

The **SIMPSON** Store Closes at 1 o'Clock Today | H. H. FUDGER, President. J. WOOD, Manager. | **PROBABILITIES:** Fine and warm. The **SIMPSON**

## No Dull Days Here

All This Month the Store Has Been Humming With Activity

The **Hosiery Sale** is making all its own past records look sick. News of this spectacular selling has reached every province in Canada and we are getting big orders from distant points every day.

The **Furniture Sale** is fitting up hundreds of homes with the better kind of furniture and closer to factory prices than has ever been done before.

The **Black Silk Sale** is a boon to prudent women who want to get their black gowns ready before all the dressmakers are too busy. At present our range of black silks and dress goods is one of the finest displays on this continent.

**New Goods from Europe** are arriving weeks earlier than usual, and all through the store genuine enthusiasm pervades the departments as they note customers' appreciation of the new goods.

**SIMPSON**

## It's Harvest Time for Furniture

Like the farmer who reaps when his hay and grain are ripe, even though he does not need them until Winter,

So the home-maker should buy this August Furniture of ours, even if he should have to store it;

Because this is a crop of good furniture, specially grown by the best factories for us; and you won't find it elsewhere or at any other season quite so reasonably priced.

Solid Mahogany Library Arm Chair—Deep plain spring seat, tufted arms and back; upholstered in denim. August Furniture Sale price, \$29.50.

Sheraton Design Arm Living-room Chair, extremely neat in outline and exceptionally low priced for the quality. August Furniture Sale price, \$19.75.

Davenport, solid mahogany frame, hair filled and neatly upholstered; colonial design, with claw feet. August Furniture Sale price, \$48.50.

Solid Mahogany Couch, upholstered in best quality of leather. Strongly made and very comfortable, with tufted top. August Furniture Sale price, \$53.00.

Large, Solid Mahogany Colonial Dining-room Suite, with crotch mahogany fronts, consisting of sideboard, china cabinet, extension table, dinner wagon, five small chairs and one arm chair. Regular selling price \$559.00. August Furniture Sale price, \$430.00.

Sideboard, in genuine quartered oak, massive design, handsomely hand carved; highly polished. Regular selling price, \$90.00. August Furniture Sale price, \$59.50.

Sideboard, in quartered oak, colonial design, shaped and moulded fronts and heavy rounded posts. Regular selling price \$56.50. August Furniture Sale price, \$39.75.

Extension Table, in selected quartered oak, column pedestal design, with claw feet and round top. Regular selling price \$51.00. August Furniture Sale price, \$41.00.

Bedroom Suite, of four pieces, in solid mahogany, dresser, chiffonier, dressing table and somnoe; design **Sheraton**; fitted with large plate mirrors and trimmed with square, dull brass trimmings. Regular selling price \$161.00. August Furniture Sale price, \$119.00.

Modern design Bedroom Suite, of extremely neat pattern, dressing table, dresser, somnoe and chiffonier; made in solid mahogany, dull finish, large oval-shaped mirrors and trimmings of special design dull brass. Regular selling price \$195.00. August Furniture Sale price, \$147.50.

Chiffonier, in Circassian walnut, of good design, shaped and double top, swell front, with neatly hand-carved toilet, fitted with extra large mirror. Regular selling price \$81.50. August Furniture Sale price, \$58.75.

## Summer Visitors

Excursionists make this store their rendezvous, because it is **THE BEST PLACE FOR SOUVENIRS**. Novelties in Neckwear, Hair Ornaments, Leather Goods, Toilet Articles, Fancy Work, China, Bric-a-brac, Silverware and Jewelry can be had at marvelously low prices.

In the daylight basement, cool and well ventilated, there is the best equipped Ice Cream and Soda Water Service in Canada.

The restaurant on the top floor, with its wonderful view, is the delight of tired and hungry shoppers. A fine orchestra adds to the pleasure of the meal.

The ladies' rest room (third floor) is a boon to travelers, the check office for parcels and hand baggage (main floor) is not the less efficient because the service is free.

N.B.—Special delivery to railway stations and docks.

**SIMPSON**

## Black Silks and Dress Goods Should Be Bought Now

Come at your leisure on Monday and look through these lines:

**BLACK SILKS FROM BONNET & CO.**  
A Manufacturer with a Reputation for the Best Black Silks.  
A shipment just delivered of Rich Black Dress Suiting and Coating Silks, manufactured by this maker, dyed and finished by the best French dyers and finishers. Black silks we guarantee and recommend for wear, unquestioned qualities and unquestioned values. We mention a few of the leading and fashionable makes and weaves: Fashionable Black Moires, Rich Black Cordes, Rich Black Mouseline Duchesse, Black Satins de Chine, Bengallines and Armures, Moire-Velours, Moire Antique, Antique Moire Renaissance, Rich Black Satin Roulins, Double-faced Rich Black Peau de Soies, Chiffon Black Taffetas, Rich Black Shirting or Coat Taffetas. These silks selling during August, fully 25 per cent less than our regular selling prices. See display and values on Monday.

