

SIMPSON Store Opens 9 a.m. Closes at 5.30 p.m. H. H. Fudger, President. J. Wood, Manager. PROBS. Finest stationary or a little higher temperature. **SIMPSON**



Two Points of Interest To-morrow --- The Exhibition and the Simpson Store

Bargains--Blouses & Petticoats

(Third Floor.)
Four new White Lingerie Waists just in from the maker. Styles are kimono; 2 with V neck and 2 with rounded neck; fronts are most elaborately embroidered with heavy guipure medallions, yoke, sleeves and shoulder trimmed wide Maltese insertion; sizes from 34 to 42 inch bust. These waists would sell regularly at \$2.50. Friday's bargain 1.19
Black Embroidered Lace Waist, kimono style, but with open front; sleeve is double ruching to elbow; front is beautifully trimmed with black guipure lace, piped black satin; sizes 34 to 42 inch. A regular \$5.50 waist, for Friday 2.95
A fine quality imported Black Sateen Waist, in two different shirt styles; sizes 34 to 42 inch. This is our regular 98c number. For Friday only .79
\$10.00 SILK PETTICOATS FOR \$4.95.
Women's Washable Petticoats, of figured pongee silk, also plain messaline and Dresden figured taffetas. Regular \$6.00 to \$10.00. Friday 4.95
(No phone or mail orders.)
Sateen Petticoats, in black only, deep knife pleated flounce, finished with a pink-tucked frill; lengths 36 to 42. Friday bargain .49
\$3.50 MISSES' AND WOMEN'S DRESSES \$1.49.
Women's and Misses' House Dresses, of chambray, gingham and percale, stripes, checks, spots and plain colors, navy, sky grey and pink; all sizes. Regular \$2.75 to \$3.50. Friday 1.49
(No phone or mail orders.)

Bargains in Whitewear

(Third Floor.)
Women's Corsets—A magnificent Royale model in latest style; extra long, finest quality, medium bust, satin trimmed, six garters. Sizes 18 to 36 inches. Regular price \$3.00 pair. Friday bargain per pair 1.50
Women's Sweater Coats, three handsome styles, finest wool, plain or fancy knit, with or without collar, two pockets; colors white, navy, red, grey. Sizes 32 to 42 bust. Regular \$4.50 and \$5.00 each. Friday bargain, each 3.50
Women's Flannellette Nightdresses, fine, heavy, fancy striped quality, tucked yoke, frill trimmed. Sizes 36, 38, 40 inches, for 32 to 42 bust measure. Regular price 75c each. Friday bargain, each .50
Women's Vests, fine ribbed white cotton, low neck, short or no sleeves, lace edges and draw tapes. Sizes 32 to 38 bust. Regular price 20c each. Friday bargain, each .10
Women's Drawers, fine ribbed white cotton, plain style, lace trimmed, closed style only. Sizes 32 to 38. Regular price 15c pair. Friday bargain, pair .15
Women's Corset Covers, French hand embroidered, fine nainsook, draw ribbons, arms and neck finished with hand-embroidered edges. Sizes 32 to 40 bust measure. Regular price \$1.50 each. Friday bargain .85
Infants' Dresses, a dainty style, in white lawn, beautifully trimmed with Val. lace insertions and edges. Mother Hubbard style. Sizes 6 months, 1, 2 years. Regular price \$2.75 each. Friday bargain, each 1.50
Infants' Coats, fine white broadcloth, double-breasted, large collar, beautifully silk embroidered, silk buttons and braid, white leather belt, lined throughout. Sizes for 6 months to 3 years. Regular price \$5.50 each. Friday bargain, each 2.75
Girls' Dresses, fine navy blue print with white dot, waist piped with red; breast pocket, wide skirt. Sizes 6 to 14 years. Regular price \$1.25 each. Friday bargain .65
Little Girls' Dresses, fine small check gingham, French style, long waist; colors pink, brown, sky or navy checks. Sizes for 2, 3, 4, 5 years. Regular price \$1.00 each. Friday bargain, each .50

