Day at The Simpson Store

Monday's Big Special Sale was planned weeks ago, and consequently every department has been able to secure very unusual values to make it our biggest sale of the season. It will afford Toronto folks an opportunity to finish out their equipment for Exposition Week, and visitors will get their first taste of our progressive merchandising. It's like putting your money out at interest, and the returns are savings, many of them as great as the outlay. Come early, during ' the less congested hours. It's more satisfactory.

FALL OPENINGS

SEE OTHER PAGE FOR ANNOUNCEMENTS OF Serviceable Washdresses 95c See Other Page of Fall Opening Values in Men's Clothing

LINEN COATS, 95c. Tweed and cheviot serges, made plain with high waist lines, good assort

GIRLS' BLAZER COATS, 95c.

35 only Flannelette Blazer Coats, in navy and white, stripes and pale blue, and white stripes with or without belt. Regularly \$3.65. Monday95

\$1.25 and \$1.50 Misses' and Women's Housedresses 95c Black and white stripe and check Percale; Dutch, round and V necks; % sleeves, fitted skirts; some have high waist line, others finished with band; all have front opening and pipings of corresponding shades. All sizes in the lot. Regularly \$1.25 and \$1.50. Sale price.

\$1.25 DAINTY CREPE SACQUES, 95c. Imported Crepe Sacques, with small floral patterns, in colors of sky, navy, Copenhagen and heliotrope: trimmed back and front with fancy silk braid, which gives a bolero effect; front fastening with silk-covered buttons. Sizes 34 to 44. Regularly \$1.25. Sale price .95 \$1.39 HYDEGRADE PETTICOATS, 95c.

\$1.50 AND \$2.00 CORSETS, 95c.

300 Pairs of Women's Corsets, cleared from a prominent manufacturer (we cannot mention the name here, but it is stamped on every pair, and stands for the best in corset art), fine white batiste, medium busts, long hips and back, unboned skirts, finest rustproof steels, wide side steels, four or six garters, bust draw cords. Sizes 18 to 26 inches. Regularly \$1.50 and \$2.00. Sale price .95 \$1.75 TO \$2.50 BRASSIERES, 95c. handsome styles, in finest white batiste, adorned with fine embroidery, Sizes 34 to 44 bust. Regularly \$1.75 to \$2.50. Sale price

\$2.00, \$3.00 TO \$4.00 GIRLS' DRESSES, \$2.00. \$3.00 TO \$4.09 GIRES DRESSES,

200 Girls' Dresses, all selected from
regular stock; our best qualities in
ginghams, chambrays, percales and
zephyrs; a host of pretty styles, including the popular middy; correctly
made, perfectly fitting garments, attractively trimmed. Ages 6 to 14 years,
Regularly \$2.00, \$3.00 to \$4.00. Sale
price price 35c WOMEN'S VESTS, FOUR FOR 95c. Vests, fine ribbed white

Wonderful Values in Wash Goods

The designs are rich in shadings nk, pale blue, navy, tan or cardin-Regular value \$1.99. Sale price, 7

The Jewellery Dept.

Gold Real Pearl Set Scarf Pins.

What 95c Will Buy in Optical Department.

Motor Goggles, in amber, smoke or plain, with cable sides and perfect ventilation, Regularly \$1.50. Sale price .95 (Phone orders filled)

A Splendid Range of Waists, Priced at 95c

A Wonderful Line of Lingerie Waists, consisting of voiles, lawns and batiste, in the newest styles, high or low necks, or the new flat collar effects, long or short sleeves. Taken from our \$1.50 and \$1.95 tables. Sale price95

A Dainty Summer Waist of White Lawn, open front, Byron collar of red, or navy, with white border, short sleeves with turned-up cuffs to match collar. Sale price95

A Smart Little Waist of white corded dimity, with "sunshine" collar and short sleeves; collar and cuffs trimmed with fine Valenciennes lace. Sale price95

A Splendid White Lawn Waist, fast-

ly \$1.95 Sale price \$1.95 MIDDY AND NORFOLK WAISTS. To clear, an assortment of Middy and Norfolk Waists, left over from our stock, up to \$1.95. A splendid bargain, Sale price

Dress Goods Dept.

BLACK SEDAN-FINISHED BROAD-CI40TH, REGULARLY \$1.25
YARD, 95c.

Black Sedan-finished Broadcloth, in a medium weight, suitable for tailored suits or dresses, has a soft botany finish, which gives it a velvety appearance, dyed in a rich deep raven, guaranteed thoroughly shrunk and spotproof. 52 inches wide. Regular price \$1.25 per yard. Sale price, per yard. 95
BLACK AND NAVY WIDE WALE
SUITINGS AT 95c PER YARD.
Black and Navy Wide Wale Diagonal

Splendid Satins and Velveteens

Colored Duchesse Mousseline Satins, showing a beautiful charmeuse finish; highly recommended for its wearing qualities. Comes in a big range of shades, such as sky, plnk, mauve, maize, yellow, tan, brown, old gold, old rose, rose du barry, nile green, amethyst, purple, cerise, Paddy, resseda, navy, myrite, saxe blue, Alice, royal, American beauty, grey, taupe, etc., 26 inches wide. Regular \$1.25 per yard. Sale price, per yard.

