

SIMPSON

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.

SIMPSON

AT THE SIMPSON STORE

Last Day of the Hosiery Sale

35c HOSE, 12 1/2c.
Women's Imported Lisle Thread Hose, a grouping of Hosiery Sale Hose and from regular stock; they consist of plain colors, fancy patterns and laces; all sizes. Regularly 25c and 35c. Thursday, Hosiery Sale price **12 1/2c.**
Women's Pure Silk Hose, with deep lisle thread garter top and lisle heel and toe; black only. Regularly 75c. Hosiery Sale price Thursday **59c.**
Boys' and Girls' Fine All-wool Black Cashmere Hose, plain and Ribbed, double spliced heel, toe and sole; sizes 6 1/2 to 8 1/2. Regularly 40c. Hosiery Sale price Thursday **25c.**
Boys' and Girls' Black Cotton Stockings, ribbed, extra spliced knee, heel and toe, splendid wearing; sizes 5 to 10. Regularly 25c. Hosiery Sale price Thursday **18c.** 3 pairs 50c.
Boys' and Girls' Lisle Thread Socks, white, with fancy colored tops; sizes 4 to 8 1/2. Regularly 25c. Hosiery Sale price Thursday **10c.**
Men's Fancy Cotton Socks, colored circular stripes, also plain black, seamless, spliced heel, toe and sole; sizes 9 1/2 to 11. Regularly 20c. Hosiery Sale price Thursday **10c.** 3 pairs 25c.
Men's Cashmere Socks, plain black, Penman brand, seamless, manufacturers' seconds, for wear as good as firsts. 50c values. Hosiery Sale price Thursday **29c.**



Specially Priced Dusters for Men

Thursday we have arranged to sell a quantity of these dusters that sell usually for \$4.50 and \$5.00, at greatly reduced price; double-breasted; pearl buttons, and made from English drill in tan color. Sale price **3.49**
MEN'S WATERPROOF COATS.
A very extensive stock of high-grade Waterproofs for men—the product of the best manufacturers on the continent. Tailored by the best workmen, and guaranteed to give entire satisfaction, forms a special sale offering.
For \$10.00—Coat made from a greenish fawn English Paramatta, single-breasted, motor style, to button to the chin, close fitting collar, long and roomy body. Price **10.00**
For \$13.50—Coat made from a fine English Paramatta, in light fawn shade, single-breasted, motor style, English Raglan shoulder, guaranteed absolutely waterproof. Price **13.50**
OF INTEREST TO BOYS.
A number of odd sizes and broken lines of our Boys' Two-piece Bloomer Pants Suits, some of the very best American and Canadian makes, in smart double breast styles, with full cut bloomers; suits sold regularly at \$9.50, \$10.00 and \$10.50. Sizes 11 years to 17 years. Thursday we will sell for **6.95**
FOR SMALLER BOYS.
Smart Business Suits, made from English tweed cloths, with fancy braided standing collar, leather belt and double box pleats down the front and back. Thursday, sizes 2 1/2 to 6 years. **4.75**
BOYS' FALL OVERCOATS.
Boys' Chesterfield Overcoats, made from medium shade English tweed, with a neat stripe and broken herring bone pattern. They come just below the knee. The back is cut slightly form fitting. Sizes 26 to 30, \$7.00. Sizes 31 to 33, \$8.00. Sizes 34 and 35, \$9.

New Autumn Black Suitings and Dress Fabrics

We are now showing a splendid collection of high-class black suitings and dress fabrics, imported from the best English and French makers.
New Whipcord Suitings.
New Diagonal and Wale Suitings.
New French and Austrian Broadcloths.
New French and English Serge Suitings.
New French and English Poplins and San Toya.
New Plain and Fancy Eolines.
New Novelty Bordered French Fabrics.
New Silk Warp Henriettes.
New Plain and Novelty Striped Volles.
New Tussero, Royal and English Mohairs, etc.
All guaranteed qualities. Simpson standard. Best fast unfading dyes, and thoroughly shrunk and spot-proof.
Dress Goods Dept., Second Floor.

Clearing Summer Weight Corsets

Two more good models, fine corsets, for Thursday, for no other reason than the scarcity of room for new fall goods. Phone orders will be promptly attended to. Mail orders must reach us the morning of day of sale.

