SIMPSON Company

12

Tourists

Are especially welcome to the Simpson store. You'll find much to interest you, and though no one goes holidaying with the idea of shopping much, there are many departments here that will afford delightful souvenirs of your Toronto

We might call special attention to the China Department-which features many odd and pretty pieces of English China; The Leather Goods section; the fine table linens on the Fourth Floor; the Jewellery Department; the Book Corner, where you may replenish your stock of summer reading matter.

Middy Blouses at \$1

100 from regular stock; a little mussed from showing, otherwise perfect; many styles. Sizes 34 to 42. Regular \$1.25 to \$1.95. 1.00 Tuesday

TUB SILK WAISTS. A range of pretty stripes, on white grounds; open front; ocean pearl buttons; convertible collar and long sleeves. Sizes 34 to 42 bust. 1.99 Regular \$2.95. Tuesday ...

1,308 Yds. White Wash Fabrics



Dark Ground Voites for warm weather dresses, not easily solled, 40 in. wide, grounds of blue, old rose, mauve, green, brown, champagne, etc. Regular price 39c. Tues-

White Snowfiake Voile, 45 inches wide, very sheer, for summer .25

Black and White Suitings 48c



ruesday 1.00

950 Yards English Sulting Serge, navys and black, fine twills. 85

A Sale of Black Silks and Satins

Black Dichesse Satins, 36 to 38-inch. Resular \$1.44 to \$1.50. 1.24 300 Yar's Black Sik-Satin, for shirred effects. Special 1.38 Brack Dress Satins, three different finishes. Regular \$1.69. 1.55

Black Sulting and Coat Satins. Regular \$2.00. On sale, 1.69 Black Crepe de Chine and Char-meuse Brocades. Regular 2.44

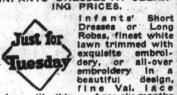
Summer Underwear



Women's Vests. fine ribbed white cotton, low neck, short or no sleeves, lace beading and draw tape. Sizes 34 to 44 bust. Regular 25c. 17 Women's Combina-



sleeves, wide jace trimmed, umbrella style or tight knee drawers. Sizes 34 to 44 bust. 25 INFANTS' DRESSES AT CLEAR-



Summer Gloves



Just for Women's Long Lace Lisie. Thread Gioves, opened at wrist, fastening with domes, small lace design; black and tan. Sizes 5½, 6 and 6½. Regularly 29c. 10

Women's Long Slik Gloves, made in Canada, opened at wrist, black and white. Sizes 5½ to 7. .75

Women's Wrist Length Gloves, black and white silk, two dome fasteners. Tuesday, 50c, 59c, 75c and 85c.

Men's Cotton Half Hose, black and white. Sizes 9½ to 11. Tuesday, 3 pairs, \$1.00; pair, 35c. Men's Gray Suede Gloves, light weight, French suede. Sizes 7 to 10, tan and gray. Tuesday. 79

Brocade Ribbon 25c

Dainty designs, in pink, sky .25 50 FANCY BAGS.

Made from dainty floral and satir

SIMPSON Company

Simpson's August Furnishing Sales

Are you a member of the big Homelovers' Club? If not, there's a possibility that you might find it the most convenient means whereby to furnish your home now, at sale prices. You can pay later from time to time, as arranged with the Club



MILLINERY

For 8.30 a.m. Selling

Trimmed Hats... ... 1.00

Women's and Misses' Untrimmed Hats, 50c. 500 summer shapes that were \$1.50, \$2.25 and \$2.75; almost every color and black and white; some are silk lined; ready to put on; a great many sailor styles and matrons' hats. Tuesday, .50

Women's Summer Dresses

Two groups of dainty hot weather dresses, in fancy voiles or muslins, including stripes, spots, floral or figured. All styles are new and pretty, having the latest touches in trimmings and fluffy skirts. Regular \$7.95 and \$12,50. Tuesday, \$5.39 and \$7.85.

Extra quality English rep, in flared style and pocket. Sizes 24 to 30. Length 37 to 40. Regular \$1.50. Tues-

Plaids, stripes or plain taffeta in gored styles, soft and 9.50 pretty; several good shades. Regular \$16.50. Tuesday

NEW FALL SUITS, \$15.00 TO \$35.00.

Some of the smartest designs now out for fall, 1916. Materials, style and finish the best. 75 serge suits. New 13.95

RAJAH SILK COATS FOR DRESS OR MOTOR.

Smartly tailored, in full sweeping design or in combination with black silk. Regular \$17.50 and \$20.00. Tues- 12.50

360 Misses' Middy Suits

at \$1.15

Dresses in these collections embodying every style feature of merit; varied colorings and trimmings. Regular 1.13 \$2.25. Tuesday...

