

MANY SIMPSON SPECIALS TODAY

Also All Goods Advertised for Yesterday Still on Sale Today

OUR HOSIERY SALE

This sale that is awaited every summer by hundreds of prudent people begins today with a remarkable list of values.

It is remarkable chiefly because the values indicated are fully as good as we offered a year ago, and this in spite of the sharp advance in all English Cashmere prices.

By planning months in advance, by watching for clearing lines from both Canadian and American factories, we now put on sale Nearly Twenty Thousand Dollars' worth of new Hosiery that has been bought particularly for this sale.

The following values will show you what economies in planning have made possible for you.

Women's Silk Hosiery, extra fine, sheer weave, deep tulle thread top, strong thread; purple, putty, sand, battleship grey, slate, black, lavender and white; sizes 3 1/2 to 10; 50c value. Hosiery Sale price, Wednesday, 3 pairs \$1.00, pair 35c.

Women's Extra Quality Heavy Weight Thread Silk Hosiery, superior finish, double garter welt, lisle top; black, white and various colors; sizes 3 1/2 to 10. Hosiery Sale price, Wednesday, 3 pairs \$1.00, pair 35c.

Women's Finest Quality Silk Lisle Thread Hosiery, seamless finish, sheer strong weave, double garter welt; grey, green, taupe, pink, tan, red, black and white; sizes 3 1/2 to 10, 50c value. Hosiery Sale price, Wednesday, 3 pairs 60c, pair 25c.

Women's Plain Black and White Lisle Thread Hosiery, extra fine quality, seconds of well-known Canadian guaranteed brand; sizes 3 1/2 to 10, usual 35c quality. Hosiery Sale price, Wednesday, 3 pairs \$1.00, pair 35c.

Women's "Pen-Angle" Plain Black Cashmere Hosiery, seconds of the best qualities, various weights, extra fine, close weave, deep double garter hem, sizes 3 1/2 to 10; 40c, 50c and 60c usual prices. Hosiery Sale price, Wednesday, pair .29.

Women's English Make Plain and Ribbed All-Weal Cashmere Hosiery, samples, various qualities, exceptional value, sizes 3 1/2 to 10; 38c, 45c and 50c value. Hosiery Sale price, Wednesday, pair .31.

Boys' and Girls' Ribbed English Cashmere Stockings, close elastic rib, strong yarn, splendid knockabout hose; sizes 6 to 8 1/2; 40c value. Hosiery Sale price, Wednesday, 2 pairs .25.

Children's Lisle Thread Socks, extra fine close weave, with colored striped top; sizes 4 to 8 1/2; 15c value. Hosiery Sale price, Wednesday, pair .11.

SEE MEN'S SECTION FOR CASHMERE AND LISLE SOCKS.

FOR MEN AND BOYS

TWO-PIECE SUITS, \$10.50.

Made from light weight English tweed, medium grey, with narrow hairline stripe; smart single-breasted style, half lined; cuffed trousers; sizes 36 to 44. Price... 10.50

English White Flannel Coats; sizes 34 to 44. Price... 5.00

White Flannel Trousers to match; sizes 32 to 44... 3.50

Men's Waterproof Coats; sizes 34 to 46. Special... 5.00

BOYS' BLUE SERGE SUITS, \$4.49

100 suits; single-breasted, with patch pockets, and pleated backs; bloomer pants; sizes 28 to 32. Wednesday... 4.49

Boys' Tweed Bloomers, 95c. Regular \$1.20 to \$1.50 values. 200 pairs in grays and browns. Sizes 25 to 32.

FURNISHINGS FOR MEN

300 Suits Underwear, Natural Balbriggan Shirts and Drawers, "Zimmerkni" make; sizes 34 to 44. Regular 35c, 39c, 44c. Wednesday... .25

Outing Shirts, sizes to 17. Regular 89c, \$1.00 and \$1.25. Wednesday... .57

Double Soft Collars, in blues and tans and white; sizes 13 to 17 in the lot. Regular 2 for 25c. Wednesday 7c; 4 for 25c.

