

Robert SIMIPSON Liveited

THE TORONTO WORLD

Closes 5.30 p.m.

Store Opens 8 a.m.

AUGUST 16 1912 #

1. WOOD, Manager H. H. FUDGER, President

At the Simpson Store

Couch Beds and Davenport Beds For 5 Hours of Quick Selling Saturday

Couches, iron frame, fitted with , spiral springs and cotton filled mattress, covered with green denim, suitable for single bed and very comfortable. August Furniture Sale \$6.65

Couches, with solid oak ends, finished golden, early English, or fumed, fitted with cotton filled mattress, covering of green denim showing valance at front and both ends. Aug-

Sliding Bed Couches, frames made of steel angle, with strong wire fabric, a comfortable couch by day easily extended to a full size bed for night, fitted with a green donim covered mattress. August Furniture Sale

Davenport Beds, ends are of black enamel bent steel tubing, deep upholstering, easy to change from a comfortable davenport to a comfortable bed. August Furniture Sale

Phone Number Main 7841

e have 50 lines to Central

Davenori Beds, frame made of selected cuartered oak, with full paneled ends; can be supplied in either fumed or mission finish, deep upholstering, both back and seat covering of good quality. of crushed plush. August

Davenport Beds, in rich golden quartercut oak, upholstering is of plain plush, the construction is simple and can be converted from a davenport to a bed without moving from the wall. August Furniture Sale, \$43.40

Drapery Section

The SIMPSON Limited

Saturday in the

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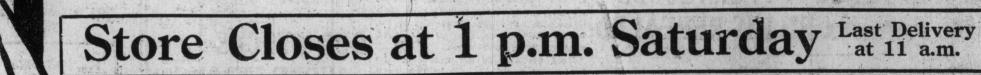
of pre

Cou

10 feet wide, 12 feet long, with 3-foot wall. 8-oz. duck, complete

WINDOW SHADES. Specially priced. An opaque window shade, 37 in. x 70 in., mounted on reliable spring rollers; cream only, complete with brackets and pulls. Saturday special....256 500 ONLY, WINDOW SHADES, 390 Trimmed shades, in cream and green, 37 in. x 70 in. The Nottingham insertion in these shades is practically worth the price marked for the shade complete with brack-ets and pulls. Regularly 60c. Sat-... 390 urday

CURTAIN POLES, 24c. Oak, mahogany, and walnut fin-ish, 5 feet long, 1¼ inches in-dia-meter. Complete with ends, rings, and brackets. Worth almost double. Special Saturday morning......24 NOVELTY CURTAINS, \$1.98. .240



Women's Raincoats, \$7.95

A splendid, lot, made from rubber-lined cashmere cloth, in fawn and brown. These coats have ragian sleeves with adjustable tab at wrist. The collars can be buttoned close to the throat if desired. Loose back. Splendid value

GIRLS' COATS, \$2.65.

Of imported serge and cheviots, in the newest styles; box back and single-breasted. Some with large rounded collar and revers trimmed with fancy braid and buttons; others strictly tailored. Colors are navy, red, and tan. Ages 6 to 12 years. Regular price \$5.00. Saturday, to

SPECIAL SALE OF WASH SUITS FOR WOMEN. A large variety of this season's best styles in the lot; plain gored, buttoned down the front, and semi-pleated styles. Some trimmed with straps of self, and others handsomely braided or button trimmed. Materials are repps and Indian heads, in white only. These skirts sold regularly from \$1.65 to \$4.00. Saturday\$1.29

Early Fall Suits for Men

at \$6.00, \$6.50, and \$7.00. These are broken lines, made from high-grade tweeds and worsteds; full bloomer pants. Sale price\$4.49 SALE OF BOYS' TWEED RUSSIAN SUITS.

Made from fine English materials, beautifully tailored, braid and button trimmed, leather belt. Sizes 21/2 to 8 years. Sale price.....\$2.49

BOYS' WASH SUITS.

100 Wash Suits in smart style. Made from a fine white material, fitting well and well made. Sale price

The August Black Silk Sale A splendid quality Paillette,

Our regular hot dinner will not be served. Store closes at 1 p.m.

Cold Lunch

Roast veal, sliced tomatoes,

Ice cream and cake, Tea or coffee,

Served from 11 to 1 p.m.:

in deep, full black, excellent wearing, and full dress width. Saturday's price, per yard ... 86c

Another quality of Paillette, of a slightly heavier quality; the quality we regularly sell at \$1.19. Perfect weave and wear guaranteed. 39 inches wide. Saturday

Rich Mousseline Paillette and Satin de Chine, 2 lovely quality cloths for gowns and waists, skein dyed and practically uncrushable. 40 inches wide. Saturday price\$1.10

Women's Pure Silk Hose.

'Manufacturers' Samples." In

the lot are black, white, tan. and

some colors. All sizes. Regular-

by \$1.50 and \$2.00. Hosierv Sale

with lisle thread garter top, and

lisle heel and toe; black only.

gauze weight. Regularly 75c.

