

SIMPSON

Store Opens 8 a.m.

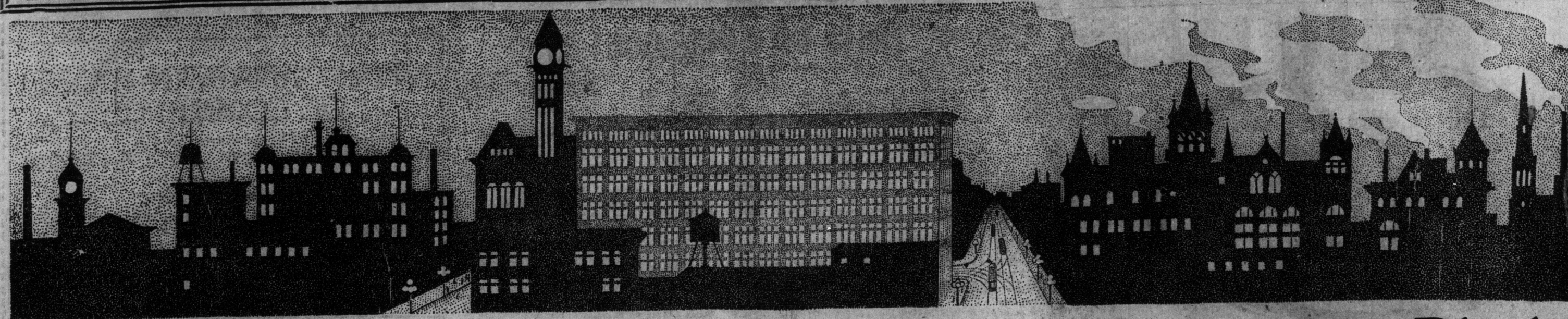
Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.—Mostly fair and warm, with local showers; change to cooler weather.

SIMPSON



The Great Exhibit That Occupies an Entire City Block



The Opening Day

The Millinery of Aspiration

Whether it be on account of mere height, or because of an upward yearning they seem to have, certain popular modes this autumn have been dubbed "aspiration" hats.

What woman will not feel, when she sees them, that this is an apt name—aspiration? Her heart will aspire to nothing so yearningly as the immediate ownership of one of these treasures.

These "aspiration" hats have been an inspiration, too. You'll notice that, if you visit our opening to-day and see the wonderful copies and adaptations that our own skilled milliners have made. When you see the quantity of rich materials used, the amount of fine work, and the smart effect produced, our prices will appear very reasonable.

How About a Velvet Dress For Autumn?

Wouldn't you like an exquisite model dress made of beautiful quality chignon velvet, embodying all the new features of the season—the yoke is made of a dainty gold thread net, with deep cuff on sleeve to match; slanting shoulder, with kimono effect; sleeves are trimmed with deep black silk fringe; the waist line is made high and has a black silk girdle, which joins waist to skirt. There is a double piece on skirt which sweeps around knee line, and is defined with a binding of black silk fringe; the skirt is then continued to the bottom with deep satin flounce. Price 39.50

Just Arrived! These New Fall Suits

Everything that is new in style and material will be found in our Tuesday display.

A Stylish Suit of English Tweed—The coat has a newly-designed collar with sailor effect at back; it is inlaid with plain cloth and narrow piping; the cuffs match the collar; lined throughout with silk; skirt has the new panel effect, with side pleated gores. Price 15.00

A Very Dressy Suit—Made of imported French Venetian, in navy, green or black; the coat is lined with silk; notched pointed collar, inlaid with velvet, outlined with satin piping; pointed patch pockets; the fasteners are black velvet buttons; the skirt has the straight line effect, with side-pleated gores. Price 25.00

Another Charming Suit is made of fancy stripe tweed mixture; lined throughout with satin; it has large rounded collar outlined with tan or green trimming, finished with small buttons; skirt has graceful lines and fastens to left at back; colors are tan, fawn or green. Price 27.50

