

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.

SIMPSON

Many Possible Savings at the Simpson Store

New York Waists

In magnificent range of embroidered voile and marquisette. They are from one of the most eminent makers in the city. There are no less than 30 distinct styles; "Robespierre" collars, deep pointed sailor collar, low V necks, long or short sleeves, in fact styles to please the most fastidious. Prices, \$2.95, \$3.95 and \$5.00.

Three Days More of the Hosiery Sale

Women's Fine All-Wool Cashmere Hose. English made, also Peruvian Plain Black; all fine soft yarns, all sizes. Regularly 50c. Hosiery Sale price, Tuesday, pair .29

Women's Fine Imported Lisle Thread Hose—The lot consists of plain black, tan and colors; also silk embroidered fronts in black and a variety of colors. Regularly 50c and 55c. Hosiery Sale price, Tuesday, 35c; 3 pairs .100

Women's Lisle and Cotton Hose at Half Price and less—A large assortment of kinds and colors, also black broken lines. Regularly 25c and 35c. Hosiery Sale price, Tuesday, 12½c

Boys and Girls' All-Wool Black Cashmere Stockings, plain and ribbed. English made, double spliced heel, toe and sole. Splendid wearing. Regularly 40c. Sizes 8½ to 8½. Hosiery Sale Price, Tuesday, pair .25

Girls' Fine Elastic Ribbed Stockings, black, white and colors, all imported goods, all sizes in the lot, 8½ to 8½; but not all sizes in each line. Regularly 25c. Hosiery Sale Price, Tuesday .12½

Men's Imported Socks. In the lot are fine elastic ribbed socks in black with colors, silk under foot, also plain black cashmere. Regularly 40c and 50c. Hosiery Sale Price, Tuesday .20

25c SOCKS FOR 12½c

Men's Fine Imported Lisle and Cotton Socks at half price—The lot consists of plain black, tan and colors, also fancy patterns and 3-pairs. All sizes. Regularly 25c. Hosiery Sale Price, Tuesday .12½

50c Silk Gloves 25c

Women's pure silk Gloves, wrist length, dome fasteners, double tipped fingers, black, white, tan and a variety of colors. All sizes. Regularly 50c. Tuesday, to clear .25

25c LISLE GLOVES, 10c.

Women's Lisle Thread Gloves, white and colors, dome fasteners, all sizes. Regularly 25c, Tuesday .10

One Day Clearing Girls' Wash Dresses

All our regular styles, up to a dollar and a half each to go Tuesday at an average of half price. There is still plenty of time to get double wear out of them, and we need the room for new fall stock now arriving.

Nearly 400 Dresses for girls. Seven of our best sellers, in new prints and ginghams, high or Dutch necks, short sleeves, pleated skirts, all are pretty styles, in the best colorings and patterns. Sizes in the lot 6 to 14 years. Regular prices \$1.25 and \$1.50 each. Tuesday, each .69

Feather Boas

Inaugurate a new location between the Yonge street elevators by special pricing to-morrow.

68-inch Feather Boas, made of well curled ostrich fibres, or in short lengths with silk ends; colors black, white, grey and black with white. Special Tuesday .438

20 only. Handsome Flat Stoles, French made, and having delicacy and finish. Made of four strands of ostrich with Maribou mixed, of a select grade, and having rich silk ends, length 64 inches, colors black or taupe. Tuesday .649

Printed Muslin Kimonos 69c

Long Kimono Gowns, of fine printed muslin, in pretty floral patterns, sky, pink and helio; some are collarless, trimmed with silk ribbon; others have deep sailor collar, cuffs and belt of fancy bordered self. Sizes 34 to 44. Regular prices \$1.00 and \$1.25. Tuesday .69

1,250 Pairs Scissors

Nickel-plated and japanned, 6 inches to 9 inches. Regularly 35c, 40c, 45c and 50c. Basement, Tuesday .25
2,000 aluminum sauce pans. Regular 55c, 65c and 75c sizes. Tuesday .39

The August Sale of Black Silks

Five very special items; reliable silks and satins for Tuesday's selling.

