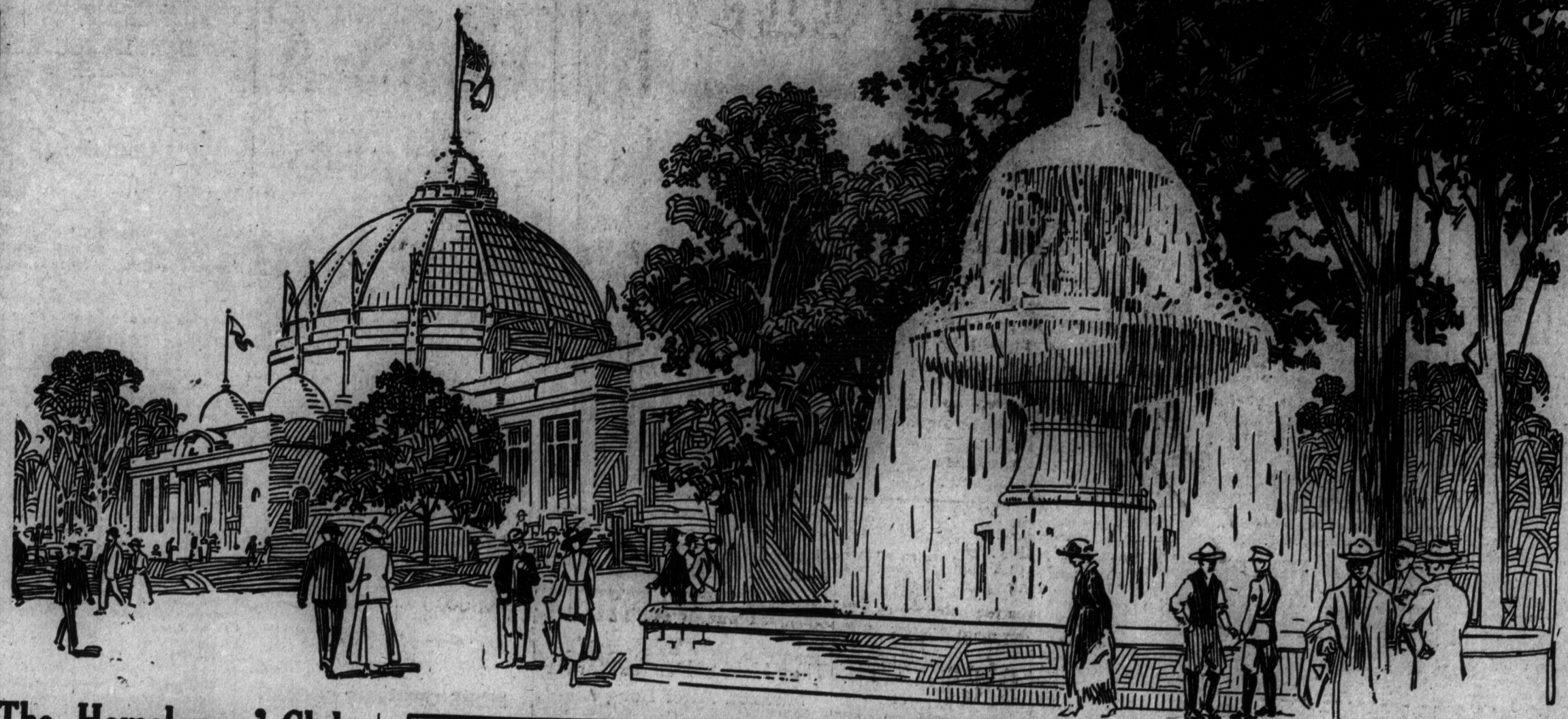


FEDERATION YEAR



YOU ARE WELCOME

to make this Store your base of operations when you are visiting Toronto and the Fair. Every courtesy will be extended by our staff.

HERE'S THE STORE DIRECTORY OF CONVENIENCES

- Rest and Writing Room--Third Floor.
- Information Bureau--Basement, Centre, and Main.
- Packages Checked--Basement, Centre.
- Telephone Booths--All Floors to the Third.
- Telegraph Station--Basement.
- Postal Station--Main.
- Lunch and Palm Rooms, Sixth Floor.

