

# The Robert SIMPSON Company Limited

H. H. FUDGER, President.

J. WOOD, Manager.

Store Opens 8 a.m.

Main 7841  
50 Lines to Central

# The Robert SIMPSON Company Limited

PROBABILITIES—

moderate winds, mostly east and south; fairly hot the same temperature.

Wednesday, July 6, 1910.

### Of Interest to Tourists

We have one of the largest, coolest and best appointed lunch rooms in Canada—6th Floor.

Our Fur Department has been moved to the left of the central elevators—3rd floor. Our prices on fine furs will be of lively interest.

Ladies' commodious waiting rooms, writing tables, etc.—3rd floor.

Travelling goods, such as suit cases, trunks, shawl straps, etc.—6th floor.

Camera films—6th floor. Telephone, telegraph and post offices—Main floor.

Parcel check office—Main floor.

Note.—In our lunch room we serve filtered Lake Ontario water, 100 per cent. pure—chilled, not iced.

This store is cooled by a water-fan system with a capacity of 55,000 cubic feet.

### \$1.75 Long Challie Kimonos \$1.25

Women's long Kimonos of challie, fronts and cuffs finished with fancy stitching, pretty Paisley patterns in navy, cardinal or pink, wool girde to match; all sizes in the lot. Regular \$1.50 and \$1.75. Thursday \$1.25.

### COMBING JACKETS, 25c.

200 Women's Combing Jackets of fine printed muslins and percale; stripes, Paisley and floral patterns; black, navy, sky, pink and helio; edges finished with crocheted stitching; sizes 34 to 44. To clear, Thursday, 25c.

### Souvenirs of My Visit to Toronto

What I picked up at small expense in that beautiful Simpson Store.

- A Dozen Picture Post Cards ..... 10c
- A Book of Toronto Views ..... 10c
- A Guide Book of Toronto ..... 10c
- A Pack of Toronto Playing Cards ..... 50c
- 5,000 Facts About Canada ..... 25c

### Shop by Phone

If you have a nice, cool home in one of Toronto's pretty suburbs no one could blame you for not relishing the trip down-town in hot weather. Why not shop by phone? We offer unusual facilities.

50 lines to Central. Plenty of branch lines to every department. Call Main 7841.

### \$1 Cushions Thursday 37c

300 Hammock and Canoe Cushions, Russia down filling, covers of cretonne, saten, damask, velours, tapestry, etc. every cushion worth \$1.00 or more. Thursday, each, 37c.

### LAST CALL FOR BAMBOO VERANDAH SHADES

The best quality natural "skin" bamboo, slats extra heavy, complete with cords and pulleys. 7 ft. long, 8 ft. wide, Thursday, each, 99c. 8 ft. long, 8 ft. wide, Thursday, each, \$1.19.

### Furniture Department Reductions

Odd Dressers and Chiffoniers, in mahogany and quartered oak, highly polished, assorted designs, brass trimmings fitted with round or square-shaped British bevel plate mirror; our regular prices from \$21.00 to \$28.75. Thursday, selling \$18.50.

Dressers and Washstands, made of selected quarter-cut oak, golden finish, very plain, neat designs, large spacious drawers with brass trimmings, fitted with British bevel plate mirror; our regular prices from \$38.00 to \$41.50. Thursday, selling \$19.75.

Ladies' Dressing Tables, in quarter-cut oak, highly polished, one long drawer with brass trimmings, fitted with British bevel plate mirror; our regular price \$14.00. Thursday, selling \$7.00.

Children's Iron Cots, in white enamel, continuous post head and foot ends, with drop slides, fitted with comfortable woven wire spring and mattress complete; regular price \$6.10. Thursday, selling \$5.50.