1 vory Duchesse Satins and Duchesse Pailiettes. The Duchesse is finished bright and lustrous, and the Pailiette has a more subdued finish. Both are guaranteed perfect in every particular. Comes in white, ivory and cream only, 26 and 28 inches wide. Regular \$1.25 per yard. Sale price, per yard.

Black Duchesse Satin, Black Silks—Black Duchesse Satin, Black Duchesse Pailiette, and Black Peau de Soie. These are three splendid values. Deep, rich full blacks, manufactured and dyed by the most reliable black silk makers in Europe, 26, 38 and 40 inches wide. Regular \$1.25 per yard. Sale price, per yard.

Announcements Elsewhere in This Paper Come to the Store for Rest and **FROM** Lunch MILLINERY DEPARTMENT

white or colors. Regularly priced at \$2.00 each. variety of styles and colors, an English manufac-turer's samples and overmakes. Regularly \$1.50.

14 Dozen Women's and Misses' Light Felt Hats, mostly in the lighter shades, all good styles. Regularly \$1.50, \$2.00 and \$2.25 each. Sale

WOMEN'S BOOTS AND OXFORDS 95c

250 Pairs of Women's Boots and Oxfords, travellers' samples and regular size ranges; some are slightly soiled from showing. Tan calf, patent colt, vici kid, gunmetal and white canvas.

MEN'S CAMEL-HAIR SLIPPERS, 95c.

Men's "German-Made" Genuine Camel-hair Slippers, leather-covered felt sole; very soft and comfortable. Sizes 6 to 11. Also a few pairs of Men's. Black Dongola Kid Slippers, sizes 6 and 7 only. MISSES' AND CHILDREN'S BOOTS, 95c.

350 Pairs of Misses' and Children's Blucher Style Boots, in patent colt, black vici kid, dongola kid and tan vici kid leathers; medium weight soles. low "College Girl" and spring heels. Sizes 6 to 1. Regular prices up to \$2.00. Sale price .95

WOMEN'S WHITE OXFORDS AND PUMPS, 95c. 200 Pairs of Women's Fine White Poplin and Canvas Oxfords and Pumps, slightly soiled from showing, but can be easily cleaned; fine McKay sewn soles, medium heels. Sizes 21/2 to 7. Reg-

Pillow Cases 4 Pairs 95c

10 YARDS SAXONY FLANNEL-ETTE, 95c.

White Saxony Flannelette, good weight, free from dressing, 32 in. wide. Regularly 12½c per yard. Sale price, 10 yards for95 SPLENDID VALUE IN TABLE LINEN.

Famous Old Bleach Table Linen. This is a double damask, with a rich satin finish in a beautiful range of designs, width 70 inches. Regularly \$1.40. Sale price. .95

TABLE DAMASK, 21/2 YARDS 95c. Semi-bleached Table Damask, heavy quality for general use, width 60 inches. Regularly 45c yard. Sale price, 2½ yards. .05 PILLOW COTTON, 6 YARDS 95e. Plain Pillow Cotton, firm, even weave, free from filling, 44 inches wide. Sale price, 6 yards for .95 GREAT VALUE IN EMBROID-ERED PILLOW CASES. Irish Embroidered Linen Pit-low Cases, in neat designs, nicely hemstitched. Size 45 x 36. Regu-larly \$1.35. Sale price, a pair .95

LETTERED TOWELS, 6 FOR 95c.

APRON GINGHAM, S YARDS 95c. Plain Slate-colored Apron Gingham, with fancy border, width 38 inches. Regularly 15c per yard. Sale price, 8 yards for95 ENGLISH NAINSOOK, 10 YARDS FOR 95c. FOR 95c.

Fine English Nainsook, soft needle finish, for ladies' wear, 26 inches wide. Regularly 12½ c yd. Sale price, 10 yards for95 (Telephone orders filled)

\$1.50 to \$2.50 Dress Trimmings Bags 95c

A superb lot of 42-inch Silkembroidered and Beaded Flouncings, for over-dresses and tunics. purchased in Paris, now showing for the first time. Black, ivory and colored effects, both plain and mixed coloring. Regular prices would be \$1.50, \$2.00 and \$2.50 yard. Sale price, yard .95

In the Moorish Kiosk (Main Floor) Programme Monday, Aug. 25th

9.30 to 11.30 a.m. 1. Waltz Song—From the Com-edy Opera "The Firefly".... Frim'i 2. Selection—"Lucia" .. Donizetti Flute Solo—"Chant du Rossignol" Filipovsky
 Tittl's Serenade—
For Flute and Cello. 5. Selection-"The Mikado" 6. Overture—"Zampa" ... Herold

7. Duet-Selected Herbert For Flute and Clarionet. 8. Selection—"Songs of Italy"... Langey 2.30 to 4.30 p.m. 2.30 to 4.30 p.m.

