

Over Three Columns of "Exhibition" Specials at 49c Today

Final Clearance of Bathing Suits \$1.95

Of balances of our season's stock, with some specials included just for the day. Fine quality luster, in a great variety of smart styles. Chic trimmings in white, green, red, gold, etc. All sizes in the lot. Regularly up to \$6.00. Be early for best choice. Today \$1.95.

\$3.00 CORSETS, \$1.95. Designed for stout figures, from strong white coutil. Reinforced abdominal section, giving desired long straight lines. Elastic inserts, and six strong hose supporters. Sizes 20 to 26. Regularly \$3.00. Today \$1.95.

\$5 Kimonos \$2.95

The cooler season is right at hand, and here are cosy Beacon Blanket Cloth Kimonos at a remarkably low price. We were able to secure 100 of them at a big reduction, as there was only one color combination, grey with red floral design. The square collar edged with red satin, red girdle and pocket are an attractive feature. No phone orders. Sizes 36 to 44. Regular value \$5.00. Today \$2.95.

Half Price for Dainty Lingerie. Blouses \$1.48

High-class Lingerie Waists, broken ranges and oddments from regular stock. A profusion of fetching designs. Sizes 34 to 44 in the lot. No phone orders. Regular \$2.95, with a few \$3.50 ones. Today \$1.48.

School Wear for Children--Today

And today we offer 1,500 jaunty Little Felt Hats at a range of extremely moderate prices. Some are in the soft velour finish. All have leather sweatbands, and are well made in every way. Among the many colors are brown, grey, navy, taupe, beaver, red, moss green, black, etc. All specially priced for today at 65c, 95c, \$1.25 and \$1.65.

ALSO MISSES' AND CHILDREN'S BETTER CLASS SCHOOL HATS--Misses' Velour Hats, in black only, today \$4.75.

MISSES' SILK VELVET HATS--Silk banded. Today \$2.75 and \$4.50.

MISSES' AND CHILDREN'S VELVET HATS--In smart selected, good-fitting shapes. Black or colors. Today \$1.75, \$2.50, \$3.00 and \$3.75.

SPECIAL SALE TODAY Damask Table Cloths

Regular \$4.50 for \$3.50.

Housewives who have been wanting a good-looking, good-wearing cloth at a low price will appreciate this worth-while offer.

Rich satin-finish Irish damask, featuring pretty bordered designs. The popular 2 x 2 1/2 yard size. A \$4.50 quality, on sale at \$3.00 a.m., today, \$3.50.

This is certainly a good time to stock up on Hosiery. The values for today are remarkably underpriced

August Hosiery Sale

Women's "Gordon Brand" Silk Hose. High silk leg with reinforced heel, toe and sole. Colors black, grey and brown. Sizes 8 1/2 to 10. Regularly \$1.75. Today, \$1.39.

Women's Silk Hose--Seconds, from various good lines. Equal to firsts for wear. Black, white and a big range of colors. Sizes 8 1/2 to 10. Regularly \$1.25 and \$1.50. Today, 98c.

Women's Silk Boot Hose--Seconds, of a \$1.00 quality. Lisle thread top with deep garter welt. Reinforced heel, toe and sole. Colors black, white and brown. Sizes 8 1/2 to 10. Today, 43c.

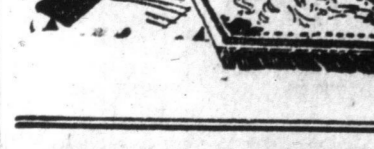
Women's Black Cashmere Hose--Seconds from Penman's extra quality lines of \$1.50 and \$1.75 value. Double spliced heel, toe and sole. Sizes 8 1/2 to 10. Today, \$1.10.

Black Cotton Ribbed Stockings. Seamless. Sizes 6 to 9. Regularly 50c. Today, 33c.

Men's Socks--Seconds, from a guaranteed brand. In the lot are black silk and black cashmere. Both have strongly reinforced heel, toe and sole. Sizes 9 1/2 to 11. Regularly 75c value. Today, 49c.

