

# SIMPSON'S CITY SALE TODAY



This is not a picture of New York's water front. It's a glimpse of Toronto on its eighty-first birthday! Toronto citizens enjoy many advantages, and not the least of them is living near such a store as Simpson's. The City Sale is a practical demonstration of the advantages enjoyed by citizens who are also Simpson customers. The sale begins at 8.30 this morning. On this page we cannot begin to tell you of all the good things. But there's enough told here to make you see the advantages of paying the store an early visit.



**MAIN FLOOR**

**Men's \$12 and \$15 Suits, \$7.95**  
123 sample suits and suits in broken ranges; gray and brown striped materials, newest single-breasted cut; sizes 36 to 44.

**Men's Wash Vests, \$1.50**  
White English Vesting, small patterns, sizes 34 to 48.

**Striped Serge Outing Pants at \$5.50**  
Cuffs, belt loops, sizes 32 to 44. Tuesday \$5.50.

**Boys' \$5.50 to \$7.50 Tweed Suits at \$2.95**  
100 only, for ages 6 to 11 years; English tweeds, in browns and grays; Norfolk coats, bloomer pants; sizes 24 to 28.

**Boys' White Bloomers, 49c**  
Drill in dark shades, full cut, belt loops and knee buckles; sizes for 8 to 15 years.

**300 "Tokoa" Silk Shirts, \$1.59**  
Outing styles, natural Shantung shade; sizes 14 to 18. Regularly \$2.40.

**200 Summer Pyjamas, \$1.59**  
Plain and stripes, solettes and silkette mixtures; sizes to 46. Regularly \$2.00 to \$2.50.

**Silk Neckties Half Price**  
Several hundreds, 29c, 50c and 75c grades. Half price.

**300 Men's Straw Hats, 50c**  
Boater shape, semit brads. Regularly \$1.00 and \$1.50.

**150 Men's Panama Hats, \$1.95**  
Regularly \$4.00, \$5.00 and \$6.00. Tuesday, \$1.95.

**Tourist Trunks, \$4.95**

**Military Wrist Watch, \$3.00**  
40 only, gunmetal or nickel case. Regularly \$4.50.

**Men's Lisle Socks, 10c**  
Black only; sizes 9 1/2 to 11. Regularly 15c.

**Men's Cashmere Socks, 29c**  
Black; sizes 9 1/2 to 11. Regularly 50c.

**Folding Cameras, \$7.95**  
Regularly \$10.00. Others \$8.95. Regularly \$12.00.

**FOURTH FLOOR**

**35c Fancy Shirting at 12 1/2c**  
A shirt maker's over stock of striped materials; saphyr, light Oxford, Oxfords, in a fine assortment of stripes.

**Honeycomb Spreads, 95c**  
White fringed bed spreads. Regularly \$1.25 and \$2.00.

**Soiled Pillow Cases, 4 Pairs 95c**  
English goods; sizes 42 x 33 and 44 x 33 inches.

**Saxony Flannelette, 10 Yards 95c**  
White only, 32 inches wide. Regularly 12 1/2c yard.

**Cambric Comforters, 95c**  
Reversible, cotton filling, good colorings and designs; size 70 x 70 inches.

**Bleached Nainsook, 12 Yards 95c**  
36 inches wide.

**Checked Tea Towelling, 10 Yards 95c**  
20 inches wide. Regularly 12 1/2c a yard.

All other Floors display values just as good as these mentioned.

**Special Tuesday Basement Sale**

**Table Napkins, Dozen 95c**  
Damask, hemmed, 18-inch size.

**SIXTH FLOOR**

**Leather Suit Cases, 24-in., for \$3.95**

**Leather Club Bags, 18-in., \$4.95**

**Steamer Trunks, \$4.95**  
22, 24 and 36 inches.

Visitors to the city who know the advantages of this Company's One-Day Service by Mail are reminded that they can purchase here in the store the same class of merchandise as we catalogue, and HAVE THE GOODS DELIVERED TO THEIR HOMES WITH ALL CHARGES PREPAID.

Groceries, Furniture and other heavy or bulky goods not catalogued are also prepaid to any station in Ontario when the total order is ten dollars or over.

## Floor Coverings

EXCEPTIONAL BARGAINS IN RUGS, CARPETS, LINOLEUMS, FOR VISITORS AND CITY CUSTOMERS.