Bargains for Women

(Third Floor.)
Here are special inducements in our Ready-to-wear Department for early shopping on Friday morning. It is the first bargain day of September—a day of opportunities for Exhibition visitors.
No phone or mail orders accepted for these specials:
Medium and Winter Weight Coats for Fall. Materials are broadcloths, tweeds and panamas, in colors of grey, black, brown or green, in a number of smart styles, with semi fitted back, single-breasted front, tailored collar and revers or large shawl collar, large patch pockets. Some are trimmed with velvet of same shade, others are strictly plain. Regular price \$10.50 to \$15.00. Friday 6.49
Women's and Misses' Suits, made of diagonal serge, French panama and worsted materials. Coats are lined throughout with silk and English twill; some are plainly tailored with mannish collar, others with silk braid or velvet trimmings, patch or clasp pockets, single or double-breasted. Skirts pleated, gored or panel effects, trimmed to match coats. Colors are grey, brown, navy, black and green. Regular price \$10.00, \$12.50, \$15.00 to \$17.50, for 2.69
100 Women's Wash Skirts, of linen, repp and Indian head, in white only; made in several styles, plain gore, buttoned down the front, some have the fashionable panel back. A full range of sizes to choose from. Regular \$2.00 to \$4.75. Friday, to clear 1.39
Girls' Fawn Covert Cloth Reefer Coats—Tailored collar, turn-back cuffs and patch pockets; trimmed with novelty buttons. Ages 6 to 10 years. Regular price \$4.75. Friday 2.49

Bargains in Dress Materials

(Second Floor.)
Here is a list of Fall Dress Goods and Silks, which should prove an attraction alike to visitors and residents. The prices will be found in many cases below the prices of the new fall goods. Why? Because our buyers exercised a knowledge acquired by a life-long experience. You may profit by their experience, too.
English and French Cheviots, in a full range of new fall shades.
French Sax Trench, Poplins and Taffetas, in every wanted color.
West of England, Cotting Serges, a complete range.
splendid Checks in worsted finish, all sizes of checks.
All Wool Herculitas, fine velour finish in all colors.
Dainty Silk Striped Voties, in lovely soft shades for evening or street wear.
Reg. selling price, 65 to 75c per yard. Friday 45
Bordered Delaines, in spots, stripes and floral effects, with rich contrasting tints, Persian and other borders.
Persian and Paisley Delaines, in rich color combinations, suitable for waists, dresses, kimonos, etc.
20 in wide. Reg. selling price, 50 and 60c. Friday 45
2,000 yards Novelty Dress Silks, chiffon, taffeta, English peau-de-soie, tamplone silks in black and white checks, black and white stripes and a complete range of new fall shades, including ivory and slip. Reg. 50 and 60c. Friday bargain, per yard 35
2,000 Yards Rich Colored Dress Silks, French satin nallotte and satin de Chenx, every shade is included in the assortment, also ivory and black. Reg. 50c. Friday bargain, per yard 45
2,000 yards C. J. Bonnet's Rich Black Double Faced Fused-sate, Wear Guaranteed, stamped on every yard, also rich black Duchesse paillette and satin messaline, our regular \$3 quality Friday bargain, per yard 45
2,000 yards Rich Black Satin Paillette, always a splendid wearing silk and most popular for the present style of gowns, four inches wide, deep rich black lustrous finish. Reg. \$1.50. Friday bargain, per yard 1.00