Men's Socks--Silk thread with lisle thread back. Reinforced heel, toe and sole. Colors black, white, grey and brown. Regular value 65c. Today, pair, 40c; 3 pairs for \$1.15.

Men's Plain Black Cashmere Socks. "Foot Warmer" brand. Soft and comfortable. Sizes 9 1/2 to 11. Reg. 45c. Today, pair, 29c.



The Robert SIMPSON Company Limited



FOR MEN AND YOUNG MEN New Fall Suits

The lively styles for young men--the dignified styles for conservative men are here in splendid array.

Simpson clothes embody the smartest fabrics, cleverest tailoring and moderate pricings.

FOR YOUNG MEN--Nobby suits developed in green mill finished worsted--smart novelty check pattern. Trencher two-button model with all around military belt. Sizes 35 to 42. For \$25.00.

FOR MEN--Suits of superior excellence developed in dark grey worsted, pick and pick pattern. Single-breasted, 3-button model. Sizes 36 to 44. For \$32.00.

FOR STOUT MEN--Superior suits developed in grey worsted--pin check pattern. Single-breasted, 3-button model. Cut on special lines for the stout figure. Sizes 38 to 49. For \$24.00.

"Aquatite" English Topcoat or Raincoat \$30.00

Ideal for rain or shine. Made of yarn-proof cloth in rich fawn shade. Single-breasted, slash pockets, raglan shoulders. All around detachable belt. Sizes 36 to 46. For \$30.00.

3 Big Specials in Boys' Wear Today

Fall Suits \$8.35

A manufacturer's clearance lines before closing his factory. English and Scotch wool tweeds, in grey and brown stripes, checks and plain weaves. Single-breasted--loose belt with buckle. Full fashioned bloomers are lined. Today, \$8.35.

Boys' Tweed Raincoats \$5.95

Made of dark grey tweed, with fancy check rubberized lining. Trencher style, loose-fitting back, storm tabs on sleeves; buckle belt and slash pockets. For boys 10 to 15 years, \$5.95.

Wash Suits

Tommy Tucker, middy, and Billy Boy effects. Blue and white striped gingham, plain blue and pink chambray, and blue and tan striped percales. Roomy fitting coats with neat hidden collars. Tassel cord ties and belts. Straight knickerbockers. Boys 2 1/2 to 8 years. Regularly \$2.00 and \$2.50. Special \$1.48.

AUGUST SILK SALE

Black Silk Satins. A special purchase of 2,000 yards--just arrived in time for this sale. \$2.24 to \$2.38 values. August Silk Sale, yard \$1.95.

Black Chiffon Taffetas for autumn wear. Two reduced prices. Regularly \$2.50, today, yard \$2.29. Regularly \$2.50, today, \$2.25.

Black Moire Velours, now in constant demand for coats. Special value. August Silk Sale, yard \$2.44.

Shipments of the following Autumn Weaves just in:

Suiting Silk Failles and Pout de Soies, in colors. Yard \$3.50.

Colored Duchesse Mousselines--20 new shades. Yard \$3.50.

New Taffeta and Satin Plaids, for separate skirts--from a noted New York maker. Yard \$3.50 and \$4.50. 2 1/2 to 8 years. Regularly \$2.00 and \$2.50. Special \$1.48.

Strong Shoe Programme for Today

Women's Boots at \$4.95.

9-inch high cut boots--black, brown and grey kid leathers. Colored cloth or kid tops to match--narrow St. Regis last--plain vamp and imitation toe cap. Cuban. Spanish and low heels. Sizes 2 1/2 to 7. Today, pair \$4.95.

Men's Goodyear Welt Boots, \$4.95.

Gunmetal boots--blucher style, with medium and heavy weight Goodyear welt soles. Wide and narrow toe shapes. Military and low heels. Sizes 6 to 11. Today, pair \$4.95.

