

The Robert SIMPSON Company Limited

H. H. FUDGER, President.

J. Wood, Manager.

Store Opens 8 a.m.

Store Closes 5.30 p.m.

The Robert SIMPSON Company Limited

PROBABILITIES—Fine and warm.

Thursday, June 9, 1910

We Intend to Win To-Morrow—Summer Sale Bargains Throughout the Store

Furniture Bargains

Three-Piece Parlor Sets, very plain, neat design, made of birch, mahogany finish, spring seats, upholstered in satin-faced tapestry, regular price \$40, Friday \$30.

Arm Chairs and Rockers, suitable for den or living room, in solid quartered oak, Early English finish, Mission design, loose cushions, back and seat upholstered in good quality of art leather, regular price \$35.50 to \$40.25, Friday \$25.50.

Wardrobes, in surface oak, golden finish, large and roomy, shelf at top, two small drawers at bottom, double doors, fitted with British bevel plate mirror, regular price \$22, Friday \$15.50.

Summer Floor Coverings

English Tapestry Rugs, in Oriental, floral and lattice designs, a large range in each size to select from, useful and durable colors—

3 x 3, regular price \$7.50, Friday \$6.49 each.

3 x 3 1/2, regular price \$8.50, Friday \$7.49 each.

3 x 4, regular price \$9.50, Friday \$8.49 each.

3 1/2 x 4, regular price \$11.25, Friday \$10.49 each.

Wool Carpets, reversible, one yard wide, a durable and clean carpet for bedrooms, nurseries, spare rooms, etc.

Colors include blues, greens, reds, etc. Regular price 85c per yard, Friday 75c per yard.

Mohair Mats, in plain colors, green, red, bronze, brown, blue and rose, fringe on each end—

11 x 18, reg. price \$2.50, Friday \$1.98.

11 x 28, reg. price \$3.00, Friday \$2.38.

Remnants of Linoleum to be cleared out at 22c per square yard. Regular price 35c and 40c. Friday, 22c sq. yd.

Japanese Mats, made of the summer cottage, verandah, spare rooms, etc., one yard wide, a closely woven matting, greens, reds, blues and natural colors. Regular price 25c per yard, Friday, per yard, 19c.

Housefurnishing Bargains

(Fourth Floor.)

NOTTINGHAM LACE CURTAINS 98c. If you want a nice curtain at a low price see this showing on Friday. The quantities are worth up to \$1.50, 3 1/2 yards long, 52 and 54 inches wide, this season's designs, mostly white, some in ivory, made from extra good cotton, evenly woven, and finished with strong edges; 300 only on sale at Friday's price, 98c.

CURTAIN STRETCHERS AT 69c. 500 Curtain Stretchers, strongly made, adjustable, from 2 to 4 yards long, 42 to 72 inches wide, fitted with unbreakable fixtures, non-rusting pins, will not sag in centre, folding 2 inches square by 6 feet long; good value at \$1.50; Friday only 69c.

CURTAIN POLES AT 9c. Oak, mahogany or walnut stained Poles, 4 feet long, complete with open or closed brackets and ends, worth 15c, special at reduced price, each, 9c.

Baby Carriages

6 Baby Carriages, with parasol or leatherette hood, all new goods. Regular \$10.50, Friday, \$11.95.

10 only Collapsible Go-Carts, adjustable, leatherette hood, regular at \$11.00, Friday \$9.95.

Wall Papers

800 rolls Wall Papers, in greens and pinks and blues; Kitchens, bedrooms and halls; regular to 10c; Friday 3/4c.

2,500 rolls Imported Parlor and Dining Room Papers, regular to 35c, Friday 25c.

950 rolls High-Class Papers, for drawing rooms and reception and dining rooms, regular to 75c, Friday 25c.

Summer Sale of Plants

Hanging Baskets, large size, worth \$1.00, for 85c.

Nicotiana, Bridal Rose and Cosmos, regular 10c each, 4 for 25c.

Cobaea Scandens, regular 15c each, for 10c.

Pansies, large flowerings, per box, 15c.

Annuals and Tomato Plants, per box, 10c.

Ceraniums, large plants, per dozen, \$1.00 and \$1.50.

