

Simpson's Fall Opening Displays will be continued to-morrow, including all that is newest in Coats, Suits, Dresses, Millinery, Silks, Velvets, and Dress Goods. The Orchestra in the Moorish Kiosk will give a Concert Morning and afternoon. MAKE THE STORE YOUR DOWN-TOWN HEADQUARTERS.

AFTERNOON TEA IN THE LUNCH ROOM 3.00 to 5.30



Special Values in Electrical Supplies

6-lb. Electric irons, highly finished in nickel plate, every heating element guaranteed for all time, complete with cord and attachment plug, ready to connect with any lamp socket. The right kind of a souvenir. Regularly selling at \$4.50. Wednesday 8.30 a.m. 3.19

IN MILLINERY

Special inducements to Exhibition visitors; sales of moderately priced hats. Wednesday our first Exhibition special will be 85 Trimmed Hats at \$7.50. They comprise only the best of all fashions and superior quality materials. There are rich Austrian velvours plush and velvet shapes, of the very best blocks, trimmed with wide, fancy Dresden ribbons, ostrich bands or mounts, with silk roses; all are silk-lined and finished; beautifully. Wednesday special 7.50 (Second Floor)

NEW WAISTS

A new wool delaine Waist, in all black or all white. A beautifully made waist, with open front, fastened solid pearl buttons, fancy Vandye yoke, finished pearl buttons; whole front is daintily tucked, long sleeves, with fancy cuffs, high tucked and beaded collar; sizes 32 to 44-inch bust. Splendid value at 1.99 (Third Floor)

Women's New Fall Coats \$16.35

A special purchase line of manufacturers' samples, which include silk-lined coats, as well as unlined and half-lined; materials are the very latest; cut in a wide variety of new styles; copies from the very latest New York models. Make your selection 16.35

WOMEN'S AND MISSES' SUITS ON SALE FOR \$8.49

A variety of styles and materials; imported tweeds, English serges and Bedford cords; colors are navy, brown, grey, green and black; coats are lined with silk or satin, and fasten with novelty buttons; have notched collars and tailored pockets; skirts are gored and panelled, and have slightly raised waist line. Wednesday 8.49

Lovers' Knot Ribbon

One of the prettiest and most popular designs for a lingerie ribbon is the Lovers' Knot, and when brocaded on a dainty soft satin ribbon in either white, pink, pale blue or mauve it looks cute: 1/4-inch width, per yard... 3 3/4-inch width, per yard... 4 1/2-inch width, per yard... 5 1/4-inch width, per yard... 7 1-inch width, per yard... 8 1 1/4-inch width, per yard... 12 2-inch width, per yard... 16 The four colors in all the widths.

WOMEN'S SMARTLY MADE DRESSES.

Of brown and navy English serge; waist has dainty embroidered collar, and is finished down front with a pretty vest effect; has dainty crushed belt and rounded peplum. Excellent value for 6.45

WASH DRESSES, 95c.

General clearance of \$3.00, \$4.00, \$5.00 and \$6.00 dresses, gingham, percales, repps, linens and lingerie dresses, in women's and misses' sizes; dozens of styles; price does not pay for the materials. Extra special value .95

WASH SKIRTS FOR 98c.

Linen, Repp and Indian Head Skirts that must be sold to make room for new fall stocks; this is a wise purchase that will save you money; full assortment of sizes .98 (Third Floor)

Double Vision Lenses

The invisible (ground in kind), no lines or joints visible, still you can see to read or to look further away, as you wish. Lenses, per pair... 4.50 Specially ground... 6.90 Eyes tested by specialists without charge. (Optical Dept., 2nd Floor)

Specials in the August Silk Sale

2,000 yards Rich Black Duchesse Satins, deep full skein dyed black, bright, soft, lustrous finish; a big bargain. August black silk sale. 36 inches wide. Price, per yard... 1.33 1,500 yards Rich Black Mouseline Duchesse, Charmeuse finish, a high-class dress satin, 40 inches wide. August silk sale. Price, per yard... 1.33 (Second Floor)

A Remarkable Corset Value

\$2.25 FIGURE-REDUCING CORSETS TO BE SOLD AT \$1.25. We were fortunate in securing 600 pairs to be distributed at this saving price. This model is most skilfully cut and has a special abdominal attachment, which will effectively mould the medium or stout figure to present fashions. Phone orders filled.

600 pairs Women's Royale Corsets, medium weight, strong white cotton, medium bust, long hips and back, deep unboned skirt section, Duplex rust-look adjustable reducing abdominal section, graduated front clasp, rubber hook, adjustable reducing abdominal section, six wide strong garters, rubber shoe supports, bust draw cords, dainty lace trimming; sizes 21 to 30 inches. A regular \$2.25 corset. Wednesday, per pair... 1.25

SAVE 15c EACH ON FLANNELLETTES GOWNS.

