

Come and See Our Store Decorations for Exhibition, and get Your Share of these Exhibition Bargains



The Delight of Women

Five Dollar Millinery and Feathers

While so many people are talking about the beautiful hats at Simpson's, we thought it would be a good thing to give nearly two hundred Exhibition visitors a chance to take home a new hat. The hats will be velvet shapes, fine felt shapes, draped hats and all most tastefully trimmed with the newest trimmings. While they last \$5.00.

HUNDREDS OF FANCY FEATHERS AT HALF-PRICE.

There are several hundred in the lot, and are well assorted, in styles and colors. No one should miss this chance. Friday half-price.

Low-Priced Protection

Odd lines Women's Fine Grade Umbrellas, splendid quality silk and wool tops, some with tape edge; a large range of beautiful handles, neat, close rolling steel rod and frames, silk cases. \$3.00, \$3.50 and \$4.00 lines. Friday \$2.47.

Men's Suits and Rain Coats

MEN'S RAINCOATS.

Regular Prices \$3.50 and \$10.00, on Sale Friday \$6.95.

Men's English Covert Cloth Raincoats, a smooth, firmly woven material, thoroughly rainproof, in rich dark Oxford grey or fawn shades; cut single breasted style, full length, lined throughout with durable Venetian linings; carefully tailored in every detail. Sizes 36 to 42. On sale Friday at \$6.95.

MEN'S TWEED SUITS.

Regular Prices \$3.00, \$3.00 and \$10.00, On Sale Friday at \$5.95.

Men's English Tweed Suits, in dark grey and brown grounds, with neat self and fancy collars, and trousers cut in the latest three-button single breasted sack style, well tailored, and finished with strong, durable linings and trimmings. Sizes 36 to 44. On sale Friday at \$5.95.

MEN'S TWEED PANTS.

Regular Prices \$1.50, \$1.75 and \$2.00, on Sale Friday at \$1.09.

Men's Tweed Working Pants, in a large assortment of neat dark stripe

Outing Dresses and Kimonos

\$1.98 MISSES' OUTING DRESSES 98c.

Misses' Outing Dresses of fine linen, tan or navy, white sailor collar and cuffs, trimmed with piping of self color. Sizes 14 to 18 years. Regular \$1.98. Friday 98c.

\$3.00 CREPE KIMONOS \$1.95.

60 only Women's Crepe Kimono Gowns, floral and Oriental patterns, cuffs and fronts trimmed with satin ribbon in harmonizing shades. Regular \$3.00. Friday \$1.95.

Corset Bargains

Women's Fine Corsets, strong white or grey coutil, D and A. or E. T. models, medium bust, long back and hips, all rustproof steel fitted, four wide side steels, four garters, lace and ribbon. Sizes 18 to 26 inches. Regular price \$1.00 a pair. Friday bargain 69c pair.

Women's Whitewear

Women's Drawers, good white cotton, umbrella style, deep hemstitched ruffles, open or closed styles, all sizes. Regular price 25c pair. Friday bargain 15c pair.

Corset Covers, fine nainsook, full front, Dorothy style, trimmed with deep lace, yoke run with silk ribbon, lace on arms. Sizes 32 to 42 bust measure. Regular 35c each. Friday bargain 25c.

Infants' and Little Girls' Coats

Infants' Coats, fine cream chevrot serge or Venetian, large double cape collar, trimmed with wide white silk braid and pearl buttons. Sizes for 1 to 2 1/2 years. Regular prices \$2.75 to \$3.50 each. Friday bargain \$1.50.

Infants' Coats, fine cream cashmere, deep collar, finished with silk embroidered frill and silk braid, lined throughout with white Canton flannel, pearl buttons, silk tie. Sizes for 6 months to 2 years. Regular price \$2.75 each. Friday bargain \$1.95.