Children's Kid Boots, \$1.39.

Black, button and lace styles--patent toe caps--medium weight McKay sewn soles. Full fitting toe shapes and low heels. Sizes 4 to 7 1/2. Today, pair \$1.39.

Also Brown Kid Lace Boots. Sizes 4 to 7 1/2. Today, pair \$1.39.

Boys' Gummetal Boots, \$2.75.

Blucher style, with neat round toe. McKay sewn soles. Sizes 11 to 13, pair \$2.75; sizes 1 to 5, pair \$2.75.

Stunning Are These New Fall Suits for Women

'Tis worth a shopping expedition just to capture one of the advance fall models in the Women's Suit Section. True to the spirit of the times, they are the apex of practicality, while they boast a smartness that is delightful.

They are mostly fashioned from serges, chevots, gabardines and velours in rich autumn tints of brown, wine, green, navy, reindeer and taupe, also black.

Strictly tailored suits simply and strikingly bound with braid, and dressy suits with chic bandings and broad collars of self or plush. All richly silk lined. Prices \$37.50, \$40.00 and \$42.50.

Clearing Women's Suits, \$11.95. Regular \$19.95.

Women's Rajah Suits, \$11.95. Regular \$19.95.

Women's Summer Dresses, \$11.95. Regular \$19.95.

3 Big Bargains for Misses

MISSES' SILK SUITS \$9.95--Formerly \$18.50 and \$21.50. Developed from fine quality taffeta in a splendid variety of novelty tailored styles. Fancy button trimmings. Dainty linings. Many shades. Extraordinary value at \$9.95.

MISSES' COTTON PROCKS HALF PRICE--Regularly \$27.50, at \$13.88. Just the frock you want to finish the season with. Made from fine beach cloth, in attractive styles and summer shades. No exchanges, no refunds, no C.O.D.'s. Regularly \$27.50. Today, only \$13.88.

MISSES' SMART COATS, \$21.50--Regularly \$27.50 to \$35.00. Splendid value at the original prices--a real bargain at the sale price. Velours, peroles, Delhis and serges, in a host of stunning styles, effectively trimmed. Lovely for autumn wear. Today \$21.50.

Simpson's

Drugs and Toilet Goods

Ivory Comb, Regularly 65c. Special 49c.
Ivory Nail Brush, Regularly 65c. Special 49c.
Ivory Picture Frames, Regularly 59c. Special 49c.
Ivory Talcum Holders, Regularly 65c. Special 49c.
Ivory Puff Boxes, Regularly 59c. Special 49c.
Ivory Hair Receivers, Regularly 59c. Special 49c.
Kogal's Gallet's Portugal Hair Tonic, Regularly 75c. Special 49c.
Apollo Lotion, Regularly 75c. Special 49c.
Apollo Perfumes, assorted odors, Regularly 75c. Special 49c.
Hair Brushes, Regularly \$1.00. Special 49c.
Military Hair Brushes, Regularly 75c. Special 49c.
Hand Mirror, Regularly \$1.00. Special 49c.
Kilkinson's Perfumes, rose and carnation, Regularly \$1.75. Special 49c.
Apollo Perfumes, assorted odors, Regularly 75c. Special 49c.
Imported Face Powders, evening shades, Regularly \$1.30. Special 49c.
Sourjola Java Cream, Regularly 65c. Special 49c.
K.A.G. Disinfectant, Regularly 10c. Special 49c.
Calomel Tablets, Regularly 20c bottle. Special, 3 for 49c.
Daisy Eye Kidney Pills, Regularly 25c. Special, 2 for 49c.
Moth Balls and Moth Flakes, Regularly 50c. Special 3 lbs. 49c.
Chloride of Lime, 7c tin. Special, 3 for 49c.
Daisy Eye, Regularly 15c tin. Special, 4 for 49c.
DAY EXTRA SPECIAL.
3 Packages Toilet Paper, 30c; 3 bars Ivory Soap, 21c; together 49c.
12 Toilet Paper, 5c each, special, 49c. War Tax included.

