The Robert SIMPSON Company Limited | Store Opens 8 a.m. | Closes 5.30 p.m. | H. H. FUDGER, President | J. WOOD, Manager | Phone Number Main 7841 We have 80 lines to Central. | The Robert SIMPSON Company Limited

Early Advices of the Simpson Events

Our Annual Sale of Black Silks Starts To-morrow

New silks from Cairo, Italy, Zurich, Switzerland, and Lyons, France, all specially purchased for this event, guaranteed the best yarn or skein-dyed blacks, only such qualities as we can recommend for beauty and durability are included. Come down Wednesday, you will want to come again.

Black Satin Paillette, a dressy, medium weight silk, one yard wide, deep full black. Regularly $1.10. August Sale price 89c

500 yards, Rich Black Paillette de Chine, a new silk, having the wearing qualities of a paillette, with the fine, even finish of a satin de chine; 39 inches wide. Regular $1.85 yard. August Sale price, per yard $1.10

Rich Black Duchesse Mousseline Satin, the new, soft, lustrous finish. Perfect in weave and dye. Regularly $1.65; 40 inches wide. August Sale price, per yard $1.44

A bargain in C. J. Bonnet's famed black peau de soie, equally well finished on both sides and guaranteed not to cut or split, an unusual opportunity; 40 inches wide. August Sale price $1.84

Rich Black Duchesse Mousseline Satin, an elegant quality with a soft charmeuse finish, beautifully skein dyed; 40 inches wide. August Sale price, per yard $1.79

Mousseline Faille, the new fine cord effect, makes elegant tailored suits and coats, and is very fashionable for dresses, the black being deep and rich, with not too high a finish; 42 inches wide. August Sale price, per yard $2.00

700 yards rich Satin Duchesse Mousseline, beautiful rich, full black, a guaranteed quality satin; skein dyed, practically uncrushable, soft duchesse finish; 40 inches wide, August Sale price, very special, per yard $1.28

The New "Durward" Fall Overcoats

The new "Durward," London, England, Fall Weight Overcoats and Golf Coats surpass anything yet produced by this famous house. They are practical, smart, and made in materials of unique colorings and designs that cannot fail to satisfy every individual taste and requirement.

The "Aintree" Conduit Coat is one of the smartest and most useful coats yet produced. Three-quarter length, single-breasted, to button through, showing leather or Buffalo horn buttons with large patch pockets; in Donegal and fancy tweeds and cheviots, in browns and light greys. Price..... $26.00

The "Balamacdaan" Coat embodies all the essentials of a perfect sporting coat; warmth without weight, distinction and smartness, absolute freedom. Made from a fancy check homespun, in light grey. Price..... $28.00

The "Lambton" Golf Coat, pronounced by leading golfers to be the best golf coat yet produced. The expanding pleats give perfect freedom in any position; in a variety of patterns and colorings. Price..... $18.00

The "Rainaway" Showerproof Coat, made long and roomy from a tan color, fine twill English cloth. Beautifully tailored. A very dressy street coat. Price... $22.00

Boys' White Linen Sailor Blouse Suits, made with separate shield and full fitting bloomer pants. Sizes 6 to 10 years. Regular $1.00. Wednesday..... 75c

The store offers the service equivalent to that of a first-class hotel, during business hours. The luncheon and palm rooms furnish unexcelled breakfast, lunch, dinner, and afternoon tea, with music at noon. Check and rest rooms make Simpson's the perfect headquarters for out-of-town visitors.

Women's Summer Vests Half Price

We found too many when we took stock and take the half-price method of reducing the quantity to normal condition.

Phone orders filled.

300 Women's Extra Quality Summer Vests, fine Swiss ribbed cotton, low neck, short or no sleeves, all have dainty lace and embroidery, narrow yokes, neck and arms finished with narrow beading, run with draw ribbons; sizes 32 to 40 bust. Regular price 25c each. Wednesday ..... 2 for 25c

Clearing Girls' White Petticoats

Just a lot of Girls' White Underskirts, that stock-taking brought to light, that we can get along without. They are less than half-price Wednesday.

