

**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**

# Plums for Mid-Week Shoppers at Simpson's

## Girls' Dresses---A Mid-Week Bargain

No Phone or Mail Orders.  
Clearing about 300 Dresses for Girls 3 to 14 years of age. All summer styles, in fancy gingham or prints, many pretty effects in all the best colorings. Not all sizes in each line, but all sizes in the lot. Regular prices were 90c to \$1.50 each. No phone or mail orders. Wednesday, .50 rush price, each . . . . .

## WOMEN'S DAINY TEA APRONS.

A small lot of pretty aprons for quick clearance. Come early or phone before 10 o'clock.

190 only Ladies' Tea Aprons, several pretty styles, in plain or embroidered lawns, trimmed with fine laces or ribbons, some with embroidery, round or square shapes, small size. Regular prices 50c to 65c each. Wednesday, each, .25

## LITTLE BOYS' KNITTED WOOL SUITS

On Sale in Whitewear Dept.  
The cutest clothing you can imagine for little chaps of one to five years are these knitted wool suits. We are offering two hundred suits on Wednesday at fifty cents each less than regular price, just to introduce them.

200 Little Boys' Brownie Suits, sweater and knee pants, fine ribbed knit wool, sweater partly open at neck, waist buttons on pants; colors brown, navy or cardinal; sizes 1 to 5 years. Reg. ular price \$1.75 each. Wednesday, a suit 1.25

## Millinery Galore

At 69c, Fancy Satin Straw Bonnets. Fancy muslin bonnets, fine tazel hats, fancy hats, price regularly \$1.50, \$2.50 and \$3.00. Wednesday .69

At 39c, Large Fine Milan Sailors, with silk bands, fine Leghorn shape, fancy Muslin bonnets, fine white Milan shapes, etc. Regularly \$1.00, \$1.50 and \$2.00. Wednesday, .39

At 19c, Fancy Muslin Bonnets. Cute little straw hats. Regularly 60c to \$1.00. Wednesday .19

(None of these goods exchanged.)

## CHILDREN'S DEPARTMENT.

Big special day. Prices to make a regular clean-up. The time to buy a new hat for the wee tots to finish out the season.

We have made three prices only, and each offers many bargains. You will have to be here at eight o'clock.

These specials for Wednesday well illustrate the Simpson slogan of timeliness. Just the goods you need are here when you want them most, and always at prices that make them more welcome. Your shopping trips to the store are made pleasant by every convenience we can devise; lunch room, tea room, rest room and checking desk for parcels are all provided for your comfort. Visitors in town are invited to make use of every facility we can offer and will find this a central rendezvous.



## Furniture for the Living Room in the AUGUST FURNITURE SALE Special Low Prices for Wednesday

- Arm Chairs, built of heavy reed, with loose cushion seat and back. Regularly \$14.00. August Furniture Sale . . . . . 10.90
- Arm Chairs, a clever pattern, made of the finest of reed, very comfortable, finished dark green and rich brown. Regularly \$17.00. August Furniture Sale . . . . . 12.80
- Fireside Arm Chairs, frames of mahogany, with deep upholstering, covering of green denim. Regularly \$31.50. August Furniture Sale . . . . . 24.60
- Fireside Arm Chairs, built for comfort, made of carefully selected and high grade materials. Regularly \$43.75. August Furniture Sale . . . . . 29.60
- Arm Chairs, of extra large size, deep seat and high back, with good strong tapestry covering. Regularly \$41.75. August Furniture Sale . . . . . 28.70
- Arm Chairs, upholstered in best Spanish leather, with loose cushion seat, well made and very desirable. Regularly \$55.00. August Furniture Sale . . . . . 42.60
- Sofa, frame made of solid mahogany, in colonial lines, covering of green denim. Regularly \$56.00. August Furniture Sale . . . . . 43.40
- Living Room Suite of Two Pieces; large sofa and comfortable arm chair, frames are made in solid mahogany, with deep plain upholstering. Regularly \$92.00. August Furniture Sale . . . . . 69.00

