

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.

Light to moderate winds; fine; stationary of a little higher temperature.

SIMPSON



Bedroom Furniture of the Better Sort at the Lowest Kind of Prices

A good many people will wake up this morning and realize, after reading this advertisement, that their dreams have come true—the dreams that they've been cherishing for years, of having really good bedroom furniture.

Heretofore the price of this good furniture has been such that "ordinary" bedroom outfits have had to "do." But we have changed the prices on these good pieces to such an extent that a good many people will be able to make their furniture dreams come true by spending their money on the **FIFTH FLOOR To-morrow.**

We wish to direct your attention to the prices on this **Bedroom Furniture.** They're the kind of prices that have thronged our Fifth Floor with delighted customers ever since this sale started. They are prices so close to cost that we don't give a thought to competitors.

We simply made up our minds to offer the best furniture values in Toronto during this sale, and we're doing it every day.

To-morrow the sale will be half over; if you haven't taken advantage of this sale yet, begin to-morrow.

- Bedroom Suite, of three pieces—dresser, dressing table and chiffonier—in mahogany; shaped and moulded fronts and tops; heavy British bevel plate mirrors and neatly hand-carved toilets. Regular price \$194.00. August Furniture Sale **135.00**
- Bedroom Suite, of five pieces—dresser, chiffonier, bed, cheval mirror and dressing table—in mahogany, finished specially dark. Regular \$324.00. August Furniture Sale **249.00**
- Bedroom Suite, of five pieces, in mahogany, dull finish—dresser, chiffonier, dressing table, somnol and bed. Regular \$284.00. August Furniture Sale. **199.00**
- Chiffoniers, in bird's-eye maple, natural finish, good drawer and cupboard space, with heavy oval plate mirrors. Regular \$36.00. August Furniture Sale **27.60**
- Dressers, in selected quarter-cut oak, rich golden finish, highly polished; also in mahogany, polished. Regular \$48.50. August Furniture Sale **39.90**
- Chiffoniers, in mahogany, polished, and in quartered oak, finished golden; lots of drawer space and heavy circular mirror. Regular \$41.00. August Furniture Sale **32.60**
- Dressing Tables, in genuine quarter-cut oak, rich

- golden finish; heavy circular mirror, with double mirror frame. Regular \$28.75. August Furniture Sale. **21.90**
- Dressers, in mahogany, dull finish; full swell front, with oval bevel plate mirror. Regular \$24.75. August Furniture Sale **19.60**
- Chiffoniers, in mahogany, finished dull; oval bevel plate mirror; four long, deep drawers, with two short drawers above; trimmings are wooden knobs. Regular \$22.50. August Furniture Sale **17.70**
- Dressers, in mahogany, highly polished finish; oval mirror, bevelled plate; two long, deep drawers, with two swell front drawers above. Regular \$19.50. August Furniture Sale **14.95**
- Dressers, in dull-finished mahogany; plain, full swell front and large mirror; an exceptionally good design of high-grade workmanship throughout. Regular \$35.00. August Furniture Sale **27.70**
- Dressers, in mahogany finish; large bevel plate mirror; two long, deep drawers, with two short drawers, trimmed with wooden knobs. Regular price \$21.75. August Furniture Sale **16.60**
- Dressers, made of solid hardwood, finished in pure white enamel; a small, but neat, pattern. Regular price \$10.00. August Furniture Sale **7.90**

The Sale of Wilton Rugs

(Fourth Floor)

If you want a rug, and that rug be a Wilton, Tuesday is the day of all days to buy it. We are devoting Tuesday, to these rugs especially.

Wilton Carpets have been beaten on all sides. Yes, the same carpet has stood for many a beating, twice yearly, for half a century. Fifty years is a long time for a carpet to wear and still retain some of its good looks, but such was the original Wilton Carpet. The modern edition is good, too, and it is just as hard to beat Simpson's price and quality as it was to beat our old friend, the Wilton.

The variety in patterns, colorings and sizes is so big that you cannot fail to find the answer to your requirements. Prices mean a saving in some lines of from 20 to 35 per cent.

4.6 x 6.0.	Sale price	7.95
4.6 x 7.6.	Sale price	9.95
4.6 x 9.0.	Sale price	12.95
6.9 x 9.0.	Sale price	18.95
6.9 x 10.6.	Sale price	21.95
9.0 x 10.6.	Sale price	27.95
9.0 x 12.0.	Sale price	31.95 and 39.00
11.3 x 15.0.	Sale price	43.50 and 54.95

Two Items For the House-furnisher

(Fourth Floor)

CRETONNES AT 19c.

Very Special Values in English Cretonnes for Tuesday, including a good range of colorings, mostly light grounds. Regular 40c. Tuesday, per yard **.19**

BEDROOM BOX SETTEES AT \$4.68.

