

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.—Moderate winds, fine and warm.

SIMPSON



The Hosiery Sale is in Full Swing

Every day sees interest renewed in this wonderful sale. Are you on the lookout for these daily opportunities?

Don't think you've seen it all after one visit. Many people are buying all the hosiery they'll need for six months to come, at tremendous savings, by watching for this sale announcement every day.

On account of the strong demand at present for long silk gloves, we've decided to add them to to-morrow's list of sale attractions—at 49 cents.

Women's Long Silk Gloves, from regular stock, tan, cardinal, elbow length, double tipped fingers, mousquetaire opening at wrist, also wrist length silk gloves, white and a variety of colors, all sizes 5½ to 7½. Regular 75c and \$1.00. Thursday 49

Women's Fine Imported Lisle Thread Hose, a grouping of 30c to 50c qualities, consisting of silk embroidered, stripes, checks and plain colors, manufacturers' over-makes and samples, all sizes. Regular 30c to 50c. Hosiery Sale price, Thursday, pair 19

Women's Pure Silk Hose, black and colors, deep garter top, double spliced heel, toe and sole, gauze weight. Regular 75c. Sale price 59

Women's Plain Black Cashmere Hose, all-wool, English made, full fashioned, spliced heel, toe and sole, all sizes. Regular 40c to 60c. Sale, Thursday 29

Boys' and Girls' Ribbed Black Cashmere Stockings, double spliced heel, toe and sole, English made, sizes 6 to 8½. Regular 40c. Sale, Thursday 25

Men's Lisle Thread Socks, in fancy colors, stripes and checks, double heel, toe and sole. Regular 25c, 30c. Sale, Thursday 15

Men's Plain Black Cashmere Socks, seamless, double spliced heel, toe and sole, English make. Regular 25c. Sale, Thursday 3 pairs, 50

Fine Examples of Canadian and Boston Footwear (Second Floor.)

Style number 901 is the best selling "Victor" Boot we have. A brand new stock has just been received from the factory. Made from fine even grain box calf leather, in Blucher style, double thick Goodyear welt sole, easy fitting, medium wide toe last, C, D, E and F widths. All sizes 5½ to 11. "Victor" price 4.00

Three Very Popular Styles; Women's Boots from Boston, \$3.00 per Pair, "Boston Favorite" Brand.

1. Vici kid leather, Blucher style, Cuban heel, medium sole.
2. Gun metal calf leather, Blucher style, Cuban heel, medium sole.
3. Patent colt leather, Blucher style, Cuban heel, medium sole.

These three styles are in stock now in C, D and E widths; all sizes 2½ to 7½. **3.00**

Three Reliables from the Linens and Staples (Second Floor.)

50 dozen Napkins, all pure linen, in stripes and checks only, a good serviceable napkin for hotels or restaurants. Clearing Thursday, dozen 1.95

1,000 yards of Fine Oxford Shirtings, in stripes and plain colors, for men's shirts, boys' blouses or wash suits. Regular 12½c, 15c, 20c. Thursday, yard 9

75 pairs Blankets, fine, super wool, in a nice close nap, double bed size, 64 x 82, 7 lbs. weight. Thursday, pair, 4.55

The Price is Right, so is the China

200 Jardinières, English Majolica ware, art colors, will take 7½-inch pot. Thursday 39

Toilet Set, 10 pieces, full size, Royal Doulton ware, craft decoration, new design. Thursday 5.95

70 only Vases, Royal Nippon ware, hand painted, superb samples of the potter's craft. Thursday 1.98

Dinner and Tea Service, complete for 9 people, high-grade English ware, rich gold decoration. Thursday, special 4.39

Limoges China Dinner Set, rich glaze, translucent white china body, cups with old gold handles, 97 pieces, complete dinner and tea service for 12 people. 25.00

Berry Bowl, clear pressed glassware. Thursday, 10

Sherbet Cups. Thursday, per dozen 65

The Rug Sale--Brussels Day

(FOURTH FLOOR)

There are some things which are not cheap at any price, and a low-grade Brussels Rug is one of them. We do not stock them. On the other hand, a Brussels of good quality is one of the cheapest things procurable. Every rug offered here will be found to be one of the right kind. Qualities, patterns and colorings, are good sizes.

6 ft. 9 in. x 9 ft. 0 in.	Sale price	11.65
9 ft. 0 in. x 10 ft. 6 in.	Sale price	13.65
9 ft. 0 in. x 12 ft. 0 in.	Sale price	14.95
10 ft. 3 in. x 12 ft. 0 in.	Sale price	21.95
11 ft. 3 in. x 13 ft. 6 in.	Sale price	23.95

Curtains and Casements

(Fourth Floor.)

NOTTINGHAM LACE CURTAINS

For Thursday the range of patterns is excellent; insertion, floral and conventional effects, plain and figured centres, well finished, fine wearing qualities, 3, 3½ and 3¾ yards long, 52 inches wide. Thursday, per pair, 1.89

ENGLISH CASEMENTS

The assortment includes a variety of dainty patterns on cream grounds, cotton, cotton and wool, and mercerized, in good range of colorings. Regular 55c, 60c, 65c and 75c. Thursday, per yard 29

A \$2.00 Corset for \$1.00

(Third Floor.)

This heading denotes a half-price bargain, and the name of the corset is a guarantee of your satisfaction. It is a Paris "Royale," and the reputation of this make renders any further recommendation unnecessary.

