

Telephone Main 7841 1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919 Market Adelaide 6100

Appointment Register.

Established in order to assist you in making appointments to meet friends down town. Conveniently situated for the use of our customers at the Queen street entrance.

Our Self-Service Lunch Room

Will be prepared to cater to your wants from 11 to 1 o'clock today.

Every provision for quick service.

The Palm Room Will Continue as Usual

Breakfast 8.30 to 11.00. Lunch 11.30 to 2.00. Afternoon Tea 3.00 to 5.30. Simpson's—Sixth Floor.

Table Cloths and Napkins at Clearaway Prices.

Damask Table Cloths \$3.69. Size 2 x 2 yards and in pretty rose, shamrock, spot, marguerite and stripe designs. All are of good serviceable damask. Rush price today, each \$3.69.

Napkins to Match, \$4.69 Doz. Size 22 x 22 inches. Clearing today, dozen \$4.69.

Bedroom Towels \$1.19. Pure linen hemmed huckaback bedroom towels. Special, today, pair \$1.19.

Roller Towels 59c Each. 500 in the lot. Made from plain union crash. 17 inches wide. Two and half yards in each towel. Less than wholesale price, today, each 59c.

Silkline Bed Comforters \$2.69. Mostly dark colorings. Size 72 x 72 inches. Special today, \$2.69.

Bleached Sheeting. Fine English make. Full 2 1/2 yards wide. Special today, yard \$1.15.

White Flannelette 29c Yard. Lovely soft quality. 32 inches wide. 1,000 yards to clear today, yard 29c.

Simpson's—Fourth Floor.

Men's Soft Felt Hats \$1.45.

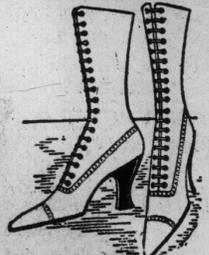
The newest shapes and shades in soft felt hats for men in a big assortment—fedoras and telescope crown styles. Shades of grey, green, brown and black. English, Italian and Canadian makes. No phone or C.O.D. orders accepted. Today, \$1.45.

Caps for Men and Boys 79c.

Regularly 95c and \$1.50. Plain shades and fancy designs in one, four and eight-piece crown style caps. Today, \$1.45.

Simpson's—Main Floor.

Women's Queen Quality Boots \$2.95



No Phone, Mail or C.O.D. Orders on Sale Footwear. Twenty different styles and patterns. Patent leather in button and lace, high Spanish, Cuban and low heels. Goodyear welt, turn and McKay sewn soles. Sizes 2 1/2 to 5. Taken from stock and specially reduced for today, \$2.95.

Women's Low Shoes \$2.95. Pumps, oxfords, colonials and strap slippers. Brown and black kid, and calf skin, also patent leather. Goodyear welt, McKay and turn soles. Plain vamps and imitation toecaps. Sizes 2 1/2 to 6 1/2. Today, \$2.95.

Girls' Boots \$3.29. Strong boots, made of patent colt and kid leather, buttons or lace style. Nice fitting toe shapes with low school girls' heels. Sizes 11 to 2. Today, \$3.29.

School Boots For Boys and Girls. Strong, durable leather on lasts and shapes that boys and girls like, both comfortable and stylish.

Misses' Gummetal Boots \$4.50. Calf button boot. Medium full toe. Medium flat heel. McKay sewn soles. Sizes 11 to 2. Today, \$4.50.

Misses' High Cut Kid Lace Boots, made on a full fitting last. High leg cut. Soft don-gola kid. Sizes 11 to 2. \$6.50 and 8 to 10 1/2, \$4.50.

Youths' Lace Boots \$4.50. Velour calfskin, blucher cut. Made on nature last with low flat heel. Sizes 11 to 13, today \$4.50. Same style in tan, sizes 11 to 2, \$4.50.

Boys' Lace Boots \$2.75 and \$3.25. Box calf, "Active Service" brand. Blucher cut, on full round toe. Heavy solid leather standard screw sole or lock stitched sole. Full leather heel. Sizes 1 to 6 1/2, today \$3.25; 11 to 13, \$2.75.