Specially Made Box Settees, covered in good quality cretonne; neat patterns, floral and stripe effects; colorings are mostly light grounds; well upholstered top and arms; cloth lined; fitted with castors; 3 ft. 9 in. long, 18 inches wide, 15 inches high. Regular \$6.50. Tuesday at **4.68**

China Items That Should Rivet Your Attention

(Basement)

1000 Tea Cups and Saucers, high-grade English, French and German china, beautiful decorations. Half price, Tuesday **.10**

300 Decorated Teapots, best English fireproof ware. Tuesday, special **.15**

Theodore Haviland Limoges China Dinner Set, translucent white china body; dainty floral spray design; all pieces gold stippled. Complete 97-piece set, Tuesday **35.00**

Austrian China Dinner Set, natural color floral spray design; rich gold finish; Kermiss shape teas. Complete 97-piece set, Tuesday **13.75**

Limoges China Dinner Set, one of the famous Bernard-and's creations; translucent white china; rich glaze; genuine coin gold band decoration; teas with old gold handles; ovoid shape cups. Tuesday, special **59.50**

97-piece English Porcelain Dinner Sets, the ware is a rich cream body, with a deep glaze finish; all pieces in the new Carlton shapes; beautiful gold decoration. Complete dinner and tea service for twelve people, Tuesday **6.25**



Men's Summer Suits Dismissed!

The great business our Men's Store has done this season in Summer Suits has reduced our two-piece stock almost to the vanishing point. In order to remove the word "almost" from the foregoing sentence, we've put a price of **EIGHT-NINETY-FIVE** on what are left of these suits for Tuesday morning at 8 o'clock.

If you're a judge of values in Men's Clothing, you'll see the wisdom of buying just as soon as you see the suits. They'll be worth a great deal more than this to you during the next month, and especially through Exhibition time.

This month sees a general exodus of summer clothes. Fall Suits and Coats are crying out to be noticed, and managers are making way for the new arrivals without consideration for the prices of summer goods. Here is an example of the ruthless way in which figures are cut down to accomplish this clearance. One result is that if you want it you may possess yourself of an excellent two-piece suit at less than half price.

These are Two-piece Outing Suits of finest make; materials are English worsteds and home-spuns, English and Donegal tweeds; there are light and medium grey and fawn shades in a great variety; sizes 35 to 44; the coats are three-button; trousers a neat fitting summer cut, built for a belt, with cuff bottoms.

The whole effect is decidedly smart, and at the regular selling price, \$18.50, good value for the money. Tuesday, **8.95**, but come early.

Men's White Flannel Coats, thoroughly shrunk; single and double-breasted styles; splendidly tailored; sizes 36 to 44. Tuesday **4.50**

Men's Neglige and Outing Shirts, in several styles; some with plain and pleated fronts; collars attached, separate collar and double cuffs, etc., but most of them are ordinary negligé style, with small laundered cuffs; sizes 14 to 18. Regular \$1.25. Tuesday, each **.44**

See window. No mail or phone orders.

A New Fall Derby

Men's Derby Hats, new fall shapes; fine English fur felt and splendid trimmings; color black. Tuesday **1.00**

Men's Straw Sailor Hats, fine split braids. Worth up to \$3.00. Clearing price **.75**

Men's Panama Hats. Regular \$6.00 ones. Clearing **2.95**

The **SIMPSON** Company Limited

Stack Up on Hosiery

In spite of the fine reputation of our Hosiery Sales, we've been able to surprise our customers again this summer with the values offered. The Hosiery counters are crowded from morning to night; evidently, people are stacking up on this good Hosiery—knowing full well that it will be six months before such prices will be published again.

Women's Plain Black Cashmere Hose, full fashioned, double-spliced heel, toe and sole; fine, soft English cashmere; all sizes. Regular 60c. Hosiery Sale, Tuesday, per pair **.29**

Women's English Silk Wool Hose, fine elastic ribbed cashmere, with red, sky or white silk; very pretty, soft and fine; full fashioned. Regular 75c. Hosiery Sale, Tuesday **.49**

Women's Lisle Thread Hose, the lot consists of plain colors, also fancy patterns; manufacturer's samples and over-makes. Regular 30c. Hosiery Sale, Tuesday **.19**

Women's Fine Imported Lisle Thread Hose, in finest silk embroidered fronts, lace boots and plain open shades. Regular 75c. Hosiery Sale, Tuesday **.49**

Boys' and Girls' Ribbed Black Cashmere Stockings, English made; spliced heel, toe and sole; full fashioned; sizes 5 to 8½. Regular 30c and 40c. Hosiery Sale, Tuesday **.25**

Infants' and Children's Lisle Thread Socks, fancy tops, and some silk embroidered; all sizes. Regular 25c and 35c. Hosiery Sale, Tuesday **.10**

Men's Lisle Thread Socks, all the newest patterns and colors; all sizes. Regular 25c. Hosiery Sale, Tuesday **.15**

Men's Fine Imported "Llama" Cashmere Socks, black, seamless, double-spliced heel, toe and sole. Special Hosiery Sale, Tuesday **.25**

Silverware and Musical Alarms

(Main Floor)

Silver-plated Fern Pots, fancy open work band, fancy feet; earthenware fern holder. Regular value \$1.98. Tuesday **1.39**

Silver-plated Bake or Pudding Dishes, satin finish, bright silver finish cover, rococo border; removable rim; white enamelled bake dish. Regular \$4.50. Tuesday **2.98**

100 Musical Alarm Clocks, nickel case, glass sides, fancy handle on top; plays two popular tunes; plays continuously for 15 minutes, or can be stopped if desired. Regular \$2.75. Tuesday **1.98**

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