

**The SIMPSON Store**

Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President

J. WOOD, Manager

 Phone Number Main 7841  
We have 50 lines to Central.

**The SIMPSON Store**


## The Simpson Store

Extends a special invitation to Exposition visitors to make it their downtown headquarters during their stay in town. For your comfort are provided Rest Rooms, Parcel Check Room, Dining and Lunch Rooms, Telephone and Telegraph Services. Every thing in fact that can make your visit pleasant. Fall openings have made our various departments very attractive with exclusive goods for fall wear and home making. An orchestra will play each day in the new Chinese Pavilion on the Main Floor.

### New Fall Suits in the Mantle Section

Made of English serge. Coat hand-tailored with tailored seams; lined throughout with grey silk. Skirts are perfect fitting. Colors navy and black only. Specially priced. . . . . \$18.50

#### SMART NEW SUITS.

Made of diagonal cloths, imported tweeds, English serges, and a variety of handsome stripes in blue, brown, navy, black, and grey, which possess the individuality of styles for which Simpson's is widely known. All splendidly made and finished throughout. Prices, \$28.50, \$29.50, up to \$45.00.

#### FALL COATS FOR IMMEDIATE WEAR.

Never before have we carried such a large range of popular priced coats. The fabrics and styles are the very latest from the exclusive houses of New York and London. Here will be found novelty tweeds, velvety Chinchillas, soft blanket cloths, and a wide range of diagonals suitable for misses, women, and small-size women. Very special values, \$22.50 and \$25.00.

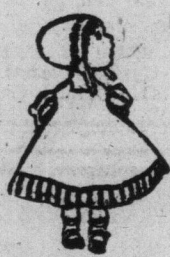
COATS FOR GIRLS AND JUNIOR MISSES. Specially designed and tailored, just as her older sister's garments are tailored. Made of blanket cloth, in grey and brown. Cut in single-breasted style, with collar that can be buttoned close to throat. Sleeves have turn-back cuffs. Belt of self material and patch pockets. Prices from \$6.00 to \$9.75.

#### SKIRTS FOR WOMEN AND MISSES.

Two distinctive styles in skirts for women and misses, made from cheviot serge in black or navy, also from Panama, in black and navy. Cut with high waist, and fastening at left side of front panel; ornamented at edge with buttons. The misses' style is six-gored, cut on left side in a fancy tab effect, and ornamented with buttons. Special value. . . . . \$3.98

### New Laces

We have just passed through Customs thousands of dollars' worth of new laces from Plauen, St. Gall, Calais, and Nottingham. We are showing everything that's new. All-overs 18 inches wide at \$6c, 75c, 85c, \$1.00, \$1.25, \$1.35, \$1.50, \$1.75, \$2.00, and up to \$10.00. Bandings or insertions, 2 inches wide to 10 inches wide, yard, 15c, 20c, 25c, 35c, 50c, 65c, 75c, 95c, to \$6.00.



### Bright Finished Felts

A beautiful showing Tuesday. A feature of the Fall Millinery.

For want of space we could not give to-day the special showing that we wished of a new and imported line of soft satin-finished felt hats. We will, however, make a special display tomorrow of scores of styles suitable for ladies, misses, and children. The unexpectedly low prices for these rich qualities is a feature that recommends them for fall wear.

### A New Season's New Ribbons

The Fall of 1912 is ushered in with touches of ribbon everywhere on millinery's hat. Widths from the narrow one-inch plain taffeta, in little bows and knots, to very wide ribbons which bow and puff up smartly in a dozen ways. The ribbons most to the fore are wide florals, in rich patterns; large velvety roses of varied hues on taffeta grounds; dainty Dresden and Oriental combinations on heavy taffeta; all-over Dresden on dark changeable silk taffeta ground, etc. The colors most prominent are taupe, dark blues, new browns, and greens.

### Novelty Suitings

As Shown in Our Dress Goods Department, 2nd Floor.

New Chinchilla Suitings, beautiful soft fleecy fabrics, the newest French production and the height of fashion.

