

**Simpson's**

**Our Baby's Layette Room**

Is perhaps one of the prettiest and most attractive spots in the big store. It occupies one corner of the Kiddies' Shop on the Third Floor and is fitted with everything the precious little atoms of humanity could possibly need.

**Simpson's**

Summer Hours--During June, July and August Store Opens at 8.30 and closes at 5.30. Closes Saturday at 1 o'Clock, with No Noon Delivery.

**Simpson's**

**T-O-D-A-Y!**

**Simpson's August Hosiery Sale Starts With \$35,000 Worth of Good Hosiery to Sell at \$22,000**



Savings of at Least 25%, and in Some Instances Much More, on Real Silk, Fibre Silk, Mercerized, Lisle, Cotton, Cashmere and Wool Stockings. The bare announcement will be enough for people who have shared in previous sales of his kind—they'll come in hundreds and hundreds. But even they should understand that this occasion is greater than ever and offers more important savings. Special purchases—surplus stocks—over-makes—preferred seconds—and our own regular stocks reduced—all take an important part. Markets Across the Seas and Those in the States and Canada Were Combed for the Rare Values That Are Offered Here and Now. Stockings for every member of the family—women, men, boys, girls and little children, all at substantially under real value, the saving in every case being at least 25 per cent., and much more in not a few.

**This is Just a Partial List of the Great Values**

- Women's Fibre Silk Stockings, 65c.** Seconds of \$1.00 Grade. Black, white and colors. Deep fibre silk boot, and spliced heel, toe and sole in lisle thread. Seamless throughout. Sizes 8½ to 10. Sale price . . . . . 65
- Women's Fibre Silk Boot Stockings, 79c.** First Quality—Regularly \$1.00. Black and white. Seamless throughout. Double spliced heel, toe and sole. Deep double garter lisle thread top. Sizes 8½ to 10. Sale price . . . . . 79
- Women's Fancy Thread Silk Stockings, 98c.** Seconds of 65c Grade. Black and white Thread Silk Stockings in drop stitch and lace patterns. Seamless. Deep lisle thread double garter top and spliced heel, toe and sole. Sizes 8½ to 10. Sale price . . . . . 98
- Women's Novelty Silk Stockings, \$1.59.** First Quality—Regularly \$2.50. Shot silk two-tone effects in black and white, black and gold, black and red, navy and green, cardinal and purple, and cardinal and green. Deep lisle thread garter top and spliced heel, toe and sole. Sizes 8½ to 10. Sale price . . . . . 1.59
- Women's Thread Silk Stockings, \$2.39.** First Quality—Regularly \$3.25. Black, white, navy and brown. Double spliced heel, toe and sole. Seamed back. Deep double garter top of lisle thread. Sizes 8½ to 10. Sale price . . . . . 2.39
- Women's Lisle Thread Stockings, 39c.** Seconds of 50c Grade. Black and white. Seamless throughout. Double spliced heel, toe and sole. Double garter top. Sizes 8½ to 10. Sale price . . . . . 39
- Children's Cashmere Stockings, 49c and 69c.** Seconds of 75c to \$1.25 Grades. For boys and girls. Fine cashmere yarn in 1-1 rib knit. Seamless. Spliced heel, toe and sole. Black and tan. Sizes 4 to 6, 49c; sizes 6 to 8½, sale price . . . . . 69
- Children's Lisle Stockings, 39c.** Seconds of 50c Grade. For boys and girls. Black 1-1 ribbed lisle Stockings. Seamless. Double spliced heel, toe and sole. Sizes 5 to 10. Sale price . . . . . 39
- Men's Fibre Silk Sox, 55c.** Seconds of \$1.00 Grade. Extra quality fibre silk in black, white, brown and gray. Seamless. Double spliced heel, toe and sole. Sizes 9½ to 11. Sale price . . . . . 55
- Men's Black Cotton Sox, 33c.** Seconds of 50c Grade. Seamless. Spliced heel, toe and sole. Fine ribbed top. Sizes 9½ to 11. Sale price . . . . . 33

**Men! Black Cheval Kid Boots \$7.95 Pair**

A Full Range of These Shoes in Two Good Styles, and in Sizes 6 to 10 Will Go on Sale Today



**Style No. 1—Laced Boot** in straight pattern, with medium round toe. Smart in appearance and comfortable to wear. Price . . . . . 7.95

**Style No. 2—Laced Boots** in Blucher style, with heavy sole. A splendid style for men who prefer light weight upper and good weight sole. Price . . . . . 7.95

Both styles have Goodyear welted soles.

Men and women are invited to consult Dr. Hill if they have foot troubles of any sort. 10 to 12 and 2 to 5 daily. No charge. Simpson's—Second Floor.

**Extra! Boys' Suits Today \$9.95**

The requirements of boys going back to school in two short weeks are anticipated at Simpson's in this very special sale of serviceable Tweed Suits at a price much below present day value. They are smartly tailored, the coats showing all-round loose belt, slash pockets and full lining, and the bloomers being full-cut and having pockets, belt loops and Governor fastening. Sizes 26 to 32 or 8 to 14 years. Today, special . . . . . 9.95



**Boys' Khaki Trousers, \$2.39.** The material is a staunch khaki drill, and the trousers are fitted with belt loops, pockets and cuffs at bottom. Sizes 13 to 18 years. Today, special . . . . . 2.39

**Boys' Blue Serge Bloomers, \$3.75 and \$4.00.** These bloomers are lined throughout and have belt loops, pockets and Governor fasteners. Sizes 6 to 12 years, \$3.75; sizes 13 to 15 years, \$4.00.

