

The Robert Simpson Company, Limited

The Penny Saved Tomorrow

Economy is not the habit of denying oneself the things one needs. If you buy carefully where the best values are offered, economy is a pleasure.

The Simpson Store exists to supply your needs, and it grows because it supplies them generously, satisfactorily, and at the smallest cost in dollars and cents to your purse.

This small list is intended merely as a demonstration of the kind of offerings that make the mid-week interesting.



Men's Negliges and Summer Outing Shirts

950 Soft Outing Shirts, made with attached or reversible collars and single cuffs; also separate soft collars and double cuffs; most of them have a handy pocket; fine silky solettes in white, gray, tan or blue; fancy stripe cashmerettes, stripe cambrics, white Oxfords, etc.; all the best Canadian and American makes; full sized; sizes 14 to 18. Regularly \$1.25 to \$1.50. Thursday, each .98

1000 Men's Neglige Shirts, in best Canadian makes, in popular black and white or blue and white hairline stripes, plain and pleated fronts; coat style; small laundered cuff; all sizes to 18. Thursday special, each .98
—Main Floor.

Wise Buys for the Average Men

Every man should afford the luxury of a well-pressed suit. It helps him in business and socially to be well-groomed. Since the perfecting of manufacturing methods, we are able to give you good-looking, well-fitting suits at a tithe of the old custom prices, and invite you to come in and satisfy yourself of the values we have to offer in the way of an extra suit for special wear.

MEN'S BLUE SUITS, \$12.50.

One that retains its good appearance, and will give excellent service; made from a guaranteed indigo dyed English blue serge of medium twill; the coat is cut in a smart single-breasted three-button style; the vest is single-breasted, with five buttons, and the trousers are fashionably designed; fine twilled mohair linings; best tailoring. Price 12.50

SIMPSON'S \$15.00 BLUE SUITS.

You cannot anywhere get a bigger value or a better fitting suit than our \$15.00 Blue Suits; made from English worsted cloth, navy blue, in a small fine twill, and also in a mill finish English serge, with slightly rough surface; a cloth that will give excellent wear and service; perfect fitting, single-breasted three-button coat; single-breasted five-button vest, and fashionable trousers. Price 15.00

GREAT CLEARING SALE OF MEN'S VESTS.

Made from fancy vesting, in all the new colors and patterns; single-breasted styles. Regularly \$2.50, \$3.00 and \$3.50. To clear 1.50

BOYS' TWO-PIECE SUITS.

Natty double-breast style, made from imported English brown tweed, best wearing linings. Bloomers full cut style, with keepers for belt. Sizes 26 to 34. Thursday 5.75

WHITE DUCK BLOOMERS FOR BOYS.

Of strong English duck, full cut, with patch pocket on hip and loops for belt. Sizes 22 to 33. Thursday75
(Main Floor.)

Men's and Boys' Straw Sailor Hats

Of split or sennit braids; new and dressy shapes, best finish. Thursday 1.00

Men's Neglige Shape Straw Hats, in fine Canton, split, Milan and imitation Panama braids; light, cool and comfortable. Regularly \$2 and \$2.50. Thursday . . 1.50
(Main Floor.)

July Sale of Imported and Domestic Art Wool and Union Rugs

This sweeping reduction is being made to effect a very speedy and complete reduction in our entire stock of these attractive and serviceable Rugs for stock-taking. Every size and style is represented, and there is a splendid assortment of the most desirable colors. Note these big cuts in prices:

WOOL RUGS.

7 ft. 6 in. x 9 ft. 10 in. Regular price \$8.75 to \$13.15. Special sale prices, \$6.50 to \$8.85.

9 ft. x 9 ft. Regular prices \$9.50 to \$20.15. Special sale prices, \$7.15 to \$15.10.

9 ft. x 10 ft. 6 in. Regular prices \$11.00 to \$21.35. Special sale prices \$8.25 to \$15.95.

9 ft. x 12 ft. Regular prices \$12.75 to \$23.65. Special sale prices \$9.55 to \$17.75.

10 ft. 6 in. x 12 ft. Regular prices \$13.50 to \$33.50. Special sale prices \$10.15 to \$25.10.

UNION RUGS.

7 ft. 6 in. x 9 ft. Regular prices \$4.15 to \$6.75. Special sale prices \$3.10 to \$5.05.

9 ft. x 9 ft. Regular prices \$4.50 to \$7.65. Special sale prices \$3.35 to \$5.75.

9 ft. x 10 ft. 6 in. Regular prices, \$5.75 to \$8.95. Special sale prices, \$4.30 to \$6.75.

9 ft. x 12 ft. Regular prices \$6.65 to \$10.25. Special sale prices, \$4.99 to \$7.65.
(Fourth Floor.)

Sale of Cottage, Dinner and Tea Sets

Semi-Porcelain Dinner Sets, 97 pieces, with dark blue border, with sprays of flowers, all under the glaze. Regular price \$15.00. Special at 11.75

Semi-Porcelain Dinner Sets, 97 pieces, with turquoise enamel border. Regular price \$15.00. Special at 11.25

Semi-Porcelain Cottage Dinner Sets, 46 pieces, turquoise and gold border pattern, \$6.50 value. Specially priced at 4.25

Semi-Porcelain Cottage Dinner Sets, 46 pieces, border pattern, in blue, pink or green, \$4.50 value. Specially priced 3.25
(Basement.)