Waists at Wonderful Prices

300 Fine Net Waists, all are beautifully made, dainty lace yoke and collar, silk embroidered fronts, trimmed with tucking and gaiter lace insertion; dressy sleeves, lined throughout with heavy Jap silk. White or ecru; all sizes to choose from. Regular prices \$2.50, \$3.00 and \$3.50. Friday bargain 98c.

400 Splendid Wash Waists, pretty embroidered lawn styles, trimmed with fine Valenciennes lace insertion, and dainty tucking; also smart tailored vesting shirt waists, linen collar and cuffs. Regular prices \$1.50, \$2.00 and \$2.50. Friday 98c.

100 High-class Lingerie Waists of fine mull and sheer lawn, yoke, collar and cuffs of baby Irish lace insertion, with fine Valenciennes lace, Swiss embroidery. Sizes 32 to 42. Regular \$2.50 and \$3.50. Friday \$1.49.

Women's Flannelette Nightdresses

600 Women's Flannelette Night Dresses, high neck, long sleeves, trimmed with tucks and frills of material. Lengths 56, 58, 60 inches. Friday bargain 50c.

Women's Night Dresses, fine white flannelette, Mother Hubbard yoke, trimmings with clusters of hemstitched tucks and frills of fine silk embroidery. Sizes 56, 58, 60 inches. Regular \$1.39 each. Friday bargain 95c.

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Women's Underwear

Women's Summer Vests, fine white ribbed cotton, low neck, short or no sleeves, lace and draw tapes. Sizes 32 to 38 bust measure. Regular prices 12 1/2c and 15c. Friday bargain 8c each.

Women's Vests and Drawers, for early fall wear, medium weight ribbed with fine white, unshrinkable. Vests are high neck, long sleeves, buttoned front. Drawers are ankle length, open or closed. Sizes 32 to 42 bust measure. Regular 50c each. Friday bargain 35c.

Girls' Dresses

Clearing four beautiful styles of Girls' Wash Dresses, made of fine colored linen, chambrays and cambric, trimmed with fine embroideries or contrasting plain material. Sizes for ages 6 to 14 years. Regular price \$3.00 to \$4.50. Friday bargain \$1.25 each.

Clearing two pretty styles Wash Dresses, for little girls, plain colored chambrays and plaid gingham, beautifully trimmed with very fine embroideries. Sizes for ages 1 to 5 years. Regular prices \$1.75 and \$2.25 each. Friday bargain 75c.

Women's Suits

40 only extremely stylish and elegantly tailored Suits. Coats are the fashionable length; lined throughout with silk or satin, double and single breasted; the new modified pleated and plain skirts. Sizes are 34, 36 and 38; colors are brown, grey, green, black and navy, etc. Not every color in every size. Regular prices \$30.00, \$35.00 and \$22.00. Friday \$14.50.

Dresses

95 Women's One-piece Dresses, in fine Panama and striped English worsted, yoke and collar made of tucks silk or fancy net; some trimmed with soutache; others piped with silk; skirts are box and semi-pleated sides, yoke effects over hips; others plain tailored; colors are rose, brown, green, black and grey. Regular price \$10.75 and \$9.75. Friday price \$3.95.

Skirts

Women's Skirts of fine, crisp all-wool voile, in black or navy; made with a double box pleat down front, deep side pleats on sides, and finished with narrow strappings of taffeta silk. Regular up to \$11.50. Friday \$5.95.

Coats

Two special lines in Early Fall Coats; one a good weight diagonal in colors grey and wisteria, 50 inches long, close fitted, Newmarket back, self lined across shoulders, single breasted front, with pockets and turned back collar and revers, trimmed with a touch of black, seams waist and coat smartly tailored. Regular price \$10.95, for \$4.95.

Another Coat is of German beaver cloth, in a 52-inch length, lined to waist; colors black, navy, grey and amethyst, semi-fitted back, with an extension from the front panel, finished in a buttoned effect below the waist line in back; front single breasted, with a neat side pocket, low turned-down collar and revers, make this coat suitable for early fall wear. Sleeves lined, and finished with a fancy strap cuff. \$16.50, for \$11.75.

