

SIMPSON

Store Open at 8 a.m. Closes at 1 o'clock Saturday H. H. Fudge, President, J. Wood, Manager. Probabilities—Moderate, variable winds; one and warm.

SIMPSON



### Is there a Woman Left in Town

who has not visited our hosiery counters during this present month? It seems improbable, judging from the numbers who throng this department every day—but if there is one, this advertisement is written particularly for her.

Though we've sold fifty per cent. more hosiery than in the same number of days last August, there is still to be seen here the finest hosiery stock in Canada. New shipments are constantly arriving from famous European mills, and each day sees a fresh and interesting addition made to each section of this sumptuous stock.

So do not be thinking that the good things have all been picked up; there are good things every day, and there'll be just as many during the second half of the month as there were in the first—here for instance are the new ones for Saturday morning:—

Women's Pure Silk Hose, black, tan, garter top, lisle sole, heel and toe, gauze weight, all sizes. Regular \$1.00. Hosiery Sale price Saturday, pair 59c.

Women's Silk and Wool Hose, elastic rib, black, with red, sky, white, green, also fancy striped and checked patterns. Regular \$1.00. Hosiery Sale price Saturday, pair 49c.

Women's Black Lama Cashmere Hose, all sizes. Special Hosiery Sale price Saturday, pair 29c.

Women's Lisle Thread Hose, plain and fancy colors, checks, stripes, silk embroidered and laces. Regular 50c. Hosiery Sale price Saturday, pair 29c.

Women's Plain Black Cashmere Hose. Regular 29c. Saturday 19c.

Women's Lisle Thread Hose, black, tan, white and colors. Regular 25c. Hosiery Sale price Saturday 18c, 3 pairs 50c.

Girls' Plain Black Cashmere Stockings, 6 to 8 1/2. Regular 30c. Hosiery Sale price Saturday, pair 19c.

Infants' and Children's Fancy Lisle Socks. Regular 20c and 25c. Hosiery Sale price Saturday, pair 10c.

Men's Lisle Thread Socks, black and colors. Regular 25c. Hosiery Sale price Saturday, 18c, 3 pairs 50c.

Men's Lisle Thread Socks, a large assortment of kinds, also black. Regular 45c. Hosiery Sale price Saturday 25c.

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

Men's Silk and Wool Socks, black with sky, red, white, green, neat and splendid wearing. Regular 60c. Hosiery Sale price Saturday 35c, 3 pairs \$1.

### \$1.75 Long Suede Gloves 89c

Women's Long Undressed Suede Finished Kid Gloves, French made, perfect fitting, made from good quality skins, mousquetaire opening at wrist, 12 button length, black only, in sizes 5 1/2 to 7. Regular \$1.75. On sale Saturday, pair 89c.

### 75c Long Silk Gloves 35c

Women's Long Pure Silk Gloves, black, grey, Jersey wrist, 12 button length, silk point on back, all sizes. Regular 75c. On sale Saturday 35c.

### Manufacturers' Sample Line of Brushes

Ladies' Hair Brushes. Regular values up to \$4.50. Saturday 98c.  
Gents' Military Brushes. Regular values up to \$2.50. Saturday 98c.  
Cloth Brushes. Regular values up to \$2.00. Saturday 98c.  
Nail Brushes. Regular values up to 75c. Saturday 25c.  
Tooth Brushes. Regular values up to 35c. Saturday 10c.

500 only Ladies' Hair Brushes, Gents' Military Brushes, Hat Brushes, Cloth Brushes, etc., in all the different styles and finishes, including Parisian Ivory, ebony, rosewood, olive and imitation ebony; the backs are oval, convex and concave in shape, and are filled with long, pure white bristles, and are sold regularly at \$4.50, \$4.00, \$3.50, \$2.50, \$2.00 and \$1.75. Saturday mornings, each 98c.