A French Serge Suit—Lined throughout with satin; the coat is three-quarter fitting, with heavy shoulder seams; the large semi-rounded collar inlaid with velvet is very striking; the coat is finished with wide silk braid, sleeve is trimmed to match; the skirt is the new six-gored style, trimmed with silk braid to match coat; colors are black, navy or green. Price 39.50

A Dainty Fall Suit for a Girl in Her Teens—Made of imported vicuna cloth; smartly tailored and made on good lines; coat is semi-fitting, with square front effect, is double-breasted, fastening with one row of buttons; skirt is cut in gored fashion with heavily stitched seams; colors navy, or black; ages 14, 16 and 18 years. Price 9.75

To the thousands of visitors who have arrived for the opening of the Canadian National Exhibition, as well as to Toronto's citizens, the Simpson Store is glad to announce the opening of their Autumn business with the most important collection of high-class merchandise ever seen in this city.

There awaits you here an exhibit that covers an entire city block seven times over—seven huge floors on which you may see representative exhibits from all parts of the world, and in every case the best of their kind.

To-day the attention of women will be focussed upon our **Millinery** department, where a distinguished collection of models from Paris, London and New York is being shown for the first time. But this Millinery Opening is only our "head liner," as it were, and you'll find the store crowded with interest from roof to basement.

The August Furniture Sale

ends with the month, and reverting to the expressive vernacular of the present day, it is "up to you to get in on these bedroom bargains—they are snaps." Now, "expressive vernacular" is good, but it is not as good as the bedroom furniture, and that is exactly the point we wish to make. No talk can do this furniture at this price justice. You must see it, buy it, and use it to appreciate the splendid values offered by the August Furniture Sale at Simpson's.

Dressers—In solid quarter-cut oak, highly polished finish; deep drawers, with brass trimmings and bevel plate mirror. Regular \$19.50. Furniture Sale 14.95

Chiffoniers—In selected quartered oak; rich golden finish; full swell front with oval plate mirror. Regular \$30.00. Furniture Sale 19.90

Dressers—In genuine quartered oak, finished golden; shaped front and heavy, bevelled plate mirror. Regular \$28.75. Furniture Sale 18.95

Dressers and Washstands—Made in solid hardwood, mahogany finish; good mirror and good drawer space. Regular \$16.50. August Furniture Sale 11.95

Dressers and Washstand—In solid hardwood, quartered oak finish, bevelled plate mirror and good drawer space. Regular price \$10.00. August Furniture Sale 7.95

Dressers—In hardwood, quartered oak finish, three long deep drawers and large bevelled plate mirror. Regular price \$7.50. August Furniture Sale 6.60

Chiffoniers—In solid hardwood, golden oak finish; five long deep drawers and bevelled plate mirror. Regular price \$8.50. August Furniture Sale 6.75

The Curtain Sale

(Fourth Floor).

Notice the reductions prevalent in our Curtain Department just about now. There is an advantageous clearance sale going on, advantageous for you. On Tuesday, Portiere Curtains will be the order of the day; get your order in early.

THERE ARE \$9, \$10, \$11 AND \$12 PORTIERE CURTAINS FOR \$6.95 A PAIR.

Most of them are mercerized and look like silk. Some are finished with fancy edging, some with cord and some with fringe; all three yards long and 50 inches wide. Designs in various colorings. If you can use a pair of portiere curtains, this bargain opportunity should not be missed. (No mail or phone orders).

JAPANESE MATTING.

