

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

Market Adelaide 6100

# Simpson's Ready to Outfit Boys and Girls for School Opening



SCHOOL days are here again! The business of getting ready for the coming Tuesday is the all-important consideration with every small boy and girl and every school-going youth and maiden. The entrance into a higher grade or another school with new desk, new teacher, new studies, simply demands fresh suits or frocks, new school books and accessories in keeping with the occasion.

SIMPSON'S is ready to meet every demand where the smartest, most sensible wearing apparel is concerned, at prices that spell economy to thrifty mothers.

## SCHOOL STOCKINGS FOR BOYS AND GIRLS

Good, Sturdy Stockings made especially for the strenuous wear at school and play. Mother can save by taking advantage of these school opening specials.

**Children's Stockings, 35c.**  
One-and-one Elastic Ribbed Cotton Stockings. Seamless, with spliced heel, toe and sole. Black. Sizes 6 to 9. Today, 35c.

**Boys' Heavy Cotton Stockings.**  
Elastic 2-and-1 ribbed, seamless. Colors black and brown. Sizes 6 to 8, 65c; 8 1/2 to 10, 75c.

**Boys' Black Cashmere Stockings, \$1.75.**  
2-and-1 ribbed. Made from all-wool English cashmere yarn. Seamless, with spliced heel, toe and sole. Sizes 8 and 8 1/2 only. Today, \$1.75.

**Boys' Black All-wool Cashmere Stockings, 65c.**  
2-and-1 ribbed. English made. Seamless, with spliced heel, toe and sole. Sizes 8 and 8 1/2 only. Regularly 85c. Today, 65c.

**Boys' and Girls' Cashmere Stockings.**  
1-and-1 ribbed. Seamless, with spliced heel, toe and sole. Black and white only. Sizes 6 and 6 1/2, 85c; 7 and 7 1/2, \$1.00; 8 and 8 1/2, \$1.10.

**Girls' White Cashmere Stockings, 49c.**  
1-and-1 ribbed. Seamless, double heel, toe and sole. Sizes 4 1/2 to 7 1/2. Seconds of 69c grade. Today, 49c.

**Girls' Cotton Stockings, 50c.**  
1-and-1 elastic ribbed. Seamless with spliced heel, toe and sole. Caradain made. Black, 6 to 8 1/2; brown, 6 to 9. Special today, 50c.

**MONDAY, LABOR DAY  
STORE WILL BE  
CLOSED**

**TODAY STORE CLOSSES AT 1 p.m.  
No Noon Deliveries**

### Store Conveniences for Visitors

THE PALM ROOM—On the Sixth Floor.  
INFORMATION BUREAU—On 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.

Where you may rest or wait for friends, has been conveniently arranged on the Sixth Floor near the Palm Room, Queen street side.

### Self-Service Lunch.

Delicious food, well cooked, cheery surroundings, quick, satisfactory service and moderate prices.

### The Palm Room Service Will Continue as Usual.

Breakfast—8.30 to 11.00. Lunch—11.30 to 2.00. Afternoon Tea—From 3.00 to 5.30.

### An Appointment Register

in which you may conveniently arrange and rearrange appointments with friends, has been placed for our customers' benefit at the Queen Street Entrance, Main Floor.

### New! Victor Records for September

#### 10-inch Double-Sided, 90c.

18488—Anything is Nice if It Comes from Dixieland—American Quartet.  
18590—You're Still An Old Sweetheart of Mine—Spencer-Burr.  
14591—In the Heart of a Fool—Henry Burr.  
I Found You—Henry Burr.

#### 10-inch Dance Records 90c.

18594—Tell Me (Fox Trot) and The Yamp (Fox Trot)—J. C. Smith's Orchestra.  
18564—Fidgety Foot (One Step) and Lazy Daddy (Fox Trot)—Original Dixieland Jazz Band.  
18563—Rag and (One Step) and Have a Sniffle (Fox Trot)—Pietro.  
18562—Peter Gink (One Step) and Egyptian (Fox Trot)—Six Brown Brothers.

