MONDAY MORNING

#### THE TORONTO WORLD JULY . 12 1915 The Robert Simpson Company, Limited OUR PRE-INVENTORY SALES TODAY, THE GLORIOUS 12th Men's Straw **Boater Hats** Breakfast. The old fashioned 12th of July demonstrations are now making way for a Luncheon and High, full crown, 2-inch brim, sennit Afternoon Tea spirit of tolerance and mutual help. Today is celebrated here at the Simpson or coarse braid. and other refresh-Regular \$1.50. Monstore as a day of Pre-Inventory Sales at which the buying chances surpass those of ments, are served VACATION HATS. daily in the Palm In fine felt, colors any other time of the year. Room and the Lunch brown, cargray, Room. Cooking dinal, white and tan; Made-to-Measure Suits for Men \$18.95, instead of \$25.00 to \$34.00 wide or medium and service of the brims; men's, boys' best - the rooms and ladies' sizes. cool and quiet. Two days-Monday and Tuesday-have been allotted to the clearing out of the summer suit lengths of our custom tailoring department. Monday is, of course, the best day for selecting the materials, for every order reduces the choice by one. The variety is almost as great as the possible **Tapestry Rugs at \$7.95** number of suits. All light-weight imported tweeds and worsteds, in various shades of gray, brown and fancy These Imported Tapestry Rugs come in one design, a good ground Oriental, suitable for dining rooms, living rooms or dens: Size 9.0 x 10.6. Regular \$9.75. Monday Size 9.0 x 12.0. Regular \$11.25. Monday \$48.00 Wilton Rugs for \$37.50—18 only, exceptionally fine quality, a good range of designs and colors, one size only, 9.0 x 12.0. Regu \$48.00. Monday 1000 Yards of New Linoleum at 36c Square Yard—Standard qual linoleum, in tile, floral, block and hardwood effects, 2 yards wide of Monday, square yard mixtures; light Canadian homespuns, tropical weight worsteds, and hand-made Irish tweeds, in black and white; also a plain gray West of Fngland pick-and-pick; light weight; in medium and light shades; a material particularly agreeable for summer wear. These Suits Will Be Cut and Tailored to Your Own Measurements and Instructions by expert workmen, in two-piece Norfolk or three-piece single or double-breasted sacque style; fit will be guaranteed. Come on Monday or Tuesday. Make your selection, and we will tailor a suit which would cost you in the regular way from \$25.00 to \$34.00. Monday and Tuesday ..... 18.95 Monday, square yard ..... An Frank with the state of the state of the **Electric Fixtures Under Half Price** Tons and Tons of Wool Substantial Savings for Men 100 ONLY, THREE-LIGHT CEILING PAN FIXTURES. 12-inch pan, close to ceiling, with three chains supporting one light on each; finished in brush brass, suitable for parlor, living-room or den; fancy glassware in white or amber. Regular \$4.50. Monday ....., 219 in Buying Furnishings and Silk Monday go to the making of the wonderful display of summer **Clover Leaf Dinnerware** dress and suiting fabrics we invite you to select from. 9c Cups and Saucers for 7c; 9c Dinner Plates for 8c; 8c Soup Plates for 7c; 7c Tea Plates for 6c; 6c Bread and Butter Plates for 5c; 5c Fruit Saucers for 3c; 6c Oatmeal Dishes for 4c; 30c Meat Platters for 23c; 49c Meat Platters for 35c; 20c Jugs for 15c; 25c Jugs for 19c; 75c Covered Vegetable Dishes for 69c; 35c Sugar Bowls for 23c; 15c Slop Bowls for 12c; 10c Slop Bowls for 8c; 20c Slop Bowls for 15c. Men's Shirts, with ordinary neckband, For your convenience we narrow your attention to separate, attached or reversible collar; single these special-priced lines Monday: and double cuffs; the materials are fancy BEAUTIFUL CREAM COATINGS AND SUITINGS. striped cambrics; black and white or blue and In soft, lofty finish; ripple, curl and Whitney coatwhite hairlines; plain color soisettes, and mer-Boys' Clover Leaf Cups, 5c Each—Good quality English porcelain, popular gold clover leaf decoration. Regularly 90c dozen. Monday, each ..... 5 Odd Toiletware—New shipment best pink, blue, green and gold fioral decorations; large jugs, Monday, 69c; basins, Monday, 69c; chambers, cerized twills; all sizes from 14 to 17. Regular ings, polo and golf coatings, and a big variety of checks prices \$1.25 and \$1.50. Monday, each ..... 1.00 and black and white striped effects. Shirts Chinchilla Special for Monday-54 inches wide, in Monday, 49c. White Toiletware-Jugs, regularly 49c and 59c, Monday, 39c; basins, regularly 49c and 59c, Monday, 39c; chambers, regularly 49c, Mon-day, 34c. lambs' curl and nap weaves; creams only. Regular 39c to 75c Boys' Shirts for \$1.50. Monday, per yard ... ... 1.25 25c-Odd and broken ranges of Boys' Shirts, collar-at-Cream Suiting Special, 65c - Including English ODD LINES DINNERWARE. Decorated Dinner, Soup, Tea and Bread and Butter Plates-Regular 7c, 8c, 9c and 10c each, Monday, 5c; 75c Covered Vegetable Dishes, 49c; 15c Gravy Boats, each, 5c; 10c Slop Bowls, each, 5c; 10c Salad Bowls, each, 5c; 29c Meat Platters, each, 19c; 39c Meat Platters, each, 23c. 49c Teapots, Monday, 23c-Gibson's Famous Decorated Teapots, 4, 5 and 6 cup sizes. Monday, each 23c. \$8.95 Dinner Set, \$5.95 - 50 only, Complete Dinner Sets, English porcelain, conventional green border design, 97 pieces. Monday, the ODD LINES DINNERWARE. tached outing shirts, neglige worsted serges, with dainty hairline in black. Regular shirts, with laundered cuffs. Japanese etc.; all sizes in the lot from 12 to 14. Regular prices 39c, Matting at 17c 50c and 75c. Monday, each 25 checks. Monday, per yard ..... .49 All this season's goods.

