

# The Robert Simpson Company, Limited

## 79 Cent Sale



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### Women's Ready-to-Wear Clothing—3rd Floor

**Women's Wash Dresses, 79c—250 assorted.** Cotton dresses, in voiles, lawns, printed checks, stripes or floral designs, including white, pink, sky and several combination shades; fancy trimmed waists in lace or embroidery, and skirts with flairs or tunic. All sizes in the lot from 16 to 42. Formerly \$2.50 to \$5.00 each. Monday, 79c.

**75 Girls' Coats on Special Tables—A collection** of blazers, refters, linens and poplins; colors in natural, red, stripes, tan and mixtures. Monday, 79c.

**Women's Wash Skirts, 79c—Formerly at \$2.50,** \$3.00 and \$3.50, 250 tub skirts, in plain tailored tunic or tiered styles; materials rep, ratines, cordeline and several dark mixtures; made in medium width; some elased. 79c.

### Two Wonderful Waist Specials at 79c

**A big collection of Fine, Sheer Summer Waists,** in white voile, organdy, batiste and crepe; in a range of designs and styles so big that description is impossible, but every preference is provided for, whether it be high or low collar, long or short sleeves; sizes ranging from 22 to 42 bust. Regularly \$1.25 to \$2.25. Monday, 79c.

**Taffeta, Messaline and Paillette Silks, in dark** colors and a few black; also a nice selection of chiffon and silk rayon waists in black and dark colors; designs are numerous, but sizes are very mixed. Regularly \$1.95 and \$2.25. Monday, 79c.

### Women's \$1.25 to \$2.00 Whitewear at 79c

**Women's Combinations, Nightdresses, Princess** Silks, Drawers, Corset Covers and Skirts, in a wide choice of beautiful styles, trimmed with fine lace and embroidery insertions, beadings and edges; all sizes. Combinations, Gowns and Princess Slips, regularly \$1.25 to \$2.00; Corset Covers, Drawers and Skirts, regularly \$1.00 to \$1.75. Monday, 79c.

**WOMEN'S \$3.00 SWEATERS, 79c.** Fine, pure cashmere, knit to shape; high neck, long sleeves, buttons on shoulder, or middy style, with deep sailor collar, and silk laced up front; elbow sleeves. Colors white, navy, cardinal and gray, with pretty contrasting stripes on collar, cuffs and skirt. Sizes 34 to 42. Regularly \$3.00 for 79c.

**\$1.50 AND \$2.00 CORSETS, 79c.** Two up-to-the-minute styles, a "D. & A." model, in finest coutil; low bust, very long hips and back; deep unboned skirt; finest rustproof boning; four strong garters; deep lace and ribbon trim; bust draw cord; sizes 19 to 27; a "C. C. a la Grace" model, in fine, strong summer net; low bust, long hips and back; finest rustproof boning; four wide strong garters; embroidery and ribbon trim; bust draw cord; sizes 19 to 26. Regularly \$1.50 and \$2.00. Monday, 79c.

**LADIES' \$2.00 TO 90c VESTS AND DRAWERS, MONDAY, 2 FOR 79c.** Ladies' Vests and Drawers, finest lisle thread; vest medium high neck, long and short sleeves; button down front; silk shell edges, and silk draw tapes; also low neck, with short or no sleeves; some have hand crocheted yokes; drawers open or closed styles; wide knee, with deep lace trim. Sizes 34 to 44 bust. Regularly \$2.00 to 90c. Monday, 2 for 79c.

**\$1.00 TO \$1.50 LADIES' COMBINATIONS, 79c.** Ladies' Combinations, several well-known makes, in finest lisle thread and embossed cotton yards; all are made in the three-piece style, ensuring perfect fit; low neck, short or no sleeves; wide knee, deep lace trimmed, or tight knee. Sizes 36 to 44 bust. Regularly \$1.00 to \$1.50. Monday, 79c.

**GIRLS' \$1.40 DRESSES, 79c.** Three attractive styles, fine tan chambray, neat collar and cuffs, trimmed with pretty navy and white embroidery and pipings, and navy silk laced front; strong blue and white striped percale, trimmed with revers of navy chambray edged with red pipings; knitted skirt; navy blue band at waist; navy tie at neck; fine navy blue chambray round collar, front, cuffs, and belt of blue and white striped percale; red pipings and buttons on front and collar; low belted effect; sizes 3 to 14 years. Regularly \$1.50. Monday, 79c.

