The Robert SIMPSON Company Limited | Store Open at 8 a.m. | Closes at 1 o'clock Saturday | H. H. Fudger, President, J. Wood, Manager. | Probabilities: Fair; stationary or slightly higher temperature. | The Robert SIMPSON Company Limited

The Hosiery Sale
With a Reputation Behind It

It's one thing to write an advertisement telling of extraordinary value-giving, but quite another thing to furnish merchandise that will back up such a statement. People who have been folowing up the Hosiery Sale advertising of this store every August for years will tell you that they've never experienced a disappointment. And that's just why this Hosiery Sale has such a good name, and why it interests a larger number of people every year.

Its constant growth enables our buyers to "swing larger deals" with the European manufacturers each year. You'll find in this Monday list some of the most interesting values ever brought over from a European mill—and plenty of them for everybody.

Women's Lisle Hose, black, tan and colors. Regular 25c, 35c. Hosiery Sale price Monday **18c, 3 pairs 50c.**

Women's Lisle Hose, black, tan and newest colorings. Regular 40c. Hosiery Sale price Monday 25c.

Women's Fine Lisle Thread Hose, black, tan and colors, silk embroidered, laces. Regular 50c and 60c. Hosiery Sale price Monday **35c, 3 pairs $1.00.**

Women's Finest Silk and Cashmere Elastic Rib Shot Silk Hose. Regular $1.00. Hosiery Sale price Monday 49c.

Women's Silk Hose, black thread, silk lisle sole, double garter top. Regular $1.00. Hosiery Sale price Monday 59c.

Women's Plain and Ribbed Black Cashmere Hose, regular 45c. Hosiery Sale price, Monday, 29c.

Women's Finest Imported Cashmere Hose, neat Scotch plaids, in all the wanted colorings. Regular 75c and $1.00. Hosiery Sale price Monday 49c.

Men's Lisle Thread Socks, silk finish, black, tan and colors, also fancy patterns. Regular 25c. Hosiery Sale price Monday **18c, 3 pairs 50c.**

Men's Lisle Thread Socks, all new styles and colors. Regular 50c. Hosiery Sale price Monday, pair **29c, 3 pairs 85c.**

Men's Plain Black Cashmere Socks. Regular 35c. Hosiery Sale price Monday **19c.**

Men's Fancy Cashmere Socks, patterns and embroidered. Regular 50c. Hosiery Sale price Monday **29c.**

Misses' Plain and Ribbed Black Cashmere Hose, 6½ to 8½. Regular 45c. Hosiery Sale price Monday **25c.**

New Shirts for Men and Boys

New good quality Neglige Shirts for boys, youths and slender men. These are models from the best quality men's cut, made from the finest American cambric, in novelty stripes, small pleated front, and perfectly laundered. Sizes 12 to 14½, **$1.50** each.

Boys' Cashmerette Outing Shirts, English made and full sized, pocket, reversible collar, assorted stripes on cream grounds, a real boy's outing shirt; all sizes. Monday, **50c** each.

Boys' white twill cotton Night Robes, at 59c. Just the same as you've paid 75c for, best white twill cotton, well made and properly sized; collar attached style. Sizes 12 to 14. Monday, **59c** each.

Boys' black and white Work Shirts, in all sizes, with collar attached, also a collection of blue Oxfords, with separate collar, and flannelette with bands or collar attached, in broken range sizes only. Regular prices 50c each. Monday, **39c** each.

Boys' Outing Jerseys, in white grounds, with blue, cardinal or green trimming. These are "laundry savers" for the boys while holidaying. All sizes, regular prices 25c and 35c each. Monday, **17c** each.

New Imported Wall Papers
For Ground Floor Rooms

Suggestions for decorating your dining room, hall and parlor, in the latest effects.

FOR DINING ROOMS AND HALLS.

Imported corks, velours, crepes, metallics, plain or figured effect, in rich browns, greens, blues, reds, pumpkin, yellow, etc., with uppers or friezes. Prices, per roll, **25c, 50c, 75c, $1.00, $1.50.**

FOR DRAWING ROOMS OR PARLORS.

Imported two-tones, silkettes, jaspe and linen effects, with friezes, uppers or cut-outs, in greys, champagnes, blues, greens, old rose, tan and light shades. Prices, per roll, **25c, 50c, 75c to $2.50.**

Room Mouldings, in white, grey, fumed oak, old English, or color to match any decoration.