Orders and special lots of all kinds, including carpets, rugs, linoleums and mats, make the City Sale day one of the very best of the year. Take special note of the individual rugs quoted below:

NO. 1—Imported Seamless Axminster, size 8 1/2 x 11 1/2, two-tone green centre and chintz border. Regular value \$85.00. Tuesday \$45.00.

NO. 2—Four Fine Quality Seamless Wilton Valves, unusual design, 8 1/2 x 11 1/2. Regularly \$35.50. Tuesday \$25.00.

NO. 3—Three Genuine Hand-Woven Rugs at less than half-price. To hotelkeepers, club proprietors, etc., these should be of unusual interest. Sample rugs, which we sell to make room for others. The extraordinary saving on the four rugs in Tuesday's sale represents in some cases hundreds of dollars on each rug.

13 1/2 x 10 1/2—A wonderful quality, plain red centre with gray ribbon border, beautiful rug for many rooms. Regular value \$80.00. Tuesday \$45.00.

12 1/2 x 11—An exquisite French hand-tufted Savonnerie Rug, in shades of old blue, gray, rose and soft green, a delightful rug for drawing-rooms at only a fraction of the manufacturer's cost to make. Regular value \$75.00. Tuesday \$35.00.

15 1/2 x 12 1/2—A splendid rich, warm, two-tone red, all-wool plain centre, good Georgian scroll border, a wonderful bargain for a slipcover or hotel. Regular value \$45.00. Tuesday \$25.00.

NO. 4—Four very good seamless Wilton Rugs, Oriental design, 8 1/2 x 11 1/2. Regular value \$42.00. Tuesday \$25.00.

Two more in the same size, extra fine quality. Regular value \$55.00. Tuesday \$35.00.

NO. 5—Ten Seamless Drawing-Room Rugs. Very pleasing light blue, rose, cream, gray and tan, suitable for drawing-rooms and delicate bedrooms.

Two—Size 8 1/2 x 11 1/2. Reg. \$32.00. Tuesday \$21.00.

Four—Size 8 1/2 x 11 1/2. Reg. \$41.00. Tuesday \$29.00.

Four—Size 8 1/2 x 11 1/2. Reg. \$50.00. Tuesday \$35.00.

NO. 6—Oxington Axminster, plain ground with corner borders, half-price, 8 1/2 x 11 1/2. Regular value \$75.00. Tuesday \$45.00.

NO. 7—Plain Gold Axminster, with black and shaded border and corner motifs, 8 1/2 x 11 1/2. Regularly \$35.00. Tuesday \$25.00.

NO. 8—Five Large Seamless English Axminster Rugs. Size 10 1/2 x 13 1/2 and 10 1/2 x 15 1/2. All good Oriental designs. Regularly \$45.00. Tuesday \$35.00.

NO. 9—Good Stained Wilton Two-Tone Rugs; size 9 1/2 x 13 1/2. Regular value \$45.00. Tuesday \$35.00.

NO. 10—Seamless Wilton and Fine Wilton Valve Rugs. We have taken from our regular stock a number of rugs in designs which cannot be repeated, and include them with the odd rugs. About six rugs, size 8 1/2 x 11 1/2 in. usually fine original designs. Regularly \$65.00. Tuesday \$45.00.

Wilton and heavy, hard-wearing Saxony—Twelve rugs, size 8 1/2 x 11 1/2. \$25.00 values. Tuesday \$15.00.

\$25.00 values. Tuesday \$15.00.

Carpeted of specially priced Floor Cloths and Linoleums—Standard quality goods, which in some cases are slightly imperfect in printing. These are the two attractive features of the August sale of linoleums. The values mean good buying for you:

Four yards wide Linoleum. August Sale price, square yard \$3.95.

Two yards wide Linoleum. August Sale price, square yard \$3.95.

Heavy good Floor Oilcloth, several widths. August Sale price, square yard \$3.95.

## 2,750 PAIRS OF SUMMER FOOTWEAR

**WOMEN'S OXFORDS, 99c.**

700 pairs, black, tans and patents; pump, calf leathers; welts, turns and McKay soles; Cuban, military and common-sense heels, plain toe, solid comfort, Southern ties in the lot. Tuesday \$1.00.

**WOMEN'S \$4.00 COLONIALS AT \$1.29**

450 pairs, patent calf/Colonials and pumps; dainty buckle and bow ornaments; English and American style shapes; hand-turned and light, flexible soles; spool, Cuban and kidney heels; rare lot of stylish summer footwear; all sizes. Regular \$3.00 to \$4.00. Tuesday \$1.29.