500 yards Rich Black Duchesse Paillette of reliable quality and perfect weave and dye; 36 inches wide. August Black Silk Sale price, per yard .406
300 yards only Rich Black Duchesse Mousseline Satin and Satin Paillette, two excellent weaves, guaranteed perfect in dye and finish. Regularly \$1.50 quality, 36 inches wide. August Black Silk Sale price, per yard 1.24

Rich Black Mousseline Duchesse and Rich Black Satin Paillette; these two silks are highly recommended for their wearing qualities; beautifully finished and dyed. A superb silk at a very low price, 30 inches wide. August Black Silk Sale price, per yard 1.38

450 yards Rich Black Duchesse Mousseline Satin. This satin has the soft charmeuse finish, soft and beautiful. Deep, full black. Regularly \$2.00, 40 inches wide. August Black Silk Sale price, per yard 1.69

Black Mousseline Faille, an entirely new silk for dressy suits, coats and tailored dresses. Has a very fine cord effect, wears well and looks well, 44 inches wide. August Black Silk Sale price, per yard 2.50

7-Inch Black Ribbon

For August and September, wide black Millinery Ribbons will be in constant demand. This heavy black taffeta, of perfect weave and dye, seven inches wide, is special value, and suitable for millinery purposes. Tuesday, per yard .25

The Newest Mantles

COATS FOR PRESENT AND FALL WEAR.

A handsome variety of new Fall Coats for women, misses and young girls, including the latest styles, both from London and New York. Materials are warm Chinchillas, reversible cloths, Harris tweeds, diagonal mixtures and plain chevrons; all handsomely tailored and perfect-fitting. Colors brown, grey, blues, tan and variety of other shades. Prices \$10.00 to \$49.50.

A STYLISH VOILE SKIRT for women is made of crisp all-wool Voile, in black only. This is one of the season's smartest styles, has the high waist, and is cut with over-skirt effect, giving the sided effect on front and black panels, edged with deep silk fringe and ornamented with fancy buttons. Price .725

DRESSES FOR FALL WEAR. French Serges, Mousselines, Charmeuse and French Fabrics. Waists are beautifully made with high collar and long sleeves. A decided chic touch is given by the lace jabot and novelty trimmings. Skirts are carefully corded with over-skirt effect and semi-side pleats. Range of prices, \$15.00, \$18.00, \$25.00, up to \$55.00.

NEW FALL AND WINTER SUITS FOR WOMEN, MISSES AND YOUNG GIRLS. Stylish lines and latest designs. The coats are beautifully lined with silk or satin, some perfectly plain tailored with lapped seams; others made doubly effective by handsome trimmings, collars and revers. Skirts semi-pleated and gored, trimmed to harmonize with coats. Materials are basket weaves, imported serges and diagonal, in fancy weaves. Prices \$12.50, \$15.00, \$19.50, \$25.00, \$35.00 up to \$55.00.

The welcome of personal comfort, as well as of good buying opportunities, meets you at Simpson's. No hotel offers better headquarters for tourists or shoppers than the store.

Avail yourself of Rest Rooms, Package Check Room, Lunch Room, Tea Room, etc.



Women's Boudoir Slippers

in delicate shades of pink, pale blue, mauve, red, tan and black. Made from soft selected kid leather, with flexible leather sole and large silk pom pom on vamp. Sizes 2 to 7. Tuesday 1.25

Dining-Room Furniture

In the August Furniture Sale

Dining Chairs, in selected quarter-cut oak, finished rich golden, with solid leather upholstered seats, sets of 5 side chairs and 1 arm chair. August Furniture Sale .17.90

Dining Chairs, heavily built of solid quartered oak, genuine leather upholstered seats, sets of 5 side chairs and 1 arm chair. August Furniture Sale .21.70

Dining Tables, made of selected quarter-cut oak, pedestal design, with round top, rich golden polished finish. August Furniture Sale .19.70

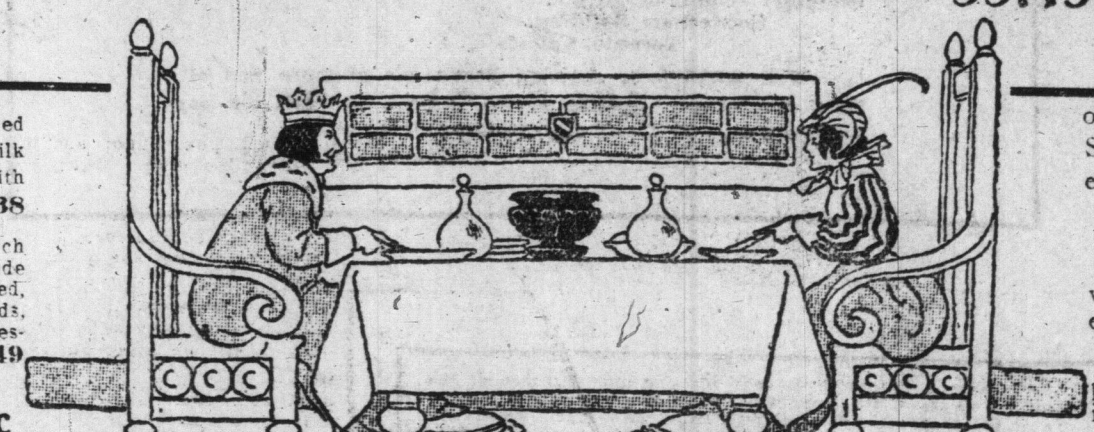
Dining Tables, of good design, well made, from solid quartered oak, and finished golden or mission. August Furniture Sale .23.45

