

SIMPSON Store Opens 8 a.m. Closes 5.30 p.m.

H. H. FUDGER, President. J. WOOD, Mgr. Probabilities Moderate to fresh easterly winds; fair.

SIMPSON

Test this Millinery Offer

Sixty Beauties for To-morrow at \$6.50

We expected the women of Toronto to enthuse about our Millinery—and we were not disappointed. While the cases are filled with some of the handsomest Millinery they have ever seen, we wish to emphasize the fact that we can give for a moderate price the best values that can be found in the city.

Sixty Stylish Hats that are made of draped felt or velvet, fancy materials, velvet shapes, fur felt shapes, etc., and beautifully trimmed with the new trimmings. Wednesday ... **6.50**



Ninety-Eight New Sample Suits \$18.50

Just ninety-eight women will have a rare chance to-morrow morning to get a fine new fall suit for dollars less than they expected to pay. One of the largest Canadian manufacturers had just got his fall samples back, and a spot cash offer from us will bring them to this store in time for to-morrow's selling.

They are all up-to-date in style, silk and satin lined, plain tailored mostly, but there are a few fancy suits amongst them, they are made in imported tweeds, serges and outing cloths. As is to be expected with samples, they are finished in the very best way, they are in every respect high-grade garments, and it's a great opportunity to get model suits at a very low figure. There is almost every color represented, and the sizes are 34, 36 and 38. They would sell regularly at from \$25.00 to \$40.00. Wednesday **\$18.50**. No phone or mail orders filled.

WOMEN'S RAINCOATS.

Our new Fall Raincoats having arrived, we have now a beautiful selection to choose from. All the new shades and styles, both in raglan and tailored effects. Here is a beauty, it is a full length, semi-fitted, rubberized cravenette coat, in two shades of grey stripe, lined across the shoulders, single breasted, with adjustable collar, which may be buttoned up close or turned back, forming revers. Sleeves are tailored and finished with silk trimmed cuffs, side pockets, finished with novelty buttons. Special price **\$15.00**.

Women's Slippers

WOMEN'S SLIPPERS.

120 pairs Women's Slippers, patent coil, dull top, three-eyelet tie, palm toe, Cuban heel, flexible sole; all sizes 2½ to 7. Worth \$2.50. Wednesday **\$1.99**.

120 pairs Women's Slippers, patent coil, dull matt calf back, Cuban heel, small beaded ornament on vamp, flexible sole; all sizes 2½ to 7. Worth \$2.00. Wednesday **\$1.49**.

120 pairs Women's Dongola Kid Buskins and One-strap Kid Slippers, for house wear, Cuban or low heels; all sizes 2½ to 7. Worth \$1.25. Wednesday **\$1.09**.

Groceries

2,000 stone Fresh Rolled Oats, per stone 36
Choice Sugar Cured Ham, half or whole, per lb. 20
Finest Canned Tomatoes, 3 tins 25
Canned Corn, 3 tins 25
Canned Peas, per tin 9
Telfer's Cream Soda Biscuit, 3-lb. box 25
Imported Pure Malt Vinegar, imperial quart bottle 20
Imported Macaroni, 3 packages 25
Krohav Custard Powder, 3 boxes 25
H. P. Pickles, per bottle 22
Finest Spanish Onions, 8 lbs. 25
Malta Vita Breakfast Cereal, 3 packages 25

Telephone direct to Department.

