

Get Right Into This Page of Simpson Values for Today

Today--a Sale of Infants' Hats 25c

Infants' Hats, made of fine white pique and white repp, in a big clearance today. They consist of three styles we are discontinuing. Deep, soft, turn-up and turn-down brims in the lot.

They are lined with white lawn and trimmed with silk ribbon roses.

Some have elastic chin straps, others have long wide lawn ties.

Sizes 19 to 21 in the lot, but not in every style; 60c, 75c and 85c hats. Today .25

The Summer Sale of Silk Offers:

36-inch Ivory, Black and Colored Habutai Silks; \$1.00 quality. Reduced to .85

\$1.25 Jap. Pongee Silks, in natural colors; smooth, even weaves. Clearing at .95

Heavyweight Silk Shantungs for Summer Suits, choice quality, guaranteed to launder perfectly. Regularly \$2.00. Clearing at 1.50

27-inch Ivory Cord Velvets, fast pile, dyed by Worrall's, used for sport coats, separate skirts, etc.; perfect washing materials. Regularly \$1.00. On sale today .75

A Late Shipment of Black Chiffon Taffetas, soft, dependable qualities. \$2.50 values. Clearing at .20

"New Navy" Chiffon Taffetas and Satin Messalines. Regularly \$1.69. On sale at 1.50



BOYS!

Jersey Suits 49c—A prominent manufacturer's end-of-the-season stocks, picked up by our boys' wear chief at less than wholesale cost.

Made with long sleeves and knee-length knickers. Obtainable in navy. Sizes 4, 5 and 6 years. Today at .49

Jerseys 29c—Full fashioned cotton jerseys that pull over the head. Choose plain white and plain navy, or jerseys in color combinations; short or long sleeve styles; colors guaranteed fast. Sizes 16 to 32. Today at .29

BOYS!

Boy Scout Shirts of khaki drill. Designed with attached collar and shoulder straps. Sizes 12 to 14. Special today at .69

Boys' Negligee Shirts in plain and fancy hairline stripes. Sizes 12 to 14. Today .63

BOYS!

Balbriggan Shirts and Drawers in natural shade. Knitted on two-thread yarns. Short or long sleeve and leg styles. Sizes 20 to 32. Special today at .25

One-piece and one-piece skirt style Bathing Suits of navy colored cotton. Sizes 20 to 32. Special today at .39

Fourteen Big 'Specials' Open the Linen Sale Here Today

The regular prices quoted are in most instances lower than present mill prices, so you can see what the special sale prices mean to you. We want to remind you again that next year's prices will be very much higher, and it is a wise woman, indeed, who will provide herself now with linens to carry her over the high-price period that is coming.

Bleached Table Damask, all pure linen, good weight and very pretty designs. Width 70 inches. Regularly \$1.50 a yard. 1.00 Today, a yard

Fine White Linen for Dresses, Embroidery Work, etc., 36 inches wide. Regularly 50c a yard. 25c a yard. Special today at .25

Cream Table Damask, 63 inches wide. Sturdy quality. Regularly 60c a yard. Clearing today at .43

Odd Towels of bleached huckaback. Regularly 3 pairs for \$1.00. Rush price today, each .10

Bleached Huck Toweling, 20 inches wide. Regularly 20c a yard. Clearing today .15

Largest Size Flannelette Blankets, white with pink or blue borders, best Canadian quality. Size 70 x 84 inches. Today, 1.58

Plain English Pillow Cotton, 42 inches wide. Rush price today, a yard .15

Hemmed Pillow Cases, size 42 x 28 inches. A limited quantity to clear today, a pair .25

Checked Tea or Glass Toweling—A splendid drying quality; width 25 inches. Regularly 20c a yard. Special today at .15

Madapolam, a fine quality cotton, 42 inches wide. Regularly 25c a yard. Special today .18

Ceylon Flannel, plain cream, closely woven and very serviceable. Regularly 30c a yard. Rush price today, a yard, at .25

Striped Flannelette, fast colors, 21 inches wide. Regularly 15c a yard. Clearing today .15

Bleached Longcloth, a good general purpose cotton, 36 inches wide. Regularly 20c a yard. Clearing today at .15

Bleached Cotton Sheets, with a nice linen finish. Large size, 2 1/4 x 3 yards. All neatly hemstitched. Regularly \$5.95 a pair. Clearing today, a pair .450

Quite the Best Values in Men's Stylish Outing Pants

And quite the best assortment, too, despite soaring prices. Men will find the styles good and the making and finishing above the ordinary. For instance:

Strong Khaki Drill Pants with firmly sewn seams, having five pockets, belt loops and cuff bottoms. Sizes 31 to 44. Today .150

Whether you pay one dollar or fifteen, you'll find the designing, making and finishing of the same high standard.