Cabbage Plants, 25 for 10c.

Cauliflower Plants, 25 for 15c.

75c Alarm Clocks 49c

200 Nickel Alarm Clocks, 4-inch dial, loud alarm, lever to stop bell, guaranteed reliable timekeepers. Regular 75c, Friday 49c.

Grocery List Friday

1,000 bags Choice Family Flour, 1/4 bag 60c.

Choice Currants, cleaned, 3 1/2 lbs. for 25c.

California Seeded Raisins, 3 packages for 25c.

Perfection Baking Powder, 3 tins for 25c.

Finest Featherstrip Coconut, per lb. 15c.

Canned Corn Starch, package, 7c.

1,000 quart gem jars Pure Orange Marmalade, reg. 35c, per jar, 25c.

Canned Sweet Pumpkin, 2 tins, 15c.

Choice Rangoon Rice, 7 lbs. for 25c.

Pearl Tapioca, 4 1/2 lbs. for 25c.

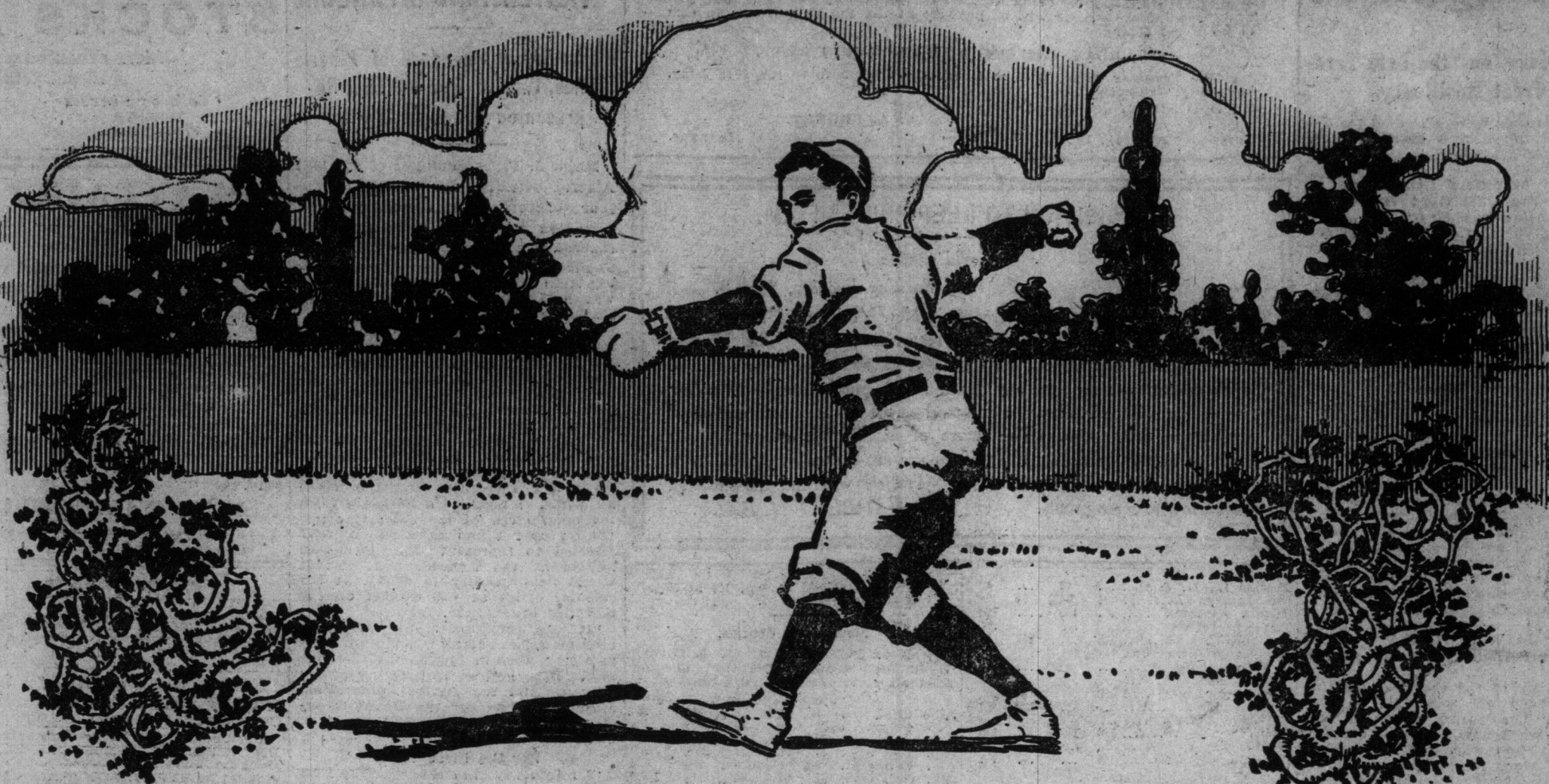
Choice Pink Salmon, per tin, 35c.