MEN'S AND YOUTHS' STRAW HATS

White Canton braids, negligé shapes. Regular \$1.00. Wednesday... .50

Men's Bangkok Straw Hats, fine quality and very light weight; telescope crown and pencil curl brim. Regular \$5.00. Wednesday... 1.50

FOR MEN, \$11.00 BOOTS FOR \$3.95 WEDNESDAY.

500 pairs Sample Boots, made by Endicott Johnson, of Endicott, New York; every conceivable style, shape, color and height in the lot; regular 6-inch patterns, and 10, 12, 15, 16 and 17-inch tops; best grade leathers; superior workmanship; light, medium, heavy and extra heavy soles; police, miners, engineers, prospectors and gentlemen in all walks of life can be suited if they wear size 5, 6, 7, 8. Values \$5.00 to \$11.00. See window display. Wednesday... 3.95

FOR MEN, \$5.00 LOW SHOES FOR \$1.59, WEDNESDAY.

Just 400 pairs; broken sizes; all leathers; button and lace styles; Goodyear welt soles; sizes 6 to 11 in the lot. Values \$4.00 to \$5.00. Wednesday... 1.59

Men's Plain Black Cashmere Socks, strong, good wearing finish. "Pen-Angle" brand, seconds of the best qualities, sizes 9 1/2 to 11, 20c and 35c value. Hosiery Sale price, today, 3 pairs 55c, pair 19c.

Men's Summer Lisle Thread Socks, sheer weave, seamless foot, strong finish, ribbed elastic cuff; tan, navy and black, sizes 9 1/2 to 11, 18c value. Hosiery Sale price, today, pair... .15

Club Bags for \$4.95

Oak grain leather, swing handle, reinforced leather corners, leather lined, and pockets, one size only, 48-inch, today... 4.95

LEATHER SUIT CASE, \$3.95
Leather suit case, leather straps, linen lined, swing handle, and brass locks, one size only, 24-inch, today... 3.95

SPECIAL PRICES TODAY IN CARPETS

Seamless Wilton Rugs, regular \$42.00, for \$33.50. Five designs, wonderful copies of the finest Orientals; size 8 ft. 4 in. x 11 ft. 10 in. Regularly \$42.00. Wednesday... 33.50

English and Scotch Tapestry Squares. Owing to the great advance in price, these rugs, as marked below, are practically 50 per cent. less than their values today. They are single and double carded designs, all bought previous to the great advance; Oriental and floral effects. Size 9 ft. x 10 ft. 6 in., regularly \$11.25, special, \$6.25; size 9 ft. x 12 ft., regularly \$10.25, special, \$7.75; size 10 ft. 6 in. x 12 ft., regularly \$13.00, special, \$8.75.

\$1.15 and \$1.00 English Brussels Carpets, Wednesday, 65c. A few designs in serviceable, hard-wearing carpet. Regularly \$1.00 and \$1.15 per yard. August Sale price, yard. Wednesday... .65

65c Tapestry Stair Carpets, 49c yard. English and Scotch carpet, in Oriental and floral designs; 27 in. wide only. Regularly 65c. Wednesday... .49

Domestic Vacuum Cleaners, regular \$12.00, for \$2.75. Fifteen only of this well-made and most necessary Vacuum Cleaner, all we have left of the big shipment we had on sale a few days ago; these are without the brush. Regular value \$12.00. Special Wednesday selling, each... 2.75

Heavy Quality Linoleum at 85c. Two thousand yards of slightly misprinted Linoleum, in block, tile, floral, matting and hardwood designs; 2 yards wide only. Regularly 40c a yard. Wednesday, square yard... .85

English Wilton and Axminster Carpets, \$1.15. Several very good designs and colors; some of our best sellers, which have got down to short equis; enough to cover small rooms; some with borders to match; Oriental and floral effects. Regularly \$1.75 and \$2.25 per yard. Wednesday 1.15

DRAPERIES AT SALE PRICES

Notwithstanding the fact that we are selling high-grade imported merchandise at exceptionally low prices, we will make up during the month of August any materials bought in our Drapery Department to fit any windows or doors, without charge for the work. We will send a competent man to advise you as to the best treatment for the different windows upon request.

