

The SIMPSON Company Limited

Just See What You Can Buy Today at This Price

Samples of Fancy Linens

FANCY LINENS, INCLUDING samples and manufacturers' odd lots, scarfs, centre-pieces, tray cloths, table covers, etc. Values from \$1.50 to \$2.00. No phone or mail orders. Rush price today 95

Linens, Etc.

TABLE DAMASK, ALL LINEN, semi-bleached, 48 in. wide. Clearing today 2 yards for 95
DAMASK NAPKINS, ALL LINEN, size 21 x 21 inches; hemmed, ready for use. Special today, 6 for 95
WHITE TURKISH TOWELS, with blue borders. Clearing today 4 pairs for 95
WHITE TURKISH TOWELS, soft and absorbent; hemmed ends. Special today 2 pairs for 95
COTTON CRASH TOWELING, with red border; 17 inches wide. Special today 10 yards for 95
PILLOW CASES, HEMSTITCHED, size 42 x 38 inches; a limited quantity to clear. Today 3 pairs for 95
WHITE FLANNELETTE, 28 IN. wide; soft napped finish. Special today 8 yards for 95
MADAPOLLAM, FINE QUALITY, 36 in. wide. Clearing today 3 yards for 95

Handkerchiefs

WOMEN'S FINE ALL LINEN Hemstitched Handkerchiefs, 100 dozen to sell at, per dozen 95
MEN'S FINE ENGLISH LAWN Handkerchiefs, 150 dozen to sell at 15 for 95
WOMEN'S SWISS HANDKERCHIEFS, with dainty embroidered corners. Extraordinary values, 12 for 95

Toilet Goods

TOILET PAPER, EXTRA GOOD quality paper, 1,000 sheets to a roll. Sale price 11 rolls 95
16-PIECE SOAP SET, INCLUDING 6 cakes Seward's bath soap and 10 cakes Seward's toilet soap. Sale price, per set 95
SEELY'S PERFUMES, IN dainty case, containing two 1-oz. bottles of choice perfume. Regularly \$1.50. Sale price 95
MEN'S THREE-PIECE SET, consisting of shaving brush, with bristles set in rubber, shaving stick, and tin talcum powder. Regularly \$1.25. Sale price 95
EBONY MILITARY BRUSHES, with hand-drawn bristles, and comb. Regularly \$1.50. Sale price 95
GRAINED CELLULOID TWIN Picture Frames. Regularly \$1.50. Sale price 95
WHITE NAIL BUFFERS, large size. Regularly \$1.50. Sale price 95
BONNET WHISKS IN GRAINED Ivory. Regularly \$1.25. Sale price 95
DUPONT'S FRENCH IVORY Glove Stretcher. Regularly \$1.00. Sale price 95
GRAINED IVORY BRUSH Trays. Regularly \$1.50. Sale price 95
 War Tax included.

For Women's Waists

No Phone Orders, Please.
500 BEAUTIFUL LINGERIE Waists, in a splendid choice of fashionable designs, all white, white with colored collars, large checks, candy and blazer stripes, in delicate colors; material is sheer cool voile; many have large organza collars; all sizes to 44. Regular prices \$1.25 to \$1.95. Today 95
OPEN MIDDY COATS, IN ALL white, white with colored effects, with large collars, pearl buttons, etc.; 200 of these, which have been selling at \$1.48, \$1.95 and \$2.25. Today 95
PURE WHITE WASHING SILK Waists, open front, with tucks and pleats on each side, and nice large, graceful collar and long sleeves. Sizes 34 to 44. Marked specially for this one day at 95

House Dresses

GINGHAM AND PERCALE, IN pretty novelty stripes, such as light blue, cadet and navy; gingham in smart style, trimmed chambray; percale has low neck, and collar and cuffs trimmed with narrow braid. Sizes 34 to 44. Regularly \$1.50 to \$1.75. Today at 95

Sateen Petticoats

IMPORTED WHITE SATREEN Petticoats, nice lustrous finish, with deep flounce, very prettily embroidered. Regularly \$1.75. On sale today 95