NEWEST WASH SKIRTS.

We have met the season's vogue for wash skirts with a match-

less showing of all the new styles and materials in white and the fashionable stripes; \$1.25, \$1.50, \$2.25, \$2.75, \$3.50.

Midsummer Sale of

Seasonable Footwear

350 PAIRS COOL, STYLISH STREET PUMPS.

Finest grade white Sea Island duck, black satin pumps and Colonials, lined with suede non-slip lining; medium weight

Goodyear welt soles; Cuban and low leather heels; some have neat black top binding, and black buckles; others with silk

tailored bows. Sizes 21/2 to 7. Regular \$3.50 and 1.99 \$4.00. Tuesday......

MEN'S GOOD BOOTS, \$1.99. 250 pairs Men's Box Kip Boots, blucher cut, made on neat,

full-fitting last, solid standard screw soles, medium 1.99 heels; sizes 6 to 11. Regular \$3.00. Tuesday.... 1.99

PICKEMUP TABLE, OPPOSITE RICHMOND STREET STAIRWAY.

Men's and Women's Boots, up to \$1.90, Tuesday 99c-138 pairs in all, consisting of 57 pairs men's boots and 81 pairs of

women's boots. These boots are slightly mismates, perhaps in width or half size. No exchange or refund. Values

BATHING SHOES.

Made in white, black, blue, colored fabrics, covered cork soles; high and low cut; 35c to \$1.50.

BAREFOOT SANDALS.

Black, tan, white, colored lotus calf with heavy welt soles; smooth and easy on the feet; made with two-instep strap, nature shape last. Sizes 5 to 7, \$1.00; 8 to 10, \$1.25; 11 to 2, \$1.45.

At less than manufacturer's cost, ideal for out-

ing or tennis or holiday wear; large sailor col-

lar, laced front, breast pocket, three-quarter

sleeves; skirt is plain tailored with op-ening in front; sizes 14, 16, 18. Tuesday 1.15

100 NEW YORK DRESSES.

IMPORTED SILK SKIRTS, \$9.50.

WOMEN'S TUB SKIRTS, 98c.

Furniture of Sterling Grades AT THESE SALE PRICES

KITCHEN CABINET, in gumwood, spacious | DINING CHAIRS, quarter-cut oak; fumed ou cupboard space in bottom part, cutting and kneading boards, also ample drawer space: one drawer is aluminum lined, with cover. Regular \$33.50. August Sale 26.75

KITCHEN CABINET, in oak, natural finish; KITCHEN CABINET, in oak, wax finish; fit-ted with aluminum lined and other drawers;

nickeloid sliding top; white enamel cupboard, with sliding doors, fully equipped. 31.50 Regular \$37.50. August Sale price 31.50 EXTENSION TABLE, quarter-cut oak; fumed or golden finish; 48-inch top, extends to 3 feet; octagon divided pedestal, with heavy claw feet; double locks. Regular \$30.75. August Sale price. 24.75 EXTENSION TABLE, in quarter-cut oak; fumed finish only; 48-inch top. 26.00 Reg. \$33.00. August Sale price. 26.00

DINING CHAIRS, quarter-cut oak; fumed or golden finish; seats in genuine leather; five small and one arm chair in set. Regular \$18.50. August Sale price.... 13.95

golden finish; upholstered in genuine leather, five side and one arm chair in set. 14.95 Reg. \$19.00. August Sale price. . . . 14.95 DINING CHAIRS, five small and one arm chair; in solid quarter-cut oak; fumed or golden finish; seats upholstered in genuine leather. Regular \$24.75. August 18.00 Sale price.

BUFFET, quarter-cut oak, Jacobean design and finish; 52-inch case. Regular 43.00 CHINA CABINETS, 3 only, quarter-cut oak; fumed finish; very massive design; heavy plank effect; top cross band veneered. Regular \$36.75. August Sale 16.85 price. CHINA CABINET, in quarter-cut oak; golden finish; Colonial design. Regular 26.50 \$35.50. August Sale price..... 26.50 DRESSER, empire mahogany finish, princess

Colonial design. Regular \$24.75. 21.75 DRESSER, satin walnut, triple mirrors. Reg. \$27.00. August Sale price 23.00 PRINCESS DRESSER, empire, mahogany DRESSING TABLE, Colonial design, in empire mahogany finish, with triple mirror back, fitted with heavy bevel plates; this table will match any of the above dressers. 16.00 Regular \$20.00. August Sale price 16.00 CHIFFONIER, empire manogany finish, Colonial design; five full length drawers. Regular \$24.50. August Sale 21.50

Nottingham Lace Curtains AUGUST SALE

A manufacturer's clearance of artistic curtains, which we have sorted into four lots for Tuesday's selling. Be here at 8.30 Tuesday morning.

