SATURDAY MORNING

THE TOBONTO WORLD.

AUGUST 23, 1913.



Carlsbad China Dinner Sets, 97 pieces, good quality clear china, with a pink and green spray decoration. Regular \$16.50 17 50

Women's "Queen" French Kid Gloves

Selected quality, best finish, 2 dome

Your Snap Shots

Bring in your films any day and they will be ready the following day at 5 o'clock. We will give you the best pos-sible results from your films. Charges moderate. Enlarging a specialty. Main Floor Yourse street entrance Floor, Yonge street entrance. (Main Floor)

A Magnificent Display of **New Floor Coverings**

Bale after bale of the new Rugs and Carpets from Europe and the east have been arriving the last few weeks, and the display of every kind is being daily made more complete and comprehensive. Extraordinary care has been taken in the selection of these Floor Coverings, and we emphasize most strongly that nowhere can be found an assortment to excel this wonderful selection at such moderate prices. .

Finest grades of Wilton Squaresfrom the best manufacturers of Eu-tope and Canada. Wonderful repro-ductions of Oriental Rugs, as well as many other necessary styles. A sange of qualities to suit everyone's equirements: --

1.3 x 12.0..... 45.00 and 48.00

11.3 x 13.6..... 47.50 and 53.00

Serviceable and Artistic English and

Domestic Brussels Squares, that will

6.9 x -9.0.....\$10.95 and \$14.00

6.9 x 10.6..... 12.75 and 15.75 9.0 x 9.0..... 14.50 and 17.75

9.0 x 10.6..... 10.75 and 21.00

9.0 x 12.0..... 18.75 and 23.75

11.3 x 12.0..... 24.00 and 31.50

11.3 x 13.6 27.00 and 35.00

tionally good designs and colors.

A great many ex-

60 Numbers

sive satisfaction.

Values unsurpassed : ----

green, blue and grey-

TS or sale at grounds. our persons, at Bell t, and : t Box Office.

1, 1913.

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HOTELE

ROYAL and 27c. and up per day.

Special 140.00 Parlor Table, in Circassian walnut. Regularly \$56.00. August Furniture Special 37.00 Tables, in Sheraton mahogany. Regularly \$76.00. August Furniture Spe

Regularly \$210.00. August Furniture

cial 41.00

Bookcases, in Circassian walnut. Regularly \$78.00. August Furniture

Special 52.00

Work Tables, in mahogany. Regularly \$36.00. August Furniture Spe cial 27.00

22.50 Writing Tables, in inlaid mahogany. Regularly \$22.60. August Furniture Special 14.70

Set of Eight Dining-room Chairs, in selected oak, with leather upholster-ing, six side chairs and two arm chairs. Regularly \$176.00. August Furniture Special \$19.00 Settees, in sumed oak. Regularly \$48.00. August Furniture Special Settees, in mahogany. Regularly

\$22.50. August Furniture Special 14.90 Desks, in fumed oak. Regularly

\$29.00. August Furniture Special (Fifth Floor) 17.45

August Sale

Draperies · A few special items from the many. Watch for the Sale Tickets. Green

Denim, 36 inches wide. August Sale 60c Plain Opaque Cloth Window Blinds. 37 in. x 70 in., complete. Aug-

wide, fast and pretty colors. Special and natural shades, old sizes, ranging from 4 ft. wide to 12 ft. by 6 and 8 feet long. Clearing Half Price. Very fine English Curtain Nets. reg-

Old-fashioned Rag Rugs, dainty ef-fects for bedrooms, in shades of pink, ularly 85c and \$1.00 values. August 30 in x 60 in..... \$1.55 cream and white. August Sale Price, Linoleums and Floor Cloths-Car-

load after carload has been arriving from the mills of Scotland and Can-250 Pairs Nottingham Lace Curtains, 3 yds. long, white only, regular value ada. Inlaid qualities with designs \$2.00 pair, for Monday only priced at. going right through to the canvas back.

pair 2.3:) (Fourth Floor)

Fine quality Printed Linoleums, at, per sq. yard, 50c, 45c, 40c and 35c. Floor Olleloths of English and Domestic makes, per sq.' vd., 39c, 36c,

(Fourth Floor)

at, per sq. yard, \$1.25, \$1.00 and 85c.