New Ripple and Curle Suitings, in fine and medium nap, very stylish for smart skirts or long coats.

New Whipcord Suitings. New Whipcord Suiting in self, two-tone, and shot effects.

#### Boucle Suitings

Boucle Suitings in lovely mixture effects. New Heather Mixture Suitings and Coating, etc., etc.

All the newest tones and half tones in the collection, special display Tuesday, Dress Goods Dept., 2nd Floor.

### Crash Toweling, 10c Per Yard

2,000 Yards Washed Crash Toweling, all pure linen, nice soft make, 17 inches wide. Special Tuesday, yard. . . . . 10c

50c FLANNELLE SHEETING, 35c YARD. 1,000 Yards White Flannelle Sheeting, close nap, will make warm winter sheets, 70 inches wide. Regularly 50c. Tuesday, each. . . . . 35c

Table Napkins, all linen, made in Ireland, assorted designs. Size 22x22 inches. Special Tuesday, per dozen. . . . . \$1.75

Striped Turkish Roller Towels, 17 inches wide, 2 1/2 yards long; splendid drying towel. Special Tuesday, each. . . . . 25c

Clearing Fancy Linens, in shirts and shirts, lace edged, embroidered, etc. Shams 32x32 inches, serges, 13x48 inches, and 18x64 inches. On sale Fancy Linen Dept., Second Floor, Tuesday, each. . . . . 45c

Plain Bleached Sheeting, strong, serviceable make, 70 inches wide. Special Tuesday, yard. . . . . 25c

Striped English Flannelle, dark and medium colorings, neat stripes. Special Tuesday, yard. . . . . 9c

(Phone Linen Dept., Second Floor.)

### New Hats For Men

Fine Fur Felt Soft Hats, in trooper or fedora shapes, bound or unbound on brim, block only. Tuesday, \$1.00

#### Soft Hats

Pearl Grey, Slate, and Fawn Soft Hats, best grades

of English fur felt

and dressy styles.

Regular \$2.50, Tuesday. . . . . \$1.50



### An Order Box

At our north Yonge Street door. Drop your order for groceries, etc., in on the way downtown to business. Orders are collected every hour and will receive prompt attention.

### \$35,000 Stock of Embroideries

Underpriced for Exhibition visitors. All new patterns and perfect goods. 45-inch Flouncings, in a very large range of patterns. Special \$ale price, 50c, 55c, 70c, \$1.00 yard.

27-inch Flouncings. A big range of choice patterns to choose from. 25c, 30c, 40c, 50c, 60c, 80c, and 90c.

17-inch Corset Cover Embroideries, in dainty patterns of fine Swiss and Cambric, 90c, 20c, 25c, 35c, and 50c.

Swiss and Cambric Edgings and Insertions, 30c, 50c, 70c, 80c, 90c, 120c, 150c, to 35c yard.

27-inch 3-Dimensional Swiss Embroideries, to sell at 25c, 25c, and 35c.

## Brass Bedsteads

At Remarkably Low Prices for Tuesday. All made of carefully selected materials by experienced workmen.

Brass Bedsteads, in full size and bright finish, heavy upright posts, with filling equally strong. Special for Tuesday. . . . . \$11.30

Brass Bedsteads, with heavy continuous posts two inches in diameter, can be supplied in all standard widths and in bright or satin finishes. Special for Tuesday. . . . . \$13.85

Brass Bedsteads, in bright, satin, or combination finishes, and in all standard widths, a very neat pattern and very desirable. Special for Tuesday. . . . . \$14.90

Brass Bedsteads, in full size only, and finished bright or combination. The posts are upright with filling equally strong and evenly distributed. Special for Tuesday. . . . . \$16.80

Brass Bedsteads, in bright finish only, a well proportioned design, the posts are continuous with heavy mounts. Can be supplied in full size only. Special for Tuesday. . . . . \$22.20

Brass Bedsteads, in satin finish and in combination satin and bright finish, a massive design with heavy posts with ball corners and extra heavy upright fillers. Special for Tuesday. . . . . \$25.70

## SILKS-A SALE

The first Silks were Oriental, and needless to say expensive and little suited to the kind of wear and use to which Occidental needs must put them. It remained for Europeans to bring silk textures to their present height of beauty and serviceability.