Hosiery Sale price, Saturday, 49c

black, tan, and colors: also colors

in lace. Regularly 35c. Hosierv

Sale price, Saturday, 19c; 3 pairs

Women's Fine "Llama" Cash-

mere Hose, seamless, spliced heel

and toe. Black only. Special

55c.

Women's Lisle Thread Hose,

Women's Silk Hose, silk ankle.

Rich Black Duchesse Satin, of soft draping quality. Our guaranteed quality being stamped every yard, "Quality Recommended." Unequalled for dressy gowns. 40 inches wide. Satur-SPECIAL OFFER IN COLOR-ED SILK.

Superb quality of French Satin trous finish. For street, house, or evening gowns this silk is specially adapted. The shades comprise every new and fashionable color. The width is 36 in.

Hosiery Sale price, Saturday, 29c

Sizes 4 to 81/2. Regularly 20c.

Hosierv Sale price/Saturday, pair

Stockings, black only; seamless.

Regularly 20c: Sizes 51/2 to 10.

Hosiery Sale price Saturday, pair

Men's Silk Socks, black, tan.

and a variety of colors, seamless.

perfect fitting. Regular 50c.

Hosiery Sale price, Saturday, 35c;

Men's Lisle and Cotton Socks,

plain and faney patterns. . Reg-

ularly 25c. Hosiery Sale price

Saturday, half-price 121/20

Boys' and Girls' Ribbed Cotton

Children's Socks, fancy tops.

Hosiery Sale Values

\$1.25 Kayser Gloves, 98c

and every pair guaranteed; double-tipped fingers. Mousquetaire wrist. White only,

and colors : perfect fitting, dome fasteners. All sizes. Regularly 75c. Saturday, 59c

Women's Long Silk Gloves. "Kayser"-Made from very best of glove silk.

Women's Wrist Length Glace Kid Gloves, real French kie: black. tan, white.

SUMMER DRESSES.

On sale Saturday morning for \$1.45. Regular value \$2.95, \$5,00, and \$7.50. Some slightly soiled.

Made of French mulls, English prints, and linens. Waists have high or semi-low collar with yoke of lace insertion on embroidery designs; others trimmed with self pipings and inset effects. Skirts are gored or pleated, and trimmed to correspond de Chine, beautiful bright lus-

BLAZER COATS FOR MISSES.

Made of imported flannelette, in royal and white, pale blue and white, black and red, and orange and black. Cut on loose fitting lines. Some with strap over shoulders and belt. For vacation uses. Splendid value \$3.65

Turkish Bath Towels New Neck and 48c Pair **Sleeve Ruchings**

Brown, all linen Turkish bath towels, heavy make. large size, 19x40 inches, an extra good drying towel. Special, Saturday, pair, 48c

Queen's Cloth, a fine English longcloth, even weave, suitable for underwear, etc.. 36 inches wide. Saturday, yard 18c

All Linen Table Cloths. made in Ireland, eircular design. rich satin finish. size 2x21/2 yards. Special. Saturday \$2.48

Floor.

American White Crochet Bed Spreads, soft make, good. range of designs. scalloped or fringed corners, cut suitable for brass beds. large size, 78x88 inches. Saturday \$2.48 Phone Linen Dept. 2nd

Lovely new Pleated Lace Sleeve Ruchings and various widths, in white, cream, and ecru; also the latest novelties in neck frilling and baby bonnet ruchings. Yard, 15c to \$1.00.

> 18-inch All-over Linen Em-Plauen Insertions, mill

Wall Papers and Mouldings

1,650 rolls Rich Papers, in assorted colorings. Regularly 15c. Saturday9c 3,400 rolls Imported Parlor, Dining Room, and Hall Papers, in reds. greens, blues, tans, vellow. Regularly to 25c, Saturday, 13c; reg. 50c, 27c.

Room Mouldings, white enamel and imitation \$1.50 NEGLIGES FOR 69c. Another lot of Negliges for a big sale Saturday morning. The designs are even better than before

and the materials finer. A splendid assortment of Coat Shirts with pleated or plain bosoms; some

with the new fancy stripe on edge of pleat; good quality pearl buttons. Good assortment of medium sizes. There are 'enough to last right through till 1 o'clock, but 8 o'clock customers get better choice. All sizes, 14 to 18. Regularly \$1.00, \$1.25,

MESH KNIT UNDERWEAR FOR MEN AT 29c A GARMENT.

ankle or knee length. They are pure white and perfect in every way, but we have too many, and will not carry them over. Hot weather yet to pro-vide for, and you can save money by coming here

Corset Covers and Gowns

Nightdresses that require no ironing after wash-

More Corsets

TO BE RUSHED FOR SATURDAY MORNING.

thousand pairs Corsets at slightly over half-price. The second thousand pairs are offered for five hours' quick selling to-morrow. 'Phone orders filled if before eleven o'clock.

filled if before eleven octock. 1.000 pairs "D. and A." and "Royale" Corsets. 3 stylish models in white summer weight batiste. medium or low bust, extra long and graceful below waist: 6 garters, all rustproof steel filled, 4 wide iside steels, silk embroidery or lace and ribbon trimméd; beautiful fitting corsets. Sires, 18 to 26 inches. Saturday, a pair.

