

SIMPSON

Store closes at 5.30 p.m.
Saturday at 1 p.m. during August.

H. H. Fudger, President.

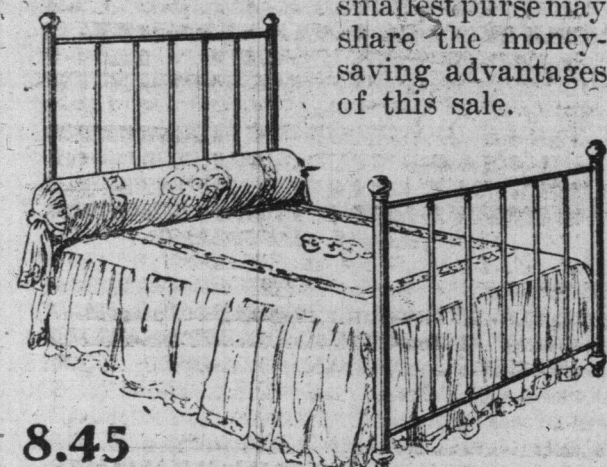
J. Wood, Manager

Phone Number Main 7841
We have 50 lines to Central.

SIMPSON

Brass Bedsteads in the Furniture Sale

Only once in a long time can we sell such bedsteads as these at prices so low. All new, specially made goods, right from the factory, and marked so that the smallest purse may share the money-saving advantages of this sale.



8.45

Brass Bedsteads, as illustrated, with 2-inch upright posts, and upright fillers, evenly distributed, has full extension foot end; can be supplied in 3 ft., 3 ft. 6 in., 4 ft., or 4 ft. 6 in., in bright finish only. We have been selling this bed at the low price of \$11.95. Special August Sale 8.45 price.



14.60

Brass Bedsteads, as illustrated, with continuous posts, 2 inches in diameter, and finished either in satin or bright; an exceptionally neat pattern, supplied in any of the standard widths; carefully constructed of high-grade materials by experienced workmen. Regularly \$18.90. August Sale 14.60 price.



16.90

Brass Bedsteads, as illustrated, a new pattern of handsome design; the upright posts are 2 inches in diameter, and the filling is correspondingly heavy; the short filler panels at both head and foot ends, gives a very pleasing effect, finished in either bright or combination finishes, and can be had in widths of 3 feet, 3 ft. 6 in., 4 ft., or 4 ft. 6 in. Sold in the regular way at \$23.75. August Sale 16.90 price.



19.90

Brass Bedsteads, as illustrated, the posts are 2-inch continuous, with 1-inch fillers; a really good pattern; very desirable in every feature of construction, style and finish; finishes are either bright or satin, with sizes 3 ft., 4 ft., or 4 ft. 6 in. Regularly sold at \$26. August Sale 19.90 price.



25.90

Brass Bedsteads, as illustrated, a particularly good design; the posts are heavy and continuous, with heavy mounts and 15 fillers at both head and foot ends; it is finished with the best English lacquer obtainable, and is one of the most desirable beds we have ever been able to offer, supplied in full size only. Our regular price is \$34.75. August Sale 25.90 price.

Outing Shirts at 89c each Were \$1.25 and \$1.50

A purchase of 1,000 Outing Neglige Shirts, bought at our own price, enables us to give our customers exceptionally good value. The lowest priced shirt in the lot is a \$1.25 quality, but the greater part of them are regular \$1.50 quality. See the Yonge street windows for display Wednesday. Plain or striped effects; most of them have the separate double collars. All the others reversible collars. All sizes, 14 to 17. Regularly \$1.25 and \$1.50. Thursday 89c.

Thursdays MEN'S GENUINE FRENCH BALBRIGGAN AT 44c A GARMENT.

Shirts and drawers; long sleeved shirts and ankle drawers, or short sleeves and knee drawers. Made from the finest Egyptian yarns. They are cut correctly and are considered the best weight for summer wear. All sizes 24 to 32. To clear Thursday, a garment 44c.

Men's Derby Hats

New shapes, fine English for felt, black only. Thursday 1.00. Light Color Soft Hats, specially fine grade fur felt and dressy styles. Colors black, dark, blue, agate and fawn. Regularly \$2.50. Thursday 1.50. Panama Hats, telescope style, medium brim, best finish. Formerly \$6.00, \$7.50 and \$10. Thursday 3.95.

New Suits, New Skirts, New Coats Second Day of our August Black Silk Sale

That fashion has conceived many charming ideas for fall is evidenced by the new suits for women and misses.

New York's latest styles in these suits just received from the best makers on Fifth Avenue. Semi-fitting styles both back and front; some have the new Robespierre collars, inlaid with velvet and satin touches; others trimmed with braids and buttons; new shapely skirts with gored, semi side pleats and straight effects. Materials are English serges, basket weaves. Colors are grey, blue, stone grey, black and mixtures. Prices \$35, \$37.50, \$45 to \$52.

NEW SKIRTS FOR WOMEN AND MISSES.

