

The Robert **SIMPSON** Company

Store closes at 5.30 p.m.
Saturday at 1 p.m. during July and August.

H. H. Fudger, President. J. Wood, Manager.

Phone Number Main 7841
We have 50 lines to Central.

The Robert **SIMPSON** Company



Significant Values at The Simpson Store

Dresses that Show Their New York Origin

A SPECIAL SALE OF WOMEN'S SIZES. They are a collection of sample dresses, including silks, voiles, marquisettes, mulls, lingerie and net. The waists are daintily trimmed after a variety of new models, with low necks, three-quarter length sleeves, and skirts gored and trimmed to correspond. Colors white, pale blue, black and white, brown and grey and tans. Unusual values at one price of..... **11.85**

COATS \$6.95.
A collection of coats, including Panamas, serges, and a few shepherd checks. A variety of smart styles. Regularly priced at \$10.00, \$12.50, and \$15.00. Clearing Wednesday at... **6.95**

COATS FOR GIRLS.
These Dressy Coats are made of peau de soie in black only. The large square collars are overlaid with electric blue silk, or trimmed with black and white check, cut with loose back and single-breasted front. Ages 6 to 12 years. Prices \$5.50 and \$8.00.

WASH SKIRTS.
A variety of styles, which include Indian heads, linen and repps, some have the open front and high waists, others plain panels back and front, still others are handsomely embroidered. Prices 99c to \$4.50.

MILLINERY

Wednesday we are offering 38 Matron Hats and Turbans, beautifully made of satin straws, rich ribbon, flowers, etc. Regularly \$5, \$6.50 and \$7.50. Wednesday for... **3.50**
\$3.50 Misses' Java Trimmed Hats. Sale... **1.50**
\$4.50 Street Hats and Draped Hats for... **1.50**

Cream Serges At Remarkably Low Prices

We are showing a fine range of all-wool English and French Serges, in fine, medium and wide wale, guaranteed thoroughly soap shrunk and unspoilable. In weights suitable for smart tailored suits, coats, dresses, or separate skirts. Prices range 42 to 54 inches, from 50c to \$1.50.

Cream Serges with Black Hair-line Stripes, per yard, 96c.
Special purchase of these popular and fashionable serges enables us to offer you exceptional value. Made from best grade yarns, and guaranteed thoroughly shrunk, selling on Wednesday morning, 52 and 54 inches wide... **.96**

Great End-of-Season Sale of Imported Blouses

French, English and New York blouses, in chiffon and ninon, veiled combination and plain effects, long or short sleeves, fine shadow and heavy guipure Irish, also some very dainty samples of fine lingerie, both hand embroidered and trimmed, real lace. Selling prices earlier in the season were \$7.50 to \$15.00. Many exceptional opportunities Wednesday at... **2.95**

\$3.00 "La Deesse" Corsets \$1.75

Stylish, graceful Corsets, with style, fit and perfect comfort for the wearer. "La Deesse" Corsets of white coutil, medium bust, long skirt, lace and silk ribbon trim, six wide, strong elastic garters, 4 wide side steels. Sizes 19 to 26. Regularly \$3.00. Wednesday... **1.75**

GIRLS' DRESSES 3 TO 14 YEARS.

Clearing two handsome styles Girls' Dresses of broken check gingham or printed lawn trimmed with pipings extra quality and fast colors. Sizes 3 to 14 years. Regularly \$1.75. Wednesday... **1.25**
Girls' Dresses of prints, white with black polka dot, sailor collar, in navy or tan, with piping to match. Buttons down front. Sizes 6 to 14 years. Regularly \$1.75. Wednesday... 1.39
Women's Night Dresses of nainsook, slip-over style. Cluny lace-yoke, silk ribbon draws and short sleeves. Sizes 32 to 40 bust. Regularly \$1.35. Wednesday... 1.00
Women's Drawers, of nainsook, embroidery and lace trim, open or closed style. Lengths 23, 25 and 27. Regularly \$1.50. Wednesday... .98

WOMEN'S WHITEWEAR AT REDUCED PRICES.

