

SIMPSON

Store Opens 8 a.m.

Closes at 1 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.—Moderate variable winds; fair and cool.

SIMPSON

The August Furniture Sale A Day Devoted to the Kitchen

(Fifth Floor)
The sale affords you an opportunity of furnishing your house from cellar to attic with furniture unexcelled for appearance and "staying power." Prices are below the dreams of the economical, especially so on Monday with regard to kitchen furniture. For example:

Kitchen Cabinets, in solid ash, finished natural, zinc covered extension top, flour bin, lots of drawer and cupboard space. Regular price \$22.50. August Furniture Sale 15.90

Kitchen Cabinets, in solid oak, natural finish, sliding top with bake board, large cupboards, long deep drawers and flour tin, with sink attached. Regular price \$23.50. August Furniture Sale 17.60

Kitchen Cabinets, made in white maple, finished natural; top of white basswood, unfinished; deep flour bin and large cutlery drawers. Our special price \$13.50. August Furniture Sale 11.90

Kitchen Cupboards, in solid hardwood, mission style and mission finish; base has double door cupboard, with two drawers above; upper part has double glass door cupboard. Regular price \$12.75. August Furniture Sale 8.95

Extension Tables, in solid hardwood, quartered oak finish; square tops and turned legs. Regular price \$8.00. August Furniture Sale 5.95

Arm Rocking Chairs, in hardwood, golden finish; high back; comfortable and durable. Regular price \$1.45. August Furniture Sale99

A Great Selection of Gas and Electric Fixtures and Grates

(Fifth Floor)
Mission Mantels, with tile hearth, iron linings, hood, etc., andirons complete, set up in city. Regular \$65.00, for .. 45.00

Mission Fenders (black). Regular \$11.00, for 8.00

Black Iron Fenders. Regular \$6.00, for 4.35

Iron Portable Fire Baskets. Regular \$4.50, for 3.25

Andirons. Regular \$2.00, for 1.50

Brush Brass Coal Hods. Regular \$5.00, for 3.99

Fire Sets, brass, tongs, poker and shovel (some with brush) 4.25

Four-light Electrolier, square pattern, with chain supports, fitted complete with brass mounted art glass shades. Regular \$10.00. Monday 12.89

Two-light, as above. Regular \$13.00. Monday 9.89

Three-light "Shower" Electric Fixture, in brushed brass; three long chain drops, fitted with brass mounted art shades. Regular \$12.00. Monday 8.95

Electric Wall Bracket, heavy square "mission" pattern, fitted with square shade to suit. Regular \$2.50. Monday 1.69

Two-light Electrolier, brushed brass, or rich gilt finish; complete with shades. Regular \$4.00. Monday 2.75

Two-light Inverted Gas Fixture, rich design; complete with mantles and shades. Regular \$5.00. Monday 3.49

Monday Basement Sale China

This is the kind of list at the kind of price that has made our weekly sales in the Basement so popular. Every item represents a bargain for you in the truest sense of the word.

DINNERWARE

12-piece Dinner Sets, in best English semi-porcelain ware; choice of four dainty designs; complete set for twelve people. Regular \$10.00. Monday's Basement Sale 10.00

12-piece Dinner Set, in French Limoges china, dainty rose-bud band decoration and matt gold handles; newest shapes. Regular \$47.50. Monday bargain 25.00

12-piece Dinner Set, in Bernard and Limoges high-grade china; St. Regis open stock pattern; coin gold decoration; beautiful transparent body. Regular \$71.40. Monday bargain 59.50

Complete Dinner Set for Nine People, strong English semi-porcelain ware; rich gold decoration. Monday, big special 3.69

CHINA

1000 Tea Cups and Saucers, in dainty Japanese china. Special Monday9

Decorated Dinner, Soup and Tea Plates, while they last. Monday 6 for .30

350 Decorated Cuspidores, in German china. Special 25

448 Cheese Stands, handsome floral decorations. Regular \$1.00. Monday49

Strong Pudding Bowls, with rim, large size. Special7

Milk Jugs, in white porcelain ware 15

Table Tumblers, 10 ounce size; clear blown glass. Special 6 for .29

Ice Cream Plates. Monday, special, per dozen60

Jain Jars, Crown brand, quart size, per dozen55

CUT GLASS

75 pieces Rich Cut Glass, comprising Bon-Bon Dishes, Vinegar Bottles, Flower Vases, Rose Jars. Monday, quick selling 2.25

