

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.—Mostly fair; not quite so warm; showers in some localities.

SIMPSON

Hosiery and Furniture—Two August Sales That Are "Making Good"

Two dependable sales of hosiery take place annually at the Simpson Store --- one in February and one in August. It is so advantageous to buy at these times that many people purchase enough hosiery for six months ahead.

By the time August comes around, the summer has played havoc with most people's hosiery supply—and that is one reason why the response to our August Sale announcement is always so spontaneous—it is a seasonable sale.

Our traveller, just back from the famous mills of England and Saxony, made some remarkable purchases, and the merchandise is being opened up daily. Tomorrow's lists should interest every member of the family.



Hosiery Opportunities For Everybody

Our August Hosiery Sale opened yesterday with a rush. Thousands were waiting for it, judging from the amount of hosiery that went out Thursday. Hosiery renewals have doubtless occupied your mind lately. Get the matter settled for the season here Saturday morning. These prices are hard to beat:

The Items For Saturday Morning

- Women's Plain Black Pure Silk Hose—Lisle thread top and lisle sole, heel and toe; gauze weight. Regular 75c. Saturday Hosiery Sale price **.59**
- Women's Lisle Thread Hose—Imported, in a variety of kinds and colors, plain patterns, lace and embroidered. Regular 40c. Saturday **.25**
- Women's Fine English-made Plain Black "Llama" Cashmere Hose—Double-spliced heel, toe and sole; soft and fine. Extra special sale value, Saturday, per pair, **.45; 3 pairs 1.19**
- Women's Cashmere Hose—Plain black, full fashioned, English make, double-spliced heel, toe and sole. Regular 40c to 60c. Saturday **.29**
- Girls' and Boys' Ribbed Black Cashmere Stockings—English made; double-spliced heel, toe and sole; sizes 4 1/2 to 8 1/2. Regular 40c. Sale price, per pair **.25**
- Misses' Plain Tan Cashmere Stockings—Fine and soft; double-spliced heel, toe and sole; sizes 4 to 8 1/2. Special Hosiery Sale **.25**
- Infants' and Children's Lisle Thread Socks—Embroidered and fancy tops; all sizes; in a variety of colors. Regular 25c. Saturday **.12 1/2**
- Girls' Mercerized Lisle Thread Stockings—Sky, pink, white, German, suede; sizes 4 to 7 1/2. Regular 30c. Hosiery Sale, Saturday **.15**
- Men's Plain Black Cashmere Socks—Full fashioned; double-spliced heel, toe and sole; all sizes. Regular 40c. Hosiery Sale price, Saturday **.25**
- Men's Plain Black Cashmere Socks—Seamless, double-spliced heel, toe and sole. Regular 25c. Hosiery Sale price, Saturday **.19**
- Men's Imported Lisle Thread Socks—Fancy patterns and colors; plain colors, lace and silk embroidered. Regular 25c and 30c. Sale price, Saturday **.15**
- Men's Pure Silk Socks—Gauze weight, with lisle heel, toe and sole; black, tan and all the wanted shades and colors. Regular 30c. Saturday, per pair **.35; 3 pairs 1.00**

Good Plated Goods and Good Time-keepers

- (Main Floor)
- 200 Silver-plated Fern Pots—Satin and bright silver finish, plain design, green fern holder. Regular \$1.50. Saturday **.98**
- 1000 Rogers' Silver-plated Tea Spoons—Fancy floral pattern handles. Regular value \$2.00 dozen. Saturday, each **.10**
- 300 Nickel Alarm Clocks—4-inch dials; guaranteed timekeepers. Regular 65c. Saturday **.39**
- Men's 16-Size Gummetal Watches—Open face, stem wind, pendant set, Swiss movement. Regular \$1.50. Saturday **.69**

Save Over 50% on First-Class Hair Brushes

(Toilet Dept., Main Floor)
This should be quite sufficient for the most cautious investor. Can you imagine anyone allowing an opportunity like this to go by?

- Three Hair Brushes for the Price of One—There are only 100 Brushes, travellers' samples; they are specially good hair brushes (a few cloth, too); of white Parisian ivory, with the best bristles. Regular \$2.50. Saturday morning **.79**
- 100 Sample Hat Brushes—White Parisian ivory. Regular 75c. Saturday **.37**

Three Saturday Linen Specials

- (Second Floor)
- 200 pairs Irish Embroidered Pillow Cases—45x36 inches, deep spoke hem-stitched hem, new designs, in heavy, attractive Irish embroidery work. Saturday morning, per pair **.98**
- Fancy Covered Table Covers—A lot of very pretty fancy printed table covers, beautiful floral and conventional designs, done on fine cretonne, 30x36 inches, will wash and not fade. Blanket Section. Regular 75c and 85c each. Saturday **.49**
- Towels—A lot of odd lines Huckaback All-Linen

Imported Wall Papers

Tapestry, silkette, floral and figure designs, in endless variety.

