

THE TORONTO WORLD

'AUGUST 8 1912

The SIMPSON Links

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Robert SIMPSON Company Store Opens 8 a.m.

The August Black Silk Sale Guaranteed and Reliable

Silks. 1,000 yards Black Duch-

esse Paillette, 39 inches. guaranteed to give satisfaction, deep full black, suitable for dresses, skirts, and slips. Regular, per yard, \$1.25. Sale price, per-yard ... \$1.10

Black Duchesse Mousseline Satin of a delightfully soft chiffon finish, 'skein' dyed, perfect black. Regular, per yard, \$1.50. Sale price, per yard .... \$1.24

Our recommended quality of Duchesse Mousseline, 40 inches wide, guaranteed not to cut or split in wear; of French manufacture, and perfect in dye and weave. Regularly, per yard, \$1.68. Friday ... ..... \$1.33

500 yards of Heavy Quality Silk Satin Mousseline. specially adapted for coats and tailor suits, rich even weave, and very firm. An exceptional opportunity. Regular, per yard, \$2.00. Friday . . ..... \$1.69

#### Black and Navy Serges

Priced Per Yard, Friday, 44c

REGULARLY 650 AND 750 PER YARD. 3,000 yards of All-Wool English Serge Suitings. A very special pur-chase from an exclusive English serge manufacturer, made from the finest yarns, and dyed and finished in three shades of navy and black Beet shades of navy, and black. Best per-manent finish, and guaranteed thor-WEST OF ENGLAND SUITING SERGES AND SEDAN FINISHED

BROADCLOTH, AT, PER YARD, 94c. The popular early Fall suitings are just put into stock, and they are very special purchases that present to you.

suits, etc. 52 inches wide. Per yard

Whitewear Savings Handsome Petticoats, of fine cotton, deep flounce with 2 wide rows real linen lace insertions, finished with wide ruffle of lace to match; dust ruffle. Sizes 38 to 42 inches. Regularly \$3.75 each. Friday bargain \$1.63

Closes 5.30 p.m.

INFANTS' BARROW-COATS.

Of cream all-wool flannel, beautifully hand embroidered and scal-loped with silk. Length 34 inches. Regular price \$3.00 each. Friday bargain ..... LITTLE GIRLS' COATS.

END OF SEASON PRICES IN SUMMER CORSETS. 

CHILDREN'S PYJAMAS

GIRLS' DRESSES.

WOMEN AND GIRLS' SUMMER UNDERWEAR CLEARANCE. (No Phone or Mail Orders.) About 800 pieces, counter solled pieces, and balances of lines, con

sisting of vests, drawers, and combinations, finest qualities ribbed while cotton or lisle; also in light weight wool mixtures. A great many styles and qualities. All sizes for women and girls in the lot. Friday, Half-Price and Less.

### **Splendid Cloak Prices**

GENERAL CLEAN UP OF LINEN SUITS AT BARGAIN PRICES.

Well tailored suits of linen and wash fabric, in colors of white, tan, and stripe effects. Some have notched collars inlaid with self or striped material. Suits are neatly fitting with well stitched seams. Regular prices were \$5.00, \$6.50, \$7.50. and \$8.50. Friday bargain .....\$1.85

#### WOMEN'S AND MISSES' DRESSES.

Summer dresses made of English prints, ginghams, muslins, and French mulls. Waists have Dutch collars or high necks with sailor collars. Skirts trimmed to match. Colors are white, pink, blue, grey, black and white, and a variety of stripes and checks. Regular prices were \$5.00, \$6.50, up to \$7.50. Friday bargain ..... \$1.45 "IDIS" RAINCOATS.

#### A well known line of Mandelling Raincoats, made of rub-

berized cashmere in black and blue only; cut on loose-fitting 

The Simpson Store is a convenient headquarters for out-of-town folks. To that end we have installed rooms for rest, and for the meeting of your friends, parcel desks to care for your bags and wraps, lunch room with all kinds of meal service, and music. not to mention the usual elevator and floor services of the Store itself.

Friday Bargains at Simpson's

H. H. FUDGER, President

J. WOOD, Manager

You may always count upon a hearty welcome during business hours.

