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 8 a.m. Store Closes 5.30 p.m. PROBABILITIES— Light to moderate, variable winds; fair, and continued warm. Saturday, July 2, 1910.

We Want to Sell 6,000 Shirts at $1.00 Per Shirt

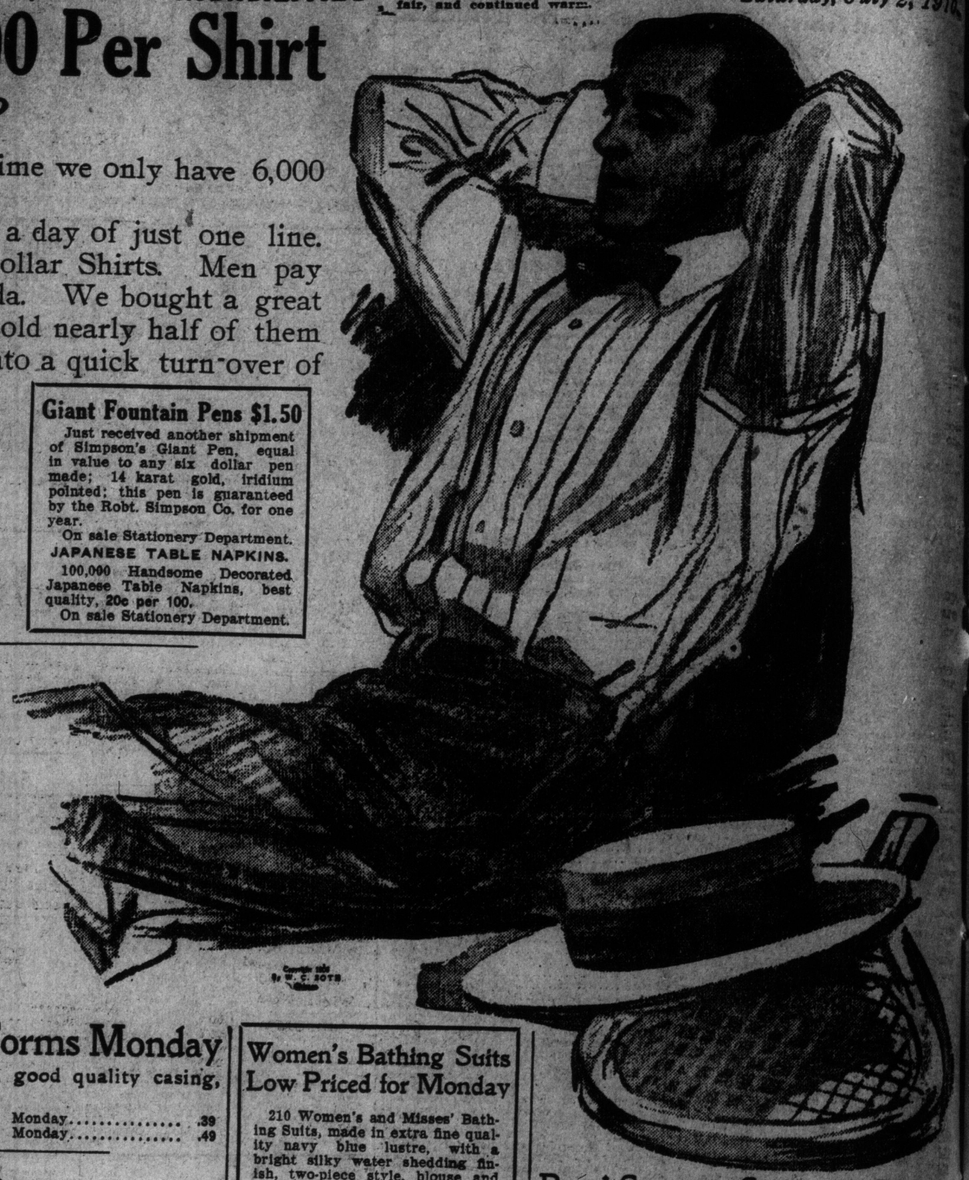
How Long Will It Take Us to Do It?

