MONDAY MORNING

THE TORONTO WORLD

3.00

**AUGUST 4 1913** 

Clearing Sale Simpson's of Lingerie and Voile Dresses

A clearing sale of pretty dainty Summer Dresses, beautifully trimmed with new laces and insertions. New styles. Sale price Tuesday. 4.95

AN ANNIVERSARY

English Serge Suits, coat beautifully lined with grey satin, man-nishly tailored, notched collar, slash breast pocket. The new rounded long back ornamented with tiny self buttons; skirt has raised waist line and buttoned slash sides. Black and navy only. Misses' and small women's sizes. Specially priced ..... 12.50

Women's and Misses' Parisian Dresses, made from white voile and crepenesse, with touches of dainty colors, mauve, rose, blue, black and white. Waists show rounded or V-shaped yokes, in low or high effects, outlined with real Appenzell hand-embroidery; skirt hangs gracefully. Regularly \$22.50 to \$35.00. 35 dresses to clear at...... 14.95

Another shipment of Navy and Black Serge Dresses to sell at \$3.95. They have dainty lace collars, finished with silk bow tabs, fasten down the front; gored skirt. Excellent value...... 3.95

SHOWING OF NEWEST FALL COATS, PRICED FROM \$15.45 TO \$39.50.

Newly arrived from London's and New York's best makers. The very latest designs and materials. Warm, reversible blanket cloths, tweeds, cheviots, homespuns and ratines. Sizes and styles well assorted. Prices \$15.45 to \$39.50.

Separate Skirts, made from fine serge and cheviot serge, in black or navy. Several styles, all with high waist line. These are perfect fitting garments and regularly \$3.50. Tuesday ...... 1.98 (Third Fleer)

#### English and French Stylish Corsets Price Reduced **Dress Goods**

will be offered Tuesday at below to-day's actual cost of production.

3,500 yards of French San Toys, Poplins and Poplinettes, purchased from one of the best French makers of these fabrics, in a beautiful range of the very newest shades. These fine corded fabrics are very popular, and this special purchase presents to you a big saving from the regular prices. Pure wool qualities, best French dye, with a rich, permanent finish; 42 in. wide. Regular value 65c and 75c. On sale Tuesday in our Cream Goods Sec-

5,000 yards of \$1.00 West of England Sulting Serges, 52 Inches wide, priced Tuesday at 68c. One of the best serge values we have yet offered. This is a purchase of allwool serges from one of the best English makers. Goods dyed in a

Visitors to the store on Tuesday will find an exceptional moneysaving opportunity in the Corset The regular price of a beautiful D. & A. model for early fall wear will be discounted to provide an unusual attraction. Phone orders will be filled.

300 pairs Women's Corsets, a handsome D. & A. model for early fall wear, in finest white batiste, Iah wear, in finest white batiste, light weight and strong low bust, extra long hips and back, finest rustproof boning, four wide side steels, six strong garters with rub-ber hose clasps, bust draw cords, lace and ribbon trimmed; sizes 18 to 26 inches. Regularly \$2.75. Tues-flay sale price day sale price .... 1.75

50c COMBINATIONS REDUCED TO 25c.

Women's Combinations, fine ribbed white cotton, low neck, short or no sleeves, beading and ribbon finished, umbrella style, lace trim-med or tight knee drawers; sizes 32

Seventy-nine years of progress are celebrated in the great Civic Holiday, a progress that has made possible this great Store, with its marvellous stocks and surprising prices. The Store remains closed all day Monday, in honor of the holiday. Tuesday we celebrate the adding of another year to both city and Store by the Great City Sale at Simpson's. Store Closed All Day Monday.

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## The August Sale of Furniture

A Special List for Tuesday And the second 

ust Furniture Sale ..... 14.55 Brass Bedsteads. Regularly \$24.75. Aug-ust Furniture Sale \$8.00. August Furniture Sale ..... 5.30 Mattresses, in all standard widths. Regu-

\$3.45. August Furniture Sale.. 2.85 Mattresses, in all standard widths. Regu-larly \$7.75. August Furniture Sale.. 5.70 Mattresses, in all standard widths. Regu-

larly \$9.75. August Furniture Sale.. 7.40 Pillows, with down filling. Regularly \$6.85.