2,000 tins Canned Peaches, in heavy syrup, per tin, 15c.

Telephone direct to department.

2 1/2 LBS. PURE CELONA TEA, 50c.

A blend of Indian and Ceylon Teas, of uniform quality and fine flavor, one tin, Friday, black or mixed, 2 1/2 pounds for 50c.



EVERYWHERE, upstairs and down, summer goods are on the bargain counters. We are determined to turn over the greater part of our summer stocks this month of June. Prices are revised accordingly in every department. Note particularly for to-morrow

The Sale of Men's Suits
The Sale of Whitewear
The Millinery Items

The Dinnerware Reductions
The Summer Muslins
The \$4.50 Dresses for \$1.29

And the Men's Furnishings

The Whitewear Sale.

Nightgowns, good strong cotton, Mother Hubbard yoke, trimmed with lace insertions and tucks, embroidery on neck, lengths 56, 58, 60 inches; regular value 50c; Friday bargain 35c.

Drawers, fine nainsook, embroidery heading, silk ribbon, lace insertions and frills, tucks, sizes 23, 25, 27 inches, in both styles; regular value \$5.50; Friday bargain 39c.

Underskirts, fine cotton, deep lawn flounce, 3 rows insertion and frill of fine lace, 12 hemstitched tucks; lawn dust ruffle, lengths 38 to 44 inches; regular value \$1.50; Friday bargain 98c.

Frisled Corset Covers, fine nainsook, 3 lawn frills, with tucks and hemstitched hem, lace heading, lace frills and silk ribbon, sizes 32 to 44; bust measure; regular value 95c; Friday bargain 69c.

CORSETS.

Women's Fine Corsets, extra quality white batiste, medium high bust, long front, back and hips very deep, skirt extension, double boned with rustproof steels, wide side steels; 4 strong garters, lace ribbon and satin bow trimmed, sizes 18 to 26 inches; regular value \$1.50; Friday bargain \$1.00.

LADIES' UNDERWEAR.

Women's Vests, fine ribbed white cotton, low neck with short no sleeves, heading and ribbon finished, Watson mills overmakes, sizes 32 to 38 bust measure; regular value 15c; Friday bargain 8c.

INFANTS' WEAR.

Infants' Short Dresses, fine lawn, yoke and skirt have fine Val. lace insertions, lace frills on neck and sleeves, fancy braid, deep hem, sizes 1, 2, 3 years; regular value \$1.00; Friday bargain 45c.

Infants' Coats, fine cream cashmere, deep collar, trimmed with silk braid and embroidery frill, skirt tucked and silk stitching, lined throughout, lengths 22, 24 inches; regular value \$5.00; Friday bargain \$1.95.

CHILDREN'S DRESSES.

Girls' Sailor Suits, fine all-wool cream serge, trimmed with white braid, skirt tucked, sizes 10, 12, 14 years; regular value \$5.50; Friday bargain \$2.50.

Girls' Dresses, fine navy blue print with white dot, trimmed with pink and white striped piping and pearl buttons, sizes 10, 12, 14 years; regular value \$1.50; Friday bargain 95c.

Summer Dress Goods.

2,000 yards light weight Armure and stripe San Toys, in all the new summer shadings in roses, greens, amethysts, Russian blues, greens, navys, new browns, in the faint hair-line and stripe effects; all guaranteed pure wool and beautiful finished fabrics, 44 and 46 inches; regular 75c, 85c and \$1.00; Friday, very special, 59c yard. Also blacks.

