

H. H. FUDGER, PRESIDENT.
J. WOOD - - - - - MANAGER.

Tomorrow at the Simpson Store

PROBS. Fair and very warm
thunderstorms at night.

TORONTO MONDAY, JULY 3, 1911.



The Freshest Things Imaginable

Are met with in the July Sale of Linens that starts this week on the second floor. Our reputation for good qualities adds a further meaning to these low prices, among the women who know this department.

- Guest Towels, bleached linen, hemmed ends, 14 x 21. Only 160 pairs. Tuesday, pair **.29**
- Table Napkins, hemstitched, double satin damask, 23 x 23 in. Regular \$5.50 and \$6.50 per dozen. Tuesday **3.85** (No phone or mail.)
- French Flannels, clearing out odd pieces. Regular 50c. Tuesday, per yard **.25**
- Shirtings, Oxfords, Galateas, etc. Reg. 15c and 20c. Tuesday **.10**
- 60 Bed Spreads, light weight, for double beds. Sale price **1.83**
- Pillow Cotton, bleached, heavy English, 44 inches wide. Tuesday, per yard **.14**

Summer Holiday Attire for Girls and Women

Here are particulars of sensible holiday garments. The kind that will be used. The bathing dresses seem to say, "Won't you come and splash me?" So do the caps. We know how hot the days can be—these D. & A. corsets are the coolest kind; we know how cold the nights can be, why! navigation was held up on the lakes last week by a snow-storm—these shoulder shawls, sweater coats and warm night-wear are just the things needed. And the little girl will breathe a thankful sigh at the freedom in one of these romp dresses. Don't forget her sweater—she'll want it.

- A Bathing Dress of navy blue lustre, 2-piece style, waist and bloomers in one with separate skirt, trimmed with white braid, large collar, sizes 32 to 42 bust. Tuesday, each **2.75**
- A Coat Sweater, knitted wool, in wide rope weave, vest neck, 2 pockets, red with navy trim, gray with navy or red trim, and solid colors of red, navy or white, length about 29 inches, sizes 32 to 42 bust. Tuesday **3.25**
- Women's Bathing Caps, waterproof saten, with elastic edges, red or navy; also red or navy with white polka dot, each **.50**
- Little Girl's Bathing Dress, navy blue lustre, one-piece style, no skirt, large braid trimmed collar. 4 to 8 years. Tuesday **1.25**
- Women's Nightdresses, fine white flannel, Mother Hubbard style, finished with white silk embroidery, lengths 58, 58, 59 inches for 32 to 42 bust. Tuesday, each **1.25**
- Women's Shoulder Shawls, fine quality, fancy knit wool, white or white with sky, pink or block effects, fringe edges. Tuesday, each **1.00**
- Girls' Sweater Coats, fine knitted wool, fancy stitch, roll collar, 2 pockets, pearl buttons, colors red or white, 6 to 12 years. Tuesday, each **2.25**
- Child's Sweater Coats, fine plain ribbed, knit wool, stole effect, vest neck, waist belt which can be removed, red with gray trim, and gray with red trim. 2, 3, 4 and 5 years. Tuesday **.59**
- Women's D. and A. Summer Corsets, in fine white light weight batiste, medium bust, long skirt, 4 garters, fine ribbon run lace, satin bow. Sizes 18 to 36. Regular \$2.25 Corset, Tuesday, a pair **1.25**
- Girls' Romp Dresses, in navy blue print with small white pattern, pocket on waist, of red, for ages 6 to 14. Regular \$1.25, Tuesday **.85**

Dresses, Coats & Skirts for the Summer

- One-piece Wash Dresses, fine quality chambray, in grey, mauve, pink and blue, waist tucked down centre, three-quarter sleeves, skirt trimmed with fancy strappings on waist and skirt. Special **6.50**
- Outing Dresses, of fine lawn, in white only, waist trimmed with fine tuckings and lace insertions, three-quarter sleeves, skirt has rows of insertion, continued with deep frill around bottom **3.50**
- Handsome Lace Coats, of bebe Irish, in white only, rather close fitting lines. Collar of heavy insertion with narrow folds of mauve liberty satin, ending in dainty knots in front. Sleeves trimmed to match—some are in pretty style without sleeves. Regular \$25.00. Special, Tuesday **18.75**
- Wash Skirt, of fine repp, in a flare style, with fancy band around bottom **4.25**
- White Repp Skirt, buttons down front, easily laundered **3.75**
- 13-gore Wash Skirt, good quality linen, in white only. Special value **3.50**