Oilcloth 49c

Kitchen Rugs 49c

Stair Carpets 49c

Jap Matting 49c

The Oilcloth--Clearance of a few rolls of good quality oilcloth, in tile and block patterns. 26 inches Regularly 60c yard. Sale price, square yard 49c.

The Kitchen Rugs--Novelty patterns, reversible and strongly woven. Size 18 x 24. Sale price, each 49c.

The Hemp Stair Carpet--Grey centre, with green or red striped border. 18 inches wide. Sale price, yard 49c.

The Fine Japanese Matting--Plain white, rich straw matting, 36 inches wide. Sale price, yard 49c.

Hardware 49c

Preserving Kettles--Grey enamel, 12-quart size. Today 49c.
Covered Convex Kettles--5-quart size--grey enamel. Today 49c.
Straight Covered Saucepans--7-quart size--grey enamel. Today 49c.
English Floor Brooms--15 inches--fibre stock--long handle. Today 49c.
Indoor Clothes Line--28 feet cotton rope. Today 49c.
Heavy Andy Force Cups--Remove stoppages from sinks, etc. Today 49c.
Scissors and Shears--Straight and bent trimmers. Today 49c.

7000 Yards of Checks and Tartan

Dress Goods

The most practical of all fabrics are these smart shepherd checks, some with overchecks of green, purple, amber, copen, etc. Also Scotch tartans and family plaids. Ideal for children's dresses, knitted skirts, etc. 36 to 40 inches wide. Today, yard 49c.

Wash Goods

White Flannel, 45 inches wide. Less than mill cost. Today, yard 49c.
Fancy White Voiles, in stripes and plaids. Regularly 75c. Today, per yard 49c.
36-inch Snowflake Voiles, Regularly 75c. Today, yard 49c.

Notions 49c

Coat and Suit Buttons, black and colors. Regularly 75c and \$1.00 dozen. Special, dozen 49c.
La Casque Fancy Hair Combs, set with rhinestones, in shell and amber. Regularly 75c. Special, 49c.

Art Needlework

White Turkish Bath Towels, of good, heavy quality. Stamped ends for colored embroidery. Size 20 x 40 inches. Complete with floss embroidery. Today, price 49c.

Jewelry 49c

10k Baby Rings, 49c--Signet and stone-set baby rings of solid 10k gold. Regularly \$1.00 to \$1.25. Today, 49c.

Stone-Set Enamel and Imitation Cameo Brooches, Pendants and Chains, Cuff Links, Bead Necklets and Earrings. Also 24-inch Pearl Strings. Regularly 75c to \$1.25. Today, 49c.

Playing Cards

Finest Quality Ivory Finish Gilt Edged Playing Cards, fancy back. Regularly 60c. Today, 49c.

Books 49c

"What a Young Girl Ought to Know," by Mary Wood-Allen. M.D. Regularly \$1.00. Today 49c.
"What a Young Boy Ought to Know," by Sylvanus Stall. Regularly \$1.00. Today 49c.

Linens 49c

Plain White or Fancy Striped Turkish Bath Towels, heavy quality. Today, pair 49c.
Bleached Table Damask, 56 inches wide. Assorted designs. Regularly 65c. Today, yard 49c.
Battenberg Scarfs, size 17 x 51 inches. Also Centres, size 30 inches round. Special value today, each 49c.

Pure Silk Shawls 49c

Woven in beautiful shell design, and finished with deep silk lace edge. 30 inches square. Black or cream. Very special value today, 49c.

Visitors Are Cordially Invited

to visit the Simpson Store and view the many interesting displays of new Fall merchandise arranged for convenient inspection and selection. At the same time, you are urged to take full advantage of

- The Store Conveniences**
- PALM ROOM RESTAURANT.** Sixth Floor.
- INFORMATION BUREAU.** Main Floor--Centre.
- TELEGRAPH STATION AND FREE PARCEL CHECK ROOM.** Basement--Centre.
- POST OFFICE.** Street Floor.
- WOMEN'S REST ROOM.** Third Floor.
- TELEPHONE BOOTHS.** Throughout the Store.