Millinery

TOYO PANAMAS, BEAUTIFUL white bleach and close weave. Popular mannish shapes and small side roll sailors, also smart mushroom. Today's price 95
SPORT AND OUTING HATS, satin outing styles, canvas outing hats, sport hats of straw liere and hemp, and many novelty styles that sold for \$3.00 to \$5.00. Today 95
TRIMMED HATS THAT SOLD for \$3.00 to \$4.50, and comprise some very becoming hats in white, black, navy and the season's best colors. A wide assortment of shapes and trims will be shown. Today at 95
CHILDREN'S TRIMMED HATS, that sold for \$2.00 to \$3.00. Today 95
175 FANCY PARASOLS, GOOD assortment of colors, in light and dark shades, cotton, silk and silk mixture; stripes, checks and plaid patterns; including values up to \$3.00. Clearing at 95

Sweaters for Children 95c

PURE WOOLS AND WOOL mixtures, various colors and color combinations; they are high neck, button front style, with patch pockets and smart turn-down collars. Sizes 2 to 14 years. No phone or mail orders. \$3.00 a.m. rush price .95

Art Needlework

MADE-UP CUSHIONS WITH tapestry and chintz coverings; sizes 22 x 22 and 18 x 24 inches. A limited quantity to clear today, each 95
GOWN, STAMPED ON FINE white nainsook, simple design. Special today at 95
WHITE TERRY BATH TOWELS, soft, absorbent quality, stamped for scalloped edge. Clearing today 2 for 95

Women's Shoes

No Phone or Mail Orders.
WOMEN'S WHITE CANVAS Small Tongue Colonial, Low Heel Baby Doll Pump, with strap, silk bows and fancy ornament on vamp, high and low heels. Sizes 2 1/2 to 6 1/2. Only 250 pairs for an \$1.50 a.m. rush at 95
GIRLS' CANVAS SHOES, 500 pairs Girls' White Canvas Pumps, with neat bow trimming, full-fitting toe shape, and low heels. Sizes 5, 7, 8, 10, 11 and 2. Today 95
OUTING SHOES, MEN'S ALL Black Canvas Boots, corrugated rubber soles. Sizes 6 to 11 95
MEN'S WHITE CANVAS Boots, black rubber sole. Sizes 7 to 11 95
ALL WHITE CANVAS OXFORDS, with white rubber sole and leather insole. Sizes 1 to 5 and 6 to 11, at 95

Jewelry

9K. AND 10K. SIGNET RINGS, Regularly \$1.50, for 95
10K. BIRTHSTONE RINGS, Regularly \$1.50, for 95
10K. PEARL SET BROOCHES, for 95
10K. CROSS AND GOLD-FILLED Chain for 95
10K. CHARM AND GOLD-FILLED Chain for 95
9K. BEAUTY PINS, 3 ON CARD, for 95
9K. CHARM PINS, SET WITH pearls and colored stones, for 95
NOVELTY BEADS OF ALL colors and designs. Regularly \$1.50 to \$2.50. Clearing today 95
GOLD-FILLED PENDANTS, Fobs, Lockets and Chains, Men's Waltham and Lappel Chains, Bracelets, sterling silver and platinum Bar Pins. Reduced today to 95

Wall Papers

25c WALL PAPERS, TAPE-stries, stripes and floral designs; large range of colors for living-rooms, halls and bedrooms. 95
10 rolls for 95
\$1.00 WALL PAPERS, IMPORT-ed seoteries, tapestries and conventional designs, newest color combinations. Today only, 2 rolls for 95
JAPANESE LEATHERS, HAND-colored designs, in mottled colorings, some new blue patterns with silver over-design. Regularly \$1.50 per dozen, 36 inches wide. Today, per yard 95

Embroideries

BABY PLOUNCING, 24 INCHES wide, frilled and scalloped borders. Regularly 75c yard. Today, 1/4 yard for 95
WOMEN'S NIGHTGOWNS, 400 only, nainsook and cotton crepe, slip-over or Mother Hubbard style, daintily trimmed. Regularly \$1.50 and \$1.75. Today 95
WOMEN'S CORSET COVERS of excellent fine quality nainsook, with dainty yokes, some front and back trimmed of lovely fine laces and Swiss embroideries. Sizes 34 to 42. Regularly 75c. Today, 2 for 95 95
WOMEN'S COMBINATIONS, made of fine quality ribbed cotton, low neck, no and short sleeves, daintily trimmed with hand-finished edges and ribbon banding; the drawers are tight knee. Sizes 34 to 42. Regularly \$1.75. Today 95
WOMEN'S EXTRA FINE LISLE Thread Vests, low neck and sleeveless, daintily trimmed with yokes of linen lace and silk ribbon bandings. Sizes 34 to 40. Regularly 75c and 85c. Today, 2 for 95