LAST year we undertook to sell 10,000 of these Shirts in one month. This time we only have 6,000 of them and we ought to do it in two weeks. "Are you on?"

Six thousand Shirts in twelve days—that means an average of 500 Shirts a day of just one line. But it's a good line—it comprises better Shirts for a dollar than just ordinary Dollar Shirts. Men pay $1.25 and in some cases $1.50 for the same patterns and qualities all over Canada. We bought a great big lot of them at the quantity discount and can sell them at a dollar. We've sold nearly half of them already without advertising. Now here goes into a quick turn-over of the balance.

Do you want some Summer Shirts?

We have about 50 patterns.
Three colorings to a pattern.
Soft white negligees, also
Plain or pleated.
Coat style or ordinary—though the majority are coat shirts.
Small laundered cuffs attached.
Plain white, plain blue, green, mauve and tan.
Stripes of all degrees, polka dots and small figured patterns.
Your choice, gentlemen, at $1.00.



In the Wanless Store

1,000 GARMENTS OF REAL FRENCH BALBRIGGAN TO GO AT 44c EACH.

Men who wear this underwear—and most particular men do—will appreciate this low-priced opportunity.

1,000 garments, Shirts and Drawers, in a creamy shade, made in France in that neat, careful way peculiar to expert French operators; they fit in a fashion that pleases; they are cool, that's sure; just one reason why we can offer this price reduction: A Montreal firm imported too large a quantity; they disposed of part of it to us at a low figure—that's all. Come Monday, and come in the morning, when there will be all sizes. The price, each 44c.

Giant Fountain Pens $1.50

Just received another shipment of Simpson's Giant Pen, equal in value to any six dollar pen made; 14 karat gold, iridium pointed; this pen is guaranteed by the Robt. Simpson Co. for one year.

On sale Stationery Department.

JAPANESE TABLE NAPKINS.

100,000 Handsome Decorated Japanese Table Napkins, best quality, 20c per 100.

On sale Stationery Department.

Special Black Dress and Suiting Fabrics

to be Cleared Out in One Day's Selling

4,000 yards Beautiful Black Dress Goods. This special lot includes dress and suit lengths and broken lines of our best qualities, comprising French Panamas, Henriettas, Lansdownes, cheviot serges, wale serges, satin stripe taffetas, plain, fancy and striped voiles, French armures, Venetians, San Toys, mohairs, etc., etc.; guaranteed all pure wool qualities, and thoroughly sponged, jet and blue, unfading blacks. 46 to 52 inches. Regular 75c, 85c, $1.00, $1.25, $1.50. Monday very special 63c yard.

NEW YORK SUITINGS.

There is an unusual demand this summer for Cream with Black Stripe Suitings; we have just received a shipment from an English manufacturer; they are exactly correct for present wear, thoroughly sponged, and ready for immediate use; we were selling these suitings earlier in the season at one dollar per yard. Monday 85c yard. 56 inches wide.

Smart Silks for Real Summer Wear

Four of the most attractive values in Silks for the long summer wrap or coat, the travelling dress, to wear at the summer resort or at home.

Black and Colored Shantung Silks, pure French Lyons dyed, heavy, rich, silky finish, correct for coats, dresses or suits; 34 inches wide. Per yard $1.00.

Smart Summer Novelty Silks, chiffon taffetas, satin de chine and satin paillette, in an excellent range of stripes, small and medium checks, etc.; all colorings and black, on white and ivory grounds. Price, per yard 75c.

Black Cord Silk, for coats; this splendid coating cord, French made and French dyed, is in greater demand than ever for a useful wrap that is much needed in the summer and early fall. Price per yard, 34 in. wide, $1.50. Heavier cord, 34 in. wide, per yard $1.75.

One yard wide Black Italian Taffeta 97c; guaranteed pure dye, Italian taffeta; soft, firm quality, and will give good wear and satisfaction for dresses, coats, skirts and separate waists; fast unfading black. Special, 36 inches wide, 97c per yard.

