

SIMPSON SIMPSON SIMPSON SIMPSON SIMPSON SIMPSON SIMPSON SIMPSON



The Reason You Will Believe in The Simpson August Furniture Sale

It takes more than large type announcements to make a furniture sale. When a store announces that it will sell furniture for a month at less than its market value warrants, people want to know nowadays, **FIRST**—just how the store can do it, and **SECOND**—why it wants to.

First, How We Can Do It

Our Furniture Department has recently completed arrangements that put us in closest touch with a famous chain of factories well known throughout the Dominion. Appreciating our ready money, these factories have been humming for months on furniture for this sale. And now we are ready to demonstrate that no other retail store in Canada can match the values we have prepared here on Furniture of merit. The other kind we do not sell; no cheap, showy furniture is to be found in this store.

It's not what we say about this Furniture, BUT WHAT YOU SEE IT IS that will make the sale starting next Tuesday a memorable one. From each group of Furniture on our huge FIFTH FLOOR we mention here a typical example of the values you'll find. To see them all you'll have to review in turn Dining room, Bedroom, upholstered, mission and parlor furniture—the cleanest, newest retail stock in Toronto. Here are the leaders in each section:—

Second, Why We Want to Do It

We want to sell large quantities of furniture during August, because under ordinary circumstances it is a quiet month. For the sake of a large volume of August business, we want to break in on the vacation season, and remind our customers that now is the profitable time to buy furniture. The list published below makes it worth your while to get the August furniture habit.

Dining Room Furniture

Buffet Sideboard, in selected quartered oak, rich golden finish, highly polished, two large cupboards, and two drawers, one lined for cutlery; wood trimming, and British bevel plate mirror. August Furniture Sale price **25.50**

Extension Table, quartered oak, golden color polished, pedestal design, with round top, extending to 8 feet, with easy running slides. Size of top 44 x 44 inches. August Furniture Sale price **18.75**

Solid quartered oak Dining Chairs, box seats, upholstered in genuine leather; sets consisting of 5 small and 1 arm chair. August Furniture Sale price **14.00**

On Sale Tuesday

Upholstered Furniture

3-piece Parlor Suite, consisting of settee, arm chair and arm rocker, well made of birch mahogany finish, highly polished, upholstered in good quality of silk tapestry. August Furniture Sale price **24.75**

Mission Furniture Large Size Mission Chair or Rocker, quartered oak, early English finish, well made and comfortable, slat back, with loose cushion seat of genuine Spanish leather. August Furniture Sale price **13.75**

"Princess" Mattress, in all standard sizes, well filled with pure white cotton, biscuit tufted, covered with superior quality of art ticking, of light green rose patterns. August Furniture Sale price **5.75**

On Sale Tuesday

Brass Beds

Brass Bedstead, massive but neat design, with heavy continuous posts and upright filling, made especially to our instructions, bright and dull finishes. Sizes 4 ft. and 4 ft. 6 inches only. August Furniture Sale price **27.75**

Bedroom Furniture Dresser, of genuine quartered oak; rich golden color, and of birch and genuine mahogany veneer, highly polished, two long, deep drawers and two short, swell front drawers, with trimmings of brass; large bevel plate British mirror; specializing in genuine dresser for August at the price of an imitation. August Furniture Sale price **17.00**

On Sale Tuesday

Kitchen Furniture

Kitchen Cabinet, made of thoroughly seasoned and kiln dried hard maple, bottom part has flour bin, cupboard and two drawers, with top made of basswood, and sliding bake board; upper part has small drawers for spices and large cupboard space, fitted with glass doors. August Furniture Sale price **12.50**

Parlor Tables Parlor Tables, in birch and genuine mahogany veneer, highly polished, rounded venerated edges at top, with shaped legs and fancy shaped undershelf. August Furniture Sale price **7.00**

On Sale Tuesday

Women's Suits and Dresses Will Go in Quick Time

45 only Women's Suits, in a number of smart styles, semi-fitting coats, some lined through, trimmed with novelty buttons. Skirts are in semi and full pleated or gored styles, materials and colors are pongee silk in black, navy, or green, and of fine linen in pink, blue, black and white, regular prices from \$15.00 to \$25.00. Tuesday's price, \$7.95.

