

SILKS THAT SELL ON REPUTATION

Where bargains have been there bargains are likely to be again. You, who have experienced the marvellous value-giving of the Simpson's Silk Department will welcome the daily news of the August Silk Sale.

The department is the chief source of supply for a large part of the silk-using public, because there are found the newest weaves, the latest patterns, the best qualities at lowest prices. From the August Sale of Black Silks here are some qualities taken at random that fully warrant the reputation of the department.

New Satin Finished Rich Black Paillette, close and even, in finish recommended for hard wear. Regularly \$1.35. Sale price, 38 inches wide, per yard 1.10

Rich Black Mouseline Duchesse, a dress satin of delightful quality. Being skein dyed, it has a beautiful deep, full black. Regularly \$1.50, 38 inches wide. Sale price, per yard 1.24

A Special Offer at \$1.33 includes Duchesse Mouseline, Paillette and Satin de Chene, all silk, made by the most important manufacturer in Lyons; every yard guaranteed. Regularly \$1.50 and \$1.75. 40 inches wide. Sale price, per yard 1.33

Rich Black Duchesse Satin, in suiting or dress weights, soft charmeuse finish, for present styles; skein dyed, deep, full black, soft draping qualities recommended for wear. 40 inches wide. Regular \$2.00 quality. August silk sale, per yard 1.69 (Second Floor)

Dresses of New Autumn Styles

WORTH FROM \$27.50 TO \$45.00, TUESDAY \$19.95.

New York samples of crepe de chine, poplins, fancy net designs, and charmeuse, with all the latest trimmings and novelty touches; a limited quantity, and no two alike. Extra value for Tuesday morning 19.95

COTTON DRESSES, \$2.95.

Regular \$4.50 and \$5.50 values, for quick clearance Tuesday; some slightly soiled. They are in linens, rattans and lingerie. Special Tuesday value 2.95

THE NEW FALL COATS ARE HERE. PRICES FROM \$15.00 TO \$35.00.

Chic models from the best European and New York houses, with Raglan sleeves, belted backs, outaway fronts, with linings of colored silks. In all the latest materials and colorings. Prices \$15.00, \$17.50, \$19.50, \$25.00 up to \$35.00.

NEW SEPARATE SKIRTS.

Made from excellent quality shepherd's check worsteds, in small and medium checks; plain or draped designs; high waist, finished with a fancy strap and black braided buttons. Prices \$6.50 and \$7.50.

NEW FALL OR WINTER SUITS.

In light or heavy weight English serge; black or navy; made in a smart and becoming style; coats lined with grey satin; tailored breast pocket; outaway front and longer rounded back; skirt has the correct tailored lines; women's and misses' sizes. Specially priced 12.50 (Third Floor)

Of Interest in the Corset Section

New models are arriving every day, and already the order of new things has asserted itself. To be assured of securing the corset that was built for you, you should keep in close touch with this section. We have made to offer one of the new models at a reduced price for Tuesday shoppers.

Women's Corsets, a beautiful Royale model; fine white coutil; medium bust; extra long hips and back; deep unboned section; bottom of front laced; finest rustproof double boning; wide side steels; four fine garters; best draw cord; sizes 18 to 26 inches. A regular \$2.50 model. Tuesday 1.50 (Third Floor)

Unique Values in Dress Goods

50-INCH DIAGONAL SUITINGS, TUESDAY \$1.00 VALUE AT, PER YARD, 69c.

Purchased just before the rise in wool prices. We have priced them very low for this day's selling, and this offering presents a big saving on your early fall suit. A splendid range of new fall shades to choose from. Guaranteed pure wool quality, and has a rich, bright, permanent finish; 50 in. wide. Tuesday 69c

A SPECIAL PURCHASE OF ALL-WOOL FRENCH RATINE CREPES, MUCH BELOW TO-DAY'S VALUE, 42 IN. WIDE, PRICED, PER YARD, 60c.

These dainty, soft crepe fabrics are very popular for smart one-piece dresses, dressing jackets, etc.; made from the softest, pure Botany yarns. These would be good value for 75c per yard. A lovely range of all the newest French colorings for street wear, also lovely pastel shades. On sale Tuesday in our Crepe Goods Section, 42 inches wide, per yard 50

Women's Boots

Dainty, high grade boots, in button and lace styles; patent coil, gummetal, vicil kid and velour calf leathers; dull matt calf, cloth and fancy uppers; Cuban, high New York, military and low "College girl" heels; Goodyear welted, hand turned and fine McKay sewn soles; sizes 2 1/2 to 7. Regularly \$9.00 to \$5.00. Tuesday 2-49

MEN'S TAN BOOTS, \$3.95.