**INFANTS' LONG AND SHORT DRESSES, 79c.** Long Dress of finest nainsook; round yoke of pretty embroidery; lace edges on neck and sleeves; skirt trimmed with four rows of exquisite lace and embroidery insertions, and edged with deep, fine lace.

**Short Dress, of fine lawn; yoke and sleeves** trimmed with rows of lace insertion, lace edges on neck and sleeves, lace heading at waist run with silk ribbon, finished with rosette in front; skirt has three rows of beautiful lace insertion, and finished with wide, fine lace edge. Sizes for 6 months, 1, and 2 years. Regularly \$1.50 for Monday, 79c.

### \$1.50 and \$1.75 Bags for 79c

**320 Sample Hand Bags, made from finest** quality seal grain leathers, lined with colored moire and fitted with coin purse and swing mirror; nickel and gungul frames. Regularly \$1.50 to \$1.75. Monday, 79c.

### News of Today's Selling

One of the Best Boot Sales of the Season. Many Home Furnishing Specials, subject to the unusual Club terms, if you're a member, especially interesting for cash customers.

The Big Sale of Beds, Mattresses and Springs offers many specials today.

Surprising values in Suits, Coats and Dresses for Women. Sale of New Wash Dresses at \$3.25.

\$1.75 to \$3.50 Corsets for \$1.25.

30-inch Builders' Duck at 79c.

Other items herewith are for Monday's Selling.

## NO! It doesn't mean that everything in the store is at this price---but it does mean that thousands of seasonable and desirable things that you'd expect to pay a dollar or more for will be priced Monday at seventy-nine cents. Don't be satisfied with reading about it! See the article---then think of the price---seventy-nine cents---and you will be startled!

### Untrimmed Hats at 79c

**IN THE MILLINERY DEPARTMENT.** Over 1500 new hats, most of them black or white, with large brims; all fresh from their boxes; a splendid lot of turbans and tricorns in black are also included. This is the first time this season that such desirable shapes are offered at so low a price. Wholesale prices were from \$1.25, \$1.50, \$1.85 to \$2.10. Monday, 79c.

**Children's Trimmed Hats and Bonnets at 79c.** An exceptionally good variety of styles; there are ribbon trimmed Milans, tagsels and Javans; most in light colors; also bonnets and caps of silk, Swiss embroidery or fancy braids. Regularly \$1.00, \$1.25 to \$1.75. Monday, 79c.

### Men's, Women's and Children's Footwear

**MEN'S OXFORDS, WOMEN'S PUMPS, CHILDREN'S BOOTS, WOMEN'S COLONIALS, CHILDREN'S ROMAN SANDALS, WOMEN'S OXFORDS, CHILDREN'S ANKLE STRAP SLIPPERS, BOYS' BOOTS.** Per pair .79

**Men's Tennis, Yachting and Lacrosse Oxfords,** 79c—Heavy corrugated "Cant Slip" soles; white canvas uppers; Blucher, lace styles. Sizes 5 to 11. Regularly \$1.10. Monday, 79c.

**Boys' Blucher Boots, same make, of sizes 1 to 5.** Regularly \$1.10. Monday, 79c.

**TAN PUMPS FOR SUMMER WEAR.** Did You See Them at the Races? 79c Pumps, Colonial and Oxford, 79c. 300 pairs, all sizes 2 1/2 to 7, women's tan low cut out foot pumps, colonial, button and lace styles; made of fine Russia and willow calf; English and Cuban heels; neat stylish toe shapes; buckle and bow ornaments. If you don't like tan, 100 will dye them fast black; sizes 2 1/2 to 7 in the lot. Regularly \$2.50. No phone or mail orders. Monday, 79c.

**75c Buys \$1.50 and \$2.00 Footwear.** 1,400 pairs Roman Sandals, Boots and Ankle Strap Slippers for children from 1 to 7 years old; hand-finished and light McKay soles; spring and slip heels; Educator toe shapes; buckles, bows and ribbon trimmings; elegant patent leather and black and choco-late glove kid, gunmetal calf and tan calf leathers; trimmed with inlaid black and tan velvet and suede; beautifully lined dainty footwear for all occasions. Sizes 2 to 10 1/2. Regularly \$2.00. No phone or mail orders. Monday, 79c.

