tucks and wide ruffle of lace, both styles, lengths 23, 25, 27 inches.

1.25 and 1.50 Drawers, Saturday June selling 75c pair. Fine nainsook, deep umbrellae, with lace or embroidery and tucks, sizes 32, 25, 27 inches, both styles.

85c and 1.00 Corset Covers, Saturday June selling 65c. Fine nainsook, day long full front and fitted styles, Torchon lace or Val. lace and embroidery trimming, beading and silk ribbons, dainty styles, sizes 32 to 44 bust.

35c Corset Covers, Saturday June selling 25c. Fine nainsook, deep lace around neck, with silk ribbon draw through top of lace, lace on arms, bias skirt, sizes 32 to 44 bust.

1.95 and 2.50 Corset Covers, Saturday June selling \$1.19. Fine nainsook, two beautiful embroidery trimmed styles, beading and silk ribbon, backs fitted, sizes in the clearing lot 32 to 44 bust.

75c Corset Covers, Saturday June selling 50c. Two very dainty styles, in fine lawn or nainsook, all over embroidery front or embroidery yoke, lace beading and silk ribbons, lace on arms, sizes 32 to 44 bust.

Petticoats

22.50 Petticoats, Saturday June selling \$1.50. Fine cotton, 17-inch lawn flounce with tucks and deep hand some skirt, lengths 38, 40, 42, 44 inches.

1.75 Petticoats, Saturday June selling \$1.25. Fine cotton, 17-inch flounce, three clusters tucks, three rows fine lace insertion and deep ruffle of fine lace, dust frill, sizes 38, 40, 42, 44 inches.

1.75 Petticoats, Saturday June selling \$1.25. Fine nainsook, neck, front, arms and skirt trimmed with fine Valenciennes lace, flounce has hemstitched tucks, beading and silk ribbon on neck, buttons in back, sizes 34 to 42 bust.

2.75 Princess Slip, Saturday June selling \$1.75. Fine nainsook, neck, front, arms and skirt trimmed with fine Valenciennes lace, flounce has hemstitched tucks, beading and silk ribbon on neck, buttons in back, sizes 34 to 42 bust.

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Clean-up in the Girls' Dept. Saturday

WE have been taking the different sections of the Cloak Department one by one and reducing their stocks for summer. Saturday the girls' section of the big department receives its turn, and we take a fling at the waists besides. Prices are all in the customers' favor during this clearing programme. We are making reductions that count.

A CLEAN-UP IN THE GIRLS' SECTION.

Girls' Dresses, Regular \$1.50 and \$2.95, for 99c. Ages 10, 12 and 14. Print, Percale, Gingham and Chambray Dresses. Different colors, odd sizes, broken lines; all to go into the one price. A very great number are stylish New York dresses; jumper styles; one-piece dresses; checks, stripes and spotted and plain. To clear these lines right up on Saturday, 99c.

100 Smart Little Velvet Coats for Children, 2, 3, 4, 5, 6 years old, in green, grey, fawn and navy, lined through with mercerized sateen. Worth \$5.00. Saturday \$2.95.

Nearly 100 White Summer Dresses, for girls 10, 12 and 14. These are little muslin or soiled, but awfully nice and dainty; and good materials and lovely embroideries and lace. They are marked now \$2.25, \$4.95, \$5.75, \$6.75 and \$10.50. But on Saturday we shall mark them \$2.95.

\$3.75, \$4.00, \$5.00, \$6.00, \$6.50 and \$7.00 WHITE LAWN WAISTS, SATURDAY, \$2.95.

We offer on Saturday: 700 White Waists. Every waist a high-grade waist. Regular \$3.75 to \$7.00, for \$2.95.

We are clearing up our big floor, and these are the oddments and broken lines in our White Waist Section. They are all dainty, beautifully trimmed with the finest embroideries and laces, in lovely designs.

High and low collars, long, medium and short sleeves, large and small sizes.

Made in finest of lawns, Persian, Scotch, Swiss and English; also in lingerie, mull and fancy fabrics.

To make an entire clearance on Saturday we offer these \$3.75, \$4.00, \$5.00, \$6.00, \$6.50 and \$7.00 Waists, for \$2.95.

3000 Underbought Summer Dresses

A Clearance from a Montreal Firm—"At a Price"

THESE Dresses run from \$3.50 to \$7.50 in actual value.

We make one price for them all—and a popular price it should, indeed, prove; \$1.95 takes any one in the varied assortment. We want to sell them all in one day.