Delaines and Challies, an odd lot, in light or dark grounds, beautiful washing qualities and pure wool, in various designs, to clear Friday at 29c.

LINING DEPARTMENT.

1,000 yards beautiful Black 40-inch Strials, guaranteed fast dyes and bright, lustrous finish; regular price 25c; Friday, 18c yard.

Children's Summer Hats

Children's Tams, summer weight materials, washable. Regular up to 35c. Friday 10c.

Boys' Caps and Hats, assorted lot, in crash, duck, drill, etc., slightly soiled. Regular 35c. Friday 9c.

Children's Straw Turban Hats, also a lot of straw with leather crowns. Regular 50c. Friday 35c.

Women's \$4.50 Dresses for \$1.29

145 Summer Dresses of fine quality linen finished materials, in the following shades—green, grey, navy, pale blue and natural; yoke, collar, and cuffs are of Cluny lace; skirt has strapping of self down front; all the sizes from 32 to 42 bust measure in the lot. These sold regularly at \$4.50, Friday, \$1.29. (Cannot accept phone or mail orders.)

Women's \$10.75 Cloth Dresses for \$5.95

A collection of Women's Cloth Dresses, in a variety of lightweight materials, striped English worsteds and imported broadcloths, some have yoke and collar of tucked taffeta silk or net, others trimmed with strapings of self and buttons; skirts are either in semi or full pleated styles, with panel front; colors in the lot are navy, rose, green, navy, watercolor and a few in black; only 98 garments in all. Sold regularly at \$10.75, \$10.75 and \$11.50, Friday, \$5.95.

Women's \$15.00 Coats for \$5.95

A selection of Women's Coats of summer weight tweeds, in check or stripe effects of brown or grey tones; these are seven-eighths length, semi or close-fitting backs; also in a semi-fitting style, three-quarters length; material is a fine imported black broadcloth. The regular selling prices of these coats were \$11.50, \$12.50, \$15.00 and \$17.50, Friday, \$5.95.

Women's \$5.00 Skirts for \$3.95

A selection of 50 Women's Separate Skirts of summer weight imported Panama and serges, in some of the latest selected styles, some trimmed with strapings or buttons, colors are navy or black in the lot, all are exceptionally well tailored, a good range of sizes to select from. Regular \$5.00 value, Friday, \$3.95.

Valenciennes Laces

1,781 dozen of Valenciennes Laces and Insertions, all washable laces, suitable for muslin, lawn and nainsook trimming, lacings are from 1/4 to 1 inch wide, insertions 1/2 to 1 1/4 inches wide. The regular selling value would range from 30 to 40c dozen. Friday per dozen yards, 10c.

Bargains in Footwear.

WOMEN'S BOOTS AND OXFORDS. 180 pairs Women's Boots and Oxfords, with the well-known "Invictus" brand on the sole, travellers' samples, sizes 2 1/4 to 4 1/4, in all popular leathers and styles. Regular \$4.00, \$4.50 and \$5.00. Friday bargain \$2.95.

WOMEN'S BOOTS.

420 pairs Women's Boots, patent calf, with dull calf blucher tops, also vici and dongola kid, with dull tops and patent toe caps, some velours calf boots included, medium pointed toes with Cuban heels, and common sense and college girls' styles, with low heels and broad toes, all sizes 2 1/4 to 7, regular \$2.50, \$3.00 and \$3.50. Friday bargain \$1.99.

WOMEN'S OXFORDS AND PUMPS.

600 pairs Women's Oxfords and Buckle Strap Pumps, made from tan Russian calf, vici kid with dull calf top, and patent calf with dull set-in blucher tops, medium heavy soles, all sizes 2 1/4 to 7, worth \$2.50, \$3.00 and \$3.50. Friday bargain \$1.99.

Summer Waist Bargains

(Waist Dept.—Third Floor.)

300 splendid Waists, fine sheer lawn, fronts of beautiful eyelet and shadow, embroidery, cluster pin-tucking back and front, full length sleeves, tucked and lace trimmed; the colored waists are of exceptional quality, neat stripe design, strictly tailored shirt, patch pocket, embroidered linen collar, shirt sleeves with link cuffs; all sizes 32 to 42; black and white, blue and white and brown stripe; regular marked prices \$1.50 and \$1.75; Friday 75c.