Smart Dresses Specially Priced, at \$5.95

Smart dresses of fine quality mercerized linen, in soft shades of blue and fawn, also in white, in a neat princess style, with overskirt effect, handsomely braided on yoke, collar, cuffs and down overskirts. Skirt part is pleated with deep side pleats. Special value, \$5.95.

Stock-taking Comb Prices

Jet 3-piece comb sets, including sides and backs. Regular \$1.50, \$2.00, \$3.50 and \$4.50. Tuesday, \$1.00.

Jet back combs, regular:

- \$1.00 combs for 35c.
- \$2.00 combs for 50c.
- \$2.50 combs for 75c.
- \$3.50 combs for \$1.00.
- \$4.50 combs for \$1.25.
- \$5.00 combs for \$1.75.

Black and blonde hair curls. Regular 50c, 65c and 75c set. Tuesday, 15c.

In light brown or black, regular 85c, \$1.25, \$1.50, for 25c.

Light brown and black real hair pads. Regular \$1.50. Tuesday, 35c.

"Half Price or Less" in the Whitewear Dept

Clearing about 200 pinafores and aprons, made of fine lawn or muslin. Trimmed with lace or embroidery frills, insertions and silk ribbons. Many of our best lines represented. Sizes 2 to 12 years in the lot but not all sizes in each style. Regular prices were 85c, 95c, \$1.00 and \$1.10. Tuesday all to go at 45c.

35c LADIES' VESTS, TUESDAY, 15c.

300 of these, fine ribbed white cotton, low neck, no sleeves, lace insertion, lace frills, ribbon draws, shaped body. Sizes 32 to 38 bust measure. Regular price, 35c. Tuesday, to clear, 15c.

CHILDREN'S VESTS.

Fine ribbed white cotton, high neck, long sleeves, a closing of the left-overs of our best lines. Sizes, 2 to 12 years. Tuesday: Half Price.

COUNTER-SOILED WOOL GOODS

Shawls, Fascinators, Scarfs, Sweater Coats, Sweaters, all are slightly counter-soiled; all are from our regular stock. Tuesday these goods will be marked Half Price and Less.

THE COUNTER STOCK OF WHITEWEAR WILL BE SACRIFICED TUESDAY.

Gowns, Drawers, Underskirts, Corset Covers, Chemises, Princess Slips, Combinations, and Aprons. A few pieces may be a little counter-soiled. The last chance you will have to secure Summer Whitewear at bargain prices. Tuesday, one-third to one-half off regular prices.

Little Necessaries at Low Prices

Pearl headed hat pins, all colors, regular 10c each, 2 for 5c.

Hooks and Eyes, regular 5c and 7c a card, 5 cards for 2c.

Invisible hair pins, regular 5c per box, 2 for 5c.

Black safety pins, regular 5c per card, 1 card, 1c.

Filled elastic arm bands, all colors, regular 25c for pair, 10c.

Regular 25c and 35c per yd. wash belting, Yard 10c.

Dress shields, sizes 2 and 4. Regular 20c pr. 12-1-20 pr.

Simpson's 100 a-st. box special hair pins. Regular 3c for 5c.

Black mending wool, best English quality. Regular 3c for 5c. 6 cards for 5c.

Collar supporters, regular 5c, 4 sets, 2 sets for 5c.

Hose Supporters, all colors, regular 25c value, 15c.

12 yd. roll tape, regular 5c, roll 2 for 5c.

12-inch hair rolls, all shades. Regular 10c. Tuesday, 5c.

Chamois polishing mitts, each 20c.

Women's Boots Will Go Fast at These Prices

90 pairs only Women's Boots and Oxfords, Patent Colt and Vici Kid leathers, mostly narrow widths. We are discontinuing sizes 2 1-2 to 5 1-2, A and B widths. Regular \$2.50 and \$3.50. Tuesday, 95c.

234 pairs Women's Oxfords and Ankle Strap Pumps, in Patent Colt and Tan Calf leathers, pumps have neat leather bow, Cuban heels, hand turn and sewn soles, full fitting, comfortable lasts. Sizes 2 1-2 to 7. All one price, Tuesday, \$1.00.

300 pairs Women's Boots, selected patent calf leather, fancy or plain vamps, dull matt calf uppers, low, medium and high heels, a very dressy everyday boot. All sizes, 2 1-2 to 7. Tuesday, \$2.20.