## Two Shoe Specials

FOR MEN, \$2.00.  
1,000 pairs Men's Boots and Low Oxford Shoes, in patent colt, box calf, gunmetal and tan Russia calf leathers, Goodyear-well and McKay sewn soles, every pair perfect; sizes 5 1/2 to 11. Regular \$2.50, \$3.00 and \$3.50. Wednesday special . . . . . 2.00

FOR WOMEN, \$1.95.  
700 pairs Women's High-grade American and Domestic Pumps, Oxfords and Ties, in all the new spring and summer styles, patent pony, vici kid, velour calf, tan Russia calf and gunmetal leathers, also black satin and velvets, high New York, Cuban, French and military heels; sizes 2 to 7, in A, B, C, D and E widths. Regularly \$2.50, \$3.00 and \$3.50. Wednesday special . . . . . 1.95

## Shirts at 69 Cents

1,000 Men's Neglige Shirts, in a wide range of designs and colorings, for present wear. Splendid assortment of sizes for 14 to 17. Every shirt is a good bargain. The lowest priced quality in the lot was \$1.00 and the best \$1.50. There is a good percentage of \$1.25 negliges in the lot. Come early Wednesday for best selection. Your choice at, each . . . . . 69

## UNDERWEAR.

Men's Medium or Heavy Weight Imported Natural Wool Underwear: some made with a large double-breast. Very good garments for early fall wear, guaranteed absolutely unshrinkable, light natural shade; all sizes 34 to 44. Each garment 1.00 Wednesday . . . . .

Boys' Cashmere Jerseys, made from pure wool, in navy blue only, with cardinal or white stripes on collar and cuffs. Made to fasten on collar and shoulder. Medium and light weights. Sizes 20 to 32. 1.00 Special Wednesday . . . . .

## Women's Most Practical Costume

is the suit. Always and everywhere she finds need for it because of its instant adaptability to meet the changes of temperature—often extreme in a few hours.  
Designers are alive to this need, and to the fact that to be desirable a suit must be simple and practical in cut and durable in materials. Those we describe here are intended for fall and early winter wear, and the price we name, \$12.85, is due to their early appearance, and the desire of the maker to keep his entire staff at work.

## ONLY ONE HUNDRED

Women's and Misses' Fall and Winter Suits; lines of unusual becomingness characterize these smart models. The coats are of the new correct long cut, some are made on strictly tailored lines, with notched collars; others in the new Norfolk style, with self strappings, belt and smart patch or slash pockets. They are fastened with self or novelty bone buttons. Skirts are gored, some pleated, and cut in becoming lines. The materials in the lot are desirable and fashionable new imported tweed mixtures in a variety of pretty colors, such as blue, tan, green, grey, etc. Unusual value at . . . . . 12.85

## 72-inch Sheeting 28c Yard

Heavy Bleached English Sheeting, in twill only, strong, serviceable make, 72 inches wide. Clearing Wednesday, yard .28  
White Honeycomb Bed Spreads, beautiful soft make, nicely hemmed, large size, 78 x 90. Special Wednesday . . . . . 1.98  
Ceylon Flannel, large range of stripes, dark or medium colorings, 30 inches wide, suitable for pyjamas, etc., Wednesday, yard . . . . . .30  
Irish Embroidered Pillow Cases, beautifully worked, spoke-stitched ends. Size 45 x 33. Special Wednesday, pair . . 1.98  
Phone Linen Dept., 2nd Floor.

