

The Robert SIMPSON Company Limited

Main 7841 50 Lines to Central

The Robert SIMPSON Company Limited

H. H. FUDGER, President.

J. WOOD, Manager.

Store Opens at 8 a.m.

Store Closes at 5.30 p.m.

PROBABILITIES-

Moderate southerly and southwesterly winds; fine and warm.

Wednesday, July 20, 1910

All This Summer Freshness for a Small Outlay

Half the joyousness of Summer surely comes from the airy fairy fashions worn by attractive women during this season—mull dresses, fluffy parasols, light silk gloves, sparkling hose—all these things bring to mind a very fascinating and fastidious creature who is the very embodiment of summer time.



Women's Summer Dresses

Women's Stylish Summer Dresses, of extra fine quality French mulls, in soft shades of pink, sky or mauve, also of white, made in dainty styles, with yoke of fine pin-tuckings and insertions of Val. lace and Swiss embroidery; skirt part is tucked and has insertions of lace and embroidery to match waist, finished with deep flounce of guipure lace with narrow row of Val. lace down front, flounce part of skirt has rows of lace insertion between clusters of pin-tuckings; sleeves are finished with lace to match; all sizes from 32 to 42 bust measurement in the lot, but not in each color or style. The regular selling price of these garments was \$11.50. Thursday, \$7.95.

Stock-Taking Clearance of Fine Corsets No Phone or Mail Orders.

Clearing odd models of these famous Corsets, "Bon Ton," "La Grecque" and "C. B. a la Sprite," balances of several beautiful styles, white only, high or medium bust, long below waist, 4 or 6 hose supporters; not all sizes in any one model, but all sizes 18 to 28 inches in the lot. Our regular prices were \$4.00 and \$5.00 a pair. Thursday about 120 pairs at \$1.50 a pair.

75c Long Silk Gloves 35c

Women's Fine Imported Pure Silk Long Gloves, 12-button length, Jersey wrist, perfect fitting, cooler and cheaper than Halse gloves. Black, white, cream. All sizes. Regular 75c. On sale Thursday, pair 35c.

35c Cotton Hose 19c

Women's Plain Black Cotton Hose, medium weight, full fashioned, double spliced heel, toe and sole, best Hermsdork dye, all sizes. Regular 35c. Thursday 19c, 3 pairs 55c.

Parasols 95c, Umbrellas \$1.15

120 only, Summer Parasols, in cotton glorio with satin borders, in pretty floral designs, in sky, rose and gold, in cream and white grounds, strong brass frames and neat handles. Clearing Thursday, 95c. 150 Men's and Women's Umbrellas, close rolling steel rod and frames, splendid grade silk and wool tops, with neat and fancy handles. To clear Thursday, \$1.15.

New Summer Taffeta Ribbons

New Taffeta Ribbons, in all the new shades for Summer wear, including pink, sky, rose, mauve, mauve, nile, brown, navy, myrtle and grey. 4 1/2 inch, 10c yard; 6 inch, 15c yard.

Stock-Taking Savings in Dainty Whitewear

Clearing three styles Beautiful Petticoats, all made in fine nainsook, deep flounces; one has flounce of cross-bar lawn, trimmed with fine Valenciennes lace frill and insertions; one style trimmed with fine embroidery ruffle and insertions; the other style trimmed with imitation bebe Irish lace and satin ribbon; lengths 38, 40, 42 inches. Regular prices \$2.50, \$2.75, \$3.25 each. Thursday each \$1.75.

These charming Night Dresses to go Thursday, two styles, in fine nainsook, slip over styles, 1/2 or 3/4 sleeves; one style has beautiful embroidery medallions, lace and ribbon; the other has dainty trimming of fine embroidery heading, run with silk ribbon and Val. lace frill. Lengths 58, 58, 60 in. Regular values \$1.25 and \$1.75 each. Thursday each 93c.

The Latest from the Beaches

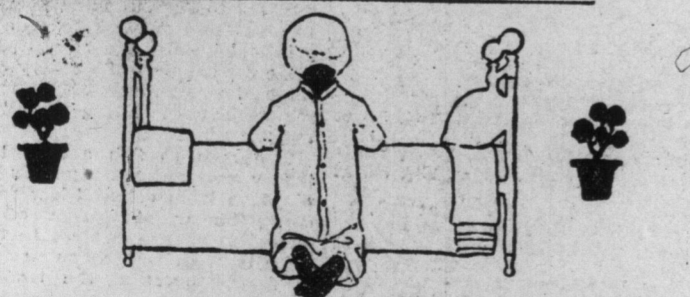
The last reports received from the summer resorts before going to press seemed to indicate that the water was "fine." If a chance to "come on in" presented itself would your suit be ready? Would it be attractive enough to satisfy you? Here's a chance for a new one, either made up and ready to wear, or just the material, both at very low prices:—