Children's School Redsters, in Panama serge and worsteds, double breasted style, trimmed with novelty buttons, nice weight of cloth; the colors are navy, green, grey, brown, mauve and black. Sizes 6 to 14 years. Regular up to \$5.00. Friday \$2.49.



What Men Need Now--At Low Prices

BOYS' NAP REEFERS.

Regular Prices \$3.00 and \$3.50, on Sale Friday at \$2.49.

BOYS' TWO AND THREE-PIECE SUITS.

Regular Prices \$4.00, \$5.00, \$5.75 and \$6.50, on Sale Friday at \$2.98.

Boys' English and Scotch Tweed Two and Three-piece Suits, in medium or dark grey and brown grounds, with neat self and fancy colored stripes and check; cut in single breasted, double breasted and Norfolk styles; pants plain or bloomer style. Sizes 25 to 33. On sale Friday at \$2.98.

Men's Shirts and Underwear

Men's Leather Belts, with ring sides, good strong buckles, mostly tan shades, all sizes. Regular 35c, 50c and 75c. Friday 23c.

Men's White Shirts, with pure linen

stiff fronts and cuffs; some are open front, some have an front, and others are made in the coat style; not all sizes in each make, but all sizes in the lot. Regular \$1.00 and \$1.25. Friday 59c.

Men's Neglige Shirts, in fancy patterns, shadow stripes and fancy stripes, newest colorings; well sized and good fitting. Regular 75c. Friday 47c.

Men's Heavy Rib and Plain Knit Sweater Coats, of pure wool, made in cardinal style; colors are grey with cardinal trimmings, grey with navy, and navy with cardinal; every coat is well made, and fastens with good

Embroideries at Half-Price

Cambrie Flouncing, all new patterns, 22 and 27 inches wide; the widths that are so much in demand for the new combination suit, undershirts and children's dresses; the regular selling value would double the selling price if bought in regular way. Friday we will divide the entire lot into four prices for Friday's selling--38c yard, 45c yard, 48c yard, 58c yard.

West of England Serges

800 yards, black, navy, scarlet. Very special value for Friday selling, nice firm weave, for tailored suits, coats and children's wear. 52, 54, 56 inches wide. Regular \$1.25 and \$1.50. Friday \$1.00.

Washable Laces Half-Price on Friday

1,850 dozen of Fine Platt or German Valenciennes Laces, 2 in. wide (with insertions to match). Regular

selling value was 60c dozen. Friday, per dozen 25c.

2 1/2 dozen of Nottingham Wash Laces, in machine, Cluny, Valenciennes and Torchin; nearly all insertions; the wanted widths for trimmings curtains, dresser scarfs and wash dresses. The regular selling value was 4c to 7c yard. Friday 12 yards for 18c.

1,000 remnant lengths of Embroideries, 3/4 to 5/8 yard wide; some are particularly fine, in nainsook, cambrie and Swiss; there are insertions, edgings, finished headings, embroideries and finished bandings in the lot of remnants. On sale Friday, per length 15c, 20c, 25c to 60c.

Rich Merchandise from Distant Lands

450 and 50c yard. Friday 35c.

1,000 yards Percoline Linings, full range of colors, also black. 36 inches. Regular 15c. Friday 11c yard.

1,000 yards Taffete and Spun Glass Linings, beautiful range of the new fall shades, also black. 38 in. Regular 25c. Friday 19c.

800 yards Brocade Linings, every new shade can be matched in this special quality, bright, permanent finish, and new design. 40 in. Regular 50c. Friday 35c.

Everything for the Home

8 1/2 and 10c BLEACHED ENGLISH LONGTUCK 7 1/2c YARD.

Yard wide, for night gowns, underwear, etc., superior Manchester manufacture; 1,100 yards, at Friday, yard 7 1/2c.

