

SIMPSON

Store Opens 9 a.m.

Closes at 8.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS Fresh to strong northwest winds; partly cloudy and much cooler.

SIMPSON

A Pageful of News That Will Delight Both Citizens and Visitors

A Special Sale of Silk Dresses 6.95 in the Ready-to-Wear Dept.



There are 127 Silk Dresses for Wednesday morning shoppers; dresses that were sold regularly at more than double the price they are marked at now. Styles are smart and up-to-date, and the workmanship is the very best. This will be a rare opportunity for out-of-town customers, but it means an early shopping trip, as we cannot fill phone or mail orders.

The colors are navy, black, tan, green and natural rajah; the materials are shantung, taffeta silk and fancy fabrics, in silk finish; waists are daintily trimmed with insertions, pipings, velvets or self strapings; Dutch or high collar, rounded or V shape yoke, long or three-quarter sleeves; skirts are pleated or plain panel effects, trimmed to match waist; a full range of sizes, 32 in. to 42 in. Regular price of these \$16.00, \$18.00 and \$21.50. Special for Wednesday **6.95**

150 Women's Separate Skirts, of all-wool imported Panama cloth, in navy and black, also a few in a fine stripe worsted material, in green and fawn tones; these are all well-tailored garments; made in several neat styles; a full assortment of sizes. Regular **4.49** \$6.75 to \$8.50. Wednesday **2.00**

A Visit to the Petticoat and Kimono Departments Will Repay You

New Moreen Petticoats, correctly cut for the new fall suits, black, navy, grey, brown and emerald. They are made with pleated flounce, trimmed with pin tucking, also tailored flounce, in lengths 36, 38, 40 and 42. Wednesday **2.00**

Petticoats of Good Quality Moreen, cut in extra large size. These are especially adapted for stout figures. They are made with two-piece flounce, trimmed with pin tucking, and finished with velvet binding; lengths 36, 38, 40, 42. Wednesday **2.00**

Dress Goods and Silks

Here are particulars and prices of a few items chosen from the most comprehensive stock of Dress and Silk Goods in the country. This department is an education to most women, and visitors (whether or not they are in need of such things at the moment) would find a visit to the department especially interesting for Wednesday.

1500 yards West of England Suiting—A heavy wale material made from best Botany yarns. All the new fall colors are represented in guaranteed unending dyes. A shrunken cloth 54-in. wide. Per yard **.85**
English and Scotch Suitings and Coatings, comprising grey (will suit) and coatings, in the Oxford and clerical shades, two toned greys, 3/4 and three-toned Knopp effects, new Eiderdown finished Knopp suitings, new pin checks and pencil stripes new diagonal suitings in medium and wide wale, etc., etc. 52 to 60-in. wide. Regular value \$2.00 and \$2.50 yard, special Wednesday **1.50**
Black Peau-de-Sole, Black Duchesse Pailettes and Rich Black Satin de Chine, quality dye and finish guaranteed lustrous finish, 36-in. and 40-in. wide. Wednesday per yard **1.19**
250 Yards Only, Rich Black Ottoman Cord Silks, beautiful quality for coats and suits, 35-ins. wide. Regular \$1.75. Wednesday **1.38**
1000 Yards, Rich Black Double-faced Peau de Soie, rich black mousseline duchesse, and rich black satin palette, guaranteed qualities, excellent for coats, suits, dresses, waists, etc. A big saving Wednesday, a yard **.69**
Note—We have just put into stock a complete range of duchesse satin linings, in all the new fall shades, 38 inches wide. Per yard **1.25**

Linens and Staples

The linens and staples from this Store will be found to be a little better than ordinary every day qualities at a little less than ordinary every day prices. This state of affairs has been brought about by careful buying in the best markets of the world, and has placed the department high in the estimation of the careful house-keeper.

Table Cloths, heavy Irish satin damask, grass bleached, 2 x 3 1/2 yards, Wednesday, each **1.89**
Ready-made Sheets, made from heavy bleached English sheetings, torn sizes, 70 x 90 inches, for double beds. Wednesday, pair **1.24**
Tea Towels, ready-made Irish glass towels, some lettered, large sizes. Regular 20c and 25c each, Wednesday **1.18**
Linen Cloth—Just received, a shipment of fine Manchester long cloth for undergarments, etc., yard wide, beautiful finish. Clearing yard, Wednesday **1.10**
Fancy Quilt Towel Lengths, pretty figured huckaback towel lengths, 16 x 27 inches. Wednesday, each **.19**
White Quilts—50 only, fine quality, English satin quilts, beautiful designs, for full double beds. Wednesday, each **2.48**