War Books

GENERAL SKETCH OF THE European war, second phase, by Hilaire Belloc, illustrated with many plans; a narrative written by a military student of world-wide reputation for the delight and instruction of the civilian reader. Regularly \$1.50. Today 95

Floorcoverings

DOOR MATS, A STACK OF imported mats in Axminster and velvet qualities, assorted colors and designs. Also useful as piano mats. Value \$1.15. Today 95
BATH MATS, ENGLISH COT-ton bath mats, heavy quality and in shades of green, old gold, rose and mauve; fast colors. Size 18 x 24 inches. Regularly \$1.75. Today 95
MATTING RUBS, USEFUL rugs, closely woven from a fine Japanese straw in quaint designs and colors, suitable for verandah or bedroom use. Size 2 x 2 yards. Each 95
TAPESTRY CARPETS, SPLEN-did assortment of Scotch tapestry carpets, suitable for rooms or with border on for stairs and passages. Good colors in Oriental effects, in two different widths, 22 and 27 inches. Regularly \$1.15 per yard. Today 95
LINOLEUM, THOROUGHLY seasoned, good wearing quality, in good conventional patterns. This extra wide printed linoleum will cover your room entirely without seam. Today, special, per square yard 95

Corsets \$1.50, \$1.75 Kind

THEY ARE MANUFACTUR-ers' overmakes and odd lines from regular stock; good quality coutil; medium low bust and long hip. Sizes 19 to 30. Regularly \$1.50 and \$1.75. Today 95

Whitewear

WOMEN'S BRASSIERES, ODD lines from our summer stock clearing to make way for the new fall stock. Sizes 34 to 44. Regularly \$1.50 to \$2.50. Today 95

Silks at 95c

IVORY AND BLACK JAP HABA-tual Silks, specially selected quality; 36 inches wide. \$1.25 quality. On sale at 95
NEW NOVELTY SILKING and Stripe Habutal Silks, for waists, middies, etc.; launders perfectly. A good range of combination colors. Regularly \$1.25 and \$1.50. Sale price 95
COLORED SATIN DUCHESSE Paillettes, Messaline and Taffetas—Not every color in each line, but comprising a good range of colors; short ends from our \$1.25 and \$1.50 stock. At 95
TWILL BACK VELVETEENS and Cord Velvets, in rich, lustrous, guaranteed "Worral's dye" 24 and 27 inches wide. Every wanted color. Regularly \$1.25. On sale at 95
FROM 4.30 TO 10.30 A.M. ONLY. Short lengths and oddments of 1 to 6 yards, comprising crepe de chine, ninon, Georgette crepes and novelty printed Ninons; all \$1.50 and \$2.00 grades. For quick selling, per yard 95

Lace Curtains

12 SELECTED PATTERNS from our regular stock of high-grade Nottingham Curtains, in white, ivory and ecru; 2 1/2 and 3 yards long. Plain and figured centres. Regularly selling at \$1.25, \$1.50, \$1.75 and \$1.95 per pair. Today, at 95

Misses' Skirts 95c

200 ONLY, SMART WASH Skirts, made in good quality ready-made. Have novelty pockets and button trimming. No phone or C. O. D. orders. Today, to clear at 95

Wash Goods

SILK WARP POPLINS—A beautiful silk and cotton fabric, in plain shades of pink, sky, Copenhagen and dark grey, light and dark green, etc.; 36 inches wide. Regularly \$1.95 yard. Today 95
36-INCH SILK AND COTTON Tussah Jacquards—a new design and a large range of attractive and fashionable colors. Regularly 65c a yard. Today, 2 yards for 95
SILK AND COTTON GEOR-gette Crepes, in all the wanted shades; 36 inches wide. Regularly 85c yard. Today, 2 yards for 95

Ribbon Novelties

CAMISOLES, MADE FROM wash ribbons, very dainty in design, and may be had in pink, white or mauve. \$2.00 value. Today 95
RIBBON BAGS, 36 ONLY either Dresden or plain effects, including a number of all black and black with various colored trimmings. Specially priced at 95

In the Drugs

POWDERED BORAX, REGULAR 200 lb. 6 lbs. 95
MOTH CAMPHOR FLAKES, regular 200 lb. 4 lbs. for 95
EPSOM SALTS, REGULAR 100 lb. 12 lbs. for 95
K. A. G. POWDER DISINFECT-ant, regular 10c package, 13 for 95 95
BEEF IRON AND WINE, 42c bottles, 4 for 95
TASTELESS COD LIVER OIL, 75c bottles, 5 for 95
NATURAL HAIR COLOR RE-storer, 52c bottles, 3 for 95
EFFERVESCENT CITRATE Magnesia, \$1.04 bottle 95
AUTO CHAMOUS, REGULAR \$1.25, for 95
75c AUTO SPONGES, 2 FOR 95 \$1.25 FOUNTAIN SYRINGE, for 95
War Tax included.