Cream Serge Trousers with narrow black and white silk stripe .500

Cream Flannel, in similar design, at .450

Plain Cream Flannel Trousers at .450

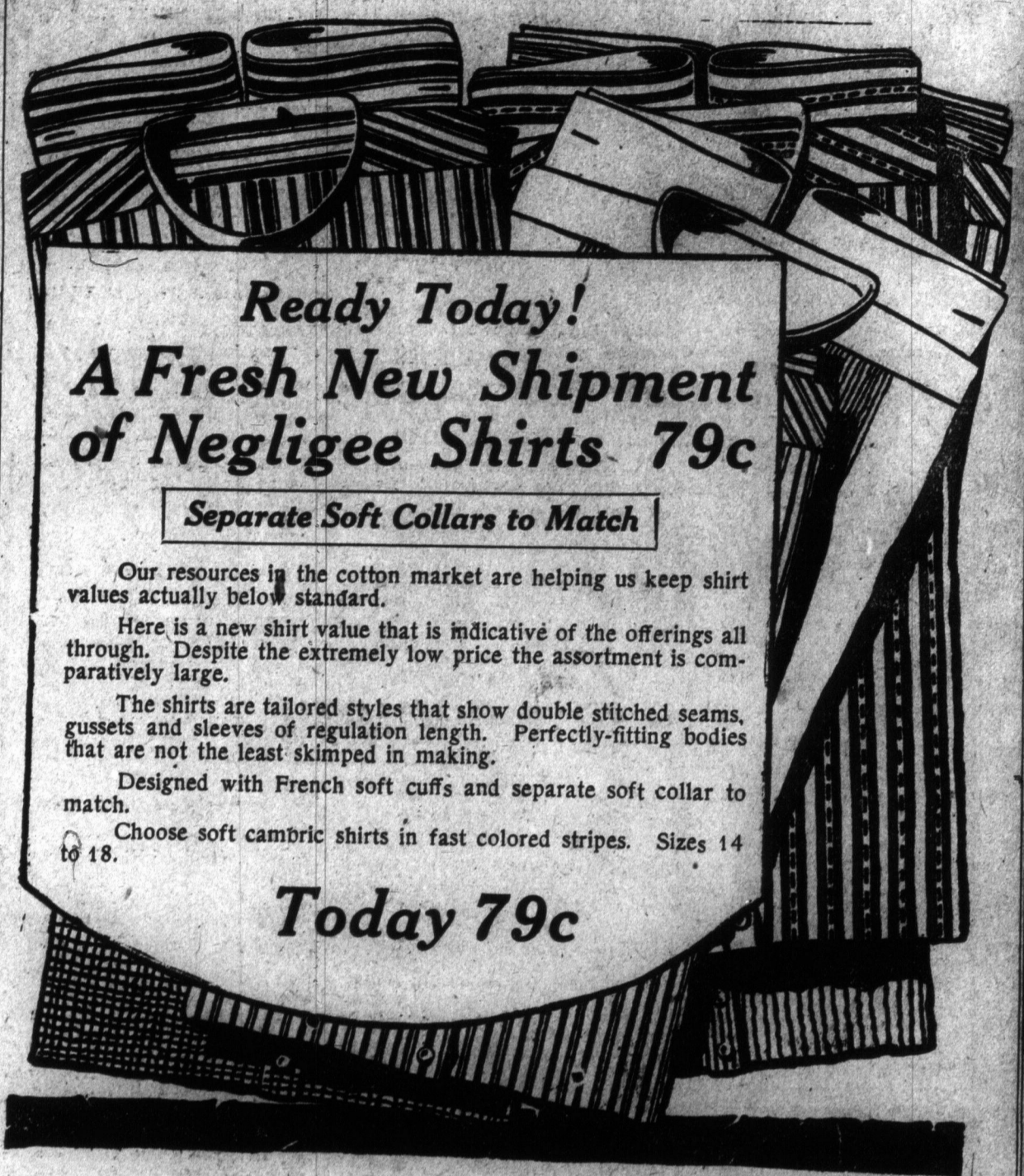
White Duck Trousers at .125

Office Coats

Light weight, well-made coats of light grey flannelette. Designed with three patch pockets. Tailored in single-breasted sacque style. Sizes 36 to 46. Priced at 1.50