Women's White Canvas Summer Shoes

Women's White Canvas Oxfords and Ankle Strap Pumps, covered heel, stylish, dressy, very popular this summer; all sizes 2½ to 7. Special Monday $1.29.

Same Shoe, of mercerized canvas, $1.49.

Women's White Canvas Ankle Strap Pumps and two eyelet Blucher Silk Ribbon Tie Oxfords, also pink, pale blue, grey and linen colors; a few Himalaya cloth included; all sizes. Regular prices $2.50 and $2.75. On sale Monday $1.99.

BOYS' BOOTS.

120 pairs Boys' Box Kip Blucher Boots, heavy soles, standard screw, solid leather throughout; all sizes 1 to 5. Regular $1.69. Monday $1.29.

Carpet Dept. Announcement

WE are sure many people will be interested to learn that during the month of July our Carpet Department extends the following offer:—

ALL CARPETS, OIL CLOTHS AND LINOLEUMS BOUGHT IN THIS STORE DURING JULY WILL BE MADE, LAID AND LINED FREE OF CHARGE

These Underpriced Carpets for Monday included in above offer:—

1,250 yards Axminster Carpet, in a good range of Oriental, floral and conventional designs, self tone greens, self tone rose, green and pink, brown and green, fawn and pink, etc.; all deep pile carpets, ⅝ and 2-4 borders to match. Regular $1.75 per yard. Monday, made, laid and lined, $1.37 per yard.

900 yards Brussels Carpet, suitable for parlors, bedrooms, dining rooms, dens, halls and stairs; 25 designs to select from; all good colorings, ⅝ borders to match. Regular to $1.35 per yard. Monday, made, laid and lined, $1.08 per yard.

750 yards Tapestry Carpet, in a large selection of colors and designs, all good useful carpets, suitable for any room in the house; lots to select from, ⅝ borders to match. Regular 95c per yard. Monday, made, laid and lined, 79c per yard.

Special Sale of Russian Down Cushion Forms Monday

500 Cushion Forms, filling of best quality Russian Down, good quality casing, well made, four sizes only:—

18 x 18 inches.	Worth 35c.	Monday	.24	22 x 22 inches.	Worth 55c. Monday .39
20 x 20 inches.	Worth 45c.	Monday	.33	24 x 24 inches.	Worth 65c. Monday .49

One-Half Priced Silverware

CLEARING up the stock after the heavy selling of June, the month of brides. Perhaps there are some July brides to whom some of these handsome pieces of silverwear will fall.

Tea Sets, $10.00, for	5.00	Nut Bowl, $8.00, for	4.00
Tea Sets, $25.00, for	12.50	Bake Dishes, $12.00, for	6.00
Tea Sets, $12.00, for	6.00	Soup Tureens, $12.00, for	6.00
Candelabra, $13.00, for	6.50	Cake Plates, $4.00, for	2.00
Coffee Urns, $35.00, for	17.50	Butter Dish, $8.00, for	4.00

Sale of Hot Weather Dresses

REGULAR $5.95, $7.50, $10.00 AND $12.50, FOR $4.69.

Clearance of a manufacturer's stock of summer dresses, all new, clean goods.

Materials suitable for wear during the warm weather; fine chambrays, English repp, French mulls, and mercerized rajah; colors in the lot are mauve, green, cadet, tan, navy, pale blue and white, also fine ginghams in check effects of black and white, pink and white, mauve and white, and blue and white tones.

Made in a great variety of the popular one-piece styles, trimmed with braidings, pipings of self or lace and embroidery insertions; skirts are in either gored or pleated styles, with tunic or overskirt effects, trimmed to match waists.

A good range of sizes from 32 to 42 bust measure to select from.

250 dresses in the lot. Would sell regularly at $5.95, $7.50, $10.00 and $12.50. To clear Monday, $4.69.

WOMEN'S $1.50 WASH SKIRTS 98c.

