

The SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.

Moderate winds, some local showers in southern portion, mostly fair and cool.

The SIMPSON Company

Rare Opportunities—On the Last Half-Holiday of the Summer

\$1.00 Will Buy Any of These on Saturday Morning

- A \$4.50 MULL, GINGHAM OR LINEN DRESS.
A \$2.50 WASH SKIRT (LENGTH 33 TO 37).
A \$4.25 SMART WASH SUIT FOR A GIRL.

Here are further particulars of these extraordinary values. Saturday morning sale in Women's Ready-to-Wear Department on the Third Floor. No phone or mail orders.

65 only Women's and Misses' Dresses, made in mulls, gingham and linens, shades in the lot are white, tan, sky, stripe and check designs; waists are trimmed with lace insertions, tuckings and self-strapping, finished with small buttons. Skirts are plain, pleated or gored styles trimmed to match waist. Regular prices \$3.50, \$3.95 and \$4.50. Saturday, to clear 1.00

No phone orders.

Misses' Wash Skirts, of imported rep, in white or pale blue, also in duck in cadet blue; styles are plain gored with trimmings of strap and buttons; lengths 33 to 37. Regular \$2.50. Saturday morning 1.00

No phone orders.

Girls' Smart Wash Suits, of plain striped Indian Head. The dresses have either kimono effect or shoulder straps, plain or pleated skirts. The coats are semi-fitting, have tailored collars, turned-back cuffs and patch pockets, colors are white, blue, pink and tan with white stripe; ages 6 to 14 years. Regular prices \$2.95 to \$4.25. Saturday 1.00

No phone orders.

A Thousand Women's Summer Vests at 5 Cents Each

No two bites to this cherry. You will have to be early to get even a taste. Three hundred reserved for phone orders up to ten o'clock. Not more than six to one customer.

1000 Women's Summer Vests, fine ribbed white cotton, low neck, short or no sleeves, lace edge and draw tapes; sizes 32 to 38 bust. Regular prices 10c to 15c each. Saturday, each 5

Women's Coat Sweaters

Cool evenings and outings make a Coat Sweater almost a necessity to the average woman. Saturday morning there are special buying inducements in these desirable garments.

Women's Coat Sweaters, extra fine, heavy knit wool, wide rope-stitch, V neck, two pockets, roll cuffs, pearl buttons, colors navy blue or cardinal only; sizes 32 to 38 bust. Regular price \$4.00. Saturday, while they last 1.95

Royal Corsets Saturday Morning for 63 Cents a Pair

Royal Corsets that usually sell at a dollar and a dollar and a quarter a pair for sixty-three cents, is the extraordinary attraction to-morrow on the third floor. They will go in a hurry, so you will need to hasten if you want a pair.

400 pairs Royal Corsets, two stylish models in fine white coutil or sateen, medium bust, extra long skirt with four garters, rustproof boning, with four wide side steels, embroidery or lace trimmed; sizes 18 to 26 inches. Saturday, a pair 63

New Fall Suits for Boys

A two-piece bloomer style suit, made of English tweed, dark brown with diagonal stripe, pants have strap and buckle at knee; sizes 26 to 30, \$4.00; 31 to 34, \$4.50. An ideal school suit.

A three-piece suit, in dark grey English tweed, made and finished in A1 style, will withstand the hardest usage, single-breasted style, plain knee pants; sizes 29 to 33 5.00

Tools and Sporting Goods in the Basement

Roxton Jack Planes, wood and iron, 15-in. long x 2-in. cutter. Regular \$1.45. Saturday 98

Home Repair Outfits, for boot, shoe, harness and tinware repairing. Regular \$1.75. Saturday 1.59

Zig Zag Carpenters' Rules, 2-ft. and 3-ft. Saturday 10

Zig Zag Carpenters' Rules, 4-ft. Saturday 15

Hand Garden Trowels. Saturday 10

Catchers' Mitts, all leather, laced back, \$2.00 value. Saturday 98

Fielders' Gloves, leather lined. Regular \$7.50. Saturday 98

Baseballs, Diamond Champion. Regular 35c. Saturday 19

Baseball Bats. Regular 75c. Saturday 39

Roller Skates, for boys and girls, extension style, leather heel supports. Saturday 49



The rising tide of Autumn, which brings with it thousands of Exhibition visitors, will be upon us next week.

