

Let the Connoisseur Shop for You
—and thus solve all difficulties with regard to purchases for traveling, the camp—or, in fact, for anything you may wish to obtain. It is so convenient. Drop a line today with your order or inquiry.

The SIMPSON Company Limited
Robert

Breakfast in the Palm Room
—will give you zest for the day's work. The seasonable fruits, the crisp toast, the delicious hot coffee—combined with excellent service and a cheery atmosphere—are a delight. Prices moderate.

Store opens at 6.30 a.m.

Telephone Main 7841, Connects With All Departments.

Store Closes at 5.30 p.m.; Saturday 1 p.m.

Highest Quality Field and Trench Styles
In "Victor" Military Boots
Four Remarkably Good Values in Trench and Field Boots for Officers and Men

These opportunely good values are made possible through a special order placed some time ago and which has just arrived. The boots are the last word in military shoe-craft. Due to the special tanning of the leathers, together with their excellent workmanship and dashing appearance, they are in a class by themselves—the saving is an added feature. Choose a pair or more today.

Military Boots for Officers and Rank.

Dress Boot for officers. Made of finest dark brown calf leather, with 15-inch leg, laced to top and made to fit perfectly. Leather lining—extra heavy oak tanned sole, to heel, with rubber middle sole. Neat plain toe—low heels. All sizes 6 to 11. Widths C, D and E. Pair, \$25.00.

\$15.00 Strathcona Field Boots Special for Today, \$13.50.

No. 3—Illustrated—Brown winter calf leather, with strap and buckle. Full bellows tongue—extra heavy waterproof sole running through to heel. Leg is leather lined and perfect fitting. Sizes 6 to 11. Regularly \$15.00. Pair, \$13.50.

Ankle Height Trench Boot

Heavy brown calf leather moccasin, one-piece vamp, 9-inch top—half bellows tongue. Brown kid leather lining—three full leather soles. Guaranteed absolutely waterproof. Sizes 6 to 11. Pair \$14.00.

Send them now so the boys will have them for next wet season.

Regulation Parade Boot.

No. 2—Illustrated—Tested by hundreds of boys at the front. Made of heavy brown storm calf leather—neat plain toe. Extra heavy viscolized waterproof sole—military heel. Sizes 6 to 10. Special, today, pair \$7.75. Regularly \$10.00.

BROWN RUBBER BOOT, officer's style, neat fitting shape. Pair, today, \$6.50.

No 'Phone, Mail or C.O.D. Orders on Sale Footwear.



Military Dress Boots.

Made of dark brown calf leather with plain military last. Heavy duck 11 in x 1 1/2 in g—Goodyear welt—"Neolit" guaranteed soles—Catanaw rubber heels. Sizes 6 1/2 to 11. Pair \$8.50.



Four Surprising Values Today, in Dainty Whitewear

\$2 Nightgowns, \$1.19.

Nainsook, slipover style, with round or square necks of Swiss embroidery. Lace edging with ribbon run through. Klmono or set-in sleeves. Sizes 56, 58 and 60. Today, \$1.19.

\$1.50 Corsets 95c

Dainty lace trimming, low bust and long hips, deep unboned skirt. Finest rustless metals, with tearproof reinforcements. Sizes 19 to 26. Today, 95c.

\$1.50 Camisoles 98c

Jap. silk and crepe de chine. Some have hemstitched and dainty silk ribbon top. Ribbon shoulder straps. Also rich lace insertion top. Elastic waist. Today, 98c.

\$1.25 Combinations 69c

Materials are fine ribbed white cotton, lisle finished and porous knit. Low neck and no sleeves. Some have wide waists of handsome lace, others have tubular edging at neck and arms. Today, 69c.

Soldiers' Needfuls

Soldiers' Polished Steel Mirrors, 49c.
Nickel Soap Boxes, 50c and 75c.
Tooth Brushes, 25c, 35c and 40c.
Whien's Shaving Stick, Regularly 15c, Special 7c.
Johnson's Shaving Cream, tube, 25c.
Carbolic Soap, 10c cake. Special 3 for 13c.
Antiseptic Tooth Paste, Regularly 21c, Special 14c.

