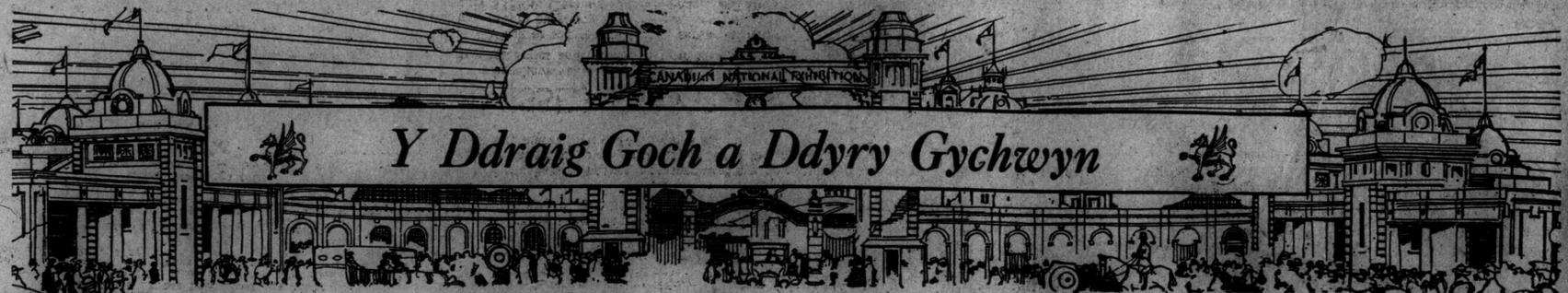


Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

Market Adelaide 6100



Welcome H.R.H. The Prince of Wales--Simpson's

WHAT an epoch-making event it will be, this opening of the Canadian National Exhibition by H.R.H. the Prince of Wales! Now, as never before, the Canadian people will have the opportunity to pay homage to the young Prince, and to celebrate in a very real way in honor of the Royal visit.
The Victory Year Exhibition, augmented as it is



by added features and a collection of war trophies the like of which have never been seen in Canada before, will outstrip all previous Exhibitions in splendor and magnificence.

The Simpson Store extends a most cordial welcome to the Prince, and is most happy in wishing him an interesting and enjoyable Canadian tour.

A Lunch Room on the Self Service Plan

Efficient and courteous service, choice food well cooked, and moderate prices at all times you will find in the new section of the Palm Room, which the Simpson store is now devoting to a cafeteria plan. The quick service will be appreciated by the business man or woman and the out-of-town visitors to the Exhibition.

The Palm Room Will Continue as Usual

Breakfast from 8.30 to 11.00.
Lunch from 11.30 to 2.00.
Afternoon Tea 3.00 to 5.30.

A Special Rest Room

Comfortable and cheery, where you may rest or wait for friends—situated on the Sixth Floor, near the Palm Room, Queen Street side.

Women's and Misses'

High-Grade Dresses, \$29.75

Hailing from New York and introducing the latest style notes from that fashion centre.
Jersey cloth models, with buttons, buckles and unusual girdles. Practical serges, tailored on the newest lines.
Satin frocks for more dressy occasions, featuring large tucks and ruffles. Shades navy, open and brown. Today \$29.75.

Poplin and Silk Dresses, \$9.95

A startlingly low price, made possible by a special purchase. Shades of navy, black, taupe or tan. Charming embroidery and large white silk collars and cuffs, are some of the features which combine to make these frocks particularly pleasing. Today, special \$9.95.
Simpson's—Third Floor.

Lisle Thread Stockings, 33c

Heads the August Hosiery Sale Today

Seconds of 50c grade. Seamless. Double spliced heel, toe and sole. Black and white. Sizes 8 1/2 to 10. Hosiery Sale, today, 33c.

Women's Fibre Silk Stockings 59c.
Seconds of \$1.00 quality. Lisle thread top with fibre silk Boot Hose. Double spliced heel, toe and sole. Seamless leg. Black, white and colors. Sizes 8 1/2 to 10. Hosiery Sale price, today, 59c.

Women's Heavy Cotton Stockings 40c.
Seconds of 50c grade. Seamless throughout. Double spliced heel, toe and sole. Black, brown, grey, tan. Sizes 8 1/2 to 10. Hosiery Sale price, today, 5 for \$1.15; pair, 40c.

Women's Thread Silk Stockings \$1.55.
Seconds of \$2.35 quality. Lisle thread top. Seamless, with double spliced heel, toe and sole. Black, white and colors. Sizes 8 1/2 to 10. Hosiery Sale, today, \$1.55.

Women's Cashmere Stockings \$1.10.
Seconds of \$1.50 grade. Seamless, with spliced heel, toe and sole. Black, grey and brown. Sizes 8 1/2 to 10. Hosiery Sale price, today, \$1.10.

Boys' Stockings 49c.
Two-and-one Ribbed Heavy Cotton Stockings. Hercules Brand. Seamless—strong spliced heel, toe and sole. Fast black. Sizes 6 to 9 1/2. Regularly 65c. Hosiery Sale, today, 49c.
Simpson's—Main Floor.

Appointment Register

Your appointments with friends may be conveniently arranged at our Appointment Register, situated for the use of our customers at the Queen St. Entrance.

IN HONOR OF THE VISIT OF HIS ROYAL HIGHNESS THE PRINCE OF WALES, THE STORE WILL CLOSE AT 1 O'CLOCK THIS AFTERNOON.

NO NOON DELIVERY TODAY

Exhibition Visitors!

You are invited to take advantage of this store's conveniences.

THE PALM ROOM—On the Sixth Floor.

INFORMATION BUREAU—On Main Floor, Centre.

TELEGRAPH STATION AND FREE PARCEL CHECK ROOM—In the Basement, Centre.