There is practically only one half day's shopping left, of the summer of nineteen-eleven!

But we have planned to make it a delightful half-day at the Simpson Store. All the merchandise mentioned here is either *new this week* or *marked at greatly reduced prices*.

Such a combination of newness and bargains should make a very profitable morning for many men and women in Toronto, who want to get the bulk of their shopping done before the Exhibition visitors arrive.

Parlor Suite Day in the Simpson Furniture Sale

(Fifth Floor.)

It is only half a day at that, but these suites will sell on sight, because they are perfectly made and splendidly finished. They are priced, we think, so as to give you the best parlor suite bargain ever offered in Toronto. Here are further particulars:

Three-piece Parlor Suites, frames made of birch-mahogany finish, spring seats and panel backs, settee, arm chair and rocker. Regular price \$24.60. August Furniture Sale 16.90

Three-piece Parlor Suites, settee, arm rocker, mahogany finish frames, spring seats and upholstered backs. Regular \$26.75. Furniture Sale 21.60

Three-piece Parlor Suites, plain spring seats and panel backs, mahogany finish, highly polished. Regular \$37.50. Sale 26.90

Three-piece Parlor Suites, frames made of solid red birch, finished mahogany, tufted panel backs and spring seats, settee, arm chair and arm rocker. Regular \$41.00. Sale 33.60

Three-piece Parlor Suites, plain spring seats with neatly tufted backs, solid red birch frames, finished mahogany, highly polished, arm chair, arm rocker and settee. Regular \$42.00. Sale 34.90

Three-piece Parlor Suites, neatly upholstered, with tufted backs and plain spring seats, covering of silk tapestry, arm chair, settee and arm rocker. Regular \$51.00. Sale 39.00

Three-piece Parlor Suites, a massive design, well made and well finished, arm chair, settee and arm rocker, deep spring seats, with tufted backs and covering of silk tapestry. Regular \$65.00. Sale 48.90

Quilts, Sheets and Tablecloths—Three Great Bargains

(Second Floor.)

LARGE WHITE QUILTS. White English Damask Quilts, hemmed ready to use, 72 x 84 inches, for double beds, good designs and very serviceable. Only about 100 to clear Saturday, each 98

HEMMED BLEACHED SHEETS. 200 pairs only, good sturdy English sheets, ready-made, 69 x 90 inches, for double beds. Saturday, per pair, only 1.25

SATIN DAMASK TABLE CLOTHS. Pure Linen Superior Irish Manufactured Table Cloths, snow white and full satin damask, fine beautifully woven table cloths in handsome bordered designs, 2 x 2 1/2 yards. Saturday, each 2.44

Saturday's China Includes Limoges Dinner Sets

AT LESS THAN HALF-PRICE.

Three Dinner Sets in Genuine Limoges China, Barnardand manufacture, crimson band and lace border design, solid coin gold handles, Kermis shape cups. Complete set of 102 pieces. Saturday, less than half-price 72.00

Cut Glass Sugar and Cream Sets, rich deep cut, flaring design. Saturday, pair 1.98

900 pieces Art Pottery and Fancy China, comprising Rubian art vases, Nippon vases, jardinières, chocolate pots, fruit bowls, Doulton rail and cake plates, tobacco jars, brush and comb trays, fern pots, etc. Saturday 75

STORE CLOSING AT 1 P.M. TO-MORROW

The SIMPSON Company Limited

100 Men's Suits at Half-Price

Here are the particulars sent up from the departments:

32 English and Scotch Tweeds, brown and grey checks, \$18.50. Saturday, for 9.25

40 Young Men's Fancy Worsteds, browns and tans, in 2-buttoned single-breasted sack styles, \$18.00. Saturday 9.00

28 English Fancy Worsteds, medium weight, grey and blue grounds, with hairline stripe, \$20.00. Saturday 10.00

That division by 2 brings the cost to you down to less than cost from the manufacturer. There is no profit, but we want the room badly. The suits are beautifully tailored throughout, and at their original price represent splendid values. Saturday morning, half-price.

