

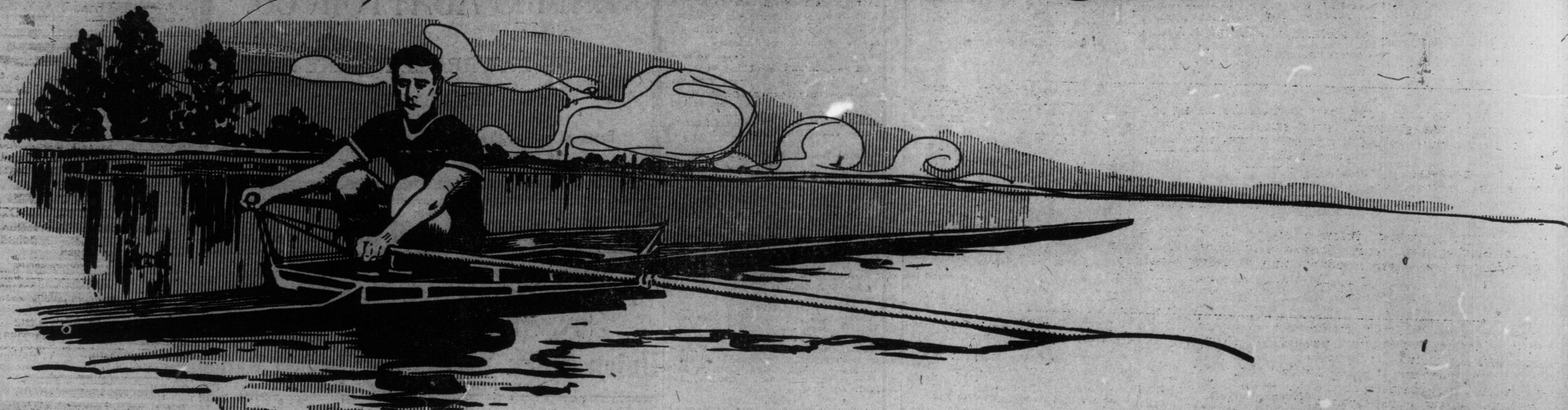
The **SIMPSON** Company Limited
H. H. FUDGER, President. J. WOOD, Manager. Store Opens at 8 a.m. Store Closes at 5.30 p.m.

Main 7841
50 Lines to Central

The **SIMPSON** Company Limited
PROBABILITIES—Moderate, variable winds; 60° and 70°.

Wednesday, June 8, 1910

A SUMMER SALE AT SIMPSON'S



WE ARE TOLD that once upon a time the people of the earth cared nothing for the future, made no preparations for the changing seasons but lived from day to day and from hand to mouth. And they were subjected to plague and famine. The cold weather came and they perished of cold. The wet weather came and they shivered with fever. The hot summer came and they suffered for lack of protection from the sun. Gradually all the people were led to prepare—save a few who refused to substitute exertion for suffering and discomfort. And the instinct of preparation grew to be one of the strongest factors of progress. It underlies the strength of civilization to-day.

Preparation makes the difference between success and failure, between comfort and discomfort, between the good business man or woman and the failure.

Prepare for Summer Now
We offer inducements for summer preparations throughout the store. We want you to prepare now for the hot weather that is surely coming. We want to prepare ourselves for the mid-summer lull by getting the bulk of summer goods cleared away this month.

Shop to-morrow with all summer in view. This is the Summer Sale.

Summer Sale of Silk Remnants at 29c Yard

Plain and Fancy Silks of almost every weave and color, ivory and black, some lengths long enough for dresses, others for waists, skirts, undershirts, etc. Lengths left from our regular selling stock, qualities that have sold from 50c yard to \$1.00 per yard, all lengths. Thursday one price, per yard, 29c.

No mail or phone orders can be accepted.

Summer Sale Muslins

70 Indian Head Partly-made Dresses, pure white, fully bleached, linen finish. These beautiful robes will fit practically any figure; they only require joining down the back and round the waist. The blouse lengths are embroidered with a pretty floral design, the same as the skirt. They can be finished by any needlewoman in an hour or two. Special, \$3.98.

Indian Head Suiting—the original cloth—fully bleached; nice weight for dresses. Regular 19c. Special, 12½c.

"Lincott," the famous substitute for linen; fancy weave, pure white finished, and looks like Queen Street Side—Second Floor.

like linen, but wears longer; special price 15c.

Great assortment of Printed Lawns, Muslins and Batistes at special prices, 7½c to 39c.