Room Mouldings, **2c, 3c, 4c, 5c, 6c, 8c, 10c** foot.

MONDAY SPECIAL.

2,650 rolls imported Dining Room and Parlor Papers, rich colorings and effective designs.

Regular to 35c, Monday, **17c.**

Regular to 65c, Monday, **33c.**

6,600 Room Mouldings, white or imitation oak. Regular to 2½c, Monday, 1¼c.

Early Autumn Goods--Already Here

With one consent our buyers have planned for early Autumn business. Steamships and railway companies have co-operated to push the season along, and the first day of our new half-year finds us with some hundreds of cases of new Fall Goods being opened up ready for your inspection.

Why not steal a march on bustling September with its Exhibition crowds and do some Fall shopping right now? First choice and ample time for choosing is a pretty strong inducement, is it not?

Advance Showing of French and Viennese Blouses for Fall Season 1910

We start the Fall Waist season on Monday by showing a collection of 120 Model Garments bought by our representative in Europe, each of which is a type of fashion for the coming season.

The veiled effects of chiffon and Chantilly lace, over Paisley and cashmere materials, are very prominent, also lace waists in all designs of weight, are extremely fashionable.

Another strong feature is the commingling of crepe and chiffon, with yokes, sleeves and medallions of metal nets, chiefly oxydized and silver.

Great prominence is given to the one-piece waist; short sleeves, and Dutch necks are also widely shown.

The ladies of Toronto can, of a surety, rely on this fact, that, starting Monday next, we will exhibit the very styles, the same models and the same perfect taste that will be shown during this month in the exclusive shops of Paris, Vienna, London and New York.

Women's New Sweater Coats

Six new styles of Women's Sweater Coats have arrived for August and September selling. They come from Austria, Germany and England, and represent the latest approved fashions in these popular garments. The first showing will be Monday. If you are thinking of a Sweater Coat or this season, don't fail to look up these handsome new tyles here in a llthe wanted colors. Prices range from $3.25 to $5.50 each.

The New "Paquinette" Scarfs

If you've been talking with anyone lately returned from Paris, they probably mentioned to you the new scarfs that are now being worn by most well-dressed Parisiennes. These scarfs are named after the famous house of Paquin, which stands for all that is newest and best in continental styles. The Paquinette Scarf is made of satin, from 9 to 12 in. wide, and 2 yards long. They are finished with tassel ends and braid motifs. The black satin scarf is lined with soft white liberty satin. In addition to satin, there are other materials, with other colored linings. Come and see the fascinating effect of throwing one of these scarfs round our shoulders. We are selling them at six, eight, ten and up to fifteen dollars each.

Here's a New Fall Suit for Women

It's a fancy serge, in a style that is very distinctive, but in no sense extreme—one of those suits a woman would buy now and wear right through the season without ever getting tired of it. It is made from a medium weight imported serge, in various colors, including new green, plum, grey, navy and black. The coat is lined with English satin. Sizes 32 to 42. Price $21.00.

A New Shipment of Ostrich Feathers

These new Feathers are 20 inches long and very wide; extra good fibre, and curled in the duchess style. Six dollars is the price we've regularly sold these feathers for, but we're in a hurry to pass these out, hence Monday's price of $3.85.

Sample Pieces of New Black Silks

You understand, of course, that these sample pieces are the very cream of the Lyons and Zurich makers. We have always done a large silk business during August, and have brought forward this special shipment of the best blacks o give our summer customers the very choicest goods in the shade that is now most in favor both here and on the continent.

You will find it well worth your while to anticipate your actual needs, and buy while these summer silk prices on new importations are still on.

YARD WIDE DUCHESSE PAILLETTE.

Extra heavy quality pure silk, 36 inches wide; a very rich and splendid wearing silk for either dresses or coats. August sale price 93c yard.

YARD WIDE DUCHESSE MOUSSELINE.

One of the richest satin dress silks that can be purchased, specially fine weave, and guaranteed dye. August Sale price $1.38.

BLACK CORDS FOR COATS.

The strong and continued demand for a long silk coat is more evident in the new fall styles than ever. These black cord silks will give entire satisfaction. 32 inches wide. August Sale price $1.38.

BLACK PEAU DE SOIE.

One yard wide, special coat quality. August Sale price $1.19 yard.

