TUESDAY MORNING



## The Parasol Sale THIRD DAY'S PROGRAM

Fancy Parasols, in taffeta or satin finish, stripes, checks, Dresdens or floral designs, also plain shades, including black, mounted on canopy or regular shaped frames. Regularly \$1.25 and 

Silk, Silk Mixed or Fancy Brocaded Parasols, in bell, dome, canopy or regular shapes, plain shades, neat stripes and fancy combinations to match. Regularly \$2.50 and \$3. Wednesday. . 1.78

\$3.50, \$4.00, \$5.00 and \$6.00 Parasols, Wednesday, \$2.49 ---Silk Parasols, in dainty Dresden, striped and plain colors, with fancy borders; bell, dome or can-opy frames. Wednesday at 2.49

Parasols, in novelty shapes and colors. Regularly \$7.00 to \$35.00. Wednesday, half marked price.

(Main Floor)

# Store Hours, 8.30 a.m. to 5.30 p.m.; Saturday 1 p.m. Stock-Lowering is the business of each department during these last days of the

THE TORONTO WORLD

half year. This internal crisis offers a multitude of special advantages to you in the thousands of odd articles left from the season's big selling that must be sold to clean up the stocks. Watch closely these pages, or better still, be here often to pick up "unadvertised" specials which appear all over the store each day.

White Fabrics and

**Plain Ratines** 

40-inch White Crepe, much want-ed goods at the present time. Wed-

figured, all white. Extra special

40-inch White Velour Pique, a

lovely soft pique, suitable for skirts, suits, etc. Specially priced .... 19

40-inch Plain Colored Ratines, in practically all shades, including

white; for coats, suits, etc. Specially

28-inch Douro Piques, a fabric that may be boiled and will not lose

color. These come in stripes, checks

and plains; we guarantee these goods

in every way, and pay dressmakers'

bills if they fade from any cause.

Special price ... ... ... ... .25

(Second Floor)

30-inch Cross-bar Muslins, and

40-inch White Voiles, in fine sheer

#### Boots and Shoes TO CLEAR BEFORE STOCK-TAKING.

Less than half-price on most of these big specials for Wednesday. Come at 8.30 for first choice.

Big Girls' Pumps and Oxfords, 75c-Regularly \$2.00, \$2.50 and \$3.00; in tan calf, patent colt, dongola kid and black gunmetal calf leathers. You'll have to hurry for these, as there are only six hun-Men's \$4.00 Boots, \$1.99-360 pairs of Men's

Patent Colt Boots, with dull matt calf tops; every pair Goodyear welted, and made on the new and popular lasts; all sizes from 4 1/2 to 11. Regularly \$4.00. Wednesday Stock-taking price ..... 1.99 Women's Southern Tie Shoes, 99c-Dongola kid

leather, with light flexible soles and medium heels; a comfortable shoe for house or street wear; all sizes from 3 to 8. Regularly \$1.50. Wednesday Stock-

Summer Pumps For Women, 996-Dainty Patent and Kid Pumps, with neat little buckles; light, flexible, hand-turned soles and Cuban heels, and fine 

Popular Styles in Pumps and Oxfords, \$1.45-Gunmetal, patent colt, tan Russia calf and vici kid, also some satin and suede. The pumps are in sizes to 4 only, and the Oxfords are in all sizes from 2 ½ to 6, in button and laced styles; Goodyear welt; flexible McKay and hand-turned soles; all the new and popular heels. Regularly \$2.50, \$3.00, \$3.50 and \$4.00. Wednesday Stock-taking price ..... 1.45

"Boy Scout," "Classic" and "Imperial" Boots, \$1.99—Stylish, full-fitting boots, in the popular laced Blucher style; gunmetal, patent colt, velours calf, vici kid and tan Russia calf leathers; Goodyear welt and McKay soles. Some are light weight, suitable for dress wear; others are medium and heavy weight for every-day wear. Sizes 1 to 5½. Regularly \$2.50, \$3.00 and \$3.50. Wednesday Stock-taking Sale ..... 1.99 (Second Floor.)