About 350 "D. and A" Corsets, in white batiste, a fashionable model, with medium bust, extra long hips, 6 garters, 4 wide side steels, lace and ribbon; sizes 18 to 26 inches. A regular \$1.00 corset. Thursday, a pair **.59**

The famous "Marmola" Belt Corsets, in extra quality white batiste, medium low bust, very long below waist, reinforced abdominal sections to reduce the figure, heavy duplex steels, 6 wide side steels, graduated clasp, bust draw cords, lace and ribbon trim. 6 heavy hose supporters; sizes 20 to 30 inches. Regular price \$2.50 a pair. Thursday, a pair **1.39**

Women's and Big Girls' Pumps

A great assortment of highest-grade Pumps, for house or street wear, with or without ankle strap; in patent colt, gunmetal, and fine vici kid leathers; Goodyear welt and hand-turned soles; high, medium and low college heels; sizes 2 to 7. Regularly \$3.50. Thursday **2.95**

GLASSES

Fitted by specialists in our Optical Parlors, are sure to please you by excellent results.
Optical Dept., Second Floor Yonge St. Side.

White Shirt Sale

500 Men's White Shirts, with plain pleated fronts or fancy pique bosom; all made coat style, small American cuffs, beautifully laundered, first quality white pearl buttons, medium-weight materials. Most of these are \$1.25 and \$1.50 qualities, but there are several worth \$2.00. All sizes. Thursday **.98**

300 Suits of Men's Pyjamas, English, Canadian and American makes, newest designs and shapes, materials that will wear and wash well. Mostly odd lines from stock. All sizes. Regularly \$2.50 to \$4.50. Thursday **1.43**

1,000 Men's English Flannelette Night Robes, rich shades, in stripes of drab, blue, pink and helio; good length and full sized body, has a pocket, turn-down collar and double sewn seams. Sizes 15 to 18. Regularly 75c and \$1.00. Thursday **.59**

Men's Fall Hats

Fall Shapes in Men's Stiff Hats of fine imported fur felt, and well finished, black only, Thursday **1.00**

A special quality Soft Hat, in dressy shapes, extra fine fur felt. Colors grey, slate and steel. Thursday **1.50**
Panama Hats, medium large shape, fine quality and best finish, \$5.00 and \$6.00 hats, for **3.00**

Scotch Wool Blankets \$5.95 Pair

White Scotch Wool Blankets, beautifully fine quality, with a close, soft nap, pink or blue borders, double bed size, 68 x 86, finished and whipped singly. Special Thursday, pair **5.95**

Heavy Striped English Flannelette, dark or medium colorings, 36 inches wide, Thursday, yard **1.25**

Extra Heavy Semi-bleached Table Napkins, for every day use, all pure linen, 22 x 22 inch. Regularly \$1.85. Thursday, dozen **1.25**

Irish Embroidered Bed Spreads, in new neat designs, spoke-stitched all round, large size, 90 x 100 inches. Special Thursday **4.95**
Phone Linen Dept., 2nd Floor.

New Fall Suits Show Smart Models

On our floors have just been placed suitable for women, misses and young girls, cut on the very newest lines. Some have the new Robespierre collars, inlaid with satin or velvet; others are novelty trimmed; also the new Norfolk styles are shown, with self strappings and belt to match. Skirts are gored, semi side pleated, and cut on new straight lines; colors are navy, black, blue, brown and pretty stripes. Prices **\$19.50, \$25.00** up to **\$35.00**.

VERY NEW STYLES IN WOMEN'S DRESSES.

Made of new charmeuse, messaline silk and cloths; waists are formed with dainty net yoke and collar outlined with satin and novelty touches, or have semi-low collars with pipings. Some have the new Robespierre collar, ornamented with white satin. Skirts are over-draped, semi-pleated or pannier effects; blue, black, brown, green and stripe effects predominate. Prices **\$15.00, \$18.50, \$22.50, \$25.00** to **\$45.00**.

IN OUR COAT DEPARTMENT.

are found new coats for fall wear; all in the newest and latest styles from London and New York. The materials are both attractive and wearable, including chinchilla, warm reversible cloths, beautiful zibelines, imported serges and fancy tweeds; all perfect fitting garments, in all sizes. Range of prices, **\$8.50** to **\$39.50**.

GIRLS' COATS OF CHEVIOT SERGE.

In navy and red and black and white shepherd's check worsted; are cut on loose fitting lines, are single-breasted, and have large collars and revers, overlaid with materials in contrasting shade. Ages 6 to 12 years. Special value **3.98**

Upholstered Furniture

At Special Prices for Thursday

A FURNITURE SALE EVENT

- Arm Chairs, regularly \$47.00, Thursday special **32.00**
- Arm Chairs, regularly \$50.00, Thursday special **34.60**
- Arm Chairs, regularly \$61.00, Thursday special **39.40**
- Arm Chairs, regularly \$55.00, Thursday special **37.80**
- Library Suite, regularly \$157.00, Thursday special **113.00**
- Library Suite, regularly \$143.00, Thursday special **102.00**
- Living Room Suite, regularly \$107.00, Thursday special **86.00**
- Living Room Suite, regularly \$92.00, Thursday special **64.60**
- Parlor Suite, regularly \$229.00, Thursday special **186.00**
- Parlor Suite, regularly \$215.00, Thursday special **177.00**
- Parlor Suite, regularly \$63.00, Thursday special **41.00**
- Parlor Suite, regularly \$23.50, Thursday special **17.85**



This in Lunch Room

THURSDAY AFTERNOON, 2.00 to 5.30. Home-made Corn Muffins. With Maple Syrup. And a Pot of Tea. FIFTEEN CENTS.