Striking models in several of the new styles for fall. One particularly good style is a plain gored model with tunic, finished with a deep stitched tuck and ornamented with self buttons. Materials are panamas, chevrons and tweeds. Price 5.00.

HANDSOME MODELS IN NEW FALL COATS.

A large collection of new Fall Coats; some made in our own factory; others from New York and London. Make a point of seeing this model. It has attracted special attention. It is made of imported tweed and cut in a clever single-breasted style. The colors are bronze and grey. It has the long rolling revers and rounded collar of contrasting shade. Turn-over cuffs to match collar. Prices from \$12.50 to \$31.50.

\$15.00 to \$22.00 Women's Dresses \$7.95

Your opportunity to purchase a dress at a great saving. Materials are French lingers, Irish crash, linens and fancy nets. The embroideries and trimmings are the very best. There are many high-class garments included. Some are slightly soiled. Colors are sky, champagne, white and ecru. Worth from \$15.00 to \$22.00. To clear at 7.95.

Women's Nightdresses and Aprons

Two snaps from the Whitewear Section that will profit those who take advantage of them Thursday.

540 Women's Nightdresses, clearing 8 pretty styles, made of nainsook, and trimmed with fine embroidery insertions, beadings and ruffles; silk ribbon draws; sizes 32 to 42. Regular prices 85c, 90c and \$1.00 each. Thursday, each .63.

Another 1,000 Kitchen Aprons for quick selling; heavy blue and white gingham; fancy border across skirt; length 37, width 40 inches. Regularly 25c each. Thursday, each .15.

Splendid Values from the Waist Section

A dainty waist of natural silk, floral or conventional designs, open front, with visible pearl buttons; sailor collar and wide cuffs of navy spotted foulard; 34 to 42 bust. Regular value \$3.95. Thursday 1.95.

A pure Irish linen of superb quality, open front, with visible pearl buttons, some pleated and some plain fronts, finished with dainty Peter Pan collars and cuffs of self white, cadet blue or blue stripes; every size to 42 inches. Regular price \$3.95. Thursday 1.95.

A charming novelty in sheer white muslin, open front, and short inset sleeves; finished with the new detachable "Robespierre" collars and cuffs of black satin, with large double jabot of pleated net and lace; every size to 42 inch. Regularly \$1.95. Thursday 1.25.

Afternoon Tea Thursday

3.00 to 5.30 p.m.
Omelette with Thin Bread and Butter and a Pot of Tea. 10c.

Eyeglasses & Spectacles
FITTED BY SPECIALISTS.
Perhaps those headaches are caused by a slight straining of the eyes, almost imperceptible. Headaches can often be permanently cured by properly fitted glasses. No charge for examination.
Optical Parlors, Second Floor, Yonge Street Side.

A complete hotel service is furnished by our Check Room, Rest Room and Dining-rooms where breakfast, lunch, dinner and afternoon tea are served.

The SIMPSON Company Limited

Good News from the Men's Clothing

Thursday morning we will put on sale Men's Big Value Three-piece Suits, that sell regularly at \$12.50 and \$14.00. They are made from fine English and Scotch tweeds, and a few fine English worsteds. Cut single-breasted, three-button style; single-breasted vest, and the most fashionable trousers, beautifully tailored. Thursday... 8.45

450 pairs of Men's Fine Worsteds Trousers, in assorted patterns, good wearing, and beautifully tailored. Thursday... 1.98

For Holidays, for School, or for Best Wear

An All-wool Blue English Serge Suit, in the two-piece double-breasted style, with long, shapely lapels and slightly form-fitting back, with centre vent; lined with Italian serge lining; bloomers are made in the full hip American style, with strap bottoms. Sizes 25 to 30, \$4.50; 31 to 34, \$5.00.

LAST CALL On Low Oxford Shoes

Every pair of \$5.00, \$4.50, \$4.00 and \$3.50 Low Oxford Shoes in stock (excepting Vectors), in all popular sizes and widths; straight lace, button and Blucher style, and all leathers will be put on sale at 8 o'clock Thursday. Last call price \$2.00.

Women's and Girls' Underwear 35c Wall Papers 17c

Replenish your underwear wardrobe here Thursday and save a big slice of the usual cost.

Girls' Vests, the famous "Excelsa" quality, fine white ribbed wool and cotton mixture, summer weight, low neck, short sleeves. Sizes 6 to 12 years. Regular prices 40c to 50c each. Thursday, all sizes .25.

1,200 Women's Summer Vests, ribbed cotton, low neck, short or no sleeves, heading and draw tapes. Sizes 32 to 38 bust. Thursday to go at, each .10.

Clearing Girls' Drawers, white or black ribbed cotton, umbrella or tight knee. Sizes 2 to 8 years only. Regular prices 15c and 20c a pair. Thursday, a pair .10.

