

**SIMPSON**

Store Open at 8 a.m. Closes at 1 o'clock Saturday H. H. Fudger, President, J. Wood, Manager. Probabilities

**SIMPSON**

### A Sale of New and Fashionable Waists

French Model Blouses, just brought back by our buyer, from two of the most exclusive houses in Paris. Despite the novelty and advanced styles, we are offering them at about one half the usual prices.



No. 1 Sketch is suggestive of description—A characteristic Paris Shirwaist of fine sheet batiste, the whole yoke of pin tucking, with a huge, drooping bill down the center, the Josephine, wide spawlette running down the center, edged with hand embroidered scallops and spots. Visitors returning from Paris will recognize this waist. Retail price \$3.50. Our special price 4.75.



No. 2 Sketch is suggestive of style. A chic little French blouse of pin spot muslin, made up in the one-piece effect. We would describe it as "distractingly pretty." Low neck, short sleeves, dainty Puritan collar and cuffs, colors are bright red, white, spots, navy and white, cadet and white, mauve and white, and champagne with black. Retail price would be \$2.50. Our special price 4.75.



No. 3 Sketch is indicative of description—A really exquisite blouse of sheer Ninon de Soie, lined chiffon, the colors are all delicate shades in stripes and spots, tucked all over and finished with very dainty soft Puritan collar and cuffs. Retail price \$12.50. Our special price, 7.50.

Besides these, we describe below some further extraordinary values. French hand embroidered waists: three distinct styles and models—No. 1 is a beautiful waist of the French batiste, the whole front elaborately hand embroidered, with yoke back and front of delicate fine lace, shoulders and sleeves heavily trimmed lace and lace cuffs and collar. Ordinary selling price \$10.50. Our special price is 4.75. No. 2 is of soft sheer lawn with the tucking over shoulders collar and top yoke of Val lace, with lower yoke and front of delicate hand embroidery, in trellis effect, narrow side panel of lace insertion and baby frill sleeves and cuffs of vertical tucking and French Val lace. Ordinary selling price \$10.50. Our special price, 4.75. No. 3 of the French batiste, yoke consists of fourteen vertical strips of French Val, with handsome real Chilly lace border, the whole front is of hand embroidery in the old broderie ecossaise style, elaborate sleeves of tucking, Val, and real Chilly. Ordinary selling price would be \$9.50. Our special price, 4.75.

### 5,000 Yds. of New Colored Silks

A veritable "beauty spot" in the Silk Department on Tuesday morning, will be the counter where five thousand yards of beautiful new colored silks go on sale at about three-quarters of the price you'd expect to pay. "Dashing" is the one word that describes these new silks—fabrics one would wear at the Races or a Dance, and be sure of making a "hit."

In rich satin de chine, French peau de soles, French liberty satins, Swiss shot satin paillettes; every possible shade in this collection, for evening and street dresses, white, ivory, cream and blacks included. Big values 65c per yard. On sale Tuesday at 48c per yard. Mail and phone orders filled for blacks and ivory shades.

Fashionable Black Silks for suits, coats and dresses, rich black motifs, black satins, black peau de soie and satin redimers, rich black cords and bengalines; double width peau de soles for coats, black chiffon lafetas, French moires, rennaisances and moire velours; rich black du chesse satins. 2,000 yards, on sale Tuesday at \$1.00 per yard.

### Best Procurable Black Dress Goods the World Affords

We are particularly strong in our Black Dress Goods Section for Fall Evening Dresses, Outdoor Dresses, Suits and Coats.

Latest Fancy Perno Crepes, just arrived, in various designs, makes up smart and distinctive dresses, dust resisting and beautiful full rich black. 44 inches, \$1.25 yard.

**SIMPSON'S BEST BLACK QUEENLY BROADCLOTHS.** Beautiful range of New Broadcloths for fall just arrived, French, Austrian, English and German, glove, stede, chiffon and heavier makes, made from the finest Botany wools, dyed in a deep full black, absolutely unfading, shrunken and unspottable. 52 and 54 inches, \$1.00, \$1.25, \$1.50, \$2.00 to \$3.00.

