The Robert SIMPSON Company Limited | *Store closes at 5.30 p.m. Saturday at 1 p.m. during August.* | *H. H. Fudger, President.* | *J. Wood, Manager* | *Phone Number Main 7841* We have 50 lines to Central. | The Robert SIMPSON Company Limited

History in the Making at The Simpson Store

The Formal Opening of Our Completed Store Next Tuesday

STAPLE DEPARTMENT READY—BLANKET SALE NOW ON.

In preparation for our formal opening, the Staple Department has been forehanded, and is eager to get off to a good start for autumn business.

We, therefore, invite you first of all to notice how to reach this department. There are four new standard plunger elevators at the right and left of our central entrance on Yonge street. The first stop lands you in this wonderful Staple Department. You are at once at home with home needs, Table Linen, Towels and Toilet Sundries, Bed Spreads, Sheets and Sheeting, as well as a great assortment of

BLANKETS

It is about the Blankets we have a word to say at this writing. Give lots of time to studying the values and variety of our Blanket stock. Note that nothing but worthy, dependable goods are permitted in the department, and then realize the great economy of laying in your winter supply right now, for our

Annual Blanket Sale Begins To-morrow

$3.25 WHITE UNSHRINKABLE WOOL BLANKETS, $2.48.

7 lbs., 64 x 84 inches, for double beds, thoroughly scoured and cleansed, splendidly napped white blankets, made from finest long Canadian wool, with a mixture of best American cotton; assorted borders; blankets for service. Regularly $3.25 per pair. Sale price Thursday **2.48**

PURE WOOL SCOTCH BLANKETS, $4.95 PAIR.

All pure wool, white and soft, will not shrink, finished single, pink or blue borders, beautiful quality, manufactured in Scotland by one of the best makers in the world; 7 lbs., 68 x 86 inches. Regularly $5.95 to $6.45 pair. Sale price Thursday **4.95**

WHITE UNSHRINKABLE WOOL BLANKETS, $2.13 PAIR.

Beautiful, soft, serviceable blankets, free from any roughness, and carefully napped, pink or sky borders, 6 lbs., 60 x 80 inches. Regularly $2.85 pair. Sale price Thursday **2.13**

SIMPSON'S SPECIAL FLANNELETTE BLANKET SHEETS, $1.49 PAIR.

These were gotten up by a big English manufacturer to meet the demands of Simpson Store standards. They are extra super quality; and note the extra size, 70 x 90 inches; beautifully napped; absolutely free from dressing; just 200 pairs. Regularly $2.00 per pair. Sale price Thursday **1.49**

SILK BOUND BLANKETS FOR TWIN BEDS, $6.75 PAIR.

Very fine pure wool Scotch blankets, with pink or sky borders and wide satin binding to match borders; all single, 63 x 90 inches; the correct size for twin beds. Regularly $8.25 pair. Sale price Thursday **6.75**

3,000 YARDS HEAVY FLANNELETTES, 8c YARD.

English and Canadian makes of selected qualities, in a lot of new stripes, fast colors, free from dressing, soft, warm, sturdy flannelettes, 32 in. wide. Regularly 10c and 12½c yard. Sale price Thursday ..... **.8**

300 PAIRS READY-MADE SHEETS, 95c PAIR.

Torn sizes and hemmed ready to use, made from a good stout plain bleached sheeting, 68 x 90 in. Clearing Thursday, pair ..... **.95**

Phone Linen Department, Second Floor.

Laces Galore

The below specials are on sale on Ground Floor, just inside Yonge street entrance.

Display of new imported Neckwear, Veils, Veilings, Handkerchiefs, Embroideries and Laces.

TWO HANDKERCHIEF SPECIALS.

Women's All Linen Initials, 3 for ..... **.25**

Women's All Linen Corner Embroidered Handkerchiefs, 15c each, regularly 25c and 35c styles.

Bow Ties, in silk and the newest combination colors. Dozens of styles to choose from, each ..... **.25**

A big collection of Knitted Ties, at, each ..... **.25**

Robespierre Collars at 28c and 38c; also 50c, 75c, $1.00 and $1.25.

EMBROIDERIES.

Just received from Switzerland a lot of factory mill ends in embroideries. Thursday half price.

