

The Robert SIMPSON Company Limited

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS. Fresh northwest winds; fair and cooler.

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The Whitewear Sale-- Two More Saving Days

There will be only one more announcement, telling of the bargains obtainable at the June white sale. Thursday will be fittingly celebrated by a half-price clean-up of every piece of counter stock that has become the least bit soiled during the progress of the sale.

Be Cool and Comfy

How often we hear remarked, "Poor Mrs. — she feels the heat so!" Well, in all probability, poor Mrs. — wouldn't feel the heat so if she used a little common sense.

Thursday at About Half-Price Save 50c a Pair on Fine Corsets

Clearing a Warner Rustproof model at less than cost. Fine batiste, medium low bust, medium long skirt, four garters, fine rustproof steels throughout, lace and ribbon trimmed; a popular model and splendid quality; sizes 18 to 25 inches. Regular price \$1.25 a pair. Thursday, a pair .75

Lovely Linens and Sturdy Staples (Second Floor)

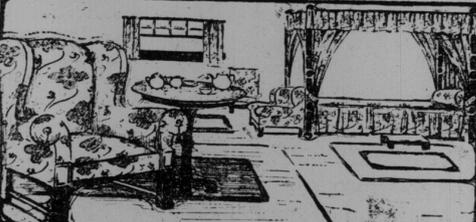
- Madapolam, or Spanish Longcloth. A delightful underwear material, made of the best Egyptian cotton; 42 inches wide. Thursday .16
Dress Linen, "Old Bleach," 36 inches wide. The heavy, uneven thread so essential for dresses and coats. Thursday .29
Dresser Scarfs, lace trimmed, with centres of Swiss embroidery, insertions and beadings; 18 x 54 inches. Regular \$1.00. Thursday, each .75
Bath Towels—White fancy Turkish towels of extra quality, with spoke-hemstitched ends; 25 x 48 inches. Regularly \$1.35 a pair. Thursday .75

The Call of the Shirtwaist

Tailored Shirtwaists of imported madras and pure linen, made in several good styles. Gibson pleat over shoulder, or whole front, of half-inch tucks, tucked back. Also some perfectly plain tailored waists, shirt sleeve, embroidered linen collar. All sizes. Thursday, special .89
Dainty Lingerie Waists, of fine white mull or Persian lawn. All are smart, new styles, pretty fine-embroidered front, lace yoke and collar; clusters of fine pin-tucking; dressy trimmed sleeve, 3/4 or full length; fastens invisibly in the back. Regular \$1.75, \$2.00 and \$2.25. Thursday. 1.00

Two Indispensables

- Dressing Sacques of fine dotted Swiss muslin, black pin spot; collar and sleeves edged with Val, silk ribbon belt, and bow at neck. Sizes 34 to 44. Regular \$1.50. Thursday .98
Long Kimono Gowns of plain and figured crepe; black, navy, cardinal, helio and reseda; Empire style, with Gibson pleat over shoulder; fronts and sleeves finished with silk messaline. All sizes in the lot. Regular \$3.00. Thursday 1.98



The Housefurnishing Dept.—4th Floor

Cox Mats, in green and brown shades, very durable, easily handled, plain, floral and Grecian key borders. 9.0 x 15.0, \$11.50; 9.0 x 12.0, \$9.75; 8.0 x 10.0, \$7.00; 36 x 72, \$1.35; 30 x 60, 90c; 27 x 54, 75c; 24 x 48, 60c.
Japanese Mats, bright and effective, a score of designs and colorings, specially reduced Thursday: 9.0 x 9.0, \$1.49; 6.0 x 9.0, \$1.19; 3.0 x 6.0, 33c.
Japanese Matting, in effective designs, in red, green, blue and natural colors, 1 yard wide and reversible, Thursday, per yard .15
Sand Mats, well woven and cool. Thursday .3 for .10
Japanese Cushions, in a variety of colors, 18in. square, edges well bound, Thursday, each .25
Japanese Wind Chimes, pretty and musical, a variety of colorings, each 5c, 10c, 15c, 25c and 45c.
Japanese Sandals, strongly woven, light and comfortable, Thursday, per pair .18
Dutch Curtains and Table Covers selling Thursday at half price. Dutch Chintz Curtains and Table Covers, made in Amsterdam, antique patterns, fast colors, suitable for sitting room, bedroom, libraries, dens, summer cottage, etc.
Curtains, regular \$6.00 per pair, Thursday \$3.00. Table Covers, regular \$1.75 each, Thursday 88c. Table Covers, regular \$1.50 each, Thursday 75c. Table Covers, regular \$1.25 each, Thursday 63c. Table Covers, regular \$1.00 each, Thursday 50c. Table Covers, regular 50c each, Thursday 25c.
Matting Bedroom Boxes—A full range of sizes; strongly made, bamboo trimmed, brass and wood handles, some fitted with castors, neat and serviceable. Prices \$2.75 to \$10.00.



