The Robert SIMPSON Company Limited

Main 7841
50 Lines to Central

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H. H. FUDGER, President. J. WOOD, Manager. Store Opens 8 a.m. Store Closes 5.30 p.m. PROBABILITIES. Fresh southerly winds; fair and very warm. Tuesday, July 12, 1910.

Stock-Taking Time Approaches on the Wings of July

AT THE end of this month we take stock. Do you know what that means? It means the climax of the half year. It means that all goods pertaining to the present season must be sold before we take stock to enter the next. It means that shopping ***now*** for the needs of ***now*** is more than usually attractive.

Shop Talk

People say it has been pretty warm lately, and so it has—outside. But it is always comparatively cool in the store, thanks to our big Water-Fan.

Stock-taking is the topic of the day now. Some of the managers have determined on strenuous measures to make a good showing on the inventory.

Every week sees another exodus of holiday fortunates. They take turns, so that no department is left helpless by any means.

Tourists from across the line are much in evidence these days. They like this store and its conveniences, and purchase many a little article as a souvenir of their Toronto visit.

Our water filters are quite an attraction. People like to see what difference a really good filter makes. We are glad to show them.

Souvenirs of Toronto

Suggested by the Silverware Department.

Ladies' Sterling Silver Maple Leaf Blouse Sets, hand engraved, 30c set.

Enamel Sterling Silver Cuff Links, Maple Leaf and Dominion coat of arms, 75c and $1.

Enamel Sterling Silver Souvenir Spoons, good luck spoons, Toronto ingraved in bowl, $1.

Sterling Silver Souvenir spoons, Toronto engraved in bowl, 40c each.

Enamel Belt Pins, maple leaf and Toronto coat-of-arms, 35c, 50c and 75c each.

Enamel Scarf Pins, Toronto and Canada designs, 25c.

Enamel Dutch Collar Pins, Toronto and Canada engraved, 25c.

Window Screens

300 Window Screens, good and strong, size is 22 inches high, extending to 40½ inches, Wednesday only 29c.

18 only, Folding Lawn Seats, varnished seat and back, supports finished in red, a neat and attractive article, can be easily carried about, Wednesday only $1.25.

48 only, 2-burner Gas Plates, a handy size, regular $1.75, Wednesday $1.49, and 36 only, 3-burner, regular $2.50, Wednesday only $2.29.

24 only, Queen Gas Ovens, made of heavy tin, asbestos lined, regular $1.00, Wednesday 89c.

34 only, "National" tin Gas Ovens, regular $1.35, Wednesday $1.15.

36 only, "Erie" Black Steel Ovens, 2-burner size, asbestos lined, drop door, our best oven, regular $3.50, Wednesday only $2.79.

Wall Papers at Less than Half

These papers are all imported, up-to-date in coloring and design, but stock-taking is in sight. We have orders to sell them out at once at less than half price.

Imported bedrooms—Regular to 25c, Wednesday 11c; regular 35c, Wednesday 17c.

Imported parlors and dining rooms—Regular to 35c, Wednesday 17c; regular to 65c, Wednesday 32c; regular $1.00, Wednesday 43c.

Burlaps, in green, brown, red, regular to 30c, Wednesday 22c.

Women's 35c and 40c Cashmere Hose 19c

Women's All Wool Plain Black Cashmere Hose, seamless, double spliced heel, toe and sole, soft and fine, medium weights, manufacturers' seconds, as good as the best for wear. Regular price if perfect, 35c and 40c, all sizes, on sale Wednesday, 19c, 3 pairs 55c.

50c and 75c Lisle Hose 35c

3 PAIRS FOR $1.00.

Women's Finest Imported Lisle Thread Hose, broken lines from our regular stock, in the lot are fancy colored stripes, combination two shades ankle and top, with Van Dyke bracelet, newest laces, lace embroidered and plain embroidered; a variety of newest colorings in each lot; all sizes; regular 50c and 75c, on sale Wednesday, pair 35, 3 pairs $1.00.

Mid-week Provisions

2,000 Stone Fresh Rolled Oats, per stone, 36c.

Choice Side Bacon, Peameal, half or whole, per lb., 22c.

Post Toasties, the new cereal, 3 packages, 25c.