We will re-upholster furniture at one-half of the regular prices for the labor. The items advertised are but a few of the specially interesting ones which we are offering. Look for the white tickets with the blue lettering. Each ticket marks a great money saving.

English Taffetas and Hand-blocked French Cretonnes, Half-Price. 50 in. wide; some printed on linen, and some on French rep; very serviceable and practical; permanent colorings. Regularly \$2.50 per yard. August Sale price... 1.25

English Linen Taffetas at 88c per yard. For furniture covering or curtains; printed in beautiful colorings; for bedroom or living-room; 30 in. wide. August Sale price... .88

Antibuson Tapestry at \$1.90. An extra heavy weight of French tapestry, of which there is no more procurable; block designs, and in soft colorings; 50 in. wide. August Sale price, per yard 1.90

English Curtain Nets at Half-Price. From 42 in. to 50 in. wide; white or ivory. Regularly 45c per yard. August Sale price, per yard... .25

American Taffetas and Reps at 40c. A wonderful assortment of colorings and designs, printed on taffeta and rep; light, dark and medium grounds, in combinations of colorings, most desirable for bedroom or living-room curtains or furniture coverings; 36 in. wide. August Sale price, per yard .49

English Lace Curtains at \$1.79 per pair. Curtains for bedrooms, living-rooms or dining-rooms, with rich, lacy borders in white or ecru; 3 and 3 1/2 yards long; plain Nottingham or cable net. August Sale price, per pair... 1.79



\$10,000 WORTH

Perhaps the largest shipment of Madeira Work that has ever reached Toronto at one time, has come to us direct from that lovely island. Every piece is guaranteed perfect in finish and entirely hand-worked on pure grass bleached linen.

The size of the order now being filled has made possible some really phenomenal prices which will make extremely interesting this

MADEIRA OPENING ON THE FOURTH FLOOR.

Extra space, extra salespeople, and perfect facilities for serving you today—

SOME OF THE PRICES FOLLOW:

6, 8, 10 and 12-inch Doyleys. Special, each 10c, 15c, 20c, 25c, 35c to \$1.25.
18, 20, 24 and 27-inch Centrepieces, each 98c, \$1.48, \$1.98, \$2.50, \$3.00 to \$5.00.
44 x 44, 52 x 52 and 70 x 70-inch Luncheon and Tea Cloths, each \$3.95, \$4.95, \$6.50, \$7.95 to \$15.00.
6 x 11, 14 x 23, 16 x 24 and 18 x 27-inch Oval and Square Tray Cloths, each 50c, \$1.00, \$1.25, \$1.75 to \$3.50.
18 x 36, 18 x 45 and 18 x 54-inch Scarfs, each \$1.65, \$2.00, \$2.75 to \$5.95.
13 x 13 and 14 x 14-inch Serviettes, per dozen, \$3.75, \$4.50, \$5.00, \$5.50, \$6.50.
Handkerchief Sets and Glove Cases, a lot of very rich effects, each 35c, 50c, 65c, 75c and 85c.
Baby Pillow Cases, each \$1.25 to \$3.00.
Pillow Cases, pair \$4.50, \$5.00 and \$5.75.
A full line of perfectly plain linens with rose scalloped edge, all sizes. (Linen Department, Fourth Floor.)

FURNITURE TODAY

How the Furniture is Moving!

The first few days' business in our Furniture Sale surpassed even our sanguine forecast.

Months of careful buying and planning have brought values that people have never before seen equalled in reliable furniture.

These values are not in quantities that are soon exhausted. Come today and you'll find just as wonderful values as those who came on the first day.