Store Closes at 1 p.m. on Saturday. Last Delivery at 11 a.m. Saturday.

Men's 7. Jeweled Watch, \$2.68

Half-Price **Optical Goods** 

Last chance for Optical goods a these prices, before the fall rush is

Finest quality 1-10 12k Gold-Filled Spectacles or Eye Glasses, several styles. including the new finger spring. Regularly \$3.50, for... \$1.75

Regularly \$4.00 Glasses ..... \$2.00 Eye Protectors. Regularly \$1.50, ..............

Jewelry

Women's 50-inch Watch Chains

Filled Pearl Necklets, strung on

fine chain, beautiful cream lustre, 15 inches long. Friday bargain, 23c

5,000 ARTICLES JEWELRY. 190 EACH.

Gold-Filled Baby Bracelets, strong catch. Regularly 75c. Friday bar-

Beauty Pins, Cuff Links (en-

6-inch Ribbon.

7c

Broken lines in about 15 different

olors, 5 and 6-inch Taffetas and

Satin Ribbons. The quality is good

and the weave perfect. Usual selling price 20c and 25c per yard. No phone or mail orders filled. No more than 18 yards of one color to one customer. 'Friday bargain, yard, 7c

...........

.....\$1.25



Phone Number Main 7841

We have 50 lines to Central

BUYING

IN MEN'S TWO-PIECE SUITS.

150 BOYS' BLOOMER SUITS.

buttons, double-breasted style, with breast pocket and centre

BOYS' SHIRTWAISTS IN WHITE

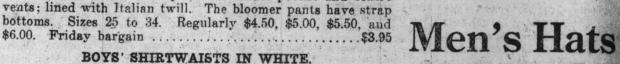
Made from fine English tweeds in dark patterns, three

Shoes A CHANCE FOR GOOD Women's Boots and Oxfords, in a large variety of styles and leathers. Sizes 2 to 7. Regularly \$2.50, \$3.00, and \$3.50 lines. Friday bargain ...... \$1.99

Men's High-Grade Oxfords, made of A number of broken lines of Outing Suits at a price which selected patent colt leather, button and is not half their usual selling prices. They are made from blucher styles; Goodyear welted soles, English tweeds, homespuns, and a few worsteds. Singlenew short and medium vamps. Sizes 5 to 9 only. Regularly \$3.50, \$4.00, and breasted, three-button coats; trousers with cuffs, belt and side \$5.00. All one price, Friday bargain straps. All high-grade suits, well tailored. Friday price, \$6.95 

Men's Working Trousers of tweed, in assorted patterns. Barefoot Sandals, tan leather, two buckles, solid leather soles. Friday Men's Office Coats, made from a light tan or light grey bargain, women's 98c; misses', 79c; girls', 69c; child's, 59c; infanis', 49c. material. Single-breasted, patch pockets. Well tailored. 

Tennis Shoes, white or plue duck, rubber soles and heels. Friday bar. gain, youths' and misses' sizes, 11, 12, and 18, 45c; boys' and women's sizes, 1 to 5, 55c; men's sizes, 6 to 11, 65c.



200 Men's Straw Hats, mostly boater Stripes and fancy polka dots. Well made with patch shapes, in fine white Canton and split pockets and soft turn-down collar. Sizes 5 to 14 years. Regbraids; wide or medium brims. Some slightly solled. Regular prices \$1.00. 

> first quality trimmings, tourist shape or telescope crown. Regularly \$5.00 .\$2.95

Extra fine English fur felt, up-to-date shapes. Regular prices \$2.00 \$2.50, and 

or fancy straw. Regularly 25c and 35c.