C. J. BONET'S BLACK SILKS AT $1.00 YARD.

Rich and splendid qualities of Black Moire, Black Armure, Black Peau de Soie, Black Faille, Black Messaline, Black Taffetas; all guaranteed qualities, and fast unfading dye. August Sale price $1.00 yard.

RICH BLACK MOUSSELINE PAILLETTE.

This silk is of the purest dye and richest finish made, is positively pure silk, and will give splendid wear. The price would be, if bought and sold in the regular way, $1.00 per yard; will make up very fashionable for dresses and smart dressy wear. August Sale price, per yard 58c.

OF INTEREST TO BRIDES-TO-BE.

500 yards Rich Ivory Duchesse Mousseline, 36 inches wide. Regularly sold at $1.75 per yard. Certainly a pure silk of the first order, beautiful satin finish, in ivory only; particularly suitable for brides' gowns. August Sale price $1.38 yard.

NEW DRESS GOODS SHIPMENTS.

Some descriptions of New Fall Suitings already here, and on view in the Dress Goods Department.

English Cheviot Suitings, nice clean cut medium twill, in a full range of new colorings for fall; all pure wool, fast unfading dyes. 44 inches, 65c yard.

"Cheviot Knop Suitings." Even to see them is a treat. Full range of new shades for fall and winter, fine, firm weave, high grade quality, unshrinkable and carefully sponged. 44 inches, 75c yard.

"Medium Twill Cheviots," in black, navy and red, specially correct for the new long coat, rich black, new marine navy, new military red, fashion's favorite suiting for fall wear. 52 inches, $1.00.

Wide Wale Two-tone Cheviot Suitings, one of the leading suitings for fall and winter; new two-tone effects, in a lovely range of new combinations of colors. These suitings tailor particularly well, and always look distinctive. 52 inches, $1.25 yard.

A Letter from the Country.

Dear Mary:—

Jim and me and the four youngsters will be down to spend a week with you in the city at the end of this month, during Exhibition time. I thought this would be a good chance to return the visit you and your kids paid us at the farm earlier in the summer.

Your affectionate sister, ANN.

Well! That means some freshening up of linen and bedding. Here is just the list that will interest Mary:—

300 PURE LINEN DRESSER SCARFS, 35c EACH.

Some are fine drapes, some figured huckaback, all are full bleached and spoke hemstitched ends, dainty, serviceable, easily washed, 17 x 50 inches, on sale Linen Department upstairs, each, Monday 35c.

1,100 YARDS BEAUTIFUL ENGLISH LONGCLOTH, 8½c YARD.

A fine round thread Long Cloth, of good weight, for Night Gowns, Underwear, etc., bright pure finish, yard wide, exceptional value, per yard, Monday 8½c.

LINEN BEDROOM TOWELS, 3 PAIRS FOR $1.00.

Can't have too many Bedroom Towels such as these, every thread linen, best Scotch manufacture, fringed or hemmed ends, 19 x 36, 19 x 38, or 20 x 40 inches. Your choice of the lot, Monday, 3 pairs for $1.00.

CHECKED APRON LINEN, 16c YARD.

36 inches wide, in six different checks and broken plaids, every thread linen only, 500 yards on sale sheeting counter upstairs. Regular 25c per yard, Monday 16c.

125 AMERICAN CROCKET QUILTS AT $1.43 EACH.

For full double bed, hemmed, made in a range of designs, copied from the famous Marcelles quilts, and the easiest quilt made to launder, pure white away below to-day's value, each, Monday $1.43.

1,600 YARDS HEAVY CRASH TOWELLING, 9c YARD.

For durable Roller Towels you can't get anything better than this pure linen, bleached, Scotch crash towelling, red borders, clean, soft and perfect drying, 17 inches wide. Per yard Monday, 9c.

The Housewife's Delight—Our Monday Basement Sale

A good housewife, as well as a good workman, is entitled to good tools and utensils—here's everything she'll need.

GAS RANGES, GAS PLATES AND GAS OVENS.

