

The **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 50 lines to Central.

The **SIMPSON** Company Limited

Fall Opening Day At The Simpson Store

Women's and Girls' Coat Sweaters

Save a good part of the price of Coat Sweaters for women, or knitted wool middie sweaters for girls. On sale Monday.

Girls' Middie Blouse Sweaters, soft knitted wool, pull-over style, V neck with sailor collar, breast pocket; colors white with sky trim, white with foyal, or royal with white trim. Sizes for ages 8 to 14 years. Regular price \$3.00 each. Monday, clearing at, each \$1.50

90 only Women's Coat Sweaters, heavy knit wool, V neck, 2 pockets, pearl buttons; colors grey, maroon, tan, black, or white. Sizes 32 to 42 bust. Regular price \$3.75 and \$4.50 each. Monday, all at, each \$2.95

\$1.25 AND \$1.50 "ROYALE" CORSETS FOR 89c PAIR.

Every pair of stylish model and perfect fitting, light weight, but strong. Phone orders should be early.

Nearly 500 Pairs "Royale" Corsets, two elegant models, in fine white batiste, medium low bust, extra long unboned skirt, 6 garters attached, aluminized rustproof steels, 4 wide side steels, bust draw cords; top trimmed with silk embroidery and ribbon bow, or with deep lace. Sizes 18 to 26 inches. Monday, all at, pair 89c

Great Bargain in Parasols

Clearing on Monday the odds and ends taken from this season's best selling lines: the light and dark color combinations: pure silk qualities, including best imported makes.

A splendid variety to select from in Paisley and Dresden effects, stripes, checks; others in plain with neat striped borders. Extra good frames, and nice selection of handles. Many are worth more than four times the selling price. Monday 89c

Hosiery and Gloves

Women's Fine Imported "Llama" Cashmere Hose, black, seamless throughout, spliced heel, toe, and sole; soft on the feet, good wearing. Sizes 9 to 10. Special Monday 29c

Women's Plain Black Cotton Hose, with silky fleece lined, seamless; spliced heel, toe, and sole, fast dye. On sale Monday, price 12c/20

Children's Lisle Thread Socks, white, with fancy colored tops. Sizes 4 to 5 1/2. Half-price Monday, pair, 10c

Men's Fine Imported "Llama" Cashmere Socks, black only, with Llama in red silk at top; seamless, with spliced heel, toe, and sole. Special Monday 25c

Men's Fancy Cotton Socks—A variety of colors in fancy patterns, also plain black, seamless. At less than half-price, Monday, 10c; 5 pairs 50c

Women's French Glove Real Kid Gloves, wrist length, 2 dome fasteners, over-sewn seams, perfect fitting; black, white, tan, and colors. Sizes 5 1/2 to 7. Special Monday 59c

Women's Long Lace Lisle Gloves, white only; mountaineer, opening at wrist, dome fasteners. All sizes. Elbow length. Priced for Monday, pair 19c

Special Mantle Values

NEW FALL SKIRTS FOR WOMEN.

New Fall Skirts that are neat and good in cut and finish, made from good quality imported panna, in black only. Three excellent styles. Some have high waist line, one-sided and tunic effects; some finished with braided ornaments and buttons, giving them a very attractive appearance. Exceptional value \$5.00

FALL OPENING IN OUR COATS, DRESSES, AND SUITS.

Handsome new imported Coats just received from the other side from a well known German manufacturer. High-class tweeds in shades of brown and grey, cut on straight lines, with or without belts. Convertible collars, pockets. Suitable styles for stout figures. Very special value \$8.50 and \$10.50

The China You Need at Minimum Prices

50 only, 40-Piece Tea Sets, English china, 6 different patterns—Poppy, Rose, Appleblossom, Blue Pastoral, at the price of 10c each. Never before offered. At the price of 10c each. Monday \$1.00

18 only, 97-Piece Dinner Sets, pretty printed patterns. Regularly \$10.50. Monday, at 8 o'clock \$6.97

TUMBLER SPECIAL. Richly cut on the finest blanks, artistic star and deep flared design. This is a tumbler made for our own high-class trade. Regular price \$4.00 per dozen. Monday special \$3.50

WE WILL FILL ORDERS FOR HALF-DOZENS. Cut Glass Jug to match above tumblers \$5.00 (Phone China Dept.)

DINNERWARE. Our display tables and open stock pattern samples have all been rearranged and new goods distributed throughout the department.

See our Royal Austria Dinner Set, 36 pieces of pure milk-white china, with a coin gold band and handles, \$20.75.

