

SIMPSON

Toronto's Best Furniture Sale

The plain facts upon which this sale is based make it the best from every view-point of special benefit to the public. Here they are:

We have lately completed arrangements that put us in closest touch with the finest chain of furniture factories in the Dominion.

In other words, we are able to sell the products of these good factories at lower prices than anyone else.

We make this statement in the hope that you will verify it. To us it is a matter of bookkeeping and discounts, consequently we know beyond all doubt. But to you it means careful comparison of values, backed up with sound knowledge and good judgment.

You expect to live with your furniture a good many years, and it is bound to have some influence over you. If it is well designed and well wrought it will be a constant joy. If, in addition to this, it is well bought, it will be something to tell your children about. The only kind of furniture we want to sell is the kind that will stand the test of time, whether for its design, its workmanship or its value. Isn't that the kind of furniture you'd like to own? Here is Saturday morning's list:

Butter Sideboard, in birch and genuine mahogany veneer, two cupboards, three small drawers, one hand for cutlery, and one extra long linen drawer. August Furniture Sale price \$210.00.

Dining Chairs, in quartered oak, golden finish, polished, panel backs and box seats, upholstered in genuine leather; sets consisting of five small chairs and one arm chair. August Furniture Sale price \$14.00.

Sideboard, in hardwood, early English finish, mission design, with hammered dull brass trimmings, two large cupboards, long linen drawer and three small drawers. August Furniture Sale price \$187.50.

China Cabinets, in solid hardwood, mission design, early English finish, clear glass door and ends, with three display shelves. August Furniture Sale price \$97.50.

Dressers and Chiffoniers, in golden oak finish, best colonial design, easy running drawers, trimmed with locks and wooden knobs, oval or square British bevel plate mirror. August Furniture Sale price \$28.00.

Dresser, in selected quartered oak, golden finish, top, two large and two short drawers, handsomely hand-carved toilet, with shaped bevel plate mirror. August Furniture Sale price \$25.75.

Dressing Table, in quartered oak or mahogany, highly polished, exceptionally neat design, and well made, supplied with British bevel plate mirror, oval or square pattern. August Furniture Sale price \$12.00.

Chiffonier, in solid mahogany, French shaped legs and swell front, large drawer space, with trimmings of solid brass, fancy shaped toilet, beautifully hand-carved, and fitted with shaped plate mirror. August Furniture Sale price \$39.50.

Sommes, in birch and genuine mahogany veneer, swell fronts and shaped double top, extra value. August Furniture Sale price \$4.50.

Iron Bedstead, in pure white enamel finish, fancy scroll design, with three brass spindles in both head and foot end, heavy post with filling evenly distributed. 4 ft. and 4 ft. 6 in. size only. August Furniture Sale price \$7.45.

Woven Wire Bed Springs, frames made of thoroughly seasoned hardwood, double weave steel wire, with cable supports, and copper edge wire; all standard sizes. August Furniture Sale price \$12.00.

Hall Rack, in selected quartered oak, odd but neat mission design, early English finish, large seat, with box underneath, umbrella holder and four double hat and coat hooks, fitted with square bevel plate mirror. August Furniture Sale price \$13.00.

\$6 Baby Folding Carriers \$3.95

15 only. Baby Folding Carriers, leatherette hood, drop backs, rubber tires. Regular to \$6.00, Saturday morning, \$3.95.

10 Carriages, hoods or parasols, read bodies, rubber tires, all new carriages. Regular to \$18.50, Saturday morning, \$13.95.

PARLOR, DINING ROOM OR BEDROOM WALL PAPERS.

One snappy bargain for each room Saturday morning.

FOR PARLOR.

Pretty imported papers for parlors, two-tone or color effects, in soft shades. Regular to 50c, Saturday morning, 21c.

FOR DINING ROOM.

Warm effects in rich colorings, to use with fringe or dado. Regular to 35c. Saturday morning, 17c.

FOR BEDROOM.