100 SUMMER WAISTS, FRIDAY \$1.25

100 Dainty Lawn Waists, all are made in the new low neck, Dutch and Chanticleer styles, either dressy embroidery and lace trimmed or plain tailored tucks, front or back opening; all have short sleeves, with turn-back or Chanticleer cuffs; all sizes in the collection. Regular \$2.00. Friday bargain, \$1.25.

\$5.00 SILK-LINED NET WAISTS FOR \$1.99

100 Waists of fine Brussels net, numerous size tuckings, fronts of pretty silk embroidery or fine guipure and Val. lace yokes, new French tucked sleeves, lined with heavy silk, white or ecru; all sizes in the lot; regular prices \$4.00 and \$5.00; special Friday bargain, \$1.99.

Black Silk Bargains

500 yards only of 36-inch Black Swiss Satin Paillette, heavy, firm quality, suitable for dresses, coats, suits, skirts, etc. This quality we have not previously sold at less than \$1.50 per yard; 38 inches wide. Friday bargain, 97c.

500 yards 36-inch Black Japanese Habutai, the best of summer lightweight silks, fine taffeta finish, Lyons dyed, will give splendid wear and satisfaction for dresses, waists, linings, etc., extra heavy quality, we sell regularly at 75c per yard; special Friday bargain, 38 inches wide, black only, per yard, 48c.

Bargain Day Muslins

(Wash Goods Department.)

A big lot of muslin, mostly from 2 to 6 yards, of broken lines of fine muslins, Zurich silk spots, French organdies, New York printed lawns and muslins, all to clear at one price; regularly 25c to 45c; Friday, 10c.

Fine 36-inch Pure White Nainsook, fully bleached, very fine quality, regularly 12 1/2c, for 8c.

Odd lengths of Linen Suitings, some plain colors, some stripes and checks, all to go at one ridiculous price; regularly 25c to 30c, for 10c.

60 pieces only Crum's Best English Prints and the celebrated Cheshire Prints, pure and fast colors, very stylish designs, regularly 15c, for 8c.

(No phone or mail orders.)

\$3.00 Long Crepe Kimonos \$1.95

100 Kimono Gowns of serpentine crepe, Oriental, floral and conventional patterns, navy, sky, cardinal, helio, reseed and myrtle; tucked front and back; fronts and 3/4 sleeves trimmed with band of satin in harmonizing colors; sizes 34 to 44; regular \$3.00; Friday, \$1.95.

Trimming Dept.

(Main Floor.)

5,000 yards of lovely new Persian Bandings and Trimmings, in all the new color combinations of the season, also a good assortment of black; regular season's prices have been 25c, 30c, 35c and 50c yard; great Friday bargain, 10c yard.

Summer Millinery

Hundreds of different styles, just as good, if not better than the last lot. Some very cute shapes in Leghorn or lace Tuscan for little tots will be shown, besides splendid sailor shapes. The sale price is only a small fraction of the regular values. Friday, 48c.

Thousands of new flowers and foliage, of the kind that are wanted most, such as pink or white June buds; regular 40c, 50c to 75c; Friday 25c.

Hosiery Bargains

Women's summer weight plain black and tan cotton hose, double heel and toe, Friday 12 1/2c.

Boys' and girls' fine 1-1 ribbed tan cotton hose, best stainless dye, elastic rib, double heel and toe, 5 1/2 to 10, Friday 12 1/2c.

Infants' summer socks, plain and fancy and colored plaid and check tops, new for this season, special sample lot, Friday 10c.

SUMMER GLOVES.

Women's pure silk gloves, open at wrist, double tipped fingers, perfect finish, 16-button length; regular \$1.25; Friday, 5 1/2 to 7, 59c.

MEN'S SOCKS.

Men's fine ribbed Cashmere Hose, seamless, good wearing English yarn, double heel and toe, extra special, 3 pair 50c, pair 18c.

Ribbons and Beltings

A clearing in Fancy Beltings, silk embroidered and gold tinsel effects, a very rich quality, in colors. Regular 60c to \$1.25 yard. Belt lengths. Friday 25c.