The model is of extra quality French coutil, with an 18-inch back, medium bust and long hips; it has an extension skirt, with four strong garters, four strong side steels, lace and ribbon trimming; sizes 18 to 26. Thursday 1.00

Sample Aprons

An opportunity most exceptional is offered on Thursday to secure aprons and save half the regular price.

There are plain and trimmed aprons, with and without bibs; all are made of fine lawns and muslins; two only of a style. Regular prices range from 25c to \$1.25. Thursday 13 to 65



If you've ever bought a brass bedstead you'll be able to check up, in your own experience at least, the statement we make here, when we say that Brass Bedsteads were never sold at such low prices in Canada as you'll find here for to-morrow. We were particularly fortunate in our brass bed buying, and you are reaping the benefit every time brass beds are specialized in this sale.

Brass Bedsteads, in bright or satin finishes, upright posts, 2 inches in diameter, with filling equally strong. Regular \$13.50. August Furniture Sale 9.49

Brass Bedsteads, in bright finish and in full size; the posts are 2 inches in diameter, with ¾-inch upright fillers. Regular \$14.75. Sale 11.90

Brass Bedsteads, with heavy posts and heavy fillers, a new pattern, in full size, well finished. Regular \$20.00. Sale 15.85

Brass Bedsteads, with continuous posts, 2 inches in diameter, and filling correspondingly heavy, in bright or satin finishes. Regular \$21.00. Sale 15.90

Brass Bedsteads, in combination finish, an exceptionally good design, made strong and durable. Regular \$28.75. Sale 21.60

Brass Bedsteads, a low, heavily built pattern, in combination finish, in full size. Regular \$28.50. Sale 20.90

Brass Bedsteads, built on square lines, in full size, in bright or satin finishes. Regular \$34.00. Sale 27.40

Brass Bedsteads, a massive design, with heavy scroll at both head and foot ends. Regular \$44.90. Sale 35.60



Freshness for Summer Men

Between seasons, just when the summer stocks are dwindling and before the autumn stocks are on view, the wise man recognizes his opportunity to make his best buys of the year.

You may run through this list, from wash neckwear to waterproof coats, and every item will strike you as being hard to duplicate at any other season.

Come to-morrow and freshen yourself up for the month of summer weather that is still to come.

SHIRTS, NECKWEAR AND SWEATERS.

Men's Black and White Stripe Shirts, with soft double or turn-back cuffs and separate soft lounge collars to match. The most comfortable shirt for present wear. Sizes 14 to 16. Thursday 1.00

Men's Sweater Coats, with collar, in all grey, grey with navy, or brown with tan trimming. Well made and good weight. Thursday, each 1.39

Wash Neckwear, white piques, white with black or colored stripes and figures. All our best summer wash neckwear selling at 25c each. Thursday 2 for 25

HATS AND CAPS.

Men's and Boys' Outing Hats, in white and colored felts, medium or wide brims. Thursday 25

Men's and Boys' Golf Shape Caps, in tweeds and navy worsteds. Regular up to 50c. Thursday 15

Men's Auto Hats, in tan silk poplin, rubberized, newest American shape. Regular \$1.00. Thursday 50

VESTS, BATH ROBES AND WATERPROOFS.

Men's Wash Vests, in grey and brown fancy diagonal vestings, also grey and fawn fancy checks and stripes of self colors, very rich effects; sizes 35 to 44. Well made and excellent trimmings. Regular \$2.00 to \$3.00. Thursday 1.49

Men's English Terry Cloth Bath Robes, white grounds, with fancy colored stripes, cut long and roomy, with girdle for waist. Sizes 36 to 44. Thursday, at 3.95

Men's English Paramatta Cloths, double texture, in rich fawn shade, 52 inches long, military style collar, buttons close up to throat with tab, slash pockets, sewed and gummed seams, all sizes, 34 to 44. Thursday, at 6.00

More New Arrivals in the Ready-to-Wear Dept. for Women

There's always a desire in every woman's heart to get an early glimpse of the new styles at the change of a season. Here are four early arrivals that will delight the most exacting of women. Every line shows originality in design, and the materials are right up to the minute. The following description gives one a slight idea of their beauty:

Women's Stylish New Fall Suits, of imported French Venetians, in green, navy and black; coat semi-fitting both back and front; the uniquely shaped collar is neatly inlaid with black velvet, outlined with narrow satin piping; cuff part of sleeve to match; pointed patch pockets; coat fastens with four velvet buttons, and is lined throughout with silk serge; skirt has the new wide panel, and is semi-pleated in side gores 25.00

Another Correct Style is of fancy tweed mixtures, in becoming shades of green, brown, grey and blues; the coat is smartly made, strictly tailored seams, the mannish collar and sleeves are button trimmed, slanting slashed pockets; lined throughout with satin; the fashionable gored skirt, with wide belt band of self 29.50

New Fall Coats, smart, stylish and serviceable, made of English tweeds, in mixtures of grey, green and tan, displays tailor stitched seams, double-breasted, buttons to left side, with four large bovie buttons, large rolling tab collars, pockets and deep cuffs to match, detachable belt 21.00

Another Fashionable Long Coat, of the new imported tweed, with plaid back, double-breasted, with high storm rolling collar, Raglan shoulder, with heavy stitched seams down sleeves, finished with deep cuffs and large buttons, ulster back, with deep back waist belt, large patch pockets. A desirable coat, for 22.00

The Robert SIMPSON Company Limited

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