

The Robert SIMPSON Store Closes 5.30 p.m. Closes at 1 o'clock Saturday H. H. Fudger, President, J. Wood, Manager. Probabilities Easterly winds mostly fine, but a few scattered showers.



September Has Come to Our Third Floor

Or to put it more correctly, we are taking deliveries now of the new goods that do not generally reach us until September. Women who are now in town will be able to steal a march on those who are still away. Here are the things to look for to-morrow:—

- Three new styles in Women's Suits
—Half a dozen new styles in Waists
—A new model in D. & A. Corsets
—A few new Paris and Mourning Hats (2nd floor)

Three New Suits Ready To-morrow

Even if you haven't made up your mind to buy your Autumn Suit yet, come in to-morrow and see what we have to show you already. It is even more helpful than looking through the advance fashion books. Every style here is authoritative, and you have the opportunity of trying it on and seeing exactly how it suits you.

A distinctive Model Skirt, made in cheviot serge; colors are wine, navy, green and black; coat lined throughout with satin; fastens down front with corded ornaments; large rounded collar, edged with black silk; the new skirt, trimmed with braid. Special \$32.50.

Elegant Diagonal Mating Cloth Suit, in a jaunty style; coat lined throughout with silk serge; tailored collar, inlaid with silk; fastens with lovely bone buttons; the new skirt trimmed with buttons to match coat; colors are grey, black, metal, marine and green. \$23.50.

A Strictly Tailored Suit in chevron serge; coat lined with satin; fastens down front with marble shaped bone buttons; new gored skirt, semi-pleated around bottom; comes in raisin, black, green and navy. \$25.00.

Some New Waists at \$2.95 (3rd floor)

We specialize Thursday, on some elegant embroidered Net and Jap Silk Waists, at a uniform price of \$2.95.

No. 1—Is a Black Net Waist, of wonderful value; the whole front is heavily embroidered silk and 1/2-inch tucking; sleeves are tucked vertically, with dainty trimmed cuffs and lace tucked collar; lined with a pure Jap silk. Sizes 32 to 42 inches. Special Thursday \$2.95.

No. 2—White and Ecru Net Waist; whole front of elaborate padded embroidery, and big crocheted buttons, tucked back and sleeves; deep fancy cuff trimmed lace; lined pure silk. Sizes 32 to 42. Thursday \$2.95.

No. 3—White and Ecru Net Waist, lined pure silk; front is formed of a very elaborate guipure garniture; closed tucked vest, five rows of lace inset for running down front; the back is formed with lace garniture and group tucking; fancy tucked sleeves, cuffs and collar. Sizes 32 to 42 inches. A very clever waist for \$2.95.

Three Imported Jap Silk Waists. Styles are:
1—Deep pleated "Dollar Princess" collar and jabot, edged lace, front tucked all over, tucked sleeves, with turned back cuff. \$2.95.
2—A plainer silk waist, of tucking, with neat Irish "Puritan" collar, tailored sleeves. \$2.95.
3—Wide 4-inch centre panel of heavy lace, with tucking on front, back and sleeves. \$2.95.

A New Corset Model at a Dollar Less

A new season's model by the D. and A. manufacturers. This is assuredly one of the best values we have ever been able to offer. 180 pairs will be ready for Thursday shoppers. Phone orders filled.

Women's Corsets, extra quality white coutil, medium bust, long front and hips, back 18 inches long, very deep extension skirt, strong plain, elastic garters, rubber buttons, all fine rustproof steels, wide side steels, lace and ribbon trimmed. Size 18 to 26 inches. Regular value \$2.50 a pair. Thursday price at \$1.50.



These Orientals—One Day Only—Half Price

Saith the Oriental proverb, "in buying a horse or, choosing a wife, shut your eyes and commend yourself to fate."

And that is just about the feeling that Occidentals have when buying Oriental rugs. The way we're breaking down that feeling here is to treat these rugs as ordinary merchandise, not as art-treasures, and price them at their fair commercial value.

Now here's the News! There are a few small rugs including Kazaks, Kabristans, Mossouls, and Lahores, that we want to clear out before the new Eastern shipment arrives. The prices on them range from \$35 to \$60. To-morrow you are invited to come up and divide these prices by two—the answer, in dollars and cents, will buy any one of them. Fourth floor.

