

The Robert Simpson Company, Limited

Sample Lot of Lingerie Dresses AT HALF

Exclusive designs and materials of the finest; elaborately trimmed with Irish laces and embroideries; all sizes in the lot. Values from \$6.00 to \$60.00. On sale Thursday, half-price, \$3.00 to \$30.00.

THE NEW FALL SUITS ARE HERE, PRICED \$13.50.
Special attention is called to these suits of all-wool cheviot serge, in black and navy; the new coats, with their cutaway fronts and rounded backs, are in the very latest fashion; beautifully lined throughout. Thurs- **13.50** day price.

NEW MODES IN FALL COATS FOR MISSES AND WOMEN.
Early showing of handsome new coats for early fall wear; useful steamer coats, that are warm and snug, yet light in weight; dozens and dozens of newest styles and fabrics; a more complete line could hardly be shown; come and see them. Prices from \$16.50, \$17.50, \$19.50, \$22.50 up to \$49.50.

SMART SKIRTS FOR MISSES.
from good quality serge, in black or navy, cut in a most becoming four-gored style, with point effect on one side of front and back panels, ornamented with buttons of self material; high waist. Price **4.75** (Third Floor)

August Black Dress Goods Sale

THURSDAY'S SPECIAL ITEMS
\$1.00 West of England Serges, 52 inches wide, 66c. One of the best values in black serges we have yet offered. As we contracted for them before the recent big advance in wool, we can offer them below today's cost of production. Pure wool quality, in medium twill, thoroughly soap-shrunk, and fast, unfading dye. 52 inches wide **.68**

Medium Weight Dress Fabrics. August Sale price 68c. Regular values \$1.00 per yard. Black only. Included in this lot are some exceptional values, including all-wool San Toys, Poplins, Henriettas, Wool Voiles, Chiffon Panamas, French Armures, etc. All guaranteed qualities; fast, unfading dye, and permanent finishes; 44 to 54 inches wide. August Sale, yd. **.68**

BLACK SILK SALE.
The new black silk-satin will be shown in quantities and prices that are a revelation of good buying. Every piece has Simpson's new charmeuse finish.

36-inch Black Silk-Satin. \$1.19—Most suitable for slips and foundations. Greatly reduced, yard **1.19**

Black Duchesse Silk-Satin, in medium weaves; very soft, deep blacks; 38 inches wide. Yard **1.33**

Black Mouseline Silk-Satin at \$1.44 per yard. In this lot you get wide selection in satins from the best Swiss and French makers; 38 to 40-inch. August Sale price **1.44**

Bonnet's Black Silk-Satin. The most exquisite finish we have ever seen on a satin; 40-inch. August Sale, yard **1.69** (Second Floor)

Store Opens 8.30 a. m.
Closes 5.30 p. m.

19 Heavy Wilton Runners in Oriental Designs

Bordered at the ends. Size 2 ft. 3 in. x 12 ft., and 2 ft. 3 in. x 13 ft. 6 in. Worth \$9.75. August Sale price **4.50**

Axminster Rugs, in blues, reds and browns. Size 24 in. x 36 in. Regularly \$1.75. Sale price **1.25**

Soiled Washable Cotton Bath Mats, blue, and white and green and white. Size 18 in. x 33 in. Regularly \$1.35. Sale price **1.00**

Size 27 in. x 54 in. Regularly \$2.55. Sale price **1.95**

Size 36 in. x 63 in. Regularly \$3.65. Sale price **2.75**

Japanese Matting, 36 in. wide, in a good range of designs and colorings. Regularly 25c per yard—Sale price, per yard **.13**

Scotch and Domestic Printed Linoleum, in black, tile, matting and floral effects. Regularly 40c. Sale price, per yard **.32**

Half-price on imported and domestic Art Wool Rugs, a sweeping reduction to effect a speedy clearance. We have taken from our regular stock a number of these rugs, some of which may have become a little soiled on the reverse side, but are otherwise perfect, and this defect cannot be noticed on the right side. To be cleared at one-half regular price. Sizes 9 ft. x 9 ft., regular price \$10.75; 9 ft. x 10 ft., 6 in., regular price \$11.50; 9 ft. x 12 ft., regular price \$13.50. (Clearing at a sweeping reduction on price, each) **7.25** (Fourth Floor)

Unusual Prices on Electric Fans

A quantity of the well-known Westinghouse fans on sale Thursday, 8.30, to clear at the following interesting reductions:

Direct Current—
8-inch, S. & T. Regularly \$13.50. Sale... **11.40**
12-inch, S. & T. Regularly \$21.00. Sale... **14.10**
16-inch, S. & T. Regularly \$24.00. Sale... **18.00**

Oscillating type—
12-inch, Regularly \$24.00. Sale... **20.10**
16-inch, Regularly \$35.50. Sale... **23.95**