Mohair Coats

Dark, dressy, cool and good-looking, appropriate coats for street or business wear. Tailored in single-breasted, three-button style. Sizes 36 to 46. Priced 3.00



Ready Today! A Fresh New Shipment of Negligee Shirts 79c

Separate Soft Collars to Match

Our resources in the cotton market are helping us keep shirt values actually below standard.

Here is a new shirt value that is indicative of the offerings all through. Despite the extremely low price the assortment is comparatively large.

The shirts are tailored styles that show double stitched seams, gussets and sleeves of regulation length. Perfectly-fitting bodies that are not the least skimmed in making.

Designed with French soft cuffs and separate soft collar to match.

Choose soft cambric shirts in fast colored stripes. Sizes 14 to 18.

Today 79c

Men's Wool Two-piece Bathing Suits

Of fine Botany wool in navy and white, navy and cardinal, grey and white. Locker key pocket in jersey; belt loops. Sizes 30 to 44. Today .350

Any Fibre Rug in Stock at a Reduced Price Today

Heavy Mourzouk Fibre Rugs

Extra heavy and strongly woven, that will stand the rain and give splendid wear; in plain centres with key borders, or in artistic designs and reversible colors.

Size 8.0 x 10.0, regularly \$13.50. Today . . . \$9.95
 Size 6.0 x 9.0, regularly \$9.25. Today . . . \$7.45
 Size 6.0 x 7.6, regularly \$8.50. Today . . . \$6.95
 Size 4.6 x 7.6, regularly \$6.50. Today . . . \$4.95
 Size 3.0 x 5.3, regularly \$2.75. Today . . . \$1.95
 Size 3.0 x 3.0, regularly \$1.75. Today . . . \$1.45

Japanese Matting Rugs

Pretty Matting Rugs in new designs and colorings, closely woven, and suitable for verandah or bedroom use.

Size 9.0 x 12.0, Monday Special \$2.69
 Size 9.0 x 10.0, Monday Special \$2.59
 Size 6.0 x 9.0, Monday Special \$1.59

Japanese Matting at 19c Yard

Several hundred rolls of a fine quality matting, good colors and new patterns. Today, yard 19

Women's Crepe de Chine Waists

A mixed lot of rich lustrous Silk Crepe de Chine Waists in nearly every wanted color, including sky, maize, flesh, white, brown and Copen. Some are beautifully embroidered and beaded; others in plainer styles.

Made with large or small collars. All sizes in the lot. Summer sale special for today 25c

Big Straw Hat "Round-Up" Men's Straw Sailors, Including Our Most Recent Arrivals

Today \$1.00

Men and young men all over Toronto have been awaiting this announcement.

They know that the \$1.00 hat sale at Simpson's means a great deal more than the price itself.

They know that at the low price they can choose regular stock hats.

New shapes in split and sennit boaters—plain and notched brims, with cushion and comfortable leather sweat band.

Regular \$1.50, \$2.00 and \$2.50 hats. Today 1.00



Hardwood Floors Laid, Waxed and Polished Complete for 19c Square Foot

For today only we will book orders for flooring at 19c a square foot. We have a large stock of splendid quality quarter-cut white oak flooring that is thoroughly seasoned and kiln dried; tongued and grooved on sides and end.

We employ only thoroughly experienced workmen, and guarantee a perfect job in the laying, waxing and polishing.