 Pillows, with down filling. Regularly \$6.85.

 August Furniture Sale
 4.95

 Chiffonler, in mahogany. Regularly \$86.00.

 August Furniture Sale
 69.00

 Dresser, in mahogany. Regularly \$110.00.

 August Furniture Sale
 58.00

 Dresser, in mahogany. Regularly \$120.00.

 August Furniture Sale
 58.00

 Dresser, in mahogany. Regularly \$120.00.

 August Furniture Sale
 55.00

 Bedstead, in mahogany. Regularly \$160.00.

 August Furniture Sale
 98.00

 Bedstead, in mahogany. Regularly \$160.00.

 August Furniture Sale
 98.00

 Bedstead, in mahogany. Regularly \$160.00.

 August Furniture Sale
 98.00

 Bedroom Suite of 4 pieces, in bird's-eye

 maple. Regularly \$270.00.
 August Furniture

maple. Regularly \$270.00. August Furni-ture Sale ...... 199.00

English and Domestic Axminster and Wil-

ton Carpets, in a large range of designs and

colorings, suitable for any room; some with

borders to match. Regularly \$2.00, \$1.75 and \$1.50 per yard. August Carpet Sale, per

ton Squares at half the original value. These are single rugs that cannot be repeated, and

are marked regardless of cost to clear.

Extra Heavy Saxony Wilton in fine Orien-tal designs; fawn and brown coloring; size 12 by 9 feet. Worth \$59.50. Sale price 42.50

Below we enumerate a few of them: Seamed Axminster Rug in bold Oriental designs; tan, green and blue coloring; size 12 by 9 feet. Worth \$27.50. Sale price **19.75** 

A Splendid Range of Carpet

Bargains from the August Sale

The sale stocks have been selected with a view to supplying every possible need of your home. Some of the prices will surprise you, and every one will afford a big saving. See them while the entire stock is here, for the lines will soon be broken.

INDUSTRY

NTEGRITI

Bedroom Suite, in mahogany, dresser, chif-fonier, dressing table and cheval mirror. Regularly \$1,750.00. August Furniture Sale China Cabinete, in mahogany. Regularly
\$82.00. August Furniture Sale .... 59.00
China Cabinet, in fumed oak. Regularly
\$68.00. August Furniture Sale .... 48.60
Dining Tables, in fumed oak. Regularly
\$46.00. August Furniture Sale .... 33.50
Dining Tables, in mission oak. Regularly
\$31.00. August Furniture Sale .... 24.80
Dining Tables, in mahogany. Regularly
\$72.00. August Furniture Sale .... 24.80
Dining Tables, in fumed oak. Regularly
\$72.00. August Furniture Sale .... 24.80
Dining Tables, in fumed oak. Regularly
\$32.75. August Furniture Sale .... 25.60
Serving Tables, in fumed oak. Regularly
\$12.75. August Furniture Sale .... 8.95
Complete Dining-room Suite, of 10 pieces, built of selected quartered oak, in rich fumed finish, buffet, dining table, china cabinet; serving table, 5 side chairs and one arm chair. Regularly \$201.50. August Furniture Sale

chair. Regularly \$201.50. August Furni-

ture Sale ... ... ... ... ... 149.00

in rose, blue and green centres, with elabor-ate chintz borders; suitable for reception rooms; size 10 ft. 6 in. by 9 feet. Worth

\$50.00. Sale price ..... 35.00

LINOLEUMS.

Heavy quality Floorcloth, in block, tile,

Seamless Fine Quality Axminster Rugs

City Sale Men's Clothing REGULAR \$10.00 TO \$16.00 MEN'S SAMPLE

A manufacturer's entire range of samples, which sold at wholesale from \$10.00 up to \$16.00. They are all choice patterns and honest fabrica made by one of the best men's clothing manufacturers in Canada. They consist of English and Scotch tweeds and fancy worsteds, in this season's newest colorings. Only 6 suits to a pattern; the sizes range 34 to 42. City Sale price ..... 8.95

MEN'S \$1.50 TWEED TROUSERS FOR 98c.