Floral and stripe effects, in pinks, blues, yellows, greens, in light grounds. Regular to 25c, Saturday, 9c.

Busy Half Day in Footwear

MEN'S BOOTS \$2.49.

One thousand pairs Men's \$3.50, \$4.00, \$4.50 and \$5.00 Boots, in tan, buff, patent calf, extra leather, kid leathers; Blucher, lace and fancy styles; double and single soles; every pair Goodyear welted, and perfect in every way; sizes 8 to 11 in the lot; all good fitting widths. On sale Saturday morning 8 o'clock \$2.49.

WOMEN'S BOOTS \$1.99.

Five hundred pairs Women's Boots, in patent calf and Dongola kid leathers, dull calf uppers, creased ramps, neat medium extension soles, low medium or high heels. Sizes 2 1/2 to 7 in each line. On sale Saturday morning 8 o'clock \$1.99.

74 CASES QUEEN QUALITY SHOES.

Just passed into stock. We have now all sizes and widths in the old staple lines as well as the new model for 1911.

Including patent kid, patent calf, gummetal, tan Russia calf, velours calf, patent calf, with black velvet uppers, patent kid, with cloth uppers, in button, Blucher and lace styles, \$4.00, \$4.25, \$4.50, \$5.00, \$5.50.

Saturday's Groceries

Should be ordered early Saturday morning. Our noon delivery brings them to you.

2,000 lbs. fresh Creamery Butter, White Clover brand, per lb.26

Toasted Corn Flakes, 3 packages25

Clarke's Pork and Beans, in Chili sauce, large tins10

Crosse & Blackwell's Marmalade, 2 lb. jar25

Maconochie's Pickles, mixed, chow and walnut, pint bottle22

Rich, red Salmon, Nimpkish brand, regular 30c, per tin17

Leaf Sugar, 4 lbs.25

Imported French Peas, 2 tins25

Pure White Clover Honey, per section24

Queen Olives, 12 oz. bottle25

Fancy Mixed Biscuit, 2 lbs.25

St. Charles Cream, 3 tins25

Telephone direct to department.

SIMPSON

Promised! Five Strenuous Hours in the Whitewear Dept.

Made strenuous by the following list of six splendid specials. Come early for these:

Women's Drawers, white ribbed cotton, umbrellas, wide legs or tight fitting; knee length styles; umbrella style lace trimmed, open or closed styles; sizes for women of 32 to 40 bust measure. Saturday for five hours at 15c pair.

Women's Vests, fine white ribbed cotton, low neck, short or no sleeves, crochet edges and draw tapes, shaped at waist. Size 32 to 40 bust. Saturday for five hours 15c each.

Night Dresses, fine nainsook, square slip-over neck, 3/4 sleeves, handsomely trimmed with deep embroidery yoke, lace edges and embroidery cuffs. Regular \$1.50 each. Saturday, for five hours 85c.

Girls' Summer Tidy Dresses, clearing several pretty lines in fine materials, gingham, prints and chambrays, all this season's most handsome styles; a size or two missing in a line. Sizes for ages 2 to 15 in the lot. Saturday for five hours less than half-price.

About 300 pairs fine Corsets, including the season's models of La Reine, Royale and Thomson's Glove Fitting makes; medium and high bust, long and medium long below waist; garters attached; all with fine rustproof steels; not all sizes in each line, but all sizes 18 to 30 inches in the lot. Regular prices \$1.25 and \$1.50 a pair. Saturday for five hours 75c pair.

Corset Covers, fine nainsook, a very pretty and dainty style, fine embroidery yoke run with silk ribbon, lace insertion below waist, lace trills. Sizes 32 to 44 bust measure. Saturday for five hours 50c.

SIMPSON

Very Low Prices for this Rich Embroidery

All that is left of it going to-morrow.

The remainder of our Colored Russian Embroideries, Season's prices 50c, 75c, 85c and \$1.00 yard. To clear Saturday 25c yard.