China Treasures

Going at Low Prices in the Basement Whether the price quoted is a dollar ninety-eight or up into the hundreds, our heading holds true—these prices are remarkably low, as every expert on china will declare upon inspection.

- \$3.50 SUGAR AND CREAM SET, THURSDAY, \$1.98
100 pairs of beautiful rich cut glass Sugar and Cream Sets, deep fluting cut, every line a wealth of sparkling color. Thursday 1.98
Tumblers, rich cut glassware, 100 pieces, regular \$22. Half price Thursday, per dozen 6.00
China Dinner and Tea Sets—China Dinner and Tea Sets, a peerless combination of the skilled potter's and decorative artist's craft. The set comprises 102 pieces, four sets only at a genuine cut price. Regular \$200. Thursday 175.00
\$55.00 DINNER SET, THURSDAY \$26.00
Limoges China, one of the famed Bernardini's creations, artistic floral hand design, sets with old gold handles, 102 pieces, a sterling line value. Thursday 30.00
Royal Worcester Vases, Regular \$200.00, Thursday 120.00
Royal Worcester Vases, Regular \$245.00, Thursday 100.00
Royal Worcester Vases, Regular \$200.00, Thursday 95.00
Royal Worcester Vases, Regular \$160.00, Thursday 70.00
70 pieces, Brice-Brace, Royal Doulton, Coalport, Burslem, etc. See these special values. Thursday special 5.00

Pretty Semi-Made Robes in the Dress Goods Dept.—2nd Floor

Only 21 samples, and the fact that they are samples speaks well for their make and style. Materials are Shantung, Eolienne, Taffeta and Duchesse Satin. Regular price to \$25.00. Thursday 9.75
There are seventeen more, made of all-wool Henrietta. No two of these are alike. We won't say any more about them; as there are only seventeen, there are bound to be disappointed late shoppers. Regular prices to \$25.00. Thursday 9.75

Two Silks for Thursday

2,000 yards French Dyed Shantung Silks, excellent for a summer dress, suit or coat, in a variety of colors, 34 inches wide. Per yard .95
600 yards Black French Paillette and Satin de Chene, guaranteed quality and Lyons dyed, deep full black, 40 inches wide. Thursday special, per yard 1.47

Wash Fabrics

- Bordered Crepes for Kimonos, the very newest idea, plain colors with pretty borders in floral design, easily made, 3/4 yards for the garment. Tassel and cord to match, 25c. Black, navy, grey, sky, pink, mauve and tan. Per yard .25
Bordered Vestings—Nothing as fresh after washing. Spots, figures and stripes. Regularly 15c .9
Bordered Marquessette in plain colorings, navy, green, mauve, etc.; 40 inches wide. Regularly 98c .39
Fine English Print, 31 inches wide; navy, black, white, lilac, etc.; spots, stripes and figures; fast colors. Regularly 12 1/2c .9
Bordered Muslins and Lawns; fast colors and all the best colors; very dainty, stylish borders, with small figures on body; pink, sky, mauve, etc.; 28 inches wide. Regularly 20c. Special .12 1/2
French Printed Organdy, large, medium and small patterns, floral and fancy figured, all colorings. Regularly 35c. Special .12 1/2 (No Phone or Mail Orders)



Here is a Custom Tailoring Event for Thursday

On the balcony in our Men's Store there are at present two hundred Suit Lengths of the finest English and French Fancy Worsted. Our expert cutter states that these make up into suits that sell for as much as thirty, thirty-two and thirty-four dollars. In order to rush these two hundred suit lengths out, before stock-taking, we will make suits of them to your measure for \$19.45.