1,500 only Nail Scrubs, in all the best styles and finishes; the backs are of rosewood, ebony, olive and imitation ebony, and are filled with pure bristles, bleached and unbleached. Regular 75c, 50c, 40c and 35c. Saturday morning 25c.  
4,000 only Tooth Brushes, only 12 to each customer; the bristles are hand drawn, and pure, and the handles come in a large range of shapes and finishes. Regular 20c, 25c, 30c and 35c. Saturday 10c.  
On sale at special circle, inside the new Queen street entrance.

### Dressed Dolls Less than Half-Price

Beautifully Dressed Dolls, over a score of different styles to choose from. Saturday specials at 25c, 60c, 75c and 80c.

Bye-Bye Kid Dolls, including Bathing Girl, Colored Baby, Overall Boy, Soldier, Cowboy, and a host of others. Regular \$1.00. Saturday 49c.

### Fresh Cut Flowers

Choice Asters, per dozen 25c.  
Bouquets of Choice Garden Flowers, each 15c.  
Fern Fans, well filled, each 40c.

### Wall Papers and Baby Carriages

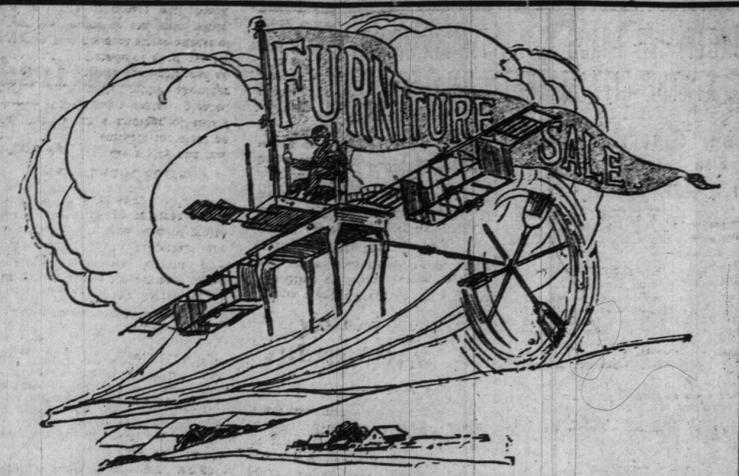
Moving to Fifth Floor.  
WALL PAPER (Fifth Floor).  
Wall Papers are now on Furniture Floor.

One snap in Wall Paper for Saturday morning quick selling.  
2,000 rolls Imported Papers, for dining rooms and parlors, good colorings of greens, greys, reds, browns and light shades. Regular to 35c and 50c. Saturday morning 11c.

BABY CARRIAGES—(Fifth Floor.)  
(On Furniture Floor).  
14 only Leatherette Baby Strollers, with hood, spring seat, rubber tires. Regular \$7.00. Saturday morning \$4.95.  
Full line Carriages and Wheel Goods.

### Saturday Groceries

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 25c.  
Toasted Corn Flakes, 3 packages 25c.  
Loaf Sugar, 4 lbs. 25c.  
Maconochie's Pickles, assorted, pint bottle 22c.  
Clarke's Pork and Beans, in Chili sauce, large tin 10c.  
Baker's Cocoa, 1/2 lb. tin 22c.  
Rich red Salmon, Nimpkish Brand, regular 20c, per tin 17c.  
Imported French Peas, 2 tins 25c.  
St. Charles Cream, 3 tins 25c.  
Crosse's Brand Sardines, 2 tins 25c.  
Pure White Clover Honey, per section 24c.  
Fancy Mixed Biscuit, 2 lbs. 25c.  
Telephone direct to department.



### The Right Kind of Flyer for August

No Twentieth Century idea has been more appreciated than the arrangement which brings August Furniture to thousands of homes during the summer time, at close to manufacturer's prices. Though for the last five years Furniture prices have been soaring, we've been able to supply many households during this sale with better Furniture at lower prices than they had ever experienced before.