Stylish, useful and dainty. In all the fabrics fashionable this year—mulls, muslins, lawns, lingeries, prints, percales, ginghams, chambrays, shallices, ducks, embrodered lawns, dotted muslins. In every conceivable style—princess dresses, empire dresses, jumper suits, with and without waists, shirt waist suits, sailor blouses and skirts to match. Trimmings in hundreds of ways, with laces, embroideries, straps of self, tucking, buttons, tabs, etc., etc. Regular values are \$3.50, \$4.00, \$5.00, \$6.00, \$6.50 and \$7.50. Saturday all one price, \$1.95.

Introducing New Wash Goods Dept.

SATURDAY'S offerings include the prettiest of inexpensive washable summer dress fabrics. Have you visited the new department yet? We moved Wash Goods to the second floor in the Queen and Yonge Street section, where Dress Goods used to be. Come Saturday and share in the good things.

Hundreds of pieces of Pretty Figured Muslins, for children's and ladies' dresses, dozens of patterns to choose from. Prices regularly from 15c to 25c. Sale price Saturday 10c.

Pale Cream Mercerized Lingerie Lawn, 38 inches wide, beautiful for underclothing. Regular price 25c. Sale price Saturday 10c.

A lot of Good English Prints and Gingham, all the old standard patterns in both. Regularly 12 1/2c and 15c, for 7 1/2c.

Arnold's Silk Girdles, Organdies and Monotone Silk Stripes, some of the designs both figures and stripes; are worth 55c. We shall clear the lot at one price Saturday 17c.

One Thousand Dozen Handkerchiefs

Of Absolutely Pure Linen

HALF PRICE

A BELFAST LOT—Beautiful Irish linen, bleached on the green old sod.

There is nothing too good to say about pure white linen handkerchiefs from Ireland. They are Irish. We don't know why the Belfast firm gave us the price on this order that he did—unless he had heard what a fine handkerchief department we have in our new store, and wanted to cure our good graces. We don't blame him—it is a beautiful handkerchief department, and our trade is growing like a young giant.

However, the great point is that 1000 women, confessing to a taste for fine linen, may each have a dozen Irish handkerchiefs, worth a dollar and a half, for 70c, in this store to-morrow.

On sale in the New Store, First Floor.

Eight-inch hem.

"Note Paper" kind.

\$1.25 Long Silk Gloves 59c

1000 pairs of Women's Long Mousquetaire Real Silk Gloves, broken lines of regular stock, perfect fit and finish, with double-tipped fingers, two-clasp wrist, black, sky and pink; also lace tops, plain black, odd sizes in colors; our regular \$1.25 grade; price special, Saturday 59c.

A Few of the Latest Copyright Novels

"Marriage a la Mode," by Mrs. Humphry Ward, \$1.10.
"Red Horse Hill," by author of "Truth Deter," \$1.10.
"Set in Silver," by C. N. and A. M. Williamson, \$1.10.
"The White Sister," by Richard Harding Davis, \$1.10.
"The Other Side of the Door," by L. Chamberlain, \$1.10.
"Evasive Isabel," by Jacques Futrelle, \$1.10.
"Ann of Green Gables," by L. N. Montgomery, \$1.20. A sequel of this charming story will be announced shortly.
"The Man in Lower Ten," by M. Roberts Rinehart.
Just received another shipment of "The Virginian," by Owen Wister. Price 50c.

COPYRIGHT SHORT STORY VOLUMES.

For summer reading and to take with you on your vacation.
"Golden Stories," being a selection of the best fiction by the foremost writers. These are all copyright short stories, printed in large type, magazine size, illustrated; each book complete in itself; bound in boards:
400 pages, 23c per volume.
300 pages, 17c per volume.
(On sale New Book Department, New Store.)

Week-End Groceries

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per box, 25c.
Toasted Corn Flakes, 5 packages 25c.
Crosse & Blackwell's Marmalade, 2-lb. jar 25c.
Canned Yellow Peaches, Strawberries and Cherries, in heavy syrup, per tin 15c.
One car Fancy Navel Oranges, large size and sweet, per dozen 85c.
Redpath's Leaf Sugar, 4 lbs. 25c.
Choice Red Salmon, Cook of the North Brand, per tin 15c.
Maconochie's Pickles, mixed, walnut, chow and onions, pint bottle 22c.
Daltou's Lemonade Powder, 2 packages 25c.
Fancy Mixed Biscuits, 2 lbs. 25c.
300 boxes Fresh Chocolate Bon-Bons, in 1-lb. box, special, per box, 22c.
Ice Cream Bricks, pints, strawberry and vanilla flavors, per brick 15c.
Cannot deliver ice cream bricks.

