

THE TORONTO WORLD

AUGUST 5 1912 3

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SIMPSON :

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

H. H. Fudger, President. J. Wood, Munuger

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

WHITEWEAR SharetheCakeatSimpson's in Store Corsets, etc. \$1.50 NAINSOOK NIGHTDRESSES, \$1.00. Closed ORONTO'S Slip-over style, neck and sleeves immed with fine embroidery and section, slik draw ribbons. Sizes 2 to 40 bust. Regularly \$1.50. drthday Sale price 1.00 All Day

NAINSOOK NIGHTDRESSES, 75c.

35c VESTS, 19c.

15c VESTS. 10c. Women's Vests, ribbed white cot-n, short or no sleeves. Sizes 32 to bust Regularly 15c. Birthday de price

75c APRONS, 50c.

20c KITCHEN APRONS, 2 FOR 25c.

\$2.75 BATHING SUITS, \$1.95. Women's Bathing Suits, of fine navy lustre, waist tucked and trim-med with wide white and navy em-broidery, separate bloomers. Sizes 32 to 40 bust. Regularly \$2.75. Birthday Sale price, each 1.96

\$3.00 CORSETS, \$1.75. 400 pairs D. & A. Corsets, fine white coutil, medium bust, embroid-ery and silk ribbon trim, 4 wide side steels, 6 strong elastic garters. Sizes 18 to 26. Regularly \$3.00. Birthday Sale price 1.75

\$20 to \$30 Linen Dress Lengths \$7.50

12% C PRINTED WRAPPERETTE,

15c DUCK SUTTING, 9c. Plain Colored Buck Suiting, 28 in. wide, for boys' suits. Colors, Alice, pink, sky, cream and black. Regu-lar 15c per yard. Birthday Sale price, per yard.

Dress Goods and Silks at Bargain Prices

Rich Slice from the Mantles

TUB DRESSES FOR MISSES AND SMALL WOMEN, \$3.95.

with pipings and insertion, others have large collars inlaid with plain material. Colors blue, white, pink and sev-eral mixed colors. Birthday Sale

WASH DRESSES, \$1.45.

Tailored by experts in our own fac-tory; tweeds, Venetians and serges. Coats are semi-fitting, with hand-tail-ored collars and revers; blue, black

\$7.50 VOILE SKIRTS, \$4.85.

ered; others are silk trimmed. Regular price \$7.50. Birthday Sale price 4.85 SUMMER WASH COATS, \$2.35.

cotton shantungs in natural and tan. linens and Indian head, in a variety of styles, either plain or trimmed. Birthday Sale price 2.35.

Summer Sliks, Nets, Embroidered Muslins and French Lingerie, in white, cream and stripes. Trimmed with lace or embroidery insertion and pretty novelty touches. Regular values \$15.00, \$18.00, \$22.00, \$25.00, \$27.50. Birthday Sale prices, each, \$7.50, \$9.00, \$11.00, \$12.50 and \$13.75.

3.95

and fancy mixtures. Birthday Sale price 4.95

A Large Collection of Wash Coats, including DRESSES AT HALF-PRICE.

The Store offers a complete hotel ser-

vice for those who are in town for the

day only, with its three meals daily. Rest

Room and Parcel Check Room. You are

always welcome, and make it your head-

Embroideries, Laces,

Handkerchiefs, Neckwear

Linens Offer Saving

Values

SATIN DAMASK TABLE GLOTHS,

Bleached Satin Damask, elegant designs, with rich borders all

around, beautifull quality, 2 x 21/2

yards. Regular \$2.50 and \$2.75 each. Birthday Sale price, each.