Lot 3—Fifteen different patterns in new effects and which would regularly sell at \$1.55 to \$2.25 pair. Tuesday, 1.49 8.30 a.m. Let 4—About twelve patterns. Regular \$2.50 to \$3.50 1.89 per pair. Tuesday, pair... Look for the special tickets on the merchandise displayed throughout the department.

PAIR OF SASH CURTAINS AND ROD FOR Good quality sorim with hemstitched border and with double hemmed top, ready for the rod, which we supply; curtains about 18 Inches wide and 34 inches long, suitable for a window up to 36 inches wide. Pair of curtains with extension rod. Tuesday

New Wall Papers At Half Regular

Canadian Wall Papers, for parlors, halls and sitting-rooms, attractive floral and conventional designs, in new colorings of buff, green, tan and red. Walls and Ceilings, regular 10c, Tuesday, single roll 5c; 9 and 18-inch Borders to match, regular 4c, yard 2c.

Golf Suits With Bloomer Trousers \$10.45

Floor Coverings—August Sale

Prices

SEAMED WILTONS.

SEAMLESS WILTONS.

Wonderful reproduction of Oriental designs, in three sizes

5.7 x 7.10, August Sale price 24.75

9.0 x 12.6, August Sale price 49.75

9.2 x 13.8, August Sale price 56.75 STAIR OILCLOTH.

27 inches wide. August Sale price, yard...... 29 36 inches wide. August Sale price, yard 39

100 ROLLS OF HEAVY OTLCLOTH AT 390. These are mostly 2 and 2½ yards wide, will give good service, some of the print slightly imperfect, hence called "manufacturers" seconds." These surface imperfections will not affect the wearing qualities. Square yard .39

ART UNION RUGS, \$3.58 TO \$6.98.

A good assortment of these serviceable, inexpensive rugs for bed-room and sitting-rooms.

 Size 7.6 x
 9.0, August Sale price
 3.58

 Size 7.6 x
 9.0, August Sale price
 4.48

 Size 9.0 x
 9.0, August Sale price
 5.38

 Size 9.0 x
 12.0, August Sale price
 .5.98 and 6.98

AXMINSTER HEARTH RUGS, \$2.25.

Size 12.0 x 9.0, in a variety of colors and Orien-

Heavy quality at special prices:

Regulation English Golf Suit, splendid English all-wool tweed; light gray and brown mixtures; single-breasted coat, with the belted golf back, and the bloomer trousers. Sizes 36 to 42. Regular \$16.50. Tues- 10.45

MEN'S SUMMER DRESSING

Blended coloring: lightweight Japanese silk; deep shades of brown predominating. Price 13.50 FATIGUE SUITS FOR OFFICERS. Regulation khaki drill; regulation of-ficers' jacket style, with riding breeches. Sizes 36 to 42. 12.00

SEPARATE RIDING BREECHES. Strong khaki drill; reinforced inside seam. Sizes 32 to 44. 2.75

Boys' Palm Beach Suits \$2.49



Light grey homes p u n effects, single - breasted, pinch-back model, patch pockets blooms, a full out; sizes 27 to 33. Regular \$4.50. Just for Tues-

Clearance Prices on Men's Panamas

REGULAR \$15.00. TUESDAY \$9.75. 20 only, extra fine quality, negligee shape, slightly curled brims, genuine shape, slightly curled brims, genuine South American panamas, in beautiful bleach and finish. Regular 9.75 REGULAR \$10.03 AND \$12.00, TUES-DAY \$5.95.

12 only, tourist and negligee shapes, with curl brims, both lines have extra good leather sweatbands and are trimmed with neat black silk bands.
Regular Tuesday 5.95 REGULAR \$5.00, \$6.00 AND \$6.50, TUESDAY \$3.95.

30 only, telescope, fedora and negligee shapes, with curl and pencil edge brims, medium and high crowns. Regular \$5.00, \$6.00, \$6.50. 3.95 REGULAR TO \$5/00, TUESDAY \$1.95. 50 slightly soiled telescope, fedora and negliged shapes, with curi and pencil edge brims. Regular to 1.95

Shirts and drawers, lined seal; 35 sizes 34 to 44. Reg. 50c. Tuesday MEN'S WHITE DUCK TENNIS With attached, reversible, turndown collars; sizes 14 to 17. Regular .75

MEN'S BALBRIGGAN UNDERWEAR

BOYS' BALBRIGGAN UNDERWEAR. Shirts and drawers, long or short sleeves, knee or ankle length drawers; sizes 22 to 32. 35

BOYS' COTTON JERSEYS.