Children's Extra Fine Plain White Turbans and Middy Shape Hats, navy, white, or brown trimmings. Regularly

a great saving on your early Fall suit. This special West of England Serge, Smoked Glasses. Regularly 25c and black, is guaranteed thoroughly shrunk and spotproof. 54 inches wide GIRLS' COATS, \$2.98. Made from beaver and cheviot serge, cut with loose of Reading Glasses, with handle. Regularly \$1.50, 75c; reg. 80c, 40c; reg. 75c E. G. Chains, 38c, etc., etc. slightly fitting lines, and single-breasted. Collar trimmed with braid. Colors are navy, green, and red. Ages 8 to 12 With each pair of Invisible Bi-focal Lenses (all ground in one piece), at \$5,00, we supply free any style regular gold-filled mounting or frame. All specials, such as com-pound or double-vision lenses, must be charged for extra. THE SPECIAL FRENCH BROAD-CLOTH We can show in a full range of new Fall shades and black. It is a splendid years. Regular prices from \$5.00 to \$8.50. Friday bargain WOMEN'S WASH SKIRTS. wearing cloth; has a rich sedan finish and is great value at this price. The correct weight for smart tailored Fall Polka dot ducks, in navy or black; Indian Heads, duck, and linens in white only, made in a number of plain-gored (Optical Dept., 2nd Floor, Yonge St. Side.)

Buffets, in solid quarter-cut oak. finished fumed or early English, good cupboard and drawer space, and long beveled mirror. Regular \$23.75. Friday bargain . . . . . . . . . . . . . . . . \$18.40 Dining Tables, in pedestal design, with round top, made of selected

quartered oak, finished rich golden or early English. Regularly \$28.00. Friday bargain . . . . . . . . . . . . \$21.80 Princess Dressers, in selected

quartered oak, also in mahogany, deep drawers, and oval beveled mirror. Regularly \$16.75. Friday bar-

Dressers, in mahogany finish, lots of drawer space and large mirror, carefully \_ constructed throughout. Regularly \$26.00. Friday bargain Mattresses, filled with seagrass centre and heavy layer of jute on top and bottom, covered with a good strong ticking. Regularly \$3.10. Friday bargain . . . . . . . . . . . . . . . . . \$2.38 Mattresses, filled with pure white

cotton, built in layers, comfortable and durable, covered with an extra good quality of art ticking, made in all standard widths. Regularly \$10.50. 

Woven Wire Bed Springs, frames made of thoroughly seasoned hard maple, with closely woven triple weave fabric. Regularly \$3.00. Friday bargain . . . . . . . . . . . . . . \$2.36

#### Five o'Clock Tea Cloths Kentia Palms Half-Price

Norway Pines, regularly \$1.00....750 Rubber Plants, regularly 75c.... 60c Japanese Air Fern, large bunches, 150 Phone direct to Dept.

#### Books and Stationery

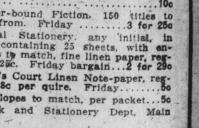
Envelopes to match, per packet ... 5c (Book and Stationery Dept, Main

> Choice Family Flour, quarter bag, 630 California Seeded Raisins, 3 pkgs. 25c Yellow Cooking Sugar .... 91/2 lbs. 50c Perfection Baking Powder, 3 fins 250 Canada Cornstarch, package ..... 70 Pure Kettle Rendered Lard, per 1b. .... ............ New Orleans Molasses, 2-1b. tin, 10c Canned Blueberries, Eagle Brand. per

Ibs. each, per lb 121/2 LBS. PURE CELONA TEA, 580 - A blend of India and Ceylon Teas, of 

Kentia Palms, good fresh stock. Reg-ularly \$1.50 each

500 Novels, by popular authors, reg-ularly 15c to-25c each. Friday bargain 10c





## White Check Dress Linen, fine sheer quality, 36 inches wide: will launder and wear well. Friday bargain, yard......25c Bleached Hemmed Sheets, in twill only, good heavy make, large size, 80x100 inches. Regularly \$2.00. Friday, pair.....\$149

**Carpets on Sale Friday** Japanese Mattings. Union Carpets, and Velvet Squares, included in the special Friday bargain list.

1,500 Yards Apron Gingham, blue and white checks, fast colors, 38 inches wide. Regularly 121/2c and 15c. Friday, yard......100

Madapollam, or Fine English Cotton, closely woven, free from dress-ing, 42 inches wide; for nightgowns, etc. Friday bargain, yard.....15c

75 Sets of Table Linen, I table cloth, 2x21/2 yards; napkins to match,

A splendid selection of this season's Mattings, in greens mixed, colored, and fancy inlaid designs. Regularly 20c, 25c, 

A few rolls of an extra quality Union Carpet, in good 

(Phone Linen Department, Second Floor.)