400 pairs finest selected tan Russia calf boots, made on the popular short vamp last, in button and Blucher styles; double thick Goodyear welted soles; sizes 6 to 11. Tuesday's special price 3-95

WATER RUSH SLIPPERS, 50c.

Imported water rush slippers for men and women, fine weave, soft Turkish towel lining, reinforced soles, very cool and comfortable. Tuesday 50c (Second Floor)

Toilet Specials

Roger & Gallies violet talc powder 19
Rivers toilet waters, special 95
Violet and Lily of Valley talc, 1-lb. tin. Special, 2 for 25c.
Real ebony hair brushes, 13 rows pure bristles. Special 1.19
Maple Leaf castle in cakes, Special, 7 for 25c.
Vandeville toilet paper in packages, Special, 4 for 25c.
(Main Floor)

Eye Glasses

Fitted carefully at small expense. To avoid waiting, make appointment by phone.
Yonge St. elevators: Second Floor.

Simpson's August Sales

Fresh recruits are daily joining the decimated ranks of the sale stocks. To-morrow the values will be better than ever, for as the different lines become broken we give them their coup de grace in unadvertised clearings, offering almost inconceivable opportunities for saving. You should never miss an occasion to look over the stocks in which you are interested.

THE SALE OF METAL BEDS OF HOSIERY In the August Furniture Sale

White enamelled and brass, priced actually below usual cost. All high-grade construction, and finished with best material procurable.

- Women's plain black, helio, pink, sky, tan and grey hosiery, and some embroideries; sizes 1/4 to 18. Regularly 35c. Hosiery Sale 19, 2 pair 35
- Women's tan silk thread, lisle thread, black, tan, sky, pink, and embroideries; extra fine thread, perfect finish; sizes 1/4 to 18; 45c value; Hosiery Sale, Tuesday 25, 2 pair 50
- Women's finest quality lisle thread hose, black, tan, white, sky; plain weaves, laces and embroideries; fine thread; sizes 1/4 to 18; 50c value. Hosiery Sale, Tuesday 25, 2 pair 50
- Women's plain real silk thread hose, "Pen Angle" brand, second quality, slight defects; nice thread; spliced ankle, heel, toe and sole; 1/4 to 18; black or tan; 75c value; Hosiery Sale, Tuesday 49
- Women's English make, plain or ribbed black cashmere hose, extra fine yarn, medium weight, double heel, toe and sole; 1/4 to 18; 40c value; Hosiery Sale 25
- Women's plain black cashmere hose, seamless, good weight; fine, close weave; double heel and toe; 1/4 to 18; extra value; Hosiery Sale, Tuesday 19, 2 pair 35
- Men's silk lisle thread socks, extra fine finish, sheer fine weaves, tan, black, grey, navy and purple; sizes 9 1/2 to 11; 35c regularly; Hosiery Sale 19, 2 pair 35
- Men's plain black cashmere hose, all-wool yarn; close, fine weave; good-wearing; double heel and toe; 1/4 to 18; Special Tuesday 25
- CLEARING WOMEN'S SUEDS AND GLACE MID GLOVES. 1,000 pair, a special purchase of women's French glace kid and suede gloves; black only in suede, black, white and colors in kid; extra fine soft skins; sizes 1/4 to 7 1/2; 75c and \$1.00 value; Tuesday day 49 (Main Floor)
- 100 White Enamelled Iron Bedsteads, in various styles and widths of 3 ft., 3 ft. 6 in., and 4 ft.; Regularly \$4.60 to \$8.00. Tuesday half-price.
- Brass Bedsteads, Regularly \$11.95. August Furniture Sale 8.45
- Brass Bedsteads, Regularly \$18.00. August Furniture Sale 13.85
- Brass Bedsteads, Regularly \$18.50. August Furniture Sale 13.85
- Brass Bedsteads, Regularly \$18.90. August Furniture Sale 14.45
- Brass Bedsteads, Regularly \$24.75. August Furniture Sale 16.70
- Brass Bedsteads, Regularly \$26.00. August Furniture Sale 19.90
- Brass Bedsteads, Regularly \$26.75. August Furniture Sale 19.90
- Brass Bedsteads, Regularly \$33.50. August Furniture Sale 24.85
- Brass Bedsteads, Regularly \$36.00. August Furniture Sale 26.60
- 30 Brass Bedsteads that have been used as samples on our floor; show slight shop wear. Regular prices \$14.40 to \$65.00, August Furniture special, one-third discount. (Fifth Floor)