Aluminal Soap, cake, 26c.
Germanium Pocket Combs, 10c.
Carbolic Tooth Soap, 26c.
Castle Soap, 7 cakes 25c.
Palmer's Assorted Soap, oatmeal, rose, olive oil, and cucumber, cake, 50c.
Mennen's Talcum, for men, per tin, 16c.
Fittall Toilet Cases, \$2.00, \$2.50, \$2.75 and \$4.50.
Soldiers' Pillows, \$2.00 and \$2.50.

Drugs and Toilet Goods

Bath Mitts, Regularly 50c, Special, 25c.
Betless Sanitary Towels, Regularly 35c, Special, 19c.
Powdered Borax, Regularly 20c, Special, 16c.
Boric Acid, Regularly 35c, Special, 25c.
Apollo Quinine and Sage for the Hair, Regularly 52c, Special, 41c.

Apollo Duchu Kidney Pills, Regularly 26c, Special, 19c.
Apollo Quinine and Iron Wine Tonic, Regularly 52c, Special, 41c.
A.B.S. & C. Pills, Regularly 10c, Special, 9c.
Soap Bar, Regularly 5c, Special, 4c.
War Tax included.

R. SIMPSON DRUGS

Fall Exhibits

New! Mourning Hats

From New York come these mourning hats of real style—more than just plain black millinery. The tendency is for larger hats, and a very complete array of becoming shapes are ready. The new dull jet ornaments, the latest manipulations of faulle cord ribbon, so popular in Paris. More white facings are shown this season, and some mushrooms are pretty indeed. Prices ranging from \$5.50 to \$15.00.

New! Matrons' Hats

Never before have so many pretty and becoming hats been shown for the matron. Wings—fancy feathers and ostrich are admirably adapted to the clever trimming of the new turbans and close-fitting hats. The high wing effects have already found favor. Be sure to see the variety of smart hats now showing. Prices from \$5.00 to \$12.50.

New! Suitings, Coatings

New Satin Twill Suitings, ideal suitings of very fine twill, like gabardine with a broadcloth finish. In all the fall shades, 52 inches wide. Pure wool qualities. Yard, \$3.50 and \$4.00.
Tropicine Suiting, preferred by leading costumiers. Tailor well and retain their shape. Full color range. Yard, \$5.50 to \$5.00.
Broadcloths for Suits and Dresses, rich satin, chifon and velour finish in best French, British and American weaves that combine admirably with satin and taffeta for suits. All the fashionable shades. Yard, \$4.00, \$5.00 and \$6.50.
Suede Velours. No better wearing material for suits and coats. All the fall shades, 54 inches wide. Yard, \$5.00, \$6.50, \$7.50.

For Women

Women's Wash Dresses, Today \$3.95.

Plain white and fancy voile dresses, also checked and striped gingham. A host of pretty styles in all the popular shades. Sizes 34 to 42. Thursday special, \$3.95.

Women's Wash Skirts, \$1.69.

Regular Values \$2.50, \$2.95 and \$3.50.

Made in good quality white repp, beach cloth and gabardine. Slightly gathered back—two novelty pockets—separate belt, and pearl button trimmings. Sizes 25 to 30 band. Thursday special, \$1.69.

For Misses

Misses' Silk Suits HALF PRICE.

50 only, beautiful suits of taffeta silk. Broken lines, but all sizes (16 to 20) in the lot. Variety of styles. Carefully lined and finished. Regularly \$27.50 to \$46.00. Today, half price.

SPECIAL 12 TO 1 O'CLOCK

Misses' Silk Skirts \$8.95.

Regularly \$12.50 to \$15.00.
35 only, striped taffeta silk skirts. Good quality with wide skirts. Novelty pockets and button trimming. Thursday special, 12 to 1 o'clock, \$8.95.

Misses' Section, Third Floor, Richmond Street Side.

Children's Vests for Fall HALF PRICE

Of fine ribbed wool and cotton and soft white cotton. Some slightly imperfect; 15c quality. Round neck, long or short sleeves, tape draw in neck. Sizes 1, 2 and 3 years. No 'phone or mail orders. 2 for 15c.

Infants' Short Skirts of the nainsook, waist attached. Insertion of lace and pin tucks on foot of skirt; also frill of lace-edged lawn. Sizes six months to two years. Regularly \$1.15. Today, 75c.

