

THE TORONTO WORLD

J. Wood, Manager

PROBS .- Moderate winds; fair and cooler.

AUGUST 3 1911 /

EL SIMPSON : Store Opens 8 a.m.

Reliable Housefurnishings Reduced

(Fourth Floor) 250 English Tapestry Rugs, Orien-tal and floral designs. Friday: 9 ft. 0 in. by 10 ft. 6 in. 6.99

9 ft. 0 in. by 12 ft. 0 in area 7.99 10 ft, 6 in. by 12 ft. 0 in. . 9.99 5000 Yards Scotch Printed Lin-

oleum, in block, floral, Oriental, matting and tile designs. Regular 45c to 50c per yard. Friday, square yard, .39

2000 Yards Japanese Matting, well woven from selected grasses, with linen warp. Regular 25c to 30c. Friday, per bale, 5.75; per yard states .15

Japanese Mats, for verandahs. halls, bay windows and summer cottages; size 3 ft. by 6 ft. Regular 50c. Friday, each pro electricity (electricity protection) .29

Nottingham Lace Curtains, floral insertion and conventional designs; plain, point d'esprit and shadow effect centres; 3 and 3½ yards long. Regular to \$3.50. Friday, per pair totofetene fotofetetele exected entered puretetet 2.69

Sash Curtaining - 1000 yards of Sash Net, flat or frilled. Worth 25c. Friday, per yard stated bistores .15

Tapestry Curtains-Neat Tapestry Curtains, in a good range of colorings, reversible patterns, 40 inches wide, 3 yards long. Regular \$2.50. Friday, per pair 1.98

Window Shades, 29c—Oil Opaque Window Shades, white or cream, 37 inches wide, 6 feet long, spring rollers, with brackets and pull. Worth 45c. Friday (ale and a low of the state of

Wall Papers (Fifth Floor).

Borders, 9 and 18-inch. Regular 5c. For Small Rooms. Regular to 10c. Bedrooms and Sitting-rooms. Regu-Hall and Dining-room Paper. Reg-ular 50c, Friday, .24; regular 75c, Friday, (siele'elele) (siele elele) (sieleiele) Dielelele: .36



Four men were settling the fate of nations over their morning World.

"And that back page reminds me," said one, "that I made some good investments yesterday."

H. H. Fudger, Pres.

"In what?" exclaimed another. "I didn't know you went in for Furniture sales; thought you were a connoisseur."

"So I am-of money as well as other beautiful things, and I'll tell you how I collect it. Three months ago I figured out what the furniture for a certain room would cost, and it came to \$700. Yesterday at this Simpson Sale I was able to furnish that room exactly the way I wanted to for \$500."

"Well, they've got a good arrangement," put in a third. "The Simpson Store markets the July product of these good factories at prices that are making the whole town sit up."

Number Four said nothing, but resolved to investigate for himself to-morrow. Here are a few of the things he'll find that will please him: a largin a minida

40 Willow Chairs, buff color, large size, and built for comfort. Regular \$3.75. Friday 1.99 60 pieces of Reed, Rush Seat and Indian Splint Chairs and Settees. Regular \$1.90 to \$40. . Friday ... Half Price Children's Iron Cribs, durable. Regular price \$11.50.

Closes at 5.30 p.m.

August Furniture Sale, Friday bargain 5.90 Iron Bedsteads, in pure white enamel finish, with brass caps on posts, all standard sizes. Regular \$2.75. Friday 1.89 Mattresses, well filled with seagrass centre and heavy layer of jute on top and bottom, all standard sizes. Regular \$2.90. Friday 2.15 Mattresses, filled with pure white cotton, neatly tufted and covered with blue art ticking. Regular \$9.75. Fri-

day 6.65 Library Tables, in selected quarter-cut oak, mission finish, shaped legs and undershelf. Regular \$15.00. Fri-

Chair and Table Sets for Telephone, solid oak and finished mission or fumed. Regular \$8.00. Friday 4.95

Corner Wardrobe Hangers, with rail for curtain. Reg-Couch Hammocks, steel frame, with comfortable mat-Library Upholstered Suites, of two pieces, in mahogany, with covering of denim. Regular \$70.00. Fri-

Davenports, in mahogany, colonial style, deep spring seat, with covering of moire silk. Regular \$67.50. Friday presente contente tel este le servicie entre le le le contente de la contente

Couches, frames made of selected quarter-cut oak, finished golden, with upholstering of dark green art leather.