POSTOFFICE—On the Street Floor, Centre.

WOMEN'S REST ROOM—On the Third Floor, Richmond side.

TELEPHONE BOOTHS—Conveniently located throughout the Store.

We Prepay Delivery Charges

On all purchases of \$10.00 or more to any station in Ontario.

In the August Sale of Black Silks

Are many extraordinary values that should prove interesting to thrifty women who will realize the wisdom of buying now for future use.

FRENCH DUCHESSE SATIN, \$4.44 YARD—One of our highest grade satins. Correct weight for tailored suits, coats and capes. \$5.00 value. August Sale, today, yard \$4.44.
\$1.50 SILKS AND SATINES, \$2.89.—Including some of our most re-

liable standard numbers. Skein dyed. Regularly \$3.50. August Sale, today, yard \$2.89.

BLACK SWISS MESSALINES AND DUCHESSE SATIN—Good value now at \$2.79. August Sale, today, yard \$2.35.

SWISS DUCHESSE SATIN, \$3.15 YARD—1,000 yards, from one of the largest manufacturers. Lustrous black, soft and supple, and guaranteed for wear. Present value \$3.95. August Sale, today, yard \$3.15.

New! Imported Suits for Women

At \$45 to \$150

There is an air of distinction and individuality about each of these suits that you will like.

Your choice of smart tailored models or more elaborate suits trimmed with fur.

Developed from velour, broadcloths, silvertone, tricotine and serge in wanted colors. Sizes 34 to 42. Today, \$45.00 to \$150.00.
Simpson's—Third Floor.

Women's Winter Coats, \$47.50 to \$165

Authentic styles, handsome materials, rich colors and fashionable trimmings assure these new winter coats of the approval of the most fastidious.

Fur collars of beaver, opossum and seal claim special attention. A wide range of colors, including Pekin blue, brown, navy, green, brick and black. Today, \$47.50 to \$165.00.

MISSES---\$35 Coats, \$27.50

Excellent value at the regular price, considering that they are new fall styles and developed from all-wool velour.

Plush or self trimmed, with pintucks, buttons and pleats. Colors tan, taupe, burgundy and brown. Sizes 14, 16, 18, 20 years. Regularly \$35.00. Opening special, today, \$27.50.
Simpson's—Third Floor.



Sweater Coats, \$3.95--A Sale!

No Phone Orders on This Item.

100 only, featuring popular styles and color combinations, including Paddy with white, myrtle green, grey, peach, rose and cardinal. Brushed and knitted effects. Sizes 36 to 44 in the lot. Regularly \$5.50 to \$7.50. To clear, today, \$3.95.
Simpson's—Third Floor.

Stamped Centrepieces, 15c

White Centrepieces, stamped in a dozen different designs. 18 x 18 inches. Today, special 15c.

Stamped Day Slips \$1.25

Open both ends, with stamped buttonhole edge or plain lines for crochet, with design on centre. Sizes 36 x 42 and 36 x 44 inches. Special, pair \$1.25.
Art Needlework Dept.—Fourth Floor.

1000 Pairs Women's Boots, \$4.95 Pr.

This affords an excellent chance to Exhibition visitors to secure their footwear at a decided saving. No phone, mail or C. O. D. orders on sale footwear.



These boots have 9-inch tops, long and medium lasts. Brown kid, grey kid, brown calf and gunmetal leathers, with medium and light-weight soles. Plain vamp and imitation toecaps—low, Cuban and Spanish heels. Sizes 2 1/2 to 6 1/2. Values \$6.00 and \$7.00. Today, \$4.95.

Girls' Kid Boots \$1.99, \$2.69 and \$3.29

Fine Black Kid Boots, button and lace style, made on wide toe, with patent tip. Good weight solid leather McKay sewn soles. Low heels. Sizes 5 to 7 1/2, \$1.99; 8 to 10 1/2, \$2.69, and 11 to 2, \$3.29.

Men's \$8.00 and \$10.00 Boots at \$6.95

Superior quality, built on fashionable lasts, and best selling shapes. Button and lace styles, in brown and black calf, storm calf and patent leather. Wide, narrow and medium toe shapes. Heavy and light-weight leather and rubber fibre soles. All Good-year welt sewn. Military and low heels. Sizes 6 1/2 to 10. Today \$6.95.

Boys' Mahogany Calf Boots \$4.50

300 pairs Brown Calf Lace Boots, with guaranteed rubber fibre soles. Sizes 1 to 5 1/2. Today \$4.50.

Simpson Special Boots \$8.50

Have a brown calf blucher, that gives the feet ample room, being made on full round toe, with heavy double Goodyear welt sole, low heel. Widths C, D and E. Sizes 6 to 11. Today \$8.50.

Men's London Style Dress Boots \$8.00

Fine Black Glaced Kid Boots, on straight-fitting last. Medium weight English oak tanned Goodyear welt sole, flat heel. Widths C, D and E. Sizes 6 to 11. Today, \$8.00.

Same style, in brown kid. Pair \$9.00.
Simpson's—Second Floor.

Important Millinery!

New Velours \$6.50

A wonderfully large assortment of styles in black. Today, \$6.50.

Black Velour Sailors. Today, \$3.50

Ready-to-Wears \$5.00, \$5.50 and \$6.50

Of silk velvet and plush. Undoubtedly excelling in becomingness.

Fetching color themes include brown, wine, navy, taupe and black.

Paris Feather Hats

Have just arrived, showing what clever things French artists can do with feathers.

Individual styles in all the best fall colors. Today, \$6.50, \$7.50, \$8.50, \$10.00, \$12.50, \$15.00 to \$17.50.
Simpson's—Second Floor.

The Robert SIMPSON Limited