

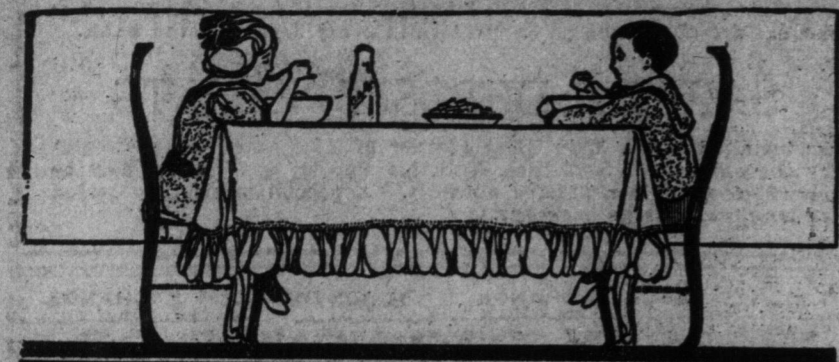
The Robert SIMPSON Company Limited

Main 7841 50 Lines to Central

The Robert SIMPSON Company Limited

H. H. FUDGER, President. J. WOOD, Manager. Store Opens 8 a.m. Store Closes 5.30 p.m.

Soft Collar Shirts by the Hundred



WE have been working on this event for some time. By taking advantage of every favorable circumstance we have gradually compiled a large collection of splendid underpriced linens, and we are going to sell them—now.

Every woman who keeps house should note what we are selling, and the way we price these linens. The savings are but multiplied in the cases of hotels and boarding houses.

- 85c and \$1.00 Dresser Scarfs 48c Each. 300 only, 18 x 54 inches, Irish linen, beautifully hand drawn, and trimmed all around with wide Torchon lace; a very choice lot. Regular 85c and \$1.00 each. On sale upstairs in our big new linen department, July Sale price Tuesday 48c. Spoke Hemstitched Irish Huck Towels 34c Pair. Full bleached, all pure linen, beautiful soft finish, fine weave, 19 x 36 inches, only 33 dozen to clear, July Sale price, per pair, Tuesday 34c.

Some "Special" Muslin Prices

Checked and Striped Linen Suiting, fast colors, real Irish make, brown, sky, cadet, etc. Special to clear 8c. Many pieces Pretty Printed Muslins, Lawns and Organdies, 28 inches wide, in a beautiful range of colorings, in many cases only one of each, pink, sky, mauve, etc., with green combinations, some a little mused by handling. Regularly 10c to 15c. Special 7 1/2c. Complete new range of the celebrated Zurich Silk, with or without self colored foulard dot, colors lilac, gobein, black, old rose, sky, cream, pink, white, grey, Nile, brown, tan, peach and mauve; this lovely material lends itself to the making of ideal costumes, either for summer or party wear. Reduced price 35c. Full ranges of "Crum's" English Print, white, sky, cadet, navy and black grounds, spots, stripes and figures, absolutely fast colors, 15c. Clearance of a big lot of odds and ends in silk and cotton goods. Regularly up to 49c, for 17c. No phone or mail orders.

Black Silks for Summer One Yard Wide

Our Black Silk Department was never better prepared to meet the special requirements of Summer wear. We mention three 36-inch Black Silks that demonstrate the Simpson values.

Black Japanese Habutai; few dress materials find the favor for the shirt waist, suit, dress or waist that is held by the pure silk habutai; Lyons dyed and taffeta finish; an extra heavy make, bright finish, guaranteed to wear and launder to satisfaction. Selling at 25 per cent. less than the price elsewhere. 36 inches wide. Per yard 65c. Black Shantung Suiting; the wearing qualities and general usefulness of black Shantung coat or suit have become so well known that we find it difficult to keep the goods in stock; we have just opened a new shipment direct from Lyons, France. Price, per yard, \$1.00. Black French Taffeta, extra good wearing taffeta silk; 36 in. wide; soft, firm make; splendid fast unfading black; the black taffeta skirt, coat or dress is always useful for summer wear. Special, 36 inches wide, 97c per yard.

