

L. SIMPSON

Store closes at 5.30 p.m. Saturday at 1 p.m. during August.

H. H. Fudger, President.

J. Wood, Manager

Phone Number Main 7841 We have 80 lines to Central.

L. SIMPSON

A Bountiful Supply of Well-made Hosiery At August Sale Prices

Women's Pure Silk Hose, manufacturers' samples and left-overs, some slightly soiled. In the lot are black, white, and a few tans. All sizes 8 1/2 to 10. Regular prices would be \$1.50 and \$2.00. Hosiery Sale price Thursday, pair .98



The August Black Silk Sale

How great are the opportunities, and how unusual the values in this big sale of new silks you can best appreciate when you have run their shining folds through your fingers and seen their splendid sheen.

Even our famous department is proud of this fall's supply, and the prices but add to the enthusiasm of both customers and salespeople. These for to-morrow:

Paillettes, Satin de Chines, Chiffon Taffetas, Messaline, every yard of good, reliable quality, and good black. The width is 36 and 40 inches. Usual prices \$1.25 and \$1.35. Sale price .94

Apron Prices Reduced

Women's large size Aprons, of print, mid or navy blue, with small pattern and wide fancy border. Regular price 35c each. Thursday, each .25

Women's Princess Overall Aprons, heavy blue and white check gingham, covers whole of skirt, large fitted bib, extra quality. Regularly 65c each. Thursday, each .45

CLEARING WOMEN'S SUMMER UNDERWEAR.

No Phone Orders. A general clearance of several styles Women's Summer Vests for Thursday, ribbed white cotton or lisle thread, low neck, short or no sleeves, beadings and draw ribbons; some are slightly imperfect, others are counter soiled only. Sizes 32 to 38 bust. Regular prices 20c to 30c each. No phone or mail orders.

Thursday all at 10c Each



The August Sale of Furniture For the Dining Room

Dining Chairs, in quartered oak, finished rich golden, also in mission, solid leather seats. Sets of 5 side chairs and 1 arm chair. August Furniture Sale 18.60

Dining Chairs, in selected quarter-cut oak, in fumed early English or golden finishes, slip seats of genuine leather. Sets of 5 side chairs and 1 arm chair. August Furniture Sale 22.90

Dining Chairs, made of heavy quarter-cut oak, finished rich golden, with upholstered leather seats. Sets of 5 side chairs and 1 arm chair. August Furniture Sale 23.60

Dining Chairs, built of quarter-cut oak, upholstered seats and backs, of No. 1 leather. Sets of 5 side chairs and 1 arm chair. August Furniture Sale 44.60

Buffets, in mission design, and fumed finish, with good cupboard and drawer space, and heavy mirror plate. August Furniture Sale 21.60

Buffets, made of selected quartered oak, finished rich golden polished, an exceptionally neat pattern, carefully constructed. August Furniture Sale 23.90

Buffets, in solid quarter-cut oak, finished golden waxed, built on straight lines, with good cupboard and drawer arrangements. August Furniture Sale 33.60

Combination Buffets, in rich golden quartered oak, good show space for china, short drawer for cutlery, with large cupboard below. August Furniture Sale 38.45

Dining Tables, in quarter-cut oak, finished fumed pedestal design. Top is 44 inches in diameter, and extends to 6 feet. August Furniture Sale 17.45

Dining Tables, in solid quartered oak, rich golden finish, pedestal design, with round top, extends to 8 feet. August Furniture Sale 21.40

Dining Tables, in quarter-cut oak, finished rich golden mission or fumed. Top is 48 inches in diameter, and extends to 8 feet. August Furniture Sale 25.60

Make Simpson's your hotel when you're down town or in town for the day. Check rooms, lunch rooms, rest rooms and every service for a day's comfort, and a meeting place for you and your friends are all furnished by the store. You are welcome.

This in Lunch Room THURSDAY AFTERNOON, 2:00 to 5:30. Orange Sherbet, with assorted Cut Cakes, 10c.

Men's \$15 Suits

At this price we have arranged to give a very High-Grade Three-Piece Suit, in greys, browns, navy blue or plain black, of the best imported cloths, cut single-breasted, three-button style, with single-breasted, five-button vest, the newest model trousers, and best mohair linings. Tailored by experts. Price 15.00

Genuine French Balbriggan 39c a Garment

200 dozen garments of Men's Underwear to be sold at these great reductions in price Thursday, are shirts with long or short sleeves, drawers ankle or knee lengths. The color is ecru. Some have silk facings, all are beautifully finished and tailored strongly. All sizes 34 to 48. Regularly 50c, 65c and 75c. To clear Thursday, each garment 39

PRICES OF BOYS' OUTING SHIRTS CUT IN HALF AND LESS.

