

The Robert SIMPSON Company Limited Main 7841 50 Lines to Central

The Robert SIMPSON Company Limited

H. H. FUDGER, President. J. WOOD, Manager. Store Opens at 8 a.m. Store Closes at 5.30 p.m. Tel. M. 7841. PROBABILITIES Light, variable winds; fine and very warm. Wednesday, June 22, 1910

THE SUMMER SALE AT SIMPSON'S

BILL OF SALE THURSDAY

Sale of Chinaware 85c and 90c Tapestry Carpet 69c Summer Sale Silverware \$25 Brass Beds for \$17.75 Men's 75c Suspenders for 33c Men's 75c and \$1.00 Belts 47c Men's Panama Hats for \$2.99 Women's \$8.50 Taffeta Petticoats \$4.95 25% off Trunks and Suit Cases 5-inch Scissors for 15c The Sale of Whitewear The 10-day Sale of Muslins

Now's the Time to Buy CHINAWARE

A FOUR-DAYS' Sale begins to-day, and continues to-morrow with the price list quoted below. Let us catch the eye of the reader who has a wedding present to buy. He or she may act on this hint with perfect satisfaction. There is a wealth of choice, practical, ornamental, high class, novel, staple, grave or gay, cheap or substantial—dinner sets, artistic bric-a-brac, cut glass—everything. Come and see. Read this list first to get an idea:

- Comb and Brush Trays, Berry Bowls, Wedgwood and Doukton, Vases, Plaques, Figures, Chocolate Pots, Thursday's special 98c. 1,000 Cups and Saucers, in tea, coffee and A. D. coffees, genuine Nippon ware, rich Oriental decorations. Thursday 25c. 102-piece Dinner Set, best quality Limoges china, in dainty burnished gold lace design, fancy scallop shapes. Regular \$47.70. Thursday \$36.95. Dinner Set, new English Opaline ware, rich, full, hard wearing body, in Canton blue, floral design, gold trimmings, 97 pieces. Regular \$12.29. Thursday \$9.75. 10-piece Toilet Set, English semi-porcelain ware, roll rim basin. Regular \$2.29. Sale \$1.49. 400 dozen Table Tumblers, thin clear glassware, melted edge. Thursday 49c dozen. 70 only pieces rich cut glassware, full of sparkling, brilliant color, comprising fern pots, berry bowls, water bottle, cake plate, ice tub, flower vases. Extra special for Thursday \$5.00. Flower Baskets, hand- led, brush brass, heavy weight. Regular \$1.25. Thursday 99c.

English Tapestry Carpet in the Summer Sale

JUNE brides should share the saving possible here in the Carpet department to-morrow. Old experienced housekeepers shouldn't have all the good things. English Tapestry Carpet, excellent designs, Orientals for the dining room, florals for parlors and reception rooms, chintzes for bedrooms, conventional for halls; all best ten-wire quality, 5-8 and 2-4 borders to match Regular 85c and 90c. Thursday, per yard 69c.

DARK GREEN SHADES.

Essential to darken the room these days, and screen the hot rays of the summer sun. 1,000 Oil Opaque Window Shades, in dark green, 37 inches wide, 70 inches long, mounted on spring rollers, and finished with pretty lace or insertion; a perfectly made, sightly and durable shade. Regular 65c to 75c. Thursday, each 37c.

Silverware in the Summer Sale

WEDDING presents of the most suitable sort, the kind that every bride is fairly entitled to. No wedding present table approximates the traditional picture without plenty of silverware.

- Tea Sets, satin finish, engraved shield, four pieces, cream pitcher and spoon holder, gold lined. Regular \$8.00 value. Thursday \$5.95. Soup Tureen, satin and bright finish, heavy roocco drupe, fancy feet, head border. Regular \$7.75 value. Thursday \$5.00. Bake or Pudding Dishes, bright finish, colonial pattern, fancy feet, head trimming, removable rim, white enameled, pudding dish. Regular \$6.00 value. Thursday \$4.95. Sterling Silver Coffee Spoons, Louis pattern handle, gold bowls, set of six in leather satin lined case. Regular \$3.25. Thursday \$2.25. Sterling Silver Tea-spoons, Louis pattern handle, set of six in leather satin lined case. Regular \$4.00. Thursday \$3.65. Pearl Handle Dessert Sets, silver-plated blades, pearl handles, fancy ferrules, 12 knives and 12 forks, in oak satin lined case, set of 24 pieces. Regular value \$20.00. Thursday \$14.00.