Basement Bargains

Preserving Kettles—Imperial grey, a good quality 3-coated steel ware. Three sizes, given in wine measure—
14-quart, reg. 65c, Wednesday **.49**
16-quart, reg. 85c, Wednesday **.69**
18-quart, reg. \$1.05, Wednesday **.89**
Fancy Trays, china finished tile, nickel trimmed, two sizes, Wednesday, 39c and **.59**
Deep Fruit Dishes, fancy nickel dish with tile bottom, Wednesday **.59**
Buckeye Roast Pans, double black iron—the kind that never burns. 3 sizes, Wednesday 45c, 55c and **.75**
Bread Pans, double black iron, never burn, Wednesday **.35**
Drip Pans, 8 x 12, Wednesday **.5**

Groceries and Provisions

2,000 stone fresh Rolled Oats, per stone, **.36**. Choice Side Bacon Pemmican, half or whole per lb., **.18**. Pure Cider Vinegar XXX, per gallon, **.25**. Best quality Pickling Spice, per lb., **.18**. Mustard, in bulk, per lb., **.22**. Perk's Catsup Flavor, per bottle, **.22**. Pure White Clover Honey, 4-lb. pail, **.70**. Teller's Cream Soda Biscuit, 3-lb. box, **.24**. Canned Haddie, Brunswick brand, per tin, **.10**. Canned Corn, 3 tins, **.25**. Canned Peas, per tin, **.11**. Quaker Puffed Wheat, 3 packages, **.25**. Paraffin Wax, for sealing fruit, 1-lb. package, **.10**.
3-lbs. COFFEE, **.48c**.
300-lbs. Fresh Ground Coffee, in the bean, ground, pure, or with chicory, Wednesday, 2 lbs., **.48**.

When You Arrive

in Toronto for a day, and don't want to go to a hotel, why not make the Simpson Store your headquarters? It's the hub of Toronto, reached from railway stations or wharves by the Yonge street cars. It occupies the block bounded by Yonge, Queen, James and Richmond streets. The store building is one of the sights of the city. You have to go to New York or Chicago to match it. Take time to inspect its solid construction and elegant equipment. You may have Breakfast, Luncheon, Dinner or Afternoon Tea in the restaurant, sixth floor. Use the rest room, check your parcels, and do your shopping in comfort, with an easy mind.



Advance Delivery of Cashmerettes, Velours and Eiderdowns

These are now being shown in our Wash Goods Department, on the Second Floor, Queen street side.

Fine Twilled Cashmerette for children's dresses, house wrappers, kimonos, etc., navy, black and other colored grounds, spots, sprays, fancy stripes, figures etc., 28 in. wide, 10c and 12 1/2c.
Real Scotch Tartans, for dresses, 28 inches wide, new creped ground, Gordon, Black Watch, Mackenzie, McDonald and all clan tartans. Special **.25**
Pretty Printed Velours, in a fine soft velvet finish, 28 inches wide, in a large assortment of colorings, with beautiful designs, absolutely new, just arrived, per yard **.15**
Cotton Eiderdowns, in a full range of colorings, in spots, fancy stripes, and figures, very soft and fleecy. Wednesday **.17**

Hosiery and Gloves For Women

Women's Ribbed Black Cashmere Hosiery, double full fashioned, double spliced heel, toe, and sole. Regular **.25**, Wednesday **.19**
Girls' Fine Elastic Ribbed Tan Lisle Thread Stockings sizes 8 to 10. Regular **.15**, Wednesday **.12**
Women's Wrist Lengths, Lisle Thread Gloves, 2 dome fasteners, black, navy, and other colors, regular 35c and 35c, all sizes, Wednesday **.12 1/2**

3 Interesting Bargains On the Main Floor

SHIRT WAIST FRONTS.
Swiss Embroidered, Fronts with dainty blend and openwork designs, six hemstitched tucks, and enough plain material to make the waist. Regular **75c**, Wednesday **.25**

SWISS FLOUNCING.
Fine Swiss Floouncing, 45 inches effective velvet pattern, work 20 inches deep. Wednesday **.65**

INITIAL HANKERCHIEFS FOR MEN AND WOMEN, 50c FOR 50.
Women's Fine Linen Handkerchiefs, with very handsome butterfly, wreath initial, and men's extra special quality linen initial handkerchiefs, 2 for \$1.00. Wednesday **.49**

The New Marabou Sets

have arrived, and are on view on the main floor. All the new Parisian designs in stoles and mufflers are represented. Some of the combinations of marabou and ostrich are especially pretty, colors natural, black and white. Prices \$6.75 to \$20 per set.

Ostrich Feather Bona, 48 inches long, black, white, grey and black and white. Wednesday **5.45**

The Famous Glove Fitting Corsets AT HALF PRICE

A new season's model in the Thomson Glove-fitting Corsets at half their regular value is the day's attraction in the Corset Section to-morrow. Every pair is a sample of perfect corsetry, combining elegance with fine quality of material. Phone orders filled.

