

SIMPSON

Store Open at 8 a.m.

Closes at 1 o'clock Saturday

H. H. Fudger, President, J. Wood, Manager.

PROBABILITIES: Moderate winds; fair; high temperature.

SIMPSON



Theodore Roosevelt is not the only hunter from abroad who has brought back interesting trophies this season. The trail of our Hosiery hunters led them through all the important mills of Europe, and they were more successful than ever before. The spoils are now on view in our Hosiery Department, and thousands of people are profiting by them every day.

The plans of this Hosiery Sale were widely laid, and include every member of the family, even down to the infants. Read this list for to-morrow's selling through from beginning to end:—

Boys' and Girls' Plain and Ribbed Black Cashmere Hose, fine and soft. Regular 35c. Hosiery Sale price Tuesday, pair, 12c.

Infants' and Children's Socks, fancy tops and tan lace, fine line thread. Regular 25c. Hosiery Sale price Tuesday, pair, 12c.

Women's Finest Imported Shot Silk and Cashmere Hose, elastic rib, black with red, sky, white or green. Regular \$1.00. Hosiery Sale price Tuesday, pair, 49c.

Women's Pure Silk Hose, German made, black and fancy colors. Regular \$1.50. Hosiery Sale price Tuesday, pair, 98c.

Women's Fine Lisle Thread Hose, black, tan and all newest colorings, lace and silk embroidered. Regular 45c. Hosiery Sale price Tuesday, 29c.

Women's Lisle Hose, black, tan and colors. Regular 25c and 35c. Hosiery Sale price Tuesday, 19c.

Women's Fine English Black Cashmere Hose, regular 35c; plain and ribbed. Hosiery Sale price Tuesday, 23c.

Women's Black Llama Cashmere Hose, English made. Special Hosiery Sale price, 29c.

Men's Fancy Lisle Thread Socks, checks, stripes, plain colors; also silk embroidered fronts. Regular 35c. Hosiery Sale price Tuesday, pair, 16c.

Men's Pure Silk Socks, with lisle sole, heel and toe, where the wear comes; black and colors. Regular 55c. Hosiery Sale price Tuesday, 35c, 3 pairs \$1.00.

Men's Plain Black Cashmere Socks. Regular 25c, 30c. Hosiery Sale price Tuesday, pair, 15c.

Men's Fancy Check, Stripe and Silk Embroidered Socks, fine English cashmere; a large assortment of kinds and colors. Regular 50c. Hosiery Sale price Tuesday, 29c.

August Activity a Reality Here

Here is the reason epitomized:—

- A HOSEIERY SALE with a reputation
- A FURNITURE SALE that is "making good"
- A SALE OF BLACK SILKS (the Simpson kind)
- ARRIVAL OF EUROPEAN NOVELTIES

Since the first of the month thousands of dollars' worth of new goods have been passed into stock, and in many departments the latest European novelties are turning up faster than we can announce them in the papers. Public interest in these attractive goods makes August activity a reality here from basement to lunch room, from morning to night.

Imported Blouses as Seen at "Simpson's"

Autumn Season 1910.

Indications are all pointing towards a very brilliant season in the Blouse Department, the dressy garment as against the severe tailored style, will be the vogue, frills and furbelows, extraneous trimmings, touches of Persian colorings, dainty ribbons, interwoven in lace and fine nets.

The centre from which all these styles radiate is the "Maygar" or "Hungarian" gypsy colorings, full of bizarre effects, crude and exceedingly brilliant by themselves, but when toned down by the veiled effects of chiffon, have an individuality that fascinates to an extent that no other style or styles has ever attained.

The efforts we have made to get into close and early touch with the very smartest and most original designers of the world will, we feel sure, be appreciated by the ladies of Toronto, who this week have the opportunity of seeing all the advanced ideas for

FALL 1910

Autumn is at Hand--Here are Some New Autumn Suits

Many people expressed surprise when a "regular autumn day" turned up last week—but it might be taken as a useful reminder that autumn is knocking at the door. At any rate, it prompted us to get a few smart suits ready for your inspection, suits that you'll want to own when the first definite touch of autumn comes.