Children's Wear

Children's Hats of hand embroidered pique, silky braid straws, white repp, corded silk and braid straw, and georgette and straw. Also linge hats of beautiful materials trimmed with fine laces and embroideries. Not all sizes in each style but sizes 1 to 5 years in the lot. A variety of popular colors and white. No exchanges, no refunds, no C.O.D.'s; \$1.00 to \$3.75 hats, 49c.

Girls' Fine Cotton Underskirts, with deep trim, scalloped in white, pink or blue. Sizes 2 to 8 years, have attached waist. Sizes 10 to 15 years, have double waistband. Regularly 85c. Today, 49c.

Infants' Vests, knit in fine rib or soft white wool and cotton mixture. Rubens style. Sizes 6 months to 3 years, Regularly 85c. Today, 49c.

Sample Veils

Also Women's Collars and Handkerchiefs

200 Sample "Shetland" Veils, some with fancy borders. A delightful variety--scarcely two alike. Colors brown, sage, blue, navy, black, flesh. Regularly 75c to \$1.50. Today, 49c.

Organdy Collars with dainty embroidered edge or trimmed with narrow net trimmings. Rolling de tichu effects and vestees. Today, each, 49c.

Men's Lawn Handkerchiefs with hemstitched borders. Today, 1 for 49c.

Boys' Lawn Handkerchiefs with neat colored borders. Today, 3 for 49c.

Initial Handkerchiefs for Women--Fine sheer muslin. Narrow hemstitched borders. Today, 6 for 49c.

Silverware

Continuing the Sale.

Silver-plated Table Spoons in floral pattern. Bright finish. Regularly 54c set. Today, set of three, 49c.

Set of 3 Silver-plated Medium or Table Size Forks in similar pattern. Regularly 80c. Today, set, 49c.

Set of 3 Silver-plated Dessert Forks to match. Regularly 80c set. Today, set, 49c.

Rogers' Silver-plated Gravy Ladles in the A1 quality plate. A delightful variety of patterns. Regularly \$1.25. Today, each, 49c.

Cold Meat Serving Forks in Rogers' A1 quality silver plate. Regularly \$1.00. Today, each, 49c.

Rogers' Silver-plated Butter Knives, each in fancy lined box. Regularly \$1.00. Today, each, 49c.

Men's Underwear

Men's Balbriggan Underwear--Shirts and drawers--natural shade. Broken ranges from regular stock. Sizes 34 to 44. Regularly 65c. Today, garment, 49c.

Men's and Boys' Neckties, 49c--Silk panel style--striped patterns, also crossbar stripes--reversible with plain colored back. Regularly 75c. Today, 49c.

Men's Straw Hats

Clearance of regular stock. Split and semit hard bonnets--Canton and Porto Rico Fedoras--Canton tourist shapes. Early comers have the advantage of the choice. Today, 49c.

Boys' Shirtwaists

Broken ranges in fancy striped patterns--collars attached. Blue chambray and striped. Ages 12 to 16. Regularly 75c. Today, 49c.

Boys' Balbriggan Underwear, 49c--Shirts and drawers--natural shade. Fine even thread, elastic ribbed cuffs and ankles. Sizes 22 to 32. Regularly 65c. Today, garment, 49c.

Women's and Children's Canvas Shoes 49c

No Phone, Mail or C.O.D. Orders on Sale Footwear. Small sizes. A clean-up at less than half price. Not more than two pairs to a customer. Colonial and plain pump style, made of white canvas, with white wood covered heels. Sizes 7 1/2 to 4 1/2. Today, pair, 49c.

\$10,000...
Detailed residence...
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H. H. WILLIAMS...
10 KING ST. EAST.

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