Stacks of Sacques and Petticoats

A saving of over \$1.50 on an article costing \$2.50 is not of very common occurrence, and we have no doubt at all that the first 200 customers for these dainty dressing sacques will be tickled to death with their bargains.

- 200 Women's Dressing Sacques of figured Japanese crepe, cardinal, sky, navy, green, trimmed with mesaline silk; also in fine printed lawns, dotted and cross-hatched muslins, trimmed with fine valenciennes lace and insertion. Sizes 34 to 44. Regular \$1.60, \$2.00 and \$2.50. Tuesday **.98**
- 150 PETTICOATS 85c.
- "Hygrade" and "English Silk" black and navy; pleated and embroidered pounces, lengths 36 to 42 in the lot. Regular \$1.50, Tuesday **.89** (No phone or mail orders.)

Shantung and Honan Silks

- First quality Honan, Lyons dyed, in a full range of colors, 34 in. wide. Per yard **.89**
- Natural Shantung, 34 inches wide, Tuesday **.49**
- 500 yards Natural Honan and Shantung, very heavy quality, a Tuesday special, regularly 85c per yard, for **.59**

6-Inch Taffeta Ribbon 15c yard

A large shipment of our No. 192 Taffeta Ribbon has just arrived. It is over 6 inches wide, and marked to sell at 15c yard. The colors are white, cream, Tuscan, two shades of pale blue, two shades of pink and lilac. All the best summer shades. This is a reality—6-inch silk ribbon for, per yard **15**

To American Visitors

It has often been said that one has to go to New York or Chicago to find a store worthy of comparison with The Robert Simpson Company, in equipment, service and merchandise.

This being the experience of former American visitors, we invite you, without fear of disappointment, to make this store your headquarters, if you're spending "the Fourth" in Toronto. Visit the spacious restaurant on the sixth floor, and hear, between noon and two o'clock, the best orchestra in town. The well-appointed ladies' rest room on the third floor is at your disposal, as are also the parcel check office and the telegraph and long-distance telephone offices on the main floor, west end. Afternoon tea served in the restaurant up to five-thirty.

Continued Interest in Our Wash Goods Offer

To have a dress made to your measure for \$3.95, after picking out your own style and material, seems a very remarkable thing, doesn't it? Just what happened to hundreds of women who came to our Wash Goods Department last week. The great number of orders that are pouring in alone makes this offer possible. Come and have your measure taken to-day.

- Here are additional attractions for to-morrow
- Scotch Dyed Brocaded Muslin, 28 inches wide, open work stripe and check ground work, with design of wreath woven in, colors pink, sky, mauve, green, cream, white, black, etc. Regularly 29c, special **.12 1/2**
- Printed Ducks, white grounds with small floral and fancy designs, in various colors as pink, navy, sky, etc., fast colors. Regularly 15c **.7 1/2**
- Zurich Silk, special price for to-morrow, all colors. Regularly 34c **.25**

The Millinery Department

Announces a special sale of Trimmed Hats for to-morrow. There are only 50. Mohair braids, with drooping brims, crowns prettily draped and trimmed with roses and foliage. They may be summed up as a most stylish hat. Tuesday **2.25**

Lingerie Waists

- Style 1—Fine lawn, front has 3 rows dainty medallion embroidery with pin tucking and torchon lace, kimono sleeve with 3 rows lace insertion and square neck. **1.95**
- Style 2—Has Swiss embroidered front with V neck and turned down collar, edged crochet lace, short sleeve with turned back cuffs, fashioned in front crochet buttons. **1.95**
- Style 3—Fine embroidered front with clusters of pin tucking to shoulder, high collar with 1 row insertion and lace edging, long sleeve, back fastening. All sizes in 3 styles. Tuesday **1.95**
- A Dainty Lawn Waist, all-over eyelet embroidery, Dutch neck, kimono sleeve, trimmed val insertion. Regular \$1.00, Tuesday **.45**