Come to our FIFTH FLOOR Saturday morning and see the way we're making Furniture fly! People are making comparisons and the inevitable result has been a record sale for our Furniture Department. Here is a list of flyers for Saturday morning:—

- Sideboard, in genuine quartered oak, well made on mission lines, in early English finish, lined cutlery drawer and long, deep linen drawer, and three separate cupboard compartments; plain back, fitted with British plate mirror. August Furniture Sale price \$23.50.
- Extension Table, in early English finish, made in solid quartered oak, pedestal design, with round top, 44 inches in diameter, easy running slides, extending to 8 feet. August Furniture Sale price \$18.50.
- Princess Dresser, in rich golden quartered oak finish, two large, deep drawers, and neat toilet, fitted with heavy bevel plate mirror, well made and exceptional value. August Furniture Sale price \$9.75.
- Somnoles, in genuine birch and mahogany veneer, highly polished, shaped fronts and double tops; trimmings of solid brass. These items are at half-price and less. August Furniture Sale price \$4.50.
- Sliding Bed Couch, frame made of heavy angle iron, well braced, and spring of wire fabric; mattress is denim covered, and has valance at front and two ends. A comfortable couch by day, easily extended to a comfortable bed for night. August Furniture Sale price \$8.25.
- Iron Bedstead, in pure white enamel finish; of good design, with heavy posts and heavy filling, evenly distributed. Has brass spindles in head and foot end; 4 feet and 4 feet 6 inch sizes only. August Furniture Sale price \$7.45.
- Woven Wire Bed Spring; frames made of thoroughly seasoned hardwood; closely woven steel wire mesh, triple weave, with heavy edge. August Furniture Sale price \$2.45.
- Large, comfortable Arm Rocking Chair, upholstered all-over in art. leather, maroon color, spring seat and back, strongly made and comfortable. August Furniture Sale price \$7.95.
- Corner Chair, of neat design, frames made of birch mahogany finish, highly polished, spring seat, neatly upholstered in a good quality of satin faced tapestry. August Furniture Sale price \$5.45.
- Couch, with solid hardwood frame, golden finish, spring seat and head, with heavy roll edge, upholstered in dark red and green embossed velours. August Furniture Sale price \$9.75.

WE CLOSE AT ONE O'CLOCK TO-MORROW

### Women's Dresses

75 Women's Smart Dresses, of a fine quality mull; some have yoke and collar of lace insertion, with full length embroidery front panel; skirt is full cut, with rows of narrow tuckings; others have square yoke of lace insertion; skirt has full flounce, finished with wide and narrow tucks; shades in the lot are pink, mauve and white. Special \$1.75.

### WOMEN'S DRESSES.

45 Dainty Dresses, in one-piece style; has entire front trimmed with lace insertion, and yoke and collar of tucked net; skirt is finished at bottom with rows of narrow tuckings; the material is a fine French mull, in shades of pink, sky, mauve and white. Special \$3.49.

### WOMEN'S COATS.

A couple of smart styles of Women's Coats, of a medium weight black and white shepherd's check worsted, 54 inches long, lined yokes; one has semi-fitted back and rolling collar, overlaid with black moire; the other is a close fitting coat, with skirt effect, tailored collar and sleeves finished with hand cuffs. Special \$8.75.

### WOMEN'S SEPARATE SKIRTS.

100 Women's Wash Skirts, in a number of flare gore styles; some have fancy side gores, cut to give flounce effects; the materials are English repp, in blue, and of white linen; a large range of sizes to select from. Special \$1.75.

### GIRLS' SCHOOL SUITS.

75 Girls' Suits; the styles and materials specially suitable for wear at school suits, in a number of smart styles, semi-fitting coats, pleated skirts; some with wide shoulder straps; others have semi-princess effects; they are made of good quality washing materials, in stripe effects of navy, sky, cadet or tan with white, and of white or cream with black. Sizes are 8 to 14 years. Special 98c.

