

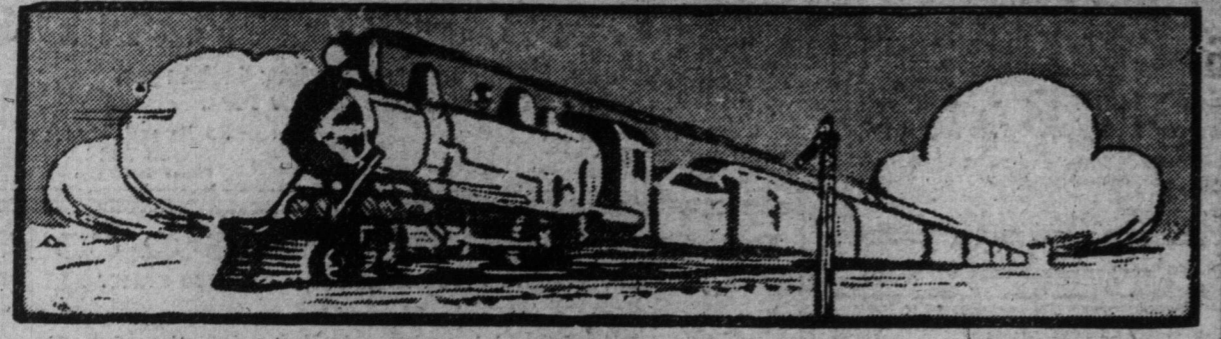
# The Robert SIMPSON Company Limited

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

Main 7841  
50 Lines to Central

# The Robert SIMPSON Company Limited

PROBABILITIES—Moderate northwesterly winds. Tuesday, July 26, 1910



## These 581 Mull Waists Direct From New York

Beautifully Hand-Embroidered  
Good judges of fine needle work will tell you that you could scarcely buy some of the hand-embroidered panels in these waists for the price we're selling the whole waist for to-morrow.

They are made of the finest Mull, in dainty lingerie effects, Dutch neck or high shaped collar, three-quarter or full length sleeves, fronts and yoke of fine hand embroidery, entire waist trimmed with real linen and French val lace insertion, all sizes, 32 to 44 bust measure.

Worth at regular prices \$4.00, \$5.00 and \$6.00  
Wednesday's Eight o'Clock Sale Price 1.50



Four times this price wouldn't buy some of them, under ordinary circumstances. But now they have to be turned into cash at a day's notice.

Come at 8 o'Clock for this rare choosing

## Come Here To-morrow for Summer Comfort

Women who have not made ample provision for the sultry days between now and exhibition time should pick up some of the desirable garments that will be on sale to-morrow on our third floor. These days prove that summer comfort is worth planning for—if you've not done so already, now is your chance to buy summer comfort at the lowest possible cost.

- WOMEN'S LINGERIE DRESSES.**  
Dainty Dresses, of fine quality French mulls, in shades of sky, pink, mauve and white; made in a number of pretty one-piece styles; some with lace yokes; others have yoke of fine tucked mull, with insertions of lace; skirts have row of lace insertion around flounce, which is tucked to match waist; some with deep flounce of Swiss embroidery. Regularly sold at \$11.50. Wednesday \$7.49.
- WOMEN'S SEPARATE SKIRTS.**  
55 Separate Skirts go on sale to-morrow morning; made in a smart semi-pleated style, with panel front and pointed yoke effect on side gores, finished with buttons; material is a fine quality all-wool diagonal serge, in black, grey or green. Regularly sold at \$6.00. Wednesday's price \$4.95.
- GIRLS' WASH SUITS.**  
Smart, dainty little suits of good quality English repp, in shades of sky, pink and white; made with coat and dress; coat is in a semi-fitted style, with self covered buttons back and front; dress part is a semi-princess style, with jumper effect; trimmed with insertion and buttons. Sizes are 8, 10, 12 and 14 years. Regular value \$4.50. Wednesday \$3.49.