Combination Buffets, in quartered oak finish, good display space for china, good cupboard space, with cutlery drawer above. August Furniture Sale .17.30

Buffets, made of hardwood, in mission design, and finish, lots of cupboard and drawer space, with heavy bevelled mirror. August Furniture Sale .19.90

Buffets, made of selected quartered oak, finished rich golden polished, an exceptionally neat pattern, carefully constructed. August Furniture Sale .23.65

Buffets, in solid quarter-cut oak, finished golden waxed, carefully constructed on straight lines, with large mirror plate and good cupboard and drawer arrangement. August Furniture Sale .33.45



Correct Table Service

Demands Proper Dish Equipment. Some Very Good Values in Needful Dishes

Vegetable Dishes—High grade English semi-porcelain, decorated with narrow gold rim, and Meat Platters to match the vegetable dishes. Regularly 50c. Half .25
Oval Bakers, for the kitchen, pure white porcelain ware. Special .15
New Case of Japanese Cups and Saucers.

Men's New Fall Suits Here

Our early fall clothing is being marked and put into stock every day. Pleasing colorings and most desirable patterns are here, tailored in the most authoritative styles.

An excellent suit is made from English worsted, a rich medium shade of brown, showing a very subdued pattern. The coat is cut single-breasted, three-button style, natural shoulders, smart length. The vest is single-breasted, with five buttons, and trousers are well cut. The very best of tailoring. Price .18.00

MEN'S FALL SUIT, \$20.00.

Made from a fine West of England worsted, in medium shade of grey, showing a white hairline stripe. Cut single-breasted. Three-button style. Best mohair linings and workmanship of the very finest. Price .20.00

BOYS' FASHIONABLE SCHOOL SUITS.

Time for the little man to be fitted for school. On Tuesday we offer an exceptionally fine range of Boys' Russian Suits, made from English tweeds, in grey and brown shades, trimmed with brass buttons. Patent leather belt and fancy silk ornaments on sleeve and down front. Special Tuesday. Sizes 22 to 27. .2.49

BOYS' HEAVY TWEED SUITS.

A smart double-breast tweed suit in greyish brown trimmings to match cloth. Wide bloomers with belt loops. This makes one of the best suits for school boys, as it will stand the hardest wear. Sizes 27 to 30. Tuesday 5.00. Sizes 31 to 34, Tuesday 6.50.

Men's Soft Hats

New fall styles, rough or smooth finish, trooper or fedora shapes; colors brown, olive, slate and black. Tuesday, special .98

MEN'S AND BOYS' GOLF CAPS.

In fancy mixed tweeds, and blue and black serges; also yacht and motor shapes with leather combinations. Tuesday to clear .29

Notes of Drapery Values

LACE CURTAINS CLEARING AT \$4.78 PER PAIR.

119 pairs only, Marie Antoinette Lace Curtains. The regular value is \$6.50 to \$10.50 per pair. Patterns for any and every window. Early buyers get the best selection. Tuesday at 8 o'clock, clearing pair .4.78

NEW DRAPERY AND UPHOLSTERIES.

Special mention is due the beautiful range of all-wool Tapestries, prices from \$2.50 to \$10.00 per yard. If you have furniture to be re-covered you will find the choice is largest, and the work done well and quickly now.

DOMESTIC CRETONNE 15c.

32 Inches Wide.

A great variety of colors and designs, unequalled value, fast colors, especially adapted for ship covers, bedroom hangings and light upholstery. Very special, yard .15

Larger Shipment of Couch Throws.

From the artistic and inexpensive Roman stripe at \$1.50 each to the beautiful Moquette at \$42.00 each. Tapestries and Velvets included. Our stock cannot be surpassed. Those wishing to make a selection will not be disappointed in either quantity, quality or value.

Japanese Matting Covered Boxes.

are both useful and ornamental. A full range of sizes and prices now on view in the Drapery section, fourth floor. Prices are from \$2.75 to \$12.00 each.