Men's Suits, Trousers, and Boys' Suits (Main Floor)

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150 Pure Wool Suits, from one manufacturer, at practically our own price; an 18-ounce twill with a beau-tiful smooth finish, fast colors, threebutton single-breasted sacques; sizes

Boys' Blazers, English flannel, club stripes, silk tape edges. Regular \$2.00 and \$2.50. Friday states and \$2.98

Boys' Sailor Suits, 21/2 to 9 years, galateas and Hollands, in neat stripes. Regular \$1.75 and \$2.00. Friday 1.29 Boys' Shirt Waists, white and striped, 6 to 15 years. Regular 75c.

Men's Hats and Caps (Main Floor)

200 Men's Straw Hats, in sailor and neglige shapes. Regular \$1.50. Friday, tores and the second protoplant are . . . 49 Men's Panama Hats, mostly large sizes, fine even weave, and well finished. Regular prices \$2.45 to \$3.50. Men's and Boys' Caps, in golf and Varsity shapes. Regular 25c to 50c. Friday state and acte adaid anti-indicate atories .19 Children's Straw Sailor Hats, balances of lines. Regular up to \$1.50. Ohildren's Summer Wear Tams and Hats, in white and fancy colors. Examples of Our Men's

Furnishings (Main Floor)

Men's and Boys' Flannelette Shirts, collar attached, pocket; sizes from 12 to 18. Regu-Men's Silk Neckwear, assorted stripes and figures, four-in-hands, Derbys, reversibles, open ends, etc. Regular 39c, 50c and 75c. Friday, each

Paint and Floor Wax

(Fifth Floor) Stove Enamel. Regular 15c per tin. Friday 2 tins for .15 Furniture and Floor Wax, I lb., 2 lb. and

Attractive China Prices

(Basement)

China Egg Cups. Friday, dozen 19 Dinner Set, 97 pieces genuine Carlsbad chinaware. Friday 13.75 100 Toilet Ewers, large sizes, good shapes. cers, Dinner, Tea and Soup Plates. Fri-

Table Tumblers. Friday 6 for .29 Sugar and Cream Set, rich and cut glassware. Regular \$3.95. Friday 2.25

Embroidered Corset Covers, Handkerchiefs and Veils

(Main Floor)

Embroidered Corset Covers, 100 Lorraine or Semi-ready Embroidered Corset Covers, floral design, embroidered on front and across back, also button-hole edge with bead-

Cambric Flouncing, 7 to 9 inches wide. Regular 18c and 20c. Friday, yard 10

Women's Irish Linen (Initial) Handkerchiefs, odd initials. Regular 20c each. Friday 3 for .25 Women's Swiss Embroidered and Lace Trimmed Handkerchiefs. Regular 15c and

20c each. Friday 3 for .25 Motor Veils, "Crystaline," the new ma-

terial, waterproof, in brown, navy, grey, sky, black and tan. Regular 50c. Friday25

Women's Neckwear, all this season's styles, in embroidered "Dutch" Collars, Jabots, Stocks, Dutch Collars with Jabots, Lace Stocks. Regular 25c, 35c to 50c. Friday .15

Exceptional Friday Bargains in Footwear

(Second Floor)