## Clearing these Lines of Dainty Whitewear

Nightgowns, fine heavy nainsook, slip-over style, front has 32 tucks, neck and sleeve finished with embroidery, heading and frills, silk draw ribbon. Lengths 56, 58 and 60 inches. Regular value \$2.00. Wednesday \$1.39.

Night Dresses, fine nainsook, high neck, button front, trimmed with tucks, 6 rows embroidery insertion, wide embroidery frills. Lengths 56, 58 and 60 inches. Regular value \$2.25. Wednesday \$1.50.

Corset Covers, fine nainsook, front has two rows Val. lace insertion, with wide embroidery lace edges, silk ribbon. Sizes 32 to 44 bust measure. Regular value 63c. Wednesday 42c.

**\$2.00 CORSETS, CLEARING PRICE \$1.25.**  
Royal model, finest white batiste, medium or low bust, long front, back and hips, extra deep skirts, finest rust-proof steels, wide side steels, four strong garters, lace and ribbon trimmed. Sizes 18 to 26 inches. Regular value \$2.00. Wednesday \$1.25.



## Black Silk Dress Lengths 47c yard

Superior qualities of pure silk, satin paillette, French satin merve, satin de chine, French peau de soie and chiffon taffetas, in lengths suitable for waists, dresses, skirts, linings, coats etc.; qualities that have sold all season at 75c and 85c per yard; a splendid chance to get an extra waist or dress to finish out the season; guaranteed fast, unfading blacks, and recommended for wear. Wednesday sale price 47c yard.

**FASHIONABLE SUITINGS ON SALE WEDNESDAY \$1.**  
Black San Toy Suitings, Black Permo Suitings, Black French Panamas, Black Tussah Shantungs. We specially emphasize these four special lines; absolutely fast dyes, and all beautifully rich shades, in black, permanent finish and pure wool; 44 to 52 inches wide, \$1.00 yard. (Mail and phone orders filled.)

**BLACK AND WHITE CHECKS ARE FASHIONABLE AND POPULAR.**  
We are making a full demonstration on Wednesday. You will be able to compare weights, weaves, and the different sizes of checks for suits, coats, dresses and children's wear:  
42-inch and 44-inch. 50c and 65c.  
46-inch and 48-inch. 75c and 85c.  
52-inch and 56-inch. \$1.00 and \$1.50.

## Summer Footwear for Women Moving at Double-Quick Time

The shoe-store that does not break prices in the face of an advanced season and imminent stock-taking, is as quiet these days as a skating rink. Every day now we are finding lines of shoes that have to be moved immediately—and these prices are the only means we have to use:—

**WOMEN'S SLIPPERS FOR SUMMER WEAR.**  
180 pairs Women's Slippers, patent colt, with dull back, eight-bar and one, two and three-strap styles; Cuban and New York heels. All sizes 2½ to 7½. Regular \$2.75. On sale Wednesday 1.99

**WOMEN'S OXFORDS.**  
180 pairs Women's Oxfords, tan calf, gunmetal, patent colt and fine vici kid leathers; Blucher, lace and button styles. Sizes 2½, 3, 3½, 4, 5, 6½ and 7. Regular prices \$2.50 and \$3.50. Stock-taking clearance Wednesday 1.99

**WOMEN'S BOOTS.**  
500 pairs Women's Boots, made from selected patent colt, dull calf Blucher top, creased vamps. Cuban heel, medium heavy sole. All sizes 2½ to 7. Worth \$3.00. On sale Wednesday 2.29



## A Word About the Linen Sale

If this department were not a great regular linen store, there would not be so many people interested in its bargains. A "bargain" store, and nothing more never can have offerings that will appeal to careful buyers. Most people know that to buy linens here is to get the very best that is to be had for the money expended.