22c Manchester Longcloth 12c

Linen and Staples Dept., Second Floor, Yonge Street. Only 700 yards Full Bleached Longcloths, firm, close weave, made from the very best long staple cotton, and finished with a perfectly pure linen finish; 36 inches wide. Regular 20c per yard. Sale price Thursday 12c. Can't promise to fill mail or phone orders.



EVERY DAY draws nearer to holiday time, the date you leave town for your summer quarters, or the day your absent dear ones will be home for vacation. Get every ounce of preparation made NOW. Now is the time. The Summer Sale offers not merely opportunity—it offers positive inducements. Every department has determined to break the bulk of its summer stocks this month before folks go away for the summer—and WE ARE DOING IT. If you have not shared in the good things that are going your neighbors have. Come and see for yourself. June is the month for summer shopping and we are surely making June remarkable this year.

Fifth Day of the Sale of Muslins

SUCH a hive of industry! Did you see us last Saturday? Have you been in the Muslin Department any day this week? You know we have yards and yards—Miles of the prettiest Summer Muslins selling at oh! such silly little prices? The importers became panic-stricken about the cold weather at the beginning of the month. They must be overcome now with remorse.

We are showing these goods on the second floor, but for the convenience of our friends we have given this department a special circle on main floor, between Queen and Richmond streets.

- Best Scotch Zephyrs, 31 inches wide, all this season's designs, large, small and medium, including many of the large, fashionable checks so much in use this season. Regularly 20c. Sale price 9c. Heavy Ramee Linen Suiting, 36 inches wide; the craze of New York; splendid weight for coats and skirts; the range of colors is a good one, viz., sky, Alice, navy, grey, pink, rose, copper, mulberry, wisteria, black and mauve. Regular 30c. Sale price 15c. A lot of our famous English Prints; some of the most beautiful designs ever shown; 35 pieces only at this price. Regularly 12 1/2c. Sale price 8c. Dainty Organdy Muslins, in white and colored grounds, spots, plain stripes, figures, fancy stripes and floral effects; most exquisite designs, and the colorings are Al, pink, sky, mauve and other combinations; nothing nicer for ladies' and children's summer frocks. Regularly 19c. Sale price 10c. Striped English Gingham, 31 inches wide, brown, green, blue, mauve and other dainty colors. Regularly 15c. Sale price 7 1/2c. New Persian designs in Paris Lawns; a most beautiful material, and dainty colors, mauve, sky and pink combinations mostly. Regularly 35c. Special price 19c.

25c Corset Cover Embroideries Thursday 17c

3,600 yards of Cambric Corset Cover Embroideries; these embroideries are worked on good fine cambric, embroidered in the most effective open-work patterns; all new, clean embroideries. The regular price was 25c yard. Thursday, per yard 17c.

Imported Wall Papers Half Price

A first-class selection of parlors, dining rooms, dens, halls and bedrooms, at summer sale prices. Imported Parlor and Dining Room Papers, Regular to 75c, Thursday 36c; regular to 50c, Thursday 23c; regular to 25c, Thursday 12c.

BEDROOM PAPERS. Imported and domestic lines, good colorings. Regular to 25c, Thursday 9c. Room Mouldings, white enamel and imitation oak. Regular to 2 1/2c, Thursday 1 1/4c. Dyed Burlap, red, brown and green, one yard wide. Regular to 30c, Thursday 22c.

PURE Put Lake Ontario through Jarvis filters like we do in our Restaurant, and you'd have an everlasting supply of water 100% pure. Come and try it—it will remind you of old times.

Toilet Goods Dept. Reductions

- Roger & Gallet's Eau de Cologne, long green bottles. 35c size. Thursday 25c. Violette Face Cream, 50c size. Thursday 25c. Dr. Charles' Flesh Food, 50c size. Thursday 39c. Oatmeal Skin Soap, Regular 10c. Thursday 4 for 25c. Siltman's Freckle Cream, Per 50c. Campana's Italian Balm for sunburn. Per bottle 18c. Santol Face Cream, 20c. Carlton's Almond and Witch Hazel Cream, Thursday 16c. Phone direct to Toilet Department.