26-inch Silk Striped Ratine

In shades white, brown, fawn, navy, mauve, sky, pink, grey, old rose. Regularly 50c, for 27 (Second Floor)



HANDSOME SAVINGS ON DRAPERIES DURING THE AUGUST HOUSEFURNISHING SALE

40c Art Ticking, 22c Yard

Dainty colors, strong and durable, launders perfectly, 32 and 34 inches wide, a very large assortment to select from, suitable for bedroom hangings, slip covers, cushions, etc. Regularly 40c value. Tuesday special, yard 22

SALE OF BAMBOO VERANDAH SHADES, PRICED TO CLEAR OUT EVERY ONE IN STOCK—LESS THAN HALF-PRICE. (Shades at this price not exchanged.)
Bamboo Shades, in natural and green colors; keep the verandah cool, shady and private.
In natural color—
Size 5 x 8. Regularly 75c. Sale price, each 33
Size 6 x 8. Regularly \$1.10. Sale price, each 49
Size 8 x 8. Regularly \$1.60. Sale price, each 79
Size 10 x 8. Regularly \$1.80. Sale price, each 79
Size 12 x 8. Regularly \$2.25. Sale price, each 89
In green shade—
Size 6 x 8. Regularly 75c. Sale price 33
Size 8 x 8. Regularly \$1.50. Sale price 49

SWISS LACE CURTAINS, \$3.98 PAIR.
Clearing some at less than half-price. Every pair substantially reduced. A beautiful selection of high-class applique curtains in white, ivory and ecru; 2 1/2 and 3 yards long. Tuesday sale, pair 3.98

RICH VELOURS, \$115 YARD.
A very complete range of shades: rich, luxurious pile; 60 inches wide; very handsome for window hangings, portieres, etc. Specially priced for Tuesday's sale, yard 1.15

ENGLISH BRUSSELS RUGS

In new designs and colorings, suitable for dining-rooms, bedrooms and sitting-rooms. This is an excellent rug for hard wear:

- 6.9 x 9.0. August Sale 12.50
- 9.0 x 9.0. August Sale 16.75
- 9.0 x 10.6. August Sale 19.50
- 9.0 x 12.0. August Sale 22.50
- 11.3 x 12.0. August Sale 25.00

Imported Tapestry Rugs are marked at attractive figures, and the colors and designs are suitable for all requirements:

- 6.9 x 9.0. August Sale 4.75
- 7.6 x 9.0. August Sale 5.25
- 9.0 x 9.0. August Sale 6.25
- 9.0 x 10.6. August Sale 7.25
- 9.0 x 12.0. August Sale 8.25

Heavy quality Scotch Printed Linolums, in tile, floral, matting and wood effects. August Sale 40 (Fourth Floor)

A New Section for Austrian and French Velour Hats

Shows the finest qualities of Velour Hats. We are also showing now a big variety of new Ready-to-Wear Hats for fall, and beautiful soft bright finished felt in hundreds of stylish shapes. (Second Floor)

Men's \$15 Raincoats for \$10

These light-weight Raincoats, for this time of the year, are made from an English Barbetate cloth, in fawn and tan, proofed against the ordinary shower. They can be worn as a fall overcoat. Cut single-breasted, 50 inches long, and beautifully tailored. To clear 10.00

MEN'S PARAMATTA WATERPROOF COATS.
The finest Waterproof Coat made. Of the best English Paramatta cloth, in fawn, cut single-breasted, 30 to 54 inches long, raglan shoulders, satin sleeve lining and satin through shoulders. All seams sewn, cemented, strapped and stitched. Absolutely waterproof. Price 18.00

YOUTHS' FASHIONABLE SUITS.
Made from English tweeds in brown, showing a neat pattern, smart single-breasted, three-button coat, single-breasted vest and fashionable trousers; best tailoring. Price 13.50

BOYS' ENGLISH NORFOLK SUITS.
Made from good wearing English tweeds in plain grey, light in color. Smart single-breasted yoke, Norfolk style, with pleats and belt; fashionable bloomer pants; best workmanship. Price 10.50 (Main Floor)

100 Men's Straw Hats

In negligee, fedora and boater shapes, slightly counter soiled. Regularly \$1.00 to \$2.00. Tuesday 39