**EXTRA SPECIAL.**  
A Discontinued Quality of C. J. Bonnet's Real Rich Black Chiffon Dress Taffetas, Purchased at a Discount.  
600 yards on sale Monday, 26 inches wide, at \$1.10 yard.  
(Our usual selling price for the quality is \$1.35 per yard.)  
Mail and phone orders promptly filled.

**BLACK SUITINGS, Heavy San Toy Suitings, Diagonal Wale Suitings, French Suede Broadcloth, Heavyweight Panamas, French Cheviot Suitings, English Worsted Suitings, exceptionally good value, guaranteed all pure wool, correct and leading styles, for Fall and Winter wear, 48 to 54-inch, \$1.00 yard.**

**GREAT CHOICE OF NEW SUITINGS FOR FALL AND WINTER WEAR.**

Diagonal Suitings, Boucle Tweeds, Cheviot Suitings, Wide Wale Suitings, Worsted Suitings, San Toy Suitings, West of England Suitings, Hopsock Suitings, Chevron Suitings, English Twill Suitings.

Two-tone Cheviot Suitings, fashion's favorite suitings for Fall coats and suits, heavy suitings weights, full range of new combination colors, handsome and reliable qualities, 52-inch, \$1.25; 56-inch, \$1.50.

Diagonal Wale Suitings, full range of new Fall colors, new taupes, new roses, marine blue, Burgundy, nickel grey, Copenhagen blue, new tan, wood brown, tea leaf green, new Turk, nectarine, thoroughly shrunken and pure wool quality, 46-inch, \$1.00.

**CHEVIOT SERGE SUITINGS, fine clear-cut twill; this popular weave comes in all the latest colors, unshrinkable and permanent finish, 56-inch, \$1.00.**

**TWO-TONE HOPSACK SUITING, very stylish and distinctive suiting, lovely range of new compound mixtures, 52-inch, \$1.00 yard.**

**SHEPHERD CHECKS, every desirable weave and check in stock for house wear and outdoor wear; these fabrics make up very smart and dresy, 42-inch, 50c; 44-inch, 65c; 48 and 48-inch, 75c, 85c; 52 and 54-inch, 85c, \$1.00, \$1.25; 60-inch, \$1.50.**

## Bunting for Exhibition Decorations

5 CENTS A YARD.  
In the Wash Goods Department, Second Floor.

We have just received a large consignment of Cotton Bunting, and we'll clear it on Monday at the very low price of five cents a yard. This price makes it the most economical as well as the most effective decorating material we've ever sold. It is in a fine range of colors: red, Oxford, white, black, pink, helio, rose, purple, Nile, myrtle, yellow and pale blue, 26 inches wide, Monday, 5 cents a yard.



## A Carload of Wall Paper for Monday

AT LESS THAN HALF-PRICE.

In moving our Wall Paper stock from the 4th to the 5th floor, we put aside nearly a carload of broken lines that we do not wish to take into our new department. These we will sell on Monday, on the 5th floor, for less than half their regular value.

6,500 rolls, balance lots of Imported Papers, in full assortment of colors, in good weaves and neat designs. Regular prices to 25c and 35c. Monday sale, 11c.

3,500 rolls English, German and New York Papers, for parlors, dining-rooms, halls and bedrooms, in greens, blues, greys, reds, browns, and other blends, in exclusive designs. Regular to 50c, 75c, \$1.00. Monday, 31c.

## The Housekeeper's List

There is no time of the year when news of Linens and Staples at little cost is not good news to the housekeeper. But just now, with visitors close at hand, this Monday list should be very welcome.

There is no time of the year when news of linens and staples at little cost is not good news to the housekeeper. But just now, with visitors close at hand, this Monday list should be very welcome.

78 only White Crochet Spreads, large double bed size, hemmed ends, very pretty patterns, on sale Monday, \$1.25 each.

A big line of Bath Towels, for quick selling on Monday. All White Turkish Bath Towels, hemstitched ends; Honeycomb Towels, with colored stripe across ends, and also a few Plain Brown Linen Towels, Monday, 49c pair.

