

Today's August Sales and Other Simpson Interests

FOR WOMEN

New Felt Hats for Early Fall Wear

Soft White Felt, crusher style, with colored bands and stitching. The correct hat for outing or motoring. 1.00

White Sailor, in stiff felt, with black velvet underbrim, also soft white felt sports hat with rolling brim and corded ribbon band, at 1.25

The Large Brim, top shape, comes in gray, buff, Paddy green, seal brown, rose, saze and navy, at 2.00

Also in Combination of Felt and Stitched Corded Silk, in white, pink and white, sky and white, green and white, royal and white, at 3.00

Smart Showing of Women's Fall Suits \$20 and \$22.50

At \$20.00—Navy or black, men's wear serges, in special finish and fall weight; made plain tailored; bluff edge, and button trimmed.

At \$22.50—Several styles, in serge, whipcord, wool poplin or tweeds; showing tailored or fancy plaited, belted or broad trim; skirts in flare or plaited styles.

MOTOR COATS, IN TWEEDS, SLIP-ON STYLES, \$15.00 to \$35.00.

Coats that have a swing; smart and durable; deep armhole or kimono style sleeve; coats that are beautifully finished and trimmed with novelty belt and buttons.

MISSES' CORDUROY SUITS, \$15.00.

Heavy wide wale corduroy, for winter wear, in navy, Copen, brown or green shades; made with yoke and box plaits; buttoned high at neck, or with roll collar and belt. Sizes 14, 16 and 18.

NEW SERGE SKIRTS FOR EARLY FALL, \$2.95 AND \$3.95.

Misses' or women's, pure wool serge, made with panel front; button trimmed, or novelty belt, with side plaits.

Visitors to the city who know the advantages of this company's one-day service by mail are reminded that they can purchase here in the store the same class of merchandise as we catalogue and have the goods delivered to their homes with all charges prepaid. Groceries, furniture and other heavy or bulky goods not catalogued are also prepaid to any station in Ontario when the total order is ten dollars or over.

Whitewear and Underwear

\$1.50 Extra Size Crepe Nightdresses, \$1.00—White, slip-over round neck and short sleeves, trimmed with wide lace; lengths 56, 58 and 60 inches.

Women's \$1.50 Combinations at \$1.00—Three styles in white cotton; corset covers have yokes, trimmed with fine, soft lace or embroidery insertions; lace or embroidery frills at knee; sizes 34 to 44 bust.

Women's 50c Vests for 25c—Lisle thread, low neck, short or no sleeves, sizes 34 to 38 bust.

Women's 75c Bloomers at 39c—Balbriggan knit cotton, in white, Alice blue and pink; elastic at waist and knee; sizes 34 to 42 bust.

50c Sheeting at 38c

Good, heavy quality, twilled weave, 2 1/2 yards wide, fully bleached. Thursday, 38c

Hemstitched Sheets, closely woven and free from dressing; size 70 x 90 inches. Regularly \$2.25. Thursday, pair 1.85

American Crochet Quilts, size 72 x 90 inches. Thursday 1.98

Woolnap Blankets, light weight, for summer use; size 72 x 84 inches. Thursday, pair 2.65

42-inch Madapolam. Thursday, yard .15

Khaki Flannel, for officers' shirts, etc. A yard .80

Sets of Table Linen, cloth 2 x 2 1/2 yards and 1 dozen 22-inch napkins to match; range of bordered designs. Set, Thursday 4.95

Silk Cord Poppins for the Autumn

Charming new autumn shades, in weights, for suits and dresses; \$1.25 value. Thursday .95

English College Serge, navy and black. Regular 75c and 85c. Thursday .64

Black Dress Goods, including crepe armures, poppins, San Tons, Henriettes, serges, Roxanas, etc.; 42 to 44 inches. Regular \$1.00. Thursday .75