Canned Tomatoes, 2 tins, 15c.

Canned Corn, 3 tins, 25c.

Domestic Kippered Herring, plain and in tomato sauce, 3 tins, 25c.

Telfer's Cream Soda Biscuits, 3-lb. box, 25c.

Pure Gold Quick Tapioca, Chocolate and Custard Powders, 3 packages, 25c.

Manzanilla Olives, quart gem jar, 28c.

Pure Lime Juice, Sovereign brand, reputed quart bottle, 25c.

Clark's Potted Meats, assorted, 5 tins, 25c.

Heather Brand Flavoring Extract, Lemon and Vanilla, 8-oz. bottle, 25c.

Telephone Direct to Department.

300 lbs. fresh Roasted Coffee, in the bean, ground pure or with chicory, Wednesday, 2 lbs. 35c.

Clearing Summer Footwear for Stock-taking

OUR prices on these clearing lines for Wednesday's selling mean a considerable saving to you. And they are just what vacation season calls for, too—at home or away. Every member of the family included.

CHILDREN'S BOOTS, $1.00 VALUE, FOR 63c.

190 pairs Children's Boots, in all sizes from 5 to 10½, dongola kid, blucher, patent toe caps, medium and heavy soles, spring heel, $1.00 value, on sale Wednesday, 8 a. m., 63c.

Telephone orders filled before 10 a.m.

WOMEN'S BATHING SHOES.

180 pairs Women's White Canvas Bathing Shoes, canvas-covered, rubber soles, all sizes, special Wednesday, 29c.

Black canvas, with canvas-covered cork soles, 59c.

Telephone orders filled before 10 a.m.

WOMEN'S CANVAS PUMPS, COVERED HEEL, 99c.

300 pairs Women's White Canvas Ankle Strap Pumps, covered high Cuban heel, dainty canvas bow on vamp, all sizes, 2½ to 7½, worth $1.75; on sale Wednesday, 99c.

MEN'S HIGH-GRADE BOOTS, $4.50 VALUE, FOR $2.49.

180 pairs Men's Boots, high-grade makes, patent colt, tan Russia calf, vici kid and velours calf leathers, Blucher, lace and button styles, all Goodyear welt soles, all sizes, 5 to 11; regular prices, $4.00 and $4.50; on sale Wednesday, $2.49.

TENNIS OR OUTING SHOES.

1,000 pairs tennis, outing, lacrosse or running shoes, the very best brand made, all sizes:

	Men's.	Boys'.	Women's or Youths'.	Girls' or Child's.
Navy blue duck, Blucher Oxford	$0.69	$0.59	$0.49	$0.39
White duck Blucher Oxford, black rubber sole	.79	.69	.59	.49
White duck Blucher Oxford, white rubber sole	1.09	.94	...	...
White or black duck Blucher Boot, black rub. sole	.95	.89	.79	.69
White duck Blucher Boot, white rubber sole	1.24	1.14	...	...

Telephone Orders Filled.

French Wash Voiles for 39c per yd.

DON'T think they must be poor Voiles because they are priced so low. They sell regularly at 65c a yard. This is the strong feature of next Wednesday's selling in the Wash Goods Department on the second floor. Stock-taking is the factor behind the reduction. Perhaps you may not know that we have given the Muslin Department extra room on 2nd floor. It was needed, too. We've been so busy in this section. It is a pleasant place to choose muslin—cool and roomy.

30 pieces only of the very finest French Voiles printed in Alsace, the famous printing province of Europe. In no other place on the face of the globe can such printing be done. The quality is the best and they came into our hands at a greatly underbought price, and there is no reason why we should not put them into stock and sell them at the regular price; we prefer to give our friends the benefit. Wreaths, Dresden and floral designs, in all colors and grounds of sky, black, navy, pink, mauve, fawn, etc. Don't forget, regularly 65c, Wednesday 39c.

No 'Phone or Mail Orders.

Another Purchase of Natural Shantung

3,000 yards of 34-inch goods at 50c a yard. Sold regularly at 75c a yard.

Cool, comfortable and yet smartly dressed, the woman in Natural Shantung Pongee looks to be superior to the little worries of hot weather. This latest shipment partakes in full measure of the general advantages of Shantung silks—clear, bright finish, serviceable always, washable and long wearing. For a trip on the train—or anywhere in summer—it is just the thing.