Verandah Chairs at Low Prices

Arm Chairs, with heavy frame, well braced and finished red, green or natural. Double woven reed seat. Thursday 1.69

Sewing Rockers, with double woven seat and back, strongly made frame, with fancy turned front stretchers. Can be had in green, red or natural finishes. Thursday 1.98

Arm Rocking Chairs, of good size, built for comfort and durability. Can be supplied in any of the various finishes. Seat and back of double woven reed. Thursday 2.39
(Fifth Floor.)

Stock-Taking of Draperies

75c CUSHION FORMS, 59c EACH.

Size 20 x 20 inches, filled with fine quality genuine down. Stock-taking sale price, each 59

Remnants of Velours, Velvets, Tapestries, Damasks, sun-fast cloths, etc., up to 3 yards long, clearing at a half to one-third off in every case.

Art Ticking, extra fine quality, only a limited quantity, 34 inches wide, in a variety of dainty striped designs and colorings. Regularly 40c. Stock-taking sale price, yard 22

Bungalow net, Arabic shade only, 45 inches wide, a decorative and inexpensive curtaining for the summer home. Regularly 20c yard. Stock-taking sale price, yard 11

WINDOW SHADES, 39c EACH.

Hand made oil opaque cloth shades in green, eceru and white, size 37 x 70 inches, mounted on Hartshorn rollers, complete with brackets and pulls. Regular value 60c. Stock-taking sale price, each 39

Combination green and white, and green and cream opaque cloth shades, size 37 x 70, regular value 65c, complete with brackets and pulls. Stock-taking sale price 46
(Fourth Floor.)

Electric Irons and Heating Appliances

A limited quantity of high-grade Irons. Regularly \$4.50. Thursday 3.29

In addition to the above, we are making special reduction of from 25 to 30 per cent. off regular prices on various heating appliances, including Toasters, Percolators, Stoves, Boilers, etc.
(Fifth Floor.)

Spectacles and Eyeglasses

SPECIAL SALE ALL THIS WEEK.

Glasses that were made to sell at \$4.50 to \$5.50, finger spring nose mountings in finest 1-10 12k gold, fitted with lenses and fine link chain, complete, for 2.75

Spectacles to fit over the ears, rimmed or rimless, special 2.45
Compound or double vision lenses must be charged for extra.
No charge for examination.

Field Glasses, Reading Glasses, Lorgnettes, etc., specially priced this week.
(Optical Dept., Second Floor.)

Trunks

Heavy Tourist Trunk, canvas-covered, fibre bound, hardwood slats, sheet-iron bottom, two heavy outside straps, paper lined, two trays, dress and top trays, exceptional value Thursday, 32-inch, \$4.95; 34-inch, \$5.50; 36-inch, \$5.75.
(Sixth Floor.)

Candy

500 lbs. Chocolate-dipped Pineapple, per lb 50
1000 lbs. Coconut Balls, Regularly 30c. Per lb. 25
1000 lbs. Quaker Chewing Candy, Per lb. 15



Preserving Kettles and Other Graniteware Half-Price

Just when they were most needed our buyer ran across this lot of graniteware seconds, perfect in every practical sense, but showing slight defects in lining or coating, some slightly scaled at the lip or some corner, but thoroughly rust and fireproof. You can get them tomorrow at half prices, in all sizes and many shapes.

1200 PIECES OF GRANITWARE ON SALE THURSDAY. Preserving Kettles, Dippers, Handled Saucepans, Berlin Cook Pots, Water Pails, Buckets, etc. On sale at 8.30 a.m., Simpson's Basement.

GALVANIZED GARBAGE CANS,

with cover. 65c size, for home use. Special 47

BATHROOM ACCESSORIES THAT DON'T RUST.

Extra Quality, Nickel-Plated, Guaranteed, July Clearance Sale Thursday.

High standard Brasscrafters' line of Bathroom Fixtures on sale at 8.30 a.m.

Towel Bars, nickel-plated on brass, regular price 45c, July Sale 36c; regular price 55c, July Sale 46c; regular price 65c, July Sale 53c; regular price, 95c, July Sale 83c; regular price \$1.20, July Sale 98c.

Combination Glass and Soap Holders, beautiful fixture, regular price \$2.25, for 1.89

Glass and Tooth Brush Combination, regularly 75c, for .59

Tumbler Holders, regularly 69c, July Sale 53

Tub Soap Dish, regularly \$1, July Sale 82

SEE SPECIAL ASSORTMENT AND COMBINATIONS ON SALE.

Bath Seats—Choice of white enamel painted or golden oak grained seats to fit roll top bath, regularly \$1, for 69

Beautiful Oak Seats, best grade, regularly \$1.35, July Sale price only 1.14

Special lot of Bathroom Medicine Cabinets, July Sale prices \$1.69, \$5.50, \$6.00, \$7.25.
(Basement.)

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