The matting season is almost over, and we clear out the balance of stock to make room for more seasonable goods, but you'll be using matting for months yet. The carpet designs are in good colorings. Cotton warp and fine straw, good value at 25c. Tuesday, per yard 12

The Daily China Specials

Salt Boxes, in blue Dutch ware, with strong hinged lid. Special Tuesday 15

Jardiniere, Majolica ware, to hold 7-inch flower pot, neat embossed shapes. Special 25

97-Piece Dinner Set, high-grade English semi-porcelain ware. Regular \$7.50. Complete dinner and tea set for 12 persons. Tuesday 5.95

A Beautiful Dinner Set, in Carlsbad china, handsome floral spray decoration, with burnished gold trimmings. An elegant set at Tuesday special 13.75

250 Vases, in royal Nippon ware, hand-painted. Regular 75c. Tuesday special 49

The Robert SIMPSON Company Limited

To Exhibition Visitors

The Simpson Store, in a most unique way, stands for what tourists and visitors need, and what they most heartily appreciate, viz.:

Refreshment—Entertainment—Enrichment

In providing the finest retail store in Canada, one object has been to change the character of shopping from hard work to pleasant occupation. All that elegant equipment, scientific ventilation and sanitary appointments can contribute to this end are here. While you enjoy the best, served and most appetizing summer foods and drinks, you have (between 12 and 2 o'clock) an orchestral concert that would cost you from 50c to \$1.00 in any music hall, according to the seat you choose. Every seat in our Palm Room and Restaurant is a good one. But it's your enrichment that will really attach you to this store. Now, here's a statement you don't have to take second-hand; prove it for yourself, as thousands do every summer. Whether you come from Canada or the States, town or country, you can save money on the goods you buy here, compared with what you'd pay at home. That's enrichment; economy is the road to wealth.

Boots For Boys

THE "BOY SCOUT" BOOTS.

Made from box calf, velours calf, box kip and patent colt leathers; Blucher style; heavy oak tan soles; stylish, easy fitting, long wearing:

Boys', all sizes 1 to 5 2.50 and 3.00

Youths', all sizes 11 to 13½ 2.00

This boot is one of the best values in Canadian shoemaking.

Fall Suits For Boys

Tweed Two-piece Bloomer Pant Suits, with dark brown mixture; neat over stripes; coat is two-button single-breasted model; sizes 26 to 30, 4.25; 31 to 33, 4.75

English Tweed Two-piece Suits, in a dark grey mixture, three-button double-breasted style; tailored and finished in the best way, with mohair linings; pants bloomer style; sizes 26 to 30, 6.00; 31 to 34, 6.50

Men's Waterproofs and Fall Coats

English Paramatta Waterproofs, made Raglan or plain shoulder style; seams all sewn, gummed and taped; military collars; sizes 34 to 44. Tuesday 10.50

Double Texture Paramatta Coats, 52 and 54 inches long; military or Presto collar; guaranteed waterproof and in any climate; sizes 34 to 44. Tuesday 12.00

Men's Pants

Worsted Pants, in black and grey stripe; side and hip pockets; sizes 32 to 42. Regular \$2.25. Tuesday 1.49

Fine English Worsted Pants, in an assortment of grey and black mixtures; especially well made; sizes 32 to 42. Regular \$3.00 to \$4.00. Tuesday 2.49

Men's Hats

Men's Derby Hats—New fall shapes; Christy's English make 2.00

Men's Soft Hats—Brown, fawn, grey, slate and black; the new fall shapes; samples. Regular up to \$2.50. Tuesday 1.00

Men's Underwear, Shirts and Sweaters

Negliges, all made from materials left over from the better quality shirts to Simpson's dimensions; there are neat designs in black or blue stripes, in plain or fancy, scrolls, figures and polka dots; sizes 14 to 17. Tuesday, each 50

2000 Garments of Men's Elastic Rib Cotton Underwear, with fleece finish on the inside; heavy fall weight; a good strong, hard wearing garment for the working man; tan and cream; sizes 34 to 44. Regular 75c. Tuesday 59

500 Men's Heavy Sweater Coats, in grey, grey trimmed, navy and tan trimmed, with lighter shade of tan; they have a high collar, good strong buttons and two pockets; medium sizes only. Regular \$1.75. Tuesday 1.39