2,000 Boys' Summer Outing Shirts, from our regular stock, must be cleared to make room for other fall goods now coming in. The materials are the best and most fashionable for summer wear; several plain colors and striped effects to choose from, all sizes and half sizes 12 to 14. Regularly 65c, 75c and \$1.00. To clear Thursday, each 37

Women's Dainty Boots

300 pairs Women's High-grade American Boots, in button and blucher styles, all made on the new short vamp last, in selected patent pony, dull kid, Russia calf, vici kid and gun-metal leathers; the tops are extra high, and every pair is beautifully finished, Goodyear welt, hand-turn and flexible McKay sewn soles; French, New York, Cuban and low matron heels. Sizes 2 to 8, in all popular widths. Regularly \$3.50, \$4.00 and \$4.50. Thursday 2.49

"QUEEN QUALITY."

One hundred and thirty-one cases "Queen Quality" Boots, in all leathers, styles, sizes and widths have been passed through the customs, marked, and are now ready for your inspection.

Bedroom and Sitting Room Wallpapers

Dainty designs, in soft colorings, with neat ceilings, dropped or neat cut out below moulding and over base.

Bedroom Stripes, Chambrays and Florals, in full assortment of greys, pinks, creams, yellows, blues, greens, imported and domestic makes. Per roll, 15c, 20c, 25c, 35c and 50c.

Tweeds, Cloths, German Stripes, Boxides, Calder-cruix's, Tapestries, for sitting or living rooms, to be used plain or with decoration. Per roll 25c, 35c, 50c, 75c.

Tunis to match the paper, per yard, 8c, 10c, 15c.

1,250 rolls imported and domestic Bedroom and Sitting Room Papers, in assorted colorings. Regularly 20c roll, Thursday 11c; regularly 35c roll, Thursday 19c; regularly 50c roll, Thursday 27c.

Embroidered Bedspreads \$3.95

Irish Embroidered Bedspreads, beautiful fine quality, neat designs, hemstitched, double bed size, 90 x 100 inches. Special Thursday 3.95

Damask Lunch Cloths, size 31 x 31 inches, good designs, hemstitched all round. Clearing Thursday, each 49

White Unshrinkable Wool Blankets, closely woven, with soft nap, pink or blue borders, size 64 x 84 in. Thursday; pair 3.75

1,000 yards Apron Gingham, blue and white checks, fast colors, 40 inches wide. Thursday, yard 12 1/2 Phone Linen Dept., 2nd Floor.

A Great Opportunity for Book Buyers

Travellers' samples, comprising Fiction, Biographical, Travel, Historical, Art and Gift Book series, handsomely bound in cloth, 3/4 leather, and full leather. During the two days' sale, Thursday and Friday, all at 40 per cent under cost price. Sale on Main Floor, Queen st. entrance. Don't miss this opportunity to add something good to your library.

New Colonial Drapery Fabrics

Our Fall stock, augmented daily by thousands of yards of beautiful cretonnes of most artistic designs and color effects.

Plain Color Fabrics, for casement curtains, in greens, browns and blues, many of them with absolutely fast colors.

The staff of salespeople is always ready to give you every assistance in selecting the suitable material for your particular use.

In connection with this department are trained men conversant with every item of house furnishing and decorating, who upon request will give you the benefit of their advice in the furnishing of single rooms or your entire house, if you so desire. Our display of exclusive materials on the 4th floor eclipses anything before offered in Toronto. We invite your presence at your convenience.

Thursday's Grocery List

2,000 lbs. Dairy Butter, in prints Per lb. 27
Choice Sugar-Cured Hams, half or whole Per lb. 18
Milk, Via Breakfast Cereal Per lb. 18
Rich Red Salmon, Otter brand Three packages 35
Fresh Flaked Wheat Per 5 lbs. 31
Edwardsburg or Beehive Table Syrup Per quart 45
Salt, in 5-lb. bags 5-lb. pack 28
English Marrowfat Peas Three bags 14
Imported Malt Vinegar Three packages 35
Scott & Taylor's Worcester Sauce Three bottles 30
Borden's Eagle Brand Milk Six packages 38
Fancy Patna Rice Per lb. 14
Paragon Pickles Three lbs. 35
Telfer's Arrowroot. Regularly 10c Two packages 16
500 lbs. Fine, Rich, Full-Bodied Assam Tea, of uniform quality and fine flavor—a 35c tea anywhere. Thursday Per lb. 35

EMBROIDERIES

27,000 yards of Swiss Edgings and Insertions; odds and ends and over makes of a Swiss manufacturer, we have marked much below regular prices .5, .6, .7, .10, and .12 1/2 cts. yd.