10c and 12 1/2c CRASH TOWELINGS 8c.

17 inches wide, 7/8 border, all pure linen, soft, perfect drying, toweling for rollers. 900 yards at Friday, yard 8c. (Phone direct to Linen Dept.)

Our Linen and Blanket Sale

(Second Floor, Yonge Street.)

150 BLEACHED DAMASK TABLE NAPKINS \$1.15 DOZEN.

22 x 22 inches, hemmed ready to use, sturdy Scotch make, assorted designs. 90 dozen at Friday, dozen \$1.15.

44-INCH ENGLISH PILLOW COTTON 14c YARD.

Strong, round thread, close weave, full bleached, plain make; 600 yards at Friday, yard 14c.

Groceries

1,000 bags Choice Family Flour, 3/4 bag 70c.

California Seeded Raisins, 3 packages 25c.

Currants, cleaned, 3 lbs. 25c.

Cooking Sugar Crystals, 9 1/2 lbs. 50c.

New Orleans Molasses, Cherry Grove Brand, 2-lb. tin 10c.

Perfection Baking Powder, 3 tins 25c.

Featherstrip Coconut, per lb. 15c.

Canada Corn Starch, package 7c.

Lemon and Vanilla Flavoring Extract, Heather Brand, 8-oz. bottle 25c.

Choice Rangoon Rice, 7 lbs. 25c.

Pearl Tapioca, 4 1/2 lbs. 25c.

1,000 tins Choice Pink Salmon, per tin 10c.

Telephone direct to department.

2 1/2 LBS. PURE CELONA TEA 50c.

A blend of Indian and Ceylon Teas, of uniform quality and fine flavor. One ton, Friday, black or mixed, 2 1/2 lbs. 50c.

Floor Coverings

250 Brussels Rugs, in a large range of greens, fawns, rose, blue, etc., neat lattice and conventional designs, for bedrooms, dressing rooms, etc. Floral designs for parlors, Oriental designs for dens, dining rooms and libraries. Two very special sizes:

9 x 10 1/2, regular price \$14.00, Friday \$12.95.

9 x 12, regular price \$16.00, Friday \$14.95.

950 yards Brussels Carpet, in a full range of new floral, Oriental, Persian, lattice and conventional designs; suitable for any part of the home; lots of different colorings to select from; 3/4 borders to match. Regular price \$1.15 and \$1.25. Friday \$1.08 per yard.

2,500 yards Printed Linoleum, in block, floral, matting, parquet and Mosaic designs; a very special line for quick clearing; 2 yards wide only; good colors, durable cloth, useful designs. Regular price 40c to 50c per square yard. Friday while it lasts, 33c square yard.

1,700 yards Japanese Matting, in

greens, reds, blues and natural colors; just what you need to cover your spare rooms, verandahs, upper halls, etc.; one yard wide, and reversible. Regular price 25c and 30c per yard. Friday 15c per yard.

250 Hearth Rugs and Mats, a special lot of Axminster and mohair rugs for Friday; lots of different designs and colors, some of them plain colors. Sizes 21 in. x 36 in. and 27 in. x 54 in. Reduced to \$1.95 each for Friday.

Wall Papers (5th Floor)

1,650 rolls Wall Papers, in neat designs and colorings. Regular to 6c and 8c. Friday 3 1/2c.

1,350 rolls Bedroom Designs, in pinks, blues, greens, creams. Regular to 20c. Friday 9c.

2,650 rolls Imported Parlors and Dining Rooms, in warm browns, reds, greens, tan, orange and other blends. Regular to 35c, Friday 17c; regular to 65c, Friday 29c.

Curtains and Bedroom Boxes

TAPESTRY CURTAINS AT \$1.98.