1. Overture—"Orpheus"

2. Waltz—"Girls of Baden"

Komzak

3. Selection—"The Firefly"

4. Suite—"La Source Delibes
5. Duet—"The Butterfly" Bendix
For Flute and Clarionet.
6. Selection—"Sweetheart" 8. Finte Solo—Selected E. Hall 9. Overture — "The Barber of Seville" ... Rossini

\$1.50 to \$2 Hand

Womens' Hand Bags, in a variety of leathers; nickel, gilt and gunmetal frames; leather and silk linings, with change purse. Regularly \$1.50 and \$2.00. Sale price .95

Mesh Bags, 6-inch oxidized silver frame in fancy design, ring mesh; detachable kid lining. Regularly \$1.75. Sale price....96 Coin, Vanity and Card Cases, in silver and gilt; short and long chain. Regularly \$1.25 to \$1.50. Sale price..................95

\$1.25 Leather Collar Boxes 95c

DRUG SUNDRIES

Chamois Skins, fine large skins, suitable for linings or polishing. Regularly \$1.25. Sale price. ...95

MEN'S TWEED TROUSERS, 95c. Men's Tweed Trousers that will give excellent wear and satisfaction, made from strong English tweeds, in assorted colors and patterns. Sale price. .95 MEN'S OFFICE COATS, 95c.

Men's Light-weight Office Coats, made from a serviceable material in natural linen color, single-breasted, patch pockets. Regular \$1.25. Sale price .95 MEN'S WASH VESTS, 95c.

Men's Wash Vests, made from reliable wash vest materials, in assorted colors and patterns, single-breasted. Each vest worth \$1.00 to \$1.50. Sale price, 2 vests for.....

BOYS' WASH SUITS, 95c.

Boys' Wash Suits in Russian and blouse style, that are made from beautiful imported materials, blues, browns and natural linen effects. To fit a boy from 3 to 10 years. Regular \$1.25, \$1.50 and \$2.00. Sale price........95

\$3 Straw Hats for Men 95c

About 150 Finest American Split Braids, in the classiest styles; these hats are superbly finished, and are wonderful value. Regular \$3.00. Sale

\$1.50, \$2.00 AND \$2.50 SOFT HATS, 95c. Men's Fine Quality Fur Felt Soft. Hats in trooper, fedora, crushera and negligee styles, colors mostly black, a few brown, slate and pearl; dressy up-to-date shapes and nicely finished. Usual values \$1.50 to \$2.50. Sale price

\$2.00 AND \$2.50 STIFF HATS, 95c. 500 only Men's Up-to-date Fall Style Stiff Hats made from the finest grades of English fur felt, manufacturers' samples made to sell in the regular way at \$2.00 and \$2.50. Sale price

Men's Socks

Men's Lisle Thread Socks, silk finish, extra fine thread; tan, navy, grey, black, and other shades; spliced heel, toe and sole. Sizes 9½ to 11. Regularly 35c per pair. Sale price, 5 pairs

seamless, good weight, extra fine yarn, close knit, ribbed top, double heel, toe and sole. Sizes 9½ to 11. Regularly 35c per pair. Sale price, 4 pairs .95

Many Values in Gloves and Hosiery

Women's Real French Kid Gloves, 10button length soft pliable skin mousquetaire style, round sewn seams, perfect finish; shades, black or white, all sizes. Regularly \$1.75. Sale Price

Women's "Elite" Choicest Real French Kid Gloves, 2-Dome fasteners, gusset fingers, best finish; black tan and other shades. Sizes 51/2 to 71/2. Reg-Women's "Kayser" Silk Gloves, 16 or

mousquetaire style, dome clasp heavy double-tipped fingers; white only, Sizes 6 to 71/2. Regularly \$1.25 Sale Price 95 Infants' Purest of Wool Cashmere

Stockings, fine ribbed finish, guaranteed stainless and unshrinkable; tan. Women's Plain Black Cashmere Hose, fine soft yarn, close weave. weight, elastic finish, 3-ply heel, toe, and sole. Sizes 8½ to 10. Regular-ly 30c per pair. Sale Price 4 pairs