10 only Girls' Petticoats, fine white cotton, finished with embroidery or lace trimmed flounces, lengths 18 to 36 inches; regular prices 65c to 90c each. Wednesday, to go at 35c

$3.50 Corsets to be Cleared $1.50 Pair

One of our finest makes and most stylish models to be cleared at less than half. Some sizes are missing in the range. That's the reason.

102 pairs magnificent Roysie Corsets, an extra long and stylish model, in superfine white batiste, medium low bust, finest rustproof boning, six very strong elastic web garters, trimmed with satin and lace; sizes 19, 20, 21, 22, 23, 24, and 27 only. Regular price $3.50 a pair. Wednesday, a pair, $1.50

New Interest in the Mantles

COMFORTABLE COATS FOR COOL EVENINGS.

Two new models just received. Suitable for women and misses, in colors of grey, bronze, and brown. Double-breasted, with large turn-back collars and long revers, which can be buttoned up close to neck. Some have the new one-sided back, while others have belted back. Price..... $12.50

TOURIST AND MOTOR COATS.

A large collection of High-Class Imported Samples from the best New York and European fashion houses. A variety of attractive materials, including imported tweeds, zebilines, pilot cloths, chinchilla cloths, and fancy mixtures, in light or dark shades. All cut in the very newest styles. Prices..... $12.50 to $37.50

GIRLS' RAINCOATS.

Splendid values in these Waterproof Coats, made of rubberized twill. These coats are finely tailored, have Raglan sleeves, and hang loose from shoulder, with turnover collars, which can be fastened close to throat. Colors are navy, tan, and green. Ages 6 to 14 years. Wednesday..... $4.75

A handsome showing of Effective Lingerie Messaline and Taffeta Silk Dresses, in plain and stripe effects. Colors in the lot are navy, black, brown, grey, and white. Waists are outlined with novelty touches, with semi, low, or high collars. Skirts have the raised waistline or self belts. Prices ..... $12.50, $14.50, $17.50, to $26.00

A Six-Gored Skirt for women, made of a splendid quality of serge, in navy or black, with high waistline and ornamented with fancy buttons. A smart Skirt for misses, made of fine quality English Panama, in black or navy, has high waistline; the one-sided effect on left side panel is cut in a fancy design, and ornamented with buttons. Front lengths 34 to 37 inches. Wednesday..... $3.98

$1.50 Petticoats, 79c

Women's Petticoats of hydegrade, moreen, and heatherbloom, navy, cardinal, brown, and grey; also in black and white stripes; pleated and tailored flounces, trimmed with strapping and embroidery. All sizes in the lot. Regular prices $1.39 and $1.50. Wednesday..... 79c

No phone or mail orders.

LONG MUSLIN GOWNS, 49c.

Fancy Printed Muslin Gowns, floral patterns, sky, pink, or helio, cut full, scalloped edge, trimmed with silk shell stitching. Sizes 36 to 44. Wednesday 49c

FURNITURE

The August Sale

has produced many startling values during its first week, but none better than these items which are ready for you to-morrow. Each price is below the actual cost of manufacture. The workmanship is the best, and the quality is high.

Buffets, in crotch mahogany. Regularly $160.00. August Furniture Sale $99.00

China Cabinets, in mahogany. Regularly $90.00. August Furniture Sale $59.00

Dinner Wagons, in mahogany. Regularly $49.00. August Furniture Sale $29.00

Buffets, in mahogany. Regularly $125.00. August Furniture Sale $79.00

China Cabinet, in mahogany. Regularly $95.00. August Furniture Sale $59.00

Buffets, in mahogany. Regularly $147.00. August Furniture Sale $96.00

China Cabinets, in mahogany. Regularly $82.00. August Furniture Sale $54.00

Dinner Table, in mahogany. Regularly $95.00. August Furniture Sale $66.00

Buffets, in fumed oak. Regularly $102.00. August Furniture Sale $68.00

China Cabinets, in fumed oak. Regularly $66.00. August Furniture Sale $43.00

China Cabinets, in fumed oak. Regularly $68.00. August Furniture Sale $46.00

Dining-Room Suite, in old English oak, Sideboard, Serving Table, China Cabinet, and Dining Table. Regularly $340.00. August Furniture Sale $229.00