Alternating Current—
8-inch, Regularly \$15.00. Sale... **11.10**
12-inch, Regularly \$22.50. Sale... **16.20**
16-inch, Regularly \$26.50. Sale... **19.20**

Oscillating type—
12-inch, Regularly \$25.00. Sale... **21.30**
16-inch, Regularly \$31.00. Sale... **24.90**

BEGINNING THE SALE OF HOSIERY

Following the custom of previous years, the Hosiery Department will begin a great sale of socks and stockings tomorrow; but never in former sales have we equalled the stocks of new, perfect hosiery that go on sale during the coming weeks. Thursday's list is as follows:

FOR WOMEN.
Plain black, helle, pink, sky, tan and grey lisle hosiery; also many embroidered in colors on black; perfectly finished; extra fine; sizes 8 1/2 to 10. Regularly 35c. Hosiery Sale price 19c, 3 pair for 55c.

Silk lisle in black or tan; silk lisle in navy, sky, pink or black, and embroideries; newest designs, in plain weaves, and laces; perfect finish, finest qualities; sizes 8 1/2 to 10. Regularly 45c to 50c. Hosiery Sale price **.29**

Finest quality silk lisle thread, plain black, tan or white, and fancy effects; perfect finish, close weave, nice weight. Regularly 50c. Hosiery Sale price 35c, 3 pair **1.00**

Pure Silk Hose, full silk stocking, good weight, double auto data toe cap, double lisle garter welt; spliced heel, toe and sole; black or tan; 8 1/2 to 10. Regularly \$1.00. Hosiery Sale price **.79**

Plain or Ribbed Black Cashmere Hose, English make, soft yarns, closely knitted, good weight; also embroidered designs in colors; double heel and toe; 8 1/2 to 10. Regularly 40c. Hosiery Sale price **.29**

Women's Shot Silk Cashmere Hose, accordion pleat, two-tone effect; red, white and blue colors; soft yarns, best finish; sizes 8 1/2 to 10. Regularly 75c. Hosiery Sale price **.49**

CHILDREN'S SOCKS.
Silk lisle, plain lisle and cotton; white, colors and fancy effects; best finish; ages four months to ten years. Regularly 20c. Hosiery Sale price **.12 1/2**

Children's Lisle Thread Hose, plain weaves, in sky, pink and white; laces in pink and sky, and silk lisle; best finish; ages three years and up. Regularly 35c. Hosiery Sale price **.12 1/2**

Boys' and Girls' English make, plain or ribbed Cashmere Hose, soft spun yarn, close knit, elastic finish, double heel and toe, black; sizes 5 to 8 1/2. Regularly 35c and 40c. Hosiery Sale price **.25**

MEN'S SOCKS.
Pure silk thread, nice weight; shades black, tan, navy, helle, cadet, grey and purple; spliced heel, toe and sole; sizes 9 1/2 to 11. Regularly 45c. Hosiery Sale price **.24**

Men's Finest Silk Lisle Thread Hose, extra fine finish, good weight, shades tan, black, grey, navy and fancy effects; perfect finish; sizes 9 1/2 to 11. Regularly 25c. Hosiery Sale price **25c**

Men's Plain Black Cashmere Socks, fine close weave, soft yarn, good weight, seamless finish; best finish; sizes 9 1/2 to 11. Regularly 25c. Hosiery Sale price **18c, 3 pair 55c.**

Men's Black Shot Silk Cashmere Socks, extra light weight, soft, fine finish, good weight; tan, grey or black; sizes 9 1/2 to 11. Regularly 45c. Hosiery Sale price **.29**

Men's Black Shot Silk Cashmere Socks, two-tone effect, in colors of blue, sky or red; fine, soft yarn; close knit; good weight; popular dress sock; double heel and toe; sizes 9 1/2 to 11. Regularly 60c pair. Hosiery Sale price 35c, 3 pair **1.00.** (Main Floor)

Distinctive Waists 98c

Another case where the maker wants to sell and we want to buy. Two white shirt waists, by the best maker in the Dominion. One has the low flowing Byron collar, patch pocket and short sleeves, fastening in front with round seed pearl buttons, the other is a low, collarless effect, edged beading and scalloped embroidery, fastened seed pearl buttons, short sleeves and turn-up cuffs. These waists made to sell for \$1.95, on sale Thursday **98c** (Third Floor)

Men's Blue Suits \$12.50

Men are always well dressed in navy blue. Here is a splendid suit, made from English navy blue serge, a cloth that will give wear and general satisfaction; the coat is single-breasted, three-button; the vest single-breasted, five-button, and fashionable trousers; fine twill mohair linings, **12.50** and best workmanship. Price **MEN'S \$15.00 BLUE SUITS.**

Our \$15.00 suits are made from the most reliable English materials by skilled tailors; one of an English mill finish serge, with slightly rough surface, is perfect fitting, single-breasted style; best twill mohair linings, **15.00** and finest workmanship. Price **BOYS' DOUBLE-BREAST TWEED SUITS.**

Natty style, with full cut bloomer pants; made from splendid wearing brown English tweed, with a neat stripe pattern; smart three-button cut, with medium length lapel; well tailored, and trimmed with linings to match. Sizes 25 to 30, \$4.50; sizes 31 to 34, \$5.00.

