

**SIMPSON**

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.

Fresh south winds, moderately fair, very warm and thunderstorms.

**SIMPSON**

**Three Attractive Linen Items**  
(Second Floor.)

Printed Cretonne Table Covers, 2 x 2 and 2 x 2 1/2, fast colors. Reg. \$3.50 and \$4.00. Thursday .....98

"Viyella" Flannels, dainty stripes, the best for blouses, pyjamas, etc. Per yard .....60

Embroidered Bed Spreads, 90 x 108 inches, for double beds, spoke hem-stitched. Thursday ..4.95

**"Tiffany" Fob Ribbon**  
(Main Floor.)

The very best obtainable. Four widths. 5/8-inch, .20; 1 1/4-inch, .25; 1 1/2-inch, .35; 1 3/4-inch, .45 per yard.

**Wall Papers**  
(Fifth Floor.)

For any room in the house. Reg. 50c. Thursday, per roll, .24. Reg. 25c. Thursday, per roll .....11

**Attractive China at Attractive Prices**  
(Basement.)

Limoges China Dinner Set, new Bonaparte shapes, Greek key band design, 102 pieces. Thursday ..49.50

Table Tumblers, wines, clarets, ports, full crystal ware. Half-price on Thursday at, per dozen .....3.00

Heavy Brass Cuspidores. Thursday .....50

**Women's Gloves at Oppertune Prices**  
(Main Floor.)

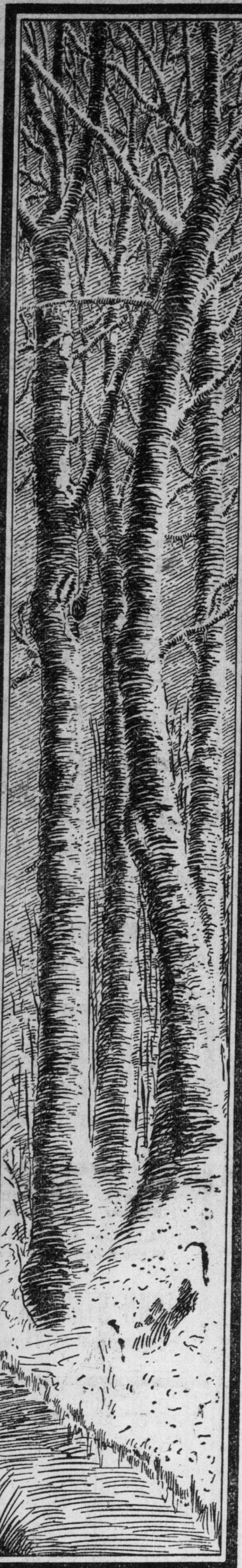
Long Black Lace, close design, mousquetaire, 5 1/2 to 7. Reg. 35c. Thursday .....19

20-inch Plain Silks, mousquetaire, fine Milanese finish; tan; all sizes; black, size 6 only. Reg. \$1.25. Thursday .....75

Real Chamois, natural and white, 2 dome fastener, 5 3/4 to 7 1/2. Reg. 75c. Thursday .....59

**Pearl Necklets**  
(Main Floor.)

Fine round filled pearls, beautiful cream lustre, with gold filled clasp. Thursday .....39



# Our August Furniture Sale

is the great oak that grew from the factory-co-operation idea.

The idea of the best store being allied to the best furniture factories has thrived like the proverbial acorn; come and see the result.

We're very enthusiastic about this sale; you'll understand why if you pay a visit to our Fifth Floor.

Carloads of dependable furniture coming in! We're proud of every piece, and prouder of the price at which we can offer it. Your savings will run from 10 to 50 per cent. of regular prices, and will average 25 per cent.

For instance; instead of paying as you intended, \$100 for certain Furniture, you'll get exactly what you wanted here, and be \$25 in pocket.