Dining-Room Suite, in mahogany, Sideboard, Serving Table, 6 Side Chairs, and 1 Arm Chair. Regularly $700.00. August Furniture Sale $469.00

Men's Summer Underwear Reduced

2,000 garments of Men's "Pen-Angle" Brand Balbriggan Underware shirts and drawers, natural shade; sizes 34 to 44. Regular 50c. Wednesday 39c

Several odd lines of Men's Combinations, in plain white or colors, a few slightly imperfect, all sizes in the lot. Regularly $1.25, $1.50, and $2.00. To clear Wednesday, a suit 89c

5,000 Men's Neglige Shirts, made from a good wearing material, in several different, neat, and up-to-date designs; sizes 14 to 18. Extra special Wednesday, each 49c

Curtain Materials Reduced

THE WHITE HOUSE CRETONNE.

The merits of this cretonne are favorably known everywhere. Colors to suit any bedroom, 36 inches wide. Regularly 35c yard. Wednesday 23c

FIGURED BURLAPS, 19c.

Figured Burlaps, suitable for curtains or upholstering in living room, library, or den. 36 inches wide. Regularly 30c yard. Wednesday 19c

MONK'S-CLOTH, 93c.

All-wool Monk's-Cloth, 50 inches wide; brown, blue, and green. Regularly $1.25 yard. Wednesday 93c

Extension Rods, with silver plated ends and brackets to extend to 54 inches wide. Regular 15c. Wednesday 9c

Opaque Shades, best quality Hartshorn rollers, 36 x 72 inches; cream, green, and white. Regularly 50c. Wednesday..... 33c

Clearing Men's Hats

Men's White Felt Outing Hats, stitched crown and brim. Regularly 75c. Wednesday 39c

Fishing, Picnic, or Vacation Wear Straw Hats, in fine Mexican palm, fancy painted crowns, men's boys', and ladies' sizes. Regularly 25c and 35c. Clearing at..... 10c

250 Men's Straw Hats, up-to-date American shapes, in sennit, pedal, fancy, rough, or split braids. Wednesday..... $1.50

$2.00 Twill Sheets $1.48 Pair

Bleached English Twilled Sheets, an extra good quality, free from dressing, will launder well, and give good wear; size 90 by 100 inches; hemmed ready for use. Regularly $2.00 pair. Wednesday, pair..... $1.48

Huckaback Bedroom Towels, fine quality, hemmed ends, a good, serviceable towel. Wednesday, pair 49c

Pillow Cases, fine English make, spoke-stitched ends, 54 by 45 or 45 by 32 inches. Clearing Wednesday, pair 49c

Roller Towels, made of pure linen crash toweling, with red border, size 18 by 40 inches. Wednesday, each 8½c

New Lunch Cloths and Napkins, all pure linen, a large assortment of pretty designs, cloths 36 inches, from $1.35 to $3.00; 45 inches, $2.00 to $4.75; 54 inches, $2.50 to $6.00. Napkins to match, choice of scalloped or hemstitched, dozen ..... $2.00 to $9.00

Bedroom Wall Papers

New German Bedroom Stripes, in soft greys, blues, greens, yellows, tans. Per roll..... 50c and 60c

New Chintz and Stripe Imported Papers, in greens, blues, pinks, creams, greys. Per roll..... 25c and 30c

New Tweed and Cloth Effects, in tans, greys, and greens and buffs. Per roll ..... 35c, 50c, and 60c

Bedroom Trims, Dividers, Panels, Friezes, Corners, in soft pinks, creams, greens, blues, yellow, grey. Per yard....5c, 10c, 15c, and 20c

BEDROOM SPECIALS.