**Gloves and Hosiery** 

Women's Long Silk Gloves, 16-button length, heavy silk thread, mousquetaire, dome fasteners, high

spliced finger tips; black, tan, white, cream and champagne; sizes 5½ to 7. Regularly \$1.25 quality. Wed-

Women's Finest Quality Liste

Thread Hose—Grouping in the lot are plain lisle, lace lisle, embroi-

dered lisle; black, tan and white

and other kinds; all perfect; all

Women's "Pen Angle" Braud Plain Lisle Thread Hose, perfect,

seamless finish, fast dye, sheet

weave, double garter welt, spliced heel, toe and sole; sizes 81/2 to 11.

Regularly 25c. Wednesday, 19c. 3

Cotton Stockings, summer weight,

seamless, fast dye, close elastic

weave, double knee, spliced heel, toe

and sole; sizes 51/2 to 10. Wednes-

Children's Cotton Socks, white with fancy colored tops, plaids,

stripes and checks; extra fine thread,

close weave; sizes 4 to 81/2; extra

finest qualities, "German" make

sheer weave, strong thread, best

finish; black, tan, gray, navy and

white; sizes 91/2 to 11. Wednes-

**Imported Blouses** 

class of goods have been swept of

the display blouses which are put

into this one price item. Some of them are slightly mussed through

showing, but all are perfect fit and

in good order; ivory and colored

crepes, plain and embroidered cre-

pons and voiles, in all white, white

with colored embroidery, and plain

colors; a good assortment of sizes,

but early buying is urged. Regu-larly \$3.95, \$5.00, \$5.95, \$6.50 and

\$7.50. Wednesday ..... 2.95 (Third Floor.)

**Jewelry Values** 

9k. Pendants and 10k. Necklets, pear and stone set, on sale Wednesday at half-price; several pretty designs, all real stones. Regularly \$5.95. Wednesday, half price. 2.95

Our tables devoted to the best

(Main Floor.)

day, 19c, 3 pairs, 55c.

Boys' and Girls' Black Ribbed

Regularly 25c and 35c qual-

Wednesday 19c, 3 pairs 55c.

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pairs, 55c.

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.75

# Women's Underwear

Pre-stocktaking clearances of beautiful gar-ments at prices which will ensure not one being left on our hands.

Women's Nightdresses—Fine nainsook, slip-over style, yoke and sleeves of beautiful embroidery beading run with silk ribbon in bust; lengths 56, 58, 60 inches. Regularly \$2.00. Wednes-

and drawers have handsome embroidery and Val. lace insertions, lace beadings and edges, silk ribbon draws; sizes 34 to 42 bust. Regularly \$1.75. 

mings of dainty Val. or linen lace or embroidery, silk ribbon draws; sizes 34 to 42 bust. Regu-

#### \$1.00 AND \$1.25 COMBINATIONS, 50c.

Women's Combinations—Our finest grades in ribbed white lisle thread, low neck with short or no sleeves, dainty beading and silk draw ribbon, fine lace trimmed, umbrella style or tight knee drawers; sizes 32 to 44 bust. Regularly \$1.00 

Women's Vests-Fine ribbed white lisle or cotton thread, low neck with no sleeves; plain, lace or crochet yokes; Swiss, American and domestic makes, all from regular stock; sizes 32 to 42 bust. Regularly 50c, 65c and 75c. Wednesday

\$4.50 and \$5.00 Sweater Coats, \$2.50 -Women's Sweater Coats, finest pure wool yarns, plain or fancy stitch, shawl collar, V or high neck, patch pockets, pearl buttons; colors white, navy, gray or cardinal; sizes 32 to 42 bust. Regularly \$4.50 and \$5.00. Wednesday to clear ... 2.50 (Third Floor)

### 60c Ribbons for 25c

A big clearance of the class of fancy ribbons that are being used every day for girdles, sashes and mil-linery. This is one of the best ribbon offers of the season; all good widths; ribbons that have been selling for 45c, 50c and 60c per yard. Wednesday, per yard .....



