

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 50 lines to Central.

L. SIMPSON

Where Fame Heralds a Sale

Where bargains have been there bargains are like to be again.

You who have experienced the marvellous value giving power of the Simpson Silk Department will eagerly welcome the daily news of the August Silk Sale.

This Department has grown to be the chief source of supply for a large part of the silk using public, because there are found the newest weaves, the latest patterns, the best qualities at any price.

The whole world of Silk is contained within its walls, with a liberal representation of every sort, at really phenomenal prices.

August Sale of Black Silks

still continues to offer the best qualities of high-grade silks at bargain prices. The newest and best productions of the world's silk centres, including Como, Italy; Zurich, Switzerland; and Lyons, France, and all guaranteed qualities, reliable dyes, are being offered at low prices.

Some items taken at random that fully warrant the reputation held by Simpson's for giving good value are given below:

New Satin-finished Pallette, close and even in the weave, with a mer-veilous finish, recommended for hard wear. Regularly \$1.35. Sale price, 39 in. wide. Per yard..... 1.10

Rich Black Mousseline, a dress satin of delightful quality, being skein dyed. It is a beautiful, deep full black. Regularly \$1.50. Sale price, per yard..... 1.24

A Special Offer at \$1.33, which includes Duchesse Mousseline, Pallette, Satin de Chine, all silk. We have pleasure in recommending, being made by the most important manufacturer in Lyons, guaranteed qualities every one. Regularly \$1.50 to \$1.65, 40 inches wide. Sale price, per yard..... 1.33

New Black Bengaline Cord, in heavy, clear-cut cords. The weight is correct for coats and suits for fall. Both sides are equally well finished in a rich black. Regularly \$3.00. Sale price, per yard 2.50

Black Mousseline Duchesse of charming quality of soft charmeuse finish, every yard stamped "Recommended for Wear," skein dyed, rich, deep black, soft draping qualities, desirable for present style of gowns, 40 inches wide. Regularly \$2.00. Per yard..... 1.69

EXTRA SPECIAL OFFER AT 39c. 3,000 yards Satin de Chine, Pallette, Mousseline and Merveilous. Every piece good quality. This is an unique opportunity for the purchasing of black silks of reliable quality at a low figure. For dresses, gowns, waists, foundations, slips, etc. 18 and 20 inch. Regularly 50c. Sale price, per yard..... 39

West of England Serges

New deliveries daily, in the new mill finish, new diagonal weave, new worsted finish, new cheviot finish, new men's finish, etc.

These popular suitings come in a large choice of new autumn tones. New tans, browns, greys, blues, three shades of navy, black, etc., made from finest selected yarns and guaranteed thoroughly soap shrunk and unspottable.

ENGLISH, FRENCH, GERMAN AND AUSTRIAN BROADCLOTH. Broadcloths in fine, medium and heavy weights, specially adapted for smart tailored dresses, suits or separate coats. We are showing these cloths in all the newest shades, in tones and half-tones; also in an almost endless variety of beautiful patterned shades. A fine assortment of new Black Broadcloths, shows rich pascen, suede and glove finishes.

Some Hosiery Sale Values

Women's "Llama" Cashmere Hose, made from good quality Llama cashmere yarn. Black only, medium weight for fall and winter wear, all sizes. Regularly 30c. Hosiery Sale Price..... 29

Women's Black Cashmere Hose, seamless, spiced heel, toe and sole. Regularly 30c. Hosiery Sale Price..... 29

Women's Fine Imported Silk Hose with lisle thread deep garter top, lisle spiced heel, toe and sole, gauze weight, black only. Regularly 75c. Hosiery Sale Price..... 49

Women's Fine Imported Lisle Thread Hose, in the lot are plain black, white, tan and a variety of plain colors, and silk embroidered fronts and laces. Regularly 20c and 25c. Hosiery Sale Price..... 25

Boys' and Girls' Ribbed Black Cotton Stockings, with tucked knee, spiced heel, toe and sole, splendid wearing, best dye, sizes 5 1/2 to 9 1/2. Regularly 25c and 30c. Hosiery Sale Price..... 19c