READYMADE SHEETS, \$1.00 PER

YARD.

direct from Ireland, perfect laun-dering linen, for white dresses,

coats, etc. Just 600 yards. Birth

dale Sale price, per yard25

READYMADE PILLOW CASES, 3

sizes, all seams double sewn, 42 x

33 or 45 x 33 inches. Birthday Sale

price. 3 pairs for 1.00

NAINSOOK CAMBRIC. 150 PER

YARD. 36 inches Wide, as fine as a Nain-

sook, but made with a cambric fin-

ish, soft and fine, for dainty under-

garments, 800 yards. Birthday Sale

ENGLISH STRIPE FLANNEL

ETTE. 12c PER YARD. 32 to 35 Inches Wide, heavy, fine-

ly woven flannelettes, fast color.

stripes, free from dressing. Regu-

lar 15c and 16c per yard. Birthday

PER YARD.

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price, per vard

PAIRS \$1.00.

Heavy, Strong Pillow Cases, torn

\$1.98. Warranted All Pure Linen Full

quarters.



INTEGRIT

fibre. Regular price \$3.50 each. Birthday Sale price 1.85 \$1.25 to \$2.50 Sailors, 50c. White Milan, White Java, Black Milan and Black Java Sailors, some have wide silk band. Regularly \$1.25, \$1.50,

\$2.00 and \$2.50. Birthday \$6.00 "Patricia" Hats, \$2.85. Trimmed Patricia Hats, very chic and stylish' black shapes,

in hair, Milan and fine chip, with wings or white and black combinations for trimming. Regularly \$6.00 each. Birthday Sale price 2.85

Big Reductions in Men's and Boys' Clothing

Men's Waterproofs, single texture English paramatta, plain auto style, close-fitting collar, guaranteed absolutely waterproof. Birthday Sale price

Men's High-grade Suits, that sell \$18.00 and up. The new greys, browns and blues, in fancy designs, best mohair linings and beautifully tailored, single-breasted, three-button style. Birthday Sale price ... 13.95

Men's and Boys' Hats Light-weight Soft Hats, in new slate, steel, pearl, sliver, tan, brown and fawn; samples. Regular price \$2.50. Birthday Sale price ... 1.56

Monday

Extra Fine Grade South Ameri anama Hats, small, medium arge shapes. Regularly \$7.50 to Birthday Sale price

Men's Sailor or Boater Shape Ha extra fine split braids, wide brin low crowns, deep black silk ban Regularly \$2.50, \$3.50 and \$4.0

Children's Straw Hats, dress tyles, extra fine braids, hicely trin ned. Regularly 50c, 75c and \$10 Sirthday Sale price

CHINAWARE SUGARS AND CREAMS, 100 PE PAIR,

Dainty Austrian Chine, rich floral ad gold finish. Regularly 25c per air. Birthday Sale price, per

"QUICK COOKER" PUDDING BOWLS, 25c.

40-PIECE TEA SET. \$1.49.

Best English Semi-Porcelain 97-piece Dinner Sei, open stock pattern in Bishop & Stonier's wave, pold edge line, with Greek key band, beautiful clean finish. Regulariy \$16.50 per set. Birthday Sais price.

Big Price Dip in

Hammocks

HAMMOCKS. \$1.15.

JOINTED DOLLS. 98c.

PAT-A-CAKE, PAT-A-CAKE DOLLS, 25c.

\$3.00 CARVERS, \$1.89.

300 Sets Carvers, some in plush-lined leatherete cases, three-piece sets, staghorn handles, best crown Sheffield make. Worth \$3.00 per set. Birthday Sale price, per set L39

Electric Fixtures

\$30.00 FIXTURES, \$22.50.

6 only Dining Room or Parlor Fix-tures, in brushed brass, with heavy cast enrichments, with shades Regularly \$80.00. Birthday Sale price 22.60

BLACK SUITINGS. 48c. .000 yards of Fashionable Black

English Prints, Muslins, Repps and American Percales, Waists are trimmed

- Clever One-Piece Wash Dresses, for women and misses. Also a lot of mussed dresses. Waists are trimof mussed dresses. Waists are trim-med with pipings and lace insertions. Dutch necks and three-quarter sleeves. Skirts joined to waist with pipings and trimmed to match; blue, pink, white and a variety of other colors. Birthday Sale price... 1.45 CLEARANCE OF SUITS, \$4.95.