Basement Sale Monday

GRANITEWARE. 1,000 pieces of New Brown and White Graniteware. Useful pieces for every kitchen—Kettles, Saucepans, Basins, Bowls, Fry Pans, Tea and Coffee Pots, Berlin Pots, Saucepans. Regular price, 40c, 50c, 60c. Monday Basement sale, for 33c

RICE BOILERS. 300 only. Rice or Cereal Cookers for Monday. Regular 45c line. for 29c

NICKEL-PLATED COPPER TEA-KETTLES. Monday in the Simpson Basement you can buy a Tea Kettle, size 10, 8, or 6, flat bottom, reg. \$1.25, \$1.35, \$1.45, for, each \$1.00

SALE OF ICE BOXES. 100 only. Oak Grained Ice Boxes, large size, only one to each person \$1.25

1275 Oak Grained Ice Boxes. only one to each person. \$1.00 Wash Boilers, galvanized, 100 feet Galvanized Pipe, 10c package. Basement Sale. Monday 8c

NICKEL-PLATED IRONS. 100 only. Irons, 10c package, and stand. Mrs. Port's gift for the laundry sale. Monday 8c

IRON HEATERS. 25c Iron Heaters, will hold 3 iron heaters, great economy; the best heater; with cover full size, 30c line. for 15c

SELF-WRINGING MOPS. 100 only. Self-wringing Mops, for 23c. 30 feet Galvanized Clothes Line, for 10c

100 feet Galvanized Clothes Line. for 10c

100 Imperial Clothes Wringer. fitted with 200 springs and 200 closed coils best galvanized fittings, rustless pressure screws. Canada made line. Regularly \$14.00. Monday \$10.00

As the guests of Toronto arrive for the great National Exposition, the Simpson Store is in a unique position to welcome them and give them downtown headquarters during the day.

Comfortable rest rooms and restaurant give excellent meeting places for you and your friends. Information Bureau, Parcel Check Room, etc., are provided for your convenience.

These are quite aside from the great interest of the huge displays of new goods and wonderful values that make Simpson's the ideal shopping place in Toronto.

The specials listed on this page are for Monday particularly, but every day will bring new lists as well as superb values all over the store.

MANUFACTURERS

QUEBEC O ONTARIO O MANITOBA



The Openings That Take Place Monday

Are not confined to the great Exposition. At the Simpson Store the Fall Displays will begin in **Millinery, Cloaks and Suits, Dress Goods and Silks**

The Store has long been as famous for excellence of styles and materials in these sections as for prices everywhere; but never in previous years has so remarkable a showing been made, nor so many new things come up for your attention. Make an early visit to the Store.

Four Summer Shoe Specials

400 pairs of Men's White Canvas Boots and Oxford, blucher styles, solid leather soles and heels. Sizes 6 to 10. Shows that have been sold for from \$1.75 to \$2.50. On sale Monday 99c

MEN'S GOODYEAR WELTED OXFORDS, \$1.95. 200 pairs of Men's Goodyear Welled Shoes, button and blucher styles, on the new short and medium vamp; patent cow, gummetal, tan calf, and kid leathers; every pair beautifully finished. Sizes 6 to 9. Regular price \$3.00, \$3.50, and \$4.00. Monday \$1.95

WOMEN'S OXFORDS, \$1.95. Women's Pumps, Colonial Ties, and Oxfords, mostly high-grade American makes, in black satin, velvet, suede, patent cow, gummetal, tan calf, and kid leathers; high New York, Cuban, military, and low college girl heels. Sizes 2 1/2 to 7. Regularly \$2.00, \$2.50, and \$4.00. Monday \$1.95

TENNIS SHOES. 300 pairs Blue and White Duck Tennis Shoes, corrugated rubber soles and heels, for bowling, yachting, or any outdoor sport; every pair guaranteed perfect. A bargain worth while buying. Monday 65c

Men's sizes, 6 to 11. 65c

Women's and boy's sizes, 1 to 8. 55c

Mixed and youth's sizes, 11 to 13. 45c

For Your Floors

30 Rolls of Fancy Inlaid New Japanese Matting, very attractive colors and designs. Regular price 35c yard. Special price, yard 21c

English Tapestry Squares, at remarkably low prices:

6.0 x 9.0 \$5.45

7.6 x 9.0 6.00

9.0 x 9.0 7.25

9.0 x 10.6 8.45

9.0 x 12.0 9.65

10.6 x 12.0 10.45

Heavy Union Carpet, 36 in. Wide. Special price, 37c

English Floorcloth, in a large variety of designs, very satisfactory for wear. Monday selling, yard 39c

The Robert SIMPSON Company Limited

This in the Lunch Room, Monday

SPECIAL AFTERNOON TEA, 3 to 5.30 p.m.

Cold Roast Tongue, Bread and Butter, Pot of Tea, and Ice Cream.