Boys' Tan Lace Boots \$3.25 and \$3.75. Strong tan winter calfskin. Blucher cut, full round toe, standard screw process sewn, lock stitch with heavy wax thread. Full leather heel. Sizes 1 to 6 1/2, today \$3.75, and 11 to 13, \$3.25.

Girls' Havana Brown Boots \$4.50. Calfskin Goodyear welt lace boots. Custom grade oak tanned sole. Made on natural last, assuming a comfortable fit for growing feet. Sizes 8 to 10 1/2. Today, \$4.50.

Simpson's—Second Floor.

SIMPSON'S

Special Opportunities for Exhibition Visitors Today

Exhibition visitors will find that every facility has been provided in this store to enable them to shop in comfort. Our stocks have been specially prepared, and our customers are, therefore, assured of unexcelled choice of selection. Special offerings for today are listed below, and visitors will do well to inspect these items, as they are genuine money-saving opportunities.

THREE BIG SPECIALS IN BRASSWARE.

Brass Jardinières \$1.19. Three-ball-footed, dull brass finish. Seven inch size. 200 in the lot. Special today, each \$1.19.

Brass Toddy Kettles 98c. Bright finish, two-cup size. Today, special, each 98c.

Dull Brass Finished Ash Tray 49c. Removable glass linings. Today, special, each 49c.

Simpson's—Basement.

Store Conveniences

THE PALM ROOM—On the Sixth Floor.

INFORMATION BUREAU—Main Floor, Centre.

TELEGRAPH STATION AND FREE PARCEL CHECKROOM—In the Basement, Centre.

POSTOFFICE—On the Street Floor, Centre.

WOMEN'S REST ROOM—On the Third-Floor, Richmond side.

TELEPHONE BOOTHS—Conveniently located throughout the store.

We Prepay Delivery Charges.

On all purchases of \$10.00 or more, to any station in Ontario.

A Special Rest Room.

Comfortable and cheery, where you may rest or wait for friends—opened on the Sixth Floor near the Palm Room, Queen Street side.

Big Reduction on Special Book Items Today

"George Bernard Shaw," by Gilbert K. Chesterton. Cloth bound. Regularly \$1.50. Special, 90c.

"The Counties of Ontario," by E. P. Weaver. A most interesting volume with 16 illustrations and maps. Regularly \$1.25. Special, 50c.

Joseph Hocking's Novels at a Cut Price 75c.

Price of a Throne. Regularly \$1.25. Pomp of Yesterday. Regularly \$1.25.

All For a Scrap of Paper. Regularly \$1.00. Dearer Than Life. Regularly \$1.00. Man Who Rose Again. Regularly \$1.00. Dominic Wildtoorne. Regularly \$1.00. Cloth bound. Special price, 75c. Simpson's—Main Floor.

\$3.00 Silk Sun Shades at \$1.75

50 in the Clearance.

Shades, purple, red, tan, light blue, navy, green, white. Regularly \$3.00. Today, \$1.75.

Children's Parasols.

Nice assortment in Dresden and plain coverings. Today, 95c.

Simpson's—Main Floor.

Offerings in the Hosiery Sale

The importance of this Hosiery Sale is best understood by the hundreds of shoppers who have already shared in the values. Visit the department and see for yourself wherein lies the advantage of buying a good supply of these stockings now at August Sale prices.

Women's Fibre Silk Stockings 75c. Seconds of \$1.25 grade. Fibre silk boot with lisle thread top. Colors are black, brown, grey, champagne, sky. Sizes 8 1/2 to 10. Hosiery Sale, today, 75c.

Women's Pure Thread Silk Stockings \$1.75. The \$2.50 kind. Perfect quality. Fine even, good weight pure silk. High silk boot stock in g. s. Colors black, white, grey, navy, smoke, beaver. Sizes 8 1/2 to 10. Hosiery Sale, today, \$1.75.

Women's Cotton Stockings 29c. The 39c kind. Seamless, double spliced heel, toe and sole. Sizes 8 1/2 to 10. Hosiery Sale, today, 29c.

Women's Union Cashmere Stockings 85c. Seconds of \$1.25 grade. Seamless, with spliced heel, toe and sole. Sizes 8 1/2 to 10. Hosiery Sale, today, 85c.

Women's Black Cashmere Stockings \$1.25. Seconds of \$2.00 grade. Black only. Spliced heel, toe and sole. Sizes 9 1/2 and 10. No phone orders for this item. Hosiery Sale, today, \$1.25.