### Toilet Goods

**Spivey's Rosarin and Floramie Face Powder.** Regularly 50c per box. Special, 79c.

**Hudson's Toilet Water, Yankee clove, lilac and** royal hudsonite. Regularly \$1.15. Special, per bottle, 79c.

**4711 Eau de Cologne, 8-ounce wicker bottle** Regularly \$1.00. Special, 79c.

**Bottle of Hinds' Honey and Almond Cream, box of** Roger & Gallet's Veloute Face Powder and two cakes of Best Olive Toilet Soap. Regularly \$1.00 per set. Special, 79c.

**Five Large Rolls of Toilet Paper, 1 bar French** Castle Soap, 2 1/2 lbs. 1 cake Regent Toilet Soap, 1 cake of Buttermilk Soap, 1 cake of Bath Soap and 2 cakes of Ivory Soap. Regularly \$1.00 per set. Special, 79c.

**Genuine Ebony Hand Mirrors, with plate glass,** Regularly \$1.25 and \$1.75. Special, 79c.

**Real Ebony Military Brushes, Regularly \$1.25 pair.** Special, 79c.

**Shaving Brushes, with bristles set in rubber.** Regularly \$1.00. Special, 79c.

**Real Ebony Hair Brushes, with pure bristles.** Regularly \$1.00. Special, 79c.

**War stamps extra. (Toilet Goods Department)**

### Art Needlework

**150 Cushions, in chintz, rep, tapestry, velvet** and other materials, finished with frills, cords or plain edges; for sitting-rooms, verandahs, summer homes or canoes. Regularly \$1.50. Monday, 79c.

**Centrepieces or Table Covers, in Venetian,** cluny and Battenberg; excellent for gifts. Regularly \$1.75. Monday, 79c.

### Fairy Flouncings 79c

**The New "Fairy" Flouncings, made of fine** sheer Swiss, 25 inches deep, pretty embroidered with fine embroidered medallion beading for 2-inch satin ribbon, finished with 4-inch embroidered pleated frill, joined with French seaming; one yard of this "Fairy" flouncing will make a little French dress for child 2 years, and 1 1/2 yards for 4 to 6 years. Regularly \$1.25. Monday, per yard, 79c.

**Infants' Flouncing, 36-inch Swiss Flouncing,** work 6 inches deep, with 1 1/2-inch hemstitch border. 85c flouncing. Monday, 79c.

### The SIMPSON DRUG COMPANY

**Rae's Finest Olive Oil, 1-litre tin.** Regularly \$1.00 for 79c.

**Hot Water Bottles, a good assortment.** Regularly \$1.00 and \$1.25. Monday, 79c.

**Vacuum Bottles, milk and 1 1/2 litre.** Monday, 79c.

**Chamois Skins, large size.** Monday, 79c.

**Moth Balls, up to 1 1/2 lbs.** Monday, 79c.

**Fountain Syringes, good quality.** Regularly \$1.25 for 79c.

**Beef, Iron and Wine, Regularly 40c, 2 for 79c.**

**Vinifer, 8-oz. size. Regularly \$1.25. Monday, 79c.**

**Delatone, 1 1/2 lb. size. Monday, 79c.**

**War tax extra.**

### Silks at 79c

**Black Duchesse Paillettes, 36 in. wide; firm,** even weaves; deep, full-black; \$1.00 quality. On sale 79c.

**Full Range of Colored Messalines and Pail-**lettes, with big quantities of the much-wanted Belgian blues, sky, pink, rose, gray, fawn, brown, red, navy, Alice, green, yellow, etc., also Ivory. Regularly \$1.00 and \$1.15. Monday, 79c.

**Heavy Jap Habutai, in Ivory, 36 in. wide; an** extra firm weave; guaranteed to give every satisfaction; a special purchase. On sale, 79c.

**Dollar Qualities in Sand Silk Shantungs, free** from dressing; launders easily, and is most fashionable at the present time; 34 in. wide. Regularly \$1.00 for 79c.

