

SIMPSON

Store closes at 5.30 p.m. Saturday at 1 p.m. during August.

H. H. Fudger, President J. Wood, Manager

Phone Number Main 7841. We have 50 lines to Central.

SIMPSON

Simpson's Mid-Week Sale Programme



Afternoon Refreshment in our Lunch Room 3.00 to 5.30: Cold Ham, Thin Bread and Butter, Pot of Tea, Ice Cream. FIFTEEN CENTS.

The selecting of the values which shall be presented in this page is sometimes difficult—so many equally worth while bargains having to be held back because of space limit. Look for the "not advertised" specials, and you will find ample reward in dozens of instances. Visitors in town should make the store their Toronto headquarters. Substantial, well served meals can be had at the Lunch Room, while Rest Room and Package Check Rooms are always open during business hours. You are welcome.

Some Unusual Mantle Values

- GIRLS' WASH COATS \$2.65—A LAST ANNOUNCEMENT. In white and natural shade only. Cut on loose fitting lines, single-breasted, with large collar overlaid with material in contrasting shades. Tailored sleeves and patch pockets. Ages 6 to 14 years. Enough left for one day's selling. Price **2.65**
- TAILORED SKIRTS. Made of good imported serge, in colors of black or navy, and is made in a blue six-gored style, buttoning on left side of front panel. Is a most becoming style and perfect fitting. Women who are hard to please will like them. Price **5.00**
- FOR A RAINY DAY. Raincoats galore, in fawn shade, cut with raglan sleeves and adjustable tab at wrist. High collar which fastens close to neck. An ideal coat for present wear. Light weight. Special **7.95**
- Others ranging from \$9.00 to \$19.50.
- A BIG CLEARANCE OF DRESSES. These dresses, including linens, French mulls, muslins and lingerie, high or low collars, with V shaped or rounded yokes, outlined with lace insertion or embroidery and pipings; skirts gored, pleated and flounce effects, trimmed to match waists. Some slightly soiled. Reg. **3.95**
- A LAST OFFERING OF SPRING SUITS. REGULAR VALUE \$15.00, \$17.75 UP TO \$26.00, WEDNESDAY **10.85**

The Furniture Sale

- Dressers, in rich golden elm, has three deep drawers and heavy bevelled mirror. August Furniture Sale **6.70**
- Dressers, made in solid hardwood, quartered oak finish, princess style, two long, deep drawers and oval plate mirror. August Furniture Sale **8.90**
- Dressers, in rich golden oak finish, heavy, bevelled plate mirror, shaped top and two long drawers. August Furniture Sale **9.95**
- Dressers, in selected quartered oak, also in mahogany, exceptionally neat design, with lots of drawer space, and large mirror. August Furniture Sale **18.45**
- Princess Dressers, made of selected quarter-cut oak, also in mahogany, full swell front, and oval plate mirror. August Furniture Sale **22.60**
- Dressers, in rich quartered oak, also in mahogany, built of selected materials, well made and well finished. August Furniture Sale **23.45**

Unique Sale of Paris Model Blouses

At One-quarter Regular Price. 50 of our regular stock, marked from \$10.50 to \$15; dainty veiled silk and chiffon, lovely laces and crepe de chine, in practically all the new colors, simply turned out to make way for others. These for an early morning's sale, Wednesday at **2.95**

\$5.00 Set Table Linen \$3.98

Full Bleached Satin Damask Table Linen, cloth 2 x 2 1/2 yards, napkins 22 x 22 inches to match; very pretty designs, with deep borders. Regularly \$5.00. Special Wednesday, set **3.98**

Fringed Huckaback Bedroom Towels, all pure linen, large size. Regularly 43c pair. Wednesday 3 pairs for **1.00**

2,000 yards Longcloth, close, even weave, medium weight. Special Wednesday, yard **.7 1/2**

White English Crochet Bed Spreads, heavy make, double bed size, 70 x 84. Clearing Wednesday, **.98**

Bleached Sheets, made from a strong, serviceable sheeting, large size, 80 x 90 inches. Special Wednesday, per pair **1.55**

1,500 yards White Flannelette, heavy make, nice soft nap, 33 inches wide. Regularly 15c. Wednesday, per yard **.12 1/2** (Phone Linen Department, Second Floor.)

The Famous "La Diva" Reducing Corsets and Brassieres Reduced

There is unusually profitable buying in this elegant corset display, which includes fine quality brassieres or bust supporters. Order or come early if interested.