- WOMEN'S FINE BATHING SUITS FOR \$2.25. 90 only, Women's Bathing Suits, of navy blue, lustré, fine quality, two-piece, blouse and bloomer combination, with separate skirt. Waist and skirt trimmed with white braid. Sizes for women 34 to 44 bust measure. Regular value \$3.00 a suit. Thursday a suit, \$2.25. BATHING SUIT LUSTRE, 25c PER YARD. 800 yards Bright Mohair Lustres, navy, brown, grey, cream, specially adapted for bathing suits, guaranteed fast and permanent dyes, 40-inch. Special price, 25c yard. 400 yards Silk Finish Lustres, in a lovely range of summer colorings, navy, brown, greys, reds, greens, tans, blue, black and cream, nice crisp quality and fast dyes, 42-inch. Regular selling price 50c. Thursday, 38c yard.

I. Sale of Dress Silks II. Sale of Shepherd Checks

2,000 yards Rich Colored Silks, English peon de sole, French satin de chene, satin pallidette. Nearly every desired shade will be found in the assortment, sky, pink, rose, reseda, navy, Copenhagen, tan, brown, champagne, emethyst, mauve, light and dark greys, Ivory black, etc., etc. All are splendid silks unusual in assortment and unusually low in price. You will find just what is most needed—a dress to finish out the summer, or for a dressy dress for the fall, theatre or afternoon frock. The entire assortment on sale Thursday, 38c yard.

THE POPULAR SHEPHERD CHECKS. 500 yards, full range of the various Checks, light and medium weights, very popular this summer for Ladies and children's wear, launders splendidly, 42-inch, 50c yard. Regular 65c and 75c qualities.



Beautiful Designs in These White Quilts \$1.48

Every housekeeper is familiar with the beautiful designs of the famous Marseilles Quilts—they have been so well copied by clever American Manufacturers that at a short distance they are indistinguishable from the genuine marseilles. Come and see them on Thursday; you'll realize how strenuously we are reducing our linen stock, when such bargains as the following are on the list.

- FINE NOTTINGHAM SHAMS AND DRESSER SCARFS, 33c EACH. Only 25 dozen, Dresser Scarfs 18x54 inches, Shams or Table Covers 32x32 inches, all over Nottingham lace, serried all around, pretty new dainty designs, on sale upstairs in Linen Dept. LENGTHS FOR QUEST TOWELS, 19c EACH. All Pure Linen Huckaback, full grass bleach, in a large range dainty, new designs; sold in lengths just the size for a guest towel; 14x27 inches; then you can scallop or hemstitch and embroider them yourself; only about 200 lengths; on sale upstairs in Linen Dept. BLEACHED AMERICAN CHOCHET QUILTS, 1.48 EACH. For full double bed, hemmed ready to use, very handsome Marseilles designs, perfectly pure and the easiest washed quilt made; only 100 in the lot; regular \$2.00 each. HOLLAND DRESS LINENS, 33c YARD. All pure linen of Irish manufacture, one of the most wanted makes of the season for summer dresses, dust and motor coats, riding habits, etc. Note the wide widths, 38 to 39 inches wide, in natural unbleached brown shade or silver bleached, 480 yards on sale. Linen Department, upstairs. (Phone Direct to Linen Dept.)



Queen Quality Samples at 99c

Of course they're shopworn, but their foot wearing qualities are as good as ever—some are stamped as high as \$3.50 on the sole!

- WOMEN'S SAMPLE OXFORDS. 120 pairs Women's Sample Oxfords, sizes 2 1/2 to 4 only, made from all popular leathers in newest 1910 styles, Blucher, lace and button styles, regular prices \$2.00, \$2.50 and \$3.00. On sale Thursday, 99c. WHITE CANVAS OXFORDS. 180 pairs Women's White Canvas Blucher Style Oxfords, Cuban heel covered with white canvas, flexible hand turned sole, all sizes 2 1/2 to 7, worth \$1.50. Stock-taking clearance, Thursday, 1.19. WOMEN'S OXFORDS. 120 Pairs Women's Summer Oxfords, Blucher, lace and button styles, patent colt, tan Russia calf, vic kid, gun metal and chocolate kid leathers, not all sizes in any one style, but all sizes in the lot, 2 1/2 to 7, regular prices \$2.50 to \$3.50. On sale Thursday, 1.99. WOMEN'S SLIPPERS. 180 Pairs Women's Slippers, four bar and eight bar styles, patent colt leather with dull calf back, Cuban heel, flexible hand-turned sole, for street wear; all sizes 2 1/2 to 7, worth \$3.00. On sale Thursday, 1.99.