HOSERY FOR MEN AND WOMEN.

Women's Black Tan Seamless Hosiery, double-spliced heel, toe and sole, 3-1-2 to 10. Regular 20c. Tuesday, 12-1-2c.

Men's Fancy Imported Lisle Thread Socks, stripes and patterns. Regular 20c and 25c. All sizes. On sale Tuesday, pair, 10c.

Seven Items from the Linen Dept.

200 PAIRS OF SHEETS TO SELL AT \$1.45 A PAIR.

These sheets are made from a strong English sheeting, full bleached and perfect weave and are a large size, 30x40 inches. In exclusive color. (Only plain weaves in this lot.)

20 Steamer Rugs, all that are left of one of our most popular lines. They are full size, all wool, Scotch made, good checked designs, and are a bargain at \$3.95 Each.

Pure Linen Huckback Towels, hemstitched ends. Made in Ireland. Size, 20 x 40 inches, and are the biggest bargains in Toronto at this price, 37c. Pair.

TABLE CLOTHS, 2 x 2 1-2 YARDS, AT 85c.

15 only Damask Table Cloths, made in Scotland, and are all pure linen, fine and strong, good range of new bordered designs and will sell quickly at this price, \$1.95.

English Longcloth, 36-in. wide, full bleached with fine even weave. Just the cloth for children's wear, 600 yards at 9-1-2c. Yd.

300 pieces of Fancy Linens, size 20 x 20 inches square. They have a lot of drawn work in centre and a very pretty lace edge. To clear, at 25c Each.

250 yards of Shirtings, some broken lines to clear. Good range of patterns. Regular 15c for 9-1-2c. Per Yd.

Wallpaper

25c DOMESTIC PAPERS, 11c.

1950 rolls Paper, suitable for bedrooms and small parlors, assortment of colors. Regular \$1.00, Tuesday, 11c.

50c IMPORTED PAPERS, 24c.

2500 rolls for dining-rooms and parlors, rich colorings. Regular to 80c. Tuesday, 24c.

\$1.00 and \$1.50 FOREIGN PAPERS, 50c.

1200 rolls for drawing-rooms, parlors, dining-rooms and vestibules. In exclusive colorings, 42-inch. Tuesday, Special, 50c. 7-4.

Regular \$1.00 and \$1.50, roll, pressed paper, roll, 50c.

120 yards Japanese Leather Short Ends, rich metallic colorings, for dadas and vestibules. Regular, per yard, \$1.00 and \$1.50. Tuesday, per yard, 50c.

Tuesday's Groceries

One car Standard Granulated Sugar, 15 lbs. \$1.00.

Ogilvie's Royal Household Flour, quarter bag in cotton, 80c.

Choice Picnic Ham, 6 to 8 lbs. each, 15c.

St. Charles Cream, 3 tins 25c.

Canned Yellow Peaches, in heavy syrup, per tin 15c.

Imported Macaroni, 5 packages 25c.

Captain's Marmalade, 8-1b. pail, 40c.

Canned Lobster, new pack, per tin, 20c.

Ivory or Silver Gloss Starch, 6 lb. tin, 25c.

Old Dutch Cleanser, 3 tins 25c.

Ammonia Powder, 3 packages 25c.

Sunlight Soap, 6 bars 25c.

Telephone direct to department.

Rare Values Here for Men and Boys

MEN'S AND BOYS' SUITS.

Extra quality fancy Worsted Suits. The latest American models in dark navy blue, and the new fashion tan and grey shades, with neat style, half lined with fine quality linens, splendidly tailored with broad shoulders and long, shapely lapels. Pants made with top, with side straps and keepers for belt, finished with roll bottoms. Perfect fitting. Sizes 36 to 44. Tuesday to clear, \$15.00.

BOYS' TWO PIECE SUITS.

Regular \$4.50, \$5.00, \$6.00 and \$6.50. Tuesday, \$3.40.

Boys' English and Scotch Tweed and Worsted Two-piece Suits, in medium or dark grey and brown grounds, with neat self and fancy colored stripes and checks, single-breasted Norfolk or double-breasted style, with belt. Pants plain or bloomer style. Sizes 24 to 28. Tuesday, to clear, \$3.40.

BOYS' ODD KNICKERS.