\$1.25 Hand Bags 98c

\$1.25 seal grain leather hand bags, double strap handles, two inside pockets and inside coin purse, regular \$1.25, each, on sale Tuesday for 98c.

Groceries for Tuesday

- One car Standard Granulated Sugar, 18 pounds, \$1.00. Choice side bacon, peameal half or whole, per lb. 22c. Ogilvie's Royal Household, 1/4 bag in cotton, 75c. Quaker Puffed Wheat, 3 packages, 25c. St. Charles' Cream, 3 tins, 25c. Canned yellow Peaches and Raspberries, per tin, 15c. Spanish Queen Olives, 12 oz. bottle, 25c. H. P. Sauce, per bottle, 18c. Fancy Patna Rice, 4 lbs., 25c. Imported Lime Juice, pint bottle, 25c. Imported Sardines, per tin, 10c. Pure Gold Quick Tapioca, Chocolate and Custard Powder, 3 packages, 25c. Telephone direct to department.

Harry Lauder's Songs 3 FOR 25c.

The Wedding of Lauchie McGraw, Hey Donald, He Was Very Kind to Me, Inverary, Early in the Morning, Bonnie Leezie Lindsay, Stop Your Tickling Jock, Rob Roy MacIntosh, Queen Among the Heather, Fow the Noo, Tobermory, There's a Wee Bit Land.

Assay and Analytical Laboratory

June 29, 1910. The Robert Simpson Co., Limited, Toronto. Gentlemen.—We hereby certify that we have made a careful analysis of the filtered water used in your lunch rooms, and find it to be pure, and a first-class drinking water. Your method of handling and serving freshly filtered water every day is highly recommended. Thos. Heys & Son, (Charles H. Heys, Manager), Analytical and Consulting Chemists.

FOR Holiday Men. Muskoka Shirts, Simcoe Shirts, Lake Ontario Shirts; the Shirts a man may renew his youth in, forget the office and escape the slavery of linen and starch. The kind that mother used to make, only cut a little more scientifically perhaps, and a little more "sporty" in appearance. But comfortable as of yore, every bit.

We've made some good dickers with the shirt manufacturers to get shirts as good as these to sell at the prices—so you'll say.

Tuesday we devote a large special circle packed full and overflowing, to holiday shirts.

500 We Have Marked, Each 75c.

Made from English white cellulars (or net), and neat striped cashmerettes, plain blue, green, mauve and tan, self striped vestings, and other splendid cloths; a point well worth remembering is the soft lay-down collar, made reversible. Sizes 14 to 17. You would expect to pay \$1.00 for these anyway. Each, Tuesday 75c.

450 We Have Marked Each \$1.00. It's wonderful the values we

have been able to put in this lot. Pure white mercerized vestings, with neat self patterns and stripes, plain blue and tan, Madras cloths; white cellulars with mercerized self stripes, and many others. Shirts that would cause you no surprise if you saw them marked \$1.25 and \$1.50. We are selling at each, Tuesday \$1.00.

200 We Have Marked, Each \$1.25.

If we had paid the full manufacturer's price for these, the least they could have been marked would have been \$1.50. They are made from soft swassettes, in plain blue, grey, mauve, tan, cream and white shades. They are very light weight, are cool, will fit, and are excellent value at, each, Tuesday \$1.25.

A Cool, Airy Store

DID you ever notice how pleasant it was to breathe the air which blows up after a summer rain? How cool, sweet, moist and refreshing it is!

This store is equipped with cool, moist air, produced artificially. No matter how hot, how sticky it may be outside, how dry and dusty, the store is fresh and cool. We wash our air, in cold Lake Ontario water.

That is the actual fact. The system is a simple one, too. A huge electric fan draws the air in from outside, and forces it through a curtain of falling water. The dust is strained out of it, and it comes up into the store like a cool, fresh breeze off the lake.

It adds wonderfully to the pleasure of Simpson shopping these hot days.

Bad for Mosquitoes

Peroxide Hydrogen, 4 Ounces 10c

Sponges, bleached, Regular 15c and 20c. Tuesday 10c.

Sponges, unbleached, suitable for cleaning automobiles or carriages. Regular 50c and 60c. Tuesday 40c.

Bathing Caps, 25c, 30c and 35c. Rubber Gloves, Tuesday 50c.