Girls' Dresses at 95c

AN EARLY MORNING RUSH special of dresses, in plain and fancy striped chambrays; also assortment of girls' white middie tops, in variety of styles. Sizes 3 to 14 years. Regularly \$1.50 to \$2.25. No phone or mail orders. Each 95

Dress Goods

SILK WARP POPLIN, REGU-larly \$1.25 and \$1.50. A range of almost every wanted color and black. Today's price, per yard 95
FANCY SPORT POPLINS, IN navy and black; fine twill; snap shrunken finish. Regularly \$1.50. Today's price, per yard 95
BRITISH SUITING SERGE, IN navy and black; fine twill; snap shrunken finish. Regularly \$1.25. Today's sale price, yard 95
BLACK AND WHITE CHECKS in heavy and medium weights for coats, suits or dresses; 44 to 54 in. wide. Regularly \$1.25 95
ENGLISH AND SCOTCH Tweeds, in greys, heather, brown, also black check effects; lovely suitings, or for separate coats or boys' suits. Today's sale price, per yard 95

Basement

ICE CREAM FREEZERS, THE Acme, two-quart size, all metal, will freeze cream in five minutes, for 95
THE GRISWOLD FOOD CHEE-per—Large family size, very superior make, cuts meat, fruit and vegetables. 95
BARBAGE CANS, BALL HAN-dles, with cover, galvanized, standard size. Regularly \$1.25, for 95 95
ENAMEL WATER PAILS, seamless, white inside, mottled blue outside, 18-quart size. 95
BREAD BOXES, JAPANESE in pearl grey color, size 13 x 9 1/2 x 7 inches. Today 95
THE CLUB TENNIS SOCIETY Sausagepan, 2-quart size, with cover, for 95
NATURAL HAIR COLOR RE-storer, 52c bottles, 3 for 95
WHITE ENAMEL BABY BATH, pure white inside and outside 95

Chinaware

CHOCOLATE SETS, HAND painted china, 5 cups and saucers and 1 jug; various floral decorations, hand painted. The set complete. 95
TRINKET SETS OF ROYAL Nippon China, pretty new floral decorations, hand painted. 95
REAL CUT GLASS SINGLES Stem Vases, floral cutting, 6 inches high. Today 95

Nursery Chairs

NURSERY COMMODE CHAIRS, red enamel with high backs and tray in front. 50 only. Extra special today at 95

On Sale Today at Other Prices—Every One a Special Value

The August Home Furnishing Sale

Although the Sale is Drawing to a Close, It Still Has These and Other Good Values for You to Select From. Look at This List for Today:

Dining-room Chairs, fumed or golden finish, solid oak box frames, seats covered with genuine leather. Regular \$23.00 set. August sale 18.95
Dining-room Chairs, solid oak, panel back, movable seat, upholstered in genuine leather. Regularly \$25.50 set. August sale 20.95
Dining-room Chairs, genuine quarter-cut oak, fumed or golden finish, box frames, slip seats, covered in genuine leather. Divanette complete. Regular price \$39.00. August sale 30.95
8-piece Dining-room Suite of quarter-cut oak, fumed or golden finish, consists of buffet, set of chairs, and 48-inch top table, which extends to 8 feet. Regularly \$95.75 set. August sale 73.95
Dresser, pure white enamel, Adam design. 2 small and 2 long drawers, back fitted with long beveled plate mirror. Regularly \$54.25. August sale 20.00
Hall Racks, in selected quarter-cut oak, fumed finish, 76 in. high, 27 in. wide. British beveled mirror 18 x 60, fitted with two long double hooks. Regularly \$25.00. August sale 18.75
Mattress, seagrass centre, jute felt both sides, ends deeply tufted, full depth border. Encased in good grade of art ticking. Regularly \$4.50. August sale 3.20
Mattress, seagrass centre, jute felt both sides, full depth border, art ticking. All regular sizes. Regularly \$7.50. August sale 5.95
Dining-room Chairs, solid quarter-cut oak, golden finish only, extra heavy back, standard box frames, shaped legs, panel backs, shaped top rail, slip seats, upholstered in genuine leather. Sets consist of five small and an arm chair. Regularly \$27.00. August sale 18.45

Our Annual August Hosiery Sale Begins Today

The August Hosiery Sale is a little later than usual this year—but you will forget all about that in the satisfaction you will derive from the feast of extraordinary values that we are placing before you. Many months of diligent effort has resulted in our getting together numerous splendid lots of hosiery to sell away below the current market prices. Your winter supply of hosiery will cost you much less if you buy it at this sale.