Japanese Lounging Robes $6.00

Full Length Lounging Robes, of heavy Japanese silk, warmly wadded and quilted, turn-back cuffs and collar trimmed with rows of stitching; Copenhagen, navy, black, cardinal, sky and brown. Sizes 36 to 44. Thursday **6.00**

NEW MESSALINE SILK PETTICOATS, $4.50.

Beautiful Messaline Silk Petticoats, in new shot effects, with black, cerise, emerald, royal, tan and Copenhagen; the flounce is tailored and trimmed with rows of stitched strapping of reversed self. Sizes 36 to 42. Thursday **4.50**

Women's Hand Bags

A Sweeping Clearance

At a large import house sold us all their overstock of Bags at a very great discount. Here they are:

400 Bags of Seal Grain and Walrus Grain Leathers, also Velvet and Suedes. The leather bags come in black, with real leather linings, nickel, oxidized and gilt frames. Suedes black, brown, grey and green, with corded silk linings, assorted frames. A large proportion have coin purses. This is an exceptional offer. Regularly $1.50, $1.75, $2.50. Thursday **1.19**

WOMEN'S BELTS.

Fancy Elastic and Leather Belts, all sizes. Regularly 35c, 50c, 65c. Thursday ..... **.19**

La Deesse Corsets at Half

One of the best Corset opportunities of the season. Every pair is stylish and fashionable and perfect fitting. Phone orders filled, if early.

120 Pairs "La Deesse" Corsets, one of the latest models, fine French coutil, medium low bust, extra long below waist, cutaway front, six frilled garters, double rustproof steels, deep Val. lace and ribbon trim, satin bow. Sizes 21 to 30 inches. Regular price $5 a pair. Thursday, a pair **2.50**

WOMEN'S WHITEWEAR REDUCED.

Styles selected from our regular stock that have become broken in sizes. Thursday at Half Price.

Corset Covers of allover, embroidery front and tucked back, fine quality, neck run with half-inch silk ribbon, arms finished with lace. Sizes 32 to 42 bust. Thursday, each ..... **.50**

Nightdresses of nainsook, slip-over style, short sleeves, wide linen lace trim on neck and sleeves; neck run with silk ribbon. Sizes 56, 58, 60 inches. Regular price $1.25 each. Thursday, each ..... **.63**

Petticoats of cotton, flounce formed of four rows Val. lace and lawn, dust ruffle, French band. Lengths 38, 40, 42 inches. Regular price $1.75. Thursday, each ..... **.88**

Princess Slips. The nainsook, New York, made, trimmed with dainty embroidery medallions, Val. lace insertions and frills and silk ribbons, tucked and lace flounce. Sizes 32 to 42 bust. Regular price $4.00 each. Thursday, each **2.00**

Some of the Newest Mantles

Dresses of Charmeuse, Messaline, Satins, Crepe de Chine and Voiles, also cloth. Some of the latest styles and fabrics; high collars, long sleeves, with lace frill to match the dainty yokes, or with short sleeves and low collars, outlined with pipings; shades are blue, black, mauve, and a variety of others. Prices $22.50, $27.50, $35.00 up to $59.00.

SUITS FOR WOMEN.

Misses and Small Size Women, in the new fall and winter styles and fabrics. The very latest ideas from New York and Paris. Suits of broadcloth, serges, diagonal weaves, tweeds and fancy mixtures, in colors of navy, black, brown, green and pretty mannish mixtures, all smartly tailored. Prices $25.00, $27.50, $35.00, $37.50 up to $65.00.

NEW YORK "JOHNNY" COATS.

One of the newest coats in New York for fall wear. The materials of chinchillas, in different shades, and soft, warm, reversible cloth; cut in a swagger, mannish style that carries its own appeal to women who follow the newer styles; ⅞ length. Prices $22.50 and $29.50.

A NEW AND BECOMING SKIRT

of fine all-wool serge, black or navy; made in one of the newest and most attractive styles, having the pleats on both front and back panels; high waist line, ornamental tabs of self and buttons. Price **5.50**

Extra Heavy Floor Cloth

In new designs and colors, and in all widths up to 2½ yards. Thursday selling, per yard ..... **.27**

Art Wool Bedroom Rugs, that will give splendid service, and come in a number of good colorings, are priced as follows:

7.6 x 9.0, special price	**5.50**	9.0 x 10.6, special price	**7.75**
9.0 x 9.0, special price	**6.75**	9.0 x 12.0, special price	**9.00**

Seamless English Tapestry Squares—We have been fortunate in securing a manufacturer's clearing of this one design, and are clearing them at a great deal less than their original prices. Green ground, all-over design, with touches of tan. Sizes 9.0 x 12.0. Regularly $14.25. Thursday selling **9.95**

BREAKFAST
IN THE STORE.
Commencing at 8 o'clock
Special prices from
15c to 50c.
Prompt service.