### Dress Goods

1,000 yards Black All-wool Poplins, Black All-wool San Toys, Black All-wool Henriettas, Black All-wool Panamas, Black All-wool Coating Twills. Beautiful fabrics for house and outdoor dresses, in our fast, unfading blacks and pure wool qualities. Regular 65c and 75c. 42 inch, 44 inch. Saturday morning 50c.

### Parasols

125 only Beautiful Parasols, specially selected for Saturday morning's selling, silk mixed, in rich Dresden designs, and white moire, with satin borders, also mercerized white, fancy colored borders, gilt frames, neat crook handles. Selling at a price to clear, 95c.

### August Silk Demonstration

Four special items of interest in New Silks of beauty and style, popular weaves, guaranteed qualities, and guaranteed fast dye:  
First—Rich quality of Heavy Black Moire Silk, for coats and suits; 38 inches wide. Per yard \$1.50.  
Second—Extra Heavy Quality Black Silk Cord, for coats; splendid weave and finish. 32 and 36 inches wide. Per yard \$1.50.  
Third—Yard wide Beau de Sole, special for coats, in 36 inch black, beau de sole. Price, per yard \$1.19.  
Fourth—C. J. Bonnet's Guaranteed Taffeta, 38 inches wide. Usual price \$1.50 yard. This splendid rich black taffeta pure silk is highly recommended for wear. August Sale price \$1.19 yard.

### Hardware for Saturday

Peck's Adjustable Braces, full plated, 8 and 10 inch-sweep. Saturday only 78c.  
Stanley Sleeve Braces, 10-in. sweep. Saturday 35c.  
Household Claw Hammers. Saturday 15c and 25c.  
Claw Hammers, best cast steel heads. Regular up to 45c. Saturday 33c.  
Lathing Hatchets, good value. Saturday 49c.  
Shingling Hatchets, first-class lines. Saturday at 40c and 65c.  
Best American Steel Hand Saws, sizes 18 in., 20 in. and 22 in. Saturday 35c, and 24 inch and 26 inch, Saturday 45c.  
Roxton Jack Planes, 22 inch, 2 1/2 inch cutter. Regular \$1.25. Saturday 89c.

### Waist Dept.

One of the coolest waists for warm weather, and also one of the most economical, is a nice silk Jap garment. We are showing some extra specials on Saturday, in ivory and black, three different styles, and sizes up to 32 inches; in black up to 44 inches, at the very exceptional price of \$1.95.

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### A Holiday List for Men

Here's a list of the things men need when the week's work is done and they have a chance to think about their comfort and their appearance.

### Interesting Prices on Men Suits

Regular \$14.00 to \$16.00, to clear Saturday at \$9.95.  
Regular \$17.00 to \$22.00, to clear Saturday at \$15.00.  
Men's English Tropical Worsteds, Homespuns and Plannel Finished Tweed Two-piece Suits, in light or medium grey and greenish grounds, with neat self and fancy colored stripes; cut in the latest two and three-button single breasted sack style, with medium and long lapels, 1/4 and 1/2 lined; pants stylishly cut, with roll bottoms, and keepers for belt. Sizes 35 to 44. Regular prices \$14.00, \$15.00 and \$16.00. To clear Saturday at \$9.95.  
Men's High Grade English Fancy Worsteds and Light Weight Tweed Two-piece Suits, in the new grey, fawn and green tones, with neat self and fancy colored thread stripes. Very stylish suits, cut in the up-to-date two and three-button single breasted sack styles, beautifully tailored in every way, 1/2 lined with lustre and twilled mohair linings to match; pants fashionably cut, with or without roll bottoms, side straps and keepers for belt. Sizes 35 to 44. Regular prices \$17.00, \$18.50, \$20.00 and \$22.00. To clear Saturday at \$15.00.

### MEN'S WORSTED PANTS.

Regular Prices \$4.00, \$4.50 and \$5.00, to clear Saturday at \$2.99.  
160 pairs only fine quality Imported English Worsted Pants, in a large assortment of neat, medium and dark stripe patterns, splendidly tailored and perfect fitting. Sizes 31 to 42 in. waist. To clear Saturday at \$2.99.