15c

Special Values for the Last Monday in the August Furniture Sale

Mattresses, well filled, with seagrass centre and jute on top and bottom. Monday special \$2.75

Mattresses, filled with cotton, and covered with good strong ticking. Monday special \$4.00

Mattresses, filled with cotton built in, very comfortable and durable. Monday special \$7.49

Woven Wire Bed Springs, hardwood frame, with closely woven fabric. Monday special \$2.45

Woven Wire Bed Springs, with iron frame, built for durability. Monday special \$3.50

Iron Bedsteads, finished in pure white enamel, with brass trimmings, made in all standard sizes. Monday special, \$3.47

Iron Bedsteads, in pure white enamel finish, with brass rails and knobs, with upright brass spindle at both head and foot end. Monday special \$4.53

Iron Bedsteads, heavy posts with heavy filling evenly distributed; fancy scroll pattern, finished pure white enamel. Monday special \$8.53

Dressers and Washstands, made of elm and finished in rich golden; lots of drawers, space, and level plate mirror. Monday special \$8.00

Dressers, made of selected quarter-sawn oak, also in mahogany; and exceptionally good design; well made and well finished. Monday special, \$10.25

Millinery

Souvenir of Our Fall Opening

400 Handsome French Plumes, at less than cost price. They are 20 inches long and full rich fibre. Colors black or white. Souvenir price, \$3.45

Positively not more than two feathers to each customer.

Great Bargains in Sheets and Pillow Cases

500 Pairs Plain Bleached Sheets, hemmed ready for use; double bed size, 68x90 inches. Clearing Monday, pair 95c

Pillow Cases, plain; made from firm English pillow cotton; two widths, 42 and 44 inches. Special Monday, pair 12c

Canadian Plain Bleached Sheets, strong, serviceable make. Size 72x90 inches. Clearing Monday, pair \$1.25

Plain Hemmed Pillow Cases, even weaves, torn sizes, 42x33 and 46x33. Monday 3 pairs for \$1.00

English Sheets, twill or plain, firm, closely-woven sheeting, perfectly bleached; hemmed. Note large size, 66x90 inches. Special Monday, pair \$1.55

200 Pairs Plain Bleached Sheets, beautiful fine quality, free from dressing; hemmed; will launder and wear well. Special Monday, pair \$1.15

Bleached Table Damask, heavy make, assorted designs, 64 inches wide. Monday, yard 45c

2,000 Yards Crash Roller Toweling, all linen. 17 inches wide. Special Monday, yard 5c

300 Pairs Best Quality Flannelette Blankets, in grey or white, nice soft nap; double bed size, 64x80 inches. Clearing Monday, pair \$1.15

Damask Table Cloths, made in Ireland; rich satin finish; new bordered designs. Size 22 1/2 yards. Special Monday \$2.45

Table Napkins, all pure linen, beautiful quality, assorted designs. Special Monday, dozen \$1.98 (Phone Linen Dept. Second Floor)

Home-Like Wall Decorations

New Wall Papers, to give the rooms a home atmosphere, must be chosen carefully; selecting in plain drop, or designs for each room, to harmonize with its surroundings and furnishings. Let us help you.

For the Living Rooms—All-over foliage, tapestry, leatherette, cloth, crepe, cork, metallics, two tones, damasks, and blends in tans, buff, greys, putty, champagne, yellow, Spanish or cinnamon blue, amber, old rose, green, woodshades. Per roll 25c, 35c, 50c, 75c, \$1.00, \$1.50, to \$3.00.

For Sleeping Rooms—Chambrays, stripes, corduroy, damask, linen, florals, drapers in white or light green, yellow, pink, blue, green, yellow, grey, green, mauve, in plain drop, or panel effect. Per roll 15c, 25c, 35c, 50c, and 75c.

Mouldings to Suit Any Room—1/2, 3/4, 1, 1 1/2, 2, 3, 4, 5, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100.

Burlap, per yard, 16c, 18c, 20c, 22c, 24c, 26c, 28c, 30c, 32c, 34c, 36c, 38c, 40c, 42c, 44c, 46c, 48c, 50c, 52c, 54c, 56c, 58c, 60c.