#### Red Seal Records.

\$1.25 For You, a Rose—De Gogorza (Baritone).  
\$4.816 La Traviata (The One of Whom I Dreamed)—Galli-Curci (Soprano).  
\$1.25 Turkish March (From Ruins of Athens)—Hefetz (Violinist).  
\$1.25 Beautiful Ohio—Kreiser (Violinist).  
\$1.25 The First Rose of Summer—McCormack (Tenor).  
\$1.25 Sun of My Soul—Schumann-Heink (Contralto).  
We deliver records—Phone Main 7841. Victrola Department—Sixth Floor.

## High and Public School Text Books

And a Complete Stock of School Supplies Ready at Simpson's

A new section devoted entirely to High and Public School Text Books has been opened in the Stationery Department, Main Floor. Here we are thoroughly prepared to supply you with the authentic High and Public School Text Books, as well as with necessary supplies for school-goers one and all.

Algebra, Ontario High School, by J. T. Crawford, 42c.  
Arithmetic, Ontario High School, 40c.  
Bookkeeping, Ontario School Bookkeeping, first course, 30c.  
Composition, Ontario High School, 18c. Public School, 15c.  
English Literature, narrative and lyric poems. Second series, 25c.  
French, Ontario High School—French Grammar 60c. French Reader 4c.  
French Literature—Bazin, Six Contes (Oxford Junior French Series), edited by G. H. Clarke, M.A., 50c.  
Geography—Ontario School Geography, 65c.  
Geometry—Ontario High School Geometry, 40c.  
German—Ontario High School German Grammar, 70c. Ontario High School German Reader, 13c.

**Golden Rule Books (Cloth Bound).**  
Book 1, 20c.  
Book 2, 30c.  
Book 3, 35c.  
Book 4, 40c.  
**Canadian Catholic Readers.**  
First Book, part 1, 10c.  
First Book, part 2, 15c.  
Second Book, 20c.  
Third Book, 30c.  
Fourth Book, 50c.

**Ontario Teachers' Manuals.**  
Primary Reading, 13c.  
Notes on Ontario Readers, second, third and fourth, 26c.  
History, 14c.  
Literature, 15c.  
Composition and Spelling, 21c.  
Arithmetic, 20c.  
Golden Rule Book, 19c.  
Household Management, 19c.  
Grammar, 14c.  
Geography, 16c.  
Nature Study, 19c.  
Art, 40c.  
Writing, 19c.  
Elementary Agriculture and Horticulture, 29c.  
Household Science for Rural Schools, 40c.

**Literature Series.**  
Lady of the Lake, by Scott, 20c.  
Cricket on the Hearth, by Dickens, 20c.  
Sharp Eyes of Other Essays, by Burroughs, 20c.  
Julius Caesar, by Shakespeare, 20c.  
Merchant of Venice, by Shakespeare, 20c.  
Macbeth (Stevenson's Notes), 25c and 40c.  
Macbeth (Brown's Notes), 25c and 40c.  
As You Like It (Wright's Notes), 50c.  
**Oxford Texts.**  
Caesar, De Bello Gallico, edit. by T. Rice Holmes, 20c.

Cicero, Pro Lege Manilia, edit. by J. R. King, 75c.  
Cicero, Pro Lege Manilia, (Notes by Woodhouse), 60c.  
Homer, Iliad, Book 1, 50c.  
Homer, Iliad, Book 3, 50c.  
Virgil, Aeneid, Book 2, 35c.  
Virgil, Aeneid, Book 10, 60c.  
Xenophon, Easy Selections, edited by Phillpotts Jerram, 50c.  
Xenophon, Hellenica Selections, edited by J. S. Phillpotts, 60c.  
Arnold, Browning and Tennyson Selected Poems with Notes, by Gertrude Lawlor, 25c.  
Matriculation Caesar, B.I.V., B.V., by Henderson and Little, 35c.  
Das Kalte Herz, with notes, edited by Van Der Smissen, 50c.  
Der Bibliothekar, by Moser, with notes by Wells, 50c.  
L'Arrabbiata, by Heyse, with notes, 35c.