Equally suitable for "dressy" dresses, outing dresses, waists, skirts and men's shirts. This shipment is the equal of anything as sold regularly at 75c yard. On sale Wednesday, special, 34 inches wide, 50c yard.

Mail and 'Phone Orders Filled.

Beautiful Black Voiles at 63c a Yard Wednesday

NO OTHER reason for the price than stock-taking. No better one is needed for buying at Wednesday's price.

2,000 yards beautiful black, pure wool, French, Austrian and German plain, striped and fancy embroidered voiles, in lovely, crisp finish; fine chiffon all-wool voiles; silk stripe all-wool voiles; beautiful silk-embroidered voiles; plain all-wool voiles; fine, medium and coarse mesh; guaranteed absolutely fast dyes and unfading blacks; very special, Wednesday, 63c.

1,500 yards black dress fabrics and summer suitings, San Toys, Bengalines, French and English Panamas, Armures, Poplins, etc., all high-grade materials of the finest botany wool; guaranteed thoroughly sponged; excellent qualities and permanent blacks, 42-in., 46-in. and 52-in., Wednesday, yard, $1.00.

The Influence of Stock-Taking is Felt in the Cloak Department

IN the heat and height of mid-summer, summer costumes reduced! Doesn't it seem unnatural? You would think that now, if ever, costumes of summer would be worth their face value.

But stock-taking is part of our store system, and though it works out more to our customers' advantage than to our own at this present moment, still we'll realize its benefits later on.

WOMEN'S IMPORTED WASH SUITS

Regular $19.50, $21.00, $25.00, $27.50 and $29.50, for $14.75.

Only 43 in the lot; made of linen crash suitings and fine linen; coats are 32 to 38 inches in length, semi or close-fitting back, some with blouse effect, trimmed with braidings, insertion or moire; some have embroidered collar; skirts are either pleated, semi-pleated or flare gore style; some are quite plain, others trimmed to match coat. In the lot are cerise, white, reseda, tan, king's blue, cadet, sky, salmon or mauve. The regular selling prices of these were $19.50, $21, $25, $27.50 and $29.50. Wednesday's price, $14.75.

WOMEN'S $11.50 SUMMER DRESSES FOR $8.95.

Dresses of fine French mulls, in white, pink, sky or mauve; a couple of pretty one-piece styles; the one has yoke and deep collar of lace, with rows of lace down front and around flounce, which is finely tucked, lace on cuffs to match yoke; the other has tucked yoke, Val. lace insertion and Swiss insertion around waist, deep flounce of Swiss embroidery, headed with rows of lace and embroidery insertion. Regularly selling at $11.50. Wednesday's price, $8.95.

WOMEN'S MOTORING COATS.

A little lot of Women's Motoring Coats, fine quality linen in natural shade, new motor suiting in white, and crash suitings in creamy grey shade; these are all long lengths, with semi-fitting or loose backs, suitable for motoring or travelling; some have low shawl, others have roll collar, fastened at throat; trimmed with either shepherd plaid materials or moire. Special, Wednesday, $9.75.

Millinery Department Reductions

A PRETTY New Hat to suit your newest summer frock—doesn't that appeal to you? Midsummer reductions are in force. We offer Eighty Summer Hats on Wednesday for $3.85.

At our last sale at this price our tables were soon stripped. There will be more lingeries this time and more black Leghorns; if anything, the choice will prove a little better than the last. The Hats are worth up to $7.50 each; Wednesday, $3.85.

Further reductions throughout our trimmed hat stock have been made for to-morrow's selling.

Clearing the Summer Waists

IT SEEMS sad to be talking of clearing the summer waists already, just as if we thought summer were nearly over. But stock-taking comes at the end of this month. It is not a question of summer with us—it is a question of stock-taking. So if you care for a new summer waist you may have one or more very easily.

100 New, Smart Lawn Waists, cluster tucking to form yoke effect, front daintily embroidered in pretty eyelet and floral designs, tucked back, full length sleeve, lace trimmed. Sizes 32 to 42. Regular $1.50, Wednesday 75c.