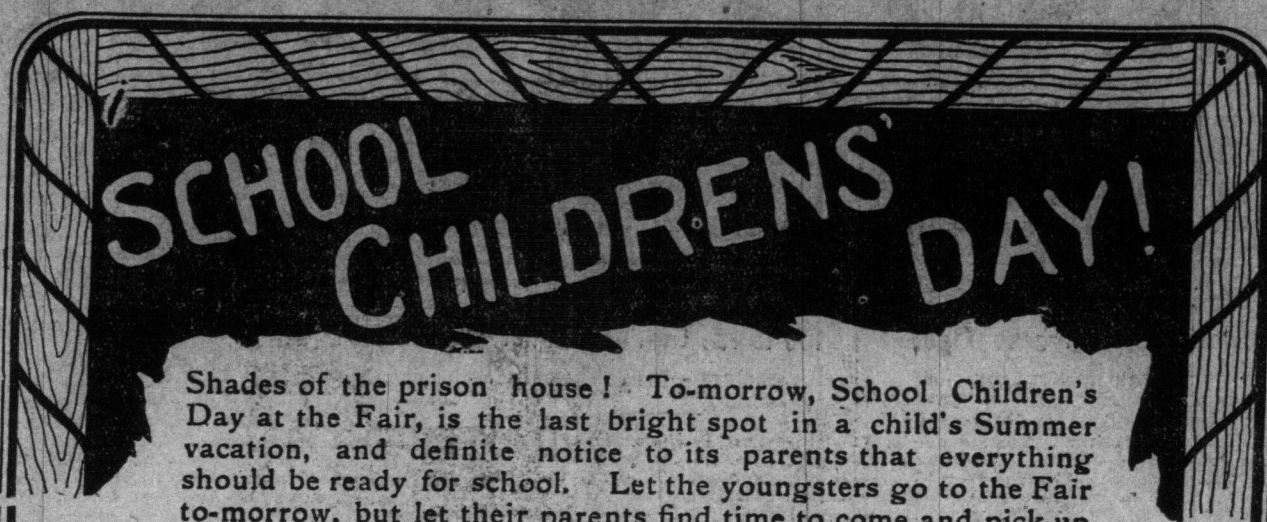
2 LBS. FRESH ROASTED COFFEE 35c.

300 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday 2 lbs. for 35c.

The Story of Our August Furniture Sale

is going to have a happy ending. We are so pleased with the appreciation that the people of Toronto have shown us in our efforts to sell the better kind of Furniture during August, that we have prepared for the last day a list of values that cannot be matched on the continent.

Our alliance with the best manufacturers now enables you to get the best of Furniture without paying "fancy" prices. We would like you to do more than look over the attached list; it's well worth your while to clip it out, and bring it with you to our Fifth floor to-morrow morning. Then look up each piece separately and tell us if it is not the best value you've ever seen.



Shades of the prison house! To-morrow, School Children's Day at the Fair, is the last bright spot in a child's Summer vacation, and definite notice to its parents that everything should be ready for school. Let the youngsters go to the Fair to-morrow, but let their parents find time to come and pick up these things for children when they are marked at such reasonable prices. It would be worth while having them come and try on the boots on their way to the grounds.

BOYS' BOOTS.

180 pairs Boys' Boots, Blucher style, all sizes 1 to 5. Special Wednesday **\$1.89**.

CHILDREN'S BOOTS.

480 pairs Children's Boots, Dongola kid leather, patent toe caps, Blucher style, broad, easy fitting last, heavy sole; all sizes 5 to 10. Special Wednesday **75c**.

BOYS' BLOOMER PANT SUITS.

For School Wear.

Boys' Durable English Tweed Two-piece Suits, in a rich brown shade, with neat fancy colored stripes, cut in the favorite double-breasted style, lined with good quality Italian cloth; pants bloomer style, with strap and buckle at knee. Sizes 25 to 30, \$4.00; 31 to 33, \$4.50.

BOYS' SCOTCH TWEED TWO-PIECE SUITS.

In a handsome dark grey ground, with neat self and faint fancy colored thread stripes; cut in the stylish two-button double-breasted sack style, with broad shoulders and long shapely lapels; pants bloomer style. Sizes 25 to 28, \$4.50; 29 to 32, \$5.00.

BOYS' SUMMER SUITS.

To make more room for our new fall and winter Men's Furnishings, which are rapidly arriving from all parts of the globe, we have decided to clear out all our boys' summer negligee and outing shirts at a price that will catch every mother's eye; all classes are among this sale, including cashmerettes, cellular with silk stripes, fancy cottons, cambrics, etc., and all the new designs.