Look for these yellow tags tomorrow:-

Dressers, in selected quarter-cut oak, also in mahogany, good drawer space and oval or square shaped bevel plate mirror, trimmings either of wood or brass. Regular price \$19.50. August Furniture special ..... 14.95

Chiffoniers, in quarter-cut oak and mahogany to go with above dressers. Regular price \$19.50. August Furniture special ..... 14.95

Princess Dressers, in mahogany, dull finish, oval or square shaped bevel plate mirror, with wood trimmings. Regular price \$16.75. August Furniture special. 12.95

Dressers, in mahogany, dull finish, heavy oval plate mirror, two long deep drawers and two short drawers. Regular price \$29.50. August Furniture special. 22.60

Brass Bedsteads, in satin or bright finishes, in full size only. Regular price \$18.00. August Furniture special 13.90

Brass Bedsteads, in combination finish, in full width only. Heavy posts with filling equally strong. Regular price \$22.00. August Furniture special ..... 14.90

Brass Bedsteads—An exceptionally clever pattern, heavy posts with filling correspondingly heavy, in full size. Regular price \$26.00. August Furniture special ..... 19.60

Iron Bedsteads, in pure white and light green enamel finishes, fancy scroll design with brass spindles at head and foot ends. Regular price \$8.40. August Furniture special ..... 5.85

Iron Bedsteads, in pure white enamel finish, in all sizes. Heavy posts with filling evenly distributed, brass rails and caps at head and foot ends. Regular price \$4.75. August Furniture special ..... 3.60

Woven Wire Bedsprings, in all standard widths, closely woven steel wire fabric, frames made of thoroughly seasoned hardwood. Regular price \$3.00. August Furniture special ..... 2.10

Iron Frame Woven Wire Bedsprings—Sides are of steel tubing with ends of steel angle re-inforced. Fabric is supported with

iron bands. Regular price \$3.75. August Furniture special ..... 2.90

Mattresses in all standard sizes, well filled with curled sea grass centre, and heavy layer of cotton on top and bottom. Regular price \$3.45. August Furniture special. 2.59

Mattresses filled with pure white cotton, neatly tufted and covered with a good quality of blue art ticking. Regular price \$8.00. August Furniture special ..... 5.65

Pillows well filled with thoroughly renovated feathers; size 20 x 26. Regular price \$2.50. August Furniture special. 1.69

Pillows, filled with No. 1 goose feathers, and covered with good quality ticking; size 22 x 27. Regular price \$4.00. August Furniture special ..... 2.99

Dining Tables in quarter-cut oak, rich golden finish, pedestal design, extending to 8 ft. Regular price \$23.00. August Furniture special ..... 17.60

Dining Tables, in selected quarter oak, 8 ft. extension, pedestal design in fumed or early English finish. Regular price \$28.00. August Furniture special 20.90

Dining Chairs, in solid quartered oak, with leather upholstered seats. Sets of 5 small chairs and 1 arm chair. Regular price \$18.90. August Furniture special 13.95

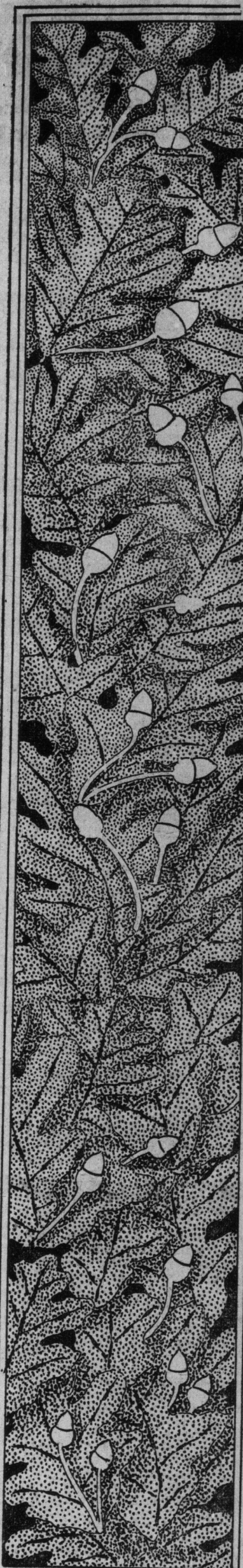
Writing Desks, in selected oak, in natural, green and rich golden finishes. Regular price \$13.50. August Furniture sale ..... 6.90

Ladies' Desks, in genuine quartered oak, golden finish, highly polished, good drawer and writing space. Regular price \$31.50. August Furniture sale ..... 14.90

