H. H. FUDGER, President. J. WOOD, Manager.

THE ROBERT SIMPSON COMPANY, LIMITED

PROBABILITIES. Light winds—fine and moderately warm.

THE ROBERT SIMPSON COMPANY, LIMITED

Wednesday, June 16th.

To the International Council of Women In Convention Assembled

AS a representative institution of our city, situated as we are in the very centre of its business life and activity, we take it upon ourselves as a pleasant duty to consider that Toronto's guests are likewise the guests of The Robert Simpson Company. We beg first then the honor of introducing ourselves.

On the square of land bounded by Yonge, Queen, James and Richmond streets, at the very heart of Toronto, stands a rectilineal structure of terra cotta brick, and a thousand and one odd windows. A wide cornice hangs out from the sixth storey above the ground.

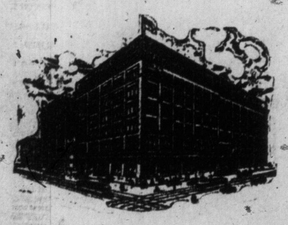
Immense windows of plate glass extend along the Queen and Yonge street pavements. On Queen street the foot walk is double the uniform breadth, and the effect of the beautiful building thereby enhanced This is the store of the Robert Simpson Company, Limited, one of the finest examples of the modern department store in Canada and all America.

In this store is sold practically everything of women's daily use in civilized life. Although Canada is a new country, and Toronto, as European cities go, is but a vigorous youth, yet all the world's best manufacturers cater and compete for our favor. We send to all centres of production in the British Isles, in France, Belgium, Germany, Switzerland, Austria, and also Italy for the goods in which those countries excel. We keep in close personal touch with the progressive manufacturers of the United States. All manufacturing Canada competes for our orders. Agents from the Orient and from China and Japan offer us first or early choice of whatever is newest and most attractive in their respective lines. So we are in a measure metropolitan as well as representatively Canadian.

English visitors are surprised to find larger stores in the city of Toronto than in the city of London. Tourists from the United States are astonished to find a dress goods and silk department in the Robert Simpson Company as fine as the famous Marshall Field's of Chicago. Our cloak department, extending from Yonge to James streets, cannot be excelled very much in any city in the world. Our boot and shoe department is the largest in Canada and, with perhaps one exception, in all America. These facts surprise people who come from abroad. Toronto people have become accustomed to them, and take them as a matter of course.

One thing, however, should be borne in mind—the Simpson store, as at present considered, is in the act of transition. The complete western half of the structure is quite new. The interior arrangement and occupation of this part has not even yet been completed. We are unable to offer the service of our new restaurant and grill room to the members of the Council, although our present lunch room has been and is still one of the largest and most appreciated dining places in the city.

Having introduced ourselves in some measure let us assure the delegates to the **National Council of Women** that they are welcome to make full use of every service at our command. We have rest rooms and a check office for parcels, toilet rooms, public telephones and a staff of young Toronto people who will gladly give any information concerning the store or the city for which visitors may ask.



Let Us Help You Get Your City House and Its Verandahs Ready for Summer

Or If Your Summer Cottage Needs Furnishing Let Us Have a Chance to Tender on the Works

SUMMER in Toronto! What could be more delightful? Lake Simcoe? Well, it's a matter of choice. Muskoka? Well, that is a matter of taste. We don't want to argue the claims of either. We do want to suggest, however, that you can make your house right here at home in the City of Trees and Churches just as pleasant a spot as can be found during the months of July and August anywhere on the Continent. Let us offer a few ideas in this connection.

First of all, make your verandah an out-door room. Don't leave it simply an open, wind-swept, sun-baked platform. Bamboo Screens at 1 1-2 cents a square foot will turn it into a cool, secluded retreat from whence you can see without being seen. A screen will break the draughts and strong winds, while still allowing plenty of fresh air to circulate.

Then a Matting for the floor. Cocoa matting costs from 50c to 65c a square yard; China or Jap. matting 12 1-2c to 25c. Grass mats or cushions for the steps can be had here for 5c each.

A Hammock with plenty of cushions is another feature. Hammocks are all prices from a dollar up (on sale in the basement). Cushion forms and material for covering as cheap as 40c in the Curtain Department.

The windows of the house should have their window curtains removed and printed scrim in cool colors and colonial designs hung in their places. This material sells in the Curtain Department 30c a yard.

Awnings make all the difference in the world to a hot, sunny window. We sell only the best duck for this purpose, and the very newest metal fittings.