120 only, special purchase of Women's Separate Skirts, of good quality duck, in white, sky, navy, mauve and green; made in a smart flare gore style, with panel front and habit back effect, deep hem around bottom, cut quite full; a skirt that looks well, and is easily laundered; would sell if purchased in the ordinary course of business, at $1.50. To clear Monday 98c.

Women's Bathing Suits Low Priced for Monday

210 Women's and Misses' Bathing Suits, made in extra fine quality navy blue lustre, with a bright silky water shedding finish, two-piece style, blouse and bloomers combined, and separate skirt, Dutch neck, short sleeves, trimmed with rows of white braid; sizes 30 to 42 bust measure. Regularly priced $3.00 each. Monday's price $2.25.

Grocery Store Items

Fresh Flaked Wheat, per stone 48c.

Choice Picnic Hams, 6 to 8 lbs. each, per lb. 16c.

Post Toasties, 3 packages 25c.

Canned Apples, gallon s. tin 23c.

Fancy Japan Rice, 4 lbs. 25c.

Canned Catsup, Canada Pride Brand, 2 tins 15c.

Upton's Marmalade, 5-lb. pail 40c.

Ivory or Silver Gloss Starch, 6-lb. tin 55c.

Old Dutch Cleanser, 3 tins 25c.

Ammonia Powder, 3 packages 25c.

Surprise Soap, 6 bars 25c.

Sunlight Soap, 6 bars 25c.

Telephone direct to department.

5 LBS. PURE CELONA TEA $1.00.

1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Monday 5 lbs. $1.00.

Boys' Summer Suits and Blazers

Boys' English Homespun Two-piece Suits; a splendid suit for summer wear, in light grey ground, with dark grey stripes, three-button single breasted style, with belt, broad shoulders and long lapels; pants strap and buckle bloomer style, made full and roomy. Sizes 25 to 28, $3.25; 29 to 32, $5.75.

Boys' Fancy Russian Wash Suits, made from English galatea, grey and white or blue and white stripes, fast colors, button up to right shoulder, self belt; elastic bloomer pants. Sizes 2½ to 7 years, $1.25.

Boys' Dark Navy Blue English Flannel Blazers or Outing Coats, trimmed with silk cord on edges, pockets and cuffs, in a large assortment of fancy colors. Sizes 27 to 33, $1.00.

Children's Holiday Headwear

Children's Tam o'Shanters, light and cool for summer wear, in white duck or pique, and in pale blue and linen drill, washable crowns. Monday 19c.

Boys' White Duck or Tan Linen Drill Hats, crusher style, very light in weight, leather sweatbands. Monday 35c.

Children's Sailor Hats, in tan, white, navy, cardinal or brown linen, good silk bands and streamers. Worth $1.00. Monday 59c.

You'd Better Paper Your Houses Now

Because Wall Papers Are Cheap

IMPORTED PARLORS AND RECEPTION ROOMS.

Pretty effects in silk face or flat grounds, two-tone or colors, in quiet blends. Regular to 50c, Monday 24c; regular to 75c, Monday 34c.

DINING ROOM, DEN OR LIBRARY.

Warm effects, in browns, greens, reds and warm blends, whole wall or 2-3 treatment. Regular to 65c, Monday 32c; regular to 35c, Monday 17c.

FOR BEDROOMS AND ATTICS.

Pretty stripes, florals and chintz effects, in light colorings. Regular to 25c, Monday 12c; regular to 15c, Monday 7c.

4,500 feet Room Mouldings, white enamel or imitation oak. Regular to 2½c. Monday 1¼c.

1,500 yards Red, Brown or Green Dyed Burlaps, one yard wide. Regular to 30c. Monday 23c.

Mid-Summer Muslins Monday

Wash Goods Dept., Second Floor.

The test of cheapness is quality. Judge us by this test or any other, and you'll prove that we are selling Muslins wonderfully cheap this summer. Monday, for example:

36-inch All Linen Crash Suiting, real Irish make, navy, pink, rose, black, sky, brown, champagne; special width at a special price. Regularly 30c. Monday 15c.

