

SIMPSON

Store Opens 8 a.m. Closes at 1 p.m. To-day

H. H. Fudger, Pres. J. Wood, Manager

PROBS.—Light to moderate winds, generally fair and warm—low showers.

SIMPSON

Come This Morning for This Furniture

If you come to our Fifth Floor this morning, you'll be able to see some very concrete reasons why the response to our August Furniture announcement has been so tremendous. Maybe the fact that will strike you most forcibly is that we're selling good Colonial Library Tables, made of selected quarter-cut oak, in fumed or early English finish; also in mahogany, finished dull, for Eleven Dollars and Ninety Cents. (Fifth Floor)

This Very Day for Millinery

The quickest way of getting to the Millinery Salon is by the new elevators at the Richmond Street side of the Men's Store. And we know you'll want to get there the quickest way this morning, when you hear what awaits you.

Our Saturday morning millinery sales have a reputation to maintain. See how this one will do it.

You'll be surprised to find how things have changed tables—twelve-dollar hats have jumped over to the five-dollar table; five-dollar hats on the three-eighty-five table, and so, ad infinitum, we were tempted to say, for the prices certainly get down very small. There's great value, for instance, for a quarter. Children's Bonnets that formerly cost a dollar are now selling at quarter price. (Second Floor)

This Morning for Silks

Shopping in our Department of Silks and Dress Goods is shopping under perfect conditions. The noise and dust and heat of the street is forgotten. To all intents and purposes you are in a vast drawing-room, luxuriantly carpeted—no jarring notes. The fabrics you are shown are the very best that the markets of the world afford. Our buyer has just returned, and he promises us a stock that will surpass anything that has ever been shown in Toronto.

Just at this time, new shipments are coming in, and every day holds some fresh surprise for the shopper in search of novelty combined with beauty.

To-day we will offer rich colored dress silk, English peau de soie and tamoline silks, in all desirable shades, at thirty-eight cents a yard; as well as black duchesse paillette silk, with a bright lustrous finish, thirty-six inches wide, for ninety-four cents a yard. (Second Floor)

Women May Wear These This Morning

They'll be ready, at 8 o'clock this morning, and there should be some brisk selling on the Third Floor. There's easily a month yet during which these Mull and Lawn Dresses will be just the thing to wear. They include five different styles for women and big girls, and when you consider that our price is a dollar-ninety-eight, instead of two or three times that price, you'll see it means an 8 o'clock rush this morning.

On the other side of the Third Floor you'll see other desirable summer garments marked at big savings. Bathing Suits, were three-fifty, now a dollar-seventy-five. Women's Vests at nine cents each. Coat Sweaters, that were four dollars each, for two-fifty.

And near-by is the Lingerie Department, that always plans an intensely interesting Saturday morning. Women who know the qualities we sell will appreciate this list: All these articles, except Petticoats, are made of fine nainsook; in fact, materials and workmanship throughout are of the best. All in sufficient quantities to supply any ordinary demand—but come early. Drawers at thirty-five cents. Corset Covers at twenty cents, or, with more frills at forty-nine cents. Petticoats at seventy-five cents, and Night Dresses at one dollar and nineteen cents. (Third Floor)

Hanan Shoes for Men

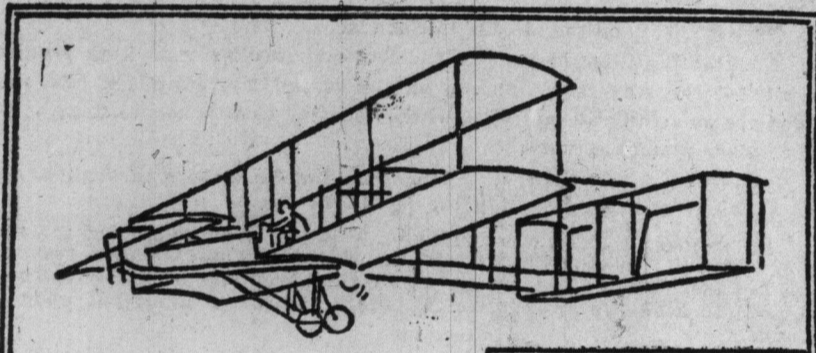
This morning our Shoe Department makes its first showing of the famous Hanan Shoes for Men. If you want to experience the luxury of wearing comfortable shoes that are slightly, that hold their shape, that look as good as new for an indefinite period, come and buy a pair of these. You will be asked to pay seven-fifty for them. Maybe you've never paid that much, or maybe you've paid more, and still have been disappointed. Still, we urge you to take our word for it that you cannot be disappointed in buying a pair of Hanan Shoes at this price. It's about the highest price at which we've ever sold shoes, but let us assure you that your satisfaction will be proportionately high.

These Hanan Shoes are recognized across the border as the last word in shoe-making for men. They cannot profitably be sold here for less than this price, on account of the fine material and the skilled workmanship that goes into them. As the saying is: "The value's there," and you can get it out—every last cent that you pay for them.