Go at a clearing price on Monday. We did not expect this lot until after stock-taking, and wish to clear it out before stock-taking arrives. Regular \$1.33. 

MORE "BONNET'S" FLEUR DE NICE DRESS

SATINS.

Colored Messalines and Duchesse Paillettes-Wide color ranges with ivory and black. Regular \$1,19 to \$1.25. Mon-

SPECIALS IN WANTED WASH GOODS. 27-inch Plain Silk and Cotton Ripplette Crepe, for waists, dresses and nightwear, all the best shades. Regularly 65c. 29

32-inch Plain White Krinkle Crepe-Regularly 18c. Mondav

40-inch All-White Voiles-A sheer quality. Regularly 25c. Monday ....

36-inch Palm Beach Suiting-A most popular fabric in sand and white, at

27-inch Reps and Poplins, All Shades-Regularly 29c and 35c. Monday

27-inch Embroidered Crepes, on white grounds. Regularly 35c and 39c. Monday

### Great Mill Clearing of Bleached Longcloth

2500 Yards in All of This Bleached Longcloth-36 inches wide; strong, even thread; closely woven; by taking the lot we are able to offer our customers a cloth that usually sells for 15c yard. Monday, yard, for

121/2c All-Linen Crash Towelling, 10c - 17 inches wide; strong, even thread, and all linen; nothing more suitable for hand and roller towels. Regular 12½c yard. Clearing Monday, yard

### For Your Health--ANew Refrigerator

Refrigerators, outside cases made of thoroughly seasoned, kiln dried hardwood, golden finish, plain raised panels and swinging base, bronze lever locks and hinges, self-retaining eastors, cleanable flues, removable provision shelves and strong ice rack.

inches, depth 1814 inches, white enamel lined. Special, Mon

inches, depth 1914 inches, white enamel lined. Special, Mc

day Refrigerator-Hardwood, height 45½ inches, width 32½ inches, depth 20¼ inches, galvanized lined. Special, Mon-

## BUY HOSIERY MONDAY Women's Silk Hose, sand, gray, silver, Copenhagen, beige, tan, black and white; white, gold, cadet and tango; extra fine

to 10. Monday, 3 pairs .55, pair ... .19 Boys' and Girls' Fine Ribbed Black and White Cotton Stockings, fast dye, sizes 6 

Serving Trays

\$1.39

Trays, in mahogany and

walnut finish, 17 inches

long and 11 inches wide,

with glass base and han-

dles; a tray large enough

to hold a four-piece tea

36 Only, Serving

## Half Price Boots for Men and Women In the marvelous range of good footwear selected for Monday's selling, you are sure to find some to your

and extra good value.

Greens, blues,

Monday selling,

reds and browns.

17c yard.

liking and in your size, and thereby save enough to buy a second pair if you want them. Come early for fullest choice. Extra sales force at 8.30 a.m.