**Ivory or Cream Velvet Suiting Corda, make** rich, dressy sports coats, suits or dresses, and are most serviceable in wear; 27 and 28 in. Monday, 79c.

### Standard Dress Goods at 79c

**Fine English Serge Suiting, 79c—Our guaran-**teed quality imported English serge for summer dresses and suits; 5 1/2 inches wide, in indigo, navy and black. Regularly \$1.00. Monday, 79c.

**Levely Cream Suitings, one of our recently im-**ported suitings, in cream, with various fancy effects and stripes, in navy and black; 56 inches wide; \$1.00 and \$1.25 value. Monday, 79c.

**54-inch Black and White Suitings—Our one** dollar warranted finish check suitings; a favorite for summer suits and coats; all the popular checks. Regularly \$1.00. Monday, 79c.

**3000 Yards Poplin Armures and San Toys, an** excellent new fabric, in a beautiful range of new colors; granite and poplin armures, poplin cord, San Toys, etc. Regularly \$1.00. Monday, 79c.

### Wash Goods

**36-inch Voiles, in firm weaves; Canadian-made** goods; American Beauty, Copenhagen, flesh pink, tan, amber, burnt orange, lavender, old rose, navy, canary, etc. Regularly 29c. Monday, six yards for 79c.

**40-inch "Duro" Dyed Ratines, all fast colors,** that will hold and dry in the sun; shades of green, tan, amber, burnt orange, lavender, old rose, navy, canary, etc. Regularly 29c. Monday, six yards for 79c.

**32-inch English Prints, light and dark grounds,** with spots, stripes and figures. Regularly 12 1/2c and 15c. Monday, 3 yards for 79c.

**36 and 40-inch White Swiss, Voiles and Crepes** in stripes and figured designs. Regularly 50c and 75c. Monday, 2 yards for 79c.

**28-inch Embroidered Swiss, Crepe and Voiles,** white grounds, with two-tone effects. Regularly 50c. Monday, 2 yards for 79c.

**36-inch Plain Colored Ratines, in Copenhagen,** pink, mauve, purple, brown, old rose, black and Nell rose. Regularly 25c, 50c and 75c. Monday, 5 yards for 79c.

**28-inch Pongee Linen, in pink, Copenhagen,** sky, navy, black, mauve, etc. Regularly 35c. Monday, 3 yards for 79c.

**28 and 36-inch Voiles, black, white, and** white and black, some ornaments from a wholesale dealer's stock, and a few of our own broken ranges. Regularly 50c and 75c. Monday, 2 1/2 yards, 79c.

**Men's Pure Thread Silk Socks, seamless foot,** strong close weaves, late thread cut; tan, navy, gray, red, suede, helle and black; sizes 7 to 11. Regularly 50c pair. Monday, 2 pairs 79c.

**Women's Heavy Black and Colored Pure** Thread Silks, included in this lot are some Lord & Taylor brand; all are extra fine quality, perfect finish; sizes 3 1/2 to 10. Regularly \$1.25 and \$1.50. Monday, pair, 79c.

**Women's Silk Lisle Thread, bright lustre** finish, seamless, closely woven, open double garter welt; in black only; sizes 3 1/2 to 10; 50c quality. Monday, pair, 79c.

**Women's Fine Undressed Kid Gloves, for street** or wedding wear; assorted shades of gray, French; make, soft pliable leather, dome clasps; sizes 7 to 10; \$1.25 value. Monday, pair, 79c.

**Men's Best Liven Handkerchiefs, extra fine** quality, neat, smooth, even threads, full size, 1/4-inch hemstitch borders. Regularly 50c. Monday, 6 for 79c.

### 79c Bargains in Carpets

**500 yards of Brussels and Velvet Carpet, with** borders and stairs to match, in Oriental and floral designs, suitable for any room or hall. Regularly \$1.15, \$1.35 per yard. Monday, special, yard, 79c.

**24 in. x 54 in. Rag Rugs at 79c.** Very useful rugs for bedrooms and summer homes; plain centres, with line borders at each end, in blue, grey, rose and tan. Regularly 96c. Monday, each, 79c.