10 Very Rich Black Sequin Robes, in the latest designs, as shown in Paris. Regular price \$12.50. Saturday to clear \$7.50.

8 Ivory Lace Shaped Robes, in three different designs. Regular price \$7.50. Saturday to clear \$2.98.

FANCY NEEDLEWORK DEPT. MAIN FLOOR.

45 and 54-inch Fancy Linen Cloths, trimmed real Torchon lace. Regular prices \$1.98, \$2.25 and \$2.50. Saturday to clear \$1.25.

Heavy Hemstitched Shams, with embroidered corners. Regular 50c. Saturday bargain 35c.

UNUSUALLY GOOD NECKWEAR—UNUSUALLY LOW IN PRICE.

Dutch Collars and Dutch Collars with Jabot attached, on sale at bargain counter at 25c for collar and 25c for set.

\$1.50 Black Spanish Lace Scarfs on sale Saturday for 50c.

25c Wash Belts for 10c.

1,200 Plauen Lace Jabots, very pretty pattern, are in the correct shape. Each 14c.

Special sale of Motor Vests, 2 1/2 yards long by 18 inches. Each 48c.

SIMPSON

Men's 2-Piece Suits Wonderful! Reduced To-morrow Morning

\$18.50, \$16.00, \$14.50, \$12.00 and \$10.00 in the Regular Way, Will Depart at 8 o'clock Sharp, at Each \$8.45.

87 only English Flannel Finished Tweed, Homespun and Fancy Worsteds Suits, in light or dark grey, brown and green tones, with neat self and fancy colored thread stripes; cut in the stylish three-button single breasted sack style, 3/4 and 1/2 lined with fine quality lustre to match; pants cut in the favorite outing style, with roll bottoms and keepers for belt. Sizes 35 to 42. To clear Saturday \$8.45.

MEN'S OUTING TROUSERS.

Regular \$3.00 and \$3.50, Saturday Morning \$2.49.

Men's English Flannel and Homespun Trousers, in light or medium grey and cream grounds, with neat self and fancy colored halflin stripes, cut in the latest style, with side straps, keepers for belt and roll bottoms. Sizes 31 to 42 in waist. To clear Saturday \$2.49.

BOYS' PLAIN KNEE PANTS.

Regular 75c and 85c, Saturday 49c.

Boys' strong, durable Tweed Knickers, in neat dark stripe patterns, lined throughout with white cotton. Sizes 22 to 33. To clear Saturday 49c.

SIMPSON

Our August Hosiery Sale

There's no more welcome economy than what one saves on Hosiery, for you simply have to keep on buying stockings. No matter if it is out of sight, to be out at the heel or at the toe is fatal to self-respect, and a great strain on the nerves. What if a motor should run over one's foot, and the stocking had to come off then and there. The thought of the humilis dot is unbearable.

This early autumn sale of Hosiery has come to be an event with us, but not by any means a matter of course. Every year finds our position stronger, our demand for manufacturers' specials more imperative, and our ready money more eloquent. We are assured by Nottingham, Chemnitz and Canadian makers that we have the cream of their hosiery values, and their clearing prices mean little, in the aggregate a tremendous saving to buyers of this staple product. Here are some more items of evidence. The profit won't be complete, however, till you put to the test of real wear the superb quality represented by these low prices. As in the past, we know your verdict will be: "SIMPSON'S FOR STOCKING!"

Women's Fine Imported Lisle Thread Hose, black, tan and all the newest colorings, also lace and silk embroidered. Regular 45c. Hosiery Sale price Saturday 25c.

Women's Fine Black, Tan, also Fancy Patterns Cotton Hose, Regular 35c. Hosiery Sale price Saturday 18c pair, 3 pairs 50c.

Women's Pure Silk Hose, brilliant gauze weight, double garter top; the toe, heel and sole is double lisle, which gives splendid wear. Regular \$1.00. Hosiery Sale price, Saturday, pair 55c.