Here Are the Opening Day Specials

Women's Pure Thread Silk, manufacturers' samples and overmakes, close, clear weave of 12-strand silk, lisle thread, garter welt; black, gold, silver, champagne, old rose, pink and other colors. Usual \$2.00 value. August Hosiery Sale price, pair 1.29
Women's Guaranteed Silk Hose, seconds of a usual \$1.35 line; black, white and colors. The defects are very slight and are neatly mended. In both appearance and wear they will give splendid satisfaction. Deep fine lisle thread ribbed tops. August Hosiery Sale price, per pair 59
Women's Thread Silk Hose—A shipment just received on old contract. Three-quarter silk leg; deep, fine, lisle thread top. Black, white and grey. At present they are \$1.00 values. Will be sold in this sale at, per pair 69
Women's Fall and Winter Weight Cashmere Hose, made in Canada; soft, fine, yarns; extra close knit and seamless; spliced heel, toe and sole. Sizes 9 x 9 1/2 only. Usual 75c value. August Hosiery Sale, price 49
Children's Wool Cashmere Hose, seconds of a well-known Canadian brand that sells at 59c and 75c. Knitted from finest botany yarns in a close one-and-one rib. Black and white. Sizes 4 to 8 1/2. August Hosiery Sale 29
Men's Fancy Silk Socks and plain colors, a grouping of travelers' samples and odds and ends from regular stock. Perfectly finished hose. Exceptional value. August Hosiery Sale price, per pair 49
Women's Strong Fibre Silk Hose, near silk finish, sheer close weave and perfect, woven seamless. Have fine cotton top, deep double garter welt. Black, white, champagne, grey, navy, sand, green and mauve. Regularly 50c value. August Hosiery Sale, 3 pairs for \$1.10; per pair, 39c.
"Gordon" Brand Hosiery—Travelers' samples and odd lots—a grouping of real lisle thread and finest qualities in cottons fashioned and seamless. Black, white and some colors. Usual selling, 59c and 75c per pair. August Hosiery Sale price, per pair 39
Women's Fine Cotton Hose—A special purchase of 600 pairs below the regular market value. Extra fine quality, close, seamless weave, double garter welt. Regularly would sell at 35c. August Hosiery Sale, per pair 29

The Clearance of Women's Summer Apparel Will Give You Sports Coats Today at \$3.95

Several of the season's smartest styles are included in this offering. They are coats suitable for early fall wear. They are black and white and fancy velour checks—beaded models with large convertible collar and two patch pockets. Sizes 34 to 42. Clearance price 2.95

\$3.00 Value Skirts, \$1.79
 About 75 Women's Tub Skirts in this special lot. Broken lines from some of our best selling numbers. Several styles to choose from, with or without pockets. Materials are excellent quality gabardine and fine corduroy. Today's clearance price 1.79

Women's Summer Dresses, Special at \$3.95 and \$4.95
 Dresses of exceptional values at these prices, including samples and manufacturers' overmakes, also some of our regular numbers. Voiles, ginghams, muslins and fancy cottons in the best styles and shades; sizes 34 to 40. Special values at \$3.95 and \$4.95.

Women's Suits, \$10.95—They Were \$25.00 to \$35.00
 Here is the final clearance of Women's Spring and Summer Suits of fine grades. 25 only, and they consist of well-tailored imported models in several of the smartest designs. Incomplete size ranges. Today's clearance price 10.95

Boys' \$10.50 Raincoats, \$6.95
 Tweed Raincoats, in grey and brown check patterns, single-breasted, with convertible collar and fancy ribbed linings; sizes for boys 7 to 17 years. Today special at 6.95

Boys' Norfolk Suits, \$6.95
 Exceedingly smart suits of imported medium weight tweeds, in rich grey and brown stripe and check patterns; sizes for boys 7 to 17 years of age. This is a lot of excellent suits, priced specially low at 6.95

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