Women's Flannellette Gowns, fancy pink or blue striped flannellette, Mother Hubbard yoke, full of goods on neck, front and cuffs, full sizes; lengths 54 to 58 inches. Regularly 65c. Wednesday... .50

\$1.00 INFANTS' SHORT DRESSES, 50c.

Infants' Short Dresses, fine lawn, yoke of dainty embroidery insertions run with silk ribbons, embroidery insertions, tucks and deep hem in skirt, lace edges on neck and sleeves, braided covered seams; ages 6 months to 2 years. Regularly \$1.00. Wednesday... .50 (Third Floor)

A Clearance Sale of Women's Boots and Oxfords

Travellers' samples and all our regular size ranges, shoes we have sold at \$1.99 and \$2.49, regularly priced from \$2.50 to \$4.00, in tan calf, patent colt, gunmetal, vic kid and nearly every kind of leather, Goodyear welt, flexible McKay and hand-turned soles, all heights of heels; sizes 2 1/2 to 5. Wednesday's clearance price... .99

POPULAR STYLES IN WOMEN'S FOOTWEAR, \$3.95.

Beautifully finished "Classic" Shoes for Women, made on all the newest lasts for present wear. Patent colt, with dull matt calf or fine black cravette tops, gunmetal, tan, Russia calf and fine styles; Goodyear welted soles, high, medium and low heels; sizes 2 1/2 to 7, in all widths. Wednesday... 3.95 (Second Floor)

Men's Suits Intended for the West

Western dealers have been slow in stocking the better grades of clothing this fall. So it happens that a large maker found his order cancelled and a number of excellent suits in his stockroom of which he must dispose at any price. His price to us means a loss to him, and our price to you is simply enough to pay for the handling. This is one of the best offers of the fall, and the goods are right up to the minute in style.

Men's High-Grade Suits \$7.95

Four hundred in the lot, all new fall goods, consisting of English and Scotch tweeds, which were specially selected; many of them are Bannockburns, in grey and black two-tone effects; also fancy worsteds in grey and brown tones; rich fall colors and designs; cut in the correct single-breasted sack style; tailored in the very best manner, with wool mohair linings to match, in colors; every detail is carefully handled; these suits were made to retail at \$12.50, \$15.00, \$16.00 and \$18.50. Sizes 34 to 44. On sale Wednesday... 7.95

YOUNG MEN'S BLUE SERGE SUITS.

Smart Single-breasted Sack Suit; made from an all-wool English rough blue serge cloth. Single-breasted vest, and long, medium cut trousers; well tailored, with neatly shaped shoulders. Sizes 32 to 35. Wednesday... 11.00

Dress Goods, Suitings and Cloakings

From the world's best markets we are receiving daily shipments of the newest weaves, as well as of the more staple fabrics.

New Broche Suitings, in lovely color combinations, also plain fabrics to match, fashionable jacquard suitings, in self colors and two-tone colorings.

New Ratine Suitings in the very newest French tones, fashionable velours suitings, in plain and corded effects, in new tones.

New Curl Cloth and Boucle Suitings, in great variety.

New French and Austrian Broadcloths, in rich finishes and new shades, and thoroughly shrunken and spotproof.

New Panne Suitings, in good fall street shades and black, has a rich velvet appearance.

New French Crepes in a big range of shades in tones and half tones.

New Tussore Permo Dress Fabrics that are absolutely uncrushable in new shades and black.

French Poplins and San Toys, in every wanted quality and color, etc. (Second Floor)

GROCERIES

2,000 Stone Fresh Rolled Oats, per stone 35c; Choice Side Bacon, regular half or whole, per lb. 25c; White Wine Vinegar, XXX, per gallon 25c; Finest Canned Peas, 3 tins 25c; Finest Canned Corn, 3 tins 25c; Pure White Clover Honey, 5-lb. pail 65c; Pickling Spices, best quality, per lb. 18c; Mustard in bulk, per lb. 20c; Choice Pink Salt, 1/2-lb. flats, 3 tins 25c; Imported Macaroni, 3 packages 25c; Peanut Butter in bulk, per lb. 20c; Basmati, a cooking compound, 3-lb. pail 42c; St. Charles Milk, per tin 10c; Fancy Carolina Rice, 3 lbs. 25c; E. D. Smith's Pure Orange Marmalade, 1-lb. jar 15c; Lemo Lemonade Syrup, 3 bottles 25c; Finest Cooked Ham, per lb. 35c.

FRESH ROASTED COFFEE, PER LB. 24c.