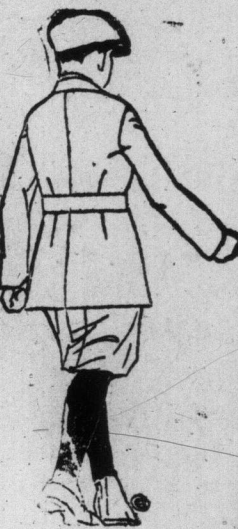
**Syllabus of Physical Exercises for Schools, cloth, 45c.**  
**School Bibles.**  
Cambridge Pocket Bible, red edges, cloth, 65c.  
Large Type School Bible, colored illustrations. Special, \$1.50.  
**Grammar (English).**  
Ontario High School English Grammar, 45c.  
Ontario Public School English Grammar, 10c.  
**History.**  
Ontario High School Ancient History, 75c.  
**Hygiene.**  
Public School Hygiene for Young People, 25c.  
**Latin.**  
Ontario High School Latin, 70c.  
**Science.**  
Ontario High School Chemistry, 50c.  
Laboratory Manual in Chemistry, 25c.  
Mellor's Introduction to Modern Inorganic Chemistry, \$2.00.  
Ontario High School Physics, 90c.  
Ontario Laboratory Manual in Physics, 35c.  
**Speller.**  
Ontario Public School Speller, 15c.  
**Trigonometry.**  
Hall and Knight's Elementary Trigonometry, \$1.50.

## School Opening Specials for Boys

\$11.00 and \$15.00 Boys' Suits \$8.50

### THE SEASON'S SMARTEST STYLES

Cheerful browns and greys—plain and novelty stripes and mixtures, designs and patterns.  
The materials are wool and cotton mixed tweeds and worsted finish fabrics.



Styles are single-breasted, two and three-button, all-around loose belted models with combination button and buckle fasteners. Full fashioned bloomers with belt loops and expanding knee bands. 125 only in this lot marked especially low for quick clearance. Sizes 8 to 16 years. Regularly \$11.00 and \$15.00. Today, special, \$8.50.

#### Single-Breasted Trencher Model Suits \$11.50.

The style and service that your boy wants, will be found in these suits. Developed in a neat brown and black broken striped worsted finish tweed that is dignified and dressy in appearance. Full fashioned bloomers, with belt loops and governor fasteners. Sizes 8 to 12 years. \$11.50.

#### Boys' Tweed Suits \$12.50.

Dependable fabrics, well tailored and perfect fit assured in these dressy grey and black worsted finish wool and cotton mixed tweed suits. Single-breasted, all-around loose belted model with vertical pockets. Full fashioned bloomers, having belt loops and governor fasteners. Sizes 8 to 12 years, \$12.50.

#### Boys' High-Grade Suits \$16.00.

The wearing qualities is the determining factor in this suit. Distinctive single-breasted style, with new waist-line effects in a black and grey, mixed tweed with faint blue stripe pattern. Vertical pockets. Full fashioned bloomers with belt of self material. Governor fasteners. Sizes 13 to 16 years, \$16.00.

#### 100 Pairs Boys' Sturdy School Bloomers \$2.25.

A good assortment of patterns to select from in fawn herringbone, and grey with hairline stripe tweeds. Also black with hairline stripe worsted finish materials, full fashioned style with belt loops. Some have strap and buckle at knee; others have governor fasteners. Sizes 9 to 14 years. Today, special, \$2.25.

### Specials for Girls

#### Girls' School Middies \$2.25.

Made of strong white jean, with detachable navy serge collar, trimmed with white braid. Separate white waist belt in loops. The long sleeves have smart buttoned cuffs, and there is a dainty kerchief pocket near the laced front opening. Sizes 6 to 14 years. Today, special, \$2.25.