Children's \$1.50 Underskirts, 95c. Made of white nainsook. Deep bounce around foot of skirt, consisting of deep insertion and frill of embroidery with underlay. Sizes 2 to 8 years with waist attached. Sizes 10 to 14 years with banded waist.

Children's Fall Weight Sweater Coats, dainty fancy weave of pure wool and wool with one thread of cotton which does not show. Smart collars. Sizes 2 to 8 years in the lot, but not in each style. Colors open blue, navy and maroon. Regular values \$2.25 and \$2.50. Today, \$1.65.

Another Big Annual Event Begins Today at Simpson's August Hosiery Sale

New Styles Reduced in Price Today
Baby Carriages

Baby Carriages, reed bodies and heads. All the leading finishes. Prices from \$23.00 to \$47.60.

Pullman Sleepers, Smyrna rush reed—sliding foot well cover—sliding hood. Upholstered in pongee corduroy—stone skied—artillery wheels. Sale price, \$31.42.

MARKET

Phone Adelaide 6100

FISH.
Mackerel fresh from the sea. Order today for early delivery Friday.
Fresh Mackerel, 2 to 3 lbs. each, today, per lb., 17c.
Fresh Whitefish and Trout from Ontario Government Fisheries, per lb., 15c; if delivered 17c.

MEATS.
Smoked Boneless Cottage Rolls, 2 to 4 lbs. each, per lb. 42c.
Breakfast Bacon, mild, sliced, lb. 50c.
Sweet Pickled Shoulders of Pork, 5 to 9 lbs. each, per lb. 32c.
Shoulder Pot Roast Beef, per lb. 25c.
Finest Round Steak, per lb. 32c.
Family Sausage, our own make, per lb. 25c.

GROCERIES.
Finest Creamery Butter, per lb. 49c.
Finest Canned Peas, per tin, 15c.
Oleomargarine, per lb. 22c.
Assam Tea, regular 65c, per lb. 69c.
Yellow Cooking Sugar, 5 lb. 59c.
Ogilvie's or Purify Flour, 24-lb. bag \$1.70.
Seedless Raisins, per lb. 15c.
Magic Baking Powder, 1-lb. tin 24c.
Edwardburg or Beehive Table Syrup, 5-lb. pall 52c.
Choice Red Salmon, tall tin 35c.
Finest Table Salt, 2 packages, 10c.
Pure Gold Jelly Powders, 2 pkgs. 23c.
Pure Raspberry Jam, 4-lb. pall \$1.10.
Peanut Butter in bulk, per lb. 22c.
Fresh Molasses Syrup, 2 lbs. 25c.
Instant Postum, per tin 23c.
Klim, large tin \$3.15.
Presto Prunes, ready for use, 7-lb. tin \$1.25.
Featherstrip Coconut, per lb. 24c.
Japan Rice, 2 lbs. 25c.
Shredded Wheat or Grapefruit, pack \$2.00, 14c.
Orange Marmalade, 4-lb. pall 82c.
Choice Olives, Jar 35c.
Harry Horner's Custard, 2 tins 25c.
Malt Vinegar, bottle 15c.

FRUIT SECTION.
California Lemons, per doz. 39c.
California Valencia Oranges, doz. 65c.
Choice Green Cucumbers, 4 for 15c.

FLOWER SECTION.
Hardy Table Ferns, each 15
Whitman Ferns, each 59
Palms, nice and bushy, each 35
Fuchsias in bloom, each 23
Fern Pans, each 23



All Toronto has eagerly awaited this annual event. Something unusual is always expected of this big event. There'll be no disappointment—the big values are here.

Bought months ago, when market prices were near to normal, our complete stocks are now ready for extraordinary selling. Look ahead and imagine how high prices will go. Isn't this the time to buy all the hosiery you can afford?

Some of the hosiery is classed as "seconds," because of slight imperfections in weaving. It would take the keen eye of a specialist to detect these little defects—which do not affect the appearance or wearing quality of the stockings. The prices, though, give you really remarkable savings. These for the first day:

Thread Silk Stockings \$1.59

Gordon Brand—Double spliced heel, toe and sole. Lisle thread top, with deep garter welt. Colors black, white, tan, grey, champagne, brown and fancy stripes. Sizes 8 1/2 to 10. Regularly \$2.00. Sale price today, \$1.59.