**BOYS' BOOTS, 99c.**

600 pairs, button, blucher and of light, strong dongola kid; flexible McKay soles; neat round toes; easy-fitting widths; a real dress-up or light wear boot; sizes 8 to 10 1/2 and 11 to 13. Tuesday \$1.00.

Same style, sizes 1 to 5. Tuesday \$1.29.

**Men's Oxfords \$1.99**

**Women's Oxfords 99c**

**Women's Colonial \$1.29**

**Men's Oxfords \$1.99**

**Boys' Boots 99c**

**Boys' Oxfords 99c**

No Mail or Phone Orders

**MEN'S OXFORDS AT \$1.99.**

600 pairs, button, blucher and English lace Oxfords; patent calf, dull calf, tan willow calf and vici kid leathers; high, round, wide and narrow toe shapes; Goodyear and hand-turned soles; all easy-fitting, sensible summer shoes; latest and popular styles; all sizes. Values \$4.00 to \$5.00. Tuesday \$1.99.

**BOYS' OXFORDS, 99c.**

700 pairs, high-grade blucher lace Oxfords; gunmetal, patents and tans; easy fitting widths; high, recede and military toe shapes; good durable soles; dressy, stylish summer shoes; sizes 8 to 10 1/2 and 11 to 13. Regular \$1.75 to \$3.00. Tuesday \$1.00.

## Here Are Seven Great Furniture Values

### Extension Dining Table

In solid quarter-cut oak; fumed or golden finish; 48-inch top, extending on easy-running slides to 8 feet; neat pedestal, and double locks. Regularly \$25.00. August Sale price \$14.95.

### Extension Dining Table

In selected quarter-cut oak; fumed or golden finish; 48-inch top, extending to 8 feet; massive square pedestal, with brackets; heavy roll feet. Regularly \$30.00. August Sale price \$18.95.

### Dresser \$12.95

In solid quarter-cut oak; fumed or golden finish, or genuine mahogany veneered; bright or dull finish; two long and two top drawers; fitted with locks; British bevel mirror. Regularly \$21.50. August Sale price \$12.95.

### Buffet, Colonial Design

In quarter-cut oak; fumed or golden finish; large case; the cutlery drawers, cupboard and linen drawers are conveniently arranged; British bevel mirror at back. Regularly \$39.50. August Sale price \$24.95.

### Dining-Room Suite \$41.50

In genuine quarter-cut oak; fumed or golden finish; consisting of buffet, extension table and set of diners, complete. Regularly \$65.75. August Sale price, Tuesday \$41.50.

BUFFET, has two cutlery drawers, double door cupboard, and large linen drawer, British bevel mirror.

EXTENSION TABLE, 45-inch top, 6 feet extension, square pedestal, roll feet.

DINERS, five side and one arm chair in set, genuine leather seats.

### \$5.95 For Extension Couch Bed

Frame is made of angle steel; springs are woven steel wire; suspended by helical springs at both ends. Mattress is well filled with cotton felt, in green denim, with valance. Regularly selling for \$9.75. August Sale Price, Tuesday \$5.95.

### Dining-Room Suite \$69.75

In genuine quarter-cut oak; fumed or golden finish; consisting of buffet, extension table and set of diners, complete. Regularly \$102.00. August Sale price, Tuesday \$69.75.

BUFFET, "Colonial" design, 52-inch top, three-door cupboard, linen drawer and cutlery drawers, British bevel mirror.

EXTENSION TABLE, 48-inch top, 8 feet extension, square pedestal, double locks.

DINERS, five side, and one arm chair, loose slip seats in leather.

## Homelovers!

If you join the Homelovers' Club you may take advantage of these wonderful prices at once, and yet have the payments spread over the year. Just see the Secretary, Fourth Floor.

**The Robert Simpson Company, Limited**

## Draperies

All materials, though bought at special prices during August, will be made up into curtains or portieres without charge. We will send a man to measure your windows and doors and suggest suitable treatments, and deliver the curtains made ready to hang, charging only for the material which is used. If it is desired to have the curtains hung, our usual charge will be made for doing so.