Men's New Fall Hats

DERBYS AT \$2.00.
Shapes with slightly tapered crowns, and neat curling brims, also full shaped crowns with flat set brims; these are all extra well finished, with comfortable leather sweatbands, and trimmed with black silk band, with bow at side or back; also brown. Saturday morning 2.00 at

FEDORA AND ALPINE
In raw and bound edges, flat set, curl and wadded edge brims, with medium and high crowns; all the new shades for fall wear. 2.00 Saturday morning

Wrist Watches \$6.00

Thin modelled, set with 15 jewels, full radium dial and hands; fully tested and guaranteed; tight-fitting case, practically dust-proof, with watch protector and leather wrist 6.00 straps. Regular \$8.50. Saturday

Week End Reading

- 15c, SEVEN for \$1.00.
- "The Scap Goat," by Hall Caine.
- "The Ladyship's Elephant," by D. D. Wells.
- "Flames," by Robert Hichman.
- "Burning Daylight," by Jack London.
- "Moon Face," by Jack London.
- "The War of the Worlds," by H. G. Wells.
- "The Ebb Tide," by R. L. Stevenson and Lloyd Osbourne.
- "An Imaginative Man," by Robert Hichman.
- "The Case of the Fish Patrol," by Jack London; and 215 other titles.

See our Big List of New Reprints at 50c.

TOILET ARTICLES

- Pine Powder, in flesh and white, package
- Violette de Parme Face Powder, box
- "Talcum Powder, various odors, tin
- Smart Set Eau de Cologne, 4-oz. bottle
- Violette Shaving Stick
- Liquid Rouge, bottle
- Velvete Face Powder, box
- Almond Toilet Soap, cake
- Sandalwood Toilet Soap, 4 cakes for
- Violette de Parme Toilet Water, 8-oz. bottle
- 1000 and Quinine Hair Tonic, bottle
- Fleur D'Amour Hair Perfume, per oz.
- Brillantine

War Stamps Included.

China and Brass

- 9.30 A.M. SPECIALS.
- Limited Quantity Only.
- Cups and Saucers, 8c--Good quality semi-porcelain cups and saucers, with gold ferris decoration. Regular 2 for 25c. Saturday

Hardware

- 62.5c and \$2.75 Tennis Rackets, Saturday 1.50
- 25c Tennis Balls, On sale Saturday
- Hand Saws, 24-inch steel blade, Saturday
- Handled Axes, full size, 5, 3 1/2 or 3 1/4 lbs. Saturday
- Screw Drivers, 4, 5, 6-inch size, Saturday
- Ready Reeling, with nails and cement, 100 square feet in roll. One-ply, Saturday \$1.25. Two-ply, \$1.50.
- Niagara Tool Grinders, machine-cut steel gears, carbide wheel, a very useful tool for shop or home for sharpening drills, tools, etc. 1.45 Saturday morning

THE MARKET

TELEPHONE ADELAIDE 6100.

- MEATS.
- Leg of Spring Lamb, Saturday morning special, per lb.
- Roast Brisket Pot Roast, lb.
- Thick Rib Roasts, best best, lb.
- Best Rib Roasts, Simpson quality, lb.
- Shoulder Roasts, prime, lb.
- Best All Pork Sausages, our own make, per lb. 20
- Breakfast Bacon, mid sliced, lb.
- Pure Lard, 20-lb. pale net, lb.

GROCERIES.

- 400 lbs. Finest Creamery Butter, R. B. Brand, lb. 35
- Kellogg's Toasted Cornflakes, 3 packages
- Leaf Sugar, lb.
- Finest Canned Corn, Pear or Beans, tin
- Finest Canned Shrimps, per tin
- Choice Red Salmon, per tin
- Clark's Chipped Beef, per tin
- Finest Mild Cheese, per lb.
- Paris Paste, for sandwich, lb.
- Clark's Potted Meats, assorted, 6 tins
- Peasut Butter, in bulk, our own make, per lb. 17
- H. P. Sauce, in bulk, our own make, per lb. 17
- 500 lbs. Peak Fresh's Shortcake, lb.
- Finest Canned Pineapple, sliced, No. 2 size, per tin
- Choice California Ripe Olives, per tin
- Heinz Soggetti, per lb.
- Sherriff's Marmalade, lb.
- Queen Quality Pickles, sweet or sour, mixed, large bottle
- E. D. Smith's Raspberry Vinegar, 20-oz. bottle
- Choice Olives, pimento stuffed, large bottle
- 500 lbs. Fresh Fruit Cakes, per lb.
- Fresh Mixed Biscuits, good assortment, per lb. 16
- 1000 lbs. Fresh Roasted Coffee in the bean, ground pure or with chicory, Saturday, per lb. 27
- CANDY--Main Floor and Basement.
- 500 lbs. Coconut Cream Caramels,
- Lemon Drops, per lb.
- 400 lbs. Globe Chocolates, per lb.

The Homelovers' Club

is open to you whether you live in the City or not. Join now and select your needs at sale prices. Club Secretary, Fourth Floor.

