THE TORONTO WORLD

Store Opens at 8.30 a.m. The Robert Simpson Company, Limited at 5.30 p.m. Store Closes Other Homefurnishing Departments Swing Into Line Tomorrow to Show Enthusiasm of Our WONDERFUL AUGUST FURNITURE SALE

ected quart ong drawers and three small drawers, shaped top, oval British bevel mirror. Regularly \$33.00. August Sale price

resser-To match above chiffonier, golden finish or genuine mahogany veneered, four ton nd two long drawers; swell fronts, British bevel oval mirror. Regularly \$47.00. Augus

ffet-Made of solid oak, in fumed or golden finish, cutlery drawer, three cupboards, long en drawer, two display shelves at back. Regularly \$21.50. August Sale price.... 17.75

cted quarter-cut oak, in golden finish or genuine mahogany ver wo long drawers, shaped top, oval or shaped British bevel min sheeted quarter-cut oak, in fumed finish, four long and two small drawers, Odd American Samples of Dressers and Chiffoniers, in walnut and mahogany, in we designs. Some are nearly inlaid. Regularly \$38.00 to \$41.00. August Sale price

y \$1.10. August sker-In golden finish, has deep sent, high back, saddle seat. Regularly \$1.10. August

stead Has heavy two-inch posts and top rails, with ball corners, heavy one-inch bright finish, 4 ft. 6 in, size only. Regularly \$24.75. August Sale price..... 17.65

In pure white enamel finish, has brass caps on each post, supplied in all Iron Bedstead-With bright polished brass rod and vases at both head and foot ends, pillars 1 1-16 in, diameter, with 5-16 in. fillers, can be had in standard sizes. Regularly \$5.25. Iron Bedstead-In white enamel, ornamented with brass rods, uprights and Hed in 4 ft. and 4 ft. 6 in. sizes. Regularly \$8.25. August Sale price...... 6.95 Bed Spring-The frame is made of selected kiln-dried hardwood; the fabric is fine triple steel wire, heavy steel rope edge. Regularly \$3.00, August Sale price...... 2.45 Bed Spring-The frame is made of 11/4 -inch steel tubing: spring is made of extra fine steel e, with rope edge, strongly reinforced, fully guaranteed. Regularly \$5.00. August both sides, neatly tufted and covered in art ticking. Regularly \$3.10. August dattress Filled with all elastic cotton felt, carefully selected, has roll-stitched edges and s covered in high-grade art ticking, supplied in all sizes. Regularly \$7.50. August Sale rice 4.15 Library Table-In solid quarter-cut oak, in fumed or golden finish, co drawers, and book shelves at each end. Regularly \$21.50. August Sale pr

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Parlor Suite-Consisting of settee, arm chair and ar mrocker, finished in rich man finely designed backs and upholstered spring seats, covered in silk tapestry. Re \$24.75. August Sale price

In solid mahogany. This suite consists of settee, arm chair and arm roblatered spring seats, covered in rich silk tapestry. Regularly \$35.50. Au

Parlor Suite—The frames are made of solid mahogany. This suite consists of settee, chair and arm rocker. The backs and seats are comfortably upholstered and covere high-grade silk tapestry. Regularly \$40.50. August Sale price

Cut Prices on Floor Coverings

THE AUGUST SALE OF RUGS, CARPETS AND LINOLEUMS. The values that are to be offered in floor coverings during the th of August will be all-sufficient in their plain, straight-

A GREAT REARRANGEMENT OF THE RUG DEPARTMENT. To enable all the goods to be seen to the best advantage and the best light, we have changed many of the sections, so that dities for purchasing keep pace with prices that mean sterling

FIRST DAY'S SPECIAL OFFERINGS

A Carload of Floor Olicioth and Linoleums at Bargain Prices—This shipment is one of the very best purchases; most of the goods are slightly imperfect in the printing; some have surface smudges that prohibit them from passing the examiner as perfect, but the guali-ties are all standard and the wear will not be affected.

Heavy Printed Linoleums at 33c a Square Yard-Best designs and qualities, two yards wide only. August Sale price, 33c per square yard; 66c per running yard.

Standard Quality Floor Olicioth at 22c Per Yard—This price means a substantial saving on each yard, two yards and one yard wide, August Sale price, 22c square yard; two yards wide, 44c a running

Women's Coats, Suits

VALUES \$18.50 TO \$25.00 ON SALE

WEDNESDAY, \$15.00.

Now being displayed in the Cloak

Department; women's and misses'

sizes; the styles feature the ma-

terials and colors that fashion has

decreed for the early autumn sea-

son, dozens of models, beautifully

finished and tailor-made; see them

NEW SILK DRESSES. \$6.95.