The Homelovers' Club

is an important feature of the Furnishing Sales, allowing you, as it does, to purchase when the prices are lowest and pay as your funds come into your hands. Consult the Club Secretary, Fourth Floor, if you are not already one of the elect, and be ready to take the sale opportunities as they come.

This List Will Give You an Idea of Today's Values

Dresser, in solid quarter-cut oak; fumed or golden finish, or genuine mahogany veneered. Regularly \$21.50. August Sale price... 13.15
Dresser, in white enamel; one panel. Regularly \$20.50. August Sale price... 15.80
Dresser, in "Colonial" design; mahogany finish. Regularly \$24.75. August Sale price... 15.50
Dresser, in mahogany finish; "Colonial" design. Regularly \$24.75. August Sale price... 19.00
Bureau Bedstead, 3-inch continuous posts; all standard sizes. Regularly \$13.80. August Sale price... 13.25
Bureau Bedstead, massive design; 2 1/2-inch posts and 1 1/2-inch pillars; all sizes. Regularly \$34.50. August Sale price... 19.95
Mattress, curled seagrass; heavy layer of felt at both sides. All standard sizes. Regularly \$2.85. August Sale price... 2.45
Mattress, filled with all pure cotton felt; all sizes. Regularly \$8.00. August Sale price... 7.50
Bed Spring, steel tubular frame, strong woven steel coil wire, all standard sizes. Regularly \$20.00. August Sale price... 15.80
Box Spring, oil-tempered springs; heavy layer of pure white cotton; all sizes. Regularly \$16.00. August Sale price... 11.90
Dining-room Chairs, solid quarter-cut oak; fumed or golden finish. Regularly \$4.75. August Sale price... 3.75
Dining-room Chairs, "Jacobean" design; selected quarter-cut oak; fumed or golden finish. Regularly \$4.75. August Sale price... 3.75
Dining-room Chairs, five side and one arm chair. Regularly \$4.75. August Sale price... 3.75
Dining-room Chairs, "Colonial" design; selected quarter-cut oak; fumed or golden finish. Regularly \$4.75. August Sale price... 3.75
Dining-room Chairs, "Colonial" design; fumed or golden; 62-inch top. Regularly \$4.50. August Sale price... 3.50
China Cabinet, solid quarter-cut oak; fumed or golden finish. Regularly \$35.50. August Sale price... 25.50
Extension Dining Table, solid oak; fumed or golden finish; extends to 4 feet; square pedestal. Regularly \$13.50. August Sale price... 10.50
Extension Dining Table, genuine quarter-cut oak; fumed or golden; 48-inch top; heavy pedestal. Regularly \$20.00. August Sale price... 17.25
Extension Dining Table, quarter-cut oak; fumed or golden; 48-inch top. Regularly \$20.00. August Sale price... 17.25
6 only Parlor Suites, frames of solid mahogany; settee, arm chair and arm rocker; in silk tapestry. Regularly \$29.00. August Sale price... 25.00
12 only Parlor Suites, rich mahogany finish; settee, arm chair and arm rocker; in silk tapestry. Regularly \$44.50. August Sale price... 22.25
Parlor Suite, solid mahogany; settee, arm chair and arm rocker; spring seats; upholstered in fine silk tapestry. Regularly \$80.00. August Sale price... 32.50
4 only Parlor Suites, settee, arm chair and arm rocker; in mahogany; panel backs, and the spring seats in silk tapestry. Regularly \$58.00. August Sale price... 38.50

Empress Boots and Empress Oxfords Today \$1.99

All the "Empress" floor stock and samples in this mid-week sale. Boots and Shoes worth \$3.00 to \$6.00 Wednesday

\$1.99

600 pairs Women's "Empress" Boots and Oxfords; all sizes in the lot, sample sizes 3 1/2, 4 and 4 1/2; widths A to D; newest and best grade "Empress" footwear; buttons, colonials, Oxfords and pump and lace boots; cloth, kid and calf uppers; newest colors; latest facings; best styles; hand-turned, Goodyear welt and flexible McKay soles; "Empress" values \$3.00 to \$6.00. On sale Wednesday at... 1.99