#### Girls' \$7.50 Sweater Coats \$5.75.

Made of heavy weight pure wool, this smart sweater is knit in semi-Norfolk effect, with convertible rolled collar, smart waist belt, and two patch pockets. Colors saxe, Irish green or coral. Sizes 6 to 14 years. Reg. \$7.50. Today, \$5.75.

#### Children's Princess Slips 65c.

Of lovely soft white or striped flannelette. The skirt has deep scalloped flounce of goods. Sizes 2 to 14 years. Great value today, at 65c.

#### \$1.50 to \$2.00 Girls' Underskirts 85c.

Broken lines and oddments from stock reduced for quick clearance. Made of fine white nainsook and cottons. Deep flounces trimmed with lovely laces or embroideries in choice of many beautiful designs. Sizes 8 to 16 years in the lot.

### Boys' School Jerseys 29c

Regularly 50c and 59c

A Special Purchase From the Manufacturer.

Pull over head style, Zimmer-knit Brand—navy, white and khaki. Long sleeves and white and sky, navy and cardinal, white and cardinal, white and khaki, navy, navy and white, navy and sky, in short sleeves, in sizes 1 to 8 years, and 12 to 14 years. Regularly 50c and 59c. Today, 29c.

#### Boys' Flannelette Pyjamas \$2.25.

Military collar, pink, blue, brown stripes on light grounds. Draw string at waist. Sizes 8 to 15 years. \$2.25.



## School Supplies Moderately Priced

**School Supplies.**  
Artgum Venus Pencil Erasers 5c, 10c, 15c and 20c.  
Pen and Pencil Erasers, 5c and 10c.  
Pencils, Diagraph, Sovereign or Velvet, rubber tipped, each 5c.  
Venus Drawing Pencil (in 17 grades), each 10c.  
Penholders, each 3c, 5c and 10c.  
Higgins' Waterproof Drawing Ink, 30c.

Crayola School Crayons, 6 colors to a box, 6c.  
Crayola School Crayons, 8 colors to a box, 8c.  
Crayola School Crayons, 18 colors to a box, 20c.  
Crayola School Crayons, 24 colors to a box, 25c.

Crayola Little Folks' Outfit, 30c.  
Colored Chalks, 12 sticks to a box, 15c.  
White Chalk, yellow enamel finish, 1 gross to a box, 30c.

Milton Bradley Paints, 8 colors to a box, including brush, 50c.  
Kromar Paints, 8 colors to a box, including brush, 35c.  
Companion Sets, containing pencils, pens, rubber, etc. Each 40c, 45c, 50c, 75c, 95c and \$1.75.  
Pencil Boxes, each 10c, 15c, 20c and 35c.  
Imperial Loose Leaf Note Books, each 25c, 30c and 35c.

Rings for Loose Leaf Sheets, 1/2", 3/4", 1", 1 1/2", each 6c; 2", each 10c.  
Compass and Divider, each 35c and 45c.

Exercise Books for pen or pencil, each 3c, 5c, 7c and 10c.  
Scribblers, each 3c and 5c.  
Imperial Exercise Book, stiff cover with cloth back, each 15c.  
Exercise Book, black enamel cover, each 10c and 15c.  
Quarto Books, 15c, 20c, 25c, 30c, 35c, 40c, 45c, 50c and 60c.  
Ontario Standard Note Books, each 17c.  
Ontario Standard Refills, faint line, each 8c.  
Ontario Standard Refills, cross line, each 10c.  
Ontario Bookkeeping, 1st course, each 30c.

Ontario Writing Course, Book 1, 5c; Book 2 and 3, 4c.  
Ontario Blank Writing Books, Nos. 1 and 2, each 2c.  
Ontario Drawing Books, Nos. 1 and 2, each 5c.

School Bags—Strong leather ones (the only kind worth having) for girls, with handles, or for boys, with shoulder strap. Each \$1.50, \$1.75, \$2.00, \$2.25 and \$2.50.  
**Remex Fountain Pens.**  
With 14k pen in fine, medium, coarse or stub. Each \$1.00.  
Victor Self-Filling Fountain Pen, with 14k pen in fine, medium, coarse or stub. Each \$1.50.

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