Women's Plain and Ribbed Fine All-wool Black Cashmere Hose, full fashioned, English made. Regular 45c to 60c. Hosiery Sale price Saturday, pair 25c.

Women's Fine Imported, Fine Elastic Rib, Shot Silk and Cashmere Hose, in black, with fancy silk colors. Regular \$1.00. Hosiery Sale price Saturday 49c.

Men's Fine Imported Plain Black, Tan and Fancy Colored Lisle Thread Socks, also fancy patterns. Regular 35c. Hosiery Sale price Saturday, pair 19c.

Men's Fine Imported Pure Thread Silk Socks, black, also colors, where the wear comes at toe, heel and sole is double lisle thread. Regular 65c. Hosiery Sale price Saturday, pair 35c, 3 pairs \$1.00.

Men's Fine Imported Plain Black Cashmere Socks, double spliced heel, toe and sole. Regular 50c. Hosiery Sale price Saturday, pair 19c.

Men's Fine English Made Fine Elastic Rib Socks, silk and wool, black, with fancy colored silk back, pretty effect when on. Regular 60c. Hosiery Sale price Saturday, pair 35c, 3 pairs \$1.00.

Boys' and Girls' Ribbed Black Cashmere Stockings, the all-wool, English made, double spliced heel, toe and sole; sizes 6 to 8 1/2. Regular 40c. Hosiery Sale price Saturday 25c.

Men's Plain Black, Tan, All-wool Cashmere Stockings, full fashioned, double heel, toe and sole; sizes 6 to 8 1/2. Regular 40c. Hosiery Sale price 25c.

Infants' and Children's Lisle Thread Socks, plain tan, black, white, with fancy patterns. Regular 25c. Hosiery Sale price Saturday, pair 12 1/2c.



ALL READY FOR the HALF-HOLIDAY?

We are ready for it, because we've prepared to do a whole Saturday's business in five hours. That means we've made shopping about twice as attractive as usual, as the prices on this page will show.

If you want to enjoy the week-end devote a few moments *NOW* to checking off your needs with the items mentioned here—they're all summer stock, odds and ends you're sure to need. Inventory over, these goods now make their farewell appearance—and if it happens to be a benefit performance for you, be sure you don't miss it!—it starts at 8 a.m. to-morrow morning.

Immediately below we mention half a dozen items that will appeal particularly to our sport- and pleasure-loving customers. But whether it's requisites for outing and vacation trips, or things for home or personal use, if they're mentioned anywhere on this page, depend upon it the price is the lowest ever.

LALLY'S LACROSSE STICKS.

Lally's Youths'. Regular \$1.00. Saturday 75c.

Lally's No. 1. Regular \$1.50. Saturday \$1.20.

Lally's Youth's Special. Regular \$2.00. Saturday \$1.49.

Lally's Special. Regular \$2.75. Saturday \$2.25.

BASEBALL GLOVES.

Boys' Finger Gloves, 39c and 50c.

Genuine Horsehide Fielders' Glove. Saturday 98c.

Catchers' Mitts, boys' sizes. Saturday 50c and 75c.

WATER WINGS.

Indispensable for those learning to swim or float. Silk, Saturday 50c; cotton, Saturday 25c.

BATHING CAPS.

Good value. Saturday 25c.

ROLLER SKATES.

Fit all sizes children's shoes, steel runners, leather supports on back. Saturday 50c pair.

ASSOCIATION FOOTBALLS.

Saturday \$1.40, \$1.69, \$1.95 and \$2.15.

HAMMOCKS.

25 only large, comfortable Hammocks, in pretty design, four colors to choose from, with pillow and valance. Regular \$3.00. Saturday to clear \$2.25.

20 only Hammocks, effective patterns, in rich colors, well padded, pillow, deep valance, full size. Regular \$2.35. Saturday \$1.85.

CLEARING SALE OF WINDOW SCREENS.