BOYS' BLUE SERGE TWO-PIECE SUITS.
Double-breast coat, and bloomer pants; made from good blue serge, with first-class linings, and neat tailoring. Sizes 25 to 30, \$5.00; sizes 31 to 34, \$5.50. (Main Floor)

Summer Weight Wool Underwear

400 garments only Men's Fine Natural Wool Underwear, Shirts and Drawers, of English manufacture; odd lines, including Wolf Brand, Comet, and several others; sizes up to 40 chest and 38 drawers only. Regularly \$1.00, \$1.25 and \$1.50. To clear Thursday **.69**

MEN'S SILK UNDERWEAR.
Several garments left, in pure English silk, Undershirts and Drawers; Novi or pure white; all sizes 34 to 44. Regularly \$3.00 and \$3.50. Buy these Thurs- **1.49** day for a garment

"PENANGLE" BALBRIGGAN, 44c.
"Penman's" Summer Weight Natural Balbriggan Underwear for Men, is very strong, perfectly finished, and fits snugly; shirts have a French neck; saten facings; pearl buttons and long sleeves; drawers have strong saten waistband; double sewn seams; ankle length. Sizes 34 to 46. Special price Thursday, a garment **.44**

Men's Panamas
\$5.00 and \$6.00 Panama Hats, tourist and telescope crown styles; medium and large brims; fine, even weave, and specially well finished. On sale Thursday special **2.95**

Men's Straw Boater Hats, in split or senit braids; newest shapes, and very fine quality; light in weight, and easy fitting. Regularly \$2.00 and \$2.50. Thursday special **.95** (Main Floor)

Candies
500 Lbs. Kerry Caramels; regularly 40c per lb. **.30**
1,000 Lbs. Imported Butter-Toasts, per lb. **.20**
1,000 Lbs. Licorice Allsorts; regularly 20c per lb. **.15**

Optical Dept.
Neglected eyestrain very often brings dire results. Our specialists will give you careful attention and advice without charge.

Living Room Draperies

A display of specially selected fabrics and nets for living room curtains and hangings, which have been priced away below the regular value for August selling.

HEAVY ECRU NOVELTY NETS, 66c YARD.
Usual values from \$1.00 to \$1.50 per yard, in new artistic designs for living room windows. Special August Sale price, yard **.55**

ECRU FISH NET, 35c.
A most attractive curtain net for living room windows in a soft ecrú color will wear well and launder well. August Sale price, yard **.30**

ENGLISH BUNGALOW NET, 25c.
Artistic designs for living room or dining room, 50 inches wide, rich ecrú coloring, very special value. August Sale price, yard **.25**

FINE ENGLISH CHINTZ, 48c YARD.
The choicest of English Chintz, colorings green, rose lavender, brown, blue and tan, for bookcases, for the furniture, for window curtains, for portieres. Regularly 65c to 85c. August Sale price, yard **.48**

FRENCH VELVETS, \$1.15 YARD.
An excellent quality of French velvets, in full range of colors, for hangings or portiere linings, usual value \$1.40. August Sale price **1.15**

50c TAPESTRY FURNITURE COVERINGS, 60c.
A heavy, hard-wearing French Tapestry, in a full range of the most artistic designs and colors. Regularly priced \$1.25. August Sale price **.60**

SPECIAL NOTE:—Draperies made up without charge. Upholstering done at Half Price.

Handpainted Japanese China

Fancy pieces, with dainty conventional patterns of finely modelled pieces, including Mayonnaise Dishes, Whipped Cream Bowls, Syrup Jugs, Mugs, Hair Receivers, Bon-Bon Boxes, Fruit Boxes, Footed Almond Dishes, Handled Bon-Bon Dishes, Sugar Bowls, Cream Jugs, etc. Regular 45c value. Special at, each **.29**

Semi-porcelain Dinner Sets, 97 pieces, good quality, serviceable ware, with border pattern in green, blue or pink under a brilliant glaze. Special price, per set **6.25**

Semi-porcelain Cottage Sets, 48 pieces, with conventional border pattern in colors. Specially priced at **3.25**

English Bone China Tea Plates, with gold clover leaf pattern. Specially priced at, each **.6**

English Bone China Bread and Butter Plates, gold clover leaf pattern. Specially priced at **.5** (Basement)