Shampoo Powder, for cleaning the hair and scalp. Per package 5c, 7 packages for 25c.

Eczema Ointment, 50c pots 25c.

Peroxide Hydrogen, best quality, for mosquito bites. 4-ounce bottles, Tuesday 10c.

Toilet Dept. Items

Taylor's Castile Soap, large 2-lb. bar. Tuesday 17c.

Simpson's Violet Talcum Powder. Tuesday 3 for 25c.

Crown Lavender Smelling Salts, large 75c size. Tuesday 25c.

Bentrol's Massage Cream, 25c and 35c sizes. Tuesday 19c.

Benzoin and Almond Lotion. Tuesday 19c.

Zenobia Eau de Cologne and Toilet Water. Regular 75c. Tuesday 49c.

Phone direct to Toilet Department.

Women's \$1.00 Kid Gloves 55c

Women's Real French Kid Gloves, made from good quality skins by experienced glove makers, two dome fasteners, neat silk point on back, oversewn seams, black, tan, brown, grey, navy, green, mode: all sizes. Regular 75c, \$1.00. On sale Tuesday 55c.

Children's 25c Fancy Socks 15c

Infants' and Children's Lisle Thread Socks for summer wear, all new goods, in a large variety of kinds and colors, fancy checked and striped tops, cool and comfortable for little heat-tormented children. Sizes 4 to 8 1/2. Regular 25c. Tuesday, pair 15c.

Daintiest of Summer Waists

OUR Waist assortment has been very favorably commented upon this summer. We seem to have such good fortune in picking the styles that tasteful people like. And certainly we have been fortunate in securing special values.

100 Beautiful New Imported Waists, fine mull and sheer lawn, made up in the daintiest Dutch neck and short sleeve styles; all are hand embroidered and trimmed with fine Val. or real lace. Sizes 32 to 42. \$5.00 waists. Tuesday \$2.48.

A Fine Lawn Waist, front of heavy Swiss embroidery, princess tucking at shoulder, new cuff sleeves, with tucking and lace edging, dainty lace collar; all sizes. Tuesday special \$1.48.

1,000 Waists, all made of fine lawn, many pretty styles, tucking, embroidered and lace insertion, long or short sleeves, front or back opening. Sizes 32 to 42. Regular \$1.50 and \$1.75. Tuesday 98c.

Linene Jumper Dresses Little Factory Clearance

Jumper Dresses of fine linene, sky, navy, white, pink, mauve, natural and brown, square yoke effect, trimmed with self strapping and buttons. Sizes 34 to 40, \$1.98.

Lawn Dressing Sacques 95 Cents

Women's Dressing Sacques of printed lawn, small floral design, pink, sky or mauve; one style is trimmed, fronts and cuffs with fancy printed border of self; another with turned down collar and cuffs finished with braid and silk ribbon. Sizes 34 to 40. Tuesday 95c.

Warm Weather Whitewear Requirements

OUR own make of Whitewear, beautiful and dainty styles at prices to please all purses. We anticipate your every requirement in summer lingerie. See these Tuesday:

Pretty Princess Slips of nainsook, all sizes. Tuesday \$1.63.

Combination Corset Cover and Drawers, nainsook, embroidery and lace, all sizes. Tuesday each \$1.50.

Beautiful Princess Slips, nainsook and fine embroidery, all sizes, deep flounce. Tuesday each \$3.50.

Petticoats, fine cotton, deep flounce, heavy Torchon lace insertions and frill, all sizes. Tuesday each \$2.00.

Petticoats, nainsook, deep flounce of all lace, all sizes. Tuesday each \$2.50.

Isabelle Drawers, fine cotton, wide bell shape, deep hemstitched flounces, all sizes. Tuesday a pair 35c.

Chemises, fine cotton, large full sizes, fine embroidery trimmed, all sizes. Tuesday each 59c.

Corset Covers, fine nainsook, embroidery or lace trimmed, six styles to choose from, all sizes. Tuesday 50c.

Women's Vests, fine white ribbed cotton, low neck, short or no sleeves. Sizes 32 to 42 bust. Tuesday 15c each.