#### HALF PRICE FOR MEN'S BOOTS.

1200 Pairs, Button Boots, Lace Boots and Blucher Boots, patent colt, dull black calf, vici kid and tan calf, Goodyear welt soles, dull calf and cloth tops; styles for young and older men; sizes 6 to 11. Regular \$5.00. No mail orders. Monday ..... 2.50

WOMEN'S BOOTS AND LOW CUTS AT HALF.

# 600 Pairs Boots, 800 Pairs Low Shoes, Button and Lace Boots and Oxfords, Pumps, Colonials, Strap Slip-

pers, patents, dull and polish black leathers; latest colored cloths and leather uppers; Spanish, Cuban, military and French heels; 1915 American footwear; sizes 21/2 to 7; widths A to E in the lot. Regular \$4.50. No mail orders. Monday ...... 2.25

### HALF-PRICE FOR CHILDREN'S BOOTS.

Over 400 pairs; button style, patent, dull calf and tan leathers; hand-turned and McKay soles; no, 

#### A NEWS BULLETIN.

For Ladies, "The Innocent," a beautiful pure white calf Oxford, side lace style; new pointed toecap; leather Louis heel; widths A to C. Regular sizes. Price ...... 4.00

### BOYS' \$1.50 OXFORDS FOR 80c.

About 300 Pairs, Handy Andy Low Shoes, strong tan lotus calf uppers; double lock-stitched soles; sizes 

FOR WOMEN WHO WEAR A SMALL SIZE SHOE, AT 8.30 A.M., MONDAY, 79c.

400 Pairs Pumps, Oxfords and Colonials, made of fine tan Russia calf and willow calf leathers; Good-

A Large Shipment of "Djer

Kiss" Toilet Goods

### Framed Mirrors

25 Only, Gilt-Framed Mirrors, oval and square, richly ornamented with gold-burnished tips; size 18x40. Mon-

English and

American

Chintz

English Washing Chintz at 33c Yard-New designs, which

for covering the furniture; yellow, blue or pink; 36 inches

andah or living-room; bright and cheerful; the designs are unusual, and printed on an excellent quality of rep; 36 inches

wide. Monday, yard .....

#### day ... ... ... 6.50 Also a Special Line of Mirrors, in golden oak frames, sizes are 5 x 7, 6 x 8 and 8 x 16; 150 to clear

Monday at .50, .75 and .98 Nich March Ballan Antonio Minister and Antonio March Balland



BOYS' BLACK RUBBER WATERPROOF, \$2.75. Will not peel off the backing. For boys of 4 to 12 years. BOYS' RUSSIAN WASH SUITS. In blue stripes or fawn chambray. Reduced from \$1.50 to ... Some of Today's Basement Specials 

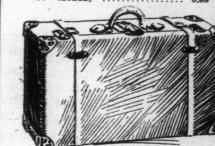
The Men's Store affords the prope

celain, conventional green border design, 97 pieces.

Ducks for Fair Days-Rain Proofs

for Wet

### Hammocks \$3.89



Leather Suit Cases \$3.95

Leather Suit Case, rivetted corners, wide outside straps, strong handle and lock, linen lined, and inside straps; one size only; 24 inches. Regular \$5.00. Monday ... **3.95** 

special value in well-made pants with cuffs and belt loops. Sizes 28 44. WHITE WASH VESTS AT \$2.25. In pique, plain weave, single-breasted cut, detachable buttons. 14. MEN'S WATERPROOFS, SPECIAL AT \$5.00. Double texture paramatts in fawn, cut long and loose. Sizes 34 to 46. EXTRA QUALITY WATERPROOFS AT \$10.00. English fawn paramatta, regian shoulder, 50-inch length. Sizes 34 to 46.

Monday, the

For Groceries

Wheen's Delight and Carbolic Per bar

Per bar Per bar Simpson's Big Bar Soap. Per bar 1 Pearline. Large package. 1845 Soap Powders, large package. Ammonia Powder. 4 packages. Mack's No-Bub. 6 packages. Old Dutch Cleanser. 3 tins. Sapolio. Per cake. Naptha Powder. Package Goldust Washing Powder. Large package

Goldust Washing Fowder. 3 packages Luz Washing Powder. 3 packages Taylor's Scap Powder. 2 packages Panshine Cleanser. 3 tins Royal Blue. 2 packages White Swan Lye. Per tin Canada White Laundry Starch. Pa

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set. Regularly \$2.00. Monday .... 1.39 The Robert Simpson Company, Limited