Clearance of a lot of very slightly shop soiled White Muslins, Brocades, Spot and Check Muslins, etc. Regularly 15c to 25c, for 10c.

White Nainsook, 36 inches wide, pure and soft, very nice for ladies' and children's wear, absolutely pure, regular 12½c, for 9c.

No Phone or Mail Orders.

Summer Sale of Whitewear

Petticoats, regularly \$1.50, Thursday, June Sale Price, 98c.—Fine cotton, deep flounce, finished with tucks, lace and embroidery insertion and deep hem, a very useful skirt, lengths 38, 40, 42 inches.

Phone orders filled.

Night Dresses, regularly \$1.25 each, Thursday, June Sale Price, 83c.—Fine nainsook, slip over style with elbow sleeves, daintily trimmed on neck and arms with fine embroidery heading and silk ribbon, edged with val. lace, lengths 56, 58, 60 inches.

Phone orders filled.

Corset Covers, regularly 65c to \$3.50 each, Thursday, June Sale, exactly half price.—Clearing several beautiful styles, fine lace or embroidery trimmed, headings, silk ribbons, sizes 32 to 44 bust measure in the lot.

Phone orders filled for Corset Covers.

Clearing our counter stock, slightly dust soiled or mused by handling. Pretty white lawn dresses in many styles, exquisite styles for girls 6 to 14 years.

No phone orders for dresses.

Little Girls' and Boys' Rompers, June Sale Price, Thursday, 35c.—Light and dark blue chambray collar and pocket bound with white folds, belt at waist. Girls' 25% off.

25% off

25% off

25% off

25% off

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25% off

style buttoned all way down back, sizes 2 to 6 years. Phone orders filled for Rompers.

Women's Sweater Coats, June Sale Price, Thursday, \$1.75.—Pen-Angle make, heavy fancy knit wool, vest neck, 2 patch pockets, colors white, navy, grey, red; also grey with navy or red stole, sizes 32 to 42 bust measure.

Phone orders filled for Sweater Coats.

WOMEN'S SUMMER UNDERWEAR.

Several specials that you would do well to investigate.

Ladies' Vests, fine ribbed cotton, low neck with short or no sleeves, tight knee, closed front or umbrella style, with closed or buttoned front, sizes 32 to 38 bust measure, Thursday, special, 50c.

Ladies' Vests, fine Swiss ribbed fine thread, color white, high neck, long sleeves, buttoned front, low neck, no sleeves, fancy or plain yoke, sizes 32 to 38 bust measure. Thursday, special, 29c to 43c.

Children's Vests, fine ribbed cotton, medium neck, short or no sleeves, sizes 2 to 12 years. Thursday, 6c.

25% off

25% off

25% off

25% off

25% off

25% off

25% off

25% off

25% off

25% off

THURSDAY'S BILL OF SALE

Sale of Summer Muslins
Sale of Silk Remnants 29c
\$3.50 Curtains for 98c
95c Tapestry Carpet 67c
\$1.85 Linoleum for \$1.35
\$1 and \$1.25 Huck Towels for 49c
\$18.00 Tea Sets for \$7.90
Wedding Silver ½ Price
The Summer Sale of Whitewear
A Sale of Summer Socks
Summer Sale Furniture
Summer Sale Wall Papers
Sale of Smallwares Thursday

Pure Water

We are pleased to announce that we can now supply patrons of our Lunch Room with pure Lake Ontario Water, comfortably cold, (not iced.) We have just installed ten Jarvis Filters with a total capacity of 5 gallons per minute. The water comes from these filters 100 per cent pure. The process is similar to the famous Pasteur filter, except that a natural and larger stone is used instead of the artificial one. Those who would like to know how really pure Lake Ontario water looks and tastes should come and have lunch with us to-morrow.

The Groceries

2,000 lbs. Fresh Dairy Butter, in prints, per lb., 23c.
Lad's Pure Strawberry Jam, 20-oz. bottle, 22c.
Malta Vita Breakfast Cereal, 3 packages, 25c.
Sals in 5-lb. bag, 3 bags, 14c.
Edwardsburg or Beehive Syrup, 5-lb. pail, 25c.
Canned Blueberries, Eagle brand, 3 tins, 25c.
Tins, 25c.
Fresh Flaked Wheat, per stone, 48c.
Heather Brand Flavored Extract, assorted flavors, 2½-oz. bottle, 3c.
Imported Pure Malt Vinegar, Imperial quart bottle, 20c.
Pot Barley, 8 lbs., 25c.
Choice Fresh Pineapples, large size, each 15c, per doz., \$1.50.
Telephone direct to department.
35c ASSAM TEA, 28c.
300 lbs. fine rich, full-bodied Assam Tea, a 35c tea anywhere, Thursday, per lb., 28c.