### Attractive Prices on These Kimonos and Wrappers

What about freshening up your "in-door" wardrobe with a bright new kimono or wrapper? It acts like a ray of sunshine, and is very inexpensive at these prices:

Women's Kimono Gowns of printed muslin, dainty floral patterns, plaid, silk or mauve, embroidered collar and cuffs, headed with silk ribbon, belt of self; regular \$2.50 and \$3.00; all sizes. Tuesday 98c.

Women's Wrappers of extra quality black mercerized sateen; pleated back, yoke front and back, with frill over shoulder; buttoned cuffs; full cut skirt. Regular \$2.00. Sizes 36, 38 and 40. Tuesday \$1.49.

### On the Fourth Floor

On your way down from the Furniture Sale take a walk through our magnificent collection of home furnishings. Look up particularly the following items, and see what good value they represent:

**BRUSSELS CARPET, \$1.13.** 750 yards Brussels Carpet, in a large range of floral, Oriental, chintz, conventional and Persian designs; suitable designs for parlors, dining rooms, libraries, bedrooms, halls, etc.; all good colorings, serviceable and clean; 5-8 borders to match. Regular price \$1.25 to \$1.40. Tuesday, \$1.13 per yd.

**DECORATIVE ART SILKOLINES.** (Fourth Floor.)

Among the various fabrics used for furnishing, Silkolines are the most economical and practical; they have a silky finish, and are washable. We have a wide range of floral and conventional patterns, in colorings and tints suitable for Oriental treatment, bedroom effects, living-room styles—in fact, are applicable to almost any decorative treatment. The entire range is on sale Tuesday at bargain price, per yard, 12c.

**WINDOW SHADES SPECIALLY PRICED TUESDAY.**

On Tuesday we give you an excellent opportunity to secure high quality Oil Opaque Window Shades at a low price; 500 only in the offering; come in cream or green, 37 inches wide, 6 feet long, mounted on good spring rollers, complete with brackets and pull. Well worth 45c. Special at Tuesday's clearing price, each, 25c.

**BRUSSELS RUGS AND LINOLEUM AT A SAVING.** Exhibition is close at hand. You will need a new Rug, or some new Linoleums, when brightening up your home to receive your visitors.

These items for Tuesday will help you: 280 Brussels Rugs, a dozen designs to select from, colors including self-tone green, rose, blue, fawn, fawn and red, green and red—

	Reg. Price.	Tuesday.
9.0 x 10.6 . . . . .	\$14.00	\$12.98
9.0 x 12.0 . . . . .	18.00	14.98
9.0 x 13.8 . . . . .	18.00	16.98
11.3 x 13.0 . . . . .	20.00	18.98
13.3 x 13.0 . . . . .	25.00	20.98

800 yards of Greenish Inlaid Linoleum, for the kitchen, bathroom, vestibule or hall; block, tile, parquet and mosaic designs; lots to select from, and all good, useful colors; the cloth is well seasoned and will clean perfectly; "A" quality, regular \$1.10 and \$1.25 square yard, Tuesday 89c square yard; "B" quality, regular \$1.00 square yard, Tuesday 89c square yard.

We are prepared to suggest and undertake all lines of decorations for the Exhibition. Our representatives may be seen at headquarters in the Manufacturers' Building, or at our tent near Dufferin street entrance.

### Great Wall Paper Selling

Though the selling space of the new Wall Paper Department on the Fifth Floor is larger than formerly, the space for keeping the stock is not nearly so large. So we're offering for less than half their value all the broken lines and odd quantities that were on the Fourth Floor. All attractive goods, but we cannot keep them with our complete lines.

5,600 rolls Imported Wall Papers, for parlors, bedrooms and sitting-rooms, good colorings of blues, pinks, greens, creams. Regular 35c. Tuesday 14c.

2,650 rolls Foreign Papers, for parlors, halls, dining rooms, dens, libraries, etc. reds, browns, greens, greys, fawns, champagnes. Regular to 50c and 75c. Tuesday 26c.

3,900 feet Room Moulding, white and imitation oak, 1 1/2 inches wide. Tuesday 1/4c.

### Off to a Good Start

The several departments in which the changing seasons demand new efforts are already competing strenuously for early autumn business.

Dress Fabrics and Silks are nearly a fortnight ahead of their usual showing and that with many more novelties than Manufacturers introduce in an average season. You can make safe choice Monday in any day thereafter with ample material for exhaustive study and comparison, and you'll say not in goods alone, but in equipment, Simpson's is second to none in America.