Ladies' Desks, in mahogany. Bookcase above writing space. Regular price \$30.00. August Furniture sale ..... 17.90

Library Tables, in quartered oak, fumed finish. A massive design, carefully made. Regular price \$27.00. August Furniture sale ..... 19.90

Desk Tables, in solid oak, fumed or early English finish, large size; drawer is fitted with writing board and ink well. Regular price \$16.00. August Furniture sale 10.90



**The Simpson Store is the Store for Men and Boys**  
(Main Floor.)

Here are some examples of the clothes and prices specially for Thursday:

Men's Two-piece Summer Suits, single-breasted sacks and Norfolks, in tropical tweeds and homespuns; sizes 36 to 46. Reg. prices to \$18.00. Average price \$16.00. Thursday's price. ....9.95

Boys' Russian Suits, bloomer pants, a hard-wearing serge, 2 1/2 to 7 years. Thursday ..... 3.50

Boys' Linen Suits, Russian style, with bloomer pants, 2 1/2 to 6 years. 1.00

Boys' Wash Suits, Galatea, with narrow blue stripes, 2 1/2 to 6 years. Thursday ..... 1.50

Men's Outing Shirts, duck, tan and grey, all sizes. Reg. 75c. Thursday ..... 39

Flannelette Night Robes, in big men's sizes, 17 to 20, turn-down collar. Reg. 59c and 75c. Thursday, each, 39

Boys' Outing Shirts, white, stripe and tan, collar and pocket, 12 to 14 years. Reg. 50c and 65c. Thursday, each .....37

Men's Straw Hats, sailors and negliges. Reg. \$2.50. Thursday .....69

Panamas. Reg. \$4.50. Thursday .....1.89

**Housefurnishings at Low Prices**  
(Fourth Floor.)

Curtain Stretchers, adjustable, 2 to 4 yards. Reg. \$1.50. Thursday .....79

Bedroom Boxes, with arms, covered cretonne, castors, 3 ft. 9 in. long, 18 in. wide, 15 in. high. Reg. \$6.50. Thursday .....4.98

Tapestry and Wool Carpets. Reg. 85c to 95c per yard. Thursday, lined and laid .....67

Wool Carpets. Reg. 85c to \$1.00 per yard. Thursday, laid and lined .....69

## Four Thousand Pairs of Goodyear Welt Boots on Sale To-morrow at About Half Price

The Murray Shoe Company, Limited, of London, Ontario, makers of the well-known "Cleo" and "Derby" brand boots make a clean sweep before stock-taking. We bought their entire "floor stock" below actual cost of production. Absolutely reliable boots and Oxfords, stylish, easy fitting and long wearing. On sale to-morrow at about half the regular prices. Don't miss this opportunity.

2,000 pairs Women's Custom Grade Boots, Pumps and Oxfords, Blucher, button, lace and ankle strap styles, made from tan calf, gun-metal, vici kid and patent colt leathers, on lasts with pointed, medium and college toes, New York, Cuban, military and college girls' heels. All sizes 2 1/2 to 7 1/2. Regular prices \$3.50 and \$4.00. On sale Thursday, all one price ..... 1.99

Difficult to tell you here how good these shoes are—but they're really the best we've been able to offer for some time.

Extra sales people, extra cashiers, and extra space on the second floor will facilitate your buying. And we are just as particular about the quality of special purchases as of our regular stock.

The **SIMPSON** Company Limited

2,000 pairs Men's Custom Grade Boots and Oxfords, every pair Goodyear welted, Blucher and button styles, made from patent colt, Russia tan and oil storm calf, vici kid, gun-metal and velours calf leathers; single and double soles, some of the shafts are double thick and reinforced; some styles are ten inches high, with straps and buckles at tops as used by prospectors and hunters. All sizes 5 to 11. Regular prices \$4.50 to \$6.00. On sale Thursday, all one price ..... 2.49

Beautiful range of styles for women, including new short vamp, the dressy button shoes, the dainty last with the high heel, the new college girl's last, and the black corded cloth top.

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Toronto saw the...  
The first...  
Upon his arrival...  
He told...  
When we left...