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July Clearances! Friday Bargains of Unusual Merit at Simpson's Today China Silk Lingerie at Half Price As An Instance: \$1.50 to \$20.00 Articles Today 75c to \$10.00 Women can save half the usual prices on exquisite silk crepe de chine Nightgowns, Envelope Chemises, Corset Covers, Skirts and Men's Palm Bed Jackets. This is our best stock, and the reductions in price are owing to stock-taking time being almost here. Here is the Phone orders cannot be accepted. **Beach Suits** ghtgowns, regular \$6.50 to \$20.00, today 3.25 to 10.00 velope Chemise, reg. \$5.00 to \$18.50, for 2.50 to 9.25 Today \$8.75 Electric Fans at **Reduced** Prices \$2.00, \$2.50 and \$3.00 Corsets at \$1.19 300 pairs of Women's Corsets, made of good quality coutil; medium or low bust, and long free hip styles; suitable for all figures; not all sizes in any one line, but sizes 19 to 30 in the lot. Regular \$2.00, \$2.50 and \$3.00. Friday bargain. 1.19 50 only left to clear at this price. They are for Today made in two styles-the plain three-buttoned sacque, and the pinch-back models. Splendidly Now that summer weather has tailored shoulders and fronts are reinforced with Friday Bargains in Women's Underwear 180 only, Women's Combinations, made of fine ribbed cotton and come we are going to give you a French facing of the same material. Trousers are regular outing style with five pockets, belt loop and cuff bottoms. Sizes 34 to 44. To 8.75 clear today at an opportunity to save money on the purchase of an Electric lisle thread; low neck, no and short sleeves, some with lace yokes. Fan. We have in stock all sizes, The drawers are umbrella, lace trimmed, or tight knee style. Sizes and for today we offer the fol-lowing reductions: 10-inch size, reg. \$15.50, for 12.95 About 400 Women's Corset Covers, of lovely fine nainsook, some Men's Paramatta Raincoats, 12-inch size, reg. \$17.50, for 14.45 12-inch size, reg. \$19.00, for 15.95 Today \$5.95 12-inch size, reg. \$19.50, for 16.45 12-inch size, reg. \$23.00, for 19.00 Coats of English manufacture, double texture, guaranteed 300 pairs of Women's Drawers, made in a wide umbrella style of All above are for use on 25-cycle or direct current. Women's Nightgowns, made of fine cotton, slip-over style, with 3 only, 16-inch, 60 Cycle Fans, V-shaped neck and deep yoke of dainty lace insertion. The sleeves regularly \$28.75, for 22.95 are short, finished with lace edge. Regular 85c. Friday bar-.59 **Men's Summer Trousers** Polar Cub 6-inch Fans, just **Butter Crocks** right for kitchen, pantry or bedroom, and for cooking or iron-

THE TORONTO WORLD

Women's Brassieres of fine quality cambric, hooked front style

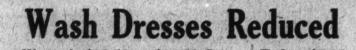


Summer Hats

At \$3.85 -Trimmed Hats, regular \$5 to \$10. Included are pure white tagels, Panamas, or fine natural leghorns; also very smart tailored lisere hats in black.

At \$1.75 —Ready - to - wear a n d Trimmed Hats, regular \$3.25, \$5.00 to \$6.50. Black Milans or black lisere sallors, with corded silk bands, trimmed leghorns or Milan tagels.

At \$1.35 -Lingerie Sailors, lace trimmed, regu'ar \$3,35 each. Made of blue coife, with white lace.



Women's \$11.50 to \$14.50 Dresses, Today, \$7.95 Hundreds of pretty Summer Frocks, in smart New York designs, including voiles and muslins, in plain or fancy shades; also many Women's Wash Suits Reduced to \$8.95

ing day. A big breeze for little

money. Each :..... 7.50

100 Women's Suits, taken from regular stock, are placed on sale today at this wonderful price. They are gabardines, beach cloth, linens and Palm Beach, in plain shades or fancy combination ef-\$19.50 Rajah Silk Suits at \$13.95

Another great special for today consists of Women's Rajah Silk Suits, in natural shade; smart styles, with novelty collars, with over-collar; pleated or flaring coat, with belt; full back 13 95

\$3.50 Men's All-wool Homespun Summer Trousers, light grey and grey with a darker stripe, cut in the latest style with side, hip and watch pocket, finished with belt loops and cuff bottoms. Sizes 32 to 44. To- 3.50

Men's Panama Hats Reduced for 7 Today to \$4.95

South American Panamas of fine even weave and clear bleach. They are the latest models, coming in fedoras with wide or medium curl brim, and recruiter shapes. Regular prices \$6.00, \$6.50 and 4.95 \$7.00. Today 4.95

Men's Straw Hats on Sale Today at 98c 312 1



FRIDAY MORNING JULY 20 1917

Thin white English semi-porce-lain, hard brilliant overglaze, ovide shape. Friday bar-gain, cup and saucer for ...8

Odd White Cups Only 5c White thin ware, ovide shape, for kitchen, camp or for kitchen, camp or summer cottage use. Friday bar. 5

Three Big Bargains in Dinnerware

Excellent grade of thin English ware, dainty blue dice and rose-bud festion border decoration, gold line handles and 12.95 edges; 87 pieces. Today

97-piece Wedgwood & Co. Set of finest quality thin English ware, pretty combination floral and conventional border decoration, gold line handles and edges, ovide or kermis shape cups. A remarkable special 13.95

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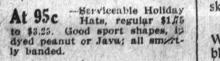
Straight side, without cover: 5 lb, size, each 10 lb, size, each Phone Your Order.