### Grocery Items Thursday

- 2,000 lbs. fresh Dairy Butter, in 1-lb. packages 10c.
- Jersey Cream 3 tins 25c.
- Maggi's Soup, assorted, 6 packages 25c.
- Shirriff's Marmalade, 2-lb. jar 25c.
- Choice Red Salmon, 1/2-lb. flats, 3 tins 25c.
- Imported Malt Vinegar, Imperial quart bottle 20c.
- Salt, in 5-lb. bag, 3 bags 14c.
- Edwardsburg and Beehive Table Syrup, 5-lb. pail 25c.
- Royal Baking Powder, 1-lb. tin 45c.
- Dalton's Lemonade Syrup, 3 bottles 25c.
- Kievov Custard Powder, 3 boxes 25c.
- Paraffine Wax, for sealing fruit, 1-lb. package 10c.

Telephone direct to department. 35c ASSAM TEA 25c.

200 lbs. fine, rich, full-bodied Assam Tea, in 25c tea anywhere. Thursday, per lb., 25c.

## A Sale of Oriental Rugs

Stock-taking Clearance Involving Several Thousand Dollars Worth of Choice Eastern Carpets

THE DISCOUNT TO CUSTOMERS WILL AVERAGE 50%

WE have decided to clear out a certain proportion of our Oriental Rugs at half price.

In making this announcement we are aware that rug buyers are comparatively few in midsummer normally, but we mean to stimulate the demand by a very radical discount. The rugs themselves are in nowise at fault. It simply means that the rule of the store at stock-taking time must be observed. If you admire genuine Oriental rugs, you should readily see that by buying them now in the off season instead of waiting until the Fall, or some other time suited to your own convenience, you simply act the part of a business man.

We give herewith a brief catalogue of the rugs involved, quoting you the prices at which they have been marked and the revision which goes into effect to-morrow. It makes an average difference of 50%.