Odd Lines of Furniture for Thursday

Are any of your rooms incomplete! If so, read these items. Perhaps there's something you need here. Sideboards, in quarter-cut golden oak, highly polished, assorted designs, good cupboard space, with one large and two small drawers, for cutlery and table linen, our regular prices from \$32.00 to \$38.50, Thursday selling \$28.75. Extension Tables, in genuine quarter-cut oak, early English or golden finish, round or square design, plain square legs, fitted with a 4 1/2 x 14 inch top, extending to 8 ft. Our regular prices from \$17.00 to \$20.00. Thursday selling \$15.50. Dining Room Set of Chairs, different designs, made of solid quarter-cut oak, golden finish, seats upholstered in genuine leather, strongly made and comfortable, sets consisting of 5 small and 1 arm chair, our regular prices from \$30.50 to \$34.50, Thursday sellings, made of solid oak, golden finish, China Cabinets of assorted designs, \$28.50. Well shaped front and ends, fitted with three and four movable shelves, our regular prices from \$29.50 to \$33.50, Thursday selling \$27.95.

The Best Kind of Bath Robe for Men



The man who appreciates his daily "tub" is generally the possessor of a "Terry Cloth" bath robe. "Terry Cloth" feels like the best kind of bath-towel and wears for years. On a hot day a man generally overheats himself after his bath by rubbing himself dry. The thing to do is to slip into a "Terry Cloth" bath robe, and you're dry without exertion.

We have a beautiful range of these bath robes, almost any color, in good design, with hood and girdle; we will sell them on Thursday for (sizes 36 to 46) \$3.50.

Fine Natural Wool Undergarments 69 cents.

Men who wear natural wool the year around, or early Spring and Fall only, should be here sharp at 8 o'clock on Thursday to take advantage of a clearance of broken lines.

800 pieces of natural wool undergarments, made by some of the leading manufacturers of England and Canada, broken lines, all to go at one price. Sizes in the lot 34-46. There are light and dark shades, light, medium and heavy weights; some have double breast, and a few have short sleeves, unshrinkable qualities. Our regular prices are \$1.00 and \$1.25 per garment. On sale Thursday, 69c garment.

How Many Men Have Been Waiting for These? \$3.00 Fancy Wash Vests to Go at 98c

Every man appreciates just what a good fancy vest does for a summer suit at this stage of the season; it's like a coat of paint to a dime museum—freshens up the whole show, and gives a man a "front" he might be proud of. These are good vests, and we expect this price will make them all vanish before 10 a.m.

Men's Light Summer Wash Vests, made from fancy piques, and percales, etc., in white, grey, and the grounds with neat fancy stripes and figures. Sizes 36 to 44. Regular prices \$1.50, \$1.75, \$2, \$2.50, \$3. To clear Thursday, 98c.

Men's Watches worth Almost Double

We will offer for sale on Thursday at 8 a.m., just 150 Guaranteed Watches at \$3.95 each. Cases are gold-filled (of sterling silver, if preferred), 16-size, open face, stem wind and set, 7 jewels, ordinarily worth about double our Thursday price. A written guarantee goes with each watch. This watch at \$3.95 is the best buy of the season, as it could not now be bought wholesale at this price.

Still Half a Summer to Wear Straws

Men's Straw Hats, popular boater and sailor styles, fine split brims and semis, wide and medium brims, black and fancy size bands. Regular \$2.00 to \$3.00, to clear Thursday, \$1.25.

GENUINE PANAMAS, \$3.50. 75 only of these popular Men's Hats, close, even weave, perfectly bleached, wear and look as well as higher priced Panamas.

Little Jack Horner,

Down in the Basement keeps pulling plums out of our chinaware stock, which are making this sale one of the liveliest in the store's history. The sale embraces the whole department, dinner sets, tea sets, fancy china, cut glass—here is rich choosing for anyone who will spend a little time in our Basement to-morrow.

- 300 dozen China Egg Cups, gold line decoration, for quick selling. Thursday, 19c doz. 40 pieces China Tea Sets in high-grade Bavarian ware, beautiful clear body, rich decorations, blue band, gold spray and edge, with natural color finish. A snap for Thursday, \$6.75, Thursday \$4.99. 19 only Dinner Sets, in fine English Porcelain body, one of the new 1910 decorations, all pieces, with rich gold rose bud intertwined. Regular \$7.25, Thursday \$4.99. 1,000 pieces Fancy Japanese ware, rich, quaint designs, dainty samples of the Japanese Art, Bon Bon dishes, Hat Pin Holders, Hair Receivers, Nut Bowls, Ring Traps, Jewel Boxes, Trinket Trays, Cups and Saucers, Cash Trays, Jugs, Candlestick, etc. Thursday, special, 15c. 19 only Dinner Sets, in fine English Porcelain body, one of the new 1910 decorations, all pieces, with rich gold rose bud intertwined. Regular \$7.25, Thursday \$4.99. 600 Fancy Decorated Jugs, big assortment of shapes and decorations, Thursday, 10c. Table Tumblers, best American glassware, in heavy deep cut designs.