Smallwares Sale

- 5-inch Scissors, Regular 28c and 33c pair. Thursday pair 15c. Filled Elastic Arm Bands, colors black, white, blue, red and pink. Regular 25c. Thursday pair 10c. 36-inch Mohair Boot Laces, per dozen 8c. 12-yard Roll Tape, in black or white. Per roll 5c.

Dairy Butter at 23c

- 2,000 lbs. Choice Dairy Butter, in prints, per lb. 23c. Malta Vita Breakfast Cereal, 3 packages 25c. Choice Red Salmon, 1/2-lb. flaks, 3 tins 25c. Imported Pure Malt Vinegar, imperial quart bottle, 20c. Salt, in 5-lb. bag, 3 bags 14c. Heather Brand Flavoring Extract, 2 1/2-oz. bottle, assorted, 3 bottles 25c. Maggi's Soups, assorted, six packages 25c. Canned Sweet Pumpkin, 2 tins 15c. Fancy Patna Rice, 4 lbs. 25c. Jam, in 5-lb. pail, assorted, per pail 40c. Imported Macaroni, 3 packages 25c. Canned Lombard Plums, in syrup, 3 tins 25c. 300 lbs. ASSAM TEA 28c. 300 lbs. fine, rich, full bodied Assam Tea; a 35c tea anywhere. Thursday, per lb. 28c.

The Summer Sale of Whitewear and Underwear

25c, 30c, 35c Women's Vests, Thursday 19c ea. Women's Vests, fine Swiss ribbed, white cotton, lisle finish, dainty lace yokes, crocheted edges run with ribbons, sizes 32 to 38 inches, regular values 25c to 35c each. Thursday, sale price, 19c. \$8.00 AND \$10.00 SWEATER COATS THURSDAY \$4.75 EACH. Clearing balance of all styles of our finest Sweater Coats for Women, including medium and long lengths, finest knit wool; many are man-tailored; handsome garments for present wear; colors grey, old rose, helio, tan, brown, navy, also in combination of colors; sizes in the lot 34 to 42 inches bust measure. Regularly \$8.00 to \$10.00 each. Thursday sale price \$4.75. \$2.50 COMBINATION SETS, THURSDAY EACH \$1.50. Fine nainsook, corset cover and wide skirt drawers combined, beautifully trimmed with fine lace insertions and frills, silk draw ribbons around neck and arms. Sizes 32 to 42 bust. \$1.00 NIGHT DRESSES THURSDAY 68c. Heavy strong cotton, square Dutch neck, formed with tucked yoke, buttoned front, 3/4 length sleeves, lace frill on neck and cuffs. Lengths 56, 58, 60 inches.

Summer Waists on Sale

A Summer Waist of fine white muslin, pretty yoke of Swiss insertion and tucking, full sleeves, fitted cuff, also shaped collar, trimmed with lace insertion. Sizes 32 to 42. Special Thursday \$1.39. 200 Waists of fine white lawn, tucked all-over, front opening, with centre panel of Swiss embroidery, linen collar, all sizes. Regular \$1.50. Thursday 99c. A Women's House Waist of colored print, made in shirt-waist style, Gibson pleat over shoulder, open front, shirt sleeves, tucked collar and cuffs, navy and white, black and white, or white with mauve and sky, in neat spot and stripe designs. Regular 75c. Thursday special 45c.

\$8.50 Black Taffeta Petticoats \$4.95

40 only Women's Petticoats, of heavy, rustling taffeta, black only, deep flounce is formed of alternate ruffled and pleated panels, and finished with gathered pin tucked frill; underpiece full depth of flounce of heavy taffeta. Lengths 38, 40 and 42. Regular value \$8.50. Thursday \$4.95.

Summer Sale Furniture

40 only Medicine Cabinets, in surface oak, rich golden color. Our regular price \$17.75. For Thursday selling \$12.95. Solid Oak Bookcases, two large glass doors, with drawers beneath; exceptionally well made and finished. Our regular price \$18.00. For Thursday selling \$6.95. Brass Beds, with 2-inch posts and heavy upright filing, bright finish, 4 ft. 6 in. size only. Our regular price \$25.00. For Thursday selling \$17.75. Washstands, in quartered oak and mahogany. Our regular price \$5.50. For Thursday, extra special \$3.85.