Seamless English Velvet Squares-A most reliable and satisfactory rug that has the appearance of a very much more expensive quality. There are Oriental, self color, and chintz designs at reduced prices:

x 0.6	10.6,	Friday\$14.95
9.0 x	12.0.	Friday 17.95
x 0.0	12.0.	Friday 20.95

This in the Lunch Room Friday, 3.00 to 5.30 p.m. Limited

Fresh Fruit Sundae and Cake. 

Hosiery Sale Values for Friday

Women's Black or Tan Cotton Hose, seamless, spliced heel, toe, and sole. Regular 20c. Hosiery Sale 

Women's Lisle Thread Hose, fancy colors in lisle, also plain black in cotton. Regular' 25c and 35c. Hosiery Sale price, Friday,. pair, 19c

Women's Plain Black Cashmere Hose, spliced heel, toe, and sole. Regular 30c. Hosiery Sale price. Friday, 19c . . . . . . . . . 3 pairs, 55c Children's Socks, lisle thread,

with fancy colored tops. Sizes 4 to 8½: Regularly 20c. Hosiery Sale price, Friday . . ..... 10c

Children's Cashmere Socks, black only, small sizes, ages 1 and 2 years. Regularly 25c. Hosiery Sale price, Boys' and Girls' Fine Ribbed Black Cotton Stockings, seamless, double spliced neel, toe, and sole, fast dye. Sizes 5, 51/2, 81/2 to 10. Hosierv Sale price, Friday . . . . . . . . . . . . 10c

Men's Fancy Colored Cotton Socks, also plain black, all sizes. Regularly 20c. Hosiery Sale price, Friday, pair, 10c ...... 3 pairs, 25c Men's Plain Black Cashmere

Socks, seamless, spliced heel, toe, and sole. Regular 25c. Hosiery Sale price, Friday, pair, 19c . . 3 pairs, 55c

Gloves

Women's Lisle Thread Gloves, wrist length, dome

fasteners. Black, white, and

colors. All sizes. Regularly

25c. Friday, pair ..... 10c

Women's Imported Glace

### Trimmed Hats, \$1.00 Hats that were marked regular-

y \$3.50, \$4.50, and some as high -Of fine Irish Linen, tailored. as \$6.00 each. We need the table Our well known "Challenge" brand; plain, tucked, or embroid-ered. Sizes 36 and 38 only. Regspace, hence we offer them as a Friday bargain at .....\$1.00

CHILDREN'S TRIMMED WHITE MILAN HATS

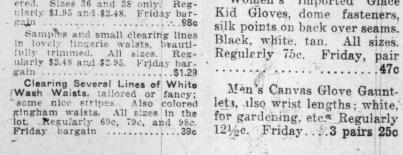
AT 50c. Of fine white Milan straw, with fancy silk frimmings. Regularly \$2.50 each. Friday bargain. .50c

TRIMMINGS.

Silk Nets, in hearly all the best colors. Regularly 50c, 60c, and 75c per yard. Friday bargain, 10c Fancy Ratine and beaded orna-

UNTRIMMED HATS AT 10c.

Two big tables of fancy straw shapes. The regular season prices 



**Umbrellas and Parasols** A Lot of Sunshades, stripes and

bargain .....

Umbrellas for Women, silk and wool taffeta tops, splendid handles, sterling silver and rolled gold mounted; silk cased. Were \$2.25, \$2.50, and \$3.00. Friday......\$1.73 The SIMPSON Company Robert SIMPSON Limited Silk Parasols-To clear Friday

Sample

Waists



#### Brass and Chinaware BRASSES AT \$2.49.

Dark finish Coal Hods with bright andles, bright and brass finish Umbrella Stands, Pedestals, Footed Jardinieres, Hanging Flower Pots, Round and Oblong Serving Trays. etc. A fine collection of hand-ham-mered brassware. All one price, 8 o'clock Friday ...... \$2.49 (See Window.)

JARDINIERES.

# English China. Tea Set-Patterns