1,500 Boys' Shirts, outing and negligee styles; some have reversible collars, best quality materials only used in these shirts, and will be good buying at the price quoted. Regular up to 75c. Wednesday **43c**.

SEE THESE BEAUTIFUL COATS FOR LITTLE GIRLS.

Shown in the new Infants' Wear Department, Third Floor.

Little Girls' Fall and Winter Coats, a beautiful style, in heavy French coating serges, trimmed with gold braid, buttons and silk velvet collar and cuffs; colors gold red and navy. Sizes for ages 2, 3, 4, 5 years. Each **\$5.00**.

GIRLS' AND MISSES' NEW CORSET WAISTS.

On Sale in Corset Section, Third Floor.

Misses' Ferris Waists, white or drab corded sateen, pleated bust. Sizes 20 to 26 inches; for ages 12 to 16 years. Each **\$1.00**.

Misses' Ideal Corset Waists, white corded Coutil. Sizes 20 to 26 inches; for ages 4 to 10 years. Each **75c**.

Children's Ideal Corset Waists, corded white or grey sateen; sizes 22 to 26 inches; for ages 4 to 10 years. Each **35c**.

Children's Corded Waists, white jean, taped buttons; for ages 2 to 10 years. Each **25c**.

Children's Heavy Fleece Lined Waists, white or natural, strongly stayed, with wide tapes, buttons around waist; sizes 1 to 10 years. Each **25c**.

CHILDREN'S STOCKINGS.

Boys' and Girls' Tan and Black Ribbed Cashmere Hose, medium weight, wear well, broad, elastic rib, double heel and toe; sizes 8 to 16; extra good value. Wednesday 18c pair, 3 pairs 50c.

The Picture Bargain of the Season

We have to make room for three new picture galleries, which means that six hundred pictures have to be moved in a hurry. We know of no quicker or better way of moving them than by giving our customers a chance to take them away at the astonishing price of

95 Cents

They are worth as much as four dollars each, and include photogravures, etchings, pastels, artotypes, etc., with frames to suit all kinds of rooms. (Top floor, to-morrow.)

BARGAINS IN CAMERA GOODS

12 Kodak and Camera Carrying Cases. Regular prices 75c to \$2.00. Wednesday to clear 35c each.

100 Photo Albums, assorted sizes. Regular prices from 25c to \$3.00. Wednesday to clear all at 1/2 price.

50 "Acme" Gold Paint Outfits. Regular price 19c. Wednesday's price 2 for 25c.

(Top Floor.)

The Housekeeper's List

TOWEL LENGTHS 49c EACH.

For making fancy bedroom towels, about 150 lengths of all linen grass bleached Irish huckaback; all the newest designs; each length is 24 x 40 inches. On sale Linen Department, upstairs, Wednesday, each 49c.

1,000 YARDS SCOTCH ROLLER TOWELING 10c YARD.

All linen, heavy, strong, red bordered crash Roller Toweling, the kind that wears best; 17 inches wide. Wednesday, per yard 10c.

THESE TABLE CLOTHS WILL GO FAST AT \$2.15 EACH.

2 x 2 1/2 yards, beautiful all linen satin damask, as white as snow; the designs and borders all around are first-class, and they are cheap at, Wednesday, each \$2.15.

THESE SHEETS AT \$1.48 PAIR.

Only 100 pairs, 69 x 90 inches, for double beds, hemmed, and made from a very durable bleached English sheeting. Wednesday, pair \$1.48.

AND HEMSTITCHED PILLOW CASES 3 PAIRS FOR \$1.

42 x 33 or 45 x 33 inches, finest spoke hemstitching, deep hem, torn sizes, made from fine, round thread cotton. 250 pairs, Wednesday, 3 pairs for \$1.00. (Phone direct to Linen Department.)

New Wall Paper, 5th Floor

NEW IMPORTED PARLORS, DINING ROOMS AND HALLS.

(Fifth Floor.)

The latest colorings are browns and their blendings of wood shade colorings, with greens, champagnes, blues, mulberry and greys. These will be the greatest sellers for 1911.