Smart suits for early Fall wear, made of splendid quality silk poplin, in fawn shades, close-fitting coat, lined with silk serge, roll collar with touches of Persian trimmings, turned-back cuffs, finished with novelty buttons on collar, cuffs, and down front; skirt has panel front and inverted pleat back, deep side pleats on panel, and side gores, finished with buttons to match coat. Tuesday, \$12.50.

Linoleum, Box Settees, and Curtain Stretchers

All at very interesting reductions from the regular (4th floor).

750 yards Rexdorter Inlaid Linoleum in block-tile, granite and parquet designs, particularly suitable for dining halls, hotels, show rooms, etc., extra heavy weight, and well seasoned. Regular price \$1.80 square yard. Tuesday, 1.33 square yard.

1,500 yards Greenwich Inlaid Linoleum, in block, tile, Oriental and floral designs, very useful bathroom, toilet room, kitchen, vestibule, or hall designs, colors include greens, blues, browns, terra cotta and red. Regular price \$1.15 and \$1.25. Tuesday, square yard 95c.

Regular price \$1.00 and \$1.10. Tuesday, square yard 85c.

SPECIAL SALE OF BOX SETTEES AT \$4.98.

Have you a bedroom without a box settee? We have fifty attractively priced for quick sale Tuesday. They are covered in fine quality chintz or cretonne, many designs and in color

combinations, almost sure to suit any kind of room decoration; cloth lined, fitted with castors, rolled arms, well upholstered, a very durable utility box, as well as making a comfortable seat. The size is 46 inches long, 24 inches high and 18 inches wide. A really handsome box and specially priced to clear. Good value at \$6.50. Tuesday only \$4.98.

CURTAIN STRETCHERS REDUCED

The curtain stretchers on sale Tuesday are made with extra heavy frame, fitted with unbreakable fixtures and solid brass, nickel-plated, non-rusting plus measurement scale stamped on frame; adjusting from 2 to 4 yards long, 1 to 2 yards wide, folding 4 inches square by 6 feet long, making it easily stored when not in use. On sale at a very low price. Good value at \$1.75. Tuesday, extra special, at only 89c.

YARD WIDE SILKS, 93c.

5000 yards 36-inch Black Mousseline Taffeta Silk, guaranteed dye, and pure silk, deep full black, very rich in appearance and suitable for coats, skirts, shirtwaists, suits, hangings, etc., would be good value at \$1.25 per yard. August Sale price, 36 inches wide, 93c per yd.

500 yards 36-inch Black Duchesse Faille, a rich quality of pure silk, positively a silk that will give entire satisfaction whether worn for coats, dresses, waists or separate skirts. We have never sold this quality in the regular way at less than \$1.25 per yd. To see this silk is to appreciate its value, 36 inches wide. August sale price 93c per yd.

RICH BLACK FURRIERS, Lining Satin.

Splendid qualities of heavy duchess lining satin, lined back, and guaranteed to give good wear. These are particularly suitable for the lining of furs and coats.

27 inches wide. August Sale price 75c.

27 inches wide, heavier make, August Sale price 1.00 yard.

36 inches wide, August Sale price \$1.19.

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Tuesday's Grocery List

One car Standard Granulated Sugar, 18 lbs. 1.00.

Choice Picnic Hams, 6 to 8 lbs. each, per lb. 15c.

Lake of the Woods Five Roses Flour, 1/4 bag 89c.

Fancy Japan Rice, 4 lbs. 25c.

Post Toasties Breakfast Cereal, 3 packages 25c.

St. Charles Cream, 3 tins 25c.

Imported French Sardines, per tin 10c.

Canned Catsup, Canada Pride Brand, 2 tins 15c.

Pure Lime Juice, reputed quart bottle, Sovereign Brand, per bottle 25c.

Parowax for sealing fruit, 1 lb. bar 10c.