Big Sale of Men's Suits

Thursday morning we put on sale 300 high-grade Suits, made from fine west of England worsteds and English and Scotch tweeds, in all the new fall colorings and new designs. Cut single-breasted three-button style. Vest and trousers the very latest in design. Fine mohair linings and tailored by expert tailors. These suits sell in the regular way for $15.00 and $18.50. Thursday Sale price **9.95**

THE FINEST WATERPROOF COATS.

A big shipment of English Paramatta Coats, the finest waterproof coat that is manufactured. Made from a fine double texture cloth, satin yoke across the shoulders and satin sleeve linings, single-breasted, Raglan shoulders and beautifully tailored. Guaranteed to be absolutely waterproof. Price **18.00**

BOYS' SUITS.

A splendid range of Two-piece Bloomer Suits, made from an imported English tweed suiting, in double-breasted style. Well tailored and trimmed. Thursday special, sizes 25 to 33 ..... **3.49**

BOYS' RUSSIAN SUITS.

Made from a good weight tweed, in dark brown and green shades, fancy trimmings and good linings. Thursday, sizes 2½ to 6 years **2.49**

BOYS' ULSTER OVERCOATS.

Convertible Collar Ulsters, double-breasted, made from heavy weight tweed in rich olive shade, with self stripe, well tailored and lined:—

Sizes 26 to 28..... **6.00** Sizes 29 to 30..... **6.50**
Sizes 31 to 34..... **7.00**

Silks and Dress Goods

In Our Opening Display

Choosing materials for a gown is a serious undertaking. It makes a lot of difference whether the surroundings are helpful or the contrary. When we moved the Silks and Dress Goods Departments from the rush and bustle of the ground floor we followed the precedent of the greatest stores in America, and carried the judgment of all our lady customers.

The splendid light, the elegant equipment and the positive comfort of the department furnish an appropriate setting for what is admitted on all hands to be the choicest and finest stocks in the Dominion.

When we say our best previous efforts have been excelled this season, we give sufficient assurance that you will find here the world's latest and most artistic productions in dress fabrics, as well as the standard silks, broadcloths, serges and tweeds, for which Simpson's has long been famous.

As a feature of our completed store this department is unique and unrivalled.

LAST THREE DAYS OF THE BLACK SILK SALE.

Excellent values in highest grade Black Satins, guaranteed perfect in dye and finish, for Thursday's selling:

Bonner's Black Duchesse Satin, in a fine soft dress weight; a most fashionable and reliable silk-satin, 36 inches wide. On sale, per yard **1.24**

Black Swiss Mousseline, 40 in. wide. Regularly $1.75. On sale $1.59. A rich skein-dyed satin, in a firm, even weave, and deep, full black.

New Black Mousseline Faille, 42 inches wide, something quite new, in satin-finished fine cord effect; 100 yards of our regular $2.50 quality. On sale for, per yard.. **2.00**

Wide Width Velvets—We have just opened out some choice qualities in rich black velveteens, silk-finished and fast pile; 44 inches, $2.50 and $3.00 per yard.

Black Chiffon Velvets, from a leading Lyons maker, 44 in., $3.00, $3.50, $4.00 and $4.50 per yard.

New Shot Duchesse Charmeuse Satins, lovely combination effects, in soft autumn shades; these satins have richness and beauty combined with durability; 40 and 42 inches, $2.00 and $2.50.

NEW DRESS FABRICS.

Best Procurable Black Dress Goods and Suitings the World Affords.

We are particularly strong in our Black Dress Goods Section in suitings, coatings and light-weight fabrics for street or house wear. New Whipcords, Diagonals and Twill Suitings, New French and Austrian Broadcloths, New West of England Serges, New Mill-finished Twill Serges, New English and French Cheviots, New Silk and Wool Fabrics for street dresses, Novelty Fabrics for house or party dresses, etc. All guaranteed qualities, and warranted best unfading dyes and rich permanent finishes. Dress Goods Department, Second Floor.