Women's ready-to-wear garments for street wear, hat wear and under-wear take up the whole of our great Third floor. It is one of the sights of the city for tourists and is a little world of merchandising in itself.

Price economy without sacrificing of quality or disregard of the latest fashion is the goal of this department. Every season adds new evidence of your increasing appreciation.

For replenishing the home the semi-annual sale of Furniture is in full swing with its record going ably seconded by the departments of Drapery, Rugs and Wall Paper. The last named department having been given use and more commodious quarters on the Fifth floor.

These are only hints of the greater Simpson's and of the good use you will continue to make of the Simpson building and equipment which stand the synonym for strength, beauty and comfort in Commercial Canada.

### The New Coats for Infants

We have just received a shipment of the New Baby Coats for Autumn, and they're irresistible. Mothers will be charmed with them, for they're the cutest and prettiest little creations that we've ever shown. And not the most remarkable thing about them is, they look as if they were worth dollars more than the price-tickets say. Come and see them to-morrow.

Several pretty and effective styles, in all-wool cream cashmere, ladies' cloth and corded velvet, handsomely trimmed with silk embroidery, silk braid, silk medallions and ribbons. These will fit from 1 to 4 years, and are priced from \$2.25 to \$4.50.

Colored Coats of velvet or serge, in brown, navy or red, and a pretty style in shepherd's check dress goods; these are prettily trimmed with silk braid and buttons; for ages 1 to 4 years. Priced from \$2.25 to \$3.50.

### Two More New Suits for Autumn

At the rate of one or two a day, the new styles of Autumn suits are making their appearance on our Third floor. We have just seen a couple of groups that are extremely stylish and that should be given an enthusiastic welcome To-morrow.

Women's New Tailor-made Fall Suits, made in fine serge; coat fastens in front with four bone buttons; the new style skirt, with neatly stitched seams. Colors are black, navy and brown. Tuesday \$18.50.

A charming and dressy suit made in imported broadcloth, in shades of black, navy and cinnamon; smartly trimmed with braid in fancy design, new roll collar, fastens in front with large silk buttons; the new up-to-date skirt, to match coat. Tuesday \$25.00.

### New Umbrellas Selling at \$1.00

Come and see them! We think this price would sell them in the desert. There are just 108 altogether, so they should all be out in the next shower.

**UMBRELLAS AND PARASOLS.** A special line in Men's and Women's Umbrellas, only 108 in the lot, fine tafeta silk and wool tops, strong steel rod and frame, beautiful assortment of handles, \$1.00.

A clearing in Fancy Sateen Parasols, large assortment of patterns to choose from in checks, stripes and plain colors, including plain black, also many pretty floral designs, with satin borders, natural wood handles, Tuesday 69c.

### Fine Table Napkins Less than Fifteen Cents Each

100 dozen Damaak Table Napkins, all pure linen, Scotch make, hemmed ready for use, new goods and very pretty designs, size 21 by 21 inches, Tuesday \$1.79 dozen.

40 only Double Bed Comforters, size 72 by 72 inches, in dark colors only, good white fillings. Regular \$2.00 each. To clear Tuesday, \$1.63.

Duchess Scarfs, fringed ends, white ground, with pink, blue or red border, and some plain white, size 18 x 48 inches; 500 scarfs to clear Tuesday, 25c each.

### Attractive Chinaware Going at Low Prices

300 Covered Vegetable Dishes, neat floral design, in fine glaze porcelain ware, Tuesday 29c.

Tea Set for six persons, in high-grade English semi-porcelain ware, dainty under-glass floral decoration; the set comprises 6 tea cups and saucers; 6 tea plates; 2 cake plates; 1 cream jug, 1 slop bowl. Tuesday special for the complete set, 93c.

High-grade Austrian China Dinner Sets; 45 only of these fine sets for sale Tuesday. The ware is a full translucent white china body, beautiful natural color spray floral design, with gold finish. Full, complete service for 12 persons. Tuesday, \$14.21.

### New Arrivals at the Toilet Department

Bourjois' La Rose Pompon Perfume, per ounce, \$1.50.

Bourjois' Luxur Face Powder, in cake form, with small puff in each box, in flesh and white, each, 25c.

Bourjois' Violetta Perfume, per oz., \$1.50.