Dress and Suiting Fabrics 47c

A sale of High-class Dress and Suiting Fabrics, imported from leading English and French makers, including all-wool French poplins, all wool French San Toys, all-wool English Serge Suitings, shepherd Check Suitings, English and Scotch Tweed Suitings, all-wool English Worsteds Suitings, English Panama Suitings, etc., etc. A counter reserved for this special sale in our Dress Goods Dept., 2nd floor.

A Day of Big Savings in Floorcloth, Linoleum, Cocoa Mats and Carpets

A carload of new Floor Cloths just arrived, in bright, cheerful colors and good designs, tiles, oak-board and matting. Note the price, square yard .37.

Just a few rolls only, about nineteen, of extra heavy, well seasoned Scotch Printed Linoleum. Reduced to, sq. yard .39.

Two sizes only, 33 x 20 and 36 x 22, at a big reduction. Buy these now for the winter, and make a considerable saving. Note the price. Special Thursday, 99c and \$1.19.

ENGLISH AND DOMESTIC BRUSSELS CARPETS. In Oriental and self color effects, specially reduced to clear, a few odd rolls with borders. Sterling values. Note the price, per yard .79.

SEAMLESS ENGLISH TAPESTRY SQUARES. Marked down to the lowest figures. Don't fail to see these values before buying:

9.0 x 10.6. Special Thursday 9.95
9.0 x 12.0. Special Thursday 10.95
10.6 x 12.0. Special Thursday 12.95

We Want You to Know

and appreciate the advantages of a really good Fruit Jar, such as our "Queen." The glass top is clamped down on a rubber ring, working on the lever principle, making the sealing as easy as turning off a water faucet. No metal to screw. Absolutely airtight the minute it is closed, and remains airtight until opened, be it kept six days or six years. The cost is a little more than the ordinary sealers, but it's worth while to know that your preserves are all "just right." Try a dozen, and we know that like Oliver Twist you will "ask for more."

50 for pints, \$1.00 for quarts.
\$1.10 for half-gallons.
Phone direct to China Dept.

GROCERIES

2,000 Lbs. Dairy Butter, in Prints, per lb. .27
Finest Sugar-cured Ham, half or whole, per lb. .19
Malta Vita Breakfast Cereal, 3 packages .25
Rich Red Salmon, Otter brand, per tin .21
Imported Macaroni, 3 packages .25
Fresh Flaked Wheat, per stone .45
Edwardsburg or Beehive Table Syrup, 5-lb. pail .22
Salt in 5-lb. bags, 3 bags .14
English Marrowfat Peas, 3 packages .25
Imported Malt Vinegar, Imperial, qt. bottle .20
Scott Taylor's Worcester Sauce, 3 bottles .25
Maggi Soups, assorted, 6 packages .25
Canned Shrimps, per tin .15
Heather Brand Flavoring Extract, assorted, 2 1/2 oz. bottles, 3 bottles .25
35c ASSAM TEA FOR 25c.
500 lbs. Fine, Rich, Full-bodied Assam Tea of Uniform Quality and fine flavor, a 35c Tea anywhere Thursday, per lb. .28



August
Sale
of

Hosiery

The values for Thursday show many exceptional saving opportunities. Hadn't you better look over your hosiery stock to-night and start in to-morrow to replenish at this sale. Choice is best now, and values cannot be better.

Women's Plain Black Cashmere Hose; soft, smooth yarn; spliced heel, toe and sole. Regularly 25c and 30c. Hosiery Sale price, Thursday, 19c, 3 pairs 55c.

Women's Plain and Ribbed Black Cashmere Hose, fashioned and seamless; double heel, toe and sole. Regularly 50c. Hosiery Sale price, Thursday, pair .29.

Women's Lisle Thread Hose, plain black and colors; laces in colors; all imported goods. Regularly 35c. Hosiery Sale price, Thursday, pair, 19c, 3 for 55c.

Women's Pure Silk Hose, with lisle thread top, sole, heel and toe; gauze weight; black and colors. Regularly 75c. Hosiery Sale price, Thursday .49.

Boys', Girls' and Women's Fine Ribbed Cotton Hose; black only; sizes 8 1/2 to 10. Regularly 20c. Hosiery Sale price, Thursday, pair .10.

Children's Fancy Top Lisle Thread Socks; all new goods; sizes 4 to 8 1/2. Regularly 20c. Hosiery Sale price, Thursday, pair .10.

Boys' and Girls' English-made Cashmere Hose, ribbed and plain, for fall and winter wear; full fashioned. Regularly 40c. Hosiery Sale price, Thursday, pair .25.

Men's Fine Cashmere Socks, "Indiana" soft yarn; seamless; spliced heel and toe; splendid wearing. Special Hosiery Sale price, Thursday, pair .25.

Men's Silk and Wool Socks, black with colors in silk; fine elastic ribbed; a popular, dressy sock. Regularly 50c. Thursday, Hosiery Sale price, 35c, 3 pairs \$1.00.

Men's Fine Imported Lisle Thread Socks; the lot consists of embroidered laces, plains, and fancy patterns; a variety of colors. Regularly 25c and 35c. Hosiery Sale price, Thursday, 19c, 3 pairs 55c.