The Classic Gas Range is a valuable piece of kitchen furniture. It is useful all the year round, but doubly so this hot weather. It makes cooking a pleasure. Each one fitted with new patent drilled burners, guaranteed gas-savers. Monday we will sell 12 only four-burner ranges, with 18x18 asbestos lined oven, patent drop door on oven, two detachable side shelves, with nickel trimmings. Reg. $14.50. Monday for 12.38

Classic Gas Hot Plates, nickel trimmings—

2 burner, regular $1.75. Monday 1.49

3 burner, regular $2.50. Monday 2.29

"Queen" Gas Ovens, asbestos lined, regular $1. Monday ..... .89

The "National" Gas Oven, extra heavy tin, asbestos lined, regular $1.35. Monday 1.13

The "Erie" Black Steel Oven, extra heavy, drop door, 2 burner size, regular $3.50. Monday 2.89

"Star" **Lawn Mowers,** three oil tempered steel knives, 9 in. open drive wheel, with maple wood roller, easy to operate, 14 inch cut, reg. $4.25. Monday 3.59

16 inch cut, regular $4.75. Monday 3.89

Lawn Hose, Cable brand, every inch guaranteed, a three-ply hose, in 50-foot lengths, complete with nozzle and couplings, ½ inch size only, regular $5.10. Monday 20 lengths only at 4.69

Miller Falls Ratchet Brace, full nickel plated, 10 inch sweep. Monday 1.69

Peck's Adjustable Brace, nickel plated, 8 inch by 10 inch sweep. On Monday ..... .79

Grass Shears, 9 inch, Sheffield steel blades, varnished handles. Regular 85c. Monday ..... .69

Ice Tongs, household size. Regular 40c. Monday ..... .29

Lawn Border Wire, 18 inch high, in white only. Regular 10c foot. Monday 5

Panel Saws, 24 and 26 inch. Regular up to 75c. Monday .43; and 18, 20, and 22 inch. Regular up to 43c. Monday ..... .33

"Roxton" Jack Planes, 22 inch, 2¾ inch cutters. Regular $1.25. Monday ..... .89

"Climax" Mail Boxes, enamelled, .50 and .75; oxydized copper, Monday $1.00; brass, Monday $1.25.

Handy Tool Sets, containing 10 tools, all useful around the household. Monday ..... .59

Bath Seats, varnished seat, with rubber protectors on supports. Reg. $1.00. Monday ..... .69

200 only **Market and Shopping Baskets,** with covers, strongly made. Worth up to 35c. Monday ..... .25

CUTLERY.

James Rogers' celebrated cutlery, Sheffield make.

Knives, best steel blades, celluloid handles, dinner and tea size. Monday per half dozen ..... .90

Knives, best steel blades, nickel plated handles, dinner and tea sizes, good value. Monday half dozen ..... .90

Forks to match above, plated handles, four steel prongs. Monday per half dozen ..... .90

Nickel Tea Spoons, beaded and plain handles, good quality. Monday, per dozen ..... .60

Dessert Spoons. Monday per dozen 1.20

Table Spoons. Monday, dozen 1.75

Henry Boker's famous "King Cutter" Razor, black handle, gold etched blade, 30 days' trial. Monday 1.30

Koken Razor Hones, each in box. Monday ..... .49

Knife Sets, containing bread, cake and paring knife, set of three Monday ..... .15

Serrated Edge Bread Knives. Monday ..... .15

HAMMOCKS.

28 only full sized Hammocks, in an assortment of colors, pretty design, with pillow, spreaders and valance, regular $3. Monday 2.25

24 only Plaid Hammocks, large size, rich colors, neat pattern, with pillow and valance, regular $2.35. Monday 1.79

WHAT 15c WILL BUY MONDAY.

Wood Salt Boxes, 2-pint Nickelplated Tea and Coffee Pots, Nickel-plated Cuspidores, Keen Cutting Shears, Small Gas Rings, Household Meat Saws, Butcher Knives, Mincing Knives, Butcher's Cleavers, Match Safes, Fruit Jar Openers, Thermometers, Paring Knives, China Cement, Gas Toasters, Feather Dusters, Whisks, 50 ft. Wire Clothes Line, Round Serving Trays, 12 qt. Tin Pails, 10 qt. Galvanized Pails, Covered Fancy Baskets, Washstand Splashers, Self-righting Salt and Pepper Shakers (pair), Shoe Brushes, Clothes Brushes, Stove Brushes, Banister Brushes, worth up to 25c. Monday for ..... .15

Wringers, Easy brand, 11 inch rubber rolls, enclosed cogs, steel ball bearings, guaranteed. Regular $4.75. Monday 3.98

Wringers, Imperial brand, 10 inch rubber rolls, enclosed cogs, guaranteed. Regular $3.50. Monday 2.98

Willow Clothes Baskets. Monday 44c, 65c, 75c, 85c, $1.