At an unusually low price we offer fine quality Tapestry Curtains, full

three yards long, 40 inches wide, reversible patterns, in a well assorted range of self, two-tone and mixed color effects, neat fringe top and bottom; a suitable hanging for arch, doorway or window; these curtains are good value at \$2.50. A special bargain at Friday's price, per pair \$1.98.

WINDOW CURTAIN POLES 24c.

An item of special interest in this sale of Oak, Mahogany and Walnut spots, rosebud, etc.; 5 feet long by 1 1/2 inches thick; nicely finished and fitted with heavy brass ends, brackets, rings and pins; a neat pole, attractively priced. Worth 50c. Very special Friday at each, complete, 24c.

BEDROOM BOXES AT \$1.98.

A beautiful showing of Bedroom Boxes marked down for quick sale Friday. Every box is well upholstered, covering of English cretonne, in a wide range of patterns and colorings, cloth lined, fitted with castors, 3 feet long, 20 inches wide, 36 inches high, attractive and serviceable, exceptional worth, and under ordinary selling conditions could not be sold under \$3.00. Your choice Friday \$1.98.

ebony, olive, etc. Regular 35c and 50c. Friday bargain 25c.

Crown Perfumes. Regular 60c, 75c, \$1.00. Friday bargain, per oz. 39c.

Piver's Toilet Waters, assorted odors. Friday \$1.00.

Simpson's Old Brown Windsor Soap. Per dozen 9c.

Special demonstration of Sovereign Ideal Orchid Toilet Preparations at the Toilet Counter.

Cut Glass 29c

\$1.00 and \$1.25 Cut Glass Salt and Pepper Shakers 29c Each.

1,000 Cut Glass Salt and Pepper Shakers, handsomely cut patterns, heavy sterling silver tops. Regular \$1.00 and \$1.25 pair. Friday bargain \$1.00 each.

China

Dinner Set, an extra fine value for Friday's special. 97 pieces to the set. High grade ware, dainty design, gold trimmed. 21 sets only. Friday \$7.98.

97-piece Limoges Dinner Set, translucent white china body, neat gold band, with delicate lace effect; a beautiful decorative set, underpriced for quick selling. Regular \$47.50. Friday \$36.87.

Superb samples of rich cut glassware, including Decanters, Water

White

2,000 Japanese China Cups and Saucers, Fin Trays, Plates, etc. Friday 5c.

(No photo. or M. O. D.)

600 Teapots, Rockingham ware, good sizes, some decorated. Friday bargain 9c.

Cuspidores, majolica ware, good colors. Friday 21c.

Teplitz Vases, Tobacco Jars, 200

1,000 YARDS STRIPED FLANNEL

ETTES 7 1/2c.

32 inches wide, lots of colorings and stripes, pure, strong, and well napped, fast colors. Sale price Friday, yard 7 1/2c.

GREY FLANNEL 16c YARD.

25 inches wide, plain or twilled, free from any rough substance of oil; a great wearing flannel. Sale price Friday, yard 16c.

Furniture

Arm Rocking Chairs, upholstered in maroon art leather, large size, well made and comfortable. Regular selling price \$12.75. Friday bargain \$8.38.

Couches, solid hardwood frame, neatly upholstered in red or green velours. Regular selling price \$3.00. Friday bargain \$6.25.

Library Table, in genuine oak, rich gold or early English finish. Regular selling price \$15.00. Friday bargain \$9.75.

Pedestal, in solid oak, mission design and finish, 36 in. high. Regular selling price \$5.00. Friday bargain \$1.98.

sample pieces of this famous ware, half-price for Friday's bargain 98c.

Toilet Set, 10 pieces, rich cream porcelain ware, violet design, embossed and scalloped, with heavy gold finish. Friday \$3.21.

\$1.00 Boston Ferns 69c.

Boston Ferns. Regular \$1.00, for 69c.

Rubber Plants and Palms. Regular 50c, for 35c.

Begonias and Ferns. Regular 20c, for 15c each, or 2 for 25c.

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