Boys' and Girls' Ribbed Black Cashmere Stockings, spiced heel, toe and sole, seamless, English made, sizes 6 1/2 to 8 1/2. Regularly 25c. Hosiery Sale Price..... 19c

Children's Socks, lisle thread with fancy colored tops, all sizes, 4 to 12. Regularly 20c. Tuesday Hosiery Sale Price..... 19

Men's Shot Silk Socks, black Cashmere with colored silk, in fine elastic ribbed, neat and good wearing, sizes 9 1/2 to 11. Regularly 40c. Hosiery Sale Price..... 39

Men's Plain Black Cashmere Socks, Frenchman's second cut, for wear are as good as firsts. Regularly 35c and 50c. Hosiery Sale Price pair..... 29

Men's Fine Imported Lisle Thread Socks. The lot contains black, tan and other plain colors, also fancy patterns. Regularly 25c. Half-price Hosiery Sale..... 12c

Men's Imported Lisle Thread Socks, black, tan and plain colors, also fancy patterns and silk embroidered fronts. Regularly 35c and 50c. Hosiery Sale Price, pair..... 25

Two Excellent Glove Prices

Women's Plain and Lace Long Lisle Thread Gloves, white only, all sizes. Regularly 35c. Tuesday..... 25

Women's Chamois Gloves, natural and white, real chamois, the washable kind, 2 dome fasteners; sizes 5 1/2 to 7 1/2. Regularly 75c. Tuesday..... 59

In the Mantle Section

HANDSOME NEW FALL COATS for all uses at attractive prices. A very large range of new coats suitable for women and misses are in the latest styles from New York and London. Materials are chinchillas, cloths, imported tweeds, English homespun, reversible material and polo coats and colors in tan, white, navy, brown, black and light and dark mixtures. They are smart mannish garments. Price from 12.50 to 35.00.

WOMEN AND MISSES' SUITS. New fall suits for present wear, made of invisible stripe tweeds in the new blue and brown shades. The coat is modelled on correct new lines, with notched collar, smart tailored seams and open pockets. Skirt has full length panel back with semi-pleated side gore and the new wide front panel. Coat length 32 inches. Very stylish model. Tuesday for..... 12.50

CLEARANCE OF GIRL'S SUITS. Made of white serge and black and white shepherd's check. The dresses have semi-princess or pleated skirt and shoulder straps. Coats are well tailored, and some are lined throughout with sateen. Ages 6 to 10 years. Regularly \$8.50, Tuesday..... 2.49

A DECIDED BARGAIN IN DRESSES. One-piece dresses in muslins, lingeries, silk, foulards and nets, cut in princess and empire effects. Waists have the "V" shaped yoke and high collars or rounded, semi-low collars, outlined with silk pipings, strappings or lace insertions.

Skirts gored, semi-pleated, and flounce effects. Colors blue, tan, pink, ecru and white and various stripes and checks. For women and young girls. Regularly \$10.00, \$12.50, \$18.50, up to \$25.00, for..... 6.95

VOILE SKIRTS FOR WOMEN. Skirts are made of crisp, all-wool, imported voile, in black only. Three of the most fashionable styles, high waist line and one-sided effects, with a cluster of pleats at foot neatly trimmed with silk fringe, ball fringe and braiding. Prices range from \$6.75 to \$8.50.

One Thousand Lingerie Waists

Just fresh from the maker's hands, and bought at practically our own price. Twenty different designs and styles, including almost everything that is new and novel; every size from 34 to 42 inches. Instead of paying \$1.48, \$1.75 and \$1.95, you need only pay on Tuesday, each..... 98

The Simpson Store

is the people's store. Every provision is made for the comfort of its patrons, quite aside from the vast price lowering undertakings for which its various departments are becoming famous.

Avail yourself of the lunch room, rest rooms, package checking desk, and other conveniences which are placed here expressly for your benefit. Out-of-town visitors are particularly invited to make the store their headquarters.