The Simpson Silks are drawn from the best sources, and always comprise a complete showing of new weaves, new patterns, and new shades. The Silk Department is planned to display its wares thoroughly, and to give you the utmost freedom of comparison and selection. Our fall showing is now complete.

#### THE AUGUST SALE OF BLACK SILKS AND SATINS.

Gives early opportunities of purchasing reliable qualities of black silk, far below usual selling prices.

A FEW OF TUESDAY'S SPECIALS. Black Paillette de Ghene, a satin paillette, having the new, smooth finish, and yarn dyed; will give good wear. 39 inches wide. Per yard. . . . . 1.10

BLACK MOUSSELINE SATIN. 39 inches wide. Reg. \$1.50, for \$1.34.

Our own recommended quality, and bearing our name woven on the selvage. Black Duchess Mousseline, a beautiful soft-finished satin, by a well-known

Swiss maker. A deep, rich black, 40 inches wide. Special at per yard. . . . . 1.53

Black Duchess Silk-Satin, a new finish in a good weighty satin; can be used for coats and dresses. 40 inches wide. On sale, per yard. . . . . 1.69

DAILY SHIPMENTS OF NEW BLACK VELVETS.

We anticipate great demand for pile goods this fall, and are already offering special price inducements for early buyers.

Black Chiffon Velvet—Two choice qualities in this beautiful fabric, in fast, pile, French-dyed blacks. 44 inches wide. Per yard. . . . . 3.00 and 3.50

Note the width, 44 inches.

Phone Number Main 7841

**The SIMPSON Store**

### Three Big Boot Sales

For your convenience we have arranged the 99c Sale from 8 to 10 a.m.; \$1.99 Sale from 10 a.m. to 2 p.m.; and \$2.49 Sale from 2 to 5.30 p.m. No mail orders filled for these specials.

#### AT 8 O'CLOCK

1,000 Pairs Women's Pumps and Oxfords, in tan calf, dongola kid, patent calf, and gunmetal leathers; all weight of soles, all heels. Sizes 2 1/2 to 7. Regularly \$1.50, \$2.00, \$2.50, and \$3.00. Tuesday, 8 to 10 o'clock. . . . . 99c

400 Pairs Women's Button and Lace Style Boots, in tan Russia calf, dongola kid, and patent calf leathers. High, medium, and low heels; hand-turn, McKay, and Goodyear welted soles. Sizes 2 1/2 to 7 in the lot. Regularly \$1.50, \$1.90, and \$2.40. Tuesday, 8 to 10 o'clock. . . . . 99c

200 Pairs Men's White Canvas Boots and Oxfords, blucher style, made in a neat, full-fitting last; leather soles and heels. Sizes 6 to 11. Regularly \$1.50 and \$1.75. Tuesday, 8 to 10 o'clock. . . . . 99c

#### FROM 10 TO 2 O'CLOCK

900 Pairs Women's Oxfords, Colonial, ankle strap, and plain pumps, in all leathers, satin, velvet, and crayonette; all made on the newest lasts and beautifully finished. Sizes 2 to 7. Regularly \$2.50, \$3.00, \$3.50, and \$4.00. Tuesday, 10 to 2 o'clock. . . . . \$1.99

1,000 Pairs "Queen Quality" and "Boston Favorite" Pumps and Oxfords. The sizes are 3, 3 1/2, and 4 only, in B width. Every leather that is made into shoes is represented. Regular prices were \$2.50, \$3.00, \$3.50, and \$4.00. Tuesday, 10 to 2 o'clock. . . . . \$1.99