Laying, waxing, polishing, complete, a square foot 19

Though White Ivory Prices Are "Jumping" Here's a One-Third-Off Sale Today

To reduce stocks before taking inventory, we offer the following grained ivory toilet articles today at a third less than regular prices:

French Ivory Hair Brushes, solid backs. Regular prices \$2.75 to \$3.25. Today \$1.84 to \$2.17.	Hair Receivers. Regular prices \$1.25 to \$2.25. Today \$4 to \$1.50.	Button Hooks with grained ivory handles. Regular price 25c. Today 17c.
Grained Ivory Hand Mirrors, solid backs. Regular prices \$2.25 to \$5.50. Today \$1.50 to \$3.67.	Dupont's French Ivory Cloth Brushes. Regular prices \$3.00 to \$6.00. Today \$2.00 to \$4.00.	Grained Ivory Cold Cream Jars. Regular price 75c. Today 50c.
Grained Ivory Puff Boxes and	Grained Ivory Shoe Horns. Regular prices 89c to \$1.00. Today 40c to 87c.	Grained Ivory Jewel Cases. Regular prices \$1.50 to \$4.00. Today \$1.00 to \$2.87.

The **SIMPSON** Company Limited

900 Pairs at \$2.95 Women's Fine Low Shoes

On Sale Today

They are all new, perfect-fitting toe styles, in colonials, straight pumps, Paris pumps, slippers and Oxford ties, in patent colt, gunmetal, bright and dull kid leathers; Goodveer welt and flexible McKay sewn soles, several different heel shapes.

Regularly \$4.00, \$4.50 and \$5.00 shoes. On sale today at 2.95

Men's Shoes Today at \$3.89

High-grade Boots, button and lace styles, in patent colt, gunmetal and English recede, medium toe styles; sizes 6 to 9 1/2.

These are boots of dressy appearance and excellent quality. Priced away below their value today at 3.89

Girls' Button Boots

119 pairs only of Girls' Dongola Kid Button Boots, with patent toe-cap, McKay sewn soles, wide toe. Sizes 5 to 7 1/2. Regularly \$1.65. Today 1.09

Boys' Strong Boots

240 pairs Boys' Genuine American Army Kangaroo Blucher Boots; good weight solid leather standard screw soles; full fitting wide toe shapes, with toe-cap and copper tips.

A very durable boot for school and play. Sizes 11 to 13 1/2. Regularly \$2.75. Today 2.29

Columbia Records for August

Come to our Music Studio, sixth floor, and hear the entire list of new records—you will be enabled to add several good ones to your collection.



We list below only a few of the records for August.

2261 "Full the Clouds Roll By," James Harrod. 85c

2265 "Oh, Johnny! Oh, Johnny! Oh!" Elizabeth Brice. 85c

2275 "Mother, Dixie and You," Sterling Trio. 85c

2254 Patriotic Airs, Medley, Part I, Prince's Band. 85c

Summer Millinery Much Reduced

These are the last of the high-class hats to fall before the blue pencil, and they represent all that is desirable in the midsummer hats. Such fashionable braids and materials as these: Fine white Italian milans, fine black Italian milans, fine leghorns, real horsehair, and others, in good combinations of tulle, crepe or velvet.

Regular prices \$12.50, \$15.00, \$20.00, \$22.50 to \$25.00. To-day's prices 7.65 and 10.00

Excellent Values at \$5.00

Balance of all those Summer Hats that were reduced from \$8.50, \$9.50, \$10.00 5.00 and \$12.50 to \$6.65, are to be further reduced today to 5.00

Combined Sales--Lace Embroidery, Etc.

10c Wash Lace, 5c
 2 1/2 to 5-inch Cotton Torchon Laces at an average of less than half price.
 Very good quality and a fine assortment of patterns. Reg. 10c to 15c ribbons. While the quantity lasts, a yard5

\$1.00 Embroidery, 58c
 500 yards only of beautiful Embroidered Voiles, 42 in. wide.
 Extra fine quality and many effective patterns for skirts and dresses. Reg. 85c, \$1.00, \$1.25 yard. Your choice today, at, a .58

Swiss Flouncings
 26-inch Baby Flouncing of fine quality Swiss lawn in a good assortment of patterns. Splendid quality for children's wear.
 A very special offer of most unusual quality at this price. Yard49

Soiled Stamped Goods Today 25c

Those who come to the Fourth Floor early this morning will be well rewarded by having first choice of a big lot of fancy goods at 25c. There are scarfs, cushions, cosy side, chemises, drawers, princess slips, centres, kimonos, etc.
 These goods are slightly soiled from handling and display. Phone orders cannot be accepted. Each25

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