BOYS' \$3.50 AND \$4.00 TWO-PIECE TWEED SUITS FOR \$2.49. BOYS' WASH SUITS, REGULAR \$1.50, \$1.75, \$2.00 AND \$3.00.

Boys' High-grade Wash Suits, made from fine galatea and satars cord fabrics, in neat blue and white stripes, fancy checks, plain white and blue, and linen with pale blue collars, well made, in season's newest de-

## GRANITEWARE

For 8.30 Customers. No phone or mail orders for this 

FOR TORONTO

KITCHEN HARDWARE SECTION. For 33c a regular 40c Galvanized eing Tub or Foot Bath, Tuesday, For 53c a regular 65c Garbage Can, with bail b slip over cover. Tuesday, For 63c a regular 75c Garbage Can. Tuesday, Ba

Carbage Can. Tuesday, Basement Sale
 For S5c a regular 95c Gaivanized
 Garbage Can and cover. Tuesday, Basement Sale
 For 45c a regular 55c Gaivanized Tub.
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 For 55c a regular 75c Gaivanized Tub.
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 For 55c a regular 75c Gaivanized Tub.
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 For 75c a regular 75c Gaivanized Tub.
 Tuesday, Basement Sale
 For 75c a regular 25c Gaivanized Tub.
 Tuesday, Basement Sale
 For 75c a regular 20c Strong House
 Gaivanized Fall. Tuesday, Basement Sale

Men's Shirts lar and double cuffs, coat style, plain colors or stripe designs. These were made by the leading American manufacturers, and sell regularly at \$1.50 and \$2.00. Tues-

Thousands of garments of Men's Summer Underwear, Balbriggan, "Poros Knit," Nainsook, etc., shirts and drawers. Regularly 50c and 75c. 

## Men's Straw Hats 75c

Children's Straw Hats in very fine unbleached Canton straw, or natural color; extra good hats to wear and will not show spots or stains; best quality trimmings; in 

### 35c Cork and Oatmeal Papers 20c

These papers make good wall coverings for dining rooms, halls,

2,000 Men's Shirts, with soft col-MEN'S UNDERWEAR, 29c.

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cial range of shades, and three shades of navy and black. A tried and tested cloth, guaranteed thor oughly soap-shrunk and spot-proof; correct weight for early fall tailored suits or separate skirts; 52 in. wide. Tuesday, per yard ... .68

STERLING VALUES IN NEW AUTUMN SILKS.

Black Satin Mousseline, 36 inches wide, per yd. \$1.24. Bonnet's famed "Fleur-de-Nice" quality, in soft charmeuse finish, at an unusually low figure. Per yard ..... 1.24

Our Colored Duchesse Dress Satine, 36 inches wide, \$1.18. The best and newest of colorings. Priced as an opening season special, per yard ..... 1.18

Black Silk-Satins, decided favorites, rich in sheen, and that show to much advantage in the made sown. The choicest qualities; 38 inches wide. Yard ..... 1.33 Second Floor.

Hemmed Sheets \$1.55

#### Pair

Entra Fine Quality American Plain Bleached Sheets, free from filling, extra large size, 76 x 90. Special Tuesday, pair ..... 1.55

Heavy White Saxony Flannelette, with a pure finish, width 32 inches. Clearing Tuesday, per yard .121/2

Scotch Homespun Crash Towelling, splendid drying quality, width 24 inches. Special Tuesday, per 

500 pieces of Fancy Linen, reduced for quick selling Tuesday, in-cluding Japanese drawn work, hemstitched tea cloths, shams and scarfs. All one price Tuesday, 

White American Crochet Quilts. strongly woven, will give good wear, hemmed ends; size 78 x 88, Clearing Tuesday .... 1.83 Women's Long Lisle Thread

## Men's \$3.50 to \$5.00 Boots and Oxfords \$1.99

1,100 pairs of Men's Goodyear Welted Oxfords and Boots, in tan calf, 1,100 pairs of Men's Goouyear weited Oxfords and Boots, in tail can, patent colt, vici kid and velour calf leathers, all made on the new last, in low or high toes. Every pair guaranteed perfect and to give satisfac-tion. Sizes 5 to 11. Regularly \$3.50 to \$5.00. Tuesday ...... 1.99