Regular \$6; to clear Thursday, \$3 doz. Here is a rich assortment of cut glassware, at almost half price for a quick clearance. Berry Bowls, Fruit Dishes, Footed Comforts, Water Jugs, Sugar and Cream, Flower Vase, Fern Pots, Ice Tubs, in rich deep flaring cut designs, every piece a mass of brilliant, sparkling color. While they last, Thursday, \$4.75.

This is Hammock Time

One hammock often makes a summer! You'll be all the happier if you can buy yours as reasonably as these are quoted.

- 55 only, full size Verandah Hammocks, nice combination of colors to suit everyone, well padded pillow, deep valance, concealed head spreader, a comfortable and well made hammock. Thursday, to clear at \$2.59. 100 pair Children's Extension Roller Skates, iron wheels, leather supports on back, will fit all sizes children's shoes. Thursday, 50c pair. Every Household Needs These—Basement Prices for Thursday Mrs. Potts' Irons, handle, stand and three irons, in set; polished set \$1.00 value, Thursday, 78c. Nickel-plated set \$1.10 value, Thursday, 95c. Extra Heavy Tin Washboilers, with flat copper bottom, sizes 8 and 9. Regular \$1.25 and \$1.35, Thursday, 98c. Galvanized Wash Tubs, 6 sizes—small size, regular 67c, Thursday 59c; medium size, regular 72c, Thursday 65c; large size, regular 83c, Thursday 73c. Imperial Brand Wringers, 10 inch rubber rolls, enclosed cogs, steel spiral spring, guaranteed for family use. Regular \$3.50, Thursday \$2.98. Galvanized Wire Clothes Lines, 50-foot length, Thursday 25c. Galvanized Wire Clothes Lines, 100-foot length, Thursday 25c. 6 dozen Clothes Pins, regular 10c, Thursday 8c. Potts' Iron Heaters, holds 1 set. Regular 25c, Thursday 18c.

Colored Linen Shirtwaists

100 Linen Waists, splendid quality, colors only—grey, mauve and reseda; green with embroidered white spots, smart tailored style, wide Gibson pleat over shoulders, short sleeves, white linen collar, handkerchief pocket, sizes 32 to 42. Regular \$1.50, Thursday \$1.00. A dainty Embroidered Waist of fine sheer lawn, groups of pin tucking to former yoke, tucked back, full length sleeve and shaped collar, tucked and lace insertion trimmed, all sizes 32 to 42. Special value, \$1.25.

Save on Groceries Thursday

- If you can't come and choose, just phone your requirements direct to the department, main 7841, and they'll be sent, carefully packed by next delivery. 2,000 lbs. fresh Dairy Butter in prints, per lb. 23c. Malta Vita Breakfast Cereal, 3 packages 25c. Salt, in 5-lb. bags, 3 bags for 14c. Fresh Flaked Wheat, per stone 49c. Prime White Beans, 5 lbs. for 25c. Jam, in 5-lb. pails, assorted per pail 40c. Choice Red Salmon, flats, 3 tins for 25c. Imported Malt Vinegar, Imperial quart bottle 25c. Maggi's Soups, assorted, 6 packages 25c. Blue Bell Jelly Powder, assorted, 4 packages 25c. Condensed Cream, Jersey brand, 3 tins 25c. 35c ASSAM TEA, 25c. 200 lbs. of fine, rich, full-bodied Assam Tea, sold at 35c anywhere, Thursday, per lb., 28c.

Wall Paper Reductions

20c Bedroom Papers, to clear, 9c. 1,600 rolls of Imported and Domestic Bedroom Papers, in artistic designs and pretty colorings. Parlor and Dining Room Papers. 1,000 rolls of Imported and Domestic Parlor Papers, in soft shades, deep warm effects for dining rooms, in reds, greens, browns, blues, and light shades. Regular 35c, Thursday 17c. 65c Parlor Papers, 32c. 900 rolls of Imported Papers, some foreign lines in silk and two-tone flat effects, rich assorted colorings, make very effective rooms. Room Mouldings, Half Price. 8,000 feet of Mouldings, finished white or imitation oak. Regular to 2 1/2c. Thursday, 1 1/4c.

Combing Jackets 25c

300 Women's Combing Jackets, of fine printed muslins and percale; stripes, Paisley and floral patterns, black, navy, sky, pink and helio, edges finished with crochet stitching, sizes 34 to 44. To clear, Thursday 25c. Ground floor—Main aisle—Queen st. No phone or mail orders.