This beautiful model is in fine white coutil, medium bust, extra long skirt fitted with 6 garters, fine rustproof boning with four wide side steels, draw tapes in bust, lace and ribbon trim, sizes 18 to 26 inches. A regular \$2.50 corset. Wednesday, a pair **1.25**

140 only, Women's Coat Sweaters, heavy fancy knit wool, V neck, 2 pockets roll back cuffs, length about 29 inches. Colors cardinal or navy blue. Sizes 32 to 42 bust. Regular price \$3.75 Wednesday, each **2.25**

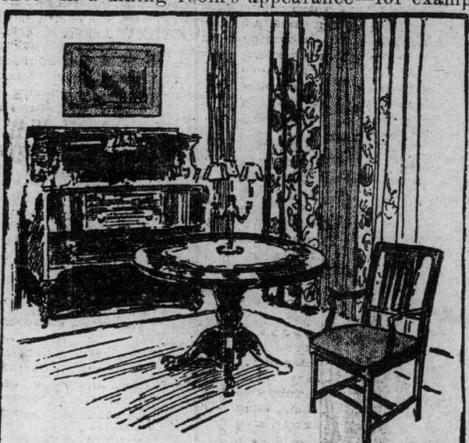
Special Lot of Women's Boots at 2.49

900 pairs Women's Boots, made from fine vic kid, gunmetal calf, velours calf, tan calf, patent calf leathers; Cuban, military and low heels; all sizes in the lot 2 1/2 to 7. Special price Wednesday **2.49**

Is Your Dining-Room Ready for the Coming Guests?

When visitors enter your dining-room, do they involuntarily exclaim, "What a delightful room?"

You'll find on this page the kind of things that make "all the difference" in a dining-room's appearance—for example, snowy white table linen at \$1.89, and brass candlesticks at a dollar, not to mention specially priced dinner sets and tumblers, and finally



Dining Tables, in solid quarter-cut oak, finished rich golden color, pedestal design, with round top. Regular price, \$21.00, August Furniture Sale **17.00**
Dining Tables, in selected quarter-cut oak, finished golden, highly polished, pedestal design, extending to 8 ft. Regular price \$31.75, August Furniture Sale **24.90**
China Cabinets, in quarter-cut oak, golden finish, polished, bent glass front and ends, good display room. Regular price \$27.75, August Furniture Sale **22.60**
China Cabinets, in solid quarter-cut oak, finished golden, bent glass ends, four display shelves and mirror above. Regular price, \$32.00, August Furniture Sale **23.75**
Dining Chairs, in selected quarter-cut oak, golden or early English finish, solid leather upholstered seats, sets of 5 small chairs and 1 arm chair. Regular price \$21.00, August Furniture Sale **16.00**
Dining Chairs, in quarter-cut oak, finished golden, with solid leather seats, sets of 5 small chairs and 1 arm chair. Regular price \$22.50, August Furniture Sale **17.80**

This Dining-room Furniture

Ten items for the next to last day of this great sale. If your dining room can accommodate any one of these pieces, depend upon it you'll be picking up some rare values to-morrow. Take elevators to the Fifth Floor.

Buffet Sideboards, in solid hardwood mission oak finish, good cupboard and drawer space, large British bevel plate mirror. Regular price \$21.00, August Furniture Sale **15.90**
Buffet Sideboards, in genuine quarter-cut oak, mission style and finish, bevelled plate mirror in back and leaded glass panels in doors. Regular price \$30.75, August Furniture Sale **23.00**
Buffet Sideboards, in solid quarter-cut oak, finished in three separate cupboards, long linen drawer, and short cutlery drawer. Regular price \$26.50, August Furniture Sale **19.00**
Buffet Sideboards, in selected quarter-cut oak, rich golden, highly polished finish, an exceptionally good design, well made and finished. Regular price \$55.00, August Furniture Sale **44.75**

If We Were Selling You Half an Overcoat

This Wednesday price of \$8.80 would not be out-of-the-way. It's a happy coincidence that we're able to show Fair visitors just how bargains "happen" in this Store. Here's a Fall Overcoat opportunity that you won't match anywhere.

How can we sell at a reduction at the opening of the season? Thusly: A lot of fine English tweed stranded in Toronto. We heard of it, and the manufacturers let it go at a low-record figure, rather than ship it back to England.

We had it made up into stylish fall overcoats, during July, when it could be done at least cost.

Result, we're able to sell these smart coats to-morrow for **Eight-eighty**.

