

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

THE ROBERT SIMPSON COMPANY, LIMITED

PROBABILITIES. Moderate westerly winds; fine; with a little higher temperature.

THE ROBERT SIMPSON COMPANY, LIMITED

FRIDAY, JUNE 11th

Summer the Dominant Theme of the Great Cloak Dept.



Summer Dresses, Summer Suits, Summer Coats, Summer Skirts, Waists... Everything of Outer Wear for Women and Girls

THE WHOLE Department from end to end, from Yonge to James Streets, just hums with eager activity. Summer, Summer! Glorious Green Summer! To-morrow's programme includes everything on Summer's list. Opportunities of the fresh cool early morning sort occur, and it will pay the reader to note them and consider seriously whether any routine matters are of sufficient importance to interfere with the advantages to be gained by shopping at 8 o'clock.

GREAT SALE OF SUMMER DRESSES. 250 Summer Dresses of fine French mulls, batiste, fancy muslins, English challie; shades are pink, mauve, greys, navy, black, rose and white dotted muslins. The styles are princess, jumper dresses and two-piece dresses, and are trimmed with laces, insertions or strappings; regular \$8.50, \$10.50 and \$12.50. Saturday to clear... 4.95 No phone or mail orders.

SUMMER SUITS. Ladies' Summer Wash Suits of fine striped madras in blue and white and tan and white, coat is trimmed with self strappings and buttons, skirts are flare gore style. Saturday, \$5.00.

SUMMER COATS. Ladies' smart coat of special quality all-wool serge, made in seven-eighth lengths, semi-fitted back, trimmed with self-strapping and buttons, colors are grey and cream. Saturday, \$17.50.

SUMMER SKIRTS. Ladies' Separate Skirts, of special quality bright lustre, in black and navy, flare gore style, trimmed with folds and buttons. Saturday, \$5.00.

GIRLS' DRESSES, 98c. A collection of Girls' Dresses, imported from New York, in splendid materials for summer wear, fancy prints in light and dark shades, navy, sky and pink checked gingham, blue and red Chambrays, made in a great variety of different styles, jumper and

one-piece dresses, and trimmed with self-strappings or folds, some with insertions of Swiss embroidery; sizes 10, 12 and 14 years; regular \$1.50 to \$2.00, Saturday, 98c.

GIRLS' COATS, \$1.98. When going on an excursion or for a holiday a refter coat is a very useful garment for the little girls; to-morrow we have a sale of these coats at the low price of \$1.98.

They are made of imported English chevrot in dark navy, ecru, black, double breasted front, velvet collars, finished with gilt buttons; sizes 6 to 14 years. Saturday, \$1.98.

"ENGLISH SILK" PETTICOATS \$1.59. Petticoats of a nice fine summer weight fabric, similar to heatherbloom, wear guaranteed, called "English Silk," made generously full with deep flounce, trimmed three full gathered frills and rows of strappings, colors black, navy, brown. Saturday, \$1.59.

CREPE GOWNS, \$2.95. A Crepe Kimono is a necessity of the modern woman's wardrobe, and now is the time to get one. For Saturday we specialize: Long Kimono Gowns of fine imported crepe, numerous smart styles, in striking Oriental, Persian and other designs, with various trimmings, in all the most wanted colors. For Saturday's selling, \$2.95.

SHIRT WAISTS, 69c. 120 neat Shirt Waists of fine printed muslin, in navy with white and black with white designs, tucked back, front has cluster of tucks, long sleeves, worth \$1.00. Special Saturday, 69c.

SILK WAISTS. Tailored waists of good quality taffeta silk, new military effects, finished with silk soutache ornaments, wide ribbon pleats over shoulders, front opening, long tucked sleeves, black, brown, navy, grey and champagne shades; 34, 36, 38, 40 and 42 sizes. Saturday, \$2.50.