An ordinary window costs about $3 to equip, including the men's services who put the awnings up.

Many people roll up their big rugs for the summer and lay a few mats or small rugs on the cool, bare polished floor.

27 x 54 Knitted Ingrain Rugs, for $1.25.

Take down the heavy velours portieres and leave the doors free and open for the summer. Let us have your heavy curtains and your rugs for dry cleaning, re-cording, stretching, re-lining, or generally overhauling.

We have Marquees or Lawn Tents in plain or striped colored duck—$10 to $100.

Come to us and talk about this matter of summer furnishings, whether it's for your city home or your country cottage.

A Big Montreal Purchase

(Wash Goods Dept.)

IN ADDITION to the many attractions in the New Wash Dress Goods Dept. on the 2nd floor we have purchased a large stock of Wash Goods from one of the biggest wholesalers on the continent and will place the same on our counters during the next few days at very remarkable prices. When we tell you that we bought these Muslins at less than 50c on the $1.00, you can imagine the furore to-morrow morning. Instead of aiming at a big profit we pass them on to you at the full discount.

200 pieces Fancy Striped Suitings, all colors; regular 15c, for 9c.

30 pieces Cream Brocade Vestings, in stripes and polka dots, fine quality; regular 35c, for 15c.

100 pieces Cotton Alpaca, all colors; regular 35c, for 15c.

60 pieces Flemish Linen, 34 inches wide, pretty figures, in all colors; regular 25c, for 12 1-2c.

20 pieces Crepe, wide stripe, in pink, navy, sky and grey, for kimonas; regular 29c, for 15c.

The June Lingerie Activity Spreads Throughout the Dept. of Underwearables for Women and Girls

HAVE you selected your summer whitewear yet? Take advantage of the June prices. The same advice applies to all sections of the fine new department.

CORSET COVERS.

Corset Covers of fine nainsook, trimmed with good wearing lace and silk ribbon, full front, bias skirt frill; sizes 32 to 44 bust measure, a dainty garment; regular value 39c each. Thursday, each, 25c.

Clearing 4 beautiful styles of Corset Covers, fine nainsook or cotton, fitted or full front, dainty lace or embroidery trimmed styles, beadings and silk ribbon draw; sizes 32 to 44 bust measure in the lot; regularly 65c, 75c and 90c each. Thursday, choice for 50c.

PETTICOATS.

Petticoats, heavy cotton, deep lawn flounce, 2 rows embroidery insertion, clusters of small tucks and ruffle of heavy embroidery, lengths 38, 40, 42 inches; regular value $2.00 each. Thursday, each, $1.00.

Petticoats, fine cotton, 15 inch lawn flounce, row of fine embroidery insertion and ruffle of fine heavy embroidery, dust frill; sizes 38 to 44 inches; regular value $2.50 each. Thursday, while they last, $1.75.

Petticoats, fine cotton, 17 inch lawn flounce, 3 rows, fine lace insertion and deep ruffle of lace to match, 3 clusters of small tucks, dust frill, lengths 38, 40, 42 inches; regular price $1.75 each. Thursday, each, $1.25.

DRAWERS.

Isabelle Drawers, fine nainsook, no fullness at waist or on hips, wide bell bottoms, finished with deep ruffle with cluster of tucks and wide hemstitched hem, lengths, 23, 25, 27 inches, in both styles; regularly 75c a pair. Thursday, a pair, 50c.

Isabelle Drawers, fine nainsook, deep ruffle, edged with fine embroidery, row of embroidery insertion above ruffle, all sizes, both styles, the $1.25 kind. Thursday, a pair, 83c.

Drawers, umbrella style, cotton, wide ruffle, finished with tucks and edge or embroidery or wide fine lace, both styles, all sizes; regular price 35c a pair. Thursday, a pair, 25c.

NIGHTDRESSES.

Nightdresses, fine cotton or nainsook, 2 excellent styles, high neck, trimmed with embroidery and tucks and slip-over style finished with embroidery, beading and silk ribbon, elbow sleeves; sizes 56, 58, 60 inches; regularly $1.00 and $1.25 each. Thursday, 89c.

Nightdresses, soft nainsook, slip-over style, with elbow sleeves, neck and cuffs finished with lace beading and silk ribbon draws, very dainty, lengths 56, 58, 60 inches; regularly $1.00 each. Thursday, each, 73c.

Nightdresses, fine nainsook, empire and slip effects, 2 exquisite styles, trimmed with tucks, embroidery, beading, silk ribbons and fine embroidery ruffles, lengths 56, 58, 60 inches; regular values $1.65 and $1.75 each. Thursday, each, $1.25.