Skirts of All-wool Volle, suitable for misses and women. Some are handsomely embroid-



GENCE.

Integrity

EARLY fourscore years ago (in 1834), the population

This store follows the celebration of the Civic birthday

being nine thousand, Toronto was made a city.

TORONTO'S BIRTHDAY SALE

Intelligence

three big I's that we've got right in the forefront of our city's

great group of specials for Tuesday's business. They had to

The three big words in our city's motto, beginning with three

"Get Big Eyes" if you will, but let us not fail to keep these

INDUSTRY on the part of our buyers has got together a

INTELLIGENCE in selection has secured just the goods

with a civic bargain day, and we call it

big capital I's, are three winners:

Industry

mustle in hot weather to do it.

Millinery Must Go \$3.50 Ostrich Feather Bands \$1.85

long, in white or black, 6-inch

\$1.25 BLACK BROADCLOTH. 94e.

Riack Breadcloth, guaranteed all pure wool, thoroughly shrunk and unspottable, rich Sedan finish, cor-rect weight for early fall, 50 inches wide. Regularly \$1.25 per yard. Birthday Sale price, per yard. SSe WEST OF ENGLAND SERGES.

West of England Serges, blue," \$1.75 BLACK DUCHESSE SATIN, \$1.33.

\$1.33. Rich Black Mousseline Duchesse Satin, for dresses or suits, a beauti-ful firm weave, with soft charmense finish. This satin is the season's most popular fabric; every yard is guaranteed to give good wear, and is perfect in dye and finish; 40 in. wide. Our regular selling price \$1.75. Birthday Sale price, per yard 1.83

\$1.25 DUCHESSE PAILLETTE, 94c.

\$1.34 MOUSSELINE DUCHESSE 94c

Big Bargains in Fine Blouses \$2.05 TO \$5.00 VOILE WAISTS \$1.89.

Volle and Marguisette Waists, all of the finest quality, and up-to-the minute in style. All sizes to 42 bust measure, Regular values \$3.95. \$4.50 and \$5.00 Birthday Sale price. each 1.89

Good Stout Full Bleached Sheets, made from plain English sheetings, about $2 \times 2\frac{1}{2}$ yards, for \$2.45 TO \$3.95 LINEN WAISTS \$1.48. double beds, standard hems. will give excellent wear. Birthday Sale price, per pair..... 1.00 WHITE DRESS LINENS, 250 PER 36 Inches Wide, all pure linen.

\$2.95 AND \$3.95 LINGERIE WAISTS, \$1.48,

WAISTS. \$1.48. Lovely Lingerie Waists, in fine lawn and mull, all exquisitely em-broidered and lace trimmed. Sizes to 42 bust. Regularly \$2.95 and \$8.95. Birthday Sale price, each 1.48

Save Money on House Dresses

CHAMBRAY HOUSE DRESS, \$1.25. A Serviceable House Dress, \$1.25. plain colored chambray, navy, Star or sky: waist has Gibson pleat to shoulder and centre box pleat trim-med with buttons; detachable collar of embroidered muslin: five-gored skirt. Sizes 34 to 44. Birthday Sale price, each. 1.25

AMERICAN PERCALE HOUSE DRESS, Spc. House Dress or Maid's Dress, of

3

House Dress or Maid's Dress, fine American printed percale, blue or grey with white stripe, three-quarter sleeves, high turn-over col-lar, fitted skipt. Waist is made with pleat to shoulder and centre box pleat trimmed with pearl hut-tons. Sizes 34 to 44. Birthday Saio BLEACHED TABLE DAMASK. 390 64 Inches Wide, made in Ireland, assorted patterns, will give every satisfaction' in washing and wearing, 500 yards. Birthday Sale price,

you want right now, and some that are good enough to buy in advance for Fall needs.

