

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 80 lines to Central.

SIMPSON

WHITEWEAR Corsets, etc.

Slip-over style, neck and sleeves trimmed with fine embroidery and insertion, with draw ribbons, sizes 32 to 40 bust. Regularly \$1.50. Birthday Sale price, each .90

Women's Vests, white ribbed cotton, short or no sleeves. Sizes 32 to 40 bust. Regularly 75c. Birthday Sale price, each .50

Women's Vests, ribbed white cotton, short or no sleeves. Sizes 32 to 38 bust. Regularly 15c. Birthday Sale price, each .10

Women's Bathing Suits, of fine navy lustre, waist tucked and trimmed with wide white and navy embroidery, separate bloomers. Sizes 32 to 40 bust. Regularly \$3.00. Birthday Sale price, each 1.95

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Share the Cake at Simpson's in TORONTO'S



A Rich Slice from the Mantles

TUB DRESSES FOR MISSES AND SMALL WOMEN, \$3.95. English Prints, Muslins, Reppes and American Percales. Waists are trimmed with pipings and insertions. Others have large collars inlaid with plain material. Colors blue, white, pink and several mixed colors. Birthday Sale price, each 3.95

WASH DRESSES, \$1.45. Clever One-Piece Wash Dresses, for women and misses. Also a lot of muslin dresses. Waists are trimmed 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, each 1.45

CLEARANCE OF SUITS, \$4.95. Tailored by experts in our own factory; tweeds, Venetians and serges. Coats are semi-fitting, with hand-tailored collars and revers; blue, black and fancy mixtures. Birthday Sale price, each 4.95

\$7.50 VOILE SKIRTS, \$4.85. Skirts of All-wool Voile, suitable for misses and women. Some are handsomely embroidered, others are silk trimmed. Regular price \$7.50. Birthday Sale price, each 4.85

SUMMER WASH COATS, \$2.35. A Large Collection of Wash Coats, including cotton shantungs in natural and tan, limes and Indian head, in a variety of styles, either plain or trimmed. Birthday Sale price, each 2.35

DRESSES AT HALF-PRICE. Summer Silks, 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.

The Store offers a complete hotel service 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 headquarters.

Embroideries, Laces, Handkerchiefs, Neckwear

44-inch Swiss Flouncings, the best embroidery bargain of the season, our finest patterns. Regularly \$2c per yard. Birthday Sale price, each 1c

Rich Black Mousseline Duchesse Satin, for dresses or suits, a beautiful firm weave with elegant finish. This satin in the season's most popular pattern, 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 .95

Rich Black Duchesse Gallette, an elegant silk with a more subdued finish than a mousseline. Regularly \$1.25 per yard. Birthday Sale price, per yard .75

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NEARLY fourscore years ago (in 1834), the population being nine thousand, Toronto was made a city. This store follows the celebration of the Civic birthday with a civic bargain day, and we call it

TORONTO'S BIRTHDAY SALE

The three big words in our city's motto, beginning with three big capital I's, are three winners:

Industry Intelligence Integrity

"Get Big Eyes" if you will, but let us not fail to keep these three big I's that we've got right in the forefront of our city's progress.

INDUSTRY on the part of our buyers has got together a great group of specials for Tuesday's business. They had to hustle in hot weather to do it.

INTELLIGENCE in selection has secured just the goods 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.

Many happy returns of the day to Toronto and her citizens.

Furniture Sale

Exceptional Values \$24.75 BRASS BEDSTEADS, \$18.90. In combination satin and bright brass, in full size. Desirable in every feature of construction, style and finish. Regularly \$24.75. Birthday Sale price, each 18.90

\$37.75 BED SPRINGS, \$31.00. Iron Frame Woven Wire. Sides of steel tubing, with ends of steel angle reinforced closely woven steel wire attached to frame with vermin-proof metal binding. Regularly \$37.75. Birthday Sale price, each 31.00

\$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, each 30.90

\$13.50 DRESSERS, \$9.90. Thoroughly seasoned hardwood, of mission style and finish. Deep drawers with brass pulls, and bevelled mirror. Washstand is of good size. Regularly \$13.50. Birthday Sale price, each 9.90

\$10.00 DRESSERS AND WASHSTANDS, \$7.45. Solid hardwood, in quartered oak finish, dresser has three long deep drawers with brass pulls, and bevelled mirror. Washstand is of good size. Regularly \$10.00. Birthday Sale price, each 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 Sale price, each 19.70