#### WOMEN'S BOOTS AND OXFORDS, \$1.99.

900 pairs in button and laced styles, patent colt, vici kid, gunmetal and tan calf leathers, hand-turned Goodyear welt and fine McKay sewn soles. High, medium or low heels. Sizes 21/2 to 7 in the lot. Regularly \$2.50, \$3.00, \$3.50, \$4.00 and \$5.00. Tuesday ...... 1.99

#### CHILDREN'S BOOTS. 790.

300 pairs Blucher Style Boots, made on a wide, easy fitting last, of dongola kid leather, with patent toecaps, medium weight sewn soles and spring heels. Sizes 6 to 10½. Regularly \$1.00. Tues-

WOMEN'S \$15.00 RIDING BOOTS, \$3.95. Just seven pairs of high-top Riding Boots, in tan calf, gunmetal and patent colt leathers. Original selling price \$15.00. In gunmetal, size 6; in patent colt, sizes \$12, 314 and 4; in tan calf, sizes 214, 3 and 31/2. Tuesday's price ..... 3.95 (Second Floor)

to 42 bust measure. Regularly 50c. Women's Vests, fine ribbed white

lisle thread, low neck, no sleeves, fancy crochet yoke, beading and ribbon; sizes 32 to 40 bust. Regu-

Very Attractive Millinery

Black Tulle Hats are quite the newest, and of them we have a splendid new showing for to-morrow. Special value ..... 5.00 Our Sale of French Plumes, in

black, white or colors. Regularly \$6.00. Special Tuesday .... 4.50

White Felt Hats, in the jauntiest styles. Regularly \$2. Tuesday 1.25

All over the department the most radical clearing prices prevail. (Second Floor)

#### Long Silk Gloves 55c Black or white, 20-inch, mousque-

Women's Fine Long Lisle Thread Gloves, opened at wrist, dome fast-eners; black or white; sizes 51/2 to 71/2; 35c regularly. Tuesday. .25

Women's Wrist Length Lisle Thread Gloves, two dome fasteners, best finish, perfect fitting; black only; sizes 5½ to 8. Regularly 17c. 

Women's 16-Button Length Pure 

Gloves, dome fasteners, fine thread, elbow length; black or tan; sizes

this advantage, as well as greatly lowered prices on our great stock of drapery fabrics. All draperies to be made up without charge. Measures taken, and curtains and draperies made up and delivered without charge for workmanship.

\$2.00 English Hand-blocked Taffetas, 98c-50 inches wide, beautiful designs and colorings, for hangings, furniture and slip covers. Regular value \$2.00. August Sale price .98

\$3.50 and \$4.00 Upholstered Bedroom Boxes, \$2.49—Covered in chintz, damask or taffeta; 36 x 18 x 16 inches; lined and prettily finished. Value \$3.50 and \$4.00. August Sale price ..... 2.49 75c Window Shades, 37c-1,800 Window Shades, solid colors - green, grey, brown,

tan, cream; hand-made cloth; Hartshorn 30c Curtain Scrim, 19c yard—Ecru or white, with pretty stencilled borders, any color, floral or Oriental. August Sale .19 45c Scotch Curtain Net, 33c-Ecru, ivory

Galvanized Pall. Tuesday, Basement WOODENWARE AND HOUSE BRUSH DEPARTMENT.

HARDWARE DEPARTMENT. Garden Shears, Sheep Shear Pattern, Tuesday, Basement Sale, 45c and 65c. Garden Trowels, strong steel blade with wood handle. Tuesday, Basement Sale, 5c and 10c. Galvanized Hose Menders, ½ or %-in. Size, Tuesday, Basement Sale. Chopping Hatchets for kindling wood. Tuesday, Basement Sale. Chopping Axes, handled with cast teel heads. Tuesday, Basement Sale. 65c and \$1. Chopping Axes, boy's size. Tuesday. Basement Sale. Giass Castors, for furniture. Tuesday. Basement Sale. Giass Basternet Sale. Chopping Axes, boy's size. Chopping Axes, boy's size. Giass Castors, for furniture. 50c. Giass Basternet Sale. Chopping Basternet Sale. Chopping Axes, boy's size. Chopping Axes, boy's size. Chase Basternet Sale. Chase Basternet Sale. Chase Basternet Sale.