DAY. \$1.98.

SKIRTS.

500 Choice Wilton Rugs at Reduced Prices—12 different sizes, great variety of designs and colors, all standard qualities. 6.9 x 10.6, beautiful quality Rugs, from one of the prominent Eng-lish manufacturers, mostly small Oriental designs, each 26.95

Startling Electric Fixture Prices

Parlor Crystal Fixture-Finished rich gilt and satin; built for four lights; supported from 14-inch plate; complete with crystal prisms. Regularly \$12.50. August Sale 10.95 Sitting-room Prism-With four lights, in Flemish or brush

Living-room Fixture—In good Elizabethan style, with cast arms and decoration; built for five lights; finished in Flemish old brass; complete with fancy shades. Regularly \$20.00. 17.49 August Sale

Ceiling Shower-Suitable for dining or living-room, with five lights suspended from 16-inch decorated plate; complete with fancy shades. Regularly \$22.50. August Sale 1845

Dining-room Ceiling Shower-Made for five lights, sus-pended from heavy cast ceiling plate; finished in old gold and black; complete with fancy etched shades. Regularly \$24.50.

Attractions in Household Linens

20c Circular Pillow Cotton Clearing at 16c Yard-Close, even weave and free from filling, 44 inches wide. Regularly 20c yard. Special Wednesday, yard16

Beautiful Hemstitched Pillow Cases-Made in England from an extra fine quality cotton; two sizes, 42x33 and 45x33 inches. Special Wednesday, pair 49

Hemmed White Crochet Quilts, Specially Priced-Large double bed size, 70x90 inches, medium weight, will launder nicely and give good satisfaction every way. Clearing Wednesday, pair 1.19

Fine Nainsook—With a nice, soft finish, for mak-ing women's and children's dainty undergarments; width 36 inches. Special Wednesday, yard 15

Just arrived, a large shipment of Russia Crash Towelling; very serviceable for roller or dish towels.

Some Rare Values in Chinaware

97-Piece English Dinner Set-Hard, white, English semi-porcelain; has a clear blue floral decoration under brilliant, smooth overglaze. Complete dinner and teal set of 97 pieces. Regularly \$6.95. August Sale

\$10.00 Semi-Porcelain Dinner Set, \$6.95-One of our newest importations in English dinnerware; handsome green floral underglaze design on perfectly white ware in latest shapings. Complete dinner set of 97 pieces. Regularly \$10.00. August Sale price .. 6.95

Pink Rose Decoration Dinner Set-Dinner and Tea Set of 97 pieces, of splendid grade semi-porcelain; decoration of border of pink, key design, and rose festoon clusters. Regularly \$12.00. August Sale price 6.75

"Dorothy" Decoration Dinner Set - The fin quality of John Maddock's celebrated English semiporcelain; exceptionally hard and durable ware; pute white body, with pretty printed conventional border de-sign. Regularly \$10.75. August Sale price ... 8.25

Clothing for Men 2,000 MEN'S SHIRTS.

the lot. Regularly 89c, \$1.00, \$1.25 and \$1.50. Wednesday, to clear .50

MEN'S NORFOLK AND TWO-

PIECE SUITS, TO CLEAR

AT \$10.00

Yoke Norfolks, in light brown shades and a small check pattern in homespun and English tweeds, two-piece, plain, single-breasted sack suits in shepherd plaid English wors-ted cloths

Smart Yoke Norfolk Palm Beach

Suits, in light colors, single-breasted, striped, white serge suits. Broken

lines from our regular stock. Sizes 34 to 48. Regularly \$15.00, \$16.50, \$18.00 and \$20.00. To clear ... 10.00

MEN'S EXTRA GOOD QUALITY

WHITE FLANNEL TROUSERS.

44. Price 3.50

PLAIN GRAY ENGLISH FLAN-

NEL TROUSERS.

Cuff bottoms and belt straps, nicely tailored. Price 3.50

BOYS' FIRST LONG TROUSERED

Bannockburn Scotch tweeds, cut in-

SUITS.

one of the newest styles for young chaps; sizes 32 to 35. Wednes-

day 9.00

YOUTHS' BROWN CHEVIOT

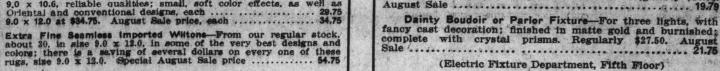
TWEED' SUITS.

MEN'S STRAW HATS.

Men's Straw Sailor Hats, fashion-

Of English white flannel, cuff bot-

ted cloths.