Women's Thread Silk \$1.50 and \$2.00 Stockings, \$1.19.

Double spliced heel, toe and sole. Lisle top, deep double garter welt. Colors black, white, tan, grey, champagne, navy, and fancy stripes. Sizes 8 1/2 to 10. Regularly \$1.50 and \$2.00. Sale price today \$1.19.

Seconds of Women's \$1.50 and \$1.75 Cashmere Stockings, \$1.10.

Seconds of Black Cashmere Stockings—Perman's seconds, fine plain weave—seamless. Double spliced heel, toe and sole—deep double garter top. Sizes 8 1/2 to 10. Seconds of \$1.50 and \$1.75 quality. Today \$1.10.

Seconds of Women's \$1.50 Thread Silk Stockings, 79c.

Seconds, double spliced heel, toe and sole. Elastic ribbed top. Colors black, tan, grey, champagne, sand. Sizes 8 1/2 to 10. Seconds of \$1.50 quality. Sale price today 79c.

Seconds of Women's 75c Lisle Thread Stockings, 49c.

Seconds, fine even thread with double spliced heel, toe and sole. Deep double garter top. Colors black, grey, brown. Sizes 8 1/2 to 10. Seconds of 75c quality. Sale price today 49c.

Seconds of Women's 85c Silk Boot Stockings, 59c.

Fibre Silk Boot Stockings, seconds. Deep double garter top—spliced heel, toe and sole. Colors black, white, tan, grey, champagne, gold, royal and navy. Sizes 8 1/2 to 10. Seconds of 85c quality. Sale price today 59c.

Seconds of 75c Union Yarn Cashmere Stockings, 49c.

Black Cashmere Stockings, seconds—plain knit—Mercury make. Seamless, double spliced heel, toe and sole—double garter top. Sizes 8 1/2 to 10. Seconds of 75c quality. Sale price today 49c.

Men's Regular 50c Union Cashmere Socks, 39c.

Union Cashmere Socks—Black plain knit—seamless double spliced heel, toe and sole. Sizes 8 1/2 to 11. Regularly 50c. Sale price today 39c.

Seconds of Boys' 50c Cotton Stockings, 33c.

One-in-One Ribbed Black Cotton Stockings. Heavy spliced heel, toe and sole. Sizes 8 1/2 to 11. Seconds of 50c quality. Sale price today 33c.

Seconds of Men's Regularly 65c Socks, 40c.

Fibre Silk Socks, seconds, spliced heel, toe and sole. Black, white, grey, brown. Sizes 8 1/2 to 11. Seconds of 65c quality. Sale price today 40c, 3 for \$1.15.

Men's Lisle Thread Socks, Seconds of 39c Kind, 29c.

Lisle Thread Socks (seconds), double spliced heel, toe and sole. Colors black, white, tan, white. Seconds of 39c quality. Sale price today 29c.

1200 Dresser and Buffet Scarfs at 98c

Regularly Priced, \$1.50 to \$3.00. No 'Phone Orders, No Exchanges and No Refunds.

Youths' First Long Trousers Suits \$10.75

Made from durable dressy tweeds in brown, greys and fawns. Stripe, check and mixture effects. All the popular models for the younger man—trouser with all-around belt—half-belted effects and form-fitting saques. Sizes 32 to 36. Today, \$10.75.

85c Table Damask, Yard, 80c—Semi-bleached, serviceable quality, 64 inches wide.

Scotch Union Damask Table Napkins, size 20 x 20 inches. Value \$3.95. Special, today, dozen, \$2.95.

Striped Turkish Bath Towels, large size, heavy quality, 55c value. Clearing today, yard, 65c.

Striped Ceylon Flannel, for shirts, pyjamas, etc., 30 in. wide, 50c value.

Limited quantity to clear. Today, yard, 25c. No 'phone orders for flannel.

Bleached Sheets, size 70 x 90 inches, finished hemmed, \$2.75 value. Special, today, per pair, \$2.25.