Summer Sale of Men's Socks

MEN'S Silk Lisle, mercerized, and plain Lisle, all the newest patterns and fancy effects for this season's wear; lines from regular stock, consisting of plain black, plain colors, fancy patterns, checks, stripes, embroideries, and many other kinds to choose from. Gauze and medium weights, finest German makes and dye, high spliced ankle, heel, sole and toe. Regular price 25c, 35c and 50c. Thursday 18c pair, 3 pairs 50c.

Summer Sale Hats for Men

Men's Straw Boater and Curl Brim Straw Hats, fine quality Canton braid, black, silk bands, reg. 75c, Thursday 49c.

Men's Soft Hats, in crusher, negligee and fedora styles, colors black, brown, grey and fawn, reg. up to \$2.00, Thursday 69c.

Men's Linen Hats, in crash, tan, navy or white, cool and light, reg. up to 50c, Thursday 25c.

Summer Sale Wall Papers

65c IMPORTED PAPER FOR 16c.
Beautiful papers for parlors, dining rooms, halls and dens and libraries, in good colorings, flat and silk effects, for whole walls or upper treatments. Regular to 65c. Thursday 16c.

35c IMPORTED PAPER FOR 9c.
Imported papers for parlors, sitting rooms, dining rooms and bedrooms, light and medium colorings, effective designs. Regular to 35c. Thursday 9c.

1,000 yards red and brown dyed American Burlaps, one yard wide. Regular to 30c. Thursday, yard, 22c.

Summer Sale Furniture

Sideboards of surface oak, two short and one long drawer, extra large cupboard, fitted with British bevel plate mirror. Regular \$13.50. Thursday \$9.95.

Combination Sideboards and Buffets, in surface oak, assorted designs, large cupboard space and drawers for linen and cutlery, British bevel plate mirror. Regular price \$21.50 to \$24.75. Thursday \$17.50.

Dining Tables, extending to 8 feet, made of solid oak, rich golden color, round or square design, top 44 x 44 inches. Regular \$12.00. Thursday \$7.45.

Dining Chairs, made of hardwood, golden finish, fancy turned back spindles and embossed top slat, strongly made; sets consisting of five small chairs and one arm chair, Thursday \$4.95.

Iron Beds, white enamel, with brass rail and knobs on head and foot ends, 4.6 size only. Regular \$3.75. Thursday \$2.95.

Large Reed Comfort Rocking Chairs, roll seat and continuous roll arms, well made and comfortable, Thursday \$1.95.

Summer Sale Carpets

1,000 yards English Tapestry Carpet, in a full range of useful and artistic designs; the colors are the best it is possible to produce in a tapestry carpet; suitable designs for parlors, dining rooms, dens, bedrooms and halls; ½ borders to match. Regularly sold at 85c and 95c per yard. Thursday, per yard, 67c.

SUMMER SALE LINOLEUM.

1,200 yards Rixdorfer Inlaid Linoleum; a heavy, well-made cloth, in designs well suited for offices, showrooms, dining halls, stores, etc. A particularly well seasoned linoleum. Regular price \$1.85 per square yard. Thursday, square yard, \$1.35.

1,750 yards Greenwich Inlaid Linoleum, in block, tile, parquet and mosaic designs, and numerous other designs, for kitchens, dining rooms, halls, vestibules and bathrooms. Regular price \$1.10 and \$1.35 per yard; Thursday, square yard, 89c. Regular price 90c and \$1.00 per yard; Thursday, square yard, 79c.

Summer Sale Curtains

These Curtains are suitable for bedrooms, all cottage rooms, or any window where a cool draping is required. Plain and fancy stripe effects in blue, green, pink, red and mixed colorings on white or cream, plain or fancy grounds, tassel fringe; also a few pairs of dark Roman stripes. Price per pair (regular \$2.00 to \$3.50), 98c.

Linen Runners Less Than Half-Price

Fancy Needlework Dept., Main Floor.
500-18 x 72-inch hand-drawn Linen Centres, trimmed real linen Torchon lace, absolutely new goods. The regular marked price is \$1.48. To clear, Thursday, 69c.