Saturday in the New Lingerie Department

JUNE is breaking all records save that of the January Whitewear Sale. To-morrow we expect to eclipse every success the department has known.

The improved facilities for showing the indisputable superiority of our goods has had a marvelous effect. Enthusiasm has swept all our old ideas of what constituted a busy summer day's selling to the winds. Here's the best programme since we moved into our new department. The resulting extent of your appreciation we cannot even guess at. We are prepared for a whirlwind!

NIGHTDRESSES. 75c and 90c Nightdresses, Saturday 50c each—Fine cotton, two styles, slip-over Mother Hubbard style, with tucked yoke, ruffle of fine embroidery on neck and cuffs, lengths 56, 58, 60 inches.

\$1.00 and \$1.25 Nightdresses, Saturday 82c each—Fine cotton or soft nainsook, high neck or slip-over style, high neck style trimmed with embroidery frills and insertions; slip-over style has lace heading run with silk ribbon dress on neck and cuffs, elbow length sleeves, lengths 56, 58, 60 inches.

\$1.45 Nightdresses, Saturday \$1.00 each—Fine nainsook, two dainty styles, square or round slip-over neck, three-quarter length sleeves, very fine embroidery heading run, with lengths 56, 58, 60 inches.

\$1.75 Nightdresses for extra large women, Saturday \$1.25 each—Fine nainsook, slip-over style, three-quarter length sleeves, fine heading embroidery, run with silk ribbon on neck and cuffs, sizes for 40 to 46 bust measure, a beautiful style.

PETTICOATS. \$1.89 Petticoats of fine cotton, Saturday, each, \$1.00—Deep flounce, 2 rows wide embroidery insertion, 2 clusters of tucks and ruffle of embroidery, lengths 38, 40, 42 inches.

\$2.75 Petticoats, Saturday, each, \$1.75—2 styles, made in fine cotton, deep flounce, trimmed with rows of fine Valenciennes lace insertion, tucks and wide ruffle of fine Val. lace, dust frill, lengths 38, 40, 42 inches, a beautiful summer skirt.

\$1.75 Petticoats, Saturday, each, \$1.25—Fine cotton, 17 inch lace flounce, 3 clusters of 5 small tucks, 3 rows of fine lace insertion and ruffle of lace to match, lengths 38, 40, 42 inches.

PRINCESS SLIPS. \$1.75 Princess Slips, Saturday, 90c only, at \$1.35 each—Fine nainsook, corset cover and skirt in one, fitted bodice, lace and silk ribbon on neck, lace on arms, deep flounce on skirt, with tucks and lace ruffle.

DRAWERS. 75c Isabelle Drawers, Saturday, a pair, 50c—Nainsook, gathered at waist or on hips, wide bell bottoms, deep ruffle of fine embroidery, lengths 23, 25, 27 inches, both styles.

25c Drawers, Saturday, a pair, 20c—Good cotton, wide full sized umbrellas, deep ruffle with clusters of tucks and wide hem, sizes 23, 25, 27 inches, in both styles.

500 pairs D. and A. Corsets, regularly \$1.25 a pair, Saturday, a pair, 70c—Fine white summer batiste, medium long back and new square cut long skirt, five ruffle boning, with 4 side steels, 4 plain elastic garters, sizes 25 inches. A very fashionable corset.

WOMEN'S SUMMER VESTS. 800 Women's Summer Vests, Saturday, 10c each—Fine white ribbed cotton, low neck, short or no sleeves, some are slightly belted, crocheted neck and draw tapes, sizes 32 to 38 bust measure.

SHELL COMBS. Shell Comb Combs, with rhinestone setting, regular 75c each, Saturday, each, 50c.

Shell and Amber Barrettes, regular 25c, Saturday, each, 10c.

Allover Hair Nets, light, mid and dark brown, each, 10c.