Hemmed Pillow Cases, sizes 40 x 22 and 40 x 24 inches, \$1.00 value. Special, today, pair, 65c. (Fourth Floor.)

August Homefurnishing Sale Values Going Fast

5 Bargains in Buffets

Buffets, solid oak, fumed or golden finish, 48-inch case, plate mirror. Regular value \$35.50. August Sale price, \$23.95.

Buffets, solid quarter-cut oak, fumed or golden finish, 48-inch case, Colonial design. Regular value \$33.75. August Sale price, \$24.15.

Buffets, solid quarter-cut oak, 48-inch case, plate mirror. Regular value \$36.00. August Sale price, \$25.35.

Buffets, solid quarter-cut oak, fumed or golden finish. Regular value, \$42.75. August Sale price, \$26.95.

Buffets, Colonial design, 3 top drawers shaped, fumed or golden finish, plate mirror. Regular value \$40.00. August Sale price, \$28.65.

3 Bargains in Extension Tables

Extension Tables, solid oak, fumed finish, pedestal base extends to 6 ft. Regular value, \$16.25. August Sale price, \$11.95.

Extension Tables, solid quarter-cut oak, fumed finish, Colonial feet. Regular value, \$25.00. August Sale price, \$19.55.

Extension Tables, solid quarter-cut oak, fumed or golden finish, 48-inch top. Regular value, \$27.50. August Sale price, \$19.85.

4 Bargains for Bedrooms

Chiffoniers, four large drawers, mahogany or quarter-cut oak; \$32.00, for \$21.45.

Dressing Tables, to match above. Base of solid mahogany or quarter-cut oak, fumed finish; \$20.75, for \$13.95.

Chiffoniers, quarter-cut oak, fumed finish, three deep and two small drawers, plate mirror; \$24.50, for \$17.95.

Dressers, base of solid mahogany, two large and two small drawers, plate mirror; value \$30.00, for \$19.95.

\$21.50 Tapestry Rugs \$10.75

Dundee Tapestry Rugs, and seamless at \$10. Regularly \$21.50. Sale price today, \$10.75.

40x60 Velvet Rugs for \$35.95—Seamless. Conventional patterns and good colors. Size 9 x 12. Regularly \$47.50. Sale price \$35.95.

Rug Rugs, \$9.75, for \$7.95—Grey, rose, blue, green and tan, with chintz borders. Size 6 x 9. Regularly \$9.75. Sale price \$7.95.

\$9.50 Grass Rugs for \$6.95—Green, blue and brown—assorted borders. Size 8 x 10.

Tapestry Carpets at \$1.29 Yard—For rooms or stairs—good designs. 21 in. wide. Sale price, per yard, \$1.29.

2 Remarkable Drapery Savings

50-inch Reversible Cotton Velour Curtains, \$3.25—in beautiful shades of gold, blue, rose and green. August Home Furnishing price, per yard, \$3.25.

46-inch Colored Madras Muslin—For over-curtains in den, dining or living-room. Also tapestry effects. August Home Furnishing price, yard, \$1.75.

26-inch Ecu Madras Muslin, Yard 35c—Patterns in ecru only, 25 inches wide. August Home Furnishing price, yard, 35c.

30-inch Heavy Tapestry Coverings, \$4.95 Yard—Beautiful designs and colorings for covering chairs and Chesterfields. Yard, \$4.95.

Rousing Values in Wall Papers

Bedroom Papers, 110—Chintz and neat stripe effects—blue, rose and yellow. Regularly 100 and 15c. August Sale price, 11c, single roll.

Cut-out Borders, Regularly 35c and 50c. Sale price, single roll 25c.

30-inch Nursery Paper, 50c Roll—Mother Goose Nursery Rhymes, in blue or rose, on a light background and overprint. For nursery or child's bedroom. August Sale price, single roll 50c.

Picture Moulding

1/2-in. bright gilt with gold burnished tips, for water colors. Today for 9c.

1-in. antique gilt, six patterns, high grade mouldings for mezzotints, water colors and color prints. Special for 11c.

1 1/2-in. bright gilt, choice pattern for supplement pictures. Reduced to half-price at 9c.

1.500 Unframed Pictures, to clear at 10c, or 3 for 25c.

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