But it's hard to prove by talking how good a pair of shoes are. The better way is to put the shoes on. If you've been buying shoes at two-forty-nine, calculate how long your last three pairs have worn you; then see if your pair of Hanan's that you buy this morning, do not last longer than the last three pairs of the other kind. (Second Floor)

HOW THE SIMPSON STORE HELPS A MAN TO WIN OUT, OR

THE ALLEGATIONS OF ALGY.



I.—Awful luck! One of those bird-men has made such a hit with Kitty that I'm alleged to be quite out of it.



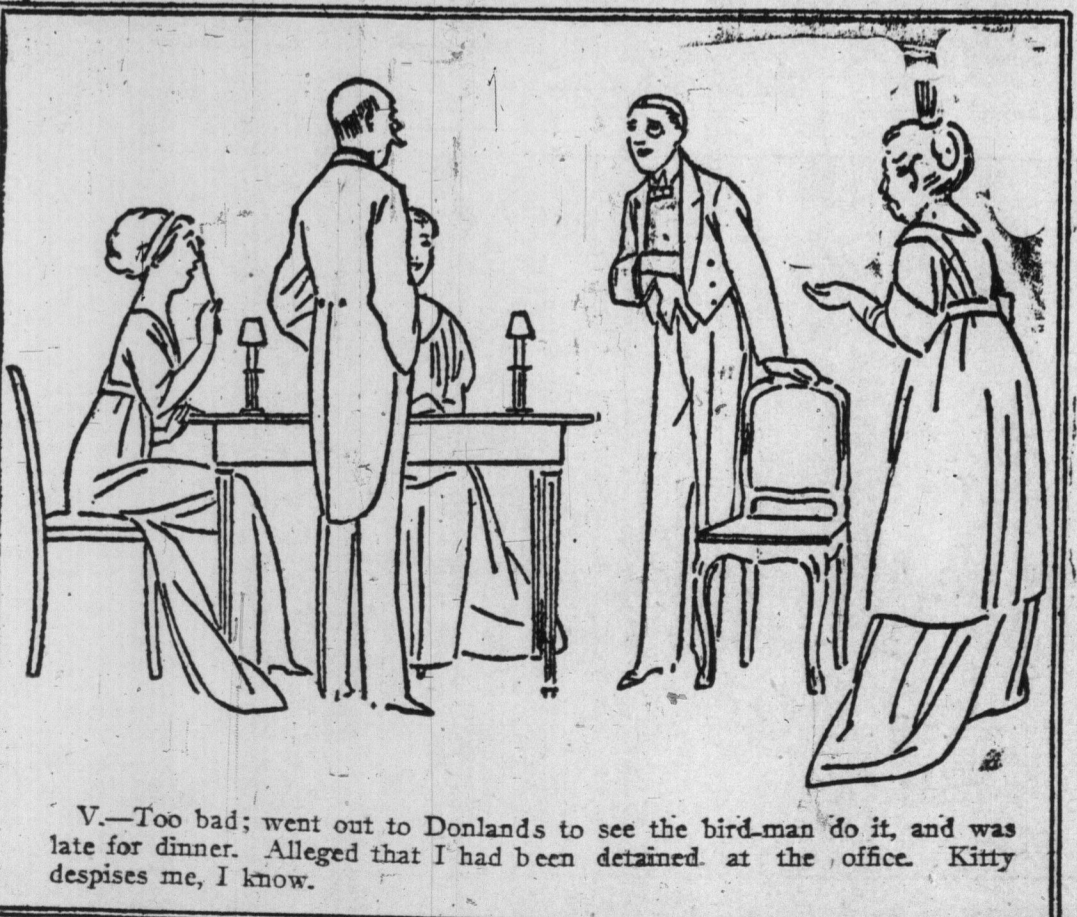
II.—Sent some American Beauties and called some evening, looking rather a toff in my new Simpson clothes. It was alleged that Kitty was not at home. Cursed the aviator.



III.—At the country club dance, Kitty alleged that she hadn't one left. Bird-man came up later and had three in a row. Hope he breaks his neck.



IV.—Later ran into Kitty's father. Funny old chap. Asked me who my tailor was; liked the cut of my "togs." Told him that by getting everything from the Simpson Store lately I'd been cutting my tailor's bills in half. Old gentleman greatly impressed, asked me to dinner.



V.—Too bad; went out to Donlands to see the bird-man do it, and was late for dinner. Alleged that I had been detained at the office. Kitty despises me, I know.



VI.—Taking Kitty in to dinner, told her I was thinking of investing some money in the Simpson August Furniture Sale. Kitty seemed surprised until I showed her something I'd bought at the Jewelry counter. Then she was so interested that I managed to slip it on her finger.



VII.—It's a go! I'm just packing my box and my "Bedford" for the wedding trip. Both our trousseaux are coming from the Simpson Store; must get some "classy" socks at the Hosiery Sale that's just starting. Great store for men, Simpson's; don't see how a chap could get married without its assistance.

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