Bargains for Men

MEN'S SUITS, REGULAR \$10.50, \$12.00, \$13.50, \$15.00 AND \$16.50, ON SALE FRIDAY AT 7.50.
There are 200 Suits, consisting of fine imported English tweeds and fancy worsteds, being a manufacturer's samples and broken lines. They come in assorted patterns, mostly brown and grey tones. They are cut on the latest 3-buttoned single-breasted sack style, and all have good mohair linings and are carefully tailored. Sizes 34 to 44. Friday at 7.90
Men's Tweed Pants, in grey and black stripe tweed, side and hip pockets, double attached seams, well made and easy-fitting. Sizes 32 to 44. Regular \$1.50 and \$1.75. Friday 1.00
WATERPROOF COATS AT \$6.45.
100 English Paramatta Cloth Coats, in olive and greenish fawn shades, 52 inches long, seams sewn and taped. Sizes 36 to 44. Regular \$8.50 and \$10.00. Friday 6.45
500 Men's Flannellette Nightrobes—the large and roomy kind. Sizes 17, 18 and 19 only. Regular 75c. Friday 45
400 Men's Sweater Coats, without collars, close fitting style, two pockets, grey trimmed with red. Men's sizes only. Regular \$1.00. Friday .75
2,000 Garments of Men's Summer Underwear—Shirts and Drawers. All remaining of broken lines, Balltrigan in various shades, Sea Island cotton, flax thread and silk stripes and all sizes. Regular 50c, 75c, \$1.00 and \$1.50. Friday .35
Men's Soft Hats, fine grade fur felt, in crusher, Alpine, tourist and telescope crowns; every range of colors; all new styles. Regular \$1.50, \$2.00 and \$2.50. Friday 1.00
Men's Stiff Hats, up-to-date shapes, and some of the best English-made hats, extra fine quality, colors black and brown. Regular \$2.00 to \$2.50. Friday 1.00
Men's Hoodown or Golf Shag Caps, in fine English and Scotch tweeds and worsteds, silk lined. Regular 50c. Friday .25

Belts and Bags

(Main Floor.)
Embroidered Linen Wash Belts, in all sizes .25
Seal Grain Hand Bags, very fashionable .68
Seal Grain Hand Bags, a very superior quality with inside coin purse and gilt frame, in all colors 1.25
Phone orders filled.

Jewelry

(Main Floor.)
10k Brooches and Scarf Pins, horseshoe, fleur-de-lis, crescent and flower patterns, long bar brooches of 14 pearls, crescent brooches with pearl settings. Regular \$1.75 to \$2.75. Friday .98
12 14k Pearl Sunbursts, 81 fine pearls, heavy 14k solid gold mountings. Regular value \$25. Friday bargain 12.75

Umbrellas and Parasols

(Main Floor.)
Silk Parasols, in various pretty designs and plain colors. The odds and ends of special lines. Values up to \$3.00. Friday .89
The best of Parasols, in handsome patterns and stripes, including rich Dresden effects. Regular \$3.00, \$3.50 and \$4.00. Friday 1.38
120 Men's Self-opening Umbrellas, strong steel rod and frame. Friday .68
60 only, Women's Silk Mixture Umbrellas, silk cased, with rolled gold and sterling silver mounts, and the very best frames made. Regular \$4.50. Friday 2.59

Drugs

(Main Floor.)
Emulsion of Cod Liver Oil, 50c bottles, Friday 25c. Bay Rum, best quality, 16 oz. bottles, Friday 25c.
Blaud's Iron Pills, plain or improved, 100 in box, Friday 10c. Menthol Catarrh Snuff, 50c. Snuff, for cleaning the hands, removes grease, and dirt, specially recommended for motorists, 25c bottles, Friday, 15c.
Aero Vacuum Bottles, pint size, very special, Friday, \$1.90. Hot Water Bottles, some red rubber, some best quality of white, all broken lines to be cleared up, values up to \$1.75, to clear, Friday, \$1.00.
Complexion Brushes, special, 20c.