Pure Gold Quick Tapioca, chocolate and custard powder, 3 packages 25c.

Canned Yellow Peaches, in heavy syrup, per tin 15c.

Telephone direct to department.

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Simpson's Giant Fountain Pen, \$1.50 Each

We have just received another shipment. This pen is 14-karat gold, iridium pointed, equal in size and quality to any pen made at double the price.

Made in three grades, fine, medium and stub. We guarantee this pen and to refund the money if not satisfactory. On sale Stationery Department, Main Floor.

Still Selling China at Special Prices

In our light, airy basement. Fruit jars a plenty now—but our advice is to order your supply at once.

1,300 pieces Fancy Japanese China-ware, comprising B. and B. plates, bon bon dishes, fruit nappies, tooth-pick holders, match stands, cups and saucers, on sale sharp at 8 a. m., 7/2c.

400 Teapots, in the new Princess shape, dark green shade, absolutely fireproof, for those who like a good cup of tea. Try one of these teapots; a good teapot is an essential for good tea. Tuesday to introduce, 47c.

10-piece Toilet Sets, Tuesday, \$4.98.

37-piece Dinner Sets, complete service for 12 persons, Tuesday, \$13.25.

Secure your Fruit Jars early.

Best Crown Improved, pints 55c, quarts 65c, 1/2 gal. 75c dozen.

Best Para Rubber Rings, for fruit jars, 10c dozen.

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News From Our Men's Dept.

Tells of many useful lines of wearing apparel—some old with new prices, others new arrivals.

MEN'S ODD COATS, \$3.49.

80 only, English Tweed and "Fancy" Worsteds. Colors are plain greys, greys with blue trim, or grey with cardinal trim. All sizes to 44. Prices \$3.00, \$3.50, and \$5.00 each.

A FELT HAT FOR \$1.50—A STRAW HAT FOR 75c.

Men's Derby Hats, fine English make, and good grade fur felt, colors black or brown, up-to-date style. Tuesday \$1.50.

Men's Straw Hats, balance of certain lines, nearly sold out, fine quality and finish. Tuesday for 75c.

Men's and Youth's Bulldog and Gold Shape Caps, latest tweeds and serge line finish. Tuesday 45c.

5,800 MEN'S NEGLIGE SHIRTS AT 50c EACH.

A clean up of a Montreal manufacturer's "Overmikes." Most of these are made from the one dollar range Cambrics. They are properly sized and well made throughout. Sizes range from 14 to 17 only. All one price Tuesday, 50c each.

NEW SWEATER COATS FOR MEN.

Specially made Men's Sweater Coats, with or without collars, perfect fitting.

Specializing Children's Boots

In our spacious Shoe Department, 2nd floor.

420 pairs Childs' Dongola Kid Blucher Boots, neat extension soles, patent toe-cap, spring heels, sizes 5 to 10. In cluding half sizes. Specially priced for Tuesday 79c.

60 pairs only Childs' White Canvas Ankle Strap Pumps, leather sole, low heel, sizes 5 to 10 1/2. Tuesday 79c.

60 pairs Childs' Patent Oxfords, medium toe, low heel, creased vamp, sizes 5 to 10 1/2. Tuesday \$1.35.

90 pairs Misses' Boots, dongola kid leather, Blucher style, low heel, patent toe-cap, sizes 11 to 2. Tuesday \$1.42.

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WILL TOUR THE EAST

Crown Prince of Germany to Make World-Girdling Trip.

BERLIN, Aug. 6.—Crown Prince Frederick William will, according to present arrangements, start in November for a long tour of the East, including India. It is more probable that he will return by way of the Pacific, visiting America, although this is not included in the program for his trip as it is now made up.

The tour of the crown prince will bear an official character, and arrangements have already been made with the British Government for his reception in India. He will also visit China and Japan. His consort, the Crown Princess Cecilie, will not accompany him.

BREAD WAS LIGHT WEIGHT.

OTTAWA, Aug. 7.—The police made