36-inch Pure White Nainsook, for ladies' and children's wear, very fine, even quality. Regularly 12½c. Monday 7½c.

A full range of colors in our noted "Rajah" Suiting Silk, one way, and highly mercerized Egyptian yarn the other; colors black, white, mais, pink, sky, grey, linen, navy, etc. Monday 59c.

Real White Swiss Muslins, medium size dots, enough for a plain dress in the piece. Worth per yard 15c. Piece of 10 yards 60c.

A big lot of clearing ends and odd pieces Muslins, Linen Suitings, Cotton Shantungs, and many other makes of useful summer goods. Ranging from 10c to 29c. All per yard 7c.

60 pieces Good English Print, a big variety of useful patterns for waists and dresses, fast colors. Regularly 15c. Monday 8c.

A quantity of Striped and Checked Scotch Zephyrs, for ladies' suits and children's wear, fast colors, and all good patterns. Regularly 20c. Monday 7½c.

No phone or mail orders.

THE JULY SALE OF LINENS

A Feature of our Mid-summer Plans of Special Importance for Housekeepers

WE decided to hold a July Sale of Linens several months ago and prepared accordingly. Monday we commence. Housekeepers please take notice.

1,500 YARDS CRASH ROLLER TOWELING, 5c YARD.

17 inches wide, all pure linen, bordered, superior Scotch manufacture, brown twill, bleached plain weaves. Regular 7½c, 8½c and 10c yard. July sale price Monday 5c.

$1.25 BLEACHED DOUBLE DAMASK TABLE LINEN 83c.

Every thread linen, one of the best Irish makes, full double satin damask, elegant designs, 72 inches wide, 220 yards only. Regular $1.25 yard. July sale price Monday 83c.

PURE LINEN IRISH BROWN HOLLAND 15c YARD.

Note the wide width, 39 to 40 inches, all linen, for dresses, motor coats, boys' blouses and wash suits, children's wear, etc. 700 yards only to clear, on sale at White Linen Counter, upstairs. July sale price, per yard, Monday 15c.

100 PAIRS PILLOW CASES AT 20c PER PAIR.

40 x 33 and 42 x 33 inches, hemmed ready to use, torn sizes, full bleached, perfectly made and finished from strong English cottons, less than the cost of the cotton. Regular 25c and 28c per pair. July sale price Monday 20c.

8½c AND 10c BLEACHED CANTON 6c YARD.

Firm, close weave, full soft napping, made from best long fibre American cotton, 26 and 27 inches wide; only 900 yards to clear. Regular 8¼c and 10c. July sale price, per yard Monday 6c.

$1.00 AND $1.25 BLEACHED DAMASK TABLE NAPKINS 74c DOZ.

Hemmed ready to use, assorted bordered designs, super Scotch manufacture, 20 x 20 and 22 x 22 inches. Regular $1.00 and $1.25 dozen. July sale price Monday 74c.

Phone direct to Linen Department.

CHEAP AMERICAN MAGAZINES.

William Archer Explains Their Non-Existence in England.

What is the reason that we have not in England any such live and alert cheap magazines? In the first place the social and political studies which form the strength of the American cheap magazines fall in England rather into the province of the great newspapers. It must be remembered that in America there is no newspaper which has, like The Times and one or two other English papers, a national circulation. The greatest American newspapers do not circulate very largely outside their own cities or their own group of states.

The cheap magazines may be called the inter-state newspapers, in which articles of interest to the whole nation find a natural outlet. In England such papers as The Times, The Morning Post or The Manchester Guardian will sometimes contain a series of half a dozen or more articles, which in the United States would be condensed into one or two papers for McClure's or The American.

In the second place, English political and social life is certainly not so fertile as the political and social life of America in topics of what may be called dramatic, or even melodramatic, interest. The United States present a phenomenon new to history—a land of vast natural resources in process of feverishly rapid exploitation—a land of great cities expanding at an unprecedented rate.