1,000 yards Liberty Satin and Double Faced Ribbons, in white, cream, old rose, turquoise, myrtle, emerald, butter and pink, 1 1/2, 2 1/2 and 3 inches wide. Regular 10c, 15c and 20c. Friday 5c yd.

Fancy Needlework Dept.

(Main Floor.)

100 dozen Real Battenberg Lace Centres, in several new designs. Regular 25c. Great Friday bargain 12 1/2c each. \$1.45 per dozen.

Pure Irish Linen, Hand Embroidered Waist Fronts, selling regularly at 75c. Friday bargain 25c.

EXTRA SPECIAL.

100 Waist Lengths, of extra fine quality pure Irish linen, stamped very new design and with materials to work same. Regular \$1.50. Friday only 98c.

Linens and Staples

Second Floor, Yonge Street.

50c CENTRE PIECES, 25c.

Irish Linen, with row of torchon insertion around centre and torchon lace edge to match, round or square, 20x20 inches, very dainty. Regular 40c and 50c each. Upstairs in Linen Dept., Friday, 25c.

600 PAIRS PILLOW CASES 19c PAIR. Hommed ready for use, 40x38 or 42x38 inches, made from heavy cotton. You must be sure to get some of these. Clearing price pair, Friday, 19c.

7 1/2c TO 8 1/2c CHECKED GLASS TOWELLING, 5c.

Only 1,600 yards, some 20, some 23 inches wide, red or blue checks, selvedge both sides, no better Irish make. Regular 75c to 85c yard. Friday 5c.

ENGLISH WHITE SATIN QUILTS, \$1.99 EACH.

Full double bed size, splendid scroll and floral designs, fine weave, most excellent quality, \$5 only. Clearing each, Friday, \$1.99.

Special Sale of Men's High Grade Fancy Worsteds Suits

Regular \$16.50, \$18, \$20 and \$22. Qualities, to clear Friday at \$11.95. 600 Suits in the lot, all this season's newest designs, not a bad pattern among them; imported fancy worsteds of the better qualities, in light and medium grey and grey tones, also some of the new brown shades in neat patterns, stripes and small checks. Such a fine selection of patterns is seldom seen at reduced prices; every one of them reflects good taste; and on this season's stylish two and three-buttoned single-breasted sack models, carefully tailored, with fine mohair twill linings. Sizes 34 to 44. To clear Friday at \$11.95.

Men's Summer Furnishings

1,000 NEGLIGEE SHIRTS, EACH 48c. Shirts that would sell in the regular way up to \$1.25; broken lines, taken from our regular stock, some slightly soiled, together with a splendid clearing line from a leading Canadian manufacturer; many different designs; sizes 14 to 17; Friday, 48c.

500 OUTING SHIRTS, EACH 75c. Many of them shirts you have at ways paid \$1.00 and \$1.25 for. Made with reversible collars attached, and with pockets; plain white, tan, blue, mauve, green, also stripes, in madras, cellular, duck, vesting and cashmere; sizes 14 to 18. You will need the right away. Come and choose Friday at, each, 75c.

1,000 SUMMER UNDERGARMENTS, EACH 25c.

1,000 garments of Balbriggan Shirts, Not dershirts, in ecru or white, and Zimmerkitt Athletic style Balbriggan Shirts. Not all sizes in each line. Regular 50c each. Per garment, Friday, 25c.

Men's Summer Hats

Men's Derby Hats, black and brown, fine fur felt, new shapes; regular up to \$2.00; Friday \$1.00.

Men's Straw Hats, boater and negligee shapes, solid leather sweatbands, black and brown, fine white Canton straw braids; reg. \$1.00; Friday 69c.

Medicines and Sundries

Syrup Hypophosphites, the best and purest, 50c bottles. Friday 25c.

Syrup White Pine and Tar, 3 oz. bottles. Friday 10c.

Furniture Cream, 25c size. Friday 15c.

Foot Powder, for relieving tired, aching feet, 20c tin. Friday 10c.

Rubber Gloves, very special, 45c. Hot Water Bottles, some red rubber, some cloth insertion, regular \$1.50 and \$1.75. Friday \$1.00.