CHEMISES.

Chemise of fine cotton, fine embroidery on neck, arms and front, front opened 5 inches, neat and fine; sizes for 32 to 42 bust measure; length 36 inches; regular 63c quality. Thursday, each, 45c.

Long Chemise, combination, fine nainsook, extra fine embroidery ruffle on neck and arms, skirt finished with tucked ruffle; sizes for 32 to 42 bust measure; regularly $1.75 each. Thursday, each, $1.23.

DRESSING SACQUES.

A Clearing lot from a New York Maker.

Dressing Sacques of dainty printed muslin, pink, blue or hello, finished with belt and pocket, trimmed with scalloped border down front and cuffs, stole front effect; sizes 34 to 44 bust measure; regularly $1.75 each. Thursday, $1.19.

Dressing Sacque, a charming style, with large collar and slashed sleeves, made in exquisite printed lawns and trimmed with fine embroidery frills, colors white with black, sky, pink or hello patterns, very dainty; sizes 34 to 44 bust measure; regularly $2.25 each. Thursday, $1.49.

GIRLS' DRESSES.

Girls' Dresses, white shrunk duck with cadet blue trimmings, a beautiful style that will wear and wash to perfection, waist and skirt style, perfect fitting; sizes for 6, 8, 10 years only; regular value $1.75 each. Thursday, each, $1.00.

Girls' Dresses, of fine white lawn, waist tucked and trimmed with fine embroidery insertion, wide skirt, finished with 3 half-inch tucks and extra deep hem; sizes for 6, 8, 10 years; regularly $1.95 each. Thursday, each $1.39.

Some Furniture for Summer

Settees for summer homes or verandah use, stained green, plain and substantial frames, with matting seats. Thursday $8.00.

Arm Chairs and Rockers to match settees. Thursday $4.75.

Round Tables for use with settees and chairs, size of top 28 inches. Thursday $5.50.

Steel Couches, complete with mattress, covered in good quality denim, making comfortable double bed by night and divan by day. Thursday $8.50.

Enamel Beds, in all standard sizes, white or green finish, complete with woven wire spring and mixed seagrass mattress. Thursday $6.25.

Verandah Chairs, in red, green or natural finish, rush seats and back. Thursday $3.50.

Sewing Rockers, in red or natural finish, full rush seats and backs. Thursday $2.25.

Misses' Rockers, in red or natural finish, with chairs to match. Thursday 90c.

Combination Tables, suitable for camping purposes, complete with mirror, towel, rail and receptacle for basin, with cupboard below, $7.00.

Camp Blankets and Summer Cottage Linens

LINENS AND STAPLES DEPARTMENTS.

Great Clearance Grey Union Camp Blankets, thoroughly cleansed and finely napped, strong, warm, serviceable camp blankets, extra large size, 10 lbs., 70 x 90 inches; regular $3.50 per pair. Thursday $2.49.

300 pairs Heavy Hemmed Pillow Cases, all seams felled, made from pure finished bleached English cotton, 42 x 33 inches. Per pair, Thursday 25c.

69 only, all Pure Linen Bleached Damask Table Cloths, good heavy-weight and fine even weave, splendid bordered designs. "Irish manufacture," 2 x 2 1-2 yards each. Thursday $1.43.

380 yards extra heavy, strong, soft Crash Roller Towelling, made of very fine, perfect absorbent, pure flax, best Scotch goods, red border, 18 inches wide. Per yard, Thursday 11c.

For Summer Week Ends

Bright Suggestions for Your Summer Wardrobe from Our Great Overflowing Cloak Dept.

YOU will notice there is nothing elaborate or expensive in this list. Just a nice lot of moderate priced, semi-neglige garments to wear on little trips out of town or right here in town during the hot weather.

LADIES' DRESSES.

New York Dresses in empire and princess style, in shades of champagne and peach, and small hairline checks, trimmed with pipings and chambray in contrasting colors, a smart dress for misses and ladies who wear small sizes. Thursday, $10.00.

Ladies' Lingerie Dresses, in princess style, trimmed with Valenciennes lace and insertion, new long sleeves, shades in these dresses are mauve, pink, blue, white and black. Thursday, $8.50.

LADIES' COATS.

Ladies' Tailored Coats, of fine black broadcloth, made with cutaway front, semi-fitted back, three-quarter length, trimmed with strappings. Thursday, $15.00.