Glass Bodstend Castors. Tuesday, Sasement Sale, per set of four, 35c and

GAS STOVE DEPARTMENT. For \$18.50 a Gas Range with two ovens and four top burners with simmer highest possible grade, and was made to sell in the regular way at \$21.50. It is a most efficient and economical inters and for the best service. The ovens are large and spacious and easily heated. Each burner is equipped separately with an air mixer, which is any house. Burners are of the newest body is made of steel plate with cast which prevents warping. There is no more lasting service, nor better sails-third more in price. Tuesday, Basement Sale \$1.49 Tor \$1.49 a 2-burner Gas Plate, suit-able for \$1.75 suitable for \$1.75 store made y burner Gas Plate, suit-there of laundry purposes. An extra scool inc. Tuesday, Basement Sale \$1.49 Tuesday, Basement Sale 2.10 GAS STOVE DEPARTMENT.

dens and living rooms, used with a blending trim, panel or frieze. 1,000 rolls Corks and Oatmeals, 

Decorations and Panelling to suit. Per yard, 8c, 10c, 15c, 25c. Borders to blend with the Corks, 9, 18 and 21 inches wide. Prices range, yard, 5c, 10c, 15c, 25c, 50c. (Fifth Floer)

**Fine Austrian China** FANCY CHINA AT 98c EACH.

ed finish. Regular \$1.95 value, for, each 1.25 Brass Pedestals, 21 inches high. Regular \$2.98 value, for, each. 1.09 Polished Brass Hot Water Kettles, for four cups of tea. Regular 98c value, for, each 1.01 Semi-porcelain Toilet Sets, 10 large pieces, with underglaze decor-ations, in blue or green. Tuesday sale price, per set 1.00 Semi-porcelain Toilet Sets, 10 large pieces, with foral decoration, in colors. Tuesday sale price, per set 2.49

## THE GROCERY LIST

One Car Standard Granulated Sugar, 21 lbs. **\$1.00**; Choice Picnic Hams, 6 to 8 lbs. each, per lb. 17e; Lake of the Woods Five Roses Flour, ¼ bag šốc; Post Toasties, 3 packages 25e; Pure Kettle Rend-ered Lard, 3-lb. pail 54e; Choice Pink Salmon, per tin 10e; Finest Cheddar Cheese, per lb. 20e; Sovereign Brand Lime Juice, bottle 25e; Pure Gold Quick Tapioca Choccolate and Custard Powder, 3 packages 25e; Dusrr's Pure Orange Marmalade, per jar 25e; Finest Creamery Butter, per lb. 20e; 500 lbs. Fresh Ginger Snaps, 3 lbs. 25e; Finest Canned Corn, 3 tins 25e; Canned Peas, 2 tins 25e; Canned Tomatoes, 5 Brand Extracts, 2½ oz. bottle, 3 bottles 25e; Fan Yan Pickles, bottle 20e; Symington's Essence of Coffee and Chicory, per bottle 25e; 500 69e;

CANDY SPECIALS 

Special Toilet Goods Offer 3 cakes of Palm Olive Soap, value 36c, given away with every purchase of Palm Olive

# The Robert Simpson Company, Limited

Face Cream or Palm Olive Liquid Shampoo. Palm Olive Face Cream, special price 45c per jar. Palm Olive Liquid Shampoo, special price 45c per bottle. 'Phone Toilet Goods Department.

Drawing Room Draperies-Damasks, Silks, Moires and Jaspe Brocades. Worth \$2.00, \$2.50 and \$2.75. August Sale price. 1.65 (Fourth Floor)

The special "Free-Making" offer applies to all orders placed for curtains, portieres and Draperies, during the special city sale on Tuesday. To have your new curtains cut and made up in the most approved way and newest style by expert sewers means a great saving of labor and money, and the best possible results. Buyers at our August Sale have

floral, matting and wood effects; some are slightly misprinted; 36, 45, 54, 72 and 90 inches wide. Regularly 27c per square yard. 

The August Sale of Draperies