\$1.25 Silk Gloves 49c. Mousquetaire Silk Gloves, perfect fit and finish, 1,200 pairs finest quality, best "German" manufacture, 2 pearl buttons, silk point backs, lines taken from regular stock, and double tipped fingers, black, sky, pink; sizes 6 to 8, our \$1.25 grade, rush price, Saturday, 49c.

75c Cashmere Hose 29c. 21 dozen only. Women's finest quality pure wool Cashmere Hose, medium weight, leather effect, 75c value, high spliced ankle, heel, sole and toe, also plain black and silk embroidered fronts, neat design, 55c and 45c value, reliable, perfect lot of hose, special for Saturday, 29c.

35c Lisle Socks 19c. Sample purchase of Men's Lisle Three-Strip Hose, plain colors, circular stripes and fancy effects, every pair perfect, fine sheer quality, high spliced ankle, heel and toe, sizes 9 to 11, 25c and 35c grade. One price Saturday, per pair, 19c.

Men's \$14 to \$20 Suits for \$10.00

300 "Swagger" Two-piece Suits Cleared from Montreal Manufacturer

THE LABEL that was sewn into the pockets of these suits has been torn out. Otherwise it would surprise you. You wouldn't take long to make up your mind that the value was there.

We are honor bound not to mention the brand, but you may take our word for it the suits are worth, and regularly sold for, every cent that we claim they are.

300 Men's high-class two-piece Summer Suits, made from fine grade tropical worsteds, light weight, soft finished English homespun and tweed effects. A full assortment of the newest materials, new patterns and colorings, among which are the smartest effects of the season, being strikingly stylish and up-to-date. The shades are medium and light greys, tan, smoke and olive, showing faint colored thread, mixtures at intervals. Coats are cut in two-button, also three-button sack style, showing latest fashion in every detail. Exceptionally well tailored. Fronts carefully interlined and reinforced with best materials, pants made with roll bottoms, belt straps and side strap buckles. Regular \$14 to \$20. Clearing Saturday...

Furnishings for Summer

1600 Summer Undergarments for men, underpriced for quick selling, Saturday, 69c garment—English natural wools, in fine summer weights, French Balbriggan of splendid quality, fancy silk lustre in grey shades, broken lines, but in the lot are sizes 34 to 14. Saturday, 69c garment.

1500 Neglige Shirts, with values up to \$1.00, Saturday, 69c—Pleated, fancy or plain fronts, in the stripe effects, 16 to 18-1/2; regular \$1.50 and \$2.00. Saturday, \$1.19.

800 only Neglige Shirts, regular values \$1.50 and \$2.00. Saturday, \$1.19. These represent some of the handsomest designs shown for the summer, but in the lot are pleated, plain or fancy front effects, in a large variety of patterns and shadings, splendidly made, and perfect fitting, sizes 14 to 18-1/2; regular \$1.50 and \$2.00. Saturday, \$1.19.

Another Sale of Boots and Shoes for Saturday

Men's \$3.50, \$4.00 and \$5.00 Boots and Oxfords \$2.49 Women's \$3.50, \$4.00 and \$4.50 Boots and Oxfords \$2.49 Men's \$1.25 and \$1.50 Bowling Shoes 99c.

A "SPECIAL purchase"—you know what that means. The newest summer styles in Oxfords, are included—Ox-blood, Patent Colt, Kangaroo, Gun-metal, etc.

Come early and make sure of your size. 1600 pairs Men's High Grade Boots and Oxford Shoes, in patent colt, tan Russia calf, ox-blood and vici kid, made in all the newest spring and summer styles of pumps, ties, Oxfords and boots, Blucher, lace and button, Goodyear welt and hand-turn soles. Sizes 7 to 11. Regular \$3.50, \$4.00 and \$5.00. Saturday, rush price, \$2.49.