**Verandah Mats, 79c Each; heavy twisted** prairie grass verandah mats; plain centres, and a large variety of various colored borders; size 27 in. x 54 in. Monday, 79c.

**Extra Heavy Cocoa Door Mats, 79c.** 50 only heavy quality cocoa fibre door mats; size 18 in. x 30 in. Monday, special, 79c.

**Inlaid Linoleum, 79c Square Yard; a big** range of designs in this most satisfactory floor covering; tile, block, floral and hardwood designs. Square yard, 79c.

**English Curtain Nets at 79c Yard.** A collection of artistic designs, in white only; 50 in. wide; beautiful all over floral designs; excellent quality. Regularly 90c yard. Monday, yard, 79c.

**White Nottingham Lace Curtains at 79c Pair.** An excellent curtain for the bedroom; 8 yards long; beautiful floral borders, with spray centres; finished with colored edge. Regularly \$1.00 pair. Monday, pair, 79c.

**Full Size Folding Curtain Stretchers at 79c** Set. A well-made folding curtain stretcher, fitted with all the latest improvements, including non-rusting pins. Regularly \$1.25. Monday, set, 79c.

**Bordered Springs, heavy quality scrim, either** plain or cross-hatched effects, in cream and eoru, with rich Oriental and floral borders; an opportunity to get curtains for that summer home at greatly reduced prices; 38 in. wide. Regularly 25c yard. Monday 4 yards for 79c.

**English Washing Chintz.** A number of beautiful floral designs, printed in rich colorings, on light, medium and dark grounds, suitable for hangings or for covering bedroom boxes; 30 in. wide. Regularly 35c yard. Monday special, 3 yards for 79c.

**Striped Cotton Tapestry at 79c Yard.** A most effective material for bedroom curtains or chair coverings, in dainty colorings and striped effects; 50 in. wide; heavy quality. Regularly \$1.00 yard. Monday, yard, 79c.

### Pictures Framed for 79c

**Pictures of sizes up to 14 x 18 will be framed** in any one of a good selection of excellent mouldings, antique gilt weathered oak, Flemish brown oak or Early English finish; moulding widths one to one and a half inch. Monday, special, 79c.

### In Linens and Staples

**Pair \$1.00 and \$1.25 Bath Towels for 79c—**Large Heavy Turkish Bath Towels, plain white, fancy stripes or plain brown linen. Regularly \$1.00 and \$1.25 pair. Monday, pair, 79c.

**\$1.00 and \$1.25 Pillow Cases for 79c Pair—**Beautiful Irish Embroidered Pillow Cases, worked in dainty designs, deep spoke-hemstitched hems, size 46 x 36 in. Regularly \$1.00 and \$1.25 pair. Monday, 79c.

**Hemmed Crochet Bed Quilts, for single beds,** Monday, 79c.

**Bleached English Longcloth, 35 inches wide,** Monday, 10 yards for 79c.

**Factory or Unbleached Cotton, very serviceable,** 35 in. wide. Monday, 10 yards for 79c.

**Unbleached Canton Flannel, 26 inches wide,** Monday, 10 yards for 79c.

**Galatas, in a range of stripes and plain color-**ings, for boys' blouses, working shirts, etc. 28 inches wide. Monday, 5 yards for 79c.

**Fringed White Damask Table Cloths, fancy** red borders, size 48 x 80 inches. Monday, 79c.

### Japanese Basket Telescopes

**With handle on side; leather straps outside** and leather corners; sizes 16, 18, 20, 22 and 24 inches. Monday, 79c.

**Willow Baskets, high handle, with covered** tops; some in matting, leather bound, with leather handle. Regularly \$1.50 to 2.25. No phone or mail orders. Monday, 79c.

**Mattings School Cases, strong handle, protect-**ed corners, brass clasps. Regularly \$1.00. Monday, 79c.

### Real Hair Switch 79c

**24-inch Real Hair Switch; all shades of brown;** weight 2 ounces. Regularly \$1.75. Monday, 79c.

### Men's Wash Vests 79c

**A Big Lot of Wash Vests, in single-breasted** styles, made from white veerings, in small patterns; nicely tailored; sizes 34 to 44. Regularly \$1.25 and \$1.50. Monday, 79c.