Black Silk Sale

2000 Yards Black Duchesse Paillette, exceptional value, 36 inches wide .39

2000 Yards Black Paillette and Duchesse Mousseline, beautiful draping quality, 36 inches wide. Regular \$1.29. Thursday 1.14

1000 Yards French Chiffon Taffeta, fast dye, 36 inches wide, Regular \$1.29. Thursday, special 1.10

1000 Yards (C. J. Bonnet's) Chiffon Taffeta, lovely soft finish, 33 inches wide, Regular \$1.50. Thursday, special 1.33

1000 Yards Black Duchesse Mousseline, heavy suiting quality. Regularly up to \$2.00 per yard. Thursday 1.46

2000 Yards Colored Crepe de Chines, in the very newest colorings for street and evening wear, with plenty of black and ivory, 40 inches wide .118

SPECIAL—A shipment just to hand of Black Suiting Cords, French Velours, Failles and Chiffon Taffetas.

Wash Goods Items

40-inch Checkerboard Veils, in black and white and other oddments, in this same weave. Regularly 25c. Thursday .12 1/2

36-inch Ratine Striped Crepe, in white. Regularly 50c. Thursday .19

30-inch "Duro" Nurse Cloth, heavy weave. Price .30 to .35

32-inch Crum's Standard Print, full range of shades .10

Special Values in Laces

New Valenciennes Laces, with insertions and beadings to match; every width and every quality; large range of patterns. Thursday, yard .2, 3, 5 to 35

New Torchon and Cluny Laces, insertions, Beadings and Seamings, 1/4 to 5 inches wide; range of new patterns. Thursday, per yard .3, 5, 7 to 25

Real Maltese Laces, with insertions to match; new patterns; 3/4 to 3 inches wide. Thursday, yard .20, 25 to 1.75

FACTORY CLEARANCE SALE OF LACES. Insertions, edgings, beadings; a wonderful assortment of almost every width in cotton wash laces; less than half price. On sale in our Wash Lace Section, Thursday—

Post Card Camera—3A Folding Camera, for roll films, at 18.50. Others at 15.00

SUMMER AND FALL BOOTS AND SHOES

offer rare choosing for early customers, and an extensive range, even if you are late. Considering the constant rise in leather prices, these boots give really surprising value at the prices we name for Thursday.

Ladies' Sample Boots, \$2.49—700 pairs, exclusive makes of American boots, new, original and distinctive patterns, best leathers and cloth, in all the new fall shades, combination and single colors; sizes 3 1/2 to 5; widths B, C, D and E; values \$4.50 to \$7.00. Thursday, all one price 2.49

Men's Boots, Thursday, \$2.99—Goodyear welted. Canadian made; button, lace and Blucher styles; selected patent gummetal, vict and tan leathers; English, military and common-sense heels; cloth and matt calf uppers; sizes and half sizes 5 1/2 to 11. Values \$3.95 to \$6.00. Thursday 2.99

Women's Pumps and Colonials, an Early-Hour Special at 69c—Brown, gray, mauve, biscuit, black and white and white (slightly soiled) poplin and canvas Pumps and Colonials; hand-turned and flexible soles; leather and wood-covered heels; sizes 2 1/2 to 7; 240 pairs. Regular \$1.35 to \$1.75. No phone or mail orders. Thursday .69

OUTING FOOTWEAR

The following exceptionally low prices for best quality rubber-soled footwear. Phone orders filled.

White Canvas Boots, White Rubber Sole—Men's, 1.04; women's, .94; boys, .84; misses, .84; youths' .74

White Canvas Oxfords, White Rubber Sole—Men's, .94; women's, .84; boys, .84; misses, .74; youths' .74

White Canvas Boots, Black Rubber Sole—Men's, 1.00; women's, .90; boys, .80; misses, .80; youths' .80