THE GROCERIES

2,000 lbs. Dairy Butter in prints. Per lb. **.25**
Finest Sugar Cured Hams, half or whole. Per lb. **.24**
Shredded Wheat, 2 packages. **.25**
Canned Lombard Plums, 3 tins. **.25**
Fruit Syrup or Bonbons Table Syrup, 4 lb. pail. **.25**
Salt in 5-lb. bags, 3 bags. **.14**
Cholera Red Salmon. Per tin **.22**
Quaker Oats. Large package **.22**
Kikkoh Mustard Powder, 2 packages **.22**
Imported Malt Vinegar, 2 packages **.22**
Featherfin Coconut. Per lb. **.19**
Root & Floury Procter Sauce, 3 bottles **.25**
Sibiria Macaroni, 2 lb. **.25**
Maxxi Soup, assorted, 6 packages **.25**
Fancy Cut Hng. Rice, 3 lbs. **.25**
Macaroni's Pickles, assorted. Pint bottle **.22**
Canned Corn, 2 tins **.25**
Canned Tomatoes, 2 tins **.25**
Choice White Beans, 5 lbs. **.25**

50c ASSAM TEA FOR 25c.
1,000 lbs. fine rich full-bodied Assam Tea, of uniform quality and fine flavor, a 35c tea anywhere. Thursday, per lb. **.25** (Basement)

A Metal Bed Day in the August Furniture Sale

Only once in a long time is it possible to purchase reliable merchandise at such remarkable reductions. Every piece stated is below the usual wholesale cost. Over a thousand brass and thousands of white enamelled iron bedsteads included. The designs are excellent, the construction of the highest grade, finished with the best materials procurable.

Iron Bedsteads. Regularly \$4.00. August Furniture Sale 2.95	Brass Bedsteads. Regularly \$18.50. August Furniture Sale 13.95
Iron Bedsteads. Regularly \$5.00. August Furniture Sale 3.70	Brass Bedsteads. Regularly \$18.90. August Furniture Sale 14.45
Iron Bedsteads. Regularly \$5.25. August Furniture Sale 3.85	Brass Bedsteads. Regularly \$20.00. August Furniture Sale 15.60
Iron Bedsteads. Regularly \$6.00. August Furniture Sale 4.45	Brass Bedsteads. Regularly \$24.75. August Furniture Sale 16.70
Iron Bedsteads. Regularly \$7.00. August Furniture Sale 5.20	Brass Bedsteads. Regularly \$26.00. August Furniture Sale 18.90
Iron Bedsteads. Regularly \$7.50. August Furniture Sale 5.45	Brass Bedsteads. Regularly \$26.50. August Furniture Sale 19.45
Iron Bedsteads. Regularly \$8.75. August Furniture Sale 6.45	Brass Bedsteads. Regularly \$26.75. August Furniture Sale 19.95
Brass Bedsteads. Regularly \$11.95. August Furniture Sale 8.45	Brass Bedsteads. Regularly \$28.50. August Furniture Sale 20.85
Brass Bedsteads. Regularly \$18.00. August Furniture Sale 13.45	Brass Bedsteads. Regularly \$33.50. August Furniture Sale 24.95
Brass Bedsteads. Regularly \$33.50. August Furniture Sale 26.65	

Linen Pillow Cases 98c pr.

Pure Linen Pillow Cases, made in Ireland, spoke-hemstitched across top; size 45 x 36; these will launder nicely, and give good wear; 150 pair to clear. Thursday **.98**

Lettered Glass or Tea Towels; size 24 x 34. Special Thursday 3 for **.50**

Soiled Mantelette and Gingham Dusters; assorted sizes. Clearing Thursday, each **.5**

No phone or mail orders.
Cardinal Hankets, all pure wool, with a soft, warm napping; 10 lbs. weight; size 68 x 88. Special Thursday, per pair **5.95**

New All-India Damask Table Cloths; good, sturdy quality for general use; in pretty assorted designs; size 2 x 2 1/2 yards. Clearing Thursday **2.98**

Table Napkins to match cloth; size 22 x 22 inches. Special Thursday, per dozen **2.68** (Second Floor)

Watch and Chain 92c

An 18-size Watch stem-wind and set; strong, reliable movement, guaranteed; plain dial, with Arabic numerals; fitted in a nickel case, with engraved pattern on back; complete with chain. Special for Wednesday only **.92** (Main Floor)

Vacation Volumes at 25c

"Emperor's Candlesticks," by Orczy; "Beau Brocade," by Orczy; "Son of the People," by Orczy; "Tangled Skein," by Orczy; "Old Man in the Corner," by Orczy; "Auld Licht Idylls," by Barrie; "Nancy Stair," by Lane; "Under the Red Robe," by Weyman; "Round the Red Lamp," by Doyle; "Missing Delora," by Oppenheim. Cloth-bound **.25** (Book Dept., Main Floor)

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