There is every facility for seeing them properly, and Saturday morning is a good time to visit the department. Prices and qualities will stand every comparison.

Saturday Morning Specials in the Housefurnishing Department

- (Fourth Floor.)
- English Velvet Sofa Rings, will wear like iron, good floral, medallion and Oriental designs. Size 4.6 x 6.0, useful green, fawn and crimson colorings. Regular price \$5.00 each. Saturday, each **5.00**
- Hassocks, made from best quality Wilton and Brussels Carpet, suitable for home or church use, solid wood bottoms, sewn and stuffed by hand. Regular price 75c to \$1.00. Saturday, each **.49**
- Japanese Sand Mats, clean and durable. Regular 5c each. Saturday **4 for .10**
- SATEENS AT 11c.**
An excellent range of Sateens, in good quality, good width. Regular 20c and 25c. Saturday, per yard **.11**

Dainty Chinaware

- (Basement)
- 300 Dainty China Sugar and Cream Sets—Handsome gold decoration, with natural color floral spray design. Saturday, per set **.25**
- 100 Decorated Rubian Art Ware Vases and Jardinières—New shapes, art decorations. Saturday **.75**

Suits For Men and Boys

- 100 Boys' Two-piece Suits—These are a number of this season's American models; the materials are imported fancy worsteds and tweeds, in medium and dark grey and brown grounds, with self and fancy stripes; styles are double-breasted, bloomer pants; sizes 26 to 34. Regular \$6.00, \$7.00, \$8.00 and \$9.00. On sale Saturday morning at **4.49**
- Boys' Russian Wash Suits—Extra quality, in fancy piques, satara cords and Madras cloths; white, tan and blue shades; pants elastic bloomer style; sizes 2 1/2 to 7 years. Regular \$2.50, \$3.00 and \$3.50. Saturday at **1.98**
- 250 Men's Suits—Imported English fancy worsteds and tweeds, in this season's newest designs and patterns; shades are brown and grey tones, with self and fancy thread stripes; cut in single-breasted three-button coat, with workmanship and trimmings the best. See Richmond and Yonge Street window. Saturday.. **9.95**

Half-Priced Underwear

- (Main Floor)
- Balbriggan Underwear—In the natural cream, greys or light blues; a good size range but not all sizes in each kind; sizes 34 to 44. Regular 39c and 50c. Saturday, per garment... **.25**
- Men's Neglige Shirts—In fancy Scotch zephyrs, cambrics, American percales, etc.; also soft white and colored outing shirts; some have collar attached, some separate collar, but mostly bands only; sizes 14 to 18. Regular \$1.00, \$1.25 and \$1.50. Saturday, each... **.69**

The Last Call for the Summer Hat Sale

- (Main Floor)
- Men's Straw Hats—Curl brims and neglige shapes; Reg. \$1.50 and \$2.00 hats; balances of lines. Saturday, at **.25**
- Men's Straw Sailor Hats—Fine American split braids; choice of our \$2.00 and \$2.50 hats; balances of lines. Saturday, at ... **.50**

We're Getting Right Into The Heart of the Furniture Sale

With the August Furniture Sale nearly half over, we're safe in saying that no Furniture Sale Toronto has known for years has created such interest as this one. Our Fifth floor is now established in people's minds as the place to come for good Furniture, at economical prices. Just seven items for Saturday, but they're all in the record class.

NO. 1	NO. 2	NO. 3	NO. 4	NO. 5	NO. 6	NO. 7
No. 1—Dressers—In selected quartered oak, rich golden finish; also in mahogany, with oval or square bevel plate mirror. Regular price \$19.50. August Furniture Sale 14.95	No. 2—Extension Tables—In quarter-cut oak, finished in golden, heavy round legs with square top. Regular price \$44.00. August Furniture Sale 24.90	No. 3—Extension Tables—With round tops; heavy round legs fluted at base; made of selected quarter-cut oak; a massive design. Regular price \$45.00. August Furniture Sale 25.60	No. 4—Buffet Sideboards—Made in solid hardwood, mission design and finish; large mirror with good drawer and cupboard space. Regular price \$21.00. August Furniture Sale 14.90	No. 5—Library Tables—Made in solid quarter-cut oak, mission finish; large size, with shaped legs and undershelf. Regular price \$15.00. August Furniture Sale 10.90	No. 6—Kitchen Cabinets—Made of solid ash, finished natural; has zinc-covered top with extension flour bin; lots of small drawers and cupboards. Regular price \$22.50. August Furniture Sale 17.90	No. 7—Kitchen Cupboards—In solid hardwood, mission finish; base has double-door cupboard with drawers above; upper part has large cupboard with glass doors. Regular price \$12.75. August Furniture Sale... 9.90

Store Closes At 1 P.M. To-Morrow

The Robert SIMPSON Company Limited

Bedroom Towels, white or fancy Turkish, about 400 pairs; any kind of a towel you could want. Saturday, per pair **.49**

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