The Griswold High Broiler Gas Range, most satisfactory range this season, has large size oven, and 4 drilled burners for cooking. \$12.00

Clothing for Men and Boys

SALE OF MEN'S SUITS AT \$15.00. Monday morning put on sale \$15.00, \$20.00, and \$22.50 Suits for \$15.00. They are made from English and Scotch tweeds and worsteds in fancy stripe designs, in the new browns, grey, and fancy blues. Cut with single-breasted, three-button; five-button, single-breasted vests, and fashionably designed trousers. Best material linings, and tailored by experts. Sale price \$15.00

Men's High-grade Fall Suits, made from fine English chevot, in brown, showing a faint herringbone stripe. The very finest linings and tailoring. Everything about this suit stamp it one of the finest on the market. Price \$25.00

BOYS' FALL WEIGHT OVERCOATS. A splendid range of this season's popular reffer coat, made from an all-wool serge in a deep blue shade. This little garment is trimmed with brass buttons, and the very best linings. The style is smart and very becoming to boys from 3 to 5 years. Monday, special sizes 21 to 27 \$4.80

BOYS' FALL AND WINTER OVERCOATS. Made from English tweed, in double-breasted style, with Prussian collar and belt around waist. The shade is dark brown, and the trimmings are in blue. This coat is a reproduction of the popular English ulster, and is one of the leading styles for boys. Monday, sizes 21 to 27 \$5.00

TERRY COTTON BATH ROBES. About 150 heavy weight Bath Robes, in four different shades, mauve, blue, green, and pink. These garments are made with a girde around waist, and to button up collar. Monday, all sizes \$3.49

BOYS' OXFORDS OR FLANNELETTE SHIRTS, in a good range of stripes. Sizes and half sizes, 12 to 14. Regularly 15c and 75c. Monday 10c

Boys' Sweater Coats, low neck style, close rib knit, two pockets, warm and comfortable; small, medium, and large boys' sizes. Regularly \$1.00. Monday 75c

Boys' Shirts, with separate soft collar, in a range of stripes that will wash well. Sizes 12 to 14. Regularly \$1.00. Monday 69c

Boys' Underwear, Medium Weight Balbriggan and Merino, odd lots and all sizes. Regularly 50c, 55c, and 60c. Monday, a garment 17c

Boys' Genuine English Flannelette Nightrobes, good designs, all sizes. Regularly 75c. Monday 47c

Boys' Pyjamas, good designs, in English flannelette, American percales, and French prints. Regularly \$1.25, \$1.50, and \$1.75. To clear Monday, a suit 75c

A host of Boys' Neckties and Made-up Bows, excellent designs. Regularly 25c. Monday 2 for 25c

Boys' Varsity Caps

In fine navy union or twill serge, lined and unlined. Regularly 15c and 25c. Monday 10c

Children's Straw Hats, assorted lot, in fine plain white braids; small, medium, or large brims. Regularly 35c and 50c. Monday 10c

Felt Tan and Water Hats, also linen and felt, in assorted colors. Regularly 45c. Monday 25c

Fountainbleau Repp

A new stock of this dainty fabric has just been opened out. Superlative colors, perfectly fast, for the bedroom draperies; slip covers in the drawing-room, and light upholstery. 36 inches wide. Per yard 60c

RELIANCE AND DIAMOND TAFFETA. Strong and serviceable, will wash; floral or conventional patterns, and colors to suit any and every room. 36 inches wide. 40c and 45c per yard.

EXTENSION RODS, 25c. Triple brass plated Extension Rods; goose-necked style, with patent brackets; extending to 50 inches. Per yard 25c

SPECIAL CLEARANCE OF AWNING CLOTHS, 27c. 850 Yards Best American Striped Duck, in stripes of equal green, broken green, and broken red. 30 inches wide. Per yard 27c

Grocery List

Powdered Ammonia, 4 packages 35c

Sunlight, Surprise, and Taylor's Borax Soap, per box, 4c

Wide Awake and Sun Soap, per box, 4c

Pea-Naptha Soap, per box, 4c

Heather Brand Soap, per box, 4c

Simpson's Big Bar Soap, per box, 10c

Santa Claus and Victor Soap, per box, 10c

Parline, 4 packages, 1-lb. package, 11c

Old Dutch Cleanser, 3 lbs. 35c

Sapolo, 3 lbs. 35c

Napha Powder, per cake, 5c

Gold Dust Washing Powder, 3 lbs. 35c

Lux Washing Powder, 3 lbs. 35c

Taylor's Soap Powder, 3 packages 25c

Fan Ship Cleaner, 3 packages 25c

Soclean Sweeping Compound, 3 lbs. 35c

Royal Blue, per tin, 25c

White Swan Lye, 2 packages 7c

Canada White Laundry Starch, 2 packages, 7c

Bone Am. 5 lbs. 12c

5 LBS. PURE CELEONA TEA, \$1.15

1,000 lbs. pure Celona Tea of uniform quality and fine flavor, black or mixed. Monday \$1.15

Basement Sale Monday

SWEEPING BROOMS. 45c, 50c, 55c House Brooms, as- sorted, for Monday's Basement sale 35c

50c Willow Clothes Baskets, for Monday 75c

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50c Galvanized Garbage Cans, Monday 75c

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50c Oval Rinsing Tubs, galvanized, Monday 75c

50c Wash Tubs, galvanized, for Monday 75c

50c Wash T