WOMEN'S BOOTS AND OXFORDS. 900 pairs Women's High-Grade American Boots and Oxford Shoes, in patent colt, tan Russia calf, ox-blood and vici kid, made in all the newest spring and summer styles of pumps, ties, Oxfords and boots, Blucher, lace and button, Goodyear welt and hand-turn soles. Sizes 7 to 11. Regular \$1.25 and \$1.50. Saturday, rush price, 99c.

\$1.50 WHITE BOWLING SHOES, 99c. 180 pairs Men's White Canvas Bowling, Cricket or Tennis Shoes and Boots, white with heavy solid rubber sewed sole. Sizes 6 to 11. Regular \$1.25 and \$1.50. Saturday, rush price, 99c.

In the New Wash Goods Dept.

WE ARE offering plenty of enticing attractions on the second floor these days. Nothing is more delightfully timely than good news of Washable Dress Fabrics.

60 pieces of Arnold's celebrated striped suitings, all the lovely shades worn this season, including mauve, pink, sky, black, navy, brown, tan, cream, etc.; regular 35c, 15c.

20 pieces of the celebrated Hyde grade galatea suitings, dainty stripes in tan, grey, fawn, etc., will wash and wear well, all the new two-tone effects; regular 25c, 15c.

30 pieces only pale blue Chambray, 31 inches wide, our own celebrated cloth, which we sell at 15c. Special 9c.

A quantity of pretty white muslin lawns, etc., just a trifle shop soiled, also very shadow check white voiles; regular 25c to 35c. Special 12 to 15c.

Holiday Books

Copyrights for 10c Each To-morrow. Wouldn't you like to have a good stock of books for your summer reading—good, lively, up-to-date copyright novels by the leading authors of the day. Come to our Book Department to-morrow. It is overflowing with books of this attractive sort. We offer for Saturday:

SUMMER READING. Copyright Novels for 10c Each. The following authors are represented in this series: Louis Tracy, Oppenheim, Boothby, Warden, White, Gunter, Hill, Phillipotts, Mason, Merriman, Marchmont, Mrs. H. Ward, and many others equally good.

On sale New Book Department. SIX SPECIAL COPYRIGHT NOVELS. To Sell at 15c.

The Scarlet Pimpernel, Baroness Orczy; The Bishop's Emerald, H. Townley; Uncle Peaceable, R. Turner; The Mascotte of Park Lane, Lucas Cleeve; Drink, by Emile Zola; Back to Lila Land, Ranger Gull. On sale in New Book Department.

REPRINT COPYRIGHTS. (Bound in paper), 22c each or 5 for \$1. Conjuror's House, S. F. White; The Red Year, Louis Tracy; Captain of the Kansas, Louis Tracy; Wings of the Morning, Louis Tracy; Karl Grier, Louis Tracy; Man on the Box, Harold McGrath; In the Bishop's Carriage, Miriam Nicholson; The Great Megal, Louis Tracy; King of Diamonds, Louis Tracy; Brothers of Peril, Theodore Roberts; The Blazoned Trail, Stewart Edward White; Princess Passes, C. N. & A. M. Williamson; The Little Shepherd of Kingdom Come, J. Fox, Jr.; Silent Places, Stewart Edward White, and many others.

On sale New Book Department.

The Week End Groceries

260 lbs. Fresh Creamery Butter, White Clover Brand, per lb., 25c. Toasted Corn Flakes, 3 packages, 25c. Baker's Cocoa, 1-2 lb. tin, 22c. Crosse & Blackwell's Marmalade, 2 lb. jar for 25c. Canned Yellow Peaches, Strawberries and Pitted Cherries, in heavy syrup, per tin, 15c. Blue Bell Jelly Powder, assorted flavors, 4 packages, 25c. Macaroni's Pickles, assorted, pint bottles, patent top, per bottle, 22c. Large size, regular 45c, per dozen, 35c. Choice Red Salmon, Cock of the North Brand, per tin, 15c. 500 lbs. Fresh Fruit Cake, regular 28c, per lb., 15c. Candy, 500 lbs. Quaker Molasses Candy, regular 28c, per lb., 15c. Ice Cream Bricks, strawberry and vanilla flavors, pint bricks, 15c. Cannot deliver Ice Cream Bricks.