- LETTERED GLASS OR TEA TOWELS 7½c EACH.**  
24 dozen, recently from Ireland, plain, with red or blue border, and word "Glass" woven, all ready hemmed, just the most durable kind, 21 x 25 inches. Wednesday, each, to clear 7½c.
- BLEACHED DAMASK TABLE CLOTHS FOR \$1.44 EACH.**  
Such weighty cloths, and yet so fine, and of beautiful bordered designs, about 2 x 2½ yards; every thread pure linen, "Made in Scotland." Can't get any cloths to give better wear; and then the price, each, only, Wednesday \$1.44.
- SEE THESE GENUINE SCOTCH BLANKETS AT \$5.00 PER PAIR.**  
They are all pure wool; they are finished single; they will not shrink; they have the best washing and the warmest napping known; the borders are dainty pink or blue; they weigh 7 lbs., and are for full double beds; they are a marvel of value at, per pair, Wednesday, \$5.00.
- DRESSER SCARFS, PURE LINEN, 34c EACH.**  
Full bleached, fine figured huckaback or plain diaper weaves, spoke hemstitched ends, dainty, serviceable, and beautifully finished; 17 x 59 in. On sale upstairs in Linen Department, each, Wednesday 34c.
- 40-INCH UNBLEACHED COTTONS 9c YARD.**  
One of the best cottons made in Canada, good medium weight, and a beautiful, round, fine thread, closely woven cotton, that will bleach pure white; a great household cotton, 860 yards only, at, per yard, Wednesday 9c. (Phone direct to Linen Dept.)



## "None Are So Blind"

Every hour of the day, on the streets of Toronto, it is being demonstrated that the best kind of Ready-for-service clothing for men looks better than a great deal of the made-to-order clothing that is being worn around the town.

Yet there are thousands of men who are blind to the wisdom of wearing anything not especially created by their tailor.

Among the two-piece suits we're selling to-morrow are some of the finest turned out by a very well known New York firm—you'll find their label in them. Any man who gets one of these at nine-ninety-five will be the owner of a suit the style of which could not be duplicated by a local tailor for less than twenty-five dollars.

Only 95 suits altogether—come at eight for them.

**MEN'S TWO-PIECE OUTING OR SUMMER SUITS.**  
Regular \$12.50, \$13.50, \$15.00, \$16.00, \$18.00, and \$20.00 to Clear Wednesday at \$9.95.

95 suits only in the lot, consisting of fine tropical weight worsteds and tweeds, a clean-up of all our broken lines and odd sizes before stock-taking; among the lot are a number of American models; all are high-grade garments, beautifully tailored; in the lot are sizes 34 to 44. To clear Wednesday at \$9.95.

## Hot Weather Comfort for Men Light Weight Underwear at clearing prices on Wednesday.

Men's B. V. D. and Athletic Style Underwear, short sleeve shirts and knee length drawers, also open mesh or porous knit, in long sleeves and ankle length drawers; well assorted sizes throughout. Regular price 65c. Wednesday 44c per garment.

**Men's Light Balbriggan 67c**  
Men's Extra Fine Light Weight Lisle Thread Underwear, in white only, also fine French balbriggan; all made by one of the best French manufacturers; best trimmings and perfect workmanship in each garment. Sizes 34 to 44. Regular prices \$1.00 per garment. On sale Wednesday 67c garment.

**\$2.00 Straws Now \$1.00**  
125 only Men's Extra Fine American Make Straw Sailor Hats, fine, close, even braid, black silk bands, comfortable fitting sweat band. Regular \$2.00. Wednesday \$1.00.  
Men's and Boys' Outing Hats, in white duck or tan linen, light weight, cool and serviceable. Wednesday 29c.

**Would Any of these Rugs Fit?**  
Just look over the list of sizes and measure the room. As for the colors and patterns, there's sure to be one that'll harmonize.