Dining Room and Hall Papers—(5th Floor)

1,500 yards Dyed Green Burlap, 1 yard wide. Regular 30c yard. Thursday 22c.
3,750 rolls Dining Room Imported Papers, clearing up oddments in greens, browns, reds, etc. Regular to 35c. Thursday 17c.
2,650 rolls Foreign Papers, for parlors and reception rooms, and few dining rooms. Regular to 65c and 75c. Thursday 37c.

The First Flight of New Millinery from Europe

The Paris feather hats which have just arrived promise to be much in favor during the early autumn. These fascinating styles will be picked up in a twinkling—so pay us an early visit to-morrow, and do not fail to see the new imported Mourning Millinery. European Milliners have outdone themselves this year in turning out smart mourning hats.

Paris Feather Hats, exceptionally pretty and most exclusive, as there are no two alike, and they cannot be duplicated. The prices run from \$4.50, \$5.00, \$5.00 to \$12.00.

NEW BLACK MILLINERY.

Some imported styles in silk or grenadine that are unique conceptions are shown with a beautiful collection of our own creations. Prices are really modest for early business.

Silks and Dress Goods Linings

500 Rich Black Satin de Chine, guaranteed quality, a beautiful dress quality, 36 inches wide. Sale price 97c per yard.
2,000 yards beautiful clear cut Cheviot Twill Suitings, full range of colors for fall wear. New brown shadings, new green shadings, new taupe shadings, new red shadings, new grey shadings, new tan shadings, new purple shadings, new blue shadings. This stock up smart, smart, dressy coats and suits; all pure wool and thoroughly sponged. 52 in. On sale 75c.
1,000 yards Spun Glass Lining, guaranteed quality, best eye and finish, at 18c per yard.
500 yards Rich Black Duchesse Satins, permanent Schreiner finish, 40 inches wide, at 25c per yard.
500 yards Rich Black French Brocade Satins, handsome silk damask design, 40 in. wide, at 33c. Mail and phone orders promptly filled.



The "Strange" Bed!

From childhood's days nearly all of us can tell of harrowing experiences in strange beds. But did you ever stop to think how many of these uncomfortable nights were due to ill-constructed beds or mattresses.

To bring the question home; when a friend comes to visit you and occupies your spare room, does he say, "that's the most comfortable bed I ever slept in" or does he say, "I don't know what was the matter with my last night"—though he knows all the time just as well as you do, that it was that cursed mattress. You bought it probably when you didn't know how to distinguish between "cheap" bedding and good bedding at low prices.

If you have learned by experience, you'll come here to-morrow and make sure from this time forth every bed in your house will be comfortable. Here's the list:—

Brass Bedstead, of exceptionally neat design, heavy posts and top rail, with ball corners, seven upright fillings, bright or satin finish. 4 feet 6 in. size only. August Furniture Sale price \$27.75.

Brass Bedstead, with heavy 2-inch continuous posts and heavy upright fillers, large hucks and extension foot end, satin or bright finishes. Sizes 4 ft. and 4 ft. 6 in. only. August Furniture Sale price \$27.75.

Brass Bedstead, in bright or dull finish, massive 2 1/2-inch posts, with heavy caps, extension foot end, heavy fillings and top rails. 4 ft. 6 in. size only. August Furniture Sale price \$27.75.

Iron Bedstead, in pure white enamel finish, scroll design, fancy chills and three brass spindles in head and foot end, filling evenly distributed. August Furniture Sale price \$7.45.

Iron Bedstead, with heavy posts and fancy filling, brass rails, caps and knobs. 4 ft. and 4 ft. 6 in. sizes only. Finished in blue, green and pure white enamel. August Furniture Sale price \$6.35.

Iron Bedstead, in pure white enamel finish, made in all standard sizes, 1 1/2-inch posts, with seven heavy upright fillers, brass rail, splendid caps and knobs at head and foot end. August Furniture Sale price \$3.85.

Iron Bedstead, with heavy posts and brass caps, filling evenly distributed, pure white enamel finish; made in all standard sizes; extremely low in price. August Furniture Sale price \$2.15.

Iron Frame Bed Spring, sides of steel tubing, with ends of angle iron, reinforced steel wire, closely woven, supported with iron bands; all standard sizes. August Furniture Sale price \$2.70.