## Extraordinary Price for Imported Blouses

All of the very highest class, they are samples principally. There is a good sprinkling of all sizes. Materials are of wide variety, comprising plain and fancy striped silk minims and chiffons, in practically every shade, rich duchesse silks, filmy laces, and lovely combination effects. One of the best lots of good blouses we have ever shown; these garments would sell ordinarily from \$5.50 to as high as \$15.00. The whole lot has been marked for Wednesday at . . . . . 2.95

## A Sale of Men's Trousers

Wednesday morning we put on sale men's English Worsted Trousers, worth \$3.00 and \$3.50; assorted patterns and well tailored. Sale price . . . . . 1.98

## THE NEW WATERPROOF COAT.

Made from a light grey tweed, which is thoroughly waterproof. Single-breasted, motor style, to button to the chin. English Raglan shoulders. A waterproof and street coat combined, well tailored. Price 15.00

## BOYS' SMART SCHOOL SUIT.

Made from English tweeds, of dark fancy weaves, in three-button double-breasted style, with smart shaped lapels and breast pocket. Lined with a good wearing twill. Full fitting bloomers, with strap bottoms. Sizes 25 to 34. Regularly \$4.50, \$5.00, and \$6.00. Wednesday, to clear . . . . . 3.95

## BOYS' FINE QUALITY SHIRTWAISTS.

Striped and fancy designs. Reduced to clear Wednesday . . . . . 49

## "Special Sale" of Wilton Rugs

THE SECOND AND LAST DAY.  
There is a splendid lot of squares included, every one of which is substantially reduced in price. All standard quality rugs of exquisite designs and colorings, that will give always increasing satisfaction. Get here as early as possible and have the widest selection.

- 6.0 x 10.6. Special Sale price . . . . . \$19.75
- 9.0 x 9.0. Special Sale price . . . . . \$16.95 and \$22.50
- 9.0 x 10.6. Special Sale price . . . . . \$19.25 and \$21.00
- 9.0 x 12.0. Special Sale price . . . . . \$21.00 and \$25.75
- 11.3 x 13.0. Special Sale price . . . . . \$35.00 and \$39.75

## Men's Hats Stiff and Soft

Up-to-date shapes, and fine grade English fur felt, color black only in stiff hats; black, brown and grey in soft hats. Wednesday 1.00  
Panama Hats, fine South American make, extra fine weave, and well finished, semi-telescope, and tourist shapes. Regularly \$5.00 and \$6.00, Wednesday 2.98

## In Chinaware

Salt and Pepper Sets, with nickel-plated tops. A good handy size, made of best pressed glass. Special . . . . . .8  
Sugar Sifters, plain optic glass. One of our most popular shapes. Regular price 30c each. Special . . . 19  
Vinegar and Oil Bottles. No table looks finished without them. Very pretty designs, but only 2 shapes. Regular price \$1.98 each. Special . . . . . .98

## The Grocery List

- Fresh Rolled Oats . . . . . Per stone 45
  - Choice Side Bacon, peameal, half or whole . . . . . Per lb. 19
  - Quaker Puffed Wheat . . . . . Three packages 25
  - Canned Biddle, Brunswick brand . . . . . Per tin 11
  - Teller's Cream Soda Biscuits . . . . . 2 lb. box 24
  - Pure Cider Vinegar, XXX . . . . . Per gallon 25
  - Mustard, in bulk . . . . . Per lb. 25
  - Finest Canned Corn . . . . . Three tins 25
  - Choice Pink Salmon, 1/2 lb. flats . . . . . Three lbs. 25
  - Fancy Japan Rice . . . . . Three tins 25
  - Ekovah Custard Powder . . . . . Three lbs. 25
  - Canned Greenage Plums, in syrup . . . . . Three packages 25
  - Dalton's Lemonade Syrup . . . . . Per tin 10
  - Clark's Fatted Meats, assorted . . . . . Three bottles 25
  - Imported Macaroni . . . . . Three packages 25
- FRESH ROASTED COFFEE, PER LB., 25c.  
500 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory, Wednesday, . . . . . Per lb. 25