Children's Cashmere Stockings 49c. Seconds of 65c and 75c grades. 1-and-1 ribbed white cashmere stockings. Spliced heel and toe. Sizes 4 to 7 1/2. Hosiery Sale today, 49c.

Girls' Black Cotton Stockings 39c. Seconds of 50c grade. Seamless. Fine elastic ribbed. Sizes 5 to 9 1/2. Hosiery Sale, today, 39c.

Men's Lisle Thread Socks 40c Pair. Seamless. Spliced heel, toe and sole. Black or white. Sizes 9 1/2 to 11. Hosiery Sale, 3 pairs \$1.15; pair 40c.

Simpson's—Main Floor.

75c to \$1.25 Neckwear 33c.

Manufacturers' samples of ladies' organdy collars. Regularly 75c to \$1.25. Today, 33c.

Men's Fine Lawn Handkerchiefs, today, 6 for 98c.

Workingmen's 20c Handkerchiefs, 3 for 38c.

Women's Lawn Handkerchiefs, today, 5 for 25c; 6 for 35c.

Girls' White Lawn Handkerchiefs, 6 for 25c.

Children's Colored Border Handkerchiefs, 5 for 25c.

Women's Pure Linen Handkerchiefs, 3 for 50c.

Women's One-Corner Embroidered Handkerchiefs, 3 for 25c.

Men's Pure Linen Handkerchiefs, 3 for 88c.

Children's Feeders, 2 for 25c.

Wash Laces. 50,000 dozen Wash Laces in a wide range of widths and patterns. Edgings and insertions to match, val torfions, cluny, filet and binch. Today, yard 5c, 8c, 10c, 12 1/2c, 15c, 20c, 25c, to 75c.

12 1/2c Khaki Handkerchiefs, 3 for 21c. The best workman's handkerchiefs made. Not more than a dozen to one customer. 500 dozen laid aside for phone order customers.

Simpson's—Main Floor.

Newly Arrived!

Men's Overcoats for Fall Wear

The latest in fall overcoats for men and young men. A wide choice of selection is offered in the most authentic models—an opportunity for the out-of-town visitor to choose his fall and winter overcoat from a most select assortment.



Fall Weight Chesterfields \$24.00.

Made up from a plain dark grey chevot, in the standard fly-front model. Sizes 35 to 44. \$24.00.

The Double-Breasted Waist Seam Overcoat \$28.00.

One of the most popular young men's models for fall, made up from a rich dark brown chevot, finished with peak lapels, natural shoulders and slash pockets. Sizes 34 to 42. \$28.00.

The Slip-On Overcoat \$32.50.

Made up from a dark grey with novelty colored overcheck, single-breasted, natural shoulders, box back, slash pockets, fancy silk yoke and sleeves. Sizes 36 to 44. \$32.50.

An Imported English Chevot \$40.00.

A rich Oxford grey made up in the semi-fitted Chesterfield model, fly-front, close fitting collar, slightly fitted back. Wool body linings, satin sleeves. Sizes 35 to 46. \$40.00.

Tweed Business Suits For Men and Young Men at \$20.00.

Men of foresight will appreciate the fact that retail prices for such suits will be considerably higher this fall. This is an exceptional opportunity indeed—a dressy business suit well tailored from Canadian Bannockburn tweeds in rich shades of brown and grey.

Single-breasted, 3-button, soft roll semi-fitted and conservative sacque models. Medium height vests, trousers finished with side, 2 hip, watch pockets, and belt loops. Sizes 36 to 44. On sale, 8.30 this morning, at \$20.00.

Simpson's—Main Floor.

\$195 Wilton Rugs \$149.50

Big saving on these splendid imported seamless rugs, woven with deep pile of extra fine quality, in handsome Oriental patterns and soft colorings, suitable for living room or dining room use. Sizes 9' x 12' and 8' 3" x 10' 6". Regular value \$175.00 and \$195.00. Today, \$149.50.



Royal Seamless Chenille at \$99.50.

Heavy grade reversible-rug in plain centre effects and Oriental designs, woven in one piece. Size 9' x 12'. Special Sale price, \$99.50.