ANATOLIAN RUGS		KAZAK RUGS		
3.1 x 4.9, regular \$16.00, for ... \$10.95	4.6 x 9.0, regular \$45.00, for ... \$29.50	4.2 x 7.7, regular \$45.00, for ... \$39.50	4.1 x 6.3, regular \$25.00, for ... \$19.50	
4.0 x 5.6, regular \$18.50, for ... \$11.95	4.2 x 8.5, regular \$45.00, for ... \$39.50	3.7 x 4.8, regular \$18.50, for ... \$11.95	3.0 x 5.8, regular \$14.00, for ... \$9.50	
3.7 x 4.8, regular \$18.50, for ... \$11.95	4.4 x 7.2, regular \$39.00, for ... \$22.50	3.9 x 5.0, regular \$18.50, for ... \$11.95	3.7 x 4.4, regular \$15.00, for ... \$9.50	
3.3 x 5.6, regular \$18.50, for ... \$11.95	4.6 x 5.11, regular \$42.50, for ... \$25.00	3.4 x 4.9, regular \$35.00, for ... \$22.50	4.2 x 4.11, regular \$45.00, for ... \$39.50	
3.0 x 5.6, regular \$15.00, for ... \$9.95	4.0 x 7.1, regular \$45.00, for ... \$29.50	4.0 x 4.10, regular \$40.00, for ... \$22.50	3.5 x 4.7, regular \$15.00, for ... \$9.50	
3.2 x 4.1, regular \$15.00, for ... \$9.95	4.2 x 6.11, regular \$45.00, for ... \$29.50	3.9 x 5.3, regular \$30.00, for ... \$19.00	3.7 x 4.3, regular \$15.00, for ... \$9.50	
	4.9 x 8.2, regular \$39.50, for ... \$22.50	3.8 x 4.9, regular \$30.00, for ... \$19.00	3.5 x 6.2, regular \$29.50, for ... \$19.50	
CABRISTAN RUGS		SHIRVAN RUGS		
3.5 x 4.7, regular \$40.00, for ... \$22.50	2.11 x 4.5, regular \$22.50, for ... \$14.50	3.8 x 6.6, regular \$40.00, for ... \$22.50	4.1 x 6.0, regular \$29.50, for ... \$19.50	
3.9 x 5.2, regular \$40.00, for ... \$22.50	3.0 x 5.8, regular \$14.00, for ... \$9.50	3.6 x 4.10, regular \$40.00, for ... \$22.50	3.7 x 4.4, regular \$15.00, for ... \$9.50	
3.6 x 4.10, regular \$40.00, for ... \$22.50	4.2 x 4.11, regular \$45.00, for ... \$39.50	3.9 x 5.0, regular \$18.50, for ... \$11.95	3.5 x 4.7, regular \$15.00, for ... \$9.50	
3.4 x 4.9, regular \$35.00, for ... \$22.50	3.5 x 4.7, regular \$15.00, for ... \$9.50	4.0 x 4.10, regular \$40.00, for ... \$22.50	3.7 x 4.3, regular \$15.00, for ... \$9.50	
4.0 x 5.4, regular \$30.00, for ... \$19.00	3.11 x 5.9, regular \$29.50, for ... \$19.50	3.9 x 5.3, regular \$30.00, for ... \$19.00	3.9 x 5.0, regular \$30.00, for ... \$19.00	
3.9 x 5.3, regular \$30.00, for ... \$19.00	3.9 x 5.0, regular \$30.00, for ... \$19.00	3.8 x 4.9, regular \$30.00, for ... \$19.00	3.6 x 5.6, regular \$14.00, for ... \$9.50	
4.0 x 5.4, regular \$30.00, for ... \$19.00	3.6 x 5.6, regular \$14.00, for ... \$9.50	3.9 x 5.7, regular \$35.00, for ... \$22.50	3.4 x 5.3, regular \$30.00, for ... \$19.50	
3.11 x 5.7, regular \$30.00, for ... \$19.00	3.9 x 5.5, regular \$30.00, for ... \$19.50	3.8 x 4.9, regular \$35.00, for ... \$22.50	3.7 x 5.2, regular \$30.00, for ... \$19.50	
3.8 x 4.9, regular \$30.00, for ... \$19.00	4.7 x 7.11, regular \$60.00, for ... \$39.50	3.9 x 5.7, regular \$35.00, for ... \$22.50	SHIRAZ RUGS	
3.4 x 5.10, regular \$35.00, for ... \$22.50	4.1 x 5.4, regular \$45.00, for ... \$29.50	3.8 x 5.0, regular \$30.00, for ... \$19.00	3.10 x 6.0, regular \$30.00, for ... \$19.50	4.1 x 6.0, regular \$29.50, for ... \$19.50
3.8 x 5.0, regular \$25.00, for ... \$17.50	4.5 x 6.3, regular \$45.00, for ... \$35.50	3.5 x 5.3, regular \$30.00, for ... \$19.50	4.1 x 6.4, regular \$45.00, for ... \$35.50	4.1 x 6.4, regular \$45.00, for ... \$35.50
3.5 x 5.3, regular \$30.00, for ... \$19.50	4.7 x 7.11, regular \$60.00, for ... \$39.50	3.5 x 5.3, regular \$30.00, for ... \$19.50	4.1 x 4.5, regular \$45.00, for ... \$29.50	3.5 x 6.11, regular \$45.00, for ... \$35.50
BOKHARA RUGS		KAZAK RUGS		
3.7 x 4.10, regular \$29.50, for ... \$19.50	4.1 x 6.0, regular \$29.50, for ... \$19.50	4.1 x 6.0, regular \$29.50, for ... \$19.50	3.6 x 5.1, regular \$37.50, for ... \$19.00	
3.0 x 4.11, regular \$29.50, for ... \$19.50	3.10 x 6.0, regular \$30.00, for ... \$19.50	4.6 x 3.9, regular \$25.00, for ... \$17.50	3.8 x 5.10, regular \$17.00, for ... \$9.50	
4.1 x 4.0, regular \$37.50, for ... \$35.00	4.1 x 6.4, regular \$45.00, for ... \$35.50	3.1 x 5.3, regular \$15.00, for ... \$9.50	3.3 x 5.3, regular \$15.00, for ... \$9.50	
3.8 x 5.4, regular \$29.50, for ... \$19.50	3.5 x 6.11, regular \$45.00, for ... \$35.50	3.1 x 6.5, regular \$29.50, for ... \$15.00	3.5 x 5.0, regular \$27.50, for ... \$13.50	
MOUSOUL RUGS		KAZAK RUGS		
4.0 x 7.9, regular \$29.50, for ... \$17.50	4.1 x 6.0, regular \$29.50, for ... \$19.50	4.5 x 6.3, regular \$45.00, for ... \$35.50	3.8 x 4.5, regular \$26.50, for ... \$15.00	
3.2 x 9.6, regular \$45.00, for ... \$29.50	4.7 x 7.11, regular \$60.00, for ... \$39.50	OUSHAK RUG		
ANTIQUE PERSIAN RUGS		4.10 x 7.6, regular \$48.00, for ... \$32.00	3.7 x 4.11, regular \$30.00, for ... \$19.50	
3.1 x 9.3, regular \$39.50, for ... \$22.50	3.5 x 8.0, regular \$39.50, for ... \$22.50	GHENZIE RUGS		
3.5 x 8.0, regular \$39.50, for ... \$22.50	3.8 x 6.9, regular \$30.00, for ... \$19.50	3.7 x 4.11, regular \$30.00, for ... \$19.50	3.3 x 6.0, regular \$25.00, for ... \$12.50	
3.8 x 6.9, regular \$30.00, for ... \$19.50	3.7 x 4.11, regular \$30.00, for ... \$19.50	3.3 x 6.0, regular \$25.00, for ... \$12.50	3.11 x 4.11, reg. \$25.00, for ... \$14.50	
3.7 x 4.11, regular \$30.00, for ... \$19.50	3.3 x 6.0, regular \$25.00, for ... \$12.50	3.11 x 4.11, reg. \$25.00, for ... \$14.50		