New Foreign and Import Parlor, Reception Room and Sitting Room Papers, latest blends. Prices 35c, 50c, 75c, \$1.00, \$1.50 to \$8.00 roll.

New Dining Room and Hall Papers, in cloth, cork and crepe effects, in plain figured and stripes. Prices 35c, 50c, 75c, \$1.00, \$1.50 roll.

Imported decorations in Friezes and Uppers, in landscape, water scene, stencil and floral. Prices 50c, \$1.00 to \$8.00 per roll.

WEDNESDAY SPECIAL.

3,600 rolls Imported Dining Room and Parlor Papers, in greens, browns, blues, reds, greys, etc.; rich designs. Regular to 35c, Wednesday 16c; regular to 55c, Wednesday 32c.

Here's the Last List of the August Furniture Sale

Library Leather Upholstered Chair. Regular selling price \$40.00. August Furniture special **\$29.00**.

Library Chair, in morocco leather. Regular selling price \$20.00. August Furniture special **\$13.50**.

Leather Arm Chair. Regular selling price \$32.00. August Furniture special **\$23.00**.

Quartered Oak Library Table. Regular selling price \$21.50. August Furniture special **\$19.50**.

Library Table, quartered oak. Regular selling price \$27.00. August Furniture special **\$14.90**.

Library Table, in quartered oak. Regular selling price \$13.00. August Furniture special **\$9.00**.

Arm Rockers, in art leather. Regular selling price \$12.75. August Furniture special **\$7.95**.

Couch, in red velvet. Regular selling price \$19.50. August Furniture special **\$12.50**.

Davenport, in mahogany. Regular selling price \$67.50. August Furniture special **\$49.50**.

New Winter Underwear for Men

We have received our first shipment of fall and winter goods from Penman's. We have all weights already in stock, and Fair visitors will do well to buy their winter supply at the following prices:

Penman's No. 85 comes in single or double breasted styles. Sizes 34 to 42, \$1.00; 44 to 46, \$1.25.

Penman's 95 Shield, double breast and back. Sizes 34 to 44, double back, \$1.25.

Penman's heaviest weight natural wool, double breasted. Sizes 34 to 42, \$1.50; 44 to 46, \$1.25.

BRITANNIA NATURAL WOOL.

The kind that our Exhibition visitors like to take home with them. Made of very finest Australian wool, guaranteed unshrinkable and non-irritating to the most sensitive skin; every thread pure wool; double breast and back; all sizes, \$2.50 per garment.

Men's "Health Brand" Heavy Winter Weight Combinations of pure wool, close fitting and very comfortable to wear; these are staple lines with us, and they have always given the very best satisfaction. All sizes to 44, \$3.00 and \$3.50 suit.

Pieces from the World's Best Potters

Superb samples of the Ceramic Art from such famous makers as Doultons, Wedgwood, Spode, Moore, Tephis and Amphora Ware, comprising Fruit Sets, Rail Plates, Vases, Figures, Jardinières, Table Sets, etc. Wednesday's special **\$1.98**.

Comb and Brush Tray, Carlsbad china, pretty floral design. Wednesday 98c.

Pipe Racks for the den, quality Flemish design, \$1.25. Dinner Sets, 97 pieces, Hancock's opaque chinaware, \$12.75. August Furniture special **\$8.50**.

Writing Table, in oak. Regular selling price \$13.50. August Furniture special **\$9.00**.

Roll Top Desk, in quartered oak. Regular selling price \$60.00. August Furniture special **\$42.00**.

Combination Bookcase and Secretary. Regular selling price \$25.00. August Furniture special **\$15.00**.

Bookcase, in mission design. Regular selling price \$10.75. August Furniture special **\$7.45**.

Hall Rack, in quartered oak. Regular selling price \$23.90. August Furniture special **\$17.00**.

Wardrobe, in golden oak. Regular selling price \$29.50. August Furniture special **\$17.00**.

Combination Chiffonier-Wardrobe. Regular selling price \$44.25. August Furniture special **\$29.00**.

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