Hardware "Specials" Saturday

James Smart's Solid Steel Hammers and Hatchets, every one guaranteed. Regular up to 75c. Saturday 50c.

James Smart's Carpenters' Bench Axes, made from the finest steel, fully guaranteed. No. 1, Saturday 60c. No. 2, Saturday 70c; No. 3, Saturday 80c.

Perfect Saw Sets, Regular 50c. Saturday 30c.

The Fountain Lawn Sprinkler, throws a natural spray. Regular \$1.00. Saturday 60c.

Men's Wants Provided for Saturday



WE CALL your attention to our

Two-piece Suits.

Every day grows warmer—but wise and take your pick early in the game. Here you have a mighty nice lot of Suits to choose from, too. Take a look at them. Run in to-morrow and see them. All prices. We are strong on \$15 suits, but we don't confine ourselves to that figure. By no means. Have a look at the Summer Suits to-morrow.

Men's Two-piece Summer Suits, made of imported tropical weight worsteds, an excellent quality of choice new material of the finest weave and fabric, very rich in effect, and made to give long service. The shades and colorings represent those of first fashion for the present season, including rich dark olive and brown, invisible stripe effect, mode, tan, brown and medium greys. Coats are cut on the two, also three-button single-breasted sack model, designed for this season's wear, with slight dip in front, fancy cuffs on sleeves, etc., half lined, and made with patent unbreakable fronts of shrunk linen duck and haircloth interlinings to prevent coat from sagging and losing its shape; pants have roll bottoms, side buckles and belt loops. Very special value, \$15.00.

Men's Lightweight All-wool English Homespun Two-piece Suits, loosely woven fabric, makes a cool and serviceable summer suit, in grey and fawn shades, with colored overstripe, single-breasted, coats unlined, pants made with belt straps and roll bottoms. \$7.50.

Men's Two-piece Suits, made from Hewson's homespun tweeds, summer weight, a fine, closely woven fabric, in plain light grey, also greenish fawn shades, coats quarter lined, and cut in the popular single-breasted sack style, pants have roll bottoms and belt keepers. \$9.00.

Men's Flannel Finished English Tweed Two-piece Suits, fine tropical weight material, in fawn and greenish mixtures, light and medium greys, made up in fashionable single-breasted style, nicely tailored and finished carefully in every detail. Special value, \$12.00.

Men's Three-piece Single-breasted Sack Suits, made from fine all-wool West of England worsteds, rich navy blue and black shade, pure indigo dye, nicely tailored and finished in the latest style. Extraordinary value, \$13.00.

Men's Summer Outing Pants, in soft flannel-finished English tweeds, light grey shades, finished with roll bottoms, belt loops and side buckles. \$8.00.

Men's Wash Vests, a full range of choice new designs, in white duck and mercerized effect, also fancy

stripes and polka dot patterns, detachable pearl buttons. Very special value \$1.25.

BOYS' SUITS.

Boys' Light Grey Soft Saxony-finished English Tweed Two-piece Norfolk Suits, showing a mixed fancy stripe. The material is a light spring weight, in a herring bone weave. The coat is made with box pleats and belt, plain knee pants. Sizes 25 to 28, \$4.25; and 30 to 34, \$4.75.

Boys' Russian Blouse Suits, made from a light tropical weight worsted, in a mid and light green broken check. The coat has sailor collar trimmed with ten rows of black or blue soutache braid, detachable white serge shield and patent leather belt, plain bloomer style. Sizes 3 to 6 years. Price \$5.00.

BOYS' WASH SUITS.

Boys' Striped English Print Russian Blouse Suits, made with sailor collar and detachable shield, plain bloomer style. Sizes 2-12 to 6 years. Price \$1.25.

Boys' Blue and White Striped Gaiter Suits, made with material suit is made of, plain knee pants. Size 5 to 9 years. Price \$1.25.

Boys' White Drill Sailor Blouse Suits, made with navy blue sailor collar and cuffs, trimmed with rows of white tape braid, plain knee pants. Size 5 to 9 years. Price \$1.25.