Besides the Fancy Worsteds there are Cheviots and Tweeds, no two alike, and all imported specially for our Custom Tailoring Department.

These suits will be made to your order, either single or double-breasted sack style, by expert tailors. Fit and workmanship are the best, and so are the trimmings.

To-morrow \$19.45

Hats and Hat Bands

- Men's Straw Sailor Hats, new American styles, medium low crown, with deep black silk bands, very fine quality split brims. Thursday 2.00
Land and Water Hats, in navy, pearl, brown, cardinal, white or mottled colors, men's, boys' and ladies' shapes and sizes. Thursday .35
Fancy Silk Hat Bands, made with hook, will fit any hat, good assortment of colors. Regular 50c, Thursday .25

Sale of Superb Samples of Children's Millinery

We have just purchased all the show hats from one of the leading manufacturers. These you may consider samples if you like, although they have not been damaged and dirtied by long or short journeys and frequent examination. They were showpiece hats from a manufacturer and represent the last word in Children's Millinery. Hats from these models have been supplied to the trade for from one to four dollars. Our buyer took all there were, and we are enabled to sell these on Thursday for 39c and 59c each. (See Window Display.)

Satin Sashes

A dainty summer frock is not complete this season without a pretty sash, and the 5 or 6-inch Duchesse Satin (white, cream, sky, pink or mauve) makes the best sashes. Our Ribbon Department has them already made up or will make them to your order at, each 1.00
Note—We have lots of pale blue, pink and white 5 and 6-inch Duchesse Satin. It is very scarce, as you know.

Silk Neckwear for Men

Standing room only around these 10,000 ties on Thursday. That will certainly be the case if Toronto men get on to the fact that the cheapest tie in the whole lot is worth half a dollar. There are four-in-hands, batwings, silk knitted, French seams and reversibles. They are all up-to-date styles and exceptionally well made. Regular up to \$1.00. Thursday .25
Notice—All pyjamas left over from our recent sale will be sold at 79c a suit on Thursday.

Men's Pants and Vests

- English Tweed Working Pants, in grey stripe patterns; sizes 31 to 44-inch waist. Regular \$1.50, \$1.75 and \$2.00. Thursday 1.19
English Worsted Pants, in stripe patterns; sizes 31 to 42-inch waist. Regular \$3.00 and \$3.50. Thursday 1.98
Wash Vests, piques, percales and English fancy vestings, in white grounds with black and fancy colored figure and stripe patterns; 5-button single-breasted style; sizes 36 to 44. Regular \$1.50 and \$1.75. Thursday .98

Two Exceptional Bargains On the Main Floor

- 35c LISLE GLOVES, 15c. Women's imported Lisle Thread Gloves, wrist length, 2 dome fasteners, neat point on back, black, white, in all sizes, 5 1/2 to 8. Regular 25c and 35c. Thursday .15
Men's Imported Pure Silk Socks, gauze weight, with double spliced Lisle thread heel, toe and sole, black, tan, grey and all the wanted colors, all sizes. Regular 50c, on sale Thursday, 35c, 3 pairs 1.00

Special Toilet Offers

- Rosewood Hair Brushes, regular 65c, Thursday .39
Ingram's Milkweed Cream, Thursday .39
Booth's Derma and Simpson's Talcum, regular 15c, Thursday .10
High grade Toilet Soaps, regular to 8c, Thursday, 6 for .25
Artist Toilet Paper, regular 7c per roll. Special, 7 for .25
Phone direct to the department.