In order to reduce stocks before stock-taking, we make a special offer on Wednesday of the following lines:—
Women's Vests, ribbed white cotton, short or no sleeves, heading and draw tapes in neck. Sizes 32 to 40 bust. Regularly 25c. Wednesday... .15
Women's Corset Covers, fine ribbed white cotton, long sleeves, heading and draw tapes in neck. Sizes 32 to 40 bust. Regularly 25c. Wednesday... .15
Women's Combinations, clearing two dainty styles in crepe cloth. Corset cover and drawers in one, linen Val, lace and silk ribbon draws. Sizes 34 to 42 bust. Regularly \$1.75. Wednesday... 1.35

LAWN CORSET COVERS.
Trimmed with Val, lace and four rows insertions; silk ribbon draws. Sizes 34 to 42 bust. Regularly 50c. Wednesday... **.35**

A Big Clean-up Sale of Men's 2-Piece Suits

These include many broken lines from stock and a number of odds and ends from different sales. Made of new greys, browns and fancy striped blues, in tweeds and homespuns, cut in single-breasted, three-button style; trousers have cuffs and belt loops, very best workmanship. Worth double the price. Sale price..... **7.90**

HOT WEATHER LINEN SUITS

that you can wear on your vacation trip. Made from a crash linen and cut single-breasted. Coat unlined, with patch pockets. Trousers have cuffs. Neat and well-tailored suits. Price..... **6.00**

MEN'S BLAZERS.

Made from plain blue cloth, with fancy corded edges and sleeves, cut single-breasted and well tailored. Price..... **2.25**
Clearing Odd and Broken Lines of Boys' Fine English Tweed and Worsteds Suits
in stripes and fancy mixed patterns, made in the smart double-breasted style, and lined with an Italian serge lining. Bloomers are made full and roomy with strap bottoms. Sizes 24 to 33. Regularly \$6.00, \$6.50, \$7.00 and \$7.75. Wednesday, 8 o'clock..... **4.85**
Boy's Shirt Waists, in good assortment of fancy stripes, with soft attached collars and draw strings; sizes 5 to 7 years. Regularly 30c. Wednesday... .20

Men's Rough or Sennit Braid Straw Boater Hats

Of fine quality finish, with deep black silk bands. Regularly \$2.00 and \$2.50. Wednesday... **1.50**
Men's Fedora Hats, in plain, rough and corduroy finishes, colors pearl, slate, fawn, and brown. Wednesday... .95
50 Men's Extra Grade Panama Hats, large crown and brim, very fine quality. \$15.00 hats. Wednesday... 7.95

Wide Ribbon 5c Japanese Air Fern 15c

4, 5 and 6-inch Ribbons, in a number of colors, which we are carrying an overstock. In the lot may be the color which you want. Good taffeta ribbon, suitable for children's hats and hair. No phone orders filled. Regular prices 10c, 15c and 20c. Wednesday, per yd. **.5**
Japanese Air Ferns, per bunch... .15
Japanese Air Ferns, in brass basket... .25
Lawn Grass Seed, per lb... .25
Kentia Palms, regularly \$1.00, for... .75

Stocktaking Prices Prevail for Silks

800 yards Black Mousseline Duchesse Satin, elegant quality for suits and dresses; the most popular silk of the season. The dye and finish is guaranteed to be perfect. A highly recommended silk for its wearing qualities. Stock-taking Sale price, Wednesday, per yard... **1.15**

800 yards Washing Foulard Dress Silks, in light grounds, with beautiful combination stripes, every yard is guaranteed to wash well and wear well. These silks are unusually good for summer dresses, being easily laundered, 40 inches wide. Stock-taking Sale price, per yard... **.89**

Dressing Sacques 69c

Dressing Sacques, several different styles, floral patterns, in sky, helio and blue, white grounds. Sizes 34 to 42. Regularly \$1.00. Wednesday... **.69**

SILK PETTICOATS \$2.95.