Men's Soft Hats, crusher and black and good. A large assortment of colors, balances of lines nearly sold out. Regularly \$1.00, \$1.50 and \$2.00. Tuesday 50 (Main Floor)

Men's White Cotton Nightrobes

200 White Twill Cotton Nightrobes, in heavy and medium weights; plain or trimmed fronts, collar and cuffs. A few odd and broken lines; all sizes in the lot. Regularly \$1.00, \$1.25, \$1.50 and \$2.00. Tuesday, each 59

MEN'S SWEATER COATS.
About 100, in a heather mixture; high collar; fancy knit fronts; close fitting cuffs; heavy weight; all sizes 36 to 42. Regularly \$4.00. Tuesday 3.00

32-inch Unbleached Sheeting 27c

Heavy unbleached English sheeting, 70 inches wide, splendid wearing quality, suitable for rooming houses and hotels. Regularly 32c. Special, Tuesday, yard 27

Fully bleached satin damask table cloths, all pure linen. These are slightly soiled from handling. In a good range of patterns, size 2 x 2 1/2 yards. Regularly \$2.50. Special Tuesday 1.09

White unshrinkable wool blankets, closely napped and thoroughly scoured, pink or blue borders, size 4 1/2 x 6 1/2. Special Tuesday, pair 3.95

Real Russia crash towelling, very serviceable for roller towels, tea towels, fancy work, etc. Special Tuesday, yard 1.4

Bleached English longcloth, 36 inches wide. Clearing Tuesday, yard 10

Blue and white checked apron ginghams, fast colors, with or without border, 28 inches wide. Special Tuesday, yard 11 (Second Floor)

Parasols 39c

A clean-up in parasols, well assorted in stripes, checks and fancy patterns, in good colors, including white embroidered ones. Values up to \$1.50. Tuesday 39

100 only fancy parasols to clear a good assortment of patterns, imported makes. Values up to \$2.50. Tuesday 95 (Main Floor)

Preserving Season Specials

Scales which weigh accurately, made up with a steel base, strong springs, a clear indicating clock-face dial; either scoop style or flat scale. Regular selling value \$2.25. Tuesday Basement 1.25

Seals, another line, similar in the make, but with a pale blue color, with white tile flat scale, thoroughly sanitary. Regular selling value \$3.00. Tuesday Basement 2.00

Gas Ovens, of bright tin metal, with drop door, suitable for any gas plate or oil stove. In two sizes.
With Single Plate Door. Regularly \$12.00. Tuesday \$11.4
With Double Plate Door. Regularly \$14.00. Tuesday \$13.4

A Dustless Broom Cover, thoroughly sanitary, a splendid disinfectant. Tuesday Basement 1.25

Good 25c Wicker Splash Mat, for back of wash basin to protect wall. Tuesday Basement 15c.

Whice Purifies, Bacon, Peasmeat, preserves. Tuesday Basement 10c, 25c, 50c.

Whice Premium Oats, Package. Tuesday Basement 10c, 25c, 50c.

Whice, the best polish for floors and furniture, renews the original gloss. Preserves, for hardwood and polished floors and linoleum, an antiseptic preparation. Tuesday Basement 10c, 25c, 50c.

Whice, the best polish for glass and mirrors, renews the original gloss. Tuesday Basement 10c, 25c, 50c.

Whice, the best polish for brass and copper, renews the original gloss. Tuesday Basement 10c, 25c, 50c.

Whice, the best polish for silver, renews the original gloss. Tuesday Basement 10c, 25c, 50c.

Whice, the best polish for iron and steel, renews the original gloss. Tuesday Basement 10c, 25c, 50c.

Whice, the best polish for wood, renews the original gloss. Tuesday Basement 10c, 25c, 50c.

Whice, the best polish for leather, renews the original gloss. Tuesday Basement 10c, 25c, 50c.

Whice, the best polish for metal, renews the original gloss. Tuesday Basement 10c, 25c, 50c.

Whice, the best polish for stone, renews the original gloss. Tuesday Basement 10c, 25c, 50c.

Whice, the best polish for fabric, renews the original gloss. Tuesday Basement 10c, 25c, 50c.

Whice, the best polish for paper, renews the original gloss. Tuesday Basement 10c, 25c, 50c.

Whice, the best polish for glass, renews the original gloss. Tuesday Basement 10c, 25c, 50c.

Whice, the best polish for wood, renews the original gloss. Tuesday Basement 10c, 25c, 50c.

The Robert Simpson Company, Limited