INTEGRITY, the truth and nothing but the truth, characterizes the news we tell about the goods described on this page. Read every word of it.

Parlor, Hall and Dining-Room Papers, in metallics, silkettes, soir ettes, plain figured paper in cham-35c WALL PAPER, 14c.

Wall Papers

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progress.

Imported Papers, in plain over-patterns, stripes, foliage and tapes-try, in green, blue, red, grey, brown, buff, for parlors, living-rooms tan, dining rooms and dens Regularly 35c per roll. Birthday Sale price 25c WALL PAPER, 11c.

Sitting-Room and Bedroom Pa perty in light, medium and dark grounds, with yellow, blues, greens, reds, tans, pinks, and creams. Regularly 25c per roll. Birthday Sale price, per roll11

\$1.25 AND \$1.50 JAPANESE LEATHERS, 79c. Japanese Leathers, in old metal lic effects; one yard wide, rict greens, browns, reds, for halls, dados and dining-rooms. Regularly \$1.25 and \$1.50 per yard. Birthday ROOM MOULDINGS, 10 PER

FOOT. White enamel and imitation oak wall picture mouldings. Birthday CHAIR RAIL, 2c PER FOOT. Imitation oak, 2 in. wide. Birthday Sale price, per ft. 2.

Serbiay Sale price, each. 15.95 Seamless English Velvet Squares, andsome tan and red Orientals, green and tan chintz, self green. c. Sizes: Size 9.0 x 10.6, Birtuday Sale 16.65

Size 9.0 x 12.0, Birthday Sale size 10.6 x 12.0, Birthday Sale 18.25 Size, 10.6 x 12.0, Birthday Sale 19.75

Robert 2

Furniture Sale **Exceptional Values** \$24.75 BRASS BEDSTEADS, \$18.90. In combination satin and bright finishes, in full size. Desirable in every feature of construction, style and finish. Regularly \$24.75. Birth-

day Sale price 18.90 \$3.75 BED SPRINGS, \$3.10. Iron Frame Woven Wire. Sides of steel tubing, with ends of steel an gle reinforced closely woven steel wire attached to frame with vermin-

proof metal binding. Regularly \$3.75. Birthday Sale price ... 3.10 \$42.00 DRESSERS, \$30.90. Built on straight lines, of select

quarter-cut oak or mahogany. Heavy plate mirror and lots of drawer space. Regularly \$42.00. Birthday Sale price \$13.50 DRESSERS, \$9.90.

Thoroughly seasoned hardwood of mission style and finish. Deep drawers and bevel plate mirror. Regularly \$13.50. Birthday Sale price 9.90 \$10.00 DRESSERS AND WASH-STANDS, \$7.45.

Solid hardwood, in quartered oak finish, dresser has three long deep drawers with brass pulls, and hey elled mirror. Washstand is of good size. Regularly \$10.00. Birthday Sale price 7.45 \$25.50 DINING CHAIRS, \$19.70.

Frames of selected quarter-cut oak, rich golden finish, seats of genuine leather, five side and one arm chair. Regularly \$25.50. Birthday

Of hardwood with quartered oak finish. Good display space for

china, good cupboard space, long linen drawer, short cutlery drawer and bevelled plate mirror. Regu-larly \$19.90. Birthday Sale price \$48.50 DRESSERS. \$35.90.

Mahogany, highly polished, good design and high-grade workmanship throughout. Regularly \$48.50. Birthday Sale price 35.90 \$18.90 BRASS BEDSTEADS. \$14.60. With heavy continuous posts and in full size. Filling evenly distributed, bright finish. Regularly \$18.90. Birthday Sale price 14.60

\$9.75 MATTRESSES, \$7.40. "Sleepwell" Mattresses, filled

with pure white cotton felt, covered with blue art ticking. - Regularly \$9.75. Birthday Sale price 7.40

DOZEN. Decorated Meat, Soup and Break-fast Plates. Birthday Sale price, per Blue Serge Russian Suits for Boys, made from dependable English cloths. 75e AND \$1.00 MEAT CLATTERS, For value and style unsurpassed.