Bed Spring, frame made of thoroughly seasoned hardwood, closely woven steel wire mesh, triple weave, with heavy edge; exceptional good value. August Furniture Sale price \$2.45.

Mattress, filled with pure white cotton, neatly tufted, and covered with an extra good quality of light green art ticking, well made and comfortable. Sizes 3 ft. 3 ft. 6 in., 4 ft. and 4 ft. 6 in. August Furniture Sale price \$5.75.

Mattress, filled with pure white cotton, laid in layers, flat tufted, with imperial roll edge; a good ticking, fawn colored, with rose-pattern. August Furniture Sale price \$12.75.

Mattress, with seagrass centre and jute on both sides, tufted, and covered with striped ticking. August Furniture Sale price \$2.55.

Pillows, filled with thoroughly renovated chicken feathers, free from quills, and covered in good quality of art ticking. Size 21 x 27. August Furniture Sale price \$1.25.

Pillows, filled with pure down, and covered with fawn German linen. Size 22 x 28. August Furniture Sale price \$5.80.

Linens

50 Hemstitched Damask Table Cloths, 2-inch hem, very fine Scotch damask, all new and pretty designs. Size 64 x 86. Thursday \$2.00 each.

300 yards Dress Linen, white, Irish make, medium and heavy weight, for dresses and tailored waists. Very special Thursday 19c each.

500 yards Roller Towelling, fine, strong, even weave, 18 inches wide; all linen; red border. For quick selling Thursday 12c yard.

China and Glassware

Brass Fern Pots, with lining, bright finish, scroll, engraved, footed. 100 only for Thursday's selling, 97c.

Wine Glass, flint glass, good shape. Thursday 95c dozen.

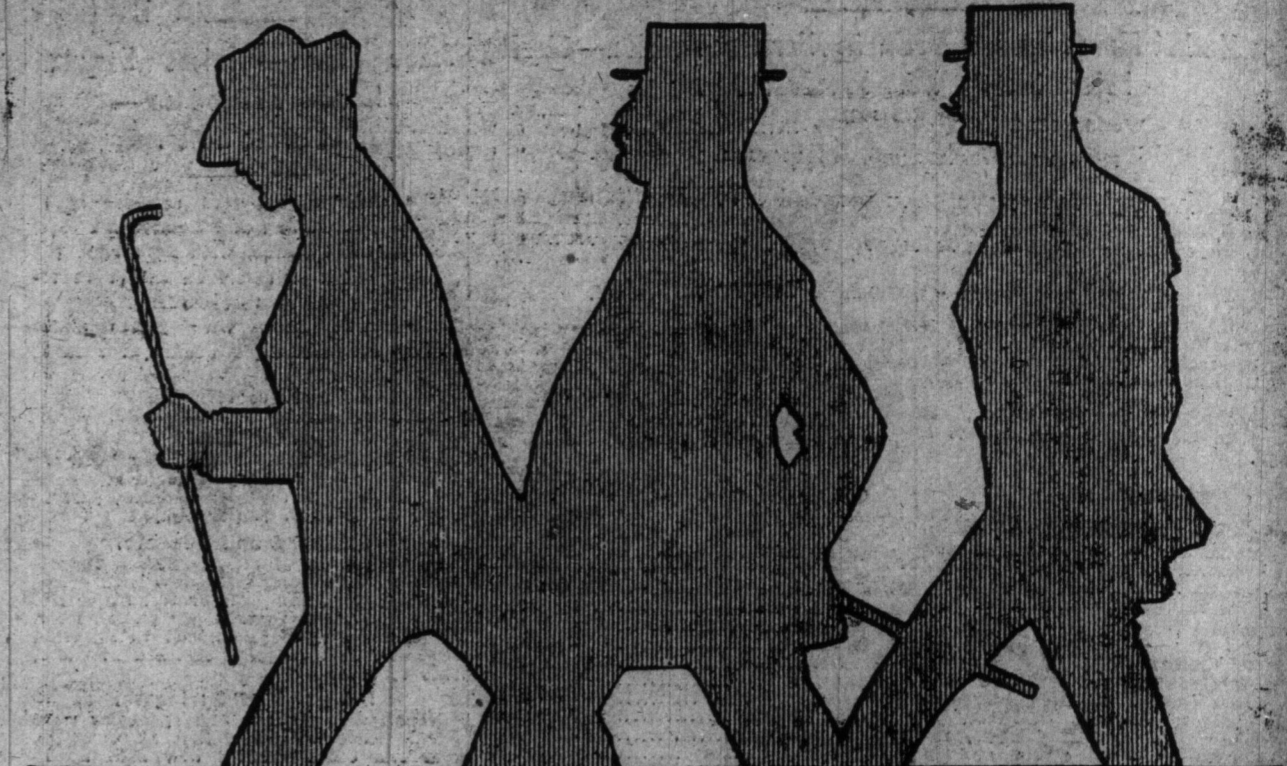
10-piece Toilet Sets, in fine cream porcelain ware body, natural color, fancy decoration, roll rim basin, full size pieces, embossed with rich gold finish. A dainty set underpriced for Thursday's selling, \$3.21.