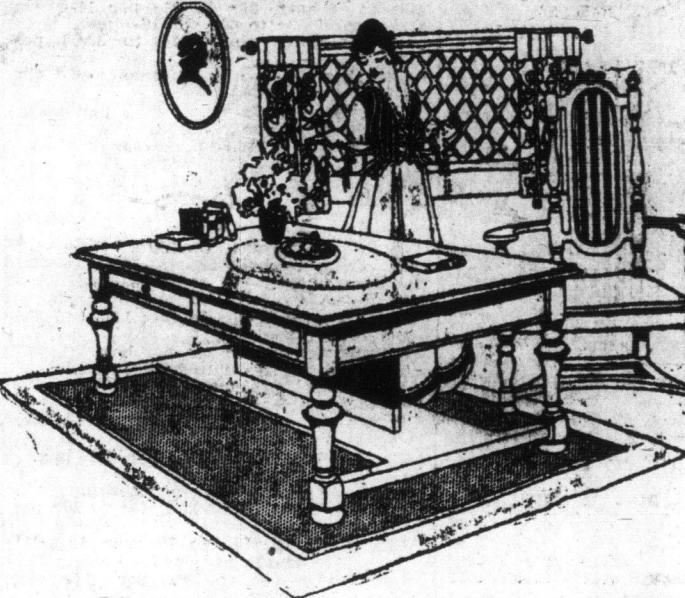
White Canvas Oxfords, Black Rubber Sole—Men's, .90; women's, .80; boys, .80; misses, .70; youths' .70

Blue-Black Canvas Boots, Black Rubber Sole—Men's, .84; boys, .74; misses, .69; youths', .69; children's .65

Blue-Black Canvas Oxfords, Black Rubber Sole—Men's, .74; boys, .70; misses, .65; youths', .65; children's .60

The big sales of the month—housefurnishings, black silks and hosiery—share the claim to your attention with the New Market for edibles just opened in the Basement, and with the many just-for-Thursday Specials throughout the store.

The Homelovers' Club Membership is still open to you if you wish to avail yourself of the remarkable August values and arrange for suspended payments. See the Club Secretary, Fourth Floor.



Thursday's List of Fine Furniture

Dresser, white enamel, brass fittings. Regularly \$9.75. Thursday 7.25

Dresser, white enamel, size of top 20 in x 48 in. Regularly \$18.00. Thursday 13.75

Chiffonier, white enamel; to match above. Regularly \$15.50. Thursday 14.00

Dresser, "Colonial" design, mahogany. Regularly \$27.50. Thursday 21.75

Chiffonier, "Colonial" design, to match above. Regularly \$22.75. Thursday 17.90

Buffet, quarter-cut oak, fumed or golden. 48-inch top. Regularly \$36.00. Thursday 27.00

Golden, 52-inch top. Regularly \$46.00. Thursday 31.50

Buffet, "Arts and Crafts"; solid quarter-cut oak, fumed or golden. Regularly \$49.00. Thursday 36.50

Extension Dining Table, quarter-cut oak, fumed or golden, 48-inch top. Regularly \$18.75. Thursday 12.65

Extension Dining Table, quarter-cut oak, fumed or golden, 48-inch top. Regularly \$27.75. Thursday 17.25

Extension Dining Table, quarter-cut oak, fumed or golden, 48-inch top. Regularly \$29.00. Thursday 19.55

Dining-room Chairs, "Jacobean", quarter-cut oak, five side and one arm chair; seats in leather. Regularly \$32.50. Thursday 22.50

6 Only Parlor Suites, frames of solid mahogany, seats of settee, arm chair and arm rocker in silk tapestry. Regularly \$29.00. Thursday 16.50

Parlor Suite, mahogany; settee, arm chair and arm rocker; silk tapestry seats. Regularly \$44.50. Thursday 22.25

Brass Bedstead, 2 1/2-inch posts, 1 1/2-inch slitters, standard size. Regularly \$34.50. Thursday 19.95

Mattress, cotton felt filling, built in layers. Regularly \$10.00. Thursday 7.50

Curtain Materials and Accessories

During our August Sale, aside from the extraordinary prices we offer on materials, we are measuring for and making up draperies entirely free of charge. We are also quoting very special prices on re-upholstering and making slip covers.