Rengo Belt Corsets for Stout Women

Thousands of women are sure that Rengo Belt Corsets are the most comfortable figure reducers and form improvers ever produced in fine corsage. This store is the sole selling agent in Toronto for these famous corsets. Miss Anderson of New York City is here for a few days to demonstrate the superiority of the Rengo Belt Corset idea to any woman interested. Women of medium or stout figure are cordially invited to meet her. All styles here in stock, sizes 20 to 36 inches. Prices: \$2.25, \$3.50 and \$5.00 a Pair.



Puzzle:
Find the
Men's Socks

A Five Days'
Sale Starts
To-morrow

That's just the trouble; if you're a bachelor there's generally about one pair fit to wear hanging on the line, and one pair with a hole somewhere, on your feet. If you are not a bachelor it's generally a case of "My dear, you ought to get some more socks." Don't let this worry you, however. A great sale of Men's Socks begins on Tuesday at Simpson's.

- The Socks are Simpson's quality at even less than Simpson's usual price. Read this item:—
- Men's Lisle Thread Socks at half-price. The newest things for summer wear in stripes, checks and embroideries; also plain, in black, tan and fancy plain colors. This is a clearing from a large dealer. All sizes. Regular 25c and 35c a pair. On sale Tuesday, pair **.12 1/2**
- Lisle Thread Gloves—Black, white, wrist length, 2-dome fasteners, stitched point on back, splendid quality. All sizes 5 1/2 to 8. Regular 25c and 35c, Tuesday, pair **.15**
- Women's Seamless Cotton Hose, black, tan, plain, for present wear. Sizes 8 1/2 and 10. Regular 20c, Tuesday, pair **.12 1/2**

Groceries and Provisions

One car Standard Granulated Sugar, 20 lbs. \$1.00. Choice Side Bacon, Pea-meal, half or whole, per lb. 18c. Lake of the Woods Five Roses Flour, 4-bag 79c. Fancy Japan Rice, 4 lbs. 25c. Canned Fruit, Strawberries, Lawton, Berries, Cherries, Peaches, Plums and Pears, per tin 16c. Pos. Toasties, 3 packages 25c. St. Charles Evaporated Milk, 3 tins 25c. Pure Gold Quick Tapioca, Chocolate and Custard Powders, 3 packages 25c. Gross-Fish Brand Sardines, 2 tins 25c. Canned Green Beans, small and tender, Usher brand, per tin 10c. Imported West India Lime Juice, Suttin's brand, per bottle 25c. Canned Lobster, 1/2-lb tin 24c. So-Clean Sweeping Compound, per tin 25c.

This is a Family Affair!

Handkerchiefs For Every Member (Except the Dog)



If life is made up, as some tell us, of tears and laughter, then handkerchiefs must of necessity play an important role. That is why so many people will be interested in this

Sale of Handkerchiefs

that starts at the Simpson Store to-morrow. People have never bought any but good handkerchiefs at this store; and when we announce a cut in price, this does NOT mean a cut in quality. This is your opportunity to buy good handkerchiefs at a very reasonable figure.

- WOMEN'S HANDKERCHIEFS.
- Sheer Irish Linen, 1/4-inch hem, with hand-embroidered initial. Regularly \$4.00 per dozen. Sale price **3 for .75**
- Sheer Irish Linen, hand-embroidered corner, 1/4-inch hemstitched border. Regular 25c to 35c each. Tuesday **3 for .50**
- Irish Linen, 1/4-inch hemstitched borders. Regular 10c each. Tuesday **6 for .34**
- Swiss Embroidered and Val. Lace Trimmed—An immense variety. Regular 12 1/2c each. Tuesday **4 for .25**
- MEN'S HANDKERCHIEFS.
- Finest Irish Linen, with hand-embroidered initial; 1/4-inch hemstitched border. Regular 35c and 50c each. Sale price **3 for .75**
- Fine Irish Linen, with fancy stripes and checks, 1/4 and 1/2-inch borders to match. Regular \$3.00 per dozen. Tuesday **3 for .50**