Women's Petticoats, of satin, messaline and taffeta silks; pleated and tailored flounces, in black, emerald, king's blue, primrose and white; all sizes in the lot. Priced for Wednesday... **2.95**

Significant because they are merely representative of hundreds of others.
Wednesday is indeed a red letter day for economical shopping.
COME EARLY AND USE A TRANSFER CARD TO SAVE TIME.

Genuine French Lisle Thread Underwear for Men

Pure White French Lisle Thread Shirts and Drawers, long sleeves and ankle length drawers, the finest and best kind of underwear for the summer; all sizes 34 to 44. Regularly \$1.25. Wednesday each garment... **.89**
About 200 Men's Odd Combination Suits, in a variety of colors and materials, made by the leading Canadian manufacturers; no sleeves and knee drawers, quarter sleeves and knee or long drawers, or long sleeves and ankle drawers. Get here by 8 o'clock for these. All sizes in the lot. Regularly \$1.25, \$1.50 and \$2.00. To clear... **.89**

ABOUT 300 SUITS OF MEN'S PYJAMAS.

made from a solid striped chambray, in a range of color contrasted stripes, all sizes 34 to 44. Regularly \$1.50. For quick business Wednesday morning, a suit... **.69**



Stock-taking Clearance of Fitted Suit Cases (SEE YONGE STREET WINDOW.)

Fitted and unfitted Suit Cases in the finest of leathers, alligator and genuine walrus, very heavy cowhide and sole leather, bellows top, with sterling silver and nickel fittings, for men's or women's use.

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| 1 Alligator Suit Case, regularly \$40.00, for... 30.00 | 1 Solid Leather Bellows Top, regularly \$30.25, for... 22.45 |
| 1 Walrus Suit Case, regularly \$32.40, for... 24.90 | 1 Cowhide Suit Case, regularly \$19.00, for... 13.50 |
| 1 Walrus Suit Case, regularly \$47.25, for... 35.45 | 1 Cowhide Suit Case, regularly \$14.55, for... 10.95 |
| 1 Walrus Suit Case, regularly \$32.00, for... 22.00 | 4 Solid Leather Suit Cases, regularly \$28.50, for... 21.40 |
| 1 Solid Leather Bellows Top, regularly \$20.00, for... 15.50 | 3 Solid Leather Suit Cases, regularly \$27.00, for... 20.25 |
| 1 Solid Leather Bellows Top, regularly \$42.00, for... 31.50 | 1 Cowhide Suit Case, regularly \$25.85, for... 19.40 |

Big Savings on Shoes Bought Before Stocktaking

WOMEN'S PUMPS AND OXFORDS.
Beautiful summer styles in dainty ties, colonial and ankle strap pumps and Oxfords, Canadian and American makes, in tan calf, dull kid, patent pony, gummetal, and vic kid leathers, hand-furn, Goodyear welt and flexible McKay sewn soles; New York, French, Cuban and military heels; all sizes and widths. Regular prices \$2.50, \$3.00 and \$4.00. Wednesday... **1.99**
MEN'S BOOTS AND OXFORDS.
Men's Custom Grade Boots and Oxfords, of which the size ranges are incomplete, in button and Blucher styles, new short and medium vamp, high or low heels, Goodyear welted soles, boots we could not duplicate at this price, but we don't want them to appear on our stock sheets; sizes 5 to 11. The regular prices run from \$3.50 to \$5.00. Wednesday... **2.85**

Embroidered Bed Spreads

'Soiled' Clearing \$2.95 each
90 x 100 inches, for large double beds, spoke stitched all around, and beautifully embroidered, slightly soiled or mussed from display; only about 35 in the lot. Regularly \$4.00 and \$5.00 each. July Sale price Wednesday... **2.95**
No mail or phone orders.

