A Slide in Dinnerware Prices

is noticeable for next Thursday. Our Basement is all a-hustle to get ready for stock-taking. A woman has the privilege of changing her mind. If you intended buying a dinner service next fall, now is the time to exercise your privilege. It will pay you to do it now.

Wedgwood Dinner Set, in the famous blue willow design; 97 pieces; in old English; quaint shapes. Reg-

97-piece Dinner Set, beautiful porcelain ware, neat gold design. Thursday, special 4.75

English Dinner Set, complete for twelve people, artistic band design. Regular \$14.00. Thursday 7.98

Carlsbad China Dinner Set, natural color; floral spray decoration; gold lined and scalloped. Thursday, special 14.25

Limoges China Dinner Set, artistic design, Regular \$50.00. Thursday 25.00

102-piece Limoges China Dinner Set, beautiful key band design. Regular \$71.00. Thursday 49.50

Limoges China Dinner Set, translucent white china body; coin gold band design; old gold handle's.

Half-Price Dinner Set, consisting of 102 pieces, Limoges china ware; one of the famed Bernardand & Cie creations; rich gold encrusted band design. Regu-

300 odd Pieces in Limoges China Dinnerware-Tea Plates, half price, Thursday, .7; Breakfast Plates, .10; Soup Plates, .10; Dinner Plates, .12; Cups and Saucers, .15; Casseroles, Platters, etc.39 to 1.50

The Linen Sale

lasts till the end of the month only. It offers you great chances for economy. If you want first-class linens for present use, or blankets for winter use, notice Thursday's prices. They are out of the common; so are the items.

450 yards Irish Brown Holland, for a tub suit nothing is better than the natural colored rough brown Holland; 36 inches wide. This is a fine quality. Per

Real Russian Crash Towelling, a linen easily washed and very serviceable; about 16 inches wide.

Genuine Scotch Blankets, will not shrink, finished single; 68x86 inches, for double beds. Thursday, per pair 5.95

Satin Damask Table Cloths, 2x21/2, 21/2x21/2, and 2x3 yards; about 45 cloths; every one all pure linen, full grass bleached double damask: the season's best bordered designs. Regular \$6.00 to \$7.00 each. Thursday 3.95

(Second Floor)

Rugs and Curtains That Are Bargains

TAPESTRY RUGS.

English and Scotch Tapestry Rugs, woven in one piece; these rugs are particularly well woven, and will stand lots of hard wear; the designs, which include floral, Oriental, medallion, chintz and lattice designs, are as good as Axminster rugs, and there are lots of good colors to select from. Very special Thursday:

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9 x 10.6. Each telefore and telefore and telefore in the second	9.99
9 x 12.0. Each	12.99
10.6 x 12.0. Each	14.99

LACE CURTAINS.

Many of the season's best lines have been sold down to one, two and three pairs of a pattern, and, in order to clear, we have decided to sell at half price. Nottingham, Swiss and Brussels make. Some are slightly soiled. Regular \$1.00 to \$12.00 a pair. Thursday HALF PRICE

CURTAIN STRETCHERS, 79c.

Specially-made Curtain Stretchers, adjustable, 2 to 4 yards long, 1 to 2 yards wide. Worth \$1.50.

It's Wilting!

Our magnificent stock of summer merchandise is wilting before the fierce price-reducing blasts of stock - taking. Seasonable summer togs for men are being disposed of at figures that constitute a low-price record.

Now, within a week of stock-taking day, costs have been lost sight of, and the very things men want to wear now are offered at prices that make it positively extravagant to overlook.

Shirts and Neckwear

200 only Men's White Open Mesh Knit Combinations, with short sleeves and ankle-length drawers; sizes 34 to 42. Regular \$1.25 value. Thursday,

500 Men's Outing Shirts, with reversible and attached collars; single and double cuffs, pockets, etc.; cashmerettes, cellulars, tan and grey ducks, fancy vestings, aso fancy silk-stripe fronts with plain bodies, with single cuffs and no collar; sizes 14 to 17. Regular prices 75c, \$1.00 and \$1.25. Thurs-

A Collection of Plain White or Fancy Stripe and Figured Wash Neckwear, in open-end, reversible or plain Derby styles; some of these are slightly counter-soiled. Regular price 25c. Thurs-

Hats for Men and Children

100 Men's Extra Fine Panama Hats, genuine South American make, in a fine, close, even weave, and well finished; several different shapes to choose from. Regular up to \$10.00. Thursday, spc-

Men's Fine American Make Straw Hats, sailor and curl brim styles; balance of best selling (\$2.00 crash; named or plain bands. Thursday, spe-

Men's Shop and Automobile Dusters

Men's Warehouse or Shop Dusters, made from English drills, linens and chambrays, in fawn and grey shades; cut single-breasted style, long and roomy, with neat military collar and slash pockets; sizes 36 to 44. Regular \$1.50 and \$1.75. On sale Thursday at 1.25

Men's Automobile Dusters, the materials are heavy English drills, Satara cords and linens, in light and dark fawn shades; cut single and double-breasted styles, with neat military collar; fastened with tab and wind straps on sleeves; sizes 36 to 46. Regular \$2.75, \$3.00 and \$3.50. On sale Thursday at 1.98