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JULY 21 1914

# **Toilet Requisites**

FOR THE BATHROOM. Imported Castlie Soap, absolutely e. 3-lb, bar Soap, small cake, 6c each; large cake,

comfort, and the cooler and smarter you look. These mid-summer clearings bring this multitude of changes down to an economical cost. Wednesday's specials are an instance: WASH SUITS, \$1.95. Linen and Ratine Suits that are among the finest we have ever offered; misses' and

For Women's Summer Wardrobe A first requisite in hot weather wear is quantity. The more you have of these the greater your

(Main Floor.) Large Values in Linens and Staples

# \$5.60 Table Cloth and Dozen Napkins, \$3.95—Pure Irish linen satin damask

choice of styles. Pr WOMEN'S BLACK SILK COATS, \$4.95. In splendid quality soft chiffon taffeta; smart styles for stout or medium figures; three-quarter or full length; well made in every detail, and will wear splendidly. Won-

# **Getting Silk Stocks Down** to Inventory Demands

FOUR SWEEPING REDUCTIONS ARE SCHEDULED FOR WEDNESDAY.

200 pieces of Specially Selected Shantung Silks-Gives great wear, and no trouble in laundering; cool and fresh for summer dresses, waists, men's shirts, etc.; natural colors; 33-34 inches. Regularly 50c yard. 

Our \$1.00 Quality Black Satin Paillettes 

Colored Satin Mousseline, in 36-inch, at

93c. Satins that have the richest appearance, are firm and weighty in texture, and are shown in the newest of colorings, with cream and ivory. Regularly \$1.25. Wed-

2,000 Yards of Ivory Silk Crepe de Chine -Regularly \$1.50. On sale \$1.18. 42 inches wide. Our standard dollar and a half weave, for waists, dresses and underwear. Stock-taking reduction ..... 1.18

(Second Floor.)

## **Clearing of Dress Goods** Wednesday

Dollar Serges, 64c-All-wool English serge suiting, priced below today's market price; in fine and medium twills, for tailored suits; a good range of colors, also cream, navy, and black; 52 inches wide; warranted fast dye and spotproof. Wednesday's clear-

3.000 Yards Summer Suiting, 98c-Including fancy plaids, checks and stripe effects, and plain colors; odd pieces and short ends; new and fashionable fabrics. Regularly \$1.50 and \$2.00 yard. Wednesday's 

All-wool Delaines, 30-inch, 29c-Including all shades, in stripes, spots and floral designs. Regularly 40c and 50c yard. Wed-

English Diagonals, 48c-In a wide range of staple shades, pure wove, soap-shrunk and fast permanent dyes; 44 inches wide. Regularly 65c. Wednesday's clearing price . . .48 (Second Floor.)

# \$2.00 House Dresses for 95c

Women's and Misses' House Dresses, of ginghams, chambray and percale, neat stripes and checks; sky, pink, navy and black; many different styles in the lot; Dutch or V necks; 34 sleeves; sizes 16, 18, 20 and 34 to 42. Regularly \$2.00 and \$2.50. Wednesday .95 (Third Floor.)

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# Wearables Men Need for Present Wear

There are more smart, well-cut clothes and good style accessories on sale in the Men's Store than would supply several average shops with a full stock.

You know the advantage of variety in selecting shirts, ties, hats or clothing, and will appreciate what this showing affords you in buying your vacation supply. Hundreds of specially-priced things, too.

#### THE MUCH ADVERTISED "OLUS"

Outing and Neglige Shirts, combined with drawers, are offered at \$1.50. Small hairline and fancy stripes, double cuffs and separate collar or ordinary laundered cuff styles. All made in the easy fitting coat makes and all sizes. Each ..... 1.50

Men's Pyjama Suits, in flannelettes, fancy stripes, soisettes and mercerized effects, military and turn-down collar styles; sizes 34 to 44. Wednesday, per suit ... .90

300 Undershirts for Men, all closed crotch combination style, in fine soisettes, cellular cashmere, natural wool, lisle, etc. All summer weights; short sleeves and knee length and long sleeves and ankle length in the lot. All sizes. Regular prices up to \$2.50. Wednesday, per suit ..... 1.30

A Good Heavyweight Navy Worsted Bathing Suit-Two-piece style, quarter sleeves; sizes 34 to 44. Wednesday, special ..... 1.89