Furniture at August Sale Prices

- White Enamel Beds, 36 only, in 4 ft., 3 ft. 6 in. and 3 ft. sizes only; brass caps; double white enamel rods at head and foot. Regular \$4.75. August Sale price
- 20 Only Dressers, genuine oak, fumed finish, two large and two small drawers, mission design, fitted with large bevelled plate mirror. Size 22 x 28 inches. Regularly \$21.75. August Sale price
- 40 Only Bedroom Chairs, in birch mahogany finish, box frames, seats upholstered in genuine leather. Regularly \$3.00. August Sale price
- Baking Cabinets, hardwood, natural finish, white maple top, 26 x 48 inches, cutting board, one large drawer for linen, spice and cutlery and two large bins for flour. Regularly \$8.50. August Sale price
- Dining-room Chairs, in solid oak, fumed or golden finish, box frames, slip seats, upholstered in genuine leather; set consists of five side and one arm chair. Regularly \$19.75. August Sale price
- Dining-room Tables, in solid quarter-cut oak, fumed or golden finish, 48-inch top, 6-foot when extended, double locks. Regularly \$30.00. August Sale price

New Axminster Rugs at Very Low Prices

- Several new designs are shown, in Oriental blues, greens, fuchsias and rose shades.
- Size 4.6 x 7.6, at
- Size 6.0 x 9.0, at
- Size 6.0 x 10.6, at
- Size 9.0 x 9.0, at
- Size 9.0 x 10.6, at
- Size 9.0 x 12.0, at
- Reversible Hearth Rugs, 96--Woolen fibre; good range of patterns; some plain centres, with fancy borders at ends, in red, green and mottled colorings; medallion effects, and small allover patterns. Size 27 x 54 inches. Saturday
- New Printed Linoleums, 55--Good heavy quality, in a good range of block, tile, floral and day, per square yard. Saturday
- Art Union Rugs, 35.50--Good assortment of patterns in serviceable colors.
- 6.0 x 9.0, at
- 6.0 x 9.0, at
- 7.6 x 9.0, at
- 9.0 x 12.0, at

Attractive Drapery Values

\$1.00 Nets at 60c Per Yard--250 yards of exceptionally strong curtain net, in ivory or white, 50 in. wide; in heavy bungalow effects. Regular 80c to \$1.00. Saturday, yard

75c Curtain Madras at 49c--125 yards only, 36 to 50 inches wide, in green and brown or cream; plain and floral effects. Regular 75c. Saturday, yard

REMAINTS AT HALF PRICE.

A large assortment of chintzes, tapestries, case-work cloths, nets and muslins; 25c to \$4.00 yard. Saturday half price, 13c to \$2.00 yard. Phone our Drapery Department and have one of our men call and measure your windows for Scotch Holland Window Shades, which are absolutely the best and most serviceable procurable.

Wall Papers

- IMPORTED OATMEAL WALL PAPERS, 17c ROLL CUT OUT BORDER, 5c YARD, FRESH SELLING SATURDAY.
- American Oatmeal Papers, extra heavy quality, 4,000 rolls only, 30 inches wide. Saturday, 8-yard roll
- Cutout Borders, Scenic Friezes and Band Borders, 2 to 3 inches wide. Regular 10c to 25c yard. Rush selling Saturday, yard
- Canadian Hall Paper, sidewall and ceiling, regular 10c, single roll 6c; 18-inch border to match, regular 6c, yard 2c.
- QUART R.S. CO. HOUSEHOLD LACQUER, 39c Golden oak shade only. Saturday, per quart
- "B.B." Floor Wax, guaranteed quality. Regular 45c. Saturday, pound

The Canadian National Exhibition, which opens today, emphasizes the bonds between the Motherland and the Overseas Dominions and the ties that bind us to our gallant Allies. Exhibitions from all over Canada, from the ends of the Empire and from our Allies and friends, claim our interest and attention.

The Simpson Store, with its world-wide buying organization, has at all times a full stock of the better class of merchandise from home manufacturers, from Imperial manufacturers and from the countries that are our Allies and friends. You are cordially invited to visit this store during Exhibition time. The store's conveniences are at your service, and we will be glad to have you use it as your shopping centre. Out-of-Town Customers are reminded that on purchases amounting to ten dollars and over the charges are prepaid to your nearest station in Ontario.

Men's \$1.25 to \$2 Shirts \$1.19

Negligee Shirts, plain and fancy hairline stripes; broken ranges from our regular stock; coat styles, in solsette, cambric, zephyr and cord cloths. Sizes 14 to 17. Regular prices \$1.25, \$1.50 and \$2.00. Saturday

MEN'S COMBINATIONS, 75c.