Ladies' smart coats of light weight broadcloth, in black only, semi-fitting back, trimmed with strappings and buttons. Thursday, $10.00.

LADIES' SEPARATE SKIRTS.

Ladies' Separate Skirts, of light-weight summer fabrics, Panamas, French Venetians, shadow stripe Venetians, checked Panamas, in navy, black and indigo; also of light and mid-grey checked tweeds, made in a large variety of pleated or gored styles, trimmed with folds or strappings of self, satin or silk, or buttons. Regular $6.50, $7.00, $7.50, $8.50, $9.00, $10.00 and $12.00 values. Thursday, $4.95.

GIRLS' DRESSES.

Two dainty styles of Girls' Dresses, imported from New York, one is of black and white, pink and white, and blue and white checked gingham, in jumper style, trimmed with lace and insertion, pleated skirt, trimmed with fold of self, white guimpe given with each dress. Sizes 10, 12, 14 and 16 years. Thursday, $3.95.

The other is a one-piece dress of fine chambray, in pink and blue, full pleated skirt, trimmed with strappings of self and fancy covered buttons. Sizes 10, 12 and 14 years. Thursday, $3.95.

LACE WAISTS.

Ladies' Waists, of fine net, in white or ecru, copy of a New York model, front, back and directoire sleeves, are tucked trimmed with fine cluny insertion, edged with Val. lace, silk lined throughout. Thursday, $5.00.

LADIES' SUMMER WAISTS.

Ladies' Summer Waists, of fine mull, in white only, front and sleeves are trimmed with wide guipure and fine Valenciennes insertion, has front opening, sleeves and new Dutch collar, trimmed with lace insertion and edging. These goods are really $2.50 values if bought at the old figures. Our price Thursday, $1.98.

SILK MOIRETTE PETTICOATS, $3.

Petticoats of rich English silk moirette, in black only, made full with deep flounce of four section frills, trimmed with circular tucking and novelty stitched headings, finished with velvet binding. Thursday, $3.00.

TRAVELLING KIMONOS, $2.95.

Kimonos of nice quality "Linene" washing material, suitable for use on train or boat; double box pleated back, pleated front, with pocket, neck, fronts and kimono sleeves, bordered with neat stripe, finished with belt of self; colors fawn, medium or dark blue. Thursday, $2.95.

Wall Paper Reductions

1,950 rolls German, English Papers, in greens, blues, fawns, for living or sleeping rooms; regular to 35c and 50c. Thursday, 22c.

1,840 rolls Imported Papers, in reds, greens, blues, browns, etc., for parlor or dining rooms; regular to 85c. Thursday, 39c.

3,950 feet Moulding, in white enamel and imitation oak; regular to 2 1-2c. Thursday, 1 1-2c.

Our DOLLAR Shirts

We Started Out With 10,000 Yesterday

WE intend to sell the full 10,000 inside a month—that is four weeks of six selling days, 24 days altogether. And we rely upon the merit of the shirts themselves to do it. Talking in the papers won't accomplish the result. We are building on the way news spreads from one man to another by word of mouth. For they are corking good shirts at one dollar, and no mistake! Yesterday we expected to begin the selling by checking off at least 100 sales before nightfall. As a matter of fact we sold **Four Times** that many. To-day we planned to sell 200. The way things went yesterday we'll sell a thousand. Of course the first day when it starts with a boom like that is hard to beat until the good work of the shirts themselves gets simmering. But we'll go right along doubling up each day—once we strike our gait—see if we don't.

You understand we contracted for 10,000 shirts in order to be able to sell them at the popular price of $1. So they are not ordinary $1 shirts by any means. Just you see them.

All the new patterns, wide stripes, etc., pleated or plain, cuffs attached or detached; sizes 14 to 17.

One Dollar Per Shirt

The Sale of Sample Suits

WE will have about 150 of those suits left for to-morrow—those suits with the label in the pocket torn out. They are such suits as tailors talk about. Their brand is known from Halifax to Vancouver. They FIT. They look like gentlemen's suits, and when you examine the cloth and the finish you'll find that is just what they are.

Every one of these suits ready-to-wear within an hour after Purchase.

Sack style, single or double-breasted, English and Scotch tweeds and fancy worsteds; newest shades; hand tailored; sizes 35 to 46 in the lot; regular retail prices $15 to $18 all over Canada. On sale in the Men's Store..... **9.80**

$4.50 and $4.95 Suit Cases for $3.90

JUST 100 of them. They were standing in stock at the factory, and rather than have them wait on the floor a sacrifice was made in the factory profit.