THE BLANKET SALE
Here are two items from the Blanket Sale. Just look at them, wonderful white, warm, woolly blankets, that will not shrink, for double beds. Think of it, 72 x 92, weighing 10 lbs., for \$4.68 per pair. The other household neds are almost as interesting:
WHITE WOOL BLANKETS
Fine White Unshrinkable Wool Blankets, thoroughly scoured, finished with the most durable napping, pink or blue borders. A blanket that washes well, 68x92 inches, a good double bed size. Regular \$3.65 per pair. Sale price Friday 2.69
WHITE UNSHINKABLE WOOL BLANKETS \$4.98.
Large heavy blankets, 10 lbs., 72x 92 inches, thoroughly scoured and beautifully napped, assorted borders, a great lot of blankets, Regular \$6.00 per pair. Friday 4.68
STRIP FLANNELLES 5c YD.
1,800 yards only, 27 inches wide, strong pure cloth, in a lot of stripes. Friday yard .5
TABLE NAPKINS \$1.30 DOZEN.
All pure linen, hemmed ready to use, of dainty bordered designs, full bleached, 18 1/2 x 18 1/2 inches, 100 dozen only. Friday dozen 1.30
ENGLISH CIRCULAR PILLOW COTTONS 17c YARD.
Strong, full bleached Circular Pillow Cotton, 42 inches wide, only 600 yards. Friday yard .17
HUCKABACK BEDROOM TOWELS
Warranted all linen, 19x38 inches, strong, durable towels. Friday 3 pairs for 1.00
TABLE CLOTHS \$1.28 EACH.
Pure linen Irish Satin Damask Table Cloths, 66x86 inches. Friday each 1.28
(Second Floor.)

STORE DIRECTORY FOR VISITORS

The Simpson Store occupies the block bounded by Yonge, Queen, Richmond and James streets. Take Yonge street cars from the station. Take Parliament or Bloor cars from corner of Front and York streets (all pass the store).
The Restaurant and the Palm Room (the latter overlooking the City Hall Square) are on the top floor.
Twelve elevators, one on Richmond street side, running direct to Lunch rooms. Orchestral concert between 12 and 2 o'clock.
Breakfast, Luncheon, Dinner and Afternoon Tea, are served; also meals to order at any time between 8 a.m. and 5.30 p.m.
Ladies' Rest Room, Third Floor. A quiet spot where you may read, write letters or just rest.
Free parcel office for parcels. Main Floor.
Telephone pay stations, telegraph office, express, money orders, etc. Main Floor.

Embroidery Bargains

(Main Floor.)
2,856 Remnants of fine Embroideries, all fresh, clean embroideries, consisting of cambric, nainsook and Swiss edgings, insertions, beadings, rouncings, corset cover and bandings, lengths are 2 1/2 to 9 yards in each remnant. Friday, at half price—
10c yard, for 5c yard 20c yard, for 10c yard
15c yard, for 7c yard 25c yard, for 12c yard
50c yard, for 25c yard 60c yard, for 30c yard
\$1.50 yard, for 70c yard \$1.25 yard, for 60c yard

Stockings, Socks and Gloves

(Main Floor.)
Women's Black, Tan and Colored Lisle and Cotton Hosiery, all imported lines. Regular 20c, Friday, half-price 12 1/2c
Boys' and Girls' Ribbed Black Cashmere Stockings, spliced heel, toe and sole, English made, sizes 6 1/2 to 8 1/2. Regular 30c, Friday 19c
Misses' Fine Elastic Rib Tan Lisle Stockings, double spliced heel, toe and sole, sizes 5 to 10. Regular 30c, Friday 19c
Women's Glace Kid Gloves, wrist length, 2dome fasteners, neat points, black, tan, grey; sizes 5 1/2 to 7 1/2. Special, Friday 39c
Women's Long Black, Plain and Lace Gloves, also black wrist length, all sizes. Regular 35c, Friday 12 1/2c
Men's Lisle Thread Socks, broken lines, checks, stripes, plain colors. Regular 35c, Friday, 18c pair; 3 pairs 50c
Men's Plain Black Cashmere Socks, seamless, double spliced heel, toe and sole. Regular 20c, Friday 12 1/2c
Men's Horsehide Gauntlet Gloves, unlined, steam and fire proof. Regular 75c, Friday 47c