5000 Yards of White Saxony Flannelette, 28 inches (Fourth Floor)

Opening Day of Hosiery Sale

No hosiery sale has such a reputation for value-giving as this semi-annual event. It is a sale that people look forward to. This year unequaled buying opportunities came our way, so Wednes-day they come your way. This list for the opening day will show you what we mean:

tan: all si

Women's Lisle Thread Hose—Seconds from a guaranteed brand, made from extra quality lisle thread; black, tan. Regularly 35c and 50c, for first quality, and for wear they are as good as firsts. Hosiery Sale price,

SECONDS IN WOMEN'S CASHMERE HOSE.

Penangle Brand, some slight imperfection. but for wear as good as first quality; black and colors; 50c values. Hosiery Sale price, Wednes-

Misses' Plain and Ribbed English-Made Black Cashmere Hose-Fash-

.20; 3 pairs

price, Wednesday 25

Single-breasted style coat and vest, long cuff bottom trousers, serge linings. One of the new fall models: Guaranteed Groceries for Wednesday linings. One of the new fall models; sizes 32 to 35. Wednesday 11.00

stone Choice Side Bacon, peameal, half or

Pure Pickling Spice, best quality. Per lb.

Special Sale of Trunks

Fibre-bound Tourist Trunks, sheet All the odd lines and broken size ranges will be brought together Wednesday for a great clearing sale. Every shirt is worth \$9c or mora, a good average price being \$1,00. These shirts are all from our regu-lar stocks which is a superprise of iron bottom, hardwood slats, two strong outside straps, heavy brass bumpers, brass lock and bolts and two trays, dress tray and deep top a good average price being \$1.00. These shirts are all from our regu-lar stocks, which is a guarantee of quality, size and make. All good designs in staple or fancy stripes, some with laundared cuffs, some with double cuffs and a separate soft collar to match. Come early for best choice. All sizes and half sizes in the lot Beguarky \$26, \$1.00, \$1,25 tray. Sizes 32, 34 and 36 inches. All sizes, Tuesday 5.00

CLUB BAGS.

An assortment taken from odd lines of stock; some slightly soiled, smooth cowhide and walrus. grain leathers; colors black, brown and russet; brass locks and catches; drop or erect handles; full leather lined, with pockets; sizes 16, 18 and 20 inches. Regularly \$11.50 and \$14.50, for 9.98

Wash Goods

Kitchen Savings PRESERVING KETTLES.

There are about 500 each of these sizes; all are perfect goods, in clean blue white graniteware. Priced vary specially for an 8.30 tush sale Wednesday.

18-quart size, wine measure. Reg-ularly 89c. Wednesday Sale99

GAS OVENS.

To fit above or any gas plates. Specially priced for Wednesday, at Nèglige shapes, fine white Canton braids, balances of lines. Regularly 50c, 65c and \$1.00. Wednesday ... 25

SPECIAL SELLING OF DUST-LESS MOPS.

250 only Triangular Dustless Floor Mops; a specially treated mop, with labor-saving handle; thoroughly sa-nitary; put up in suitable size tin to soak mop with oil. Regularly \$2.00. Wednesday rush sale ... 1.39

LAWN OR GARDEN HOSE. 5,000 feet of this special 3-ply 4-inch Lawn or Garden Hose, guaran-teed to stand city pressure; put up in 50-foot lengths; complete with nozzle, clamps and coupling. Regu-larly selling for \$4.18. Wednesday

Black Satin Paillette, noted for tomorrow. Special for Wednesits durability and richness of finish. day 15.00 Black Silk Crepe de Chine, a soft, draping silk of rare beauty Black Mousseline, beautiful, soft, shimmering satins of pliable finish. New fall styles, suitable for pres-Black Chiffon Taffeta, one of faent wearing, a variety of dresses showing tunic skirts with deep favorites for the prevailing frills and walsts of batiste with drape modes. Black Dress and Suiting Satins, in frilled trimmings, shades in brown, variety of weaves; makers' guar-

The following are a few of the

silks that await your inspec-

The Silk Sale Event

permanent, finish.

tion Wednesday:

navy and black. Wednesday .. 6.95 antee on every yard. Black Duchesse Satins, in dress and suiting weights, from Em-pire's best dyers and finishers. COTTON DRESSES, WEDNES-

Cordelines, Ratines, Voiles, Figur-Black Satin Suiting, for early fail ed Voiles and Stripes offered for wear. early morning business; samples, together with oddments from our Millinery regular lines, many styles, all this

Many cases of New York Hats, in season's styles offered in wom-en's and misses' sizes. Wednes-day 1.98 white satin, with black velvet, black velvet shapes; smart ready-to-wears; all opened up and ready for August and early fall wear.