Among the Marvellous Lace Values

17 inch Swiss Embroidery Flouncings, underpriced for Tuesday's selling. Only 1,700 yards. Rush price..... 22

300 only Nottingham Lace Yokes, square style, with stock collar, and fastens in back. Each..... 28

The August Sale of FURNITURE



Parlor Suites Specially Low Priced for Tuesday Parlor Suites of 3 Pieces - Frames made of birch, finished mahogany, with plain spring seats, covered with silk tapestry. Regularly \$37.50. August Furniture Sale..... 28.60

Parlor Suites of 3 Pieces - Dull mahogany finish frames, tufted backs and plain spring seats; covering of good quality silk tapestry. Regularly \$49.50. August Furniture Sale..... 38.70

Parlor Suites of 3 Pieces - An exceptionally good pattern in mahogany, upholstered seats and panel backs. Regularly \$62.00. August Furniture Sale..... 43.00

Parlor Suite of 3 Pieces - An extra good reproduction, carefully constructed from high-grade materials. Regularly \$160.00. August Furniture Sale..... 119.00

Parlor Suite of 3 Pieces - In Louis XV. design, in solid mahogany. Regularly \$215.00. August Furniture Sale..... 179.00

Parlor Suite of 3 Pieces - In Louis XV. design, in solid mahogany. Regularly \$229.00. August Furniture Sale..... 187.00

Parlor Suite of 3 Pieces - Frames are made of mahogany and are gilded with gold leaf. Regularly \$290.00. August Furniture Sale..... 196.00

\$1.00 and \$1.50 Dressing Sacques 49c Women's Dressing Sacques, of printed lawns and crepe, some shirred at waist, others finished with silk ribbon ties; hello, sky and pink. All sizes in the lot. Regularly \$1.00 and \$1.50. Tuesday, to clear..... 49

MISSES' DRESSES, \$1.19. Wrapper Department. Of black and white Check Ging-ham, back opening, high waist line, Dutch neck and cuffs, piped with red, red sailor tie. Sizes 18 to 20. Tuesday, to clear..... 1.19

Bake Your Own Bread For Tuesday 1-4 Bag Lake of the Woods 85c "Five Roses" Flour

"La Deesse" Corsets Half Price A summer style of these charming Corsets to be cleared Tuesday at less than half their real value. The model is a beautiful and fashionable one. If ordering by phone, be early.

103 pairs only. "La Deesse" Corsets, an elegant and stylish model in medium light-weight white coutil, very fine and strong, medium bust, extra long skirt, rustproof watch spring steels, 4 wide side steels 6 wide-fitted elastic garters, bust draw cords, deep Val. lace and ribbon, satin bow; sizes 18, 20, 21, 22, 24 and 26 only; regular value \$3.50 a pair. Tuesday, a pair..... 1.69

This in the Lunch Room TUESDAY AFTERNOON, 2.00 to 5.30. Cold Ham, Thin Bread and Butter, Pot of Tea. TEN CENTS.

180 Parasols That will please any little girl. They have strong frames, and a good variety of pretty colored patterns. Many are worth two and three times the price. Selling for Tuesday, each..... 20

200 Parasols, to be cleared at 59c. A splendid range of styles, in a variety of fabrics, including silk. Tuesday..... 59

MADAPOLLAM 42 inch., 16c "Spanish Longcloth" sheer needle finish, suitable for fine underwear. Special Tuesday, yard..... 16

Irish Damask Table Cloths, all pure linen, pretty floral patterns, round or square designs. Size 2 x 2 1/2 yards. Tuesday..... 2.00

1,000 yards English-Striped Flannellette, fast colors, 36 in. wide. Regularly 12 1/2c. Tuesday, yard..... 10

Beautiful Scotch Travelling Rugs, all pure wool, in a range of plaids, on sale in blanket section. Tuesday..... 5.00

Phone Linen Dept., 2nd Floor.