More Saturday Bargains for Men and Boys

The inrush of new goods has forced the price of these two items down; the present figure provides you with what is commonly called "a snap."

75 Paramatta Waterproof Coats, double texture material, in a greenish fawn shade; both waterproof and dustproof; single-breasted, auto style; sizes 36 to 44. Saturday 8.00

Boys' Russian and Sailor Blouse Suits, made from English fancy worsteds, tweeds and Venetian cloths, medium and dark shades, single and double-breasted styles, with and without sailor collars; pants bloomer style; sizes for 2 1/2 to 8 years. Regular \$5.00 to \$7.00. Saturday morning 3.49

New Underwear and Sweater Coats For Men

The best sweater coat we've ever seen at the price will be put on sale Saturday morning at three dollars and eighty-nine cents. Only by buying in large quantities were we able to drop the price from five dollars—what you'd expect to pay. They have high storm collars and double knitted cuffs.

The new "Body-Guard" underwear is in pure natural wool, and all that good fall underwear should be. You cannot buy any better value at a dollar a garment.

\$18 Bracelets for \$7.95

These Bracelets were made in England and were a special purchase. They are advertised for Saturday at so much below the regular prices, viz., \$12.00, \$15.00 and \$18.00, that the announcement should prove attractive. But a sight of the bracelets will be a further incentive to find equally attractive wists for them. The \$18.00 qualities predominate. You must see them to appreciate their beauty, but this description will give you some idea:

6k Gold Bracelets, real pearls and assorted colored stones. Many dainty designs, plain Roman oval style with three real sapphire settings.

Four Clover Leaf Pattern, 55 Real Pearls, single stone amethyst with spray of 23 real pearls, three amethyst with fancy scroll of 43 pearls, crescent and star of pearls with olive centre, 15 pearl bird design, sunburst and scroll of 30 pearls. Regular \$12.00, \$15.00 and \$18.00. Saturday, each, 7.95

Hats and Caps for Men (Main Floor.)

400 Men's Soft Hats, new fall shapes, sample lines, extra fine quality fur felt, colors brown, fawn, pearl, slate, steel and black. Regular prices \$2.00 and \$2.50. Saturday 1.00

Men's and Boys' Golf Caps, small, medium or large peaks, extra quality tweeds, serges and worsteds. Regular up to \$1.00. Saturday 45

Men's Stiff Hats, English fur felt, up-to-date shapes; small, medium or large brims; fine quality trimmings. A Saturday special 95

Gloves and Hosiery

(Main Floor.)

Women's Lisle Thread Hose, broken lines, embroidered silk fronts, black and opera shades; also fancy patterns. All sizes. Regular 35c and 50c. Saturday 29

Women's "Llama" Cashmere Hose, fine soft black cashmere, English made, double spliced heel, toe and sole. All sizes. Saturday 29

Boys' and Girls' Ribbed Black Cashmere Hose, all wool, sizes 5 to 7 1/2. Regular 30c. Saturday, pair 19

Women's Silk Gloves, broken lines, long and short, long, tan, cardinal; short, white and colors. Regular 75c and \$1.00. Saturday, pair 49

Girls' and Boys' Tan Cape Leather Gloves, English made, pique sewn seams, dome fasteners. A perfect glove for street wear. All sizes up to 16 years. Regular 75c. Saturday, 59

Men's Grey Suede Undressed Kid Gloves, dome fasteners, neat point on back, a dressy street glove. All sizes, Regular \$1.00. Saturday 49

Men's Fancy Lisle Thread Socks, stripes, checks and plain colors, sizes 9 1/2 to 11. Regular 35c. Saturday, 25; 3 pairs 69