¥.	(1)	Women's Patent Oxfords and Pumps slightly mismated Demilar to co	
	(2)	Women's Tan Canvas Pumps, ankle strap style. Regular \$1.50. Friday bargain	
	(3)	Women's Gun metal Oxfords Diuchan all sizes Deal to the Dargain sector 49	81
	(4)	Women's Tan Calf Bluchen Orfonda all size for (1) 1 Thinky Dargain	COMPANDING ST
	(5)	Women's Dongola Kid Blucher Orfords all size D	
	(6)	Women's Dongola Kid Boots Plucher all ince Dent the state state state of the state	141
	(7)	Men's Lesther lined Boots Blucher heavy sale all size D	
	(8)	Boys' Black Calf Blucher Boots house cale all sizes De la star que de Briday Dargain	
•	(.9)	Men's White Duck Boots and Owfords Condense 11 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
	(10)	Children's Dongola Blucher Bosta all the D 1 The Dires. Regular \$5.00. Friday bargain 140	Startes
	(11)	Children's Dongola Blucher Boots, all sizes. Regular 79c. Friday bargain	cut
	Phor		day

Gloves and Hosiery

(Main Floor)

Infants' Fancy Top Lisle Thread Socks, in a variety of patterns, all sizes 4 to 81/2. Regular 20c to 30c. Friday .15 Boys' and Girls' 2-1 Ribbed Black Cashmere Stockings, seamless, double-spliced heel and toe. Regular 25c. Fri-Women's Long Black Lisle Thread Gloves, all sizes. Regular 35c. Friday

Belts and Combs (Main Floor)

ael	Patent and Calf Leather Belts, with gilt and gun-metal buckles, black, brown, red and green.	Regular 48c and 68c
	Embroidery Wash Belts. Regular 35c and 50c. Friday	
	Shell Back Combs. Regular 35c. Friday	.10
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Jewelry, Watches, etc.

(Main Floor)

	Nine 14k Pearl Brooches, 73 real pearls of fine quality; large sunburst design. Regular \$25.00. Friday 12:50 Women's and Men's Black Silk Ribbon Fobs, with gold-filled lockets and charms Regular \$25.00.
	Women's and Men's Black Silk Ribbon Fobs, with gold-filled lockets and charms. Regular \$1.50 to \$2.50. Friday,
eac.	5000 Jewelry Articles-Sterling Silver Links, Sterling Silver and Roman Finish Barr and D
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Set	5000 Jeweiry Articles—Sterling Silver Links, Sterling Silver and Roman Finish Bars and Brooches, Beauty Pin rs, Roman Signet Scarf Pins, Bead Edge Pattern Links with Pearl Settings. Reg. value 25c, 35c, 50c. Friday, each, 10 500 Nickel Alarm Clocks. Regular 65c. Friday
	500 Nickel Alarm Clocks. Regular 65c. Friday
	500 Nickel Alarm Clocks. Regular 65c. Friday
	1000 Domana / Gilman mladad Marana A
X .	Rogers' Silver-plated Ice Cream Forks. Regular 25c. Friday, each
	.10

Men's Leather Belts, in blacks, tans and greys. Regular 50c, 59c and 75c. Friday,

Boys' Ribbed Sweater Coats, without colar; colors all grey, grey trimmed with cardnal or royal blue and navy trimmed cardinal; sizes 26 to 32. Regular 75c. Friday,

Men's Neglige Shirts, in assorted stripes, light and dark colorings, small laundered cuff; sizes 14 to 17. Regular 50c to 75c. Fri-

Specials from the Toilet Department

Simpson's Twin Bar Castile Soap. Regular per bar 5c. Friday 7 for .25 Conde Castile Soap, in cakes. Regular 500 per dozen. Friday 1 doz. for .35 Clearing Line of Whisks, values up to Roger and Gallet's Veloute Face Powder, in white and cream only. Regular 40c. Fri-Ingram's Witch Hazel Cream, for sunburn and freckles. Regular 20c. Friday .15 Simpson's Violet Talcum Powder. Regular 15c. Friday 3 for .25 Tooth Brushes, the best French makes. Regular 20c. Friday 13. or 2 for .25 Phone direct to Toilet Department.

Floral Department (Sixth Floor)

Cypress Grass, each15. 2 for .25 Kentia Palms. Regular 40c, for29 Japanese Air Ferns. Regular 15c, for .10

Drugs (Main Floor)

Burdock and Sarsaparilla Compound, 50c bottle, Friday, .25. Blaud's Iron Pills, plain