Late Summer Prices for Men's Two-Piece Suits

A distinguished group of high-grade suits made from fancy homespun and tweeds, are made up in smart single-breasted, three-button style. Trousers have belt and side straps, beautifully tailored. Reduced to..... 15.00

MEN'S BLUE SUITS. One of our most dependable blue serge suits, is made from a medium twill English serge, colored with a guaranteed indigo dye, single-breasted, three-button coat; trousers and vest in the most up-to-date style, beautifully tailored, best mohair linings. Price..... 18.00

BOYS' RUSSIAN WASH SUITS. To clear Tuesday, are made in the sailor and middie styles, from light and dark striped English prints and cambric, neatly made and smartly trimmed with white braid and soutache; bloomer pants with elastic bottoms. Regularly \$1.25 and \$1.50. Tuesday..... 98

BOYS' LINEN SUITS. In khaki and natural shades, has Norfolk and double-breasted jacket. Regularly \$2.00 and \$3.00. Price..... 1.69

BOYS' ENGLISH TWEED SUITS. In rich brown, showing a faint shadow stripe, made in three-button, double-breasted style, with the popular long roll lapel and full American bloomers. Sizes 26 to 30, \$6.50; sizes 31 to 34, \$7.50.

Furnishings for Men 1,000 Men's Outing Shirts, with separate collar and double French cuffs. These are made coat style, have a full size body, and are correct length. They come in plain shades, white, sky and drab, and are made from a medium weight soisette. All sizes 14 to 18. Regularly \$1.50. To clear Tuesday, each..... 99

500 Men's Genuine English Oxford Shirts, a range of fancy stripes, good quality material that will stand lots of hard wear. All sizes 14 to 18. Regularly 75c. Tuesday..... 59

750 Garments of Men's "Penangle" Brand Natural Merino Underwear, shirts and drawers, serge facings to shirts and waistband to drawers. All sizes 34 to 44. Special Tuesday..... 49

Caps and Tams 700 Men's, Boys' and Children's Caps and Tams, samples of fine navy blue cloth serges, and fancy tweeds, shapes are golf, hookdown, yacht and automobile caps and children's tams. Regular prices 50c, 75c and \$1.00. Tuesday..... 29

Children's Straw Hats, turban, middie and jacket shapes. Regularly 75c and \$1.00, Tuesday..... 25

Women's Boots & Oxfords at \$1.39

960 pairs Women's Dongola Kid Blucher Style Boots, in patent colt, tan calf, vici kid and gummatel, Oxfords and pumps, Goodyear welted, hand-turn and McKay sewn soles, high and medium heels; sizes 2 1/2 to 7. 1.39c Tuesday.....

MEN'S OXFORDS \$2.00. All men's \$4.50, \$4.00 and \$3.50 Oxfords (except Vici-tors), in patent colt, gummatel, tan Russia calf and dongola kid leathers, every pair Goodyear welted and made on the newest 1912 lasts, either button or blucher 2.00c Tuesday.....

Large Fruit Stands \$1.98

We have about 200 stands of three different designs, with fancy cut-glass pattern bowls. Size of bowls is 11 inches, and they are fitted on a silver-plated stand, with fancy feet and handle. Special..... 1.98 (Silverware Dept., Main Floor.)

CHINAWARE The Grocery List 5c, 10c, 15c

At 5c-Dinner Plates, Soup Plates, Breakfast Plates, Cups and Saucers of all kinds, Spoon Trays, and little odds and ends indispensable to every household..... 5

At 10c-Austrian China Sugars and Creams, very popular sets. Teapots to match..... 10

No phone or mail orders. At 15c-There is nothing to replace the good old brown teapot-the one like mother used to use. Sizes 2 to 8 cups. Various shapes..... 15

Fine Quality Wilton Rugs AN IMPORTANT TWO DAYS SALE.

Effect a saving on splendid rugs by buying to-morrow. There are many different styles included, both Oriental reproductions and self color effects, as well as small conventional designs. We have taken several different qualities in each size, and every one of the rugs included is substantially reduced.

Take advantage of this special event, come as early as you can, and get the widest selection. Remember, every rug is one of our standard qualities and this offer is only for two days:

- 6.9 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 13.6. Special sale price... \$35.00 and \$39.75

The Robert SIMPSON Company Limited