Chinaware Dollar Day

Rail Plates, Nippon Hand-painted Bon Bons,

Nut Bowls and Vases, Pipe Racks, Pretty

Berry Sets (7 pieces)', Smokers' Sets, Honey

Pots, Jugs, from Doulton's famous pottery;

Jardinieres, from all climes, and specimens

from the finest Japanese houses.

Every one a bargain; some

worth ten times the amount if

We have Framed Dutch Tiles, French

Thursday we started out to dispose of two

Dainty Corset Covers and those pretty crepe

2,000 garments of splendid summer underwear

and \$1.59. Saturday morning.....

Double-breasted, single-breasted,

Exceptional bargains in new greys,

browns, fancy mixed patterns, and

stripe effects. Smart single-breasted,

three-button coats; five-button vests,

and stylish trousers; very best mohair

Mnings, and workmanship of the very

MEN'S CRAVENETTE RAINCOATS

cloth in plain grey and in olive shades;

single-breasted, fly front; long, loose,

and perfect fitting. Best tailoring.

Price \$12.00

BOYS' TWO-PIECE SUITS.

a suit

best. Saturday morning......\$8.45

Made from English cravenette

Pyjamas Greatly Reduced in Price Men's Hats for \$1.43, were \$2 to \$4

Odd lots from our regular stock, mostly sum-mer weight, and lots of medium weight. Materials are striped cambrics and chambrays, farcy Lin-golas with eiderdown finish, English striped cash-merette and flannelettes, Soisettes with fancy galoon trimming, plain Zephyrs, etc. Either double or single front with or without from high neck 114 only Men's Genuine Panama Hats, tourist and telescope shapes; fine, close even braid. best finish. Regularly \$5.00, or single front, with or without frogs, high neck or low_cut style. All sizes in the lot. Regularly \$2.00, \$2.50, \$8.00, and \$4.00. Saturday morning. a suit\$1.43 \$6.00, and \$7.50. Saturday, to

Men's Stiff Hats, English and American make; latest fall shapes; black only. Regularly \$2.00 and \$2.50. Saturday, \$1.00

Children's Straw Hats, plain or fancy braid. Regularly 25c and 50c. Saturday 10c

Dainty Summer Shoes

Women's Pumps, Colonial Ties, Oxfords, and Boots, mostly high-grade American makes in black satin, velvet, suede, patent colt, gunmetal, vici kid, and tan calf. High, medium, and low heels. Sizes 2 to 8. Regular \$3.00, \$3.50, and \$4.00. Saturday morning . . . \$1.75

MEN'S \$4.00 OXFORDS \$2.00.

300 pairs Men's Highest Grade Oxford Shoes, button and Blucher style on the new short and medium vamps, patent colt, gunmetal, and dongola kid leathers, every pair beautifully finished. Sizes 5 to. 9. Regular price \$4.00, Saturday morning \$2,00

Groceries 2,000 lbs. Fresh Creamery Butter,

White Clover brand, per lb. 31c Toasted Cornflakes, 3 packages 25c Imported French Peas, per tin. . 11c Maconochie's Pickles, assorted, Garton's H.P. Sauce, per bottle. . 18c Baker's Cocoa, half-pound tin ... 22c Canned Fruit, Strawberries, Cherries, Peaches, and Pears, per Selected Queen Olives, quart gem Clark's Pork and Beans, large tin 100 Imported Lime Juice, Sutton's, per-Candy--590 1-15. Coxes Chocolatos

and Bon Bons. A 30c value,

Wide Fancy Ribbons These Ribbons are perfectly fresh and suitable for millinery purposes. They are 51/2 to 71 inches wide, in both light and dark color combinations, in several different patterns, and sold

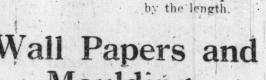
earlier in the season for 45c to 75c per yard. To be clearedoost Saturday morning at. per whird

New Summer Felt Hats For the Half Holiday

3 pairs \$1.00.

About 30 cases have just come in from New York: the very latest in ready trimmed Hats and untrimmed shapes. They come in white, sky, pink,

leather, pearl grey, champagne, black, navy, etc., at The prices from \$2.00 to \$3.50. Robert SIIMIPSC



tions and medallions, for

ends. 21's to 5-yard pieces. dozens of styles and widths. All new, stylish, up-to-date

ing are offered at special prices Saturday. They are are both "Simpson" quality lingerie. Corset Covers, Dorothy style, fine nainsook, White Tosca Net Veilings, yard. 25c. EMBROIDERIES.

broideries, with lace inserlinen dresses. \$3.00 to \$5.00 yard. Saturday \$1.50

ula" price 20c and 25c each. Saturda:, while they last, each ...

NT Company

Nightdresses, of fine white cotton Japanese

-laces, Half.price. Only sold

A HALF-DAY RUSH PRICE ON WOMEN'S VESTS. Phone orders filled and delivered Saturday if before eleven o'clock. About 2,000 Women's Summer Vests, in fine Swiss ribbed white cotton, low neck, no sleeves; neck and arms trimmed with mercerized beading with draw ribbons. All sizes, 32 to 42 bust.