Bourjois' La Rose Pompon Sachet, per ounce, \$1.00.

Bourjois' Violetta and La Rose Pompon Toilet Water, large 8-ounce bottles, per bottle \$2.75.

Houbiyant's Ideal Perfume, per oz., \$2.00.

Bourjois' Nail Paste and Powder, box, 40c.

Houbiyant's Face Powder, in flesh and white, \$3.00 boxes, slightly soiled, Tuesday \$2.00.

Special demonstrations of Armour's high-grade soaps, Taylor's toilet articles, and Vinolia soaps and perfumes.

Taylor's Castle Soap, large 2-lb. bars, Tuesday, 17c.

100 only Sample Brushes; this lot includes hair brushes, cloth brushes, hat brushes and military brushes. Regular 75c and 85c. Tuesday 50c.

(Phone direct to department.)

### Groceries

One car Standard Granulated Sugar, 18 lbs. for \$1.00.

Choice Side Bacon, peameal, half or whole, per lb., 22c.

Ogilvie's Royal Household Flour, 1/4 bag in cotton, 89c.

St. Charles' Evaporated Cream, 3 tins, 25c.

Quaker Puffed Wheat, 3 packages, 25c.

Fancy Japan Rice, 4 lbs., 25c.

Royal Yeast Cakes, per box, 4c.



### Features of the August Furniture Sale

How much of life you spend with your furniture! You see it day after day; you cannot be unaffected by it; either you like it, or you dislike it most intensely. That is why calm judgment and critical discrimination should govern the selection of furniture. It is important to save—but it is more important to be entirely pleased. The stock of furniture we have prepared for this sale brings together these two factors necessary for best buying—first, handsome furniture in its widest variety—second, a very decided saving ranging to as much as half.

We would appreciate your calm judgment on the following pieces, Tuesday:—

Three-piece Parlor Suite, of very neat Sheraton design, frames made of solid mahogany, and finished dull; seats upholstered in silk tapestry. August Furniture Sale price \$45.00.

Modern design Three-piece Parlor Suite, spring seat and tufted back; frames made of birch mahogany finish, rubbed dull. August Furniture Sale price \$36.50.

Corner Reception Chair, made of birch mahogany finish, highly polished, neatly turned legs, spring seat and back, inlaid with white holly. August Furniture Sale price \$6.90.

Parlor Arm Chair, in birch mahogany finish, rubbed and polished, exceptionally good pattern, with spring seat, upholstered in satin faced silk tapestry. August Furniture Sale price \$9.75.

Lady's Secretary, in solid mahogany, Sheraton pattern, large writing space and compartments for stationery, long deep drawer under writing bed. August Furniture Sale price \$15.60.

House Desk, in genuine quartered oak, fumed finish, an uncommon but good design, lots of writing and drawer space. August Furniture Sale price \$17.90.

Parlor Table, in quartered oak and mahogany, highly polished, shaped legs and moulded top. August Furniture Sale price \$5.45.

Music Cabinet, in solid mahogany, polished; a plain but neat pattern, rounded corners and shaped legs; good space for music, with drawer above; drawer and door trimmed with wood knobs. August Furniture Sale price \$16.80.

Tea Tables, in quartered oak and birch mahogany, of pedestal design, with small round top, neatly made and finished. August Furniture Sale price \$2.75.

Solid Oak Chairs and Rockers, in-fumed finish, mission style, with rush seats; well made and exceptionally good value. August Furniture Sale price \$5.25.

Arm Chair and Rocker, in genuine quartered oak, early English finish, loose cushion seat, covered with Spanish leather, large size and comfortable. August Furniture Sale price \$13.90.

Mission Settee, Spanish leather, upholstered seat and back; frames made of quartered white oak, finished early English. August Furniture Sale price \$18.75.

The **SIMPSON** Company Limited



### Call in On Your Way Down Town

So as to get first choice of these new-season 1910 shirts being sold to-day and to-morrow at half price and less. The maker's well known trade mark on every shirt is accepted everywhere as a guarantee of superior quality and fast color. These well shirts seldom find their way to a sacrifice sale, they are the aristocracy of the shirt population, including Oxford regulated and all the well new stripes and outing specialties.

Enter by the Wanless store, which has a new short lease of life before everything has to be moved out for re-building.