**Hot Weather Coats for Street and Office Wear,** natural linen, lawns and light colors; most are plain, but some with stripe patterns; good cotton materials; single-breasted sacque with patch pockets; unlined; sizes 34 to 46. To clear Monday, 79c.

**BOYS' ENGLISH TWEED BLOOMERS, 79c.** Splendidly made from imported tweeds, in dark brown shades; full cut style, with strap and buckle at knee, and belt loops; lined with fancy striped cottons; 400 pairs; sizes 24 to 34. Regularly \$1.00, \$1.10 and \$1.20. Monday, 79c.

**Two Boys' Shirt Waists for 79c—450 Blouse** Shirt Waists, "K. and S." and "Puritan" brands; tapeless style, with collar attached; splendid range of patterns in dark, medium and light shades; sizes 9 to 14 years. Regularly 75c and \$1.00 each. Monday, 2 for 79c.

**Boys' Wash Suits, 79c—Russian and Buster** styles, with military and wide sailor collars and belt; elastic bottom bloomers; natural linens and neat striped blue and white and tan and white patterns, in madras and cambric washable cloths; sizes 2 1/2 to 5 years. Monday, 79c.

### Furnishings for Men at 79c

**Men's Combinations, in white and natural** halbrigan, mesh or porous knit, spring needle, etc.; mostly long sleeves and ankle lengths; all light summer weights; sizes 34 to 44. Regularly \$1.00, \$1.25 and \$1.50. Monday, special, 79c.

**Men's Neglige Shirts, in white, plain and** pleated fronts, hairlines and fancy striped cambrics, percales, chambrays, etc. Canadian and American models, handkerchiefs; all sizes to 18. Regularly \$1.00, \$1.25 and \$1.50. Monday, each, 79c.

**Soft Lounge and Outing Shirts, with** attached or separate soft collar, in fancy stripes, plain color solids, cords, etc.; double soft cuffs; all sizes. Regularly \$1.00 and \$1.50. Monday, each, 79c.

**Boys' Assorted Striped Neglige and Pleated-**Front White Shirts, all have laundered cuffs; sizes 12 to 14. Regularly 50c and 75c each. Monday, 2 for 79c.

**Men's White Cotton White or Fancy Stripes** Flannellette Night Robes, collar attached styles, large roomy garments; sizes 15 to 18. Regularly \$1.00 and \$1.25. Monday, each, 79c.

### Men's American Made Straw Hats

**In boater style, medium high crown, with** 2-inch black silk band, bow at three-quarter, fine cushion fitting leather sweatbands. Regularly \$1.50. Monday, 79c.

**Men's Derby Hats, fashionable 1915 shapes,** British manufacture, well finished, black only. Regularly \$1.50 and \$2.00. Monday, 79c.

### Umbrellas

**Covers of silk mixtures or fine quality taffeta** finished with frames in the neat rolling style; wide range of handles, plain or mounted. Special, 79c.

### Stationery at 79c

**Handsome Blotter, for writing table; size 24 1/2** in. x 19 1/2 in.; leather corners; best quality. Regularly \$1.50. Special, 79c.

**White Crepe Paper Napkins, for picnics; size** 14 x 14; fine quality. Regularly 12c per 100. Special, 90c for 79c.

**Royal Court Linen Stationery, 240 sheets** fine white linen notepaper, fashionable size, and 250 envelopes to match. Regularly 70c. Special, 79c.

**350 Rolls Japanese Envelopes, size No. 7,** well gummed. Regularly 92c per 1000. Special, 79c.

### Photo Supplies

**Printing Outfit, for any size up to 4 x 5,** Regularly \$1.05. Monday, 79c.

**Silk-Covered Album, 50 loose leaves.** Regularly \$1.00, and one package of art corners. Special, 79c.

**Gravura Gaslight Postals.** Regularly \$1.50 gross. Special, 79c.

**Gravura Gaslight Paper, any size, Regularly 15c** packet. Special, 8c for 79c.

### 79c Day in Wall Paper

**250 Room Lots Wall Paper, eight rolls** for walls, six rolls for ceiling. Monday, 79c.

**250 Room Lots Wall Papers, walls only.** Monday, 79c.

**250 Room Lots, Cork Papers, walls only, for** rooms 12 x