Regular \$1.00 and \$1.25. Tuesday, 60c.

Boys' plain knee pants, made from ends of English and Scotch tweed, suiting cloths, in a large assortment of medium and dark patterns, lined throughout with strong white cotton. Sizes 26 to 32. Tuesday, to clear, 60c.

60 and 65c. BOYS' OUTFITTING SHIRTS, 50c.

Boys' Tan Duck Outfitting Shirts.

Boys' White Duck Outfitting Shirts.

Boys' Stripe Casimerette Outfitting Shirts.

All sizes for boys. Some have the reversable, others the comfortable turned down, attached collar. All have the handy pocket. Well made, good fitting and good wearing. Regular prices, 65c and 75c. Tuesday, 50c each.

75c. CAMBRIC SHIRTS, 50c.

Boys' Cambric Negligee Shirts in blue and white stripes in plain fronts. Also plain white with pleated fronts. Medium sizes only in the latter. Regular price, 75c. Tuesday, 50c each.

MEN'S HATS.

Men's Straw Sailor Hats, fine American make, and newest shapes, best finish. Reg. \$2.00 hats. Tuesday, 95c.

Men's Panama Hats, fine quality, close, even and strong braids, good shape. Reg. \$5.00. Half price Tuesday, \$2.50.

Men's Soft Hats, fine grade English and American fur felt. Colors, black, slate, fawn and brown. Reg. \$2.00. Tuesday for \$1.00.

All Silk "Oddments" Dismissed Tuesday

Discovered in the past week's rigorous housecleaning. The qualities must have been good or they would not have held down to "ends"—that's sure.

COLORED AND BLACK SILK ODDMENTS, 47c YARD.

Tuesday we will offer a splendid assortment in oddments of pure silk dress fabrics in lengths suitable for dresses, waists, skirts, linings, etc. Splendid qualities of cloth, paillette, French merva, French peau de sole, satin de chene, etc., in colorings including sky, pink, Copenhagen, mauve, rose, navy, King's blue, fescuda, tan, brown, anast, ivory, black, etc. Price per yard, 47c.

MORE BLACK DRESS GOODS.

800 yards Black Sat Trays, Silk-Stripe Taffeta Cloth, Bengaines, fashionable and up-to-date fabrics for pressing and fall wear, unfading dyes, and splendid wearing qualities, 42-inch. Tuesday, Special, 50c. 7-4.

600 yards French Chiffon Voiles, in a lovely fine mesh quality pure botany wool, beautiful fabric for waists, skirts and dresses, absolutely fast unfading dyes, 44-inch. Tuesday, Special, 45c. 7-4.

800 yards "Black Panamas." We will have for sale Tuesday a very special lot of French Panamas, fine firm weave and a beautiful rich black, dyed by one of the best French dyers, and made from pure Australian wool, unspottable and carefully sponged.

Excelsior Bloor p \$125 per H. H. 26 Victoria

PROB

G. T. P. SAY

But Men's cline to — Str to M Mabee

The latest read in regard still inferrin A special early this m "As the r prence betw the Grand ductors and ment, and f filter of lab agreement i the strike morrow.

"Grand T night that basis of ag ed, but the ready.

"The unio that a sett reached, an the strike definite anu pany."

However, in the nega absolutely i in denying go far be neither affir were bright the next fe

Locals a cided to sen Oliver, min plating of law by the Mabee of th complaining crew.

While th that freight being satis remains the towns show freight mov sengers say on the trail at collectio

These ar ulars on y with every

FAKED

Strike Be ing up

BROCKV The conduc pulled into last night, had been vicinity of lng, enteri pointed to windows, i It was als crashed the of the cab

A close 'thru son of the sto by the po took the m

Locals a the cabos place ther tered glas of the c might be e the shot

One bull on the win do on the actly the quite im charge of standing

distance i impossible

Wally in the found a b the van, a eupolia, an neases

discovered grip, while in the

bullet in th trace of a disclaimed

bullets in was in th took pos that the s

side. The re warranted

Conductor F. Kelle

Moresal, ly before

Murphy's Hutcheso

Jon, and before th it a matt

first step so nothing

Thereof stationed

Augusta- alleged b

committee North A say that shattered point.

THE

OTTAW from Ott ada indic between secretary ridiculed with affe