White Hats for Saturday

SUMMER time calls for white—and few will not willingly obey. Girls in white add to the charm of the summer lawns, the summer verandahs, the yachts and canoes. "The woman in white" is a personification of the summer itself. White hats naturally will keenly interest everybody.

We have up for our Special Saturday Sale nearly one hundred Dainty Summer Hats, in white braids, white liguette, white chips, etc., along with a good variety in the light colors and black. Rich ribbons and pretty flowers form the trimmings. The price does not represent the real values of this special lot. Saturday \$3.35.

85 more of those "cute" little drooping Leghorn Hats for children, with flower and ribbon trimmings, Saturday \$1.85.

Feather Boas for Evenings

ON the verandah, on the boat, at the island—wherever you are, almost, you'll need something light but warm for neck and shoulders. The most fashionable thing and the most pleasantly comforting in a coolish summer night breeze is an ostrich boa.

We have some beauties. Fine Ostrich Feather Boas; these are excellent feathers, splendid curl and glossy fibre, in colors of black, grey, white, natural and black and white. We are clearing out all our medium priced boas in this lot. Regular \$9.50, \$10.50, \$13.50, Saturday \$6.75.

Pretty Summer Ribbons

COME to Simpson's for Ribbons? Why? Why not? We have the choice of Europe. Prices suit your idea of Simpson's moderation. Everything new worth having here.

The new Empire Sash, tied in rosette and bow styles, made of 4 yards of 6-inch satin Liberty ribbon, in all colors, including white, ivory and rose. Special \$1.00.

Silk Taffeta Ribbon, rich quality, in all widths and shades for summer wear—1-3/8-inch, 1-1/2-inch, 1-3/4-inch, 2-inch, 2-1/2-inch, 3-inch, 4-inch, 5-inch, 6-inch, 7-inch, 8-inch, 9-inch, 10-inch, 11-inch, 12-inch, 13-inch, 14-inch, 15-inch, 16-inch, 17-inch, 18-inch, 19-inch, 20-inch.

Fancy Beltings and Hat Band Ribbon, new Paris styles, in all the latest combination colors, 1-7/8-inch wide, 20c yard.

Japanese Bamboo Fishing rods, 3 joint, regular 25c, Saturday 15c. Mottled Bamboo Rods, 3 joint, 12 foot long, regular 50c, Saturday 35c. Lancelwood Bass Rods, 10 ft. long, 3 joint, full mounted, Saturday \$1.00.

Floats, 2 for 5c, and 5c each. Fishing Lines, 5c, 10c, 15c, and 25c. Rangley, 3 for 5c, 2 for 5c, and 5c each. Kirby Fish Hooks, 10c per 100.

Remnants of Dress Lining 8c Yard. Odd lengths, varying from 1-2 yard to 4 yards, consisting of Sateen, Spun Glass, Percaleine, Brocade Satens and Farmers' Satin, an accumulation of ends from the present season's stock and shades that are used every day, suitable for waist linings, coat linings, cushion backs, etc. Regular price from 15c to 35c per yard. Special Saturday, 8c per yard. No phone or mail orders filled.

Summer Neckwear for Summer Girls

Irresistible! Without considering their ridiculous prices for one moment, the beauty and daintiness of these collars.

150 dozen of Women's Wash Neckwear—All this season's styles. The new "Dutch" collar, gathered at waist or on hips, wide bell bottoms, deep ruffle of fine embroidery, lengths 23, 25, 27 inches, both styles.

25c Drawers, Saturday, a pair, 20c—Good cotton, wide full sized umbrellas, deep ruffle with clusters of tucks and wide hem, sizes 23, 25, 27 inches, in both styles.

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