Ironing Boards, Monday .48 and .48.

Japanned Watering Cans—

6 quart, Regular 30c. Monday ..... .23

10 quart, Regular 38c. Monday ..... .29

14 quart, Regular 45c. Monday ..... .35

Galvanized Foot Baths, Regular 40c, Monday ..... .33

Tin Foot Baths, Regular 30c, Monday ..... .23

Granite Cereal Cookers, for rice, custard or cereals, 47c value. Monday ..... .39

Straneky Water Pails, 8 quart size, Monday ..... .39

Pillow Sham Holders, Monday ..... .29

Wash Stand Splashers, 20c value. Monday ..... .15

Potts' Irons, 3 irons, handle and stand in set ..... .95

Nickel-plated set, $1.10 value. Monday ..... .95

Polished set, $1.00 value. Monday ..... .78

Potts' Iron Handles, 10c value. Monday 8

Iron Heaters, holds three Potts irons, reg. 25c. Monday ..... .19

Charcoal Irons, regular 79c. Monday ..... .69

Tin Boilers, with copper pit or flat bottom, size 8, regular $1.25 and $1.35. Monday ..... .98

Size 9, regular $1.35 and $1.45. Monday 1.10

Tin Daisy **Tea Kettles,** Monday ..... .14

Galvanized Tubs, 3 sizes, Monday 67c, 72c and 83c.

Galvanized Ice Boxes, size 28 x 16 x 17, regular $3.25. Monday 2.79

Galvanized **Garbage Cans,** 3 sizes:—

Small, regular 60c. Monday ..... .53

Medium, regular 80c. Monday ..... .69

Large, regular 95c. Monday ..... .87

Globe Wash Boards, regular 20c. Monday ..... .17

Glass Wash Boards, regular 35c. Monday ..... .29

6 dozen Clothes Pins, regular 10c. Monday 8

Kitchen Salt Boxes. Monday ..... .15

INTERESTING CHINA SALE IN MONDAY'S BASEMENT.

Here is a wonderful value in a complete Dinner Set for six persons, made of sound, serviceable English porcelainware, decorated in an underglaze floral design, complete service for six people. Monday special 2.94

No 'phone or C. O. D.

2,000 dozen Tea Cups and Saucers, full size. Monday dozen ..... .56

400 Tea Pots, Rockinghamware, fireproof, all sizes, Monday ..... .13

Handled Slop Pails, with cover and cane handles, Monday 1.43

Jardinieres, 200 only, in Rozane art wares, Rubian and Mapolica ware, values up to $1.75. Monday's special ..... .98

See this special assortment for quick selling Monday, comprising Doulton, Bernard Moore and Wedgewood Vases, Jardinieres, Figures, Umbrella Stands, Tankards, Bric-a-Brac, etc. Monday bargain 1.98

102½ piece Dinner Set, high-grade Limoges chinaware, Theo. Haviland make, pretty rosebud, natural color floral design, all pieces stippled and lined with coin gold. Regular $65.00. Monday 49.93

Tumblers, clear glass, 12 oz. size, melted edge. Monday, doz. ..... .49

Lemonade Sets, clear glass, good shapes, set of seven pices. Monday ..... .49

Handled Bon-Bons, clear American pressed glassware, regular 15c. Monday ..... .10

Candlesticks, tall shape, solid cast brass, English make. Monday ..... .49

Brass Vases, quaint old shapes, superb samples of the Flemish brass workers' art. While they last Monday 1.98

Brass Handled Bon-Bons, pierced work. Monday special ..... .49

GROCERIES.