Nottingham Nets

Fancy Nets, in white or ecru, 18 inches wide. Wednesday, per yard... .15

Silk Chiffon Motor Veils, 2 1/2 yards long, 24 inches wide, white satin border; six colors. Wednesday... .98

Infants' Feeders, soft crash, fringed ends. Wednesday, 2 for... .15

Infants' Feeders, white linen, with red borders, fringe ends. Wednesday, 2 for... .15

Infants' Bibs, quilted, wadded, lace trimmed. Wednesday, 6 for... .25

Jewelry 49c

Women's 10k Gold Neck-chains, fine cable patterns. Regularly \$1.00. Wednesday... .49

Men's 10k Gold Scarf Pins, pretty patterns. Regularly 75c and \$1.00. Wednesday... .49

Women's and Children's 10k Gold Birthday Rings, Regularly \$1.00 and \$1.50. Wednesday... .49

10k Gold Pearl Set Brooches, all real pearls. Regularly \$1.00 and \$1.50. Wednesday... .49

1,000 Articles of Assorted Gold-filled Jewelry, including brooches, bracelets, rings, chains, pins, lockets and many other articles. Regularly 75c, \$1.00 and \$1.50. Wednesday... .49

visitors to the city may check parcels free of charge at the Check Room in the Basement. Rest Room on the third floor. Lunch and Tea Rooms on the sixth floor. Hosiery Sale—1st floor; Madeira Work—4th floor; House Furnishings—4th floor; Furniture—5th floor.



"Bridal Rose" Dinnerware

Breakfast Plates. Reg. \$3.00 doz. 1.90
Soup Plates. Reg. \$3.00 dozen, for 1.90
Platters, 16-in. Reg. \$2.00 each, for .75
Platters, 18-in. Reg. \$3.75 each, for .98
Soup Tureens. Reg. \$2.00 each, for .84
Sugar Bowls, large. Reg. 60c each 29
Sugar Bowls, small. Reg. 50c each 19
Cream Jugs. Reg. 40c each, for... 19
Pickles. Reg. 40c each, for... 19
Chocolate Pot. Reg. \$1.50 each... 75
Celery Trays. Reg. 55c each, for 29
Butter Dishes. Reg. 85c each, for 39
Bon-Bon Dishes. Reg. 75c each, for 29
Marmalade Jars. Reg. 85c each... 29
Cups and Saucers. Reg. \$3.60 doz. 2.95
White Basins. Reg. 59c, for... 49
White Ewers. Reg. 59c, for... 49
White Chambers. Reg. 49c, for... 34

TOILET SETS.

Regularly \$2.75. Wednesday... 1.79

Ten-piece Set. Regularly \$3.50 and \$3.75. Wednesday... 2.75

Silverware

\$2.50 Biscuit Jars... 1.89

8 Tea Sets Half Price, four pieces, including large tea pot, sugar bowl, cream jug and spoon holder. Regularly \$16.00. Wednesday... 8.00

Bathroom Fixtures

Glass Shelves—Sizes 5 x 18 or 5 x 24 inches, with brackets and screws. Regularly \$1.50 and \$1.75. Wednesday... .98

Bath Seats—Oak finished, adjustable rubber covered steel ends. Wednesday... 1.50

White enamel finish... 1.75

Combination Tumbler and Tooth Brush Holder... .85

Wall Soap Dishes—Nickel-plated brass, shell patterns... .29

Towel Bars—Nickel-plated, 18 inch, 59c; 24 inch, 75c.

Toilet Paper Holders—Ebony roller, 39

Medicine Cabinets—Oak finish, beveled plate glass mirror. Regularly \$6.75. Wednesday... 4.98

The Robert Simpson Company, Limited

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