Parasol Specials

and many dainty striped designs, in

a wide selection of the season's newest shades; mounted on bell,

canopy or standard, long, stylish

handles. Regularly \$1.75, \$2.00 and \$2.50. Wednesday 1.28

White Embroidery, Fancy Stripes or Dainty Dresden Parasols, in a

good selection of smart shades; mounted on canopy or standard

shapes. Regularly \$1.00, \$1.50.

Toric Eyeglasses

DEEP CURVED LENSES.

LORGNETTES.

nesday Optical Dept., Second Floor.

In plain shades, fancy Dresdens,

A SPECIAL LOT OF WASH SUMMER HATS. Of braids, lace or tulle; nearly all these are to be cleared out at one Made in a variety of the best price.

cialists.

styles, tunic and plain gored styles, materials are good quali-ty ratines, reps and cordelines, a good assortment of sizes. Wed-More Children's Bonnets and Hats have just come in from the ware-house. Must be cleared Wednesday nesday 1.98

RAINCOATS FOR VACATION. Specially purchased from a ma who preferred ready cash to a substantial overstock. These coats we have always had to sell at \$7.50 and considered them particularly good value at the price, misses' and women's lengths. Wednesday 4.95

Waists Specials

A big offering Wash Waists, just cleared from the maker; all clean, fresh goods; made up in the best styles for present wear; materials comprise voiles, Irish linens, piques and crepes; low roll and sailor col lars; open front styles, and a few high neck effects. Regularly \$1.00 \$1.25, \$1.50, \$1.95 and \$2.25. Wed-

No phone or mail orders guaranteed.

CLEARANCE OF LINEN AND LACE AT HALF-PRICE.

Broken ranges and all oddments Centres, Scarfs and Shams, Linen Centres, Trimmed Real Renaissance, Cluny and Torchon Laces; a real opportunity to replenish; 159 pieces. Usually selling at \$1.00, \$1.25 and \$1.48. Wednesday ... 59

Five Shoe 25 PER CENT. BELOW REGULAR SELLING PRICES. **Specials** The latest creations are present-ed, representing the utmost in qual-ity, fashion and value; every yard WHITE POPLIN PUMPS, 99c. Dainty Colonial and Ankle guaranteed absolutely fast dye and

Strap Pumps, with hand-turn or flexible McKay sewn soles; poplin covered Cuban heels; all sizes from 21/2 to 7. Pumps that seil regularly at \$1.25, \$1.50 and

MEN'S \$4.00 AND \$5.00 SHOES. \$2.45.

Another thousand pairs of Men's Goodyear Welted Shoes, in either button or laced styles; all the new leathers and lasts; sizes 5 to 11. \$4.00, \$4.50 and \$5.00 shoes. Wednesday 2.45

STRONG BOX KIP BOOTS FOR MEN AND BOYS.

Over 700 pairs of these popular laced Blucher Boots; made from strong box kip leather, with heavy double standard screwed soles: solid leather throughout:

Men's, sizes 6 to 11. Wednesday 2.49 Boys', sizes 1 to 5. Wednesday 1.99

Youths', sizes 11 to 13. Wednesday 1.69 DRESSY PATENT SLIPPERS. Four-bar Slippers, with fine patent colt vamps and dongola kid backs; flexible hand-turned soles; some have full, round toes, and low common-sense heels; others have neat, medium toes and Cuban heels; all sizes from 2 to 8.

Wednesday 1.65 NEW "QUEEN QUALITY"

PUMPS, \$5.00. Regularly \$5.00 to \$7.00. Wednes A new shipment of the popular axtro mbore 3.50 'Cleopatra" and Colonial Pumps. \$1.00 extra where special grinding is necessary. Eyes tested by spein patent colt and gunmetal, Goodyear soles, and spool or leather Davis heels. Sizes 2 to 8; Regularly \$7.50 to \$15.00. Wed-A to D widths 5.00 Telephone Orders Filled.

2000 stone Fresh Rolled Oats. Per

Children's Straw Hats, in Jack Tar and turban shapes, white and navy, trimmed. Regularly 75c. Wed-

8-1b.

The Robert Simpson Company, Limited

Infants' and Children's Fine Imported Lisle Thread Socks-A large

Men's Lisle Thread Seconds - From a guaranteed brand of hose: black, tan and some colors. Regularly 25c and 35c. Wednesday, pair .121/2

Men's Lisle Thread Socks-The lot consists of black and colors; im-ted double spliced heel, toe and sole. Regularly 35c. Hosiery Sale

Men's Cashmere Socks-Penangle seconds, can't be beat for wear; black. Regularly 35c. Hosiery Sale price, Wednesday, 20; 3 pairs .55