English Cretonnes and Chintzes at 18c Yard—Washable, browns, greens, old rose, yellow or blue; floral patterns; 30 inches wide.

Curved and Extension Rods, 17c—Laquered brass finish, slip-on brackets, extending from 30 to 54 inches. Regular 25c.

Scottish Madras Mullin at 54c Yard—Floral or conventional patterns, white or ivory, 45 to 50 inches wide.

English and French Printed Linens at 88c Yard—Absolutely fast colorings on plain or taffeta grounds; conventional, floral or futuristic effects; 30 and 32 inches wide.

New Colonial Washing Chintzes, 39c Yard—Reps, taffetas or plain cloth, floral, stripe or conventional, 35 inches wide.

Sunfast Assyrian Cloths or English Reps, at per yard 1.25

Utility Boxes, covered with fine quality Japanese matting, neatly trimmed, rigid construction, size 27 x 15 inches. Regularly \$3.85. Thursday, August Sale price, each 2.95

Size 30 x 15 inches. Regularly \$4.35. Thursday, each 3.69

Small and Large Axminster Rugs

100 Hearth Rugs at \$1.95—These are in size 29 x 40 inches, floral chintz designs, in shades of greens and tans. Regular \$2.35. Thursday .95

Light Colored Seamless Rugs, splendid qualities, in delicate colors for drawing-rooms and bedrooms; short, close pile, 9'10 x 13'2, regular \$59.50. Thursday, 39.50; 8'3 x 11'4, regular \$41.00, Thursday 25.50

Several other odd Axminster Rugs, in useful sizes, reduced from 25 to 35 per cent.

9'0 x 12'0 Seamless English Axminster Rugs, Oriental and medallion floral designs. Thursday 25.00

English Axminster Hearth Rugs, size 27 x 60 inches and 27 x 54 inches. Thursday 1.45

Flemish Finished Colonial Ceiling Electric Pendants

12 only, installed free within the city, four designs of etched shades. Each at 11.75

Insulation joints and inspection fee extra.

Wall Paper Specials

Clearing many items to provide space for full stock.

Quantities to 30 rolls.

Walls. Regular 50c to \$1.00, at 24

Pure gold leaf. Walls. Regular 25c to 40c, at 11

Breakfast here! Our Club Breakfasts at 15c, 20c, and 25c, served each morning in the Palm Room, are deservedly popular.

Two Men's Raincoat Specials \$5 and \$12

Both are of double texture English paramatta cloth, fawn color, and come in sizes 34 to 44. The difference lies in the quality and weight of materials and finish; both are good, practical coats, very moderately priced.

WHIPCORD RAINCOATS AT \$22.00

are two-purpose coats, which doubles their service; in gray or light brown, these whipcords are very smart for light overcoat wear; silk lined through the shoulders, which are Raglan cut, patch pockets.

Young Men's Long Trousers Suits \$7

Fall models, smart single-breasted sack coat, with nicely shaped lapels, slightly-fitting waist, single-breasted vest and long trousers, dark gray English tweed, small check pattern, sizes 32 to 35. Thursday 7.00

Boys' Blue Serge Suits \$5 and \$5.50

Double-breasted, full cut bloomers, imported all-wool serge; fine twill weave, sizes 25 to 30, Thursday, 5.00; sizes 31 to 33, Thursday 5.50

Shirts and Underwear

Men's Outing Jerseys, athletic and short sleeve styles. Regular 35c. Thursday, each 23

Men's Balbriggan Shirts and Drawers, all sizes to 44. Thursday, per garment 35

Fancy Stripe Silk Front and Cuff Shirts, with printed body to match, all sizes from 14 to 16 1/2. Each 1.25

White and Gray Duck Tennis Shirts, attached reversible collar, pocket; all sizes to 18. Thursday, each .75