Just one hundred of them, neat grey and black English tweeds, in herringbone and Scotch tweeds in greys. Semi-fitting Chesterfield style, that buttons through; a few plain black chevots, with silk facings, will be included; sizes 34 to 44. Regularly these coats would not be sold for less than fifteen dollars. Wednesday **\$8.80**



Underwear, etc., for Present Wear

500 Garments of Natural Wool Underwear, just the weight to wear now. Shirts and drawers in light and dark shades. At this price, too, there are several dozen pure wool drawers of the famous Britannia brand, in all sizes. Regular \$1.00 and \$1.50. Wednesday **.75**

350 Men's White Cotton Twill Night Robes, with collars. Some are trimmed with fancy galoon, others plain. This is a large and roomy robe that always sells at \$1. Wednesday **.59**

500 Men's Sweater Coats, made waistcoat style. Closely woven worsted yarns, double cuffs, two strong pockets. These coats fit perfectly, and are beautifully finished, in plain grey, grey trimmed navy and navy trimmed cardinal. Small, medium and large sizes in stock. Regular \$2.50, Wednesday **1.99**

This Men's Sock Item Should Draw a Crowd

We are going to sell on Wednesday all our men's fancy socks consisting of all silk, silk and linen, mercedized lisle, and plain lisle makes. All are this season's latest goods, large selection of patterns and colors to choose from. Regular prices were 65c, 50c, 45c, 35c, price to clear, and clear quickly on Wednesday, 18c a pair, 3 pair **.50**

Men's Hats

Men's Stuff Hats, new Fall 1911 shapes, in small, medium and large proportions of Crown and brim, dress hats and fine grade English fur felt. Wednesday **1.50**
Men's and Youth's Telescope Crown Soft Hat, medium, wide brim, new and popular hat for fall wear. Special prices \$1.00 and \$1.50.

China for the Dining Room

Without tasteful china what is a dining room but a place to eat, and after all one could eat just as well on the stairs.

In our china, glass and brassware sections will be found the kind of things that go to make pretty dining rooms, and at prices, too, that offer you pretty big savings.

CHINAWARE.
97-piece Dinner Set, in English Semi-porcelain ware, dainty blue wreath hand decoration with gold lines, all pieces in the new shapes. Special, Wednesday **8.99**
Theodore Haviland Dinner Set of 102 pieces, with rope band design, beautiful translucent china body, all pieces highly finished in coin gold. Wednesday, special **55.00**
98-piece Dinner Set, of Wedgwood ware, in the quaint old willow design. Regular \$18.75, Wednesday complete dinner and tea set for **14.75**
Tumblers in rich cut glassware. Reg. \$9.00, Wednesday, special **6.00**
75 Pairs Brass Candlesticks, English make, pillar shapes. Regular to \$2.00 pair, Wednesday, special, pair **1.00**

A Mecca for Housefurnishers—The Curtain Sale

Here is an example of its attractiveness. 100 pairs of Fine Swiss Lace Curtains, beautiful designs, 8 1/2 yards long, 50-in. wide. Regular \$5.00 and \$6.00, Wednesday, per pair **\$3.99** Fourth Floor. No phone or mail orders.
Scotch Printed Linoleum, in short lengths, 2 yards wide, best colorings and designs. Regular 40c and 50c, Wednesday, per sq. yd. **.24** Fourth Floor. No phone or mail orders.

A Picture Sale

On Wednesday we are selling out all the odd pictures that have been used for show purposes. They consist of photographs and engravings and artotypes in marine, landscape and figure. Suitable frames to every picture. The regular selling price was up to \$2.00. Wednesday **.99**

New Arrivals in the Toilet Dept.

Boxes from Japan and France, containing ebony brushes, combs and mirrors, are being unpacked daily. On Wednesday these will be on view.
Men's Military Brushes, with solid ebony backs, each 50c, 59c, 75c, \$1.00, \$1.25, \$1.50, \$1.75, \$2.00.
Women's Hair Brushes, with solid ebony back, either concave or convex or oval backs, with long, pure white bristles, each 50c, 59c, 69c, 75c, \$1.00, \$1.25, \$1.50, \$1.75, \$2.00, \$2.50, \$2.75 to \$3.50.
Cloth Brushes, with concave, convex or oval backs, each, 75c, 85c, \$1.00, \$1.25, \$1.50.
Hat Brushes, with concave, convex or oval backs, each, 50c, 69c, 75c to \$1.00.
Dressing Combs, a large variety, in either fine or coarse or all coarse teeth, 25c, 35c, 50c, 75c, \$1.00.
Tooth Brushes, in the leading styles, 10c, 15c, 20c, 25c, 35c.

Travelling Goods

A great clearance of travelling goods after the holiday season. Matting and cane suit cases are very lowly priced.

JAPANESE MATTING, leather bound leather corners, good brass lock and ing. 25 in. \$3.00, 24 in. \$2.50, 24 in. \$3.50.

Best Woven Case, strong swing leather handle, leather corners, brass lock and side catches, lined with pocket and tapes, 22 in. \$3.00, 24 in. \$3.25, 26 in. \$3.50.

The SIMPSON Company Limited