Silverware, Watches and Clocks

(Main Floor.)
Silver-plated Tea Service, four pieces, satin finish, ornamented with shield and engraving, sugar and cream gold lined. Regular \$10.50. Friday 5.50
Desert Spoons and Forks on a match. Friday bargain, for 250
Tea Spoons to match, Friday bargain, 6 for 1.00
Alarm Clocks, nickel and copper cases, 4-inch dial, some single and others double bells, lever attachment, to stop alarm, reliable timekeepers. Regular \$1.00. Friday bargain, 3 for 2.50
Gun Metal or Nickel Cased Watches, 16 size, open face, Swiss lever movement, recommended for boy scouts, guaranteed for 1 year. Regular \$2.99. Friday bargain, 3 for 7.50
A blend of Indian and Celona Tea, one ton Friday, black or mixed 2 1/2 lbs. 55

China Worthwhiles

(Basement.)
1,000 Tea Cups and Saucers, Austrian china, dainty, natural color, floral design, lace gold decoration. Regular 25c, Friday 15c
300 Japanese China Sugar and Cream Sets. Regular 50c, Friday per set 25c
100 7-piece Berry Sets, beautiful floral design. Regular \$2.00, Friday 98c

Footwear for All

(Second Floor.)
240 pairs Women's Oxfords and Pumps, patent colt, tan calf, gun metal, chocolate and black kid leathers, Blucher and ankle strap styles, all sizes in the lot, 2 1/2 to 7. Regular price \$3.00. Friday bargain .99
120 Pairs Women's Dongola Blucher Boots, dull top, patent tip, Cuban heel, 2 1/2 to 7. Friday bargain 1.39
Phone orders filled.
300 Pairs Boots, box kip and black storm calf leathers, Blucher style, heavy standard screw soles, easy fitting, some are leather lined—
Men's, all sizes, 6 to 11, Friday bargain 1.99
Boys', all sizes, 1 to 5, Friday bargain 1.69
Youths', all sizes, 11 to 13, Friday bargain 1.35
Phone orders filled.
300 pairs Children's Dongola Kid Blucher Boots, patent toe caps, heavy sole, spring heels, all sizes, 5 to 7 1/2 and 8 to 10 1/2. Friday bargain 1.00
Phone orders filled.

White Felts Are Fashionable

(Second Floor.)
Many styles in these hats for early fall wear have just been unpacked; large and small, soft and stiff, and at very reasonable prices. \$2.00, \$2.50, and up to the rich fur felt at \$5.00 each.
Small Styles, with soft crowns, in white, velvet with brims in emerald, black, royal, etc. 1.25
Pretty effects for the small simple trimmed hats, at 25c, 50c and \$1.00, on Friday.

Groceries and Provisions

(Basement.)
2,000 bags Choice Family Flour, 4 1/2 bag 55c; Choice Currants, cleaned 3 lbs. 25c; California Seed Raisins, 1 1/2 lb. package 10c; Yellow Cooking Sugar, 3 lbs. 50c; starch, package 7c; New Orleans Molasses, Cherry Grove brand, 2 1/2 lb. tin 10c; Pure Kettle Rendered Lard, 1 lb. package 14c; Finest Pearl Tapioca, 3 lbs. 25c; Choice Raungoon Rice, 6 lbs. 25c; Smoked Rolls of Bacon, lean and mild, half or whole, per lb. 16c; 2,000 lb. Finest Creamery Butter, 1-lb. print, 28c; Canned Corn, 3 tins 25c.
2 1/2 LBS. PURE CELONA TEA, 55c.
A blend of Indian and Celona Tea, one ton Friday, black or mixed 2 1/2 lbs. 55