We won't advertise the name of the case—it is a standard brand, and sold every day at $4.50 and $4.95 right in this store. You'll recognize the name when the salespeople mention it.

100 Genuine Cowhide Suit Cases, English steel frames, linen lined, shirt pocket, inside straps, two brass bolt locks, etc., etc.; regular prices, 24 inches, $4.50; 26 inches, $4.95. Thursday, $3.90.

We will also sell 50 Steamer Trunks, each with two outside straps; regularly $4.95 and $5.25. Thursday, $3.90.

And 50 Tourist Trunks, also with 2 straps outside; regularly $4.95 and $5.25, for $3.90.

Taffeta Silk Parasols for $1.39

THEY are very "special"—you know what we mean by "special." In this particular case it means we specially purchased 60 Parasols which would ordinarily have to be sold at $1.75 at least, but which we can turn over at $1.39. Midsummer necessities, most women call them. Here's a chance for 60 early birds.

60 Ladies' Parasols, in taffeta silk and fancy sateens, a large assortment of patterns in floral designs, stripes, checks and Dresden designs in all the newest colorings in blue, grey, fawn, green, hello, black and white, also white embroidered linen, natural wood handles. Thursday, to clear, $1.39.

Cool Summer Silks

AN opportunity to secure these cool, long-wearing and stylish Silks at very economical prices.

Printed Habutai, in stripes and small designs in navy, brown, tans, reseda, Copenhagen, black and white, etc., 27 inches wide, per yard, 50c.

Lyons dyed Habutai in black, ivory and cream, fine even weave, 36 inches wide, per yard, 55c.

Novelty Habutai, heavy, firm qualities, in stripes and checks, in splendid range of color combinations, 20 and 23 inches wide, will wash and wear exceedingly well, per yard, 39c.

Natural Color Shantung, bright, lustrous weave, 26 inches wide, per yard, 39c.

Dutch China

BASEMENT.

Dutch China, in quaint old shapes and decorations.

Teapot, Sugar and Cream, Thursday, $3.50.

Cups and Saucers to match, Thursday, 25c.

Lemonade Sets, comprising large jug and 6 tumblers, Thursday, $2.50.

High Comport, Thursday, $8.00.

Roll Trays, Thursday, $1.00 and $1.75.

Tea Plates, Thursday, 25c.

Bread and Butter Plates, Thursday, 20c.

CUT GLASS.

Cut Glass Berry Bowls, handsomely cut in combination star, pillar and faucet cuttings, emerald pattern; regular $10.00. Thursday, $4.50.

WHITE CHINA FOR DECORATING.

White China Teapot, Sugar and Cream; regular $2.25. Thursday, $1.00.

A large assortment of vases on sale at half regular prices. Prices ranging from 15c to $2.00.

Groceries for Thursday

2,000 lbs. Fresh Dairy Butter, direct shipment, in 1 lb. prints, per lb., 22c.

Finest Sugar Cured Ham, half or whole, per lb., 17c.

Quaker Wheat Berries, 3 packages, 25c.

Syrup, Beehive or Edwardsburg, 5 lb. pail, 25c.

Salt, in 5 lb. bag, 3 bags, 14c.

Pure White Wine Vinegar, XXX., per gallon, 23c.

Maggi's Soups, assorted, 6 packages, 25c.

Shirriff's Marmalade, 2 lb. jar, 25c.

Finest Polished Rangoon Rice, 5 lbs., 25c.

Choice White Sago, 4 lbs., 25c.

Red Salmon, 1-2 lb. flats, Cock o' North brand, 3 tins, 25c.

Eagle brand Condensed Milk, 2 tins, 25c.

(Phone direct to the department.)

Sample Shoes $1.99

700 pairs Ladies' High-grade American Sample Oxford Shoes, in all the newest summer effects, Blucher, lace and pump styles, large eyelets, silk ties, all leathers; be early for first choice; sizes 3 1-2 and 4 only. Thursday, $1.99.

554 pairs Ladies' Boots and Low Oxford Shoes in patent colt, dongola kid and velours calf leathers, Blucher, lace and button styles; high, medium and low heels, dull mat calf uppers, perfection eyelets; sizes 2 1-2 to 7; regular $2.75 to $3.50. Thursday, $1.99.

190 pairs Boys' Boots, box calf leather, solid leather, double soles and heels, three extra rows of nails around soles; sizes 1 to 5; regular $2.00. Thursday, $1.49.