Men's Excellent Quality Tweed Suits, to Clear, \$9.85 -Broken lines from regular stock, and a number of odd suits from different sales. Excellent business suits, made from English tweeds, in grays and browns, in neat striped patterns; coat cut single-breasted, three-button style; vest is single-breasted; sizes 34 to 44. Regular \$12.50, \$15.00 and \$18.00 values. To clear ..... 9.85

Hot Weather Linen Suits-Made from a plain crash linen, in the natural color; coat single-breasted with patch pocket and unlined; sizes 34 to 46. Price ..... 5.50

White Flannel Suits, either single or double-breasted style coat; trousers with cuff bottoms, and belt loops; English white flannel, of exceptionally good quality. Coat, \$4.50; pants,

Simpson's \$1.00 Special White Duck Pants-Sizes 28 to 44.

Boys' Russian Wash Suits, 49c-Regularly 75c to \$1.50. Final clearing sale of Boys' Wash Suits at less than actual cost. 500 suits in a splendid range of patterns; single-breasted 

Men's Caps, light and cool; made from fine mercerized silk, in neat gray patterns, and small black and white checks; 

Men's Light-weight Silk Crusher Hats, for motoring, etc., in medium gray shades; full crown and stitched brims. Wed-shapes, and fine braids of sennit, Canton and splits; many different designs in this lot, and nearly all sizes. Wednesday sale (Main Floor.)

(Fourth Floor.)

# Sale of Odd Lines Toiletware

Pretty floral decoration ivory body ware, gold-traced edges and handles. 

\$2.00 21-piece China Tea Sets. \$1.49-"Carlsbad" Austrian China Tea Set of 21 pieces; dainty pink floral decoration; gold traced edges; clear white translucent China. Regularly \$2.00. Wednesday, 21 pieces complete ..... 1.49 \$3.75 English China Tea Sets, \$2.50-40 pieces; finest quality English bone China; handsome green band and gold linea Lorder design; white, hard, best quality China. Regularly \$3.75. Wednesday, 40 pieces complete ..... 2.50

35c and 40c Jardinieres, 19c-6, 7 and 8-inch size; English Majolica Jardinieres; various styles, shapes and colors; specially priced for quick selling Wednesday, your choice 

(Basement.)

# Wall Papers for Decorating

2,880 Rolls Imported Tapestry and Leathers, metallics, left over from good selling lines, in browns, tans, grays, blues, greens, buffs, yellows. Every roll is perfect, new de-signs and colorings, for living-rooms, dining-rooms, halls, dens, sittingrooms, libraries, for whole walls, uppers or dados. Regularly \$2.25 roll, Wednesday, \$1.14. Regularly \$1.00 roll, 61c. Regularly 75c roll, 41c. Regularly 50c roll, 31c. Regularly 35c roll, 19c. (Fifth Floor.)

Good Summer Values in Floor Coverings Unusually good value is represented in this quality, which comes at a very mod-

erate price.

9.0 x 12.0, each.....9.00 SEAMLESS ENGLISH AXMINSTER HEARTH RUGS.

generous assortment of designs and colors, in Oriental, floral and conventional styles. Unusually good values.

27 in. x 54 in., fringed ends. .1.95 30 in. x 60 in., fringed ends. .2.35 These Wool and Fibre Rugs are stylish and inexpensive; a rather better appearance is obtained in this make of rug than in any other at the same price. The durability wi prove to be very satisfactory, and there are a number of different styles for different rooms.

6.0 x 9.0 ..... 6.95 7.6 x 10.6 ..... 8.50 9.0 x 12.0 ..... 10.25 SEAMLESS TAPESTRY RUGS AT THESE

LOW PRICES.

Very good, small patterns and nice sol colors are obtainable in this quality of seam-less tapestry, which will give satisfactory service.

YARD. A fine lot of designs and colors, suital for kitchens, halls and rooms, are shown this splendid quality from best Scotch ma ufacturers. Per square yard ..... (Fourth Floor.)

The Groceries

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(Basement)

The Robert Simpson Company, Limited