60 only Window Screens, size 20 in. x 40 in., and 22 in. x 44 in. Regular 35c and 38c. Saturday 25c.

"Don Q's Love Story"

By K. and Hesketh Pritchard. This is one of the best novels by this author. Well illustrated. Cloth bound. The regular \$1.25 edition. While they last Saturday 25c each.

No phone or mail orders filled. On sale Book Department.

Now is the Time

To buy the Straw Hat to tide you over till fall. Look at these prices extraordinary for Saturday morning:

\$3.00 Straw Sallors \$1.50

\$2.00 Sennit Braid Sallors \$1.00

\$2.00 Soft Felt, pearl greys, etc. \$1.00

Men's Straw Sallor Hats, finest American make, and very close braids, best black silk bands and leather sweats. Regular up to \$3.00. Saturday \$1.50.

Men's Sennit Braid Straw Sallor Hats, one of this season's most popular braids. Regular \$2.00, Saturday \$1.00.

Men's Soft Hats, in pearl grey, slate, drab, agate, fawn and brown, fine quality fur, up-to-date styles. Regular \$2.00. Saturday \$1.00.

\$2.50, \$3 to \$6 Imported Parasols each \$1.78

Come early if you wish to share. There are only 80.

80 only fine imported Parasols, a lot taken from our high grade lines, in up-to-date stripes, checks and floral designs, including fancy braided and hemstitched in plain colors; various styles in handles, including the new chateleur; the best bargain of the season. Regular \$2.50, \$3.00 to \$6.00. Saturday \$1.78.

3,000 White Waists each 98c

Our determination to do a full day's business in the morning is the reason for this remarkably low price on waists marked regularly up to \$2.48 each. There are 30 different designs and styles, making a wonderful selection to choose from.

Ninety-eight cents, long and short sleeves, high and low necks, trimmed fine embroidery, real Torchon and Cluny laces, comprising all our prettiest and best numbers. Selling all season at \$1.25, \$1.50, \$1.75, \$1.95, \$2.25 and \$2.48. One great clearance Saturday morning 98c.

In the Chinaware Basement

You will find three pleasing groups of underpriced odd pieces, Dinner and Tea Sets, etc., underpriced for quick morning selling.

1,000 pieces Japanese Ware, comprising Cups and Saucers, Jugs, Teapots, Fruit Nappies, Pin Trays, Plates, Mugs, Match Holders, etc. Saturday special 9c.

Dinner Set, 97 pieces, best English semi-porcelain ware, full cream body, gold decoration, clover leaf design, in the new Wellington shape. Saturday, set \$4.95.

40-piece China Tea Set, in genuine Carlsbad china ware, dainty floral design, with cobalt blue band. 20 sets for Saturday's quick selling, \$2.99.

150 only English Wilton Rugs

A special line to be cleared out at very low prices. The colors are self-tone greens, self-tone rose, self-tone blue and self-tone grey.

Just the thing for a dainty bedroom, boudoir or dressing room, etc. Small conventional designs.

Sizes	Regular price	Saturday
6 1/2 x 9	\$13.00	\$14.48
8 x 9	24.00	19.48
9 x 10 1/2	27.50	22.48
9 x 12	30.00	25.48
11 1/2 x 12	40.00	32.48
11 1/2 x 13 1/2	45.00	35.48

100 Pictures Clearing at, each, 90c

Instead of the regular prices which were as high as \$2.95. Only about a hundred, but every one is choice. Act quickly and early.

About 100 pictures for quick selling Saturday morning. Stock-taking brings odd lines to the front. The lot includes etchings, artotypes, pastels, photographs, three-colored prints, suitably framed for any room. Regular values up to \$2.95, Saturday morning, 90c.

Picture Department, top floor.

The Profit Lost Sight of

And part of the cost as well on these five lines of Wash Suits, Dresses, Shirts, etc.

WASH SUITS.

\$18.50, \$22.50 and \$25.00 Wash Suits \$9.95.