BEAUTIFUL TABLE NAPKINS \$1.98 DOZEN.

Pure linen, fully bleached, and finest satin damask, very fine quality, artistic new bordered designs, 22 x 22 inches. Only 100 dozen. Very special July sale clearing Wednesday... **1.98**

STOUT, READY-MADE PILLOW CASES 29c PAIR.

All seams double sewn, torn sizes, deep hems, made from strong, pure English pillow cotton, 42 x 33 or 45 x 33 in. Only 50 dozen. July Sale price Wednesday, pair... **.29**

TOWELS OF ALL LINEN HUCKABACK 43c PAIR.

Hemmed, ready for use, white borders, 20 x 38 inches, perfect drying towels; only 200 pairs. July Sale price Wednesday, pair... **.43**

IRISH DAMASK TABLE LINEN, 66c YARD.

70 inches wide, pure linen, finest bleach, full satin damask; good strong quality, in pretty designs. Only 380 yds. July Sale price Wednesday, yard... **.68**

300 Cake Plates

in decorated English porcelain, handsome floral designs and gold finish. Wednesday special... **.10**
50 dozen Table Tumblers, in semi-cut pattern. Regularly \$1.50 dozen. Wednesday, dozen... **.98**
Large Hammered Brass Serving Trays, oblong and round shapes. Wednesday special... **2.98**
40-Piece German China Tea Sets. Wednesday special... **1.98**
97-Piece English Dinner Sets, in semi-porcelain ware, gold trimmed mountings. Wednesday special... **9.25**

A Sale of Scissors

5,000 pairs of Bright Nickel Plated Scissors, 40c and 50c lines, sizes up to 9 inches. Pre-Inventory Sale... **.25**
MRS. POTTS' IRONS.
Mrs. Potts' Nickel Plated Irons, 3 irons, handle and stand in set. Regularly \$1.15. Wednesday... **.89**
Mrs. Potts' Polished Irons, 3 irons, handle and stand in set. Regularly \$1.00. Wednesday... **.79**
Iron Handles to fit Mrs. Potts' Irons. Regularly 10c. Wednesday... **.5**

Big Price Cut in Imported Wall Papers

(Fifth Floor.)
The last week before stock-taking. Broken lines, oddments and odd room lots, must be cleared. This spring and summer sales have left over 50 lots to be cleared on Wednesday.

4,850 rolls Imported Parlors, Dens, Dining-rooms, Halls, Bedrooms, and Sitting-room Papers, in plain stripes and figured tapestry, tweeds and foliage effects, in reds, greens, browns, yellows, tans, blues, pinks, champagnes and mauve. In room lots or more. All good papers. Regularly 35c and 50c roll. Wednesday... **.14**

Room Mouldings. Wednesday special, per foot... **.1**
Chair Rails. Special, per foot... **.2**



Summer Clearance Sale of English and Oriental Rugs

To-day's special offerings include handsome real Oriental Rugs, rich seamless English Velvet Squares, and a few heavy quality Art Wool Rugs, at big reductions.
For Wednesday's special Oriental offering we will reduce all carpet size rugs from 15 to 50 per cent. from marked prices. There will be some rare bargains and many beautiful rugs, including recent importations.
Seamless English Velvet Squares, excellent qualities, for hard wear, marked down to effect quick results. Oriental, chintz, self colors, etc.
9.0 x 10.6, reduced to... **16.65**
9.0 x 12.0, reduced to... **18.25**
10.6 x 12.0, reduced to... **19.75**

ART WOOL RUGS.

This is a clear-up of a number of odd designs that cannot be made again. Some of them are half price, and all are well worn securing. 12 x 9, 10.6 x 9.9. Wednesday clearing, each... **11.75**

The Robert **SIMPSON** Company Limited

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