Summer Sale Extraordinary

25% Discount Travelling Goods 25% Discount at On Thursday we place \$5,000 worth of Travelling Goods on sale at a discount of 25 per cent. off every article in this department. This sale will enable our many customers to select the exact article required from \$1.00 to \$50.00. We call special attention to our Wicker, Cane and Matting Suit Cases. Trunks, of all designs; Suit Cases, Club Bags, Cane and Matting Cases, Hat Boxes, etc., etc. 25 per cent. discount off our every-day prices.

A Sale of Summer Hats For Men

PANAMAS AT \$2.99. 100 Men's Panama Hats, small and a medium shape; these are two of the most popular styles for this season's wear; close and strong weave; fine black silk bands. Thursday \$2.99. \$2.00 STRAWS FOR 95c. 200 Men's Straw Hats, in fedora, sailor or negligence styles; samples and balances of lines. Regular prices \$1.50 and \$2.00. Wednesday for 95c.

Summer Sale Footwear

MEN'S PATENT OXFORDS. 180 pairs Men's Oxfords, patent colt, with dull calf Blucher tops, Goodyear welt soles; all sizes 5 to 11. Regular \$3.50. Thursday \$2.49. WOMEN'S OXFORDS. 160 pairs Women's Summer Oxfords and Ankle Strap Pumps, chocolate kid, with brown oze set-in tops, tan Russia calf, patent colt and vicid kid leathers. Blucher style, Cuban, military and low heels; all sizes 2 1/2 to 7 1/2. Regular prices \$2.49 and \$3.00. On sale Thursday \$1.99. WOMEN'S 'INVICTUS' OXFORDS. 128 Women's 'Invictus' Oxfords, travellers' samples, sizes 2 1/2 to 4 only; all popular leathers and styles, mostly Goodyear welt worn soles. Regular \$4.00 and \$5.00. On sale Thursday \$1.99. MISSES' AND CHILDREN'S BOOTS. 90 pairs Misses' and Children's Boots, broken-size ranges, from regular stock, Dongola kid, chocolate kid and patent colt leathers. Misses', sizes 11 to 13 1/2; children's, sizes 8 to 10 1/2. Regular prices \$2.00 and \$2.50. Thursday \$1.49.

SUMMER FOOTWEAR FOR THURSDAY.

Barefoot Sandals, women's or boys, 99c; misses', 79c; children's, 69c; infants, 59c. Tennis Shoes, men's, 54c; women's or boys', 44c; misses' or youths', 39c; children's, 29c. Tennis Boots, men's, 95c; women's or boys', 89c; misses' or youths', 79c. Women's Bathing Shoes, white canvas, 29c; women's white canvas Oxfords, \$1.09. Misses' White Canvas Ankle Strap Pumps, 99c; children's, 79c. Women's White Mercerized Canvas Oxfords or Ankle Strap Pumps, \$1.99. Women's White Canvas Ankle Strap Pumps, covered heel, \$1.29. Phone Orders Filled.

Do You Remember the Little Hat Store on the Corner?



WHAT a change from the little frame hat store with its steps down from the street level to the bricked-steel structure of to-day.

Yonge and Richmond streets have grown to an unrecognizable extent since those days. Only the sturdy little Wanless Building remains. And soon it, too, will belong to the pages of Toronto of Old. The plans are prepared for the new building on the old site, and the goods now stacked on the premises are being sold off. Many a summer shirt, many a summer tie has been sold at about a fraction of its expectations, just on building account. Here's the programme in the Wanless store to-morrow:

50c AND 75c SUSPENDERS REDUCED TO CLEAR AT 35c EACH. Styles, countless, cross backs, liles, kid ends, and many others, including extra heavy "Police" braces. The regular prices are 50c and 75c. Reduced to, per pair, Thursday, 33c. 75c AND \$1.00 BELTS THURSDAY EACH 47c. 400 Belts, mostly travellers' samples, narrow widths in many shades, splendid leathers. The first 500 men will save at each, Thursday 47c. 1,000 GARMENTS OF COOL UNDERWEAR TO GO AT, EACH, 44c. Don't sweater in warm underwear, when the cooler kind is going at this price. 1,000 garments of cool, comfortable, summer Underwear, in shades of grey, salmon and blue. They represent all the broken lines from our better class stock. Sizes in the lot up to 46. Come early to share, at, per garment, Thursday 44c.