BRASSWARE

Jardinières, in brush brass, footed, with side handles. Monday Basement Sale 1.98

Heavy Spun Brass Cuspidores, loaded bottom. Special Monday bargain65

Mere Man's Interest in Millinery

So long as woman preserves her instinct for self adornment and man is made happier thereby, just so long has she a right to expect mere man to be interested in Millinery Openings.

So when your women folk begin to talk about going to Simpson's Millinery Opening, on Monday morning, don't discourage the idea—be reasonable. You know the dear things only wear Millinery to give you pleasure.

And don't forget that these models from Paris cannot be picked up for the price you would pay for a new 'bowler' or even a new 'topper.'

These models are the products of world-famous artists. There are no duplicates on this side of the Atlantic; and the owning of one of them makes a woman abysmally happy—so just write out a cheque for her without demur.

The characteristic features of the new fall hat are in such marked contrast to recent styles that every woman who is particular about her appearance will be on the qui vive to get one of these shown in Simpson's authoritative display.

On Monday you'll see here great contrasts in trimmings and colors, and tremendous variety in materials and shapes.

The tendency towards high crowns and lofty effects is more marked than ever before. The brim, in most cases, is rolled back, and trimmed with some contrasting color or material.

What the finest French milliners have made of this general tendency will be seen in the models from Lewis, Germaine, Louison, Camille Roger, Pouyenne, Felix, Feurly, Tore, Deveze, Mangin Maurice, Maria Guy and many other famous names.

One of the novelties in this season's display will be several rich three-piece sets, comprising cap, bag and muff. A very handsome one is made of moleskin, and coronation blue silk, richly embroidered with brown chenille and gold cord.

Another novelty is the double-brimmed picture hat, in black velvet, by Lewis. Its inner facings are of lemon-shaded moire silk, and it is finished with a magnificent mount of cross osprey, in the same color.

But why take up space, when it's impossible to get even an idea of this millinery opening, save by attending it?—and, of course, you will attend it, Monday morning.



Monday's Bulletin From the Men's Store

- New Fall Overcoats 12.50
- \$3.00 Wash Vests for 1.49
- Bath Robes 4.00
- Body Guard Underwear 1.25 and 1.50
- \$1.50 Neglige Shirts69
- Children's Felt Turbans45
- 75c Children's Tams25

Men's New Fall and Spring Overcoat, in English worsted, of dark and medium grey shade; the material has a diagonal weave with a nice smooth surface; they are cut on new fall patterns; sizes 34 to 42. Monday 12.50

Men's Wash Vests, in grey and tan, diagonal weaves and fancy check cloths; also light grays with fancy spots; sizes 35 to 44. Regular \$2.00 and \$3.00. Monday 1.49

Men's English Honeycomb Terry Cloth Bath Robes, in blue and white, red and white, and heliotrope and white, stripe patterns; sizes 36 to 44. Monday 4.00

Bodyguard Underwear For Men

These fall and winter weights are made from fine Australian yarns in England; they are guaranteed absolutely unshrinkable, and will give great satisfaction in wear, and the prices are the very lowest possible; the Bodyguard Underwear, shirts or drawers, in the medium weight for fall wear; sizes 34 to 44. Per garment 1.00

Shirts and Drawers made with large double breast, a little heavier than the dollar quality. Each garment 1.25

Shirts and Drawers, winter weight, pure wool, full fashioned and heavy splicings; absolutely the best value for, each garment 1.50

HERE IS A SPECIAL SHIRT BARGAIN.