Oilcloth Rugs on Sale

About 100 of these serviceable rugs. Light colorings and good designs. A few slightly imperfect in printing. Size 7' 6" x 7' 6", sale price, \$7.95 each; size 7' 6" x 10' 6", sale price, \$9.85 each.

\$25.00 Tapestry Rugs \$19.95.

Extra heavy grade one-piece rugs of Scotch manufacture and rich colorings. All-over patterns. Size 6' 9" x 9', regularly \$25.00. Sale price, each \$19.95.

Heavy Oilcloth at 79c Square Yard.

200 rolls of heavy oilcloth in good patterns and attractive colors, suitable for all purposes. Different widths. Square yard, 79c.

Simpson's—Fourth Floor.

Boys!

Special Purchase of Boys' Suits at \$9.95

Suits which will make a particular appeal to boys who like a combination of style, value, durability in their clothes.

200 suits in the lot, in dark blue serviceable tweed material, with broken grey stripe.

Carefully tailored, single-breasted, 3-button model, in all-around belted styles, slash pockets, with full fashioned bloomer pants. Sizes 25 to 32, for boys 7 to 15 years. Extraordinary value. Today, special, \$9.95.

Boys' Bloomers \$2.50.

125 pairs boys' bloomers, made in dark grey tweeds, 3 pockets, belt loops, and finished with governor fasteners at knee. Sizes 24 to 33, for boys 6 to 15 years. Today, special, \$2.50.

53 Pairs Repp Portieres At Special Prices.

These attractive portieres have trimmed gagoon banding, one side and bottom. Choice of green, brown and crimson. Pair \$6.98, \$8.98, \$10.98.

Simpson's—Fourth Floor.

The Robert SIMPSON Company Limited

Vertical text on the right edge of the page, including 'SIMPSON'S', 'NEW', 'Youngster', 'Grim Troop', 'C.N.E.', 'Plans', 'Future', 'Children's Day', 'Same day last', 'The Prince of', 'the departing of', 'the exhibition', 'today, which', 'or six hours on', 'be given a box', 'shows ten o'clock', 'down the', 'the exhibition', 'his royal high', 'ness, the', 'and will immed', 'stand who', 'various of the', 'view of the Boy', 'and Girl Guides', 'and will be suc', 'mounted escort', 'Following this', 'decorations', 'groups or their', 'fully constructed', 'outlook. Rang', 'the dais will b', 'witness the an', 'military hon', 'to receive', 'their kin. It i', 'sent will occur', 'half hour and', 'conclusion his', 'proceed to the', 'special partic', 'been arranged', 'the horse p', 'ety the King t', 'and follow', 'large number of', 'The royal par', 'inspection of s', 'of the exact l', 'arranged, and', 'the hour the liv', 'ended.', 'Privy', 'His royal high', 'dinner will', 'quarters arrange', 'administration', 'but at 8 o'clock', 'will witness the', 'As his royal', 'grand stand ev', 'big Victory Ye', 'the great of the', 'mass, presenting', 'of colors. Rep', 'alied nation in', 'in pre-war time', 'while ranged on', 'the musicians, a', 'reminiscent ova', 'ment.', 'Yesterday it', 'and the young', 'to their hearts', 'grounds lively', 'spectacle in the', 'grand stand w', 'young they en', 'the exuberance', 'and while', 'and their head', 'stating staying', 'many grown-up', 'EXHIBITION', 'W', 'Was the dais', 'were the two a', 'not? This was', 'of the day to', 'of the building', 'Geo whis.', 'over we sum', 'high, size ho', 'from any other', 'tiple received', 'size laddie, y', 'sive. I see the', 'sit ago. Can't', 'ain't other to s', 'Gammed', 'It was not a', 'sance whether', 'children at the', 'last. However', 'members of the', 'Victory monum', 'stand all day', 'nembers toward', 'All the large b', 'with wee tota', 'bilices of the', 'able to bear th', 'on the grounds', 'the dairy build', 'her strapping', 'grounds in a', 'morning had it', 'little boy out', 'out in his plac', 'near to the hee', 'the meaning of', 'infant which h', 'walk.', 'Sentime', 'All manner o', 'well known p', 'of their sentin', 'hand. Sentim', 'are some of the', 'green bore the', 'to be married', 'ance of being a', 'is sometimes', 'from the surfa', '(Completed