The **SIMPSON** Company Limited

The Best Time to Buy Tents

Like many other summer goods, tents have their lowest prices in the late summer. It does not pay us to store them, hence the price, but it is excellent policy for you to buy now, as the saving is considerable, when you consider the use you can get from a good tent this year and next spring.
Thursday's special is a large tent (18 only), 10 x 12 feet, with a 3-foot wall, made from the best 3-oz. duck, every seam reinforced, complete with poles, pegs and guy ropes. Get one for the garden, for picnics or your summer holidays. Easy to put up or take down, can be packed into very small space. Regular value \$15.00. Clearing Thursday **10.95**



OUR NEW STOCK OF PANNE VELOUR has just been opened up. This fabric makes lustrous, beautiful and soft hangings. Used as a covering it has richness and durability. Shades of rose, pale green, champagne, etc., are to be found for the drawing-room, and the rich dark browns, greens, blues and crimsons for the library or living-room. 40 inches wide. Remarkable value at yard **2.75**

ST. REGIS SILK. A new manufacture, light in weight, soft in texture, and practically undecorable. The casement window takes kindly to draperies of St. Regis. All soft pastel shades, 50 inches wide. Price, yard **1.25**

SILKOLINE, 150 YARD. Silkoline, 36 inches wide, in a variety of shades and colors that surpasses any we have before shown, for inexpensive but effective window hangings. Colors and designs to be had to match any coloring in bedrooms or the more solidly furnished living rooms. Thursday, yard **.15** (Fourth Floor.)

First Showing of 75c Long Silk Woolen Eiderdown Robes \$3.50

Lounging Robes of heavy woollen ripple eiderdown, grey or cardinal, full cut and loose fitting, heavy rope girdle at waist, rounded collar, and sleeves are finished with stitched satin in self color. Sizes 34 to 44. Thursday **3.50**

NEW SATIN PETTI-COATS \$3.50

Imported Petticoats in black and new shades of tan, Copenhagen, navy and sky, the straight-hanging flounce is pleated and trimmed with rows of pin tucks. Sizes 36 to 42. Thursday **3.50**

Women's Long Kid Gloves, white only, 16-button length, glace finish, mousquetaire wrist, dome fasteners, over-sewn seams, all sizes. Special Thursday 1.79

and nowhere to store them—result, a Sealer Day, and the season's chance for economical housewives. On Thursday, for one day only, we will sell our "Queen" Jar, regular, pints 90c, quarts \$1.00, 1/2 gallons \$1.10. All sizes for, per dozen **.85**
Remember this price for Thursday only. Phone orders filled.

English Floorcloth

Splendid bright colors and a large variety of designs. Thursday selling, per yard **.39**

Seamless English Velvet Squares, a very reliable and satisfactory rug, in Oriental, self color and chintz designs:

9.0 x 10.6, Thursday's price **14.95**

9.0 x 12.0, Thursday's price **17.95**

10.6 x 12.0, Thursday's price **20.95**

Artistic Imported Art Wool Bedroom Rugs, in delicate coloring and simple designs:

7.6 x 9.0, Thursday's price **6.35**

9.0 x 9.0, Thursday's price **7.65**

9.0 x 10.6, Thursday's price **8.95**

9.0 x 12.0, Thursday's price **10.25**

Heavy and Serviceable Smyrna Rugs, large variety of designs and colors, 36x72 inches, Thursday selling, **2.15**

GROCERIES

- Dairy Butter, in prints, per lb. **.29**
- Smoked Rolls of Bacon, peameal, half or whole, per lb. **.17**
- Malta Vita Breakfast Cereal, 3 packages **.25**
- Imported Malt Vinegar, per bottle **.20**
- Fresh Flaked Wheat, per stone **1.45**
- Edwardsburg or Beehive Table Syrup, 5-lb. pail **.28**
- Salt in 5-lb. bags, 3 bags **.14**
- Imported Macaroni, 3 packages **.25**
- English Marrowfat Peas, 3 packages **.25**
- Rich Red Salmon, per tin **.21**
- Canned Shrimps, per tin **.15**
- Fancy Patna Rice, 3 lbs. **.25**
- Scott & Taylor's Worcester Sauce, 3 bottles **.25**
- Maggi's Soups, assorted, 6 packages **.25**
- Canned Green Gage Plums, in Syrup, per tin **.10**
- 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. **.25**

Adelphi

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