Women's \$7.75 Wash Suits \$3.95

80 only Women's Summer Suits of splendid quality English Repp in sky, mauve, grey, linen or white. Coat is a smart style with blouse effect, pleated at waist line, new slanting collar trimmed with embroidery. Skirts are nine gore flare style, cut very full. The regular selling price of these suits was \$7.75. Tuesday's price \$3.95.

GIRLS' \$3.50 SUMMER SUITS \$1.95. Sale of Girls' Wash Suits, in a couple of smart jumper styles, neat sacque back; coats, skirts are pleated, and some trimmed with pipings; materials are striped Indian Head suitings, in colors of fawn with white, navy with white, black with white or blue with white. Sizes are 8, 10, 12 and 14 years. Regularly selling at \$2.75 and \$3.50. Tuesday, \$1.95.



YONGE STREET OF OLD In the Wanless Annex

Formerly of Old—the Kent Bros. Jewelry Store

NO matter if the time is short in which to sell the goods in the Wanless Annex—they must be sold. So under the circumstances the prices are fixed accordingly.

Tuesday we'll put our effort into clearing:—

1,300 GARMENTS OF MEN'S UNDERWEAR AT EACH, 29c

Regular, 39c and 50c.

Pink, blue, grey, mauve, white, etc. shades. Not all sizes in each shade. To ensure an entire and quick clearance, we have reduced these to, each, Tuesday 29c. Come at eight o'clock sharp. No Phone or Mail Orders.

A Man Can Buy a Good Straw For 95c To-Morrow

HOLIDAY time emphasizes your need of a straw hat. Let us show you a line we can sell you at 95c instead of the two dollars more or less that you would naturally expect.

860 only Men's and Youths' Straw Hats, fine Canton, split Shant and some brads, in boater, negligé and fedora shapes, fine black and fancy silk bands with calf leather sweats. Regular prices \$1.50, \$2.00 and \$2.50. Tuesday 95c.

80 only Men's Genuine Panama Hats, close and fine weave, black silk bands, and good finish. Tuesday's bargain price \$2.95.

Victor Shoes for Summer

The factory where "Victor" Shoes are made is acknowledged by shoe men to be the best equipped in Canada to-day. Materials of quality, the very best machinery, a perfect system, and the highest paid mechanics in the trade, combine to produce the Victor. "Victor" boots are union made.

MEN'S "VICTOR" OXFORDS. \$4.00 and \$4.50. Tan Russia calf and patent colt, with dull calf Blucher top; Goodyear welted soles; excellent workmanship; in the popular sizes and widths.

Women's \$2 to \$4 Oxfords 99c

500 pairs Women's Oxfords and Pumps, tan Russia calf, vici kid, patent colt, brown oozie calf, and chocolate kid leathers, all the popular styles, broken size ranges of the season's best selling styles; all sizes in the lot 2 1/2 to 7 1/2. Regular prices \$2.00 to \$4.00. On sale Tuesday, 8 a.m., all one price .99.

Summer Novels

PICTURE a great mass of green foliage, shadowed grass, a glimpse of water, a hammock. And in the hammock yourself with the consciousness that your holidays have come. Is there anything lacking to complete the picture? Yes. What is it? A Book!

Well now, here is a list of good summer reading which this store by reason of its way of doing business can afford to sell you wonderfully cheaply:—

- "My African Journey," by Winston Churchill. "England's Peril," by W. Le Queux. "The Reflections of Ambrosine," by Elinor Glyn. "Walls of Circumstances," by Louis Tracy. "Running Water," by A. E. W. Mason. "Adventures of Sherlock Holmes," by Conan Doyle. "Kate Carnegie," by Ian MacLaren. "Beside the Bonnie Briar Bush," by Ian MacLaren. "Graustark," by McCutcheon. "Over Moor and Fen," by Joseph Hooking. "Follow the Gleam," by Joseph Hooking. "Silent Places," by S. E. White.

Bound in stiff paper—10c a volume. On sale Book Department.

THE RIVERMAN. By Stewart Edward White. Just re-published. Cloth reprint edition, from original plates. Large numbers of this book sold at \$1.10, published at \$1.25. On sale Book Department, 50c per volume.