### Men's Hats

Men's Derby Hats, new shapes and fine English fur felt, color black only. Saturday special \$1.00.  
Men's Straw Sailor Hats, finest quality English and American makes, in all the popular styles and braids. Regular up to \$3.00. Saturday 98c.

### Men's Best Outing Shirts

Best quality Summer Outing Shirts, collar attached, some reversible, pocket, turn back cuffs, etc.; all to go at greatly reduced prices Saturday morning. All silky sweetshirts, cashmerettes, white and colored outing shirts, in sizes from 14 to 18, and selling at \$1.25 and \$1.50. Saturday morning \$1.00 each. All our best ones selling at \$2.00, Saturday \$1.50 each.  
Men's New Scotch Tartan Flannel Shirts, finest all-pure wool qualities; shirts that are made to fit right; full sizes; reversible collars, turn back cuffs, colors absolutely fast; shown in red, green and blue check, plaids and mixtures. Sizes to 15 in.; two qualities. See these Saturday, each \$3.00 and \$2.00.

### Men's Shoes Half-Price

1,600 pairs Men's High Grade Boots, samples and floor stock, from one of the most popular makers of men's footwear, consisting of tan Russia calf, patent calf, vicil kid, box calf and velours leathers; sample sizes 6 1/2 and 7; foot stock all sizes 5 to 11. Regular value \$3.50, \$4.00, \$4.50 and \$5.00. Saturday morning \$2.49.  
(See Yonge Street Windows.)  
WOMEN'S PATENT BOOTS \$2.29.  
200 pairs Women's Boots, patent calf leather, soft roll matt calf uppers, Bucher style, New York or military heels, plain or perforated toe caps. Sizes 2 1/2 to 7. \$3.00 value. Saturday morning \$2.29.

### Chinaware

Three specials for quick selling Saturday:  
Tea Cups and Saucers, best English Bone china, white and gold. For quick selling Saturday 9c.  
Fancy Decorated Vases, 7 in. high, genuine Carlebad chinaware, pretty floral designs, rich gold finish. Regular 50c. Saturday 25c.  
Dinner Sets, 97 pieces, in the famous Grindley porcelain ware, decorated with green dice band, with Aynsley's china tea cups and saucers, kermis shape, gold trimmed; complete dinner and tea service for 12 persons. Saturday \$14.30.

### Bedroom Box Settees

Saturday Morning, \$4.98  
You have wanted a Box Settee, but delayed because you felt the price was too high. No longer ought price to interfere, for Saturday we have on sale our regular \$8.50 boxes at \$4.98. They are covered in fine quality chintz, cretonnes and taffetas; designs and colorings to suit almost any style of room decoration; cloth lined, rolled arms, well upholstered, fitted with roller bearing casters. Size 4 feet long, 24 inches high, 18 inches wide. A handsome utility box, as well as making a comfortable seat. These settees are exceptional value at Saturday's price, each \$4.98.

### American Tourists

It was on October 12th that Christopher Columbus discovered America, but Americans discover that Fall shopping begins at Simpson's two months earlier. To-day, this 12th day of August, or any day in August for that matter, you will find American tourists buying here. Needless to say they are the most discriminating of customers. They know a good thing, an up-to-date thing, when they see it. They recognize that  
Simpson's Silks and Dress Fabrics,  
Simpson's Kid Gloves and Silk Hosiery,  
Simpson's English Hall-marked silver,  
Simpson's Furs, Fancy Goods and Souvenirs,  
Simpson's Clothing for men and women,  
are worth making a journey to see, and are the best value for the money on this continent.  
Then they are appreciative of store comforts. The plunger elevators, smooth running and commodious, the ladies' rest-room, the airy restaurant on top floor, with club service, at a moderate price, all call forth the exclamation "why, you can't get it anywhere else outside of New York city!"

# The SIMPSON Company Limited