Clearance of odd lots from our regular stock. In the lot are balbriggans, porous-knit, mesh, aero, solsette and athletic; short and long sleeves, knee and ankle length drawers. Sizes 34 to 46. Regular \$1.00, \$1.25 and \$1.50. Saturday

150 Men's Suits at \$9.95

REGULAR \$12.50, \$15.00 and \$16.50.

Three-piece suits of English tweeds, in the new brown check patterns; single-breasted sack suit style, with vest and trousers. Sizes 35 to 44. Saturday

47 TWO-PIECE SUITS.

Light gray fancy tweeds, single-breasted coat, cut bottom trousers. Regular \$10.50 and \$12.50. Men's and youth's sizes. Saturday

Worsted Trousers at \$1.98--Medium gray stripe patterns. Sizes 32 to 44. Saturday

These Boys' Sample Suits \$6.95

92 suits, made by one of our highest-grade manufacturers. They are well assorted; only two or three suits of a pattern; grays, browns and novelty shades, in neat patterns; snappy single-breasted yoke Norfolk models, with narrow pleats to belt at waist, and full-fitting bloomers. Sizes 26 to 34. Regular \$8.75, \$9.50, \$10.00 and \$11.00. Big Saturday special

400 BOYS' NEW FALL SUITS CLEARING AT \$3.95.

Good school suits, perfectly tailored from English tweeds, in dark browns and grays, or medium shades of tan with faint stripes; single-breasted yoke styles, with box pleats and belt; full cut bloomers, with the new Governor fasteners at the knee. Sizes 25 to 35. Saturday

500 PAIRS SCHOOL BLOOMERS AT 95c.

Full fitting and lined with strong white cotton; English tweeds in browns and grays. Sizes 24 to 34. Saturday

THE STORE CLOSSES TODAY AT 1 P.M. NO NOON DELIVERY

100 Good Blouses at Half Price

From our own stock, consisting of practically individual garments, in fine Georgette, crepe de chine, nion and shadow laces, and lingerie effects; perfect goods that must make way for incoming shipments. Were \$5.00 to \$15.00. Saturday half price, \$2.50 to \$7.50.

New Felt Sailors From New York

The excellent shapes and big variety of colors make this an exceptional lot. Trimmed and ready to wear. Special Saturday

WHITE SATIN HATS, \$1.00.

Large sailors and roll brim effects; all fresh and of good satin. Regular \$2.50. Saturday

\$15,450 Worth of Men's and Women's Fall Boots Today for \$9,655

1,000 Pairs Men's \$4.00, \$4.50 and \$5.00 Boots at \$3.24, Including Samples of W. A. Marsh & Co., Quebec, and the Aymer Shoe Co. Saturday, \$3.24.

1,000 Pairs Men's Samples and regular sizes; button, Blucher and straight lace, in patent colt, gummetal, tan calf and vici kid leathers; Goodyear welt and new process McKay sewn soles; English, recede, round and medium toe shapes; military and low heels; all sizes in the lot. Regular \$4.00, \$4.50 and \$5.00. Saturday

1,500 PAIRS WOMEN'S BOOTS AT \$2.95.

These are an exceptionally good lot, including many high-cut novelty styles; best grade leathers, perfect-fitting lasts. The leathers are: Gummetal, patent colt, dongola kid and combination and colored leathers; black kid and cloth top; Goodyear welt and flexible McKay and turn soles; high Cuban, Spanish and low leather and rubber heels; toe cap and plain vamp; all sizes in the lot, 2 1/2 to 7. Regular \$4.00, \$5.00 and 2.95 \$6.00. Saturday morning

WOMEN'S \$4.00 AND \$4.50 PUMPS AND OXFORDS AT \$1.99.

4,000 pairs, short lots of stock pumps, Colonial and Oxford ties, in patent colt, gummetal and kid leathers; Goodyear-welt and McKay sewn soles; toe cap and plain vamps; Cuban and Spanish heels; all sizes in the lot. Regular \$4.00 and 1.99 \$6.00. Saturday

See these on tables by Richmond street stairway.

BOYS' SCHOOL BOOTS, "ACTIVE SERVICE" BOOTS.

Our "Active Service" School Boots are made of all leather, and will stand the rough wear and tear that boys usually give them. 800 pairs boys' box kip Blucher boots, made of heavy box kip leather, round full fitting toe shapes, heavy standard screw soles and heels. Solid box toes and counters. Sizes 11 to 13, \$1.99; sizes 1 to 5, \$2.29.

GIRLS' SCHOOL BOOTS.

700 pairs, Blucher cut, made of gummetal leather, kid uppers, good weight McKay sewn soles, solid leather insole; College girls' toe shapes. Sizes 8 to 10 1/2, \$1.85; sizes 11 to 2, \$2.29.

The Robert SIMPSON Company Limited