**FREE DURING JULY**  
Carpets purchased in this store during July made, laid and lined free of charge.

## The July Sale of Household Linens

PERHAPS you may have observed your need of Table Cloths but thought, "I'll wait until after the summer holiday." This sale offers you a good reason for buying that Table Cloth NOW.

- \$3.00 BLEACHED DAMASK TABLE CLOTHS, \$1.83.
- We have sold the napkins to match, so we clear these very fine Irish Satin Damask Table Cloths, at a margin of cost, elegant bordered designs, every thread pure linen, 2 x 2 1/2 yards. Regular \$2.50, \$2.75 and \$3.00 each. July Sale Price, Thursday, \$1.83.
- 23-INCH SCOTCH CRASH TOWELLING, 9c YARD.
- Every thread fine clean linen, for kitchen, pantry, basin or oven use, firm close weave, 700 yards only, regular, 12 1/2c yard. July Sale price, Thursday, 8c.
- 54-INCH WHITE IRISH SUITING 25c YARD.
- Beautiful Heavy Thread Irish Linen Suiting, for coats, suits, cool dresses, etc., fully bleached and note the width, 54 inches wide, on sale at Linen Dept. upstairs, 400 yards. July Sale, per yard, Thursday, 25c. (Phone direct to Linen Dept.)

## Landlords---Wall Papers

WE are clearing up a few lines of papers suitable for dining rooms or parlors. A chance for either tenant or landlord.

- IMPORTED PAPER FOR PARLORS OR RECEPTION ROOM.
- Two lines in colored papers, in greens, champagne, greys, etc., pretty effects.
- Regular to 50c, Thursday, 22c.
- Regular to 75c, Thursday, 33c.
- Regular to \$1.50, Thursday, 67c.
- IMPORTED PAPERS FOR DINING ROOMS, DENS OR LIBRARIES.
- Warm effects, in browns, reds, greens, blues; with whole wall or uppers.
- Regular to 35c, Thursday, 22c.
- Regular to 50c, Thursday, 22c.

## Sale of Bathing Suits for Men and Boys

THE water is FINE! You shouldn't lose a day of the bathing season. Get a suit to-morrow. We will hold a sale of Bathing Suits to-morrow—over 4000 water garments in the lot.

We mention two lines for example—there are ten others—

- NAVY CASHMERE, TWO-PIECE, \$1.44.
- ONE-PIECE STYLE, 68c.