Fels Naptha Soap, bar 5

Sunlight Soap, 6 bars ..... .25

Comfort and Eclipse Soap, bar 4

Surprise Soap, 6 bars ..... .25

Heather Brand Soap, 8 bars ..... .25

Smpson's Big Bar Laundry Soap, per bar ..... .10

Taylor's Borax Soap, 6 bars ..... .25

Pearline, 1 lb. package ..... .11

Old Dutch Cleanser, regular 10c, three for ..... .25

Kitchen Sapolio, per cake 8

Powdered Ammonia, large pkg. 9

three packages ..... .25

Naptha Powder, 1 lb. package 5

Canada White Laundry Starch, 1 lb. package 7

Parisian Blue, 2 packages 7

Moody's Lye, per tin 7

Gold Dust Washing Powder, large package ..... .33

Klenzine, 3 packages ..... .25

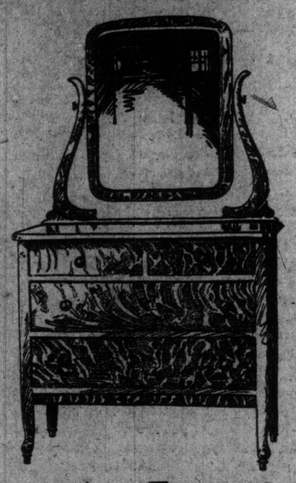
Bon Ami Soap, per cake ..... .12

Lux Washing Powder, package ..... .10

Taylor's Soap Powder, 2 pkgs. 9

5 LBS. PURE CELONA TEA $1.

Monday half-ton Black or Mixed, 5 lbs. for $1.00



A Shining Example of Our August Furniture Values

We want this piece of furniture to show you what it is possible to do for our furniture customers, by yoking them up with a manufacturer who needed business at the low ebb of the summer season.

In directing your attention specially to bedroom furniture, we bring forward the dresser illustrated above as something that will hold your interest when you hear our price.

The dresser illustrated is, we believe one of the best values ever offered in this country. It is a well proportioned and pleasing design. Only the very choicest materials are used in its construction, and we can recommend and guarantee it as a production of exceptional merit and value. It is made both in oak and mahogany. First, in oak; selected quartered white oak is used, and the finish is rich golden color, highly polished. Second, in mahogany—the solid parts, such as the posts and toilet frames, are of birch, while the top, drawer fronts and ends are of genuine striped mahogany veneer, rubbed and polished. There are two long deep drawers and two short drawers, with trimmings, brass knobs and pulls. The toilet is neatly hand-carved, and is fitted with British bevel plate mirror. August Furniture Sale price, **$17.00.**

Chiffonier, design same as above dresser, with five large drawers. August Furniture Sale price, **$18.00.**

Dressing Table to match chiffonier and dresser. August Furniture Sale price, **$12.00.**

Cheval Mirrors, in solid birch-mahogany finish, highly polished, extra large bevel plate mirror. August Furniture Sale price, **$16.75.**

Dresser, in mahogany, dull finish, colonial design, excellent workmanship throughout, four drawers trimmed with solid mahogany knobs, large oval plate mirror. August Furniture Sale price, **$27.50.**

Chiffonier in mahogany design, colonial oval mirror, with shaped toilet standards, neatly carved; three long, deep drawers, two small drawers and hat cupboard. August Furniture Sale price, **$26.25.**

Wooden Bedstead, in quartered oak and mahogany, polished or dull finishes, full size only. A well made bed at an exceptionally low price. August Furniture Sale, **$19.50.**

"Sheraton" mahogany Bedroom Suite of four pieces—dresser, dressing table, chiffonier and somnoe. Dull finish and trimmings of dull brass, in keeping with design. Regular selling $161. August Furniture Sale price, **$119.**

Modern design Bedroom Suite, in Circassian walnut, consisting of dresser, chiffonier, dressing table and somnoe. The design is neat, and the workmanship throughout of the best. Lots of drawer space and large oval shaped bevel mirrors. Regular selling $205. August Furniture Sale price, **$160.**

Two-piece Bachelor Suite, of high chiffonier and single bed. The design is Louis XVI. carried out in Circassian walnut, by experienced cabinet-makers. We do not like to reduce prices on these items as they are among the finest samples we have on our fifth floor, but they have been here their allotted time. Regular selling $315. August Furniture Sale price, **$215.**

Circassian Walnut Bedroom Suite, consisting of dresser, chiffonier, dressing table, somnoe and bed, beautifully and elaborately hand carved, dull finish, with wood trimmings and large British bevel plate mirrors. Regular selling $383.50. August Furniture Sale price, **$262.**

New Shopping Baskets

The "Ideal" shopping and picnic basket is the rush basket, made in purse bag style, with two handles, very handy, very light, and holds a lot. Three sizes, **25c, 30c and 35c** each.

Sixty-seven Cases of New Victor Shoes

Have just been passed into stock, and we are now prepared to show you practical results in masterful methods of shoe-making, at **$4.00, $4.50, $5.00.**

The Robert SIMPSON Company Limited