Men's Smart Hats

Men's Pearl Gray Soft Hats, of latest American design, with black or dark green bands. Thursday 1.50

Men's Derby Hats, new style, English fur felt, black only 1.00

Men's Tweed, Serge and Worsted Caps, in new golf shapes, silk lined and leather sweat. Thursday 1.45

The August Hosiery Sale

Women's Black Silk Fibre Hosiery, ribbed top, heavy silk boot; also some colors. Regular 50c. Thursday, 3 pairs 1.00; pair .39

Women's Lisle Thread Hosiery, black, white and colors; samples and regular stock. Regular 25c. Thursday .25

Women's Silk Thread Hosiery, deep lisle top, range of shades, black and white .75

Women's Silk Lisle Hosiery, black. Thursday, 8 pairs 1.00; pair .125

Boys' and Girls' Stockings, ribbed black cashmere, double knee, strong weave, sizes 6 to 10, Regular 25c. Thursday, 3 pairs .55; pair .19

Children's Lisle Thread Sox, range of colored tops, sizes 4 to 16. Regular 15c. Thursday .11

Telephone Adelaide 6100

SIMPSON'S MEAT MARKET

Have you begun to buy your meats and vegetables at this newest and best market in Toronto? If you have not seen it, come today.

Tender Round Steak, per lb. .24

Brisket of Beef, boned and rolled. Per lb. .18

Fresh Pork Tenderloins on sale at, per lb. .24

Legs of Spring Lamb, on sale at, per lb. .24

Smoked Picnic Hams, 4 1/2 to 7 lbs., per lb. .16

Breakfast Bacon, mild cured, whole or half, per lb. .25

Pure Lard, 3-lb. pail. Selling on Thursday at, per pail .45

Cotswet Shortening, 3-lb. pail. Selling Thursday, per pail .39

Cooked Beef Ham, sliced thin. Special, per lb. .38

Flowers

TELEPHONE ADELAIDE 6100. Chrysanthemum Asters, assorted colors. Per doz. .33

Mixed Fern Pans, Each .33

Asparagus Ferns, in pots. Each .18

Palms, select stock, good size. Each .59

Vegetables

TELEPHONE ADELAIDE 6100. New Potatoes, Ontario stock, per peck .20

New Carrots, small, quarter peck .15

New Cabbage, good size, and solid. Each .5

Cucumbers, fresh cut, 2 for 5

Celery, per bunch .5

Dry Onions, quarter peck .10

The Grocery List

TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100.

4,000 fine Finest Tomatoes, 3 lbs. 2.00

2,000 lbs. Fresh Creamery Butter, in 1 lb. prints, per lb. .20

Finest Featherstrip Coconut, per lb. .25

500 pails Pure Orange Marmalade, Curing Brand, 5 lb. pail .17

Edwardsburg or Beehive Table Syrup, 5 lb. pail .20

Salt, in bags, 2 bags .15

Pure Clover Honey, new, 5 lb. pail .14

Imported Malt Vinegar, Imperial quart bottle .10

Paris Paste, per tin .25

Grapenuts, 2 packages .10

Fancy Carolina Rice, 2 lbs. .25

500 lbs. Fresh Apple Blossom Syrup, 5 lb. pail .25

Scott-Taylor's Worcester Sauce, 3 bottles .25

Kelllogg's Krumble, 2 packages .25

Choice Queen Olives, large size, 20 oz. bottle .25

Pure dried Quick Tapioca, Cheesbrot and Custard Powder, 2 packages .25

Pure Cocoa, in bulk, per lb. .18

Sovereign Brand Lime Juice, reputed quart bottle .25

Peanut Butter, in bulk, per lb. .15

40c ASSAM TEA FOR 34c.

1,000 lbs. Fine Rich Full-bodied Assam Tea of uniform quality and fine flavor, 40c lbs. anywhere. Thursday, per lb. .34

The Robert Simpson Company, Limited