HOME FURNISHINGS
A Friday Sale of Brussels, Velvet and Axminster Carpets, 98c Yard, Formerly \$1.25, \$1.35 and \$1.45
The choice of an assortment of first quality carpets, very much under the actual value. Friday shoppers will find a great selection of fine carpets, suitable for Drawing Rooms, Dining Room, Hall, Library or Bedroom, in fawn, green, blue, red and tan. Various lengths up to 100 yards some with borders, some with stair carpets to match. A great Friday clearance of high grade carpets at, yard .98
\$30.00 REVERSIBLE SMYRNA RUGS \$23.75.
Persian, Turkish and Indian designs and colorings, very durable, they are mainly in the size 9 x 12, former price \$30.00. Friday, 23.75
TAPESTRY RUGS, SEAMLESS, \$11.99.
Seamless Tapestry Rugs, in a very fine medallion design, with rose garland border, green ground, two sizes only, and just 50 rugs in all, Friday 9 x 10.6 11.99
9 x 12.0 13.99
\$9.00, \$10.00 and \$12.00 Tapestry Portier Curtains, 50 inches wide, 3 yards long, all good colorings, tasseled or corded. Friday, per pair 5.95
60c Window Shades, 37 x 70, mounted on spring rollers and finished with lace or insertion. Friday, each39
20c and 25c Stearns, Cretonnes and Casement Cloth, 32 to 36 inches wide. Friday, per yard13
CORK LINOLEUM 37c YARD.
For Friday we have set aside 850 yards of Cork Linoleum in block, tile and floral designs. Be early, at, yard37
Crest Rugs—A sacrifice to clear the balance of our Crest Rugs, only 17 in all, large sizes, 9 x 12 feet 6.79
9 x 15 feet 7.98

Boys' Clothes

BOYS' REEFER COATS.
Brown Serge, Fall weight, sizes 21 to 25; also in English, Green cloth, fawn shades with fancy stripes, sizes 30 to 33, latest double breasted styles, nicely made. Reg. \$2.50 to \$5.00. Friday 1.49
Boys' English Covert Cloth, 14 weight, overcoats, dark grey and fawn grounds, with fancy thin stripes, single-breasted, topped style, carefully tailored and finished in good style, sizes 28 to 34. Regular \$4.50, \$5.00, \$6.00 and \$6.50. Friday at 2.95
Boys' or Girls' Varsity Caps, in fine navy or black worsted, navy, let felt, or cardinal, navy and brown velvet, splendid for school wear. Friday 45c
Children's Tam O'Shanter, in fawn and balances of summer lines. Reg. up to 50c. Friday 10c
Children's Felt Turban Hats, navy, red, cardinal, navy, green, fawn, slate and white, small, medium or large brims. Friday special 25c

Wall Papers and Paints

(Fifth Floor.)
Odd ceilings, walls and borders, left over. Regular to 8c and 10c. Friday25
Mica and bedroom papers, assorted colors. Regular to 15c. Friday10
Imported bedroom papers, various colorings. Regular to 25c and 30c. Friday14
4,500 Rolls Imported Parlor and Diningroom Papers, in fawn, green, greens, champagnes, reds, pinks, blues and greys. Regular to 50c. Friday24
Regular to 75c. Friday48
175 quarts outside paint, in medium and outside colors. Special per quart38
Floor and Furniture Wax, Special, per lb. tinster.48
Stove Pipe Enamel, large tin, 15 lbs for 1.15

Toilet Requisites

(Main Floor.)
Hair Brushes in real ebony, with and backs, good quality bristles. Regular 50c. Friday, 30c.
Toilet Brushes, in all sizes and shapes. Regular up to 30c. Friday, 15c.
Italian Balm. Regular 25c. Friday, 2 for 25c.
Courvoisier Violette Face Cream. Regular 30c. Friday, 15c.
Ingram's Florida Water. Regular 25c. Friday, 18c.
Simpson's White Hazel Complexion Cream. Reg. 25c. Friday, 15c.
Simpson's White Soap. Regular 10c per cake. Friday, 5 for 25c.
Simpson's Violet and Booth's Derma Talcum Powder. Regular 15c. Friday special, 3 for 25c.
Silver Leaf Toilet Roll. Regular 5c per roll. Special, 8 rolls for 25c.
Phone direct to Toilet Dept.

Palms

(Sixth Floor.)
Palms, regular \$1.25, for 50c.
Boston Ferns, 25c.
Cypress Grass or Umbrella Plant, a good house plant, each 15c.
25c.

The Robert **SIMPSON** Company Limited