2,600 rolls Bedroom Papers, in florals, stripes, and plain effects, a good assortment of colors. Regularly 20c and 25c roll. Wednesday 11c

Bedroom Mouldings, white enamel or imitation oak. Special, per foot..... 4c

The August Hosiery Sale Starts To-morrow

Starts to-morrow. Larger stocks, more selling space, more salespeople, and on the whole, better values, because of the enormous orders placed. These for Opening Day:

Women's Lisle Thread Hose—Black, tan, white, and colors; also laces in a variety of colors. All sizes. Regular up to 35c. Hosiery Sale price Wednesday, 19c; 3 pairs, 55c

Women's Lisle Thread Hose—Black, tan, white, and a large variety of colors. Imported goods, also some embroidered fronts. Regular up to 50c. Hosiery Sale price Wednesday, pair..... 25c

Women's Silk Hose, with lisle thread, deep garter top, gauze weight. Black, sky, pink. Regular 75c. Hosiery Sale price Wednesday 49c

Women's Fine All-Wool Black "Llama" Cashmere Hose, double spliced heel, toe, and sole, English made; soft and comfortable. All sizes. Hosiery Sale price Wednesday, 29c

Women's Fine Imported English Cashmere Hose, plain and ribbed, full fashioned, double spliced heel, toe, and sole. Regular 50c. Hosiery Sale price Wednesday..... 29c

Children's Lisle Thread Socks, all imported. A large variety of patterns and colors, fancy tops. Sizes 4 to 8½. Regular 20c. Hosiery Sale price Wednesday..... 10c

Boys' and Girls' Black Ribbed Cotton Stockings, extra special knee; spliced heel, toe, and sole. Splendid wearing. Sizes 5 to 10. Regular 25c. Hosiery Sale price Wednesday ..... 3 pairs 50c

Boys' and Girls' Black Ribbed Cashmere Stockings, English made, spliced heel, toe, and sole. Sizes 6½ to 8½. Regular 30c. Hosiery Sale price Wednesday, 19c; 3 pairs 55c

Boys' and Girls' Plain and Ribbed Black Cashmere Sotckings, English made, full fashioned, spliced heel, toe, and sole. Regular 40c. Sizes 6½ to 8½. Hosiery Sale price Wednesday 25c

Men's Fancy Cotton Socks, circular stripes; tan, grey, Alice blue, helio, black stripes. All sizes. Regular 20c. Hosiery Sale price Wednesday..... 3 pairs 25c

Men's Lisle Thread Socks, all imported goods, plain black, tan, and colors. Also fancy checks and stripes and silk-embroidered fronts. Mercerized silk and plain lisles. All sizes. Regular 25c and 35c. Hosiery Sale price Wednesday, 19c; 3 pairs 55c.

Men's Plain Black Cashmere Socks, seamless, double spliced heel, toe, and sole. Regular 25c. Hosiery Sale price Wednesday, 19c; 3 pairs 55c.

Men's English Shot Silk Socks, black; fine elastic ribbed, with contrasting under colors, full fashioned, splendid wearing. All sizes. Regular 50c. Hosiery Sale price Wednesday, 35c; 3 pairs $1.00.

Men's Pure Silk Socks, black, tan, grey, navy, and other colors. Manufacturers' seconds, but for wear as good as firsts. Regular value 50c. Hosiery Sale price Wednesday, pair, 35c; 3 pairs $1.00.

Save Your Eyes

We sell only glasses that give entire satisfaction. Our prices are always moderate.

Second Floor, Yonge Street.

$5.00 to $7.50 Ostrich Feathers 3.85

360 Fine Quality Ostrich Plumes, some in the willow style; others in the French curl, and many in novelty style mounts; in black, white, or colors. Regularly $5.00 to $7.50 each. Wednesday $3.85

In the Lunch Room

City Dairy Ice Cream..... 5c
With Cut Cake..... 10c
Served from 3.00 to 5.30.

20c and 25c Ribbon Nine Cents

Stock-taking has revealed a quantity of odd lines of Ribbons. We will clear these out to-morrow. 5 and 6-inch Pure Silk Taffeta and Rich Duchesse Satin; color range is broken, but the color you want may be in the lot. Regular price 20c and 25c per yard. Wednesday 9c

No 'phone or mail orders.