200 English Porcelain Tea Cups and Saucers, floral designs. While they last Thursday, 50c dozen.

670 Jugs, large sizes, plain and decorated. Extra values for Thursday 25c.

87-piece English Porcelain Dinner Sets, decorated in a pleasing Oriental design, with gold edge and line. Special for Thursday, \$12.38.

The SIMPSON Company Limited



Are You in To-Day's Procession?

We mean the eight o'clock procession that is coming to the Richmond street corner of our building for the Sample Suits and the Half-price Shirts.

Here's a bit of luck for the man who forgets to come to-day. We advertised 350 suits in this sale, but only about 200 showed up in time. The rest were side-tracked somewhere, but we have assurances that they'll be here in time for to-morrow morning's selling. So if you didn't connect with this sale to-day, or didn't see just the pattern you wanted, have another try to-morrow at the same hour—eight a.m.

Merchants throughout the country will be selling suits like these during the coming fall for \$22. Our purchase of these samples gives you a chance to buy them here to-morrow for \$11.95.

150 only English Fancy Worsted Suits, in grey, fawn, brown and green tones, with neat self and fancy colored stripes and checks, cut in the latest 3-button single-breasted sack style, with broad shoulders and medium or long shapely lapels, tailored and finished in first-class style, perfect-fitting sizes—33 to 44. Regular prices \$15.00, \$16.50, \$18.00, \$20.00 and \$22.00. Thursday at \$11.95.



A "Pat" Hand

Under ordinary circumstances it might not be wise to hold up five of a kind; but here's a hand that any man may draw for five dollars to-morrow morning—five of a kind in the sense of being all made by the best shirt maker in Canada; and it's a lot that he'll be able to stand pat with most of the autumn. Of course you may draw just one if you like; and then you'll be getting just two dollars worth of shirt for one dollar, instead of \$10 worth for \$5.00.

Toronto men can replenish their shirt wardrobe at half the usual cost of these superior quality shirts. The well known trade mark brands these shirts "perfection."

Splendid selection of patterns and fabrics, sizes and half sizes from 14 to 17; colors and size models guaranteed; all made from the best French and English cambrics, English Oxford, Scotch sepihires and Madras stripes, attached and detached cuffs; coat and ordinary styles. Regular price \$1.50 and \$2.00 shirts. Sale price \$1.00.

(Wares for entrance.)
Main Store, Richmond St. Entrance.
Men's New Sweater Coats, in pure wool, the kind that fit right; made from thoroughly cleaned and shrunken wools; in all grey, grey trimmed royal, grey trimmed cardinal, and grey trimmed navy, also white, with the various color trims. All sizes, \$3.00, \$3.50 and \$5.00.

2,000 garments of Men's Balbriggan Underwear, well made, perfect fitting garments, in the natural shade only. Sizes 24 to 44. Special Thursday 25c garment.