SIMPSON'S BOW LINE.

We have a very large stock of Bow Ties of many descriptions. Bows of velvet, bows of silk, silk plain and color combinations, artist bows, cup bows, lace bows, etc., each .10, .15, .19, .25, .35 and .50.

Notion Specials

Needles, 4 packages, 5c. Mending Wool, 5 cards, 5c. Toilet Pins, regularly 5c card, 4 for 10c. Domes Pasteners, 4 cards, 5c. Leader Safety Pins, 3 cards for 10c. Hooks and Eyes, black only, 6 cards for 5c. Pocket Collar Supports, 8c card. Rival Waist Supports, Regularly 25c each, 10c. One Dress Shields, all styles and sizes, plain and lace trimmed, 25c, 30c, 35c, 40c and 50c. Klainert's Dress Shields, 15c, 20c, 25c, 30c, 35c and 50c.

Half Price Laces

Our Val, Torchon and Cluny Laces are really worth a visit to-morrow. Thousands of yards to choose from at 10c, 15c, 25c, 35c and 50c dozen yds.

Black Goods Demonstration

Our new autumn Black Suitings and Dress Fabrics are being delivered to us daily. Every worthy weave and novelty from the world's best markets is here. We have never shown a finer variety of suitings and dress weight fabrics. Fabrics for street wear, house wear, reception wear, in black, suitable for every purpose. We have admitted here the largest and most select stock of black goods in Canada, comprising new French, Austrian, English and German broadcloths; new French and English whorled suitings; new French and English plain suitings; Poplins and Serges; West of England Suiting; Bergees in almost endless variety. New English Tussore Royal and Silk and Wool Fabrics, for house and street wear, etc. Prices from 50c to \$1.00 per yard.

CORSETS

A CLEARING.

We are clearing all the summer weight Corsets, in stock, regardless of their cost, to make room for the new fall styles arriving daily. Phone orders filled if before noon. 300 pairs "D. & A." Corsets, of the white summer net, medium bust, long skirts, with four garters, rust-proof steels, four wide side steels, lace trimmed, a light weight, cool and strong corset. Sizes 18 to 25 inches. Thursday, a pair 35

Unique Display of Mantles

Women are always interested in any really authoritative display of new styles. It is, therefore, with considerable assurance that we invite you to visit our Third Floor Cloak and Suit Section, for not only are the Suits, Cloaks, Skirts and Dresses now being shown the newest in materials and cut, but prices are uniformly lower than you would expect, quality and style considered.

These few items are typical:—

OUR POPULAR \$5.00 SKIRTS. A splendid assortment of styles and materials in Panamas, serges and tweeds. One particularly good style is made of black Panama, has the fashionable tulle effect trimmed with fall fringe and finished with a cluster of pleats on left side of front panel, fastening at left side of back panel. 5.00

NEW FALL AND WINTER SUIT FOR WOMEN AND MISSES. Is made from the new diagonal serge, in navy or black. The coat is 32 inches long, lined throughout with grey corded silk, smartly semi-fitting both back and front, and is made with strictly tailored seams; the mannish notched collar is lined with velvet. The skirt is a most becoming model, with shapely gores and front and back panels. Splendid value at 15.00

WOMEN'S NEW FALL DRESS. A delightful and serviceable dress made of Messaline Silk, carefully cut and splendidly finished. The waist has a pretty lace yoke and high collar, outlined with the new-puffed shirring and self buttons. The skirt has the fashionable straight lines or overskirt effect, trimmed to correspond with waist. Shades are mauve, black, navy and grey, also striped effects. Prices 15.00, 17.50 and 19.50.

SPECIAL SHOWING OF ULSTERS. In new blanket cloths and newest designs, colors are tan, brown and gray. Large collar, patch pockets, new wide belts are features and they are self-trimmed. Price 22.50

The SIMPSON Company Limited