250 only, Brussels Rugs, in self-tone greens, self-tone blue, self-tone rose, green and pink, lawn and pink, etc. The designs include some of the newest floral, Oriental, conventional and chintz patterns. An inspection of these rugs will be sufficient to impress you:  
6.9 x 9 regular price \$11.25, Wednesday \$8.25  
9 x 9 regular price \$15.00, Wednesday 11.25  
9 x 10.6 regular price \$17.00, Wednesday 13.25  
9 x 12 regular price \$20.00, Wednesday 14.25  
9 x 13.6 regular price \$22.50, Wednesday 17.25  
11.3 x 12 regular price \$25.00, Wednesday 18.25  
11.3 x 13.6 regular price \$28.00, Wednesday 24.25

## A Shower of Dainty Kerchiefs

Women's pure linen hemstitched handkerchiefs of very fine quality. Thursday's stock-taking price. Each 4c.

Dutch Collars, in dainty, pretty styles, with Val. insertions and lace edge trimmed, the new shape. Each 18c.

## Women's Roll-brim Sailors

We have in stock eight dozen American Sailor Hats, with brim rolled on one side, white or burnt rustic straw, with black ribbon bands; also about six dozen Sailors, with rolling brim all around, trimmed with black velvet bands. These hats have been made to sell at \$1.00 each. We want to clear every one on Wednesday, all at one price, 38c.

160 only, Straw Hats, untrimmed, in a score of different shapes, including many sailor styles, navy, black, and lots of white or burnt straws, regular prices \$1.00 and \$1.25 each. Wednesday 25c.

## These Groceries for Wednesday

- 2,000 stone Fresh Rolled Oats, per stone 35c.  
Choice Side Bacon, peeled, half or whole, per lb. 22c.  
Quaker Wheat Berries, 3 packages 25c.  
Finest Canned Tomatoes, 3 tins 25c.  
Canned Corn, 3 tins 25c.  
Domestic Kipperd Herring, plain and in tomato sauce, 3 tins 25c.  
Telfer's Cream Soda Biscuit, 3-lb. box 25c.  
Lipton's Marmalade, 5-lb. pail 40c.  
Garton's H. P. Sauce, bottle 18c.  
Fancy Patna Rice, 4 lbs. 25c.  
Symington's Coffee Essence, bottle 15c.  
Canned Apples, gallon s. tin, 23c.  
Telephone direct to department.  
500 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, 2 lbs. 35c.

## 35c Men's Socks 19c

Men's Fine Imported Lisle Thread Socks, broken lines from regular stocks, in all the newest colorings, plain, checks and stripes. All sizes 9½ to 11. Regular 35c and 25c. On sale Wednesday, pair 19c.

## Children's Socks Half Price

Infants and Children's Socks for summer wear; in the lot are fancy tops, in a variety of colors, all the newest kinds, in finest imported Lisle thread; broken lines from regular stock. Sizes 4 to 8. Regular 35c. Wednesday at half price, pair 12½c.

## Wednesday Wallpapers Half Price

These are the last days before stock-taking. We must clear out all broken lots. We offer these special lines for Wednesday:—

2,680 rolls Papers, suitable for dining rooms, sitting rooms, bedrooms, good colorings. Regular to 35c. Wednesday 11c.

2,800 rolls Imported Parlor, Dining Rooms and Hall Papers, in soft greens, cream, blues and strong reds, browns, greens and other blends. Regular to 65c. Wednesday 27c.

1,000 yards more Dyed Burlap, green or red, good weave, clear color. Regular to 30c. Wednesday 21c.

15,000 feet Room Moulding, 1½ inches wide, white enamel or imitation oak. Regular to 2½c. Wednesday 1c.

200 feet odd Plaster Rail, 3 in., 4 in. and 5 in. wide. Regular to 25c foot. Wednesday, per foot 9c.

## Parasols and Umbrellas

120 Women's Parasols to clear Wednesday, in plain colors, also neat and fancy patterns and checks, in fancy satens; neat natural wood handles. Stock-taking clearing 49c.