Men's Fall Hats

Men's Corduroy Finish Soft Felt Hats, in dressy trooper style; colors brown, grey and fawn. Thursday special **.89**

Men's Derby Hats, latest style and fine grade imported fur felt. Thursday **1.00**

Men's and Boys' Caps, assorted lot in fancy tweeds. Regularly 50c and 75c. Thursday ..... **.29**

Half-Price Sale of Boots

5,600 pairs Men's, Women's, Boys' and Children's High-grade Boots at half-price and less. The brands are "Empress," "Relindo," "Classic," "Queen Quality," "Boston Favorite," "McCready" and "Imperial." They are samples, floor stock, overmakes and trial pairs. Every pair is perfect in fit, finish, material and manufacture, and as such are guaranteed the same as regular goods sold at regular prices. Telephone orders filled.

WOMEN'S HIGH-GRADE BOOTS.

Three thousand pairs Women's Beautiully Finished High-grade Boots, in button, Blucher and Balmoral styles; the leathers are patent pony, tan Russia calf, dull kid, gunmetal, vici kid, suede and velours calf, made with hand-turn flexible McKay and Goodyear welted soles, New York, French, Cuban, military and low college girl heels, "Empress," "Relindo," "Queen Quality" and "Boston Favorite" are the brands, and the sizes are from 2½ to 7. The regular standard prices were $4.00, $4.50 and $5.00, Thursday, Half Price Sale **1.99**

MEN'S HIGH-GRADE BOOTS.

1,500 pairs Men's "McCready," "Imperial," and "Tetrault" branded Boots, in button and Blucher styles, high, medium and low heels, medium and short vamps, English oak Goodyear welted soles, in light, medium and heavy weights; the leathers are selected patent colt, vici kid, tan Russia calf, gunmetal and box calf. This is the time of year that good, sound, honest footwear is an absolute necessity. Sizes 5½ to 11. Regularly priced at $4.00, $4.50 and $5.00, $5.50 and $6.00. Thursday, Half Price Sale **2.49**

CHILDREN'S BUTTON BOOTS.

300 pairs Mrs. King's "Kan't Slip" Button Boots, in patent colt, fine vici kid and red kid leathers, soft flexible "Kan't Slip" hand-turned soles. Sizes 2, 2½, 3, 3½, 5, 5½ and 6 only. Regularly $1.50 and $1.75. Thursday, Half Price Sale ..... **.75**

To Be Made a Millionaire

Next Monday (Labor Day) being a statutory holiday, this

Store Will Be Closed

It will be Citizens' Day at the Great National Exhibition, and we invite everybody to join us in helping to

Boost the Fair to the Million Mark

The Exhibition management have made an attendance of one million the objective for this year, and every last member of the Simpson organization intends to be counted in that number.

Meet Us at the Fair on Monday

CHINAWARE

Low Priced

"Colonial" pattern Cut Glass Sugar and Cream Set, neither too showy nor too expensive. Regular price $1.50 set. Special **1.00**

Salad Bowls, full size, finished in gold, with scalloped edges, popular rose decoration ..... **.25**

FOR BABY DAY.

Here are the plates to feed him from, oval or round shape, finest English porcelain, with extra heavy rim and quaint decorations, clowns, horses, cows, pigs are all there. Regular price 25c each. Baby Day Special ..... **.12½**

No phone or mail orders.

August Furniture Sale

ends with this week. But three days more of extraordinary prices. Thursday we are specializing in furniture for the

Dining-Room

The Grocery List

2,000 lbs. Dairy Butter, in prints, per lb. **29c**; Finest Sugar Cured Hams, half or whole, per lb. **19c**; Malta Vita Breakfast Cereal, 3 packages for **25c**; Fresh Flaked Wheat, per stone **45c**; Imported Malt Vinegar, Imperial quart bottle **20c**; Edwardsburg or Beehive Table Syrup, 5-lb. pail **28c**; Salt, in 5-lb. bags, 3 bags **14c**; English Marrowfat Peas, 3 packages **25c**; 500 tins Domestic Kippered Herring, while they last, 3 tins **25c**; Scott & Taylor's Worcester Sauce, 3 bottles **25c**; Maggi Soups, assorted, 6 packages **25c**; Parks Catsup Sauce, 3 bottles **25c**; Maggi Soups, assorted, 6 packages **25c**; Parks Catsup Sauce, 3 bottles **25c**; Cowan's Perfection Cocoa, ½-lb. tin **23c**.