## HOSEIERY Sale Values

- Women's Plain Black Cashmere Hose, plain and ribbed English make, full fashioned, spliced heel, toe and sole. Regular 50c. Hosiery Sale price, Wednesday . . . . . .29
- Women's Silk and Wool Hose, fine elastic ribbed, black, with colored silk, full fashioned spliced heel, toe and sole. Regularly 75c. Hosiery Sale price, Wednesday . . . . . .49
- Women's Fleece lined seamless Cotton Hose, silky fleece, soft on the feet, black only. Sizes 8 1/2 to 10. Regularly 20c. Wednesday, Hosiery Sale price . . . . . .12 1/2
- Women's Lisle Thread Hose, at about half price, in the lot are fancy patterns and plain Lisle, in colors and laces also. Plain black cotton. Regularly 29c and 35c. Hosiery Sale price, Wednesday, 19c, 3 pairs . . . . . .50
- Boys' and Girls' Plain and Ribbed Black Cashmere Stockings, English made, full fashioned, spliced heel, toe and sole, fine and soft. Sizes 6 1/2 to 8 1/2. Regularly 40c. Hosiery Sale price, Wednesday . . . . . .25
- Girls' Cotton Stockings, ribbed, in black, white, fine yarn, good wearing. Sizes 5 1/2 to 10, in black; white 5 1/2 to 8 1/2. Regularly 25c. Hosiery Sale price, Wednesday, pair . . . . . .12 1/2
- Men's Cotton Socks, in the lot are black, also fancy colors, with circular stripes. Regularly 15c and 20c. Hosiery Sale price Wednesday, 10c, 3 pairs . . . . . .25
- Men's Pure Silk Socks, black, tan, and a variety of colors, seamless, spliced heel and toe. Regularly 50c. Hosiery Sale price, Wednesday, 35c, 3 pairs . . . . . 1.00
- Men's Black "Indiana" Cashmere Socks, made from extra quality soft yarn, seamless, spliced heel, toe and sole. Sizes 9 1/2 to 11. Regularly 35c. Hosiery Sale price, Wednesday . . . . . .25
- Women's Long Lisle Thread Gloves, neat lace patterns, also plain Lisle in white only, mousquetaire opening at wrist, dome fasteners. Regularly 35c. Wednesday . . . . . .25
- Women's Wrist Length Lisle Thread Gloves, dome fasteners, white only, neat point on back, fine smooth thread. Sizes 5 1/2 to 8. Regularly 25c. Wednesday . . . . . .10

## A Vogue of Wide Black Ribbon

The late summer season adopts wide black taffeta ribbon for millinery. For Wednesday we have put on sale a heavy quality of pure silk taffeta, 7 inches wide. The shade of black and the weave are perfect. The value is special. For Wednesday per yard, only . . . . . .25

This in the Lunch Room WEDNESDAY AFTERNOON Cherry Frape with Cut Cake TEN CENTS



## In the August Black Silk Sale

Varied Silk Items, every one at Bargain Price, but new and fresh.  
500 yards Black Paillette de Chine. This is one of our new makes, having the soft finish of a satin de chine, with the wearing quality of a paillette. Regularly \$1.30. Sale price, per yard, 40 inches . . . . . 1.70  
Black Duchesse Mousseline, with soft lustrous finish, skein dyed, and of perfect weave, for gowns and waists it has no equal. Regularly \$1.69. Sale price, 40 inches, per yard . . . . . 1.44  
New Liberty Duchesse Satin—A charming soft finished silk, with delightful draping qualities; of deep, full, black dye. Every yard recommended for wear. An elegant silk at a notable price. Regularly \$2.00. Sale price, 40 inches, per yard . . 1.69  
One special number of Crepe de Chine, of French manufacture, of beautiful quality, which won't crush. Crepe de Chines are to be more fashionable this fall than ever for house wear and evening gowns; they will be in demand. This is therefore an opportune offer; 300 yards. Regularly \$1.90. Sale price, 40 inches, per yard . . 1.48

The Robert SIMPSON Company Limited