A clearing lot of Men's and Women's Umbrellas, close rolling, paragon frames, silk and wool tops of a fine quality, fitted with silk cases; a splendid assortment of handles. Values up to \$3.00. Wednesday \$1.90.

## \$1 and \$1.50 Birthday Rings 59c

200 10k Solid Gold Single Stone Birthday Rings, Tiffany setting, ruby, turquoise or any birth month stone. Regular \$1.00 and \$1.50. Wednesday 59c.

Gold Filled Curb Necklets, 16 inches long, gold filled clasps. Regular 98c. Wednesday 49c.

Gold Filled Waist Pin Sets, three pins, pearl settings. Wednesday 25c set.

## Refreshng Basement Attractions

Useful and beautiful wares in China, Glass, Pottery, Brass, Cutlery and the like. They're almost falling over each other, for we're crowding in new stock.—Here is Wednesday's clearance.

Tumblers, table size, half crystal, semi-cut, flute design, polished bottoms. Regular \$1.20 dozen. Wednesday 87c dozen.

**CUT GLASS.**  
See this extra special bargain in a fine cut glass Sugar and Cream Set, deep flaring cut, rich tone color, new design. Wednesday's special \$2.49 set.  
250 jardiniere, some in majolica, floral and Louis decorations; a choice lot of artistic colors. Regular 59c. Wednesday 29c.

**PEDESTALS AND POTS.**  
14 only Pedestals and Pots, 42 inches high, in the new Ravissant Art decorations, masterpiece of the potters' art. Values up to \$14.99. Wednesday \$9.99.

Dinner Set, complete set for 12 persons, 37 pieces, full porcelain body, dainty blue band, floral design, gold edge and finish. Wednesday's genuine snap \$7.25.

Brass Fern Pots, rivetted handles, smooth finish, 8 inches wide, with double concaved bottom. Wednesday \$1.69.

## Cutlery for Wednesday

- 3-piece Carving Set, mounted rubberoid handles, American steel blades. Set consists of knife, fork and emery steel. Worth \$1.00. Wednesday 69c set.
- James Rogers' Celebrated Cutlery, Sheffield make, knives, best steel blades, celluloid handles, dinner and tea size. Wednesday 90c per half dozen.
- Knives, best steel blades, nickel-plated handles, dinner and dessert sizes; good value. Wednesday 90c half dozen.
- Forks to match above, plated handles, four steel prongs. Wednesday 90c for half dozen.
- Tea Spoons, headed handle, good quality. Wednesday 60c dozen.
- Dessert Spoons, Wednesday \$1.20 dozen.  
Table Spoons, Wednesday \$1.75 dozen.  
Knife Sets, black handle, three in set, including bread, cake and paring knife. Wednesday 15c set.  
Serrated-Edge Bread Knives, with saw on back. Wednesday 15c.  
"Optimo" Bread Knives, rubberoid handle, 8-inch blade; a clean cutting knife. Wednesday 25c.  
Sissors, keen cutting edges. Wednesday 10c, 15c, 20c, 40c and 50c.
- RAZORS AND POCKET CUTLERY.**  
The famous "Carbo Magnetics" Razor, black handle, set ready for perfect and give every satisfaction. Wednesday \$2.00.
- Special Razor, made of best diamond steel, full hollow ground. Worth \$1.25. Wednesday 69c.
- The "Welcome" Safety Razor, made by H. Boker & Co., a handy and useful article, can be put in the vest pocket; no screws to get out of order, impossible to cut the face; each in tin box. Wednesday only 75c each.
- Boker's Razor Honors, each in box. Wednesday 50c.
- Three-blade Pocket Knives, horn handles, good value. Wednesday 39c.
- Two-blade Jack-knife, black handle, handy for campers, with ring on end to attach on chain. Wednesday 50c.

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