Framed Pictures

On the Main Floor

At stock-taking we collected all our empty picture frames, of various styles and finishes, some made of wide gilt moulding, others of mission brown, with nicely ornamented, burnished gold corners. For these frames we have found suitable landscape, figure and fruit subjects in sepia and colors, for bedrooms, dining rooms and parlors. On sale at the special prices of 69c and \$1.49. Sold on the main floor only.

Damask Scarfs 33c

Dresser Scarfs, all linen, assorted designs, hemstitched on both ends, will wash and wear well. Size 17 x 49 inches. Special Tuesday, each .33

WHITE DRESS LINEN 35c YD.

Fine sheer needle finish, 36 inches wide, will make dainty dresses, blouses, etc. Special Tuesday, yard .35

New Oxford Shirts, large range of pretty stripes and checks, fast colors, 30 inches wide. Tuesday, yard .19

Reversible Cambric Comforters, dark and medium colorings, pure white cotton filling, double-bed size, 72 x 72 inches. Tuesday .1.45

Phone Linen Dept., 2nd Floor.

Wall Papers

Sitting Room and Bedroom Extras.

1,120 rolls imported and domestic Bedroom and Sitting Room Papers, in assorted colors. Regularly 25c, 50c, and 75c. Tuesday 14c, 24c and 37c.

Dollar Pyjamas

400 suits of Men's Pyjamas, of several different materials, including repps, cambrics, soieffes and English flannellettes; all sizes in the lot; some with silk frogs, military collar or low necks, others fasten down front with holes and buttons. Regularly \$1.25, \$1.50, \$2.00, and \$2.50. To clear Tuesday .1.00

500 pieces of Boys' Underwear, shirts and drawers, of balbriggan, two-thread Egyptian yarns and "Zimmerknot" merino; in the lot are shirts with long or short sleeves, drawers ankle or knee length. All sizes. Regularly 25c and 35c. Tuesday .17

MEN'S UNDERWEAR.

Several odd lines of Men's Combinations, summer weight, in a variety of colors and materials, including short sleeves, ankle drawers, short sleeves and knee length, and long sleeves and ankle length. All sizes, 32 to 46 in the lot. Regularly \$1.50 and \$2.00. To clear Tuesday, a suit .69

English Seamless Tapestry Squares

A large variety of designs and colors, made for hard wear. Specially priced for Tuesday's selling. 6.9 x 9.0, Special price .5.45
7.8 x 9.8, Special price .6.00
8.9 x 9.9, Special price .8.45
9.0 x 10.8, Special price .9.45
9.0 x 12.0, Special price .11.25
10.6 x 12.0, Special price .13.45

SAXON PILE RUGS.

Made of vegetable yarn in Oriental designs and many colors, greens, reds, and blues, also floral effects. 6.0 x 9.0 .5.00
7.8 x 9.0 .6.50
8.9 x 9.0 .7.50
9.0 x 10.6 .8.50
9.0 x 12.0 .9.75

English Jute Brussels stair carpet.

18 in. wide, in reds, greens and blues. Tuesday selling, yard .85

English Axminster Carpets, Oriental designs and colorings, suitable for Den, Dining room, or Hall, some with stairs to match. Regularly \$1.55, Tuesday selling .1.25



My eyes—Do they need medical treatment or merely Glasses? In numerous cases this question is asked of us, and the answer is given by our experienced eyesight specialists without charge. If medical treatment is in the least desirable, we will inform you. Otherwise we will fit you with glasses which correct the troublesome defects. Guaranteed satisfactory. Optical Parlors, 2nd Floor, Yonge st. side.

GROCERIES

One car Standard Granulated Sugar, 18 lbs. .1.00
Choice Bacon, Peameal, half or whole, per lb. .19
Quaker Puffed Wheat, 3 pack-
ages, 4 lbs. .35
Ogilvie's Royal Household Flour, 4 lbs. .55
Choice Creamery Butter, per lb. .32
Canned Haddock, Brunswick Brand, per tin .11
Shirriff's Marmalade, 5-lb. jar .25
St. Charles Milk, per tin .39
Pure Gold Quick Puddings, Chocolate, Custard and Tapioca, 3 packages .25
Finest New Cheese, per lb. .18
Finest Cooked Ham, per lb. .39
Canned Apples, per tin .25
Grapenuts, packages .25
Pure Kettle Rendered Lard, 5-lb. pail .51
Cliff Brand Raisins, 3 packages .25

The **SIMPSON** Company Limited