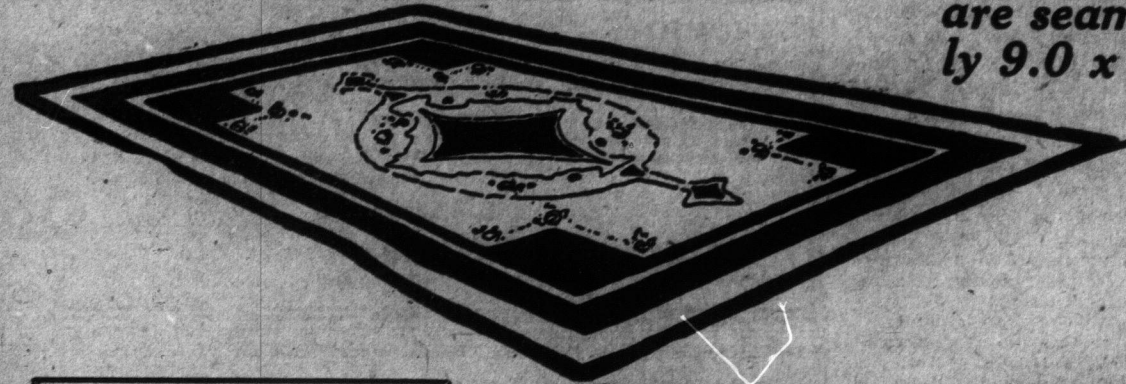


# Simpson's Mid-Summer Sale

## Wilton and Axminster Rugs Worth Up to \$75.00, Today \$49.75



Splendid lot of Wilton and Axminster Rugs grouped for quick sale this morning. Some are seamless. Especially good colors and designs. Several have plain centres. Sizes mostly 9.0 x 12.0, but the following sizes are among the lot --- 9.9 x 10.6, 9.9 x 11.7, 9.9 x 11.9, 9.9 x 13.0. Regular prices up to \$75, all at one price today, \$49.75.

### Grass Rugs \$10.75

For your summer cottage and verandah; hard wearing, strongly woven prairie grass rugs. Size 9.0 x 12.0. Today, \$10.75.

### Japanese Mats 58c

100 only, Japanese Mats, 36 x 68, woven with design on both sides, good patterns and coloring. Today, 58c.

### Oilcloth 55c Sq. Yard

Great inducement to be here early this morning. Good quality oilcloth, slightly imperfect, in three widths, 2 yards, 1 1/2 yards and 1 yard wide. Per square yard, 55c.

### Cocoa Mats 65c

Suitable for verandah and back door use; size 14 x 24 inches. Friday special, to clear at 65c.

### The Home-Lovers' Club

This service is convenient alike for the well-to-do and those in moderate circumstances.

Club membership costs nothing extra—no dues, fees or interest.

Club and cash customers enjoy equal advantages at all times. Confer with the Club Secretary, and learn more about the dignified home-furnishing service.

Fourth Floor.

### Oatmeal Wall Paper 5 yd. Roll 17c

Dark green, brown, red and blue, four desirable shades for halls, dining-rooms, dens and living-rooms; heavy duplex oatmeal wall paper; 30 inches wide.

### Decorative Borders.

Large choice of colorings and styles, including cut-out borders, floral and conventional patterns. Regular 10c to 50c. Friday bargain, 5c.

### 12 1/2c Bedroom Wall Papers 9c.

Pretty stripe and floral patterns, in pink, blue and mauve, in well-covered backgrounds. Regular 12 1/2c. Friday bargain, per single roll, 9c.

Cut-out Border to match. Friday, yard, 3c.

### Made-Up Chintz Curtains Less Than Half—\$2.98

The Number is Limited, so Try to Be Here as Early as Possible for Best Selection.

Lovely Chintz Overdrapes, complete with a shirred or pleated valance, in the size to fit ordinary windows. Regularly \$5.00 to \$7.50. Friday bargain, \$2.98.

### New Rope Portieres at \$2.49

Of heavy chenille, in plain brown or red and green mixture. Will fit any door or arch up to 4 ft. wide.

### Insertion Trimmed Window Shades at 75c

250 only of these well-made Shades, in white or cream; strong rollers, complete with brackets.

### Dainty Art Chintz 29c Yard

For curtains and box coverings; 28 inches wide; in blue, pink and yellow, with pretty floral patterns.

### American Silkoline 21c Yard

500 yards, in neat Paisley designs; just the thing for summer comforter covers or bedroom curtains; 36 in. wide.

### English Lace Curtains 89c Pair

A dozen new and pleasing styles to choose from, in white; 2 1/2 yards long and 36 inches wide, with strong lock-stitched edges; will give excellent wear.

### Lace Curtains With Valance \$1.49 Pair

These make a very effective window treatment. The small Dutch valance is finished with a border same as the side curtains; 2 1/2 yards long, 36 inches wide.