The Best Provisions and Groceries

- 2,000 lbs. Fresh Dairy Butter, in prints, per lb. .19
Finest Sugar Cured Hams, half or whole, per lb. .18
Choice Red Salmon, per tin .15
Salt, in 5 lb. bags, 3 bags .14
Edwardsburg or Beehive Table Syrup, 5 lb. pail .25
Imported pure Malt Vinegar, imperial quart bottle .20
Canned Sweet Pumpkin, 3 tins .25
Maggi Soups, assorted, 6 packages .25
Loaf Sugar, 4 lbs. .25
Clark's Potted Meats, assorted, 5 packages .25
Toasted Cornflakes, 3 packages .25
Finest Canned Corn, 3 tins .25
Cross Fish Brand Sardines, 3 tins .25
35c ASSAM TEA, 28c. 300 lbs. fine rich, full-bodied Assam Tea; a 35c tea anywhere, Thursday, per lb. .28

A Special Sale of Children's Dresses in the Paris Model Department To-day.

The Robert SIMPSON Company Limited



No Need to Stare at Bare Walls!

In fact, if you stare longer than to-morrow, without deciding, you'll miss one of the greatest wallpaper opportunities of the season. For to-morrow we will offer

A Carload of Wall Paper at One-Third Regular Prices

The selection is so large, that you can scarcely help finding just what you want here at a fraction of what you expected to pay. The most famous makers in the world have contributed to this sale, the best English, the best French, the best American papers will be at your disposal—Potters, Aspinwall, Lightbourne, Beck, Page, Strachan, Higgins, Careys—all the good names. Papers that were marked 75c roll, will go for .26
Papers that were marked 50c roll, will go for .17
Papers that were marked 25c roll, will go for .9
Come as early as possible for best service and selection. (5th floor.)

INVEST... Bobby Leach... Than Alive... After Trip... Barrel—Beat... Escape in Se... Wire Art... Over Gorge... BLAZING SH... THE HO... NIAGARA FA... (Special)... Bobby Leach... performed a feat... possible, when he... Shoe Falls and... arch bridge, nar... in his second fl... River, to-day... Bobby Leach, a... gool rapids in a... suffocated before... the whirlpool... To-day, which... Niagara's great... was hard on all... whose exhibition... three hundred... great Houndin... half an hour on... to add across... a serious condit... tonight, but B... are none of the... Bobby Leach e... rapids in his a... twenty feet into... against the con... angry roar of the... staunch red-pal... the rapids and... whirlpool, buffe... raves, and sever... men slung on... within its dark... the barrel was... current when it... and carried arou... strom for over... was brought ash... Exhausted, Le... the small opening... entered, apparent... the day. Those... of the barrel... dead, but he so... carried up the... hurried to his h... Leach's barrel... many times in... whirlpool. Despa... seeing the man... watching the bar... merry-go-round... After the barrel... middle of the w... two hours by... swirling water i... towards the out... Several times... twenty or thirty... fore the expert... awaiting a chance... freight ashore... Beachy's flight... cribed in his own... correspondent to... "A Peril... "More than... hour that I was... feared that I mi... The... most a gale... it would have... I not had perfect... said "Beac... tempt to cross... have brought me... used every atom... horsepower mot... turned as quick... "As I neared... strong suction... towards the... chann twenty-five... either into the... chine directly ar... little craft I hav... which I have... rocked terribly... dragged into the... "When I saw... possible to... such an altitude... higher into the... thousand feet al... I soared over the... height my machi... rolled and itche... full in managing... "I am glad in... what others tho... never again will... the bridge... "I want to than... for the manner... of my flight was... If one of the be... anywhere on the... was one of the... not dress up' w... trip," concluded... been dubbed "the... since his wond... Marooned... The great Hou... Oscar Williams... was within a... American shore... be slid from Cas... marooned. The... to allow him to... When Houndin... the year's ear... cooned in the mi... forty-five minut... made the slide... perched from the... with his wife sus... on a trapeze, bu... to make the fr... dangerous footing... A great grotes... parade, over the... this afternoon... turning with a... was destroyed by... a sixty-foot ste... the Horseshoe Fall