Waists of natural Pongee Silk, made entirely of wide tailored tucks front and back, front opening, tucked collar, and shirt sleeves with link cuffs. This silk washes beautifully. Sizes 32 to 42. Special value, $2.95.

150 Waists of heavy Jap silk, black only, front opening, made with 1 inch tucking, and silk embroidered box pleat, collar and cuffs. Sizes 32 to 42. Extra special, $1.95.

Girls' and Boys' Rompers for 25c

Best for the summer, made of fine blue Chambray, two or three pieces, all in the one suit, no other garments required. Sizes 2 to 6 years. Regular price is 35c. Wednesday, 25c a suit. 'Phone Orders Filled

Clearing Girls' Summer Dresses

Dresses, fine navy blue print, with white dot, several styles, trimmed with white piping. Sizes 2 to 14 years. Regular price $1.25. Wednesday 59c.

Dresses, sailor style, white linen, trimmed with blue or tan, collars and cuffs, or red braid; sizes 10 to 14 years; reg. price $1.50, Wednesday 89c. 'Phone Orders Filled.

A $24.00 Summer Holiday Suit for $15.00

MEN'S Two-piece Outing Suits—fine imported English worsteds, tropical weights, plain and fancy greys; also some neat hair line stripes, flannel finished tweeds, made up on the new three-buttoned models, quarter and half lined, seams piped and bellows pockets, pants cut full peg top, with cinch waist bands and keepers for belts; sizes 34 to 46; sold all season at $18.50, $19.00, $20.00, $22.00 and $24.00. Reduced to $15.00 for Wednesday.

Clearing Our American Bath Robes

Men's Bath Robes, fancy eiderdowns and blanket cloths, assorted colors, grey, blue, pink and red grounds, with fancy scroll and stripe patterns; cut long, with round collar, and fastened with cord and tassel; all sizes. Regular $3.50 and $4.00 values. To clear Wednesday at $2.98.

2,000 Pieces of Balbriggan Underwear for Men

On Sale Wednesday in the Wanless Annex

REGULAR price was Fifty Cents a garment. We have picked upon this Balbriggan Stock to move out Wednesday. The Sale Price means that you had best come early—29c a garment.

Balbriggan, all of them; pink, blue, etc., shades; shirts and drawers; good strong trimmings; pearl buttons. No 'phone orders. See Yonge street windows. The price is wonderfully low at, per garment, Wednesday, 29c.

The July Sale of Household Linens

"OH DEAR! It's been so warm lately I haven't been able to think about housekeeping."

So said a customer the other day.

"But when I saw how you were selling linens this month I got to work one cool morning and emptied my linen closet and looked my linens all over and here I am."

A little extra energy at the right time pays better than mere routine. That's a point to remember about this July Sale of linens. Don't stay in the rut. Don't wait until Fall to buy linens because you always do. Buy now and save the July discount.

1,600 YARDS CRASH ROLLER TOWELLING, 6c YARD

17 inches wide, every thread linen, bordered, Scotch manufacture, perfect drying, strong and serviceable; regular 8½c and 10c yard; July sale price, Wednesday, 6c.

CRASH FOR DUST OR MOTOR COATS, 19c YARD

36 inches wide, all pure linen, silver bleached, the coarse thread linen so popular for dust coats, motor coats, riding habits, etc.; regular 29c yard; July sale price, at Linen Counter, upstairs, Wednesday, 19c.

BLEACHED IRISH DAMASK, 28c YARD

62 inches wide, splendid designs, full bleached, a table linen to give great wear; only 400 yards; July sale price per yard, Wednesday, 28c.

A HOT WEATHER BLANKET BARGAIN, $4.93 PAIR

All pure white wool, finest Scotch manufacture, beautiful lofty finish, will not shrink, all finished single, dainty pink or blue borders, 7 lbs., 66 x 86 inches, for double beds; 45 pairs only; July sale price per pair, Wednesday, $4.93.

ENGLISH PILLOW COTTONS, 12½c YARD

Heavy round thread, close weave, plain, full bleached, one of our most serviceable pillow cottons, 44 inches wide; 720 yards at July sale price, per yard, Wednesday, 12½c.

(Phone direct to Linen Dept.)