Men's Shirts and Underwear

SEASON has arrived, gentlemen. We are all ready. Give you a \$1.50 shirt for \$1.00 to-morrow if you are here early. Why? One of our little successes. Two other noted below.

1,000 Negligé Shirts, broken lines from our regular stock, in a large variety of patterns and colorings, perfectly made and sized, sold regularly up to \$1.50. Sizes in the lot 14 to 17. Saturday 85c.

500 Outing Shirts, reversible collars and pockets, in white, cellular (or net) striped Madras; a fine assortment of white and cream and silk striped cashmerette. Regular \$1.00 and \$1.25. Sizes 14 to 18. Saturday 85c.

800 garments of Underwear for men, "Manchaffee" French Balbriggan American ribbed cotton, in cream, white, blue and tan shades. Size of the lot 34 to 42. Reduced to, Saturday 44c garment.

A Straw Hat is in Order

Get one to-morrow. June is a Straw Hat month.

At \$2.00 we can give you a standard Straw Hat. You can pay more, but the value doesn't increase after that in proportion to the advance of the cost. \$2.00 a

Straw Hat figure is just about the right proposition.

English or American.

Canton, Shansi, Split Sennit or Milan Straw Brads.

Other prices, too—\$1.50, \$1.00, 75c, 50c.

Soft Felt Hats, \$1.00 to \$2.00.

Children's Straws, 25c to \$1.00.

Men's Sample Socks

Men's Sample German-made Lisle Thread Half Hose, finest qualities, plain and fancy effects, clox, circular stripes, checks, silk figured fronts; every pair perfect; assorted colors, double heel, sole and toe; value up to 45c. Price, special, Saturday 25c.

Saturday Special Preparation in the Footwear Dept.

TORONTO may be congratulated upon its pretty shoe stores and the number of them.

But were there no other place to buy shoes down town, our Footwear Department would still be able to take care of the Summer demand. We have served five thousand people in one day, and should the necessity warrant it, we could surpass that figure.

We will be ready for all comers at 8 o'clock to-morrow morning, with the following offerings for the early ones:

340 pairs Ladies' Donagola Blucher Oxfords, patent tip, back strap, medium extension McKay sewn sole; also 60 pairs sample White Canvas Oxfords. Sizes 2-12 to 7. Regular \$1.50 to \$2.00. Saturday, 8 o'clock, 99c.

870 pairs Ladies' American Boots and Oxfords, in patent tip, vel. kid, donagola kid, and chocolate kid leathers, high, low and medium heels, Goodyear welt, hand-turn and McKay sewn soles. Sizes 2-12 to 7. Regular \$2.00 and \$2.50. Saturday, \$1.49.

1260 pairs Ladies' Boots, Oxfords and Pumps, Queen Quality and other high-grade American makes, in patent

colt, vel. kid, suede, velours and gunmetal leathers. Goodyear welt and hand-turn flexible soles; low, medium and high heels; some have buckles, some with ankle straps. Sizes 2-12 to 7. Regular \$4.00 and \$4.50. All one price Saturday, \$2.49.

340 pairs Men's Boots and Oxfords, in tan Russia calf, vel. kid, donagola kid and gunmetal leathers, some leather lined; Blucher and lace styles, narrow, medium and wide toes; every pair Goodyear welt and leather. Sizes 7 to 11. Regular \$3.50, \$4.00 and \$4.50. All one price Saturday, \$2.49.

An assortment of silver plated pieces, including Nut Bowls, Teapots, Fruit Dishes, Blount Jars, Cake Plates, Bread Trays, Butter Dishes, Fern Pots, Cerying Sets, Tea Spoon Sets, etc. Regular selling up to \$2.50. Saturday \$1.99.

The Fountain Lawn Sprinkler, throws a natural spray. Regular \$1.00. Saturday 60c.

Perfect Saw Sets, Regular 50c. Saturday 30c.

The Fountain Lawn Sprinkler, throws a natural spray. Regular \$1.00. Saturday 60c.

Summer Hats Are Ready Our Busiest Saturday in Millinery



\$3.85
\$1.85

85c
35c

200 Purely Summer Hats, fine light shapes, all beautifully and carefully trimmed with some of our best flowers and trimmings that have been reduced to be used on these special hats. Special Saturday, \$3.85.

CHILDREN'S HATS.

100 Misses' and Children's Dainty Little Hats, in leghorn, with drooping brims, and trimmed with flowers and ribbons. Special, \$1.85.

60 Fine Milan Hats, with ribbon streamers. Regular