Clearing 200 pairs "La Diva" Reducing Corsets, a magnificent model for ladies of stout figures, special reducing features; made in strong white coutil, medium bust, long skirt, with six heavy elastic garters, duplex unbreakable steels, adjustable abdominal reducing straps, handsomely trimmed; sizes 24 to 36 inches. A regular \$4.00 corset. Wednesday, a pair **1.95**

300 only Women's "D. and A." Brassieres or Bust Confiners, fine white batiste, yoke and shoulder straps of fine wide eyelet embroidery; short steels in front sections, crosses in back; sizes 32 to 42 bust. A regular \$1.25 brassiere. Wednesday, each **.63**

Men's Straw Hats

Slightly soiled, sailor shape, fine split or senit braids, black silk bands, all of the better grades. Wednesday, to clear **.18**

Men's and Children's Linen Hats, in white, sky, tan and slate. Wednesday **.10**

Children's Straw Hats, middie and turban shapes, trimmed white, navy, brown and self. Wednesday **.75**

Two Days More of the Hosiery Sale

As we approach the end values are more and more consolidated. You will often find higher grades mixed into the bargain lots as the lines are broken.

35c LISLE HOSE, 12 1/2c. Women's Fine Imported Lisle Hose, a big variety of kinds, colors and patterns. Regularly 25c and 35c. Hosiery Sale price Wednesday **.12 1/2**

50c LISLE HOSE, 29c. Women's Finest Quality Lisle Hose, silk embroidered fronts, black, tan and many colors. Regularly 50c. Hosiery Sale price Wednesday **.29**

Women's "Llama" Cashmere Hose, English made, black only, spliced heel, toe and sole. Special Hosiery Sale price Wednesday **.29**- Children's Lisle Socks, with fancy tops, a grouping of good lines at half price. Sizes 4 to 8 1/2. Regularly 20c and 25c. Hosiery Sale price Wednesday, pair **.10**
- Men's Silk and Cashmere Socks, black, with silk under-coloring, fine elastic ribbed, English made. Regularly 40c. Hosiery Sale price Wednesday **.29**

Underpriced Embroideries

17 to 18-inch Corset Cover Embroideries, 19c and 25c yard.

27-inch Swiss Flouncings, in a great variety of pretty patterns and at prices much below regular values. Per yard, 22c, 25c, 38c, 53c, 66c, 75c and 98c.

HANDKERCHIEFS. Women's Fine Quality Pure Irish Linen Hemstitched Handkerchiefs. Regularly 18c each, for 2 for 25c.



Clearance of Men's Outing Shirts 49c

of striped English cashmerettes and Canadian pebble cloths, in white and colors, American plain and fancy striped shirts, double cuffs and separate collar with fancy fasteners, and several other odd lines with reversible collars. A few of these are slightly counter soiled, otherwise perfect. No phone or mail orders filled. All sizes in the lot. Regularly 75c, \$1.00, \$1.50 and \$2.00. For quick clearance Wednesday, each **.49**

MEN'S BALBRIGGAN AND MESH UNDERWEAR AT 25c. All odd lines from our regular stock, in grey, sky, white and natural, short or long sleeves to the shirt, drawers knee or ankle length. A few slightly mused through handling. All sizes. No phone or mail orders. Regularly 50c. Wednesday special **.25**

200 Men's Sweater Coats, plain rib knit, Varsity collar, two side pockets, a very warm coat, which is good for hard wear, medium and large sizes only. Regularly \$1.50, Wednesday **1.25**

In the August Silk Sale

Three Exceptional Offerings in Higher-Grade Black Silks.

Rich Black Satin Mousseline, 260 yards only, in a soft, lustrous, skein-dyed black; our regular \$1.65 quality; 40 inches wide. Offered on Wednesday at, per yard **1.44**

C. J. Bonnet's Black Silk Peau de Soie — A guaranteed quality, in 40 inch; both sides equally well finished. A most popular fabric for fall wear. A bargain, Wednesday, per yard **1.84**

Black Satin Duchesse, in the new, soft, French finish; a rich deep black; 40 inches wide. Regular value \$2.25 per yard. On sale for, per yard **1.89**

Jardinieres for Porch and Living Room

On Wednesday we will have a 49c sale of Jardinieres, many of them worth twice the price, all of them showing unique features and giving excellent values.

Rubian Art Ware, embossed shapes, classic designs in delicate shades of pink, green and brown, with floral decorations in best taste. Wednesday **.49**

An unusually fine display of specially priced dinnerware is now being given on our tables. See these dishes as a matter of interest.