### \$18 Extension Tables at \$12.95

12 only, Extension Tables, solid oak, fumed and golden finish, heavy pedestal base, shaped feet, 42-inch top, 6 feet when extended. Regular \$18.00. Friday bargain, \$12.95.

12 only Buffets, solid quarter-cut oak, fumed and golden finish, colonial design, heavy post, shaped back; has cutlery, linen drawers; good cupboard space, back fitted with large bevelled plate mirror. Regular price \$35.50. Friday bargain, \$27.95.

Buffets, solid quarter-cut oak, fumed or golden finish, 52-inch top; cross band veneered pillars, base fitted with doiley, cutlery and linen drawers. Regular price \$45.50. Friday bargain, \$34.95.

Dressers, surface oak, golden finish, 2 large and 2 shaped drawers, large base, back fitted with shaped standards and oval bevelled plate mirror. Regular price \$19.50. Friday bargain, \$15.95.

Parlor Tables, various designs, genuine quarter-cut oak, golden finish; round, oval and square

tops; pedestal bases. Regular prices \$9.75 to \$11.25. Friday bargain, \$5.95.

Parlor Suites, consisting of settee, arm chair and arm rocker, frame of birch mahogany, highly polished seats and backs upholstered in mixed silk tapestries. Regular price \$49.25. Friday bargain, \$42.75.

Brass Beds, heavy 2-inch posts, ball corners, 1-inch fillers, specially trimmed, supplied in bright, pollette and satin finish; all regular sizes. Regular price \$31.00. Friday bargain, \$22.95.

Dresser, genuine mahogany veneer, princess design, full shaped front, back fitted with large oval bevelled plate mirror. Regular price \$31.50. Friday bargain, \$24.50.

### Hot Weather Suits at \$9.95



Models for Men and Young Men

8.30 a.m. Special.

These suits are developed in genuine Palm Beach cloth and feather-weight tweeds. The Palm Beach suits are in natural shade, the feather-weight tweeds are in greys with neat stripe effect.

Styles are single-breasted 2 and 3-button unlined sacque models; trousers well made and finished, with belt loops and cuff bottoms. Sizes 35 to 44. On sale 8.30 a.m. sharp at the Friday price of \$9.95.

### English Raincoats at \$13.50

Of a yarnproof fawn material, absolutely waterproof.

### White Duck Trousers

For men and youths. Well tailored, strongly made and finished. Sizes 26 to 44. 8.30 a.m. today at \$1.50.

### \$4.00 to \$6.50 Panamas at \$3.45

500 Panama Hats in fedora, telescope and negligee shapes, with plain and pencil curl brims, neat black corded silk and fancy puggaree bands. Friday bargain, 8.30 a.m., \$3.45.

No phone or C.O.D. orders accepted on these.

Men's \$2.00 and \$2.50 Straws \$1.45.

Odd hats in this season's snappy styles—split and semit braids—all finished with good quality black corded silk bands. Friday bargain, \$1.45.

Men's 65c Balbriggan Underwear 53c.

Natural shade—a special purchase from a large manufacturer. Shirts and drawers to match. Sizes 34 to 44. Regular 65c. Friday bargain, 53c.

Men's \$1 White Cotton Night Robes 79c.

Collar attached or "V" neck style, pocket, large roomy bodies; sizes 14 to 20. Regular \$1.00. Friday bargain, 79c.

Single-breasted slip-on model, with raglan shoulders, military collar and slash pockets; for use as a raincoat or a very swaggy knockabout coat for the holidays. 8.30 a.m. today at \$13.50.

### Boys' \$1 Sport Shirts 87c, 3 for \$2.50.

Broken ranges from our regular stock. Plain white with panel front and striped collar, also stripes in two and three-tone effects, stripes with white pique collar. All have short sleeves. Sizes 12 to 14. Regular \$1.00. Friday bargain, 87c each, 3 for \$2.50.

Men's English and Canadian Drill Work Shirts.

Black and white stripe oxford, black sateen, blue chambray; collar attached style, breast pocket; sizes 14 to 18, 95c.

Black enamelled steel frames, with brown leatherette padded seats, adjustable backs, 10-inch wheels, with 1/2-inch rubber tires.

### Holiday Trunks, Today \$5.95

Choose from a wide variety of both tourist and steamer canvas-covered trunks; some with two trays; all with two straps; good hardware; sizes 32-inch, 34-inch, 36-inch; and steamers in 40-inch. While they last today, \$5.95.

### Suit Cases \$1.19

Fibre Suit Cases; locks and fasts, reinforced corners, inside straps; size 24 and 26-inch. Today, \$1.19.

### Club Bags \$2.98

Walrus Grain Leatherette Club Bags, good deep model, inside shirt pocket, leather handles and corners; sizes 16 and 18-inch. Today, \$2.98.