Portiere Fabrics at \$1.25 Per Yard—A collection of portiere fabrics, with or without curtains or portieres, in shades of brown, green, red or blue, 50 inches wide, including the new Asryan cloth, and reps. August House Furnishing Sale Price, per yard \$1.25.

Serger at 90c Per Yard—Serger for making inexpensive portieres or curtains and couch throws. This is an ideal fabric being heavy quality art, serge with a plain-finish in all the latest shades. August House Furnishing Sale Price, per yard \$1.25.

Bungalow Nets at 10c Per Yard—A fine quality bungalow net, small patterns, size only, 40 to 50 inches wide, suitable for bedroom or living-room curtains. August House Furnishing Sale Price, per yard \$1.00.

**SPECIAL AUGUST SALE PRICE FOR LOOSE COVERS.**

Now is the time to have those slip covers made up for your furniture in the living-room or bedroom while the stock is at its best and at this exceptional price which we are offering for the making. Our stock of chintz has never been better than it is today, and regardless of the conditions in the European market, our prices are as low as they have ever been.

Filled Muslin Curtains at 70c Per Pair—An exceptionally neat window curtain for the bedroom, of good quality muslin, either plain or with centre with neat fall on one side and bottom, 1 1/2 yards long. Regularly \$1.15 per pair. August House Furnishing Sale Price, per pair \$1.00.

From any of our chintzes or cretonnes on sale we will make up a slip cover complete for: Chesterfield or chair, \$1.65; occasional chair, \$1.50.

These prices do not include the cost of material.

English and American Chintzes at 30c Per Yard—An exceptionally fine collection of designs and colorings printed on fine fabric, 50 inches and 36 inches wide, color combinations to suit almost every possible style of room decorations, including stripes, floral and all-over effects. August House Furnishing Sale Price, per yard \$1.00.

**UPHOLSTERING AT HALF-PRICE.**

If you have a comfortable chair or sofa which you are thinking of having re-covered in the near future, now is the time to take advantage of this unusual offering. We will re-upholster your furniture, charging you half of the regular price for the labor and giving you a first-class job.

French Tapestries at \$1 Per Yard—French tapestries made in the northern district of France, which are now occupied by the German army, 50 ins. wide, full range of colors, light and dark effects. A tapestry of extraordinary value. August House Furnishing Sale Price, per yard \$1.00.

While looking over the requirements of the home for fall, do not overlook the window shades, which are most essential to a well-furnished house. We have a full range of shades of every description.

Trimmed Opaque Window Shades at 40c Each—A well-made opaque window shade, in cream or green; size 27 inches by 70 inches; trimmed with neat Nottingham. Regularly \$1.00 each. August House Furnishing Sale Price, each \$0.40.

## Groceries

Telephone Direct to Department, Adelaide 6100.

One Car Standard Granulated Sugar, in 20-lb. cotton bags, per bag \$1.29.

4000 lbs. Finest Canned Tomatoes, 2 tins \$1.29.

2000 bags Laska or Woods Five Roses Flour, 50 bag \$1.29.

Magic Baking Powder, 1-lb. tin \$1.29.

California Seed Raisins, package \$1.29.

Choice Picnic Ham, 5 lbs. each, per lb. \$1.29.

Pure Lard, 5-lb. pail \$1.29.

Finest Creamery Butter, per lb. \$1.29.

Choice Red Salmon, 2 tins \$1.29.

Quaker Oats, large \$1.29.

500 packages Ivory Brand Shaker Salt, 2 packages \$1.29.

Shirley's Marmalade, 1-lb. jar \$1.29.

500 lbs. Fresh Ginger Snaps, 5 lbs. each \$1.29.

Clark's Potted Meats, assorted, 5 tins \$1.29.

Coca-Cola, 12-bottle case \$1.29.

Paris Paste, per tin \$1.29.

Post Toasties, 3 packages \$1.29.

Heinz Pickles, picnic size, bottle \$1.29.

St. Charles Milk, per tin \$1.29.

Red Wing Grapes, bottle \$1.29.

Blue Bell Jelly Powders, assorted, 4 packages \$1.29.

Blue Bell Sterilized Herring, plain and in bouillon, per tin \$1.29.

**CANDY SECTION—Main Floor and Basement.**

500 lbs. Assorted Chocolate Creams, fruit flavors, regularly \$10.00, per lb. \$1.29.

1000 lbs. Lady Caramels, wrapped, per lb. \$1.29.

100 lbs. Chewing Candy, per lb. \$1.29.