500 pairs Hemstitched English Made Pillow Cases, size 44 inches, Monday, at 3 pairs for \$1.00.

300 yards Brown Holland Lincin, 39 inches wide, for dresses and children's wear, Monday, 20c yard.

1,000 Yards English Longcloth, full width, to clear, Monday, 8 1/2c.

300 Old-fashioned Dresser Covers, made from huckaback toweling, plain crash and brown crash, hemstitched ends, some 1 1/4 yards and some 1 1/2 yards long, to sell Monday, 15c each.

A Damask Table Cloth for Monday at \$2.00. Made in Scotland, good firm, strong, even weave, all pure linen, size 2 x 2 1/2 yards, the best cloth in Canada to-day, at Monday, \$2.00 each.

## Free Delivery of Goods Throughout the Dominion

News of Our New Mail Order Announcement has been flashed from one end of Canada to the other and has provoked the greatest enthusiasm.

The aim of this store has been to reach a point in its development where it can serve on equal terms all the citizens of this great Dominion, and offer to every resident of Canada the advantage of Simpson Quality, Simpson Variety and Simpson Economy right at your own door without extra cost and without trouble or risk.

The enormous increase in our Mail Order Business now enables us to respond to your good-will by being the first store in Canada to extend **FREE DELIVERY TO ALL CUSTOMERS.**

You need no longer figure out postage, express or freight rates, because the prices quoted in our catalogue are what the goods will cost you at your nearest station, except heavy or bulky goods, as stated in the catalogue.

**SIMPSON**

## The Success of the Hosiery Sale

Is the Evidence of its Sincerity

It is not so long ago that all advertisements were looked upon with suspicion. But people soon learned to distinguish the "news" ads. from the nuisances, and it was by the help of real live news announcements that this great Hosiery Sale was built up, year after year, until now it is the greatest event of its kind in the Dominion, and European mills put their best over-makes aside for it. Here is a list for Monday that will be specially welcome to mothers:—

Infants' and Children's Lisle Socks, fancy tops. Regular 20c and 25c. Hosiery Sale price, Monday, 10c, 3 pairs 25c.

Girls' Cotton Stockings, black, tan and fancy patterns. Regular 25c. Hosiery Sale price, Monday, pair, 12 1/2c.

Boys' and Girls' Ribbed Black Cashmere Stockings. Regular 25c. Hosiery Sale price, Monday, 18c, 3 pairs 50c.

Boys' and Girls' Plain and Ribbed Black Cashmere Stockings, sizes 6 to 8 1/2. Regular 40c. Hosiery Sale price, Monday, pair, 25c.

Women's Lisle Thread-Hose, plain and fancy colors; black, tan and checks and stripes; lace and silk embroidered. Regular 50c and 60c. Hosiery Sale price, Monday, 35c, 3 pairs \$1.00.

Women's Cotton Hose, in black, tan, opera shades and fancy patterns. Regular 30c. Hosiery Sale price, Monday, pair, 19c.

Women's Plain and Ribbed Black Cashmere Hose. Regular 35c. Hosiery Sale price, Monday, pair, 23c.

Women's Plain and Ribbed Black Cashmere Hose, full fashioned. Regular 50c and 60c. Hosiery Sale price, Monday, pair, 29c.

Men's Black Cotton Socks, light and medium weight. Regular 19c. Hosiery Sale price, Monday, pair, 12 1/2c.

Men's Lisle Socks, black, tan and fancy colors and patterns. Regular 30c. Hosiery Sale price, Monday, 19c.

Men's Black, Tan, and a large assortment of patterns and colors; all new goods. Regular 40c. Hosiery Sale price, Monday, pair, 25c.

Men's Plain and Ribbed Black All-wool Cashmere Socks. Regular 25c. Hosiery Sale price, Monday, 18c, 3 pairs 50c.

Men's Fine Silk and Cashmere Socks, black, with red, sky, white. Regular 60c. Hosiery Sale price, Monday, 35c, 3 pairs \$1.00.

## Telephone Orders

Bar accident, you can shop here by telephone just the same as if you came to the store. We would choose the pleasure of seeing you as well as hearing you, but if you choose to 'phone we'll do our best to cut out even the accidents that "happen in the best regulated families." In filling about ten million orders a year of one kind and another, of course there are ten thousand thousand chances for mistake, but we aim at the minimum of the railways of the United Kingdom, which last year hurt only one passenger in three and a quarter millions. We'll be as careful of your feelings as the railways are of their "fares."

Try ordering something every day by telephone till we get used to the sound of your voice. Fifty lines to central. No delay. Direct communication with departments.

**SIMPSON**