45 only Women's One-piece Summer Wash Suits, in special quality fine linens, English repp and pongee silk; colors are black, white, rose, mustard, lavender, amber, sky and grey, in the lot, but not in each material. Coats are finely braided, others strictly tailored; shirts are either semi or fully pleated styles, some slightly soiled. Regular prices were \$18.50, \$22.50, \$25.00 and \$27.50. Saturday's price only \$9.95.

\$5.50, \$5.75 and \$6.95 WASH DRESSES \$3.98.

95 only Women's One-piece Wash Dresses, of cotton, rajah, ramie and mercerized cotton; some have tucked yoke with panel effect; others have square yoke and collar of braided net; skirts are semi-pleated and overskirt effects; shades in the lot are rose, champagne, sky, white, natural and wisteria. The regular prices of these garments were \$5.50, \$5.75 and \$6.95. To clear Saturday \$3.98.

\$8.75 WOMEN'S COATS \$3.98.

15 only Women's Wash Coats, made of a beautiful quality linen, with a rajah silk effect, semi-fitted back, 52 inches long; it has good lining, and is altogether a dainty looking outing or dust coat; comes in sky shade. Regular price \$8.75. Saturday morning \$3.98.

WOMEN'S WASH SKIRTS \$1.98.

Regular up to \$3.95.

A selection of Women's Wash Skirts, the odds-and-ends and broken lines of our best selling numbers of English repps, Indian head suitings and linens; some trimmed with lace insertions, others have yoke effects. Sold regularly at \$2.25, \$2.50, \$2.65, \$3.50 and \$3.95. Saturday to clear \$1.98.

\$2.25 GIRLS' SUMMER SUITS \$1.39.

Girls' Plain Black, Tan and White Wash Suits, fitted, trimmed with material in contrasting shades. Dress is in a semi-princess style, with low neck, trimmed around neck, arm-hole, waist and bottom of skirt to match coat. Material is a fancy wash fabric in stripe, checked, sky or navy, with white or white and cream, with black or blue accents. Sizes 6 to 16 years in the lot. Sold regularly at \$3.25. Saturday \$1.39.

1,800 Men's Undergarments Must Go at, each 25c

The regular prices were 50c and 65c, and considered splendid value at that. They are now broken lines, of course.

1,800 garments of natural shade French Balbriggan, natural shade lines of our best selling numbers of blue mix French Lace Knit Underwear. They are cool and fit in a way that please. Sizes are broken in each line, but a good range in the lot; regular prices 50c and 65c garment; Saturday morning, 25c garment.

No mail or phone orders.

\$1.50 SWEATER COATS, 98c.

800 only, Men's Wool Sweater Coats, in grey, with cardinal, royal or navy trimmings, pockets, pearl buttons, and well made throughout, all sizes; regular price \$1.50 each, Saturday morning, 98c each.

Fancy Linens

800 PIECES FANCY LINENS CLEARING AT 49c EACH.

Dresser Scarfs, Centrepieces, Pillow Shams, Tea Cloths, Japanese make, fine all-over Nottingham lace, Irish embroidery work, etc., etc.; some are slightly soiled, some odds and ends to clear out; a most extraordinary bargain. Regular 75c, 85c, \$1.00 and \$1.25 each. Upstairs in Linen Department, 8 o'clock Saturday 49c.

(No mail or phone orders.)

120 PAIRS HEMMED SHEETS AT \$1.27 PAIR.

Full bleached, 2 x 2 1/2 yards, standard hems, made from heavy, strong English sheetings. Only 20 dozen in the lot. Per pair, 8 o'clock Saturday \$1.27.

REVERSIBLE PLAID STEAMER RUGS \$2.95 EACH.

These are of the English manufacture, pretty plaids, finest satin finish, fringed ends, standard size; one of the most useful things you can take with you on your holiday. 36 only on sale, each, 8 o'clock Saturday \$2.95.

WE CLOSE AT ONE O'CLOCK TO-MORROW