500 Pairs Men's Highest Grade Oxfords, in button and blucher styles; patent calf, tan calf, and gunmetal leathers; every pair Goodyear welted; high or low heels. Sizes 5 to 10. Regularly \$3.50, \$4.00, and \$5.00. Tuesday, 10 to 2 o'clock. . . . . \$2.49

#### FROM 2 TO 5.30

700 Pairs Women's Highest Grade American Button Boots, in tan Russia calf, dongola kid, gunmetal, kid, and patent pony leathers; dull kid, self, and fancy tops. Sizes 2 1/2 to 7. Regularly \$3.00. Tuesday, 2 to 5.30. . . . . \$2.49

1,000 Pairs Men's Goodyear Welted Boots, in button and lace styles, patent calf, tan Russia calf, and gunmetal leathers. New short and medium jumps, high and medium heels. Sizes 5 to 11. Regular prices were \$2.50, \$3.00, and \$3.50. Tuesday, 2 to 5.30. . . . . \$2.49

### Men's Waterproof Coats

English Waterproof Coats, made from a fine English paramatta cloth, in fawn shade; cut single-breasted style, to button to chin; close-fitting collars; English raglan shoulders; well tailored. Price. . . . . \$29.00

#### SALE OF MEN'S TROUSERS.

A big value in Trousers. Made from English worsted of assorted patterns, carefully tailored. Sale price. . . . . \$2.49

#### SPECIALS IN BOYS' DEPT.

The new fall and winter double-breasted suits are ready for Tuesday. The cloth is an imported English tweed, in rich brown shades, with a small broken check pattern. These garments are well put together by three-class tailors, and trimmed with the best of things to match, and have bloomer pants. Tuesday, sizes 16 to 20, \$3.50; 21 to 24, \$5.50. . . . . \$2.49

BOYS' COVERT CLOTH OVERCOATS FOR FALL. Stylish double-breasted overcoat. Made from an imported covert cloth, in a fawn shade; trimmed with satin finished linings and horn buttons. Tuesday, sizes 21 to 28. . . . . \$5.00

Extra fine quality, two sizes only.

9.0 x 12.0. Regular \$14.25. Tuesday selling. . . . . \$9.97

9.0 x 10.6. Regular \$12.55. Tuesday selling. . . . . \$8.97

Bedroom Rugs, the finer quality of wool rugs, dainty and refined designs combined with durability.

7.6 x 9.0. Special price, \$12.25

9.0 x 9.0. Special price, \$16.75

9.0 x 10.6. Special price, \$18.35

9.0 x 12.0. Special price, \$25.25

New Designs in Printed Linoleum, 4 yards wide. Tuesday selling, square yard. . . . . 40c

One car Standard Granulated Sugar

Choice Picnic Hams, 6 to 8 lbs. each, per lb. . . . . 18c

Lake-of-the-Woods Five Roses Flour, 1-4 bag. . . . . 85c

Finest Creamery Butter, per lb. 31c

St. Charles Milk, per tin. . . . . 51c

Pure Kettle Rendered Lard, 5-lb. pail. . . . . 51c

Shirriff's Marmalade, 2-lb. jar. 28c

Canned Haddie, Brunswick Brand, per tin. . . . . 11c

Post Toasties, 3 packages. . . . . 25c

Finest New Cheese, per lb. . . . . 18c

Pure Gold Quick Tapioca Choco-late and Custard Powder, 3 pkgs. . . . . 25c

Blue Bell Jelly Powders, assorted, 4 packages. . . . . 25c

Choice Manilla Olives, quart jar. . . . . 30c

900 Bottles Macaroni's Pickles, 4 pints Mixed Chow and Walnut, while they last, 2 bottles. . . . . 25c

Knorr's Gelatine, 3 packages. 25c

THIS IN THE LUNCH ROOM

(Sixth Floor.) Breakfast from 7 to 11 a.m.; dinner from 11 to 2 p.m.; afternoon tea from 3 to 5.30 p.m. Ice cream and sodas served all day.

The Robert SIMPSON Company Limited