Women's "Llama" Plain Black Cashmere Hose, extra soft yarn, fine close weave, medium weight, spliced heel toe and sole. Sizes 81/2 to 10. Regularly 35c. per pair. Sale Price, 3

mere Hose, seamless, medium weight, close elastic finish; good wearing, double heel and toe. Sizes 81/2 to 10. Regularly 30c per pair. Sale Price, 4

Toilet Requisites 95c

Ladies' Toilet Set, consisting of 1 tube Colgate's dental cream, 1 imported French tooth brush, 1 box Roger & Gallet's fake powder, 1 bottle Seely's toilet water, 1 cake violet soap, and 1 jar Vinolia vanishing cream Regular \$1.55. Sale price. 95

Real Ebony Hair Brush, with 13 rows pure brisies, hand drawn, and 9-inch hand rubber dressing comb. Regular \$1.50. Sale price

Genuine Ebony Hand Mirror, ring handles, with extra heavy plate glass. Regular \$1.59. Sale price. 95

Shaving Set, consisting of 1 Boker razor, hollow ground; 1 stick of ingram's shaving soap, 1 bottle Murray & Lamman's Florida water, 1 rubber-set shaving brush and 1 tin talcum powder. Regular \$1.55. Sale price. 55

2 Real Ebony Military Brushes, with pure bristles, hand drawn. Regular \$1.50. Sale price. 95

1 Box, containing 13 cakes of assorted bristles, hand drawn. Regular \$150. Sale price 95
1 Box, containing 13 cakes of assorted toilet soap, including all the well-known makers. Regular \$1.55. Sale price 95
Perfume in Neat Boxes, assorted doors. Regular up to \$1.50. Sale price 95
Regular up to \$1.50. Sale price 95
Regular up to \$1.50. Sale price 95
Tace Powder, made by Roger & Gallett Babcock, and Hanson & Jenks. Regular 75e per box. Sale price 2 for 95
Toilet Waters, from such well-known makes as indunuts. Tanty 8. Roger & Galletts, and Vantine's. Regular up to \$1.65. Manicure Set, including 1 pair scissors, 1 ebony nail file, 1 ebony cuttiele knife, 1 cake Payne's nail enance. 1 bottle Payne's nail bleach, 1 ebony nuffer, and 1 box emery boards. Regular \$1.45. Sale price 95

95c Goes a Long Way in Men's Furnishing Dept.

Men's "Stralian" Brand Underwear, shirts and drawers, all wool, fine quality yarns, natural shade, made in single or double-breasted style; all sizes 24 to 44. Regularly \$1.25. Sale Price.

Men's Imported Cream or White Flannelette Nightrobes, with or without collar; extra large and long in the body. Splendid value at \$1.50. Sale price. Men's Negligee Outing or White Pleated Shirts, various makes and de-signs. All sizes in each line, 14 to 18

Regularly \$1.25, \$1.50 and \$2.00.

can makes, in light, medium or weights, plain or stripe designs. lar values \$1.50 to \$2.50. Sale p

Men's Sweater Coats, medium weight, good-fitting collar, two pockets,

colors plain grey, or grey with navy trimmings. This coat will give good satisfaction. Sizes 36 to 40 only. Regularly \$1.79. Sale price95

Men's Random Merina Combinations made with a closed crotch; good hardwearing fabric, natural shades, me eight. Sizes 34 to 44. Regular

\$1.29. Sale price Men's Wash Neckwear, in reversible or derby shapes, plain or stripe effects Regularly 15c and 20c each. Sal price, per dozen

Boys' American and English F jamaz, in flannelette, sateen and s tte. Regularly \$1.25, \$1.50 and \$2.

Special 95c Values in Lighting Fixtures

1 Light, Square, Mission Wall Brack et, finished brush brass or nickle plat rooms. Regularly Selling, \$1.25. Monday. 8.30 a.m.

plete with hexagonal ball, satin corners, suitable for verandahs or vestibules Regularly selling \$1.50. Monday 8.30

Upright and Inverted Gas Mantels. Regularly Selling 10c each.

Values in Glassware and Chinaware

A Large Assortment of Fancy China: Chocolate Sets, Lemonade Jugs, Tobac-co Jars. Berry Sets, Royal Doulton Jugs, German Steins, Wedgewood Vases and Jugs, and Sugar and Creams, etc. Regularly up to \$2.50.

and effective pattern, with cut stopper. Regularly \$2.00. Sale Price......95 Brass Hot Water Ketties, one pint size. Regularly \$1.50. Sale Price,

with Oriental carvings. Regularly \$1.50 and \$2.00. Sale Price, each .95 Table Tumblers, half crystal, with fluted cutting at bottom. Regularly \$1.50 per dozen. Sale Price, per doz.

IN THE LUNCH ROOM

Afternon Tea will be served from 3 p.m. to 5.30 p.m. in the Lunch Room. Special tariff, 2 for .25

The Robert Simpson Company, Limited

Greet cord \

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