**New Fall Suits and Coats**

**READY**—is the word from the Men's Shops at Simpson's. Ready for Fall with interesting assortments of new suits and coats, expressive of the finest tailoring and the best in values.



- The Regent** —Is a single-breasted suit of fine finished worsted, in medium gray shade, with a neat self stripe effect, semi-fitted sacque, fastening with three buttons. Sizes 36 to 44. Price . . . . . 40.00
- The Camden** —Is a single-breasted suit, in a form-fitting style, with semi-peaked, soft-roll lapels, made of navy blue worsted with silk stripe. Sizes 36 to 42. Price . . . . . 60.00
- The Aquatite** —Is an English raincoat and top-coat combined, single-breasted model of wool gabardine, in fawn color, with or without belt and with raglan or set-in sleeves, bellows pockets. Sizes 34 to 44. Price . . . . . 45.00

**Today! Sale of Men's Raincoats, \$13.45.**

8.30, Today! These raincoats are of plain gray tweed and paramatta cloths, in trencher style with convertible collars, detachable belts and slash pockets, styles that are appropriate for wet or fair weather. Sizes 34 to 48. Today . . . . . 13.45

**Men's \$3.50 and \$4.00 Tweed Hats, \$2.45**

Tweed Hats are popular for early fall wear, and these are in the most wanted fedora shapes, with flat and slightly curled brims, choose from brown, gray, green, fawn and black and white checks. Today, special . . . . . 2.45

**Damask Tablecloths (Seconds), \$2.48**

There are just 225 in this clearing lot of manufacturer's seconds, and quick buying will be necessary. The cloths are of good serviceable quality and are shown in a variety of bordered designs. Sizes are 60 x 60 and 62 x 62 inches. They will sell at \$3.25 and \$3.50 if perfect. No phone or mail orders, please. Extra special today, each . . . . . 2.48

- 39c Flannelette, 29c** Not more than 20 yards to a customer, and as the quantity is limited we cannot take phone or mail orders. It is a good strong quality flannelette, with a nice soft nap, and comes in a good range of colors, blue, pink and white stripes. Regularly 39c. Rush price, today, yard . . . . . 29
- 50c Crash Towelling, 38c** 2,000 yards in a big clearance of all pure linen Scotch Crash Towelling with or without border, for rollers, hand or tea use. Sixteen inches wide. Phone orders accepted for this item as long as quantity lasts. Regularly 50c. Special, today, yard . . . . . 38
- Double Bed Comforters, \$9.50** Cambric-covered Comforters, filled with clean cotton, and quilted in scroll design. Size 72 x 72 inches. Good assortment of designs and colorings—pink, blue, red and green. Special, today, each . . . . . \$9.50

**Women's Low Shoes \$6.85 Many Under Half!**

Select From Very Fine "Biltmore," "Countess" and Other Leading American Makes. All sizes From 2½ to 7.

- This is one of the most important footwear offerings of the season. Many different styles are included—all smart, all perfect stock. They are from the best selling lines in our regular stocks at \$8.00 to \$14.00. Patent leather, glazed kid and gray kid, in plain and fancy pumps and walking shoes. Special, pair . . . . . 6.85
- Half Price! Women's Canvas Boots, \$3.95**—These are the very desirable "Queen Quality" grades in white reigncloth canvas, with Goodyear welted soles and medium Spanish heels. Broken sizes. Regularly \$8.00. Today . . . . . 3.95
- Women's Canvas Pumps, \$1.50**—600 pairs White Canvas Pumps with turn soles and leather or canvas-covered wood heels. Sizes 2½ to 6. Today . . . . . 1.50

**Only 10 More Shopping Days in the August Sale of Furniture and Home Furnishings—Hurry!**

**New Books—Just Out!**

- The Canadians in France**, by Captain Harwood Steele, M.C., complete record of the achievements of the Canadian divisions, with eight sketch maps. Cloth bound . . . . . 5.00
- Prime Minister**, the newest life of Lloyd George, illustrated. Cloth bound . . . . . 3.00
- INTERESTING FICTION.** "Brass Tacks," 75c, all by Colonel W. C. Hunter. **KINDRED OF THE DUST**, by Peter B. Kyne . . . . . 2.00 **BOOKS OF ARTEMUS**, 1, 2 and 3, cloth bound, each . . . . . 60
- PICNIC SUPPLIES.** Picnic Plates in various sizes. Paper Cups and Tissue Napkins in plain and fancy designs. **SPECIAL LUNCH SET**, containing 52 x 42-inch table cover and 12 napkins . . . . . 15
- OUTING SETS**, containing two heavy crepe paper table covers 8 x 4½ feet and 25 napkins . . . . . 30
- WAXED PAPER** for sandwiches, in rolls of 20 sheets, 5c per roll, or 7 rolls for 30c. Stationery Dept.—Main Floor.
- THREE "LIVE WIRE" BOOKS.** "Pop," \$1.35; "Think," \$1.35, and

The **SIMPSON** Company Limited

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