Glassware Bargains

Men's Boots and Oxfords Today \$2.69 Pair

500 pairs in all-men's black and tan calf, rubber fibre sole. recede toe, straight lace Oxfords and box kip Blucher boots. These have military heels and solid leather standard screw soles, full-fitting toe shape. Sizes 5 to 10. Bargain 2.69

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At 95c Our bette: shapes, including leghorns, regular \$2.25 to \$3.50. Natural leghorn shapes and leghorn lace flops, white Milan tagel, etc.

At 69c -Untrimmed shapes, **ALUYC** regular \$1.75 to \$3.00. New lines clearing at this price.

Big Sale Panamas

Those beautiful pencil brimmed Panamas, very smart, and have s good white finish; extra fine weave. Would sell regularly at \$2.50 and \$3.50 each. sale \$1.89 and \$2.69. Today's



150 Ribbon Bags, various com-binations of colors, black and

\$1.50 Camisoles, 98c

Made from dainty lingerie and satin ribbons in white, mauve and pink. Regular \$1.50 .98 and \$2.00 each. Today ...



Women's Pure Silk Gloves have two dome fasteners, neat stitched back and double tipped fin-Women's 16-button Length White and Black Silk Gloves, heavy weight silk, open at wrist, dome fasteners, double tipped dome fasteners, double tipped fingers. Regular \$1.25. To-.95

Hosiery

day, a pair

Women's Fibre Silk Ankle Hose, seamless finish, fine cotton top and double garter welt. 49 Unusual value today at ... 49

Women's Fine Plain Black and White Cotton Hose, seamless, close weave, nice weight. To-day, 3 pairs for 50c; one pair, 18c.

Women's "Penangle" Brand Plain Black Cotton Hose, light weight, extra close weave and seamless. Unusual value today 3 pairs for 55c; one pair, 20c. Women's Artificial Silk Ankle

Boys' and Girls' Ribbed Black Cotton Stockings, seamless and

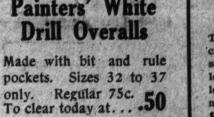
closely woven, good wearing. Sizes 6 to 9½. Unusual .19

Children's Plain White Cotton Socks, extra fine yarn, closely woven, perfectly finished. Sizes 4 to 81/2. Today, a pair. .15 skirt. Friday bargain special at Bargains in Raincoats and Cloth Coats

Wymen's Raincoats of English paramatta, in finest quality; shades cluding black or navy; all fashionable models, and every one a desirable garment, both in point of style and value. Sizes 9.95 34 to 42. Regular price was \$18.50. Today only 9.95

Men's Straw Hate, boater or sailor shapes, in sennit braid and spin straw. All the leading 1917 shapes, with medium crowns and brims.

Children's Straw Hats-A large assortment of fine straws in Rah-Rah,



Tourist and Steamer Trunks, canvas covered, heavy hardwoo slats, good hinges and brass lock; all with trays, some with leather straps; sizes 32, 34, 36 and 40 inches. Regular up to

Irunks 34.95



fancy colored heel foxings. There are Oxfords, pumps and colonials, with large and small tongues and buckles or small ornaments. Sizes 2.49

Children's White Canvas Footwear

A Complete Showing of Outing Shoes for Men and Women

Whether for city streets, for country buroughs, or for the hot sands along the lake shore, here are the season's ideal outing shoes. Styles that in addition to providing rare summer foot comfort also lend appropriate summery appearance. We can show you all the authoritative styles, and it is with pride this season that we point to the superior pricings of our outing shoes. Come in today while the stock is yet complete.

Men's All White Canvas Boots, with Goodyear weit rubber soles, sizes 6 to 11. ber soles; sizes 6 to 11. 2.95 \$1.15; sizes 1 to 5, \$1.00. Women's All White Can-Men's All White Canvas Men's Black Canvas vas Boots, rubber soles. Oxfords, with Goodyear Boots, corrugated rubber Sizes 21/2 to 7,...... 2.50 rubber soles, sizes 6 to soles; sizes 6 to 11, \$1.00; Women's All White Can-Men's All White Canvas Men's Black Canvas Ox-

Boots, corrugated rubber soles; sizes 6 to 11. \$1.25; sizes 1 to 5, \$1.15; sizes 11 to 13, \$1.00. Men's Black Canvas Ox-fords, corrugated rubber soles; sizes 6 to 11. 90c; sizes 1 to 5, \$0c; sizes 11 to 13, 70c.

Leader Polish Mops, for clean-ing and polishing hardwood floors, linoleum, oilcloth, etc. Complete with handle. To- .33 day

Enamel Dish Pans, 14-quart size, high grade grey ena-melware, roll edge. Today .59

White Enamel Preserving Ketties, a very superior quality of pure white enamel; 6 and .69

Silverbrite Silver Polish, a highgrade silver polish; 8-oz. jar, to-day, 19c; 16-oz. jar, today, 35c.

Girls' Wash Dresses 95c

No Phone or C.O.D. Orders for

200 Dresses, made of high-grade plaid and striped ginghams and plain linens; some with coatee effect; others in straight line, with collar and cuffs and belt of white pique and chambray in contrasting colors. Sizes 6 to 14 years. Excellent \$1.50, \$2.00 and \$2.25 values at .95



Eing George. Church at F Ball at Mason after goat. If Thursday I'll p men and your to stone and your instantly. Cold figuring. That

Jimmy Somm Cable King G Alderman Ball loyalty and R. ported. Have tar tonight to morning. Hom