6 only English Bone China Tea Sets, 40 pieces, slightly imperfect. Wednesday bargain **3.00**

Tin Top Jelly Tumblers—these hold 1-2 pint and are of nice design. Per dozen **.30**

Handy Little Spoon Trays, good cut glass pattern. Regularly 10c. Wednesday special **.7**

Sugars and Creams. Per pair **.25**

In three patterns of Royal Vienna China. Phone orders filled.

Special in Men's Boots

900 pairs Men's Goodyear Welted Boots, button and Blucher style, in tan Russia calf, patent colt, gummetal and Dongola kid leathers, new short and medium vamps, high and low heels; sizes 5 1/2 to 11. Regularly \$3.50. Wednesday **2.95**

Women's Boots and Oxfords. 1,000 pairs Women's High-grade Boots and Oxfords, in sample and regular sizes, "Relindo," "Queen Quality," "Empress" and "Boston Favorite," in all leathers and styles; sizes 2 1/2 to 7. Regularly \$3.00, \$3.50 and \$4.00. Wednesday **1.99**



\$15 Sale of Men's Suits

150 High-grade Men's Suits go on sale Wednesday morning. Broken lines from our regular stock of the best class suits; made from fine west of England worsteds, and English and Scotch tweeds. The colorings and patterns are the new greys, browns and fancy mixed designs. Tailored by experts. Single-breasted three-button coats; single-breasted vests and fashionable trousers. Suits that have sold at \$18.50, \$20.00, \$22.00, \$22.50. Sale price **15.00**

BOYS' NAVY BLUE SUITS. A suit that looks well for Sunday or school wear. The style is this year's very newest, with neat lapels and smart-fitting bloomer pants. The cloth will give exception wear. Special Wednesday. Sizes 25 to 30 at \$4.50; sizes 31 to 34 at \$5.00.

BOYS' NAVY BLUE THREE-PIECE SUITS. Made from the best English worsted, in a fine twill, double-breast style, with four-pocket vest and straight pants. This suit is one of our leading values, and we offer it Wednesday, sizes 28 to 34, for **5.50**

Scotch and Domestic Printed Linoleums

Large variety of designs, all new goods, block, tile, chintz and matting effects. Regularly 45c and 55c square yard. Wednesday selling **.39**

Seamless English Velvet Rugs, good, reliable, hard-wearing squares, in a variety of good designs and colors:

- 9 ft. x 12 ft. Wednesday selling **14.95**
- 9 ft. x 12 ft. Wednesday selling **16.95**
- 10 ft. 6 in. x 12 ft. Wednesday selling **19.95**

Imported and Domestic Wilton Carpets, in two-tone greens, browns, blues, some with borders. Regularly \$1.75 and \$1.85. Wednesday selling, per yard **1.25**

China Matting Squares, one size only, 9 ft. x 9 ft. Wednesday selling **.98**

Norway Pines

- Fine plants. Regularly **.75** each
- Boston Ferns. Special **.75**
- Fern Pans, well filled. **.40**
- Begonia Plants, pink flowers **.25**
- Lawn Grass Seed, regularly 35c lb. **.25**

Wide Taffeta Ribbons

for hair bows, sashes and lingerie hats. This is a specially heavy quality, 6 inches wide, in light shades. A good display of such ribbons in all shades on Wednesday, **.25** per yard

Many New Things to See In the Drapery Section

A very fine range of Liberty Tapestries, for wall coverings, hangings, or furniture coverings. The name "Liberty" on these fabrics means "exclusive." We are sole agents for Liberty fabrics in Toronto. Prices range from \$1.25 to \$4.00.

BEDROOM HANGINGS. Marquise and Voiles, plain centres, in ivory, cream or white, with borders in shadow effects with beautiful combinations of coloring in rose with mauve and green, blue with green and gold, etc. Washes perfectly, retaining all its richness. This is the newest for bedroom hangings. No overcurtains required. 50 inches wide. Prices 50c, 65c, and 75c per yard.

BORDERED SCRIM 19c YD. Bordered Scrim at 19c a yard. A special value. The colors are fast, shades and designs to suit every room. We have just opened out a very large and varied consignment of which our early visitors will get the choice, 46 inches wide. Regular value 25c. Wednesday **19**

ALL-WOOL MONKS' CLOTH. 50 inches wide, in shades of green, brown, blue, crimson and natural. When trimmed with tapestry band or galeon this fabric makes the richest of hangings, at a very low cost. Very special for Wednesday, yard **.98**

The Robert SIMPSON Company Limited

Vertical text on the right edge of the page, partially cut off.