Boys' Bloomer and Wash Suits Boys' High - Grade Two - Piece Bloomer Pant Suits, all imported American models; the materials are fine worsteds and tweeds, in this season's

newest shades and patterns; popular single and double-breasted styles; tailored in the best possible manner and perfect fitting; pants made with strap and buckle at knee and keepers for belt; sizes 25 to 34. Regular prices \$6.00, \$7.00, \$7.50, \$8.00 and \$9.00. To clear Thurs-

Boys' Wash Suits, made from English striped prints and galateas, and plain crash linens; single-breasted Russian style; plain and with sailor collar; pants elastic bloomer style; sizes 21/2 to 7 years. Regular \$1.25, \$1.50, \$1.75 and \$2.00. On sale Thursday at98

When Women Think of Black Silks and Dress Goods

Their thoughts turn at once to the beautiful department on our Second Floor. Just at present this department, like the rest of the Store, is preparing to take stock, and, as a result, values of unusual interest are being offered. Women know that "Simpson quality" remains constant, and when such prices as the following are quoted, they make the Second Floor at Simpson's their first "port of call" in the morning shopping:

English Tussah Royal, a new fabric with a rich sheen that we guarantee permanent; it will not pure wool quality fast jet blacks, enables us to give unprecedented value on Thursday; 42 inches 250 yards only Priestley's English All-Wool Voile, a guaranteed fabric; extra wide; medium nesh; suitable for tailored suits, dresses or separate skirts; permanent dye and finish; 54 inches wide. Regular \$1.50 value. Thursday 1.19
All-Wool Black San Toy, a popular fabric, in fine cord effect, that always looks dressy and gives

And Here Are the Silks

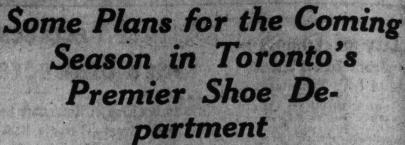
great satisfaction; in full blue black and jet black. Regular value \$1.25 per yard. 44 inches wide.

Special Circle, Main Floor. 350 yards Rich Black Duchesse Paillette. 350 yards Rich Black Satin de Chine. 300 yards Rich Black Mousseline Duchesse Satin.

and will launder perfectly; 36 inches wide. Per yard47 1000 yards Wash Tub Silks, in light and dark grounds, with stripes, in pretty combinations, new blues, new tans, new browns, new greys; 24 inches wide. On sale Wednesday per yard 34

NOTE—We have just received a big shipment of Black Shantung Silks; 34 inches wide. Per

yard 1.00



The great popularity enjoyed by our Shoe Department has encouraged us to make plans for the coming season that are world-wide. The arrangements with British and American firms mentioned below will make this department practically indispensable to men and women who are particular about their shoes.

"Hanan & Son" Shoes

We have secured the exclusive Toronto agency for the famous "Hanan & Son" Shoes. Business men who have been buying their shoes in New York from the well-known "Hanan & Son" stores will be glad to know that, starting next week, we will stock a complete range of sizes and widths in the popular styles.

"Queen Quality" Shoes

Next week we pass into stock the finest lot of "Queen Quality" Shoes ever brought into Toronto. The makers have surpassed their very best efforts for style, quality and custom finish. They fit where others

English Shoes

Our shoe buyer has just returned from England, having purchased some of the highest custom-grade lines of leather shoes and a beautiful range of the finest felt and wool footwear. Our idea is to give you the English quality and workmanship on American lasts and styles at Simpson prices.

"Hervey Guptill" Slippers

We are toning up our Women's Slipper Department with a range of the "Hervey Guptill" High-Grade American Slippers. They are beautiful specimens of the shoemakers' art at reasonable prices. Their exclusive "lock-stitch" soles increase the wearing and shape-retaining qualities.

Men's "Victor" Shoes

A very careful selection of stock, special attention to little details of custom hand-work finishing, new and improved lasts, and a more complete range of sizes and widths, have increased the "Victor" values for the coming season, and we assure you of even better shoes than before at the same prices.

We Want Your Custom

and have planned to serve you well by giving quality, style, fit and wear at moderate prices. From the numerous compliments our customers have given, we know that our salespeople will give you courteous attention, and the completeness of our new stock will enable us to serve you more to your comfort and satis-

When you think of Footwear, think of Simpson's.

Wall Papers

Just One-Half a Carload of Wall Papers at One-Third Regular Prices-That is what the department is prepared with for Thursday.

Japanese Leathers for Halls and Dining-rooms-Borders, 9 and 18-inch. Regular to 50c. Thurs-

Holiday Reading

5000 Books, Popular Fiction, in paper covers. Regular 10c each. Special 3 for .25

"Nonsense Novels," by Stephen Leacock. Regular \$1.25. Special 1.00

500 Clothbound Novels, original price \$1.10. Thursday, each 25

"Certain Personal Matters," by H. G. Wells.

"The Skipper's Wooing," by W. W. Jacobs, etc.

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Lover of the coronation.

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The Mighty

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