You May Save Money on All These

- Nottingham Lace Curtains, \$1.99—Tuesday selling of Lace Curtains presents an excellent opportunity of saving money. The qualities and range of designs are exceptionally good, the season's best patterns in conventional, floral, scroll, insertion and stripe effects, plain and figured centres, some double borders, white and ivory, 52 to 60 inches wide; 3, 3 1/2 and 3 3/4 yards long. Values up to \$3.00, Tuesday, per pair **1.99**
- \$15.00 Tents, Tuesday, for \$9.98—Secure a good summer outing or camp tent, and keep one-third of the regular price in your pocket. The quality is 8 oz. duck, and 12 feet wide, 12 feet long, 7 feet high, with 3 feet walls. This price does not include poles and pegs. Special, Tuesday **9.98**
- Axminster and Velvet Carpets—A pile carpet is always a most satisfactory floorcovering, because it wears long and looks rich. We are showing a special range of Axminster and Velvet Carpets on Tuesday, in Oriental, floral, chintz and lattice designs. Our regular prices for these carpets are \$1.35, \$1.50, \$1.75, Tuesday, per yard **.98**
- Japanese Verandah Mats, in bright floral and oriental designs. Regular 50c each, Tuesday **.33**

Wall Paper at One-third Regular Prices

The Wall Paper sale offers you the best imported papers at one-third the usual cost. Papers may be seen more advantageously on our fifth floor than in the majority of showrooms; our facilities are perfect. The selection is practically unlimited. Papers for every conceivable purpose and at ONE-THIRD REGULAR PRICE.

A Watch and Chain for \$1.69

200 Gun Metal Watches, 16 size, stem wind, fitted with a good movement, guaranteed reliable timekeepers, complete with gold filled curb chain and Roman finish charm. Tuesday, watch and charm, complete **1.69**

China for Tuesday

- It is not often you are offered a genuine Wedgwood Dinner Set for \$18.75, decorated in the famous old willow pattern. Complete, 97 pieces. **18.75**
- 20 pairs Sugar and Cream Sets, genuine cut glassware, deep flaring cut. Tuesday, per set **1.98**
- 15 dozen Tumblers, rich cut glassware. Regular \$12.00. Tuesday, dozen **6.00**
- 400 Fancy China Cups and Saucers, comprising teas, A. D. coffees, breakfast and bouillions. Values to 60c. To clear Tuesday **.25**
- Dainty Hair Receivers, comb and brush trays, fine hand-painted Nippon wares. Regular to \$1.50. Tuesday **.75**
- 200 Art Vases, beautiful decorations, classic shapes. For quick selling Tuesday **.98**

Men's Summer Clothes

- Suits (125 only)—
- Materials—English Tweeds and Worsteds.
- Colors—Greys and browns, with fancy stripes.
- Styles—The latest single-breasted sack.
- Regular price from \$11.00 to \$16.50.
- Tuesday **8.45**
- Outing Pants, all-wool homespuns; made for belt wear. Tuesday **3.50**
- Boys' Wash Suits, English blue and white striped galateas; Russian style; for 2 1/2 to 6 years. Tuesday **1.25**
- Straw Sailors, choice quality, extra fine split braids, medium or deep black silk bands. Regular \$2.50. Tuesday **1.50**
- Men's Panama Hats, American shapes, very fine and close South American braids, best finish. Regular \$5.00. Tuesday **3.90**
- 8,000 Men's Outing Shirts, white, light and dark tan, and grey; also pure white cellular matte shirts. All have reversible collars. All sizes and half sizes, 14 to 18. Regular \$1.00 each. Tuesday **.69**
- Men's Merino Underwear, "Pen-Angle" brand, shirts and drawers, natural shade. All sizes. Regular 65c. Tuesday **.49**
- Boys' Sweater Coats, all-wool, suitable for the camp or the holidays. Grey and grey with royal blue trimmings. Sizes 22 to 32. Regular \$1.00. Tuesday **.69**

The Robert SIMPSON Company Limited

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