35c ASSAM TEA FOR 28c.

500 lbs. Fine, Rich, Full-Bodied Assam Tea, of uniform quality and fine flavor—a 35c tea anywhere—Thursday, per lb. ..... **.28**

Men's Neglige Shirts

We make a specialty of Men's Negligees at one dollar each, hence there is a large assortment of styles and designs in a good range of materials. All sizes 14 to 18. Your choice at **1.00**

EXTRA SPECIAL BARGAIN IN LIGHT WEIGHT WOOL UNDERWEAR.

500 garments of Men's English Natural Wool Underwear, in light and dark shades, in qualities ranging from $1.00 to $1.50. Sizes 34 to 44. To clear Thursday, each, garment ..... **.69**

PYJAMAS AT $1.50 A SUIT.

Made from genuine English Flannelette, in the heaviest weight for fall and winter wear, American Flannelette with a beautiful soft eiderdown finish for fall wear, a splendid range of stripes. All sizes, 34 to 44. Thursday **1.50**

"BODY GUARD" UNDERWEAR AT $1.50.

Men's Heavy Winter Weight "Body Guard" Underwear, a splendid garment with a beautiful finish outside and inside; it's made double-breasted, has fashioned sleeves and legs, and cannot be duplicated elsewhere at this low figure. All sizes **1.50**

Your Eyes Will Be Examined

by qualified eyesight specialists in our optical parlors

WITHOUT CHARGE.

Glasses fitted complete, $1.50 upwards. See our special Spectacles or Nose Glasses at **3.50**

We fit you properly and guarantee our work.

See our special Day and Night Field and Marine Glass, large and powerful. Regularly $7.50, for **4.98**

Pearl Opera Glasses, French made, in leather case. Regularly $7.00, for **4.75**

(Optical Parlors, 2nd Floor, Yonge St. Side.)

French and English Taffetas, Linens and Cretonnes

AT $1.39 YARD.

All our odd lengths of these beautiful Washing Fabrics reduced to $1.39 yard, regular value $2.00, $2.25 and $2.50 per yard.

Not more than 12 yards to any pattern. Now is the time to get the Living Room, Den and Dining Room Curtains at a great saving. Come early when the choice is largest. All are 50 inches and 52 inches wide. Clearing Thursday, per yard.. **1.39**

$1.00 CAWDOR SERGE, 75c YARD.

Cawdor Serge, 50 inches wide, all wool. This fabric is new, but has been quickly recognized in the drapery world as a very useful and decorative material, being reversible; it is considerably used for portieres, being fast in color and a strong, heavy weave; its durability as an upholstering or cushion cover cannot be questioned, in all standard shades. Regular value $1.00 per yard. Thursday, yard. **.75**

LIBERTY CHINTZ, 50 INCHES WIDE, 85c PER YARD.

Liberty Chintz, 50 inches wide, in beautiful peacock feather and jaspe stripe effect, in four colorings only; the effect is most unique and artistic for curtains. Splendid value, at, per yard ..... **.85**

40c CHINTZ FOR 32c YARD.

English Chintz, 32 inches wide, in floral and conventional designs, both in light and dark backgrounds, fast colors, will give perfect satisfaction, used as curtains, slip covers or light upholstering, in any room, 32 inches wide. Special Thursday, per yard ..... **.32**

Rare Values in Gloves and Hosiery

Women's Long Silk Gloves, elbow length, white only, pure silk, with double tipped fingers, mousquetaire opening at wrist, dome fasteners. Thursday price ..... **.59**

Women's Glace Kid and Chamois Gloves, wrist length, glace kid in black, white, tan; chamois natural, white; all sizes. Thursday special ..... **.59**

SOCKS AT HALF PRICE.

Men's Lisle and Cotton Socks, black, also fancy colors and patterns, all imported, double spliced heel, toe and sole; all new goods; 25c value. Thursday ..... **.12½**

Women's Lisle Thread Hose; the lot consists of plain colors, black, tan; also lace, in a big range of colorings, broken lines and manufacturers' samples; 35c value. Thursday ..... **.12½**

The Robert SIMPSON Company Limited