Rock Bottom Prices on All Mattings

The approaching end of the Matting Season accounts for these phenomenally-cut prices. Everything is reduced, mats, squares, and mattings by the yard.

40 bales of Very Attractive Fancy Inlaid Japanese Matting, in unusual colors and designs. Price cut to, per yard 15c

29 bales of Choice, New, Closely-Woven and Reversible Japanese Matting. Price cut to, per yard..... 12½c

Heavy and Serviceable Stencilled Japanese Grass Mats, in a good range of colors and designs—

27x54, special reduced price..... 67c
36x72, special reduced price..... 98c and $1.19
6.0x9.0, special reduced price..... $3.25 and $3.95
9.0x12.0, special reduced price..... $6.35 and $8.95

Specially good value and unusually attractive designs in these Fine Quality, Woven-Through, and Reversible Matting Squares—

27x54, specially reduced price..... 33c
36x72, specially reduced price..... 38c
6.0x9.0, specially reduced price..... $1.47
9.0x10.0, specially reduced price..... $1.85
9.0x12.0, specially reduced price..... $2.35

Stencilled Japanese Matting Squares. These mats, which are stencilled on one side only, make one of the least expensive floor coverings for summer use, and give entire satisfaction—

18x36, special reduced price..... 10c
27x54, special reduced price..... 18c
36x72, special reduced price..... 37c
9x10, special reduced price..... $1.69
9x12, special reduced price..... $1.95

Special prices on Scotch Linoleum and English Floor Cloth. It means money saved, on the best and most reliable goods that the mills can produce. Extra Heavy, Splendidly-Printed, and Well-Seasoned Linoleums, tile designs, mattings, carpet effects, blocks, etc. Wednesday, per yard 40c

Housekeepers who have bought English Floor Cloth know what a satisfactory bright and always-clean floor it makes. This new shipment contains some extra good effects in very pleasing colors. Splendid value at, per yard 39c

Special reduction on inlaid linoleum. This is a very unusual opportunity, and but for a specially good purchase we could not make it now. There are only seven designs and about 1,000 yards. To clear at, per yard, 85c

$4.50 Gas Fixtures, $2.89

2-Light Gas Fixtures, rich gilt, with inverted burners and shades complete. Regular value $4.50. Wednesday..... $2.89

Lindsay or Welsbach upright lights; burner, mantle, and white globes complete. Regularly 75c. Wednesday..... 59c

"Rational" Inverted Light Burner; mantle and half-frosted shades. Regularly 60c. Wednesday 49c

1,000 "Q" Globes or half-frosted inverted gas shades. Regularly 15c. Wednesday 10c

1,000 Gas Mantles, upright or inverted. Regularly 10c. Wednesday ..... 3 for 25c

2,000 Assorted Colored and Fancy Inverted or Upright Gas Shades. Regularly up to 50c. Wednesday 19c

A Splendid Grocery List

Fresh Rolled Oats, per stone..... 25c
Choice Side Bacon, peameal, half or whole, per lb..... 19c
Post Toasties, 3 packages..... 25c
Telfer's Cream Soda Biscuits, 2-lb. box..... 25c
Pure White Wine Vinegar, XXX, per gallon..... 30c
Mustard, in bulk, per lb..... 35c
Finest Canned Corn, 3 tins..... 25c
Choice Pink Salmon, half-pound flats, 3 tins..... 25c
Fancy Patna Rice, 3 lbs..... 25c
Ekovah Custard Powder, 3 packages..... 25c
Choice Lima Beans, 2 lbs..... 15c
Lyle's Syrup, 1-lb. tin..... 20c
Crosse and Blackwell's Marmalade, 2-lb. tin..... 35c
Postum Cereal, large size..... 30c
Canned Green Gage Plums, per tin..... 15c

FRESH ROASTED COFFEE, PER LB. 35c.

500 lbs. Fresh Roasted Coffee in the bean, ground pure or with chicory. Wednesday, per lb..... 35c

The Robert SIMPSON Company Limited