Leaving Their "Tales" Behind Them

This Hosiery Sale of ours is not going to have any tail, and the reason is that the other kind of tale, the tales of enthusiastic customers, has put it out of business. Though we bought more Hosiery than ever before, we're going to cut this sale off short next Saturday, because at the present rate of selling every bit of special purchase Hosiery will then be gone. Between now and then every day's list will have fresh interest and plenty of it. Here is to-morrow's:—

Women's Plain and Ribbed Black Cashmere Hose, full fashioned, double spliced heel, toe and sole; all sizes. Regular 45c. Hosiery Sale price Thursday, pair 25c.
Women's Plain Black Cashmere Hose, English made, double spliced heel, toe and sole. Regular 35c. Hosiery Sale price Thursday, pair 19c.
Women's Fine Lisle Thread Hose; the lot consists of opera shades, embroidered and lace. In a variety of colors. Regular 45c. Hosiery Sale price Thursday, pair 25c.
Women's Fine Lisle Thread Hose, black and tan. Regular 30c. Hosiery Sale price Thursday 18c, 3 pairs 50c.
Boys' and Girls' 2-1 Ribbed All-wool Black Cashmere Hose, English made. Sizes 5 1/2 to 8 1/2. Regular 30c. Hosiery Sale price 18c, 3 pairs 50c.
Girls' Plain Black, White and Fancy Colored Lace. Regular 25c; broken sizes. Hosiery Sale price Thursday, pair 10c.

To You, Mr. Particular Man We Make this Interesting Offer
On Thursday we will design a suit to fit you all ways, always. We will make it in our own work-rooms, where our expert tailors know how—and we will guarantee that in every detail it shall be satisfactory or we will refund your money.
Furthermore and foremost we will allow you to choose from 190 Suit lengths (no two alike) that we have sold at \$25, \$28, \$30, \$32 and \$34, and for the finished suit made, as you like it, single or double breasted sack, we will charge you just \$19.45.

Groceries
2,000 lbs. Fresh Dairy Butter, in prints, per lb. 23c.
Pure White Wine Vinegar, XXX, per gallon 25c.
Mustard, in bulk, per lb. 20c.
Salt, in 5-lb. bags, 3 bags 14c.
Maltia Vita Breakfast Cereal, 3 packages 25c.
Choice Red Salmon, 1/2 lb. flats, 3 tins 25c.
Scott's Taylor's Worcester Sauce, large bottle, 3 bottles 25c.
Choice White Beans, 6 lbs. 25c.
Fresh Flaked Wheat, per stone 49c.
Edwardsburg or Beehive Syrup, 5-lb. tin 25c.
Bluebell Jelly Powder, assorted flavors, 4 packages 25c.
Evaporated Cream, Jersey Brand, 3 tins 25c.
Telephone direct to department.
35c ASSAM TEA 25c.
300 lbs. fine, rich, full bodied Assam Tea, a 35c tea anywhere. Thursday, per lb. 25c.

Men's Soft Hats, new fall styles, in all the latest designs of trooper, telescope, crush, Alpine and fedora; extra fine grade English and American fur felt, and the world's best makers; colors slate, steel, agate, pearl, drab, fawn and brown. Regular \$2.00 hats. Thursday for \$1.00.
Men's Soft Hats, new fall styles, in all the latest designs of trooper, telescope, crush, Alpine and fedora; extra fine grade English and American fur felt, and the world's best makers; colors slate, steel, agate, pearl, drab, fawn and brown. Regular \$2.00 hats. Thursday for \$1.00.
120 pairs Women's White Canvas Oxford and Pumps, covered heel, ankle strap or Blucher style; sizes 3, 5, 5 1/2, 6, 6 1/2 and 7 only. Regular \$1.50. Thursday 49c.
WOMEN'S BUSKINS.
120 pairs Women's Buskins, prudeha and Dongola kid, 2 1/2 to 4 1/2 only. Thursday 79c.
WOMEN'S PUMPS.
180 pairs Women's Pumps, patent colt and gummett leathers, high Cuban heels; sizes in patents 6, 6 1/2 and 7 only; gummett in all sizes 2 1/2 to 7. Regular prices \$2.75 and \$2.95. Thursday \$1.99.
CHILDREN'S BOOTS.
180 pairs Children's Boots (a new lot just received from Montreal), Dongola kid, Blucher, patent toe-caps, heavy sole; all sizes 5 to 10 1/2. Thursday 79c.
MEN'S BOOTS.
180 pairs Men's Boots, a special purchase from Montreal, patent colt, tan calf, black calf and kid leathers, Goodyear welt soles; all sizes 5 to 11. Thursday \$2.49.



Grateful Hat News for Men

who are tired of their straw, and who will feel particularly easy and comfortable in a new soft felt—grateful also to this great store, that they were able to secure a clearing hundred or so to sell at \$1.00, instead of the usual \$2.00.

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