Strong Values in Boots and Shoes

\$5.00 WOMEN'S BUTTON BOOTS, \$2.35.

Beautifully Finished Highest Grade American Button Boots, in tan Russia calf, dull kid, patent colt, gun metal, vici kid and black suede leathers; high, medium and low heels. Sizes 2½ to 8, in A. B. C. D and E widths. Regularly \$5.00. Birthday Sale price, per pair

\$2.50 TO \$4 SHOES, \$1.85.

Over Two Thousand Pairs of "Cleo," "Relindo," Boston Favorite" and "Invictus" Oxfords, ties, colonial, ankle strap and plain pumps, new

\$3.50 TO \$5.00 MEN'S BOOTS, \$2.25.

3,200 Pairs Men's "Invictus," "McCready," "Derby," "Hartt" and "Ames-Holden" Boots and Oxfords, in button and Blucher styles. They are made in tan calf, patent colt, gun metal, dongola kid and box calf leathers, with single or double Goodyear welted oak soles and high or low heels. Sizes 5 to 11 in the lot. The regular prices of these standard branded boots throughout Canada are \$3.50, \$4.00, \$4.50 and \$5.00. Birthday Sale price, per pair 2.25

\$1.50 AND \$1.75 CHILDREN'S SHOES, 85c.

200 Pairs Beautiful Imported Shoes, made by Mrs. A. R. King, of Boston. in tan calf, vici kid and patent colt leathers, button styles,

Exceptional Values in Splendid Housefurnishings

\$1.50 AND \$1.75 TAPESTRY COVERINGS. \$1.18.

\$1.00 ENGLISH CRETONNES, 59c PER YARD.

BORDERED CURTAINS, HALF-PRICE.

Sharen 1 - and \$15.00 TENTS. \$10.98.

A well-made Wall Tent. 8 oz. duck. size 12 ft. x 10 ft., with a 3-ft. wall, complete with poles and pegs. Regularly \$15. Birthday Sale price 10.95 \$1.00 LACE CURTAINS, 78c.

Nottingham Lace Curtains, 314 yards long, full width, beautiful floral borders, on a heavy, serviceable net. Regularly \$1. Birthday Sale price .78?

\$4.00 AND \$4.50 CURTAINS. \$8.55.

\$3.50 BEDROOM BOXES, \$2.19.

83.50 REDROOM BUXES, 54.10. Pretty. Serviceable, Well-made Bedroom Box Seats. 36 inches long. 18 inches wide. 16 inches high, lined with upholstered top, complete with hinges, castors, a variety of colors and designs. Regularly \$3.50. Birth-hinges, castors, a variety of colors and designs. Regularly \$3.50. Sirthday Sale price

Breakfast Ready at 8 a.m. Prices ranging from 15c to 50c.

per 1b. Ogilvie's Royal Household Flour, bag Finest Creamery Butter, per 1b. pail Dalton's Lemonade Syrup, 3 bottle for Fancy Japan Rice, 3 lbs. Parowax, for sealing fruit, lb.

5 LBS. PURE CELONA TEA, \$1.15. 1,000 lbs. Pure Celona Tea, of uni-form quality and fine flavor, black or mixed, Tuesday, 5 lbs. 1.15





7-PHECE OUTFIT, \$18.45. Tectric Light Outfit of seven leces, shades included. Birthay is included. 18.45 \$5.50 CEILING CLUSTER, \$3.89.

25 Ceiling Clusters of three lights, in brushed brass or rich glit, with shades or frosted ball lamps. Regu-larly, \$5.50. Birthday Sale price 2.59 TUNGSTEN LAMPS, 55c.

500 Tungsten Lamps, of high-class make, 60 waits or about 48 candle-power, use one-third the current of carbon lamps. Birthday Sale price,