\$19.90 BUFFETS, \$14.65. Of hardwood with quartered oak finish. Good display space for china, good cupboard space, long lined drawer, short cutlery drawer and bevelled plate mirror. Regularly \$19.90. Birthday Sale price, each 14.65

\$48.50 DRESSERS, \$35.90. Mahogany, highly polished, of good design and high-grade workmanship throughout. Regularly \$48.50. Birthday Sale price, each 35.90

\$18.90 BRASS BEDSTEADS, \$14.60. With heavy continuous posts and in full size. Filling evenly distributed. Regularly \$18.90. Birthday Sale price, each 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, each 7.40

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Millinery Must Go

\$3.50 Ostrich Feather Bands \$1.85. Ostrich Feather Bands, 36 in. long, in white or black, 6-inch fibre. Regular price \$3.50 each. Birthday Sale price, each 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 Sale price, each .50

\$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, each 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, each 7.95

Men's High-grade Suits, that sell at \$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, each 13.95

Blue Serge Russian Suits for Boys, made from dependable English cloths. For value and style unsurpassed. Birthday Sale price, each 3.75

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, cow, metal, vic kid and black suede leathers; high, medium and low heels. Sizes 2 1/2 to 8, in A, B, C, D and E widths. Regularly \$5.00. Birthday Sale price, per pair 2.35

Over Two Thousand Pairs of "Cleo," "Rebello," "Boston Favorite" and "Invictus" Oxfords, ties, colonial, ankle strap and plain pumps, new popular styles. "Queen Quality" samples, in black satin, velvet, suede, leather, patent pony, vic kid, and tan Russia calf. Beautifully finished shoes of the latest design, sizes 2 to 8, A, B, C, D and E widths. Regularly \$2.50, \$3, \$3.50 and \$4. Birthday Sale price, each 1.55

\$3.50 to \$4.50 MEN'S BOOTS, \$2.25. "Amee-Holden" Boots and Oxfords, in button and Blucher styles. They are made in tan calf, patent, cow, gun metal, dogonia, kid and box calf leathers, with single or double Goodyear welted oak soles and high or low heels. Sizes 6 to 11 in the lot. The regular prices of these standard brands 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, vic kid and patent cow leathers, button styles, "Kant Slip" hand-turned soles, very dainty shoes of exclusive styles. Sizes 2 to 7. Regularly \$1.50 and \$1.75. Birthday Sale price, per pair .85

Exceptional Values in Splendid Housefurnishings

\$1.50 and \$1.75 TAPESTRY COVERINGS, \$1.15. English, French and Belgian Furniture Tapestries, in verdure and Oriental patterns and a wide range of colorings. Regularly \$1.50 and \$1.75. Birthday Sale price, per yard 1.15

\$1.00 ENGLISH CRETONES, 50c PER YARD. Bordered and All-over Patterns in English Chintzes and Cretones, for overcurtains, slip-covers, cushions, etc. Regularly \$1.00 per yard. Birthday Sale price, per yard .50

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Store Closed All Day Monday

Men's and Boys' Hats

Light-weight Soft Hats, in navy slate, steel, pearl, silver, tan, brown and fawn; samples. Regularly \$1.50 to \$2.50. Birthday Sale price, each 1.00

Extra Fine Grade South American Panama Hats, small, medium and large shapes. Regularly \$7.50 to \$10.00. Birthday Sale price, each 4.50

Men's Sailor or Boater Shape Hats, extra fine split brims, wide brims, bowlers, deep black silk bands. Regularly \$2.50, \$3.50 and \$4.00. Birthday Sale price, each 1.50

Lead and Water Hats, men's boys' and ladies' sizes, plain or mottled colors. Birthday Sale price, each .50

Children's Straw Hats, dressy styles, extra fine brims, wide brims, med. Regularly 50c, 75c and \$1.00. Birthday Sale price, each .30

CHINAWARE

BURGERS AND CREAMS, 10c PER PAIR. Dainty Austrian China, rich floral and blue designs. Regularly 50c per pair. Birthday Sale price, each .30

"QUICK COOKER" PUDDING BOWLS, 25c. "Grinwald Quick Cooker" has a central funnel through which the boiling water rushes, thereby cooking contents thoroughly from centre to outside. In 5 sizes, each by elegant and economical. Birthday Sale price, each .25

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