Individuality In Mantles

In the higher grades of coats, suits and dresses exclusive designs are a part of the value of the garment, and are paid for accordingly. In less expensive cloaks and dresses this exclusiveness is quite as desirable, but more difficult to obtain.

The Simpson Store goes a long way toward protecting its customers from the discomfort of "meeting" their clothing on some one else, for we do not handle large quantities of single styles. The variety is almost limitless. See the stocks now when you have first choice of the many styles for fall and winter.

CHARMING SILK DRESSES.

Made with or without the new peplum effect; chic novelty collars; side or front fasteners, and tiny self buttons as ornaments. The graceful skirts are finished at the waist by sashes with pointed ends; colors are tan, Copenhagen, navy, black and grey. Specially priced, \$10.50, \$11.50, \$16.50 and \$19.50.

STYLISH SUIT CORRECTLY STYLED.

Coats are lined with novelty silk, and fasten with two fancy bone buttons; they have the correct cutaway front and longer back; skirt has raised waist and clinging lines; the material is a new diagonal tweed weave, in grey 11.95 and tan shades; women's and misses' sizes. Specially priced

MISSES' AND WOMEN'S COATS.

Including out sizes for stout figures. Sold regularly at \$9.75, 5.95

A collection of Coats left from "best sellers." There are black broadcloths, imported serges in black and navy and grey tweeds; excellent styles for 5.95

The Silks and Dress Goods

Surprisingly beautiful are the textures and tints offered for 1913 by the European and American markets.

Charmeuse and Crepe Meteors, a beautiful soft draping fabric, in a delightful range of shades, 44 inches wide. Yard, \$2.00 to \$4.50.

Silk Crepe de Chine, a lovely sheer fabric, and one of the most popular for fall, all the new colorings, 44 inches wide. Per yard, \$1.50 to \$2.00.

Shot Duchesse Satin, in combination colorings, 40 in. wide. Yard, \$1.50, \$2.00 and \$2.50. Printed Ninon. Marquisette and Crepes de Chine, in most wonderful designs and beau-tiful color blendings, 44 inches wide. Yard, \$1.50 to \$7.50.

Moire and Moire Brocades, in a lovely range of shades, exclusive designs. Yard, \$3.50 and \$5.00.

Chiffon Velvets and Plushes, rich, thick pile, practically uncrushable, in beautiful street and evening shades. Yard, \$2.50 to \$5.00.

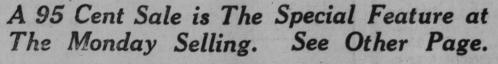
Velvets, Velveteen and Velveteen Cords are endless in their variety of weaves and colorings

All these and many more will be spread for your delighted appreciation on the opening day.

THE DRESS WEIGHT FABRICS.

French Ratine Crepes, beautiful soft textured fabric, in every wanted shade and black. Permo Shantung Dress Fabrics, will not crush in wear, and give more than satisfaction. San Toys and Bengaline Cords, in all-wool and silk and wool; new French tones. Silk and Wool Eoliennes, in lovely shades for street or evening wear.