These Suits were made in England. They fit, shed water easily, are wool and are made in the popular two-piece style, with 3/4 sleeves. Sizes to start with 34 to 44. You will find this a splendid garment at a pleasing price. Per suit, \$1.44.

The style to swim in. They allow a freedom of action not obtainable in other styles. Plain navy and fancy striped. No sleeves and 3/4 sleeves. The quantity of this splendid line is limited. Better come Thursday! Per suit, 68c.

A Special Circle—Plenty of Salesmen, 'Phons Orders Filled.

OUR Boot Department has been at it again. An Ontario firm this time. A summer clearance on their part and a choice lot certainly at the price for Thursday—99c. And we have an item for men as well, besides the shoes in the Tennis Footwear Sale.

- WOMEN'S OXFORDS AND PUMPS. 700 pairs Women's Oxfords and Pumps, made from fine white mercerized canvas, and all the popular leathers, including gunmetal, patent coil, chocolate kid, vic kid, velours calf, brown oze and tan Russia calf, Blucher, lace, button, buckle, tongues, silk ribbon tie and butterfly bow styles, mostly travel-regular stock, and a special purchase. Regular prices \$3.50 and \$4.00. On sale are in the lot, 2 1/2 to 7, regular prices Thursday \$2.49.
- 2,800 pairs high-grade tennis footwear, the best brand made, every pair brand new and absolutely perfect.
- Boys' or Girls' or Children's Women's Youths' ren's Navy blue duck oxford blucher, black rubber sole 89 59 49 39 Black or white duck foot, black rubber sole 79 69 59 49 White duck oxford blucher, white rubber sole 1.09 94 89 79 69 White duck boot, blucher, white rubber sole 1.24 1.14 (Telephone orders filled.)

WOMEN'S WHITE CANVAS OXFORDS AND PUMPS. 300 pairs women's canvas blucher oxfords and ankle strap pumps, white covered heel, flexible leather sole, 2 1/2 to 8. Special Thursday, \$1.29. Misses' 99c. Child's 79c.

180 pairs women's mercerized canvas and "Himalaya" cloth oxfords. American makes, oxford ties and ankle strap pumps, covered heel, white, grey, pink, pale blue, linen and drat colors. All sizes, 2 1/2 to 7 1/2. Special Thursday, white \$1.49, white and colors \$1.99.

## If You Have Sewing to Do for Summer Do it Now

HOW many people quite realize that we are nearly half way through the summer. Hurry your summer dressmaking or you will miss the joy of summer comfort altogether. We are selling muslins very cheap now. Stock-taking time is approaching. Note these special offerings for to-morrow:

- A lot of slightly shop-soiled, muscled pieces, odds and ends and remnants of all kinds of wash goods, to go at one price. There are printed muslins, lawns, organdies, etc., most of them waist lengths, some longer; regularly from 10c to 19c per yard, 6c.
- Cotton Delaines, 43 pieces only of the daintiest of these favorite goods, just a wee bit softer than a muslin, looks and feels like a French wool delaine, all the same beautiful Parisian designs, make lovely kimonos, dressing gowns, outdoor dress and summer frocks. Special for children. A value at 15c.
- Hundreds of pieces of pretty printed the daintiest floral designs ever presented; the triumph of the artist's art. The combinations of colorings are in excellent taste, combining the staid colors of pink, sky, mauve, etc., with delicate greens; pretty ring and spot designs; also upon the same cloth and a cheap dress can be had from these easily at about half price, viz., 10c.
- Heavy Crash Suitings, real Irish linen, 36 inches wide; pink, sky, white, navy, brown, peach, black, tan, etc.; the fashionable weaves; regularly 30c; special, 15c.

## The Sale of Parasols

ENGLISH SUNSHADES, beauties! Worth from \$2 to \$3.50, only 150 in this lot for Thursday. A good reason of itself for early shopping to-morrow.

Silk mixed parasols in plain and fancy stripe and checks, plain taffetas with hemstitched borders also Dresden designs in beautiful colorings. Splendid range of handles \$2.50, \$3.00 and \$3.50 values. Thursday \$1.79.