A \$2.00 SHIRT FOR \$1.00. They're the best English and French cambrics, English Oxford, chambrays, Madras, etc.; made of the best models, and guaranteed perfectly sized; there's a splendid assortment of designs, small handkerchiefs attached; a few detached cuffs, coat and ordinary style; all the best numbers of men's \$1.50 and \$2.00 Neglige Shirts, in sizes from 34 to 17, \$1.00 each.



### Men's Hats, Low Prices

Men's Panama Hats, medium and large shapes, fine cloth weave, and well finished. Reg. \$5.00, Tuesday, \$2.45.

Men's and Youths' Straw Hats, in fine American make, best quality and split brims, dressy shapes, in straight or curving brims. Tuesday, for 98c.

### Men, Come to the Hosiery Sale To-morrow.

Our last "Men's Day" in this sale was so successful that, having received a couple of new shipments, we're sure that many men would like another invitation. Cotton, lisle, cashmere, silk—whatever kind you fancy, you'll find them in this fresh lot, and priced for to-morrow most astonishingly low. There are items for women and children here, too, that should not be overlooked.

MEN'S DAY. Men's Black Cotton Socks, Regular 25c. Hosiery Sale price Tuesday, pair 12 1/2c.

Men's Fine Lisle Thread Socks, black, tan and colors. Regular 30c. Hosiery Sale price Tuesday 18c, 3 pairs 50c.

Men's Finest Lisle Thread Socks, in all the newest kinds, plain, lace and silk embroidered, also fancy patterns. Regular 45c. Hosiery Sale price Tuesday 25c.

Men's Plain Black Cashmere Socks, Regular 20c. Hosiery Sale price Tuesday 12 1/2c.

Men's Plain and Ribbed Black Cashmere Socks, Regular 25c. Hosiery Sale price Tuesday 16c, 3 pairs 50c.

Men's Fine English Made Silk and Cashmere Socks, elastic rib, black, with red, sky, white. Regular 60c. Hosiery Sale price Tuesday 35c, 3 pairs \$1.00.

Women's Lisle Thread Hose, black, tan, white. Regular 25c. Hosiery Sale price Tuesday 18c, 3 pairs 50c.

Women's Plain and Fancy Lisle Thread Hose, a large assortment of kinds. Regular 45c. Hosiery Sale price Tuesday, pair 29c.

Women's Plain and Ribbed Black Cashmere Hose, Regular 35c. Hosiery Sale price Tuesday, pair 23c.

Women's Silk and Cashmere, also fancy checks, stripes, finest English made, neat colorings. Regular \$1.00. Hosiery Sale price Tuesday, pair 69c.

Infants' and Children's Fancy Lisle Thread Socks, Regular 20c, 25c. Hosiery Sale price Tuesday 10c, 3 pairs 25c.

Girls' Fancy and Plain Black, Tan Cotton Stockings, Regular 25c. Hosiery Sale price Tuesday, pair 12 1/2c.

Boys' and Girls' Plain Black Cashmere Stockings, Regular 30c. Hosiery Sale price Tuesday, pair 19c.

WE have... PARTICULARS... H. T. 25 Victor... PRO... UNO... Remark... tions a... the U... Fast A... GREAT... TO F... At the... Mr. Ro... errors in... and def... whels... opinion o... ed for... Mr. Ro... speech c... As look... most of... be perm... the unt... obtaining... which... and poss... of some... BY... Since the... some fifty... had a fair... opinion th... piled by E... labor and... minimum... army, and... with a ver... her posit... was unque... favor, the... which the... herself are... "That the... greater the... world, and... her nation... of the best... of gold."... At first a... very grave... crises, by... found them... ended circum... the United... cause is a... of econom... (Schedule... her fore... her current... 600,000 per... \$25,000,000 in... tual debt ta... quarter of... utes receive... for April se... Year... 1902... 1903... 1904... 1905... 1906... 1907... 1908... 1909... In... Jan... \$13... Feb... 16... March... 16... 442... Average... ance for... Trade deb... quarter... From the... been that... the last... with the... has increa... period: Bu... 1900... 54... 1901... 52... 1902... 74... 1903... 67... 1904... 63... 1905... 63... 1906... 63... 1907... 63... 1908... 63... 1909... 63... Average... Table Sho... (From... Table Sho... it is... half... debt trade... If the... were