Wool-backed Empire Satin, an uncrushable satin that gives good wear, in a fine range of shades, also ivory and black, etc.



value. Specially priced at
Semi-Porcelain Dinner Set, 97 pieces, with a pink and rose col- ored border pattern, with festoons, arranged in artistic 10.75 manner. Regularly \$12.50. Monday sale price, per set Semi-Porcelain Dinner Sets, 97 pieces, with underglaze, border
pattern, in colors. Regularly \$11.75. Monday Sale price & 75
pattern, in colors. Regularly \$11.75. Monday Sale price 8.75
400 Hammered Jardinieres, inch size, with ball feet. Reg- 70
mariy 51.25. Monday Sale price
150 Majolica Jardinieres, in blended colors. Regularly 15
25c. Monday Sale price
Decorated China Cheese Dishes, with pink or green de- coration. Regular, 75c value. Monday Sale price, each
coration. Regular, 75c value. Monday Sale price, each
China Cream Jugs, with gold clover leaf decoration. Mon10
day Sale price
China Fruit Saucers, with gold clover leaf decoration. Mon- day Sale price, each
day Sale price, each (Basement)

A Basement Sale for Toronto Housewives

KITCHEN HARDWARE SPECIALS. Regularly \$1.25 and \$1.35 Tin Wash ollers, with flat copper bottoms, to fit ze No. 8 or 9 stove. Monday Basement

SANITARY DUSTLESS MOP OUTFIT, \$3.00 WORTH FOR \$1.89.

SANITARY DUSTLESS and the formula solution WORTH FOR \$1.89. An antiseptic, bygienic, Dustless Mop, a. geod disinfectant, absorbs the dust, made the ring style and triangularly which reta-into the conner. With each nice we supply a \$1.00 tin of specially prepared oil The complete outfit selling regalarity for \$3. Monday, Basement Sale Regularly \$2.25 value Combination Tub-and Wringer Stand, which can be folded up when not in use. Monday, Basement Sale Clothes Wringers of the best Canadian manufacture, with covered cogs, stael springs, equating screws and clamps, with a specific quality of rubber rolls guaranteed, as follows-

cars. Monday, Basement Sale 7.00 The Guarantee, rolls guaranteed for five cars. Monday, Basement Sale 7.50 Extension Clothes Props, closes down into mail space. Monday, Basement Sale .. 25c SPECIAL SALE OF HOUSE BROOMS. Cannot Promise to Fill Phone or Mail Full Stock Corn Brooms, superior make, at prices for Monday Basement Sale, 23c, 33c, 42c. GAS STOVE DEPARTMENT.

33c, 42c, **BASE STOVE DEPARTMENT.** A High Grade Gas Range, with two evens for the burners and simmer burner for styres and four burners and simmer burner for styres and four burners and simmer burner for styres and four burners are large and rooms \$20 workmanship and efficiency to most \$20 workmanship and efficiency to store \$20 workmanship and to store \$2

Chopping Axes, cast steel heads, in dif ferent weights, Monday, Basement Sale, 65c, 85g, \$1.00.

A very Few Shop Soiled Axes clearing at Hatchets for Chopping Kindling Wood, cast sieel heads. Regularly 45c, Monday, Basement Sule Phone order to Department.

GROCERIES

GROUCERCIES Pearline. 1-lb. package. 10e: Pow-dered Ammonia. 4 packages, 25e; Sunlight. Surprise and Taylor's Borax Soap. per bar. 4e: Wide Awake and Comfort Soap. per bar, 4e: Fels Naptha Soap. Per bar, 5e; Heather Brand Soap. 7 bars, 25e; Simpson's Big Bar Soap. per bar, 10e; Old Dutch Cleanser, 3 tins, 25e; Sap-old, per cake, Se; Naptha Powder, package, 5e: Gold Dust Washing Powder, large package, 23e; Lux Washing Powder, 3 packages, 25e; So-Clean Sweeping Compound, per th, 23e: Royal Elue. 2 packages, 7e; White Kwan Lye. per tin, 7e; Can-ada White Laundry Starch, package, 7e; Bon Ami, per cake, 12e; Paro-wyx, 1-lb. packages, 25e; Diamond cleaner, 3 tins, 25e; 5 LBS. PURE CELOXA TEA, \$1.15.

5 LBS. PURE CELONA TEA, \$1.15.

The Robert Simpson Company, Limited