### Folding Go-Carts Today \$7.95

Black leatherette hoods and curtains, steel frames, folding style, solid through axles, and rubber tires on wheels.

### \$3.50 Sulkies Today at \$2.98

Reversible backs, padded seats, foot rests, long handles, and rubber tires on wheels.

### \$6.25 Folding Sulkies at \$4.45

Black enamelled steel frames, with brown leatherette padded seats, adjustable backs, 10-inch wheels, with 1/2-inch rubber tires.

### Sterling Silver Depositware Half Price

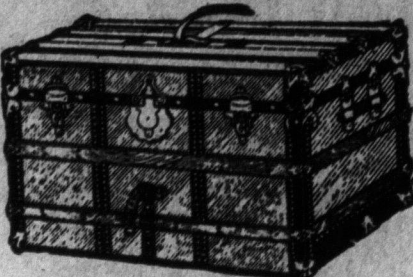
Many who are wide awake to real value-giving opportunities will rejoice at such bargains as this sale offers. Be here early for best choice. Sterling silver depositware, featuring crystal tinted glass, white Limoges and green and blue china. The assortment includes:

Sterling Silver Deposit Dessert Sets, including cream jug and sugar bowl. Regularly \$2.50 pair. Today, per pair, \$1.09.

Sterling Silver Deposit Butter Plates and Candelsticks. Regularly \$1.50 and \$2.00. Today, each, 69c.

Sterling Silver Deposit Oil and Vinegar Bottles or small sized flower vases. Regularly \$2.50 and \$3.00. Today, 89c.

Sterling Silver Deposit Tea Pot Stands, Flower Vases, Milk Jugs, etc. Regularly \$3.00, \$3.50 and \$4.00. Today, each, \$1.39.



### Decorating

Our staff of decorators is at your service. House painting, interior painting, paperhanging, wood-work finishing for homes, offices, shops and factories.

### Boys' Suits \$4.95

8.30 a.m. Specials.

Fine Worsted Finish Tweeds, in grey and black and brown and black check pattern; made in semi-Norfolk models; yoke back and front, with box pleats extending from yoke to waist; full-fitting bloomers, with strap and buckle at knee. Sizes 27 to 34; 9 years to 16. These are extra special value, marked at a quick clearing price. Today, \$4.95.

Boys' Khaki Bloomers at 59c.

A Remarkable Offering of Boys' Khaki Bloomers at less than manufacturer's price; made with three pockets, belt loops, strap with button and buttonhole at knee. Sizes 24, 26 and 28 only. Special holiday price, 59c.

Boys' Vacation Trousers \$1.50.

Made in Palm Beach cloth, belt loops, side straps and buckle, two side, hip and watch pocket; cuff bottoms. Sizes 25 to 29, \$1.50.

Boys' Washable Suits at 95c.

Tan, blue and green chambray, tan, linen, blue and white striped palates; some made with white collar, tie and belt; all sizes from 3 to 8 years, but not every size in every pattern. Special holiday price, 95c.

### Visitors to Toronto Are Welcome Here

We cordially invite the public to take advantage of this store's conveniences and to feel quite at home when here.

The Palm Room on the Sixth Floor is a good place to dine. Excellent food is well served at a moderate charge.

Information Bureau on Main Floor—Centre.

Telegraph Station and Free Parcel Check Room in the Basement—Centre.

Postoffice on the Street Floor—Centre.

Women's Rest Room on the Third Floor—Richmond Side.

Telephone Booths conveniently located throughout the store.

### Wall Tents Special at \$19.18

Splendidly built of special English white duck, a very sturdy material. Dimensions are, 12 feet long, 9 feet 6 inches wide, 7 feet 6 inches high, with a 3-foot wall. Complete with poles, ropes and pegs. Special week-end price, \$19.18.

Drapery Dept., Fourth Floor.

### Complete House Set of Fixtures \$40.00

The first set, of which the dining-room fixture is illustrated, is particularly good value. The wall lights are extra large and well finished.

The hall has a hanging fixture, with ornamental ball, in light brown shades. Parlor is provided with Flemish finished pendant, 13 inches in diameter, and full length, with cast ornaments. Sitting-room has 2 lights, with hand decorated shades. Regular value \$52.65. Today, installed free within city limits, complete, \$40.00.

\$32.65 Set Installed Complete for \$24.95.

This is a new set, made up of attractive new fixtures, and marked at a price that means a substantial saving. For the parlor there is a good and pleasingly designed semi-indirect fixture. The whole set, if ordered today, will be installed free within city limits. Complete for \$24.95.

Simpson's "Reliable" 6-lb. Iron, \$3.95.

Guaranteed service, and thoroughly recommended. You know the convenience of these irons during hot weather. Get one. Today, \$3.95.

The Robert SIMPSON Company Limited

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