1,000 Lbs. Fresh Roasted Coffee in the bean, ground pure or with chicory, Wednesday, per lb. 24c (Basement)

Men's Pyjamas \$1.89 a Suit

About 300 Suits will make interesting buying for our customers Wednesday morning. They are the broken lines of the very best summer weight materials, including genuine American and French percales and soisettes, silk and linen mixtures, pure silk, fall weights, in English cashmerette, pretty stripe designs, lingolas, flingolas and lilanes and heavy winter weights, in pure English natural wool, English, American and Canadian flannellettes. A splendid selection, but not all sizes in every line. Every suit is first quality, space for new fall goods is what we need. No phone or mail orders filled. 8.30 is the best time for the better qualities, although every suit of these pyjamas is a decided bargain. Regular prices were \$2.50, \$3.00, \$3.50, \$4.50 and \$6.00. Wednesday to clear, a suit... 1.89 (Main Floor)

Women's Swede Gloves 59c

"French" make, soft pliable finish, 2 dome fastener, seams well sewn, black or tan; \$1.00 grade. Wednesday... 59 Women's 16-Button Length White Kid Gloves, Mousquetaire style, dome fasteners, soft, pliable skin; sizes 5 1/2 to 7 1/2; \$2.25 value. Wednesday 1.79 Women's "Llama" Wool Hose, plain black cashmere, soft, fine finish, close elastic weave, spliced heel, toe and sole, 3/4 to 10. Special Wednesday 35c, 3 pairs \$1.00. Misses' Ribbed Cashmere, "English" make, extra fine yarn, closely woven, correct weight, black or tan; sizes 5 to 8 1/2; 40c value. Wednesday... 29 Men's All-Wool Black Cashmere Half Hose, splendid value, soft fine finish, double heel and toe, 9 1/2 to 11; 25c regularly. Wednesday 19c, 3 pairs 55c. Men's Grey Swede Gloves, soft fine skin, 2 dome fastener, stylish dress glove, best finish; sizes 6 1/2 to 8; \$1.50 value. Wednesday... 79 (Main Floor)

New Importations of Fancy Decorated Austrian China at 49c

An especially fine lot of hand-painted china, consisting of Cake Plates, Blauit Jars, Marmalade Jars, Cups and Saucers, in several shapes and sizes; Syrup Jugs, Mustard Pots, Bon-Bon Dishes, Hair Receivers, Powder Boxes, Hat Pin Holders. All specially priced at... 49 SOUVENIR CHINA. Toronto Views on Fine China, with gold trimmings; Sugar and Cream Sets, Bon-Bon Dishes, Ash Trays, Plates in large variety. Priced from 25c to 50c each! (Basement)

Heavy Seamless English Axminster Rug

IN FLORAL DESIGNS SUITABLE FOR BEDROOMS. Good quality Scotch and Domestic Printed Linoleum, in block tile and hardwood designs. Regularly 45c. Sale price... 36 English Brussels Carpets, in Oriental designs in green, brown and red colorings, with borders to match, suitable for any room. Regularly \$1.00. Sale price... 69 Remnants and Short Ends of Our Best Selling Carpets, suitable for bed sides or small rugs. Each... 59 (Fourth Floor)



Special Notice

The Store will remain closed "LABOR DAY" Monday, Sept. First Special exhibition of high-class merchandise and Celebration Day Sale on Tuesday, Sept. 2nd.

Large Double Bed Sheets \$1.55 Pair

These are torn sizes, and each pair is carefully made and finished with a 3-inch hem across top and 1-inch hem at bottom. Size 76 x 90. Clearing Wednesday, per pair... 1.55

All Linen Check Glass Towelling, good heavy weight, 23 in. wide. Regularly 15c. Special Wednesday, per pair... 12c

Irish Embroidered Pillow Cases, beautifully worked, in handsome designs, spoke hem-stitched across top; size 44 x 36. Special Wednesday, per pair... 1.48