1000 Men's Neglige Shirts, in a large assortment of designs and colorings; we have gathered together all our odd lines and several hundred samples and reduced them to 69c for Monday. See windows on Saturday. Regular \$1.00, \$1.25 and \$1.50. Monday69

Children's Hats

Felt Turban Hats, small, medium or large brims; colors white, scarlet, cardinal, navy, brown or slate. Monday45

Boys' or Girls' Navy or Black Worsted Varsity Caps, silk lined. Regular 25c. Monday15

Children's Tams and Hats, in duck, linen and felt. Regular up to 75c. Monday25

Autumn Hosiery and Gloves

(Main Floor)

Women's Cashmere Hose, fall weight, seamless, English cashmere yarn, ribbed, plain, fancy embroidered fronts, double heel and toe; 35c and 40c value. Monday29

Women's Real Chamois Gloves, two dome wrist, neat stitched backs; white and natural shade; soft and pliable; sizes 5 3/4 to 7 1/2; 75c value. Monday59

Footwear For Women and Children

(Second Floor)

CHILDREN'S BOOTS AT 75 CENTS.

500 pairs Children's Boots, strong dongola kid leather, patent toe caps, medium heavy sole, spring heel; all sizes 5 to 7 1/2 and 8 to 10 1/2. Special purchase price, Monday75
Phone orders filled.

WOMEN'S PATENT COLT BOOTS AT \$1.99.

900 pairs Women's Patent Colt Boots, dull matt Blucher top; Cuban heel; medium toe; easy fitting; long wearing; all sizes 2 1/2 to 7. Special, Monday 1.99

WOMEN'S BOOTS AT \$3.00 PER PAIR.

(Six styles to select from)

- (1) Patent colt, dull calf Blucher top, Cuban heel.
 - (2) Patent colt, dull calf button top, Cuban heel.
 - (3) Fine dongola kid, Blucher top, Cuban heel.
 - (4) Fine dongola kid, Blucher top, no toe box, Cuban heel.
 - (5) Gun-metal calf, Blucher top, Cuban heel.
 - (6) Gun-metal calf, button top, Cuban heel.
- New 1911 style lasts, with new short vamps, all popular sizes and widths 3.00

Silverware Bargains Extraordinary

(Main Floor)

Sterling Silver Tea Spoons, attractive Louis XV handles. Regularly \$7.50 per dozen. Monday, per dozen, 5.50, or each49

Coffee Spoons, to match, sterling silver; bowls gold lined. Per dozen 3.15, or each .29

Salt Spoons, to match, sterling silver; bowls gold lined. Per dozen 2.10, or each .19

A Collection of Nut Bowls, Biscuit Jars, Fern Pots, Spoon Trays, Butter Dishes, Card Stands and Muffin Dishes. Regular \$3.50. Monday 1.98

50 Watches, at a remarkable price, gold-filled Fortune case, plain and engraved, fitted with 7-jewelled movement, absolutely guaranteed. Monday 7.95

And Don't Overlook the Display of Ribbons

On the Main Floor.

Intimately connected with our new millinery is the magnificent stock of ribbons to be displayed on Monday. Visiting milliners, and, indeed, all who are interested, will be surprised at the variety and beauty of the New Fall Ribbons. In addition to the ordinary every-day "stand-bys," such as plain satins and taffetas (which have been particularly scarce in the light colors this season) our Ribbon Department has inaugurated an exclusive display of fancy millinery ribbons for Monday, which has never been approached in this country.

Description cannot do justice to these millinery treasures, and you must be contented with merely a list. Prices will be found in most cases less than the appearance of the ribbons would indicate. Here is a partial list of the exclusive things to be seen at the Fancy Ribbon Counters on Monday. (Main Floor.)

- Black Corded Ribbon, with gold bars and 3/4-inch satin edging, in colors.
- Wide Ottoman Cord, in floral and Oriental effects, with back in harmonizing color.
- Beautiful 7-inch Dresden and Stripe Combinations.
- Combinations of Wide Satin and Chinchilla.
- Floral Velvets with a piquet edging.
- Alternate Taffeta and Paisley Velvet Stripe.
- Dainty Plaids and Fine Check Combinations.
- Narrow Silk and Gold, in Oriental colors and designs.

SIMPSON Company Limited