## Summer Shirtwaist Clearing

- WE WANT to finish up the stock of Summer Waists. The best part of the Summer is ahead but the time has come to get stocks in shape for stock-taking.
- Smart Shirtwaists of linen, front prettily embroidered and fastened with good pearl buttons, group tucking at shoulder, tucked back, shirt sleeves, laundered collar and cuffs. Very special, \$1.25. Regular \$1.50. Thursday \$1.00.
- Dressy Waists of fine white lawn, Swiss embroidery and lace yoke, fine pin tucking front and back, dainty cuff sleeves, with lace insertion trimming; sizes 32 to 42; regular \$1.50. Thursday \$1.00.
- 100 new popular "Middy" Waists, made of heavy white poplin, front cut low V-shape, deep sailor collar, navy or cadet blue, long sleeves; sizes 30, 32, 34, 36 and 38. Thursday \$1.00.

## \$2.50 to \$4 Corsets for Thursday at \$1.50 Pair

You can't afford to pass this offering by without investigating. We are getting ready for stock-taking with a "vengeance." Come early for best choice.

Clearing 380 pairs fine Corsets, all by celebrated makers, balances of white French coutil and batiste, high, medium or low bust, long and medium in the lot 18 to 30 inches. Regular prices were \$2.50 to \$4.00 a pair, Thursday, all to go at \$1.50 a pair.



## In The Wanless Store

BALBRIGGAN underwear is on the card for to-morrow—1000 garments to be cleared at 44c.

The point to remember about this underwear is that it is French, made and fashioned to fit by expert operators—the best in the world. It's not often that these staple undergarments are sold less than regular price. Thursday, per garment, 44c.

The quantity is limited—come early. Early phone orders filled.

## Men's Straws for \$1.50

THE man that goes around in a hard felt hat this weather looks about as comfortable as a dog with a muzzel. There's no law in favor of felt. Get a straw.

To-morrow we have a very "special" lot at \$1.50. See them.

200 Men's Straw Hats, in the semit or rough braid straw hats; the most popular and dressy of this season's American fashions; very smart hats; medium or wide silk bands, in plain black, navy, brown or gray; best finish; Thursday, \$1.50.

Hat Bands, in good quality silk, plain black, navy, brown or fancy colors; splendid bands for Panamas, etc.; Thursday, special, 15c.

## Girls' Wash Dresses at Half

Thursday we offer for quick clearance nearly half a thousand Children's and Girls' summer dresses consisting of a maker's surplus stock and samples.

About 600 Girls' Dresses, for ages 2 to 14 years, samples, and several pretty styles to choose from, in materials of white lawn, fine ginghams and chambrays, and Scotch plaid sephyras; all the best colorings in the lot; handsome styles and perfect fitting sizes. Come early for best choice. Regular prices \$1.50 to \$4.50 each. Thursday priced 75c to \$2.25 each.

## 3,000 Vests for Women at 14c Each

Every one of the three thousand worth half as much again as Thursday's price. A very few may have slight imperfections, the great majority being thoroughly first quality, and perfect in every detail. On sale Thursday.

200 Women's Summer Vests, extra fine white plain and Swiss ribbed cotton, low neck, no or short sleeves, daintily trimmed with narrow crocheted edgings run with laces, sizes 32 to 38 bust measure. Thursday, each, 14c.

## Stransky Enamelware Clearance

Stransky enamelware is the kind that doesn't get greasy. Smoke won't stick to it. The enamel is so hard. The season for clearing up our stock of this ware has come now. Housekeepers may replenish their kitchen supply to economical advantage at the prices we have made.

- Four-coated steel enamel preserving kettles, light blue outside, white lining, sizes 4, 5 and 6 quarts; regular 67c, 76c and 90c; Thursday, 29c.
- Steel enamel pot covers, size 10 1/2 in., 25c value; Thursday, 8c.
- Grey enamel cereal, rice or custard cookers, regular 47c; Thursday, 39c.
- Blue enamel Water Pails, 5-quart size, 50c value; Thursday, 39c.