MARKET Telephone Adelaide 6100 MEATS.

Prime Shoulder Roasts Beef, Tuesday, spe-Prime Shoulder Roasts Beef. Tuesday, special, per lb.

Rolled Boneless Brisket Fot Roast. Tuesday, special, per lb.

Round Steak, finest quality. Tuesday, special, per lb.

Sirloin Steak, very choice. Tuesday, special, per lb.

Porterhouse Steak, best cuts. Tuesday, special, per lb.

25

Porterhouse Steak, best cuts. Tuesday, special, per lb.

27

Smoked Hams, mild curing, whole or half ham. Tuesday, special, per lb.

26

GROCERIES.

FRUIT AND VEGETABLES.

Narrow Pin Stripe Effects, for bedrooms, blue, yellow, rose and gray colors, used with floral cut-out borders; these dainty stripes add charm to bedrooms and dressing rooms. Walls, regular 25c. Tuesday, single roll-12½c; Floral Cut-out Borders, regular 8c. yard 4c. lar 8c, yard 4c.

Imported Wall Papers, high-class de signs and colorings, many lines are hand blocked; artistic decorations for living-rooms, halls and drawing-rooms, Regular \$1.50. Tuesday, single 75

Fabric Weave and Printed Oatmeal Wall Papers, complete range of up-to-date colorings, including buffs, greens, tans, grays and blues. Regular 171/2



English Bone China Tea Sets of 21 pieces, 6 cups and saucers, 6 tea plates, 1 cake plate, 1 cream jug, and 1 slop bowl. Your choice of clover leaf, pink band, green 1.95 band, and 3 gold lines1.95

Dinnerware

"Mariborough," English Semi-Porcelain Dinner Set, pretty green floral de 6.95 coration, 97 pieces. Tuesday 6.95 "Czarina," "The New Open Stock Decoration," Bernardaud & Co,s French Limoges china dinner set, pink festoon and brown band decoration, gold handles and edges; choice of kermis or 26.75 "Brown Band," Theodore Haviland China Dinner Set, 102 pieces, brown border and dice inset, gold handles and edges 49,50 "White and Gold," Bernardaud's Famous Gc'd Band Dinner Service, 102 pieces, coin gold handles and edges, ovide 52.50 "Oriental," French Limeges China Dinner Set, Oriental border decoration, coin gold handles, 102 pieces. Regular 72.50

E SIMPSON CONTRACTOR You May Think You Don't Want Breakfast-But

come to the Palm Room at 8.80 some morning and the Breakfast we'll set before you will prove is. A specialty is made of Summer Brenkfasts; light, cool and daintily served amid pleasant surroundings. Prices. 15c, 25c, 30c, 35c.

\$2.50 Colored Quilts at \$1.25



Aercel" Knitted Dieh Cloths. 5

Parasols

styles include best standard or tubeshapes. Regularly \$3.00, 2.29
\$3.50 and \$4.00, Tuesday. 2.29

20 PARASOLS AT \$5.00.

Not two alike. Many smart shapes in the newest colorings. Were \$7.50 to \$15.00. Tues- 5.00

Needlework

For Business Men

Matting Club Bags opping or picnics; size .75 imitation Wairus Club Bags. Size 16 in., \$2.50; size 18 in. 2.75

Diamond Set Pendants \$2.95



An assertment of dainty pendants in new designe, set with a brilliant diamond, a few being set with real pearls. Regular \$4.95 to \$6.002.95

Framed Pictures 98c

Toilet Goods

*Imported Lilac and Violet Tai-cum Powder, 1/2-1b. can. Special .9 *War Stamps Extra.

Hardware Lawn Seats, varnished hardwood, folding, 48 inches long. Tuesday .98 Rollman Cherry Stoner, Tuesday .69 Universal Food Choppers, acknowledged the best family chopper made, two sizes. Tuesday, \$1.30 and \$1.60.

Knickerbecker Bath Spray, ready to attach to bath faucet. Tuesday..1.35

Water Coolers, japanned steel, char-coal insulation, push button faucet; excellent for stores, boarding houses, etc., where dripking water is re-quired for a number of people; 2, 3 and 4-gallon sizes. Priced at \$1.75, 12.75 and \$3.75.

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Series

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