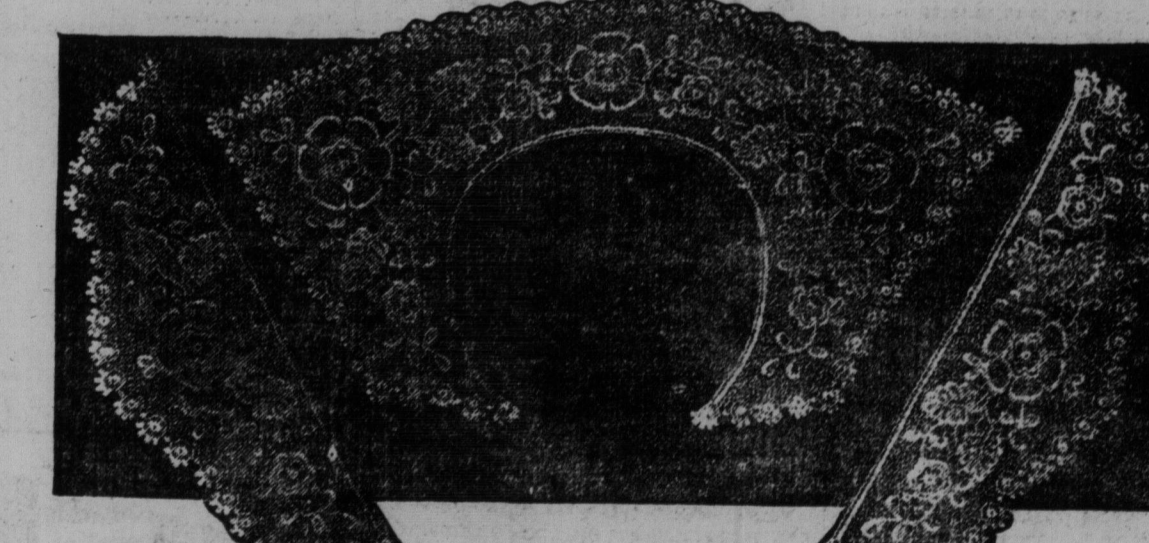
New Sateen Down Comforters, in handsome floral designs, with plain panels, assorted colorings of blues, greens and pinks; size 72 x 72. Special Wednesday at... 6.48

Just arrived, a large shipment of huckaback, very suitable for fancy work or pretty guest towels, width 22 and 24 in. Prices are 40c, 45c, 50c and 60c yard. (Second Floor)

August Furniture Sale THE LAST METAL BED-STEAD DAY

All Good Patterns High-Grade Materials Well Made and Well Finished

Table listing furniture items and prices: Iron Bedsteads, Regularly \$4.00, August Furniture Sale 2.95; Iron Bedsteads, Regularly \$5.00, August Furniture Sale 3.70; Iron Bedsteads, Regularly \$5.25, August Furniture Sale 3.85; Iron Bedsteads, Regularly \$6.00, August Furniture Sale 4.45; Iron Bedsteads, Regularly \$7.00, August Furniture Sale 5.20; Iron Bedsteads, Regularly \$7.50, August Furniture Sale 5.45; Iron Bedsteads, Regularly \$8.75, August Furniture Sale 6.45; Brass Bedsteads, Regularly \$11.95, August Furniture Sale 8.45; Brass Bedsteads, Regularly \$18.00, August Furniture Sale 13.45; Brass Bedsteads, Regularly \$18.50, August Furniture Sale 13.95; Brass Bedsteads, Regularly \$18.90, August Furniture Sale 14.45; Brass Bedsteads, Regularly \$20.00, August Furniture Sale 15.00; Brass Bedsteads, Regularly \$24.75, August Furniture Sale 16.70; Brass Bedsteads, Regularly \$26.00, August Furniture Sale 18.90; Brass Bedsteads, Regularly \$26.50, August Furniture Sale 19.45; Brass Bedsteads, Regularly \$26.75, August Furniture Sale 19.95; Brass Bedsteads, Regularly \$28.50, August Furniture Sale 20.85; Brass Bedsteads, Regularly \$33.50, August Furniture Sale 24.95; Brass Bedsteads, Regularly \$36.00, August Furniture Sale 26.65 (Fifth Floor)



The Autumn Neckwear Styles

BOTH ELABORATE AND DAINY EFFECTS PROMISE WELL FOR THE SEASON.

The most generally favored shapes in the new Fall Collars are narrow in the back and broad over the shoulders—called the "Apaulette."

Frills of the most alluring are conspicuous among the many novelties, and, being exquisitely feminine, are becoming to most women. For the autumn season we are showing a wonderful variety of Pleatings, Fichus, Plain and Fancy Net Gimpes, Waistcoats, Medici Collars, Crepe Collars and Sets, round collars, and Collars and Cuffs in ocre, white and lovely soft color combinations, in shoulder and open in front. Some are made of lace; others silk, crepe and Swiss embroidered styles. Coat Sets gimpes styles is unusually large. There are models with round necks, with square necks, and with elaborate. Prices range as follows:—25c, 35c, 48c, 68c, 75c, \$1.00, \$1.25, \$1.50 and up.

Sleeve Pleatings bigger sellers than ever. We are showing many pretty point and shadow effects at 19c, 25c, 35c, 50c and 75c yard.

Some of the most exquisite Evening Wraps just in from Paris, you will find displayed in our neckwear opening. Neck Ruffles continue to sell freely. We are expecting unusually big business through the fall. These come in many styles and in all the very latest Paris colors and combination colors, in Tulle, Chiffon, and Chiffon and Net. Some are fastened with satin ribbon to match or with flower rosettes. Prices 75c, 85c, \$1.00, \$1.50, \$2.50, \$3.00, \$4.50, \$5.00 and \$6.00 each. (Main Floor)

The Robert Simpson Company, Limited