

SIMPSON Store Closes at 5.30 p.m. Closes at 1 o'clock Saturday H. H. FUDGER, President. J. WOOD, Manager. Probabilities Easterly winds; fine and warm to-day; local showers to-morrow.

American Excursionists

Via C. H. & D., and Wabash

The Manager of the personally conducted excursion from Cincinnati, Dayton and other Ohio cities, says that the Simpson store is one of the sights of Toronto. It is needless for us to add that our American visitors are the most discriminating of customers. They know a good thing, an up-to-date thing, when they see it. They recognize that

- Simpson's Silks and Dress Fabrics
- Simpson's Kid Gloves and Silk Hosiery
- Simpson's English Hall-marked Silver
- Simpson's Furs, Fancy Goods and Souvenirs
- Simpson's Clothing for Men and Women

are worth making a journey to see, and are the best value for the money on this continent.

Then they are appreciative of store comforts. The plunger elevators—smooth running and commodious, the ladies' rest room, the airy restaurant on the top floor, with club service and an excellent orchestra—all for a moderate price—call forth the exclamation, "Why, you can't get it anywhere else outside of New York City!"



Dining Room Furniture With No Regrets

Nearly everybody has wasted money in buying Furniture; but only foolish people make this mistake over and over again. The wise ones recognize that it pays to consider quality.

If there were no prices marked on this furniture we're selling to-morrow, you couldn't help admiring it's intrinsic worth. But after that we want you to remember that this kind of Furniture has never before been sold as close to the manufacturers' prices as we are selling it during this August Sale.

Sideboard, made of selected quartered oak, rich golden finish; extra large cupboard, one long, deep linen drawer and two short drawers, one lined for cutlery. Top has two display cabinets, with rounded leaded glass doors. August Furniture Sale price \$31.75.

Buffet Sideboard, in quartered oak, golden finish polished, three large cupboards, one with leaded glass door, long, deep drawer for linen and short lined drawers for cutlery, shaped carved legs, with neat back, fitted with British bevel plate mirror. August Furniture Sale price \$25.80.

Sideboard, in early English finish, manufactured of genuine quartered oak, lots of cupboard and drawer space, special design, full brass trimmings, wide display shelf and large bevel plate mirror. August Furniture Sale price \$33.50.

Dining Tables, in quartered oak, golden and early English finishes, pedestal design, with round top, 44 inches in diameter, extending to 8 feet, with easy running slides. August Furniture Sale price \$18.50.

Dining Tables, in mission design, round top, with square legs, made in genuine quartered oak, rich golden and early English finishes, extends to 8 feet. August Furniture Sale price \$16.75.

Dining Table, of massive design, extending to 10 feet, made of selected quartered white oak, highly polished, round top, and five heavy turned legs, with fluted base. August Furniture Sale price \$29.50.

Dining Room Chairs, in quartered oak, rich golden finish, upholstered in genuine leather, box seat and panel back; sets consisting of five small chairs and one arm chair. August Furniture Sale price \$14.00.

Dining Room Chairs, in genuine quartered oak, highly polished, good design, exceptionally well built and comfortable, with leather pad seat. August Furniture Sale price \$15.75.

Dining Room Chairs, in solid quartered oak, early English and fumed finishes, loose slip seats, upholstered in best grade of leather, shaped panel back and top seat. August Furniture Sale price \$24.00.

China Cabinet, in quartered oak, rich golden finish, extra large size, clear glass door, and two ends, three shelves, panel back, with plate mirror in upper panel, neatly carved pediment. August Furniture Sale price \$15.75.

China Cabinet, in straight line design, made in quartered oak, rich dull finish, double door, glass front and glass ends, exceptionally neat pattern. August Furniture Sale price \$19.40.

China Cabinet, in selected quartered oak, highly polished, carved claw feet and moulded pediment; rounded ends, with bow front door; three movable shelves. August Furniture Sale price \$27.25.



Shares in Shirts---Down to One Dollar

If you have a Five dollar bill to spare, you'll take five shares in this shirt stock. Nobody ever thought it would be offered to the public at fifty cents on the dollar. Never sold below par before, but our bear of a buyer made a scoop and is dividing up with you—letting you in on the ground floor—less than original cost of shares.

You can buy a single share or shirt if you like, but a five dollar investment will make you presentable anywhere for late summer or early autumn fetes in the meantime, and will be a wise deal in futures, for every shirt will be worth double on the first of May, 1911.

N. B.—The Wanless Store is now humming to this merry sale before you see it no more.

It's not often you get such an assortment of designs and such quality shirts at half-price. The manufacturers of these set a high standard for quality, fit and workmanship, and behind this is our guarantee. Any shirt you are not perfectly satisfied with after buying will be immediately exchanged. Shirts all sizes from 14 to 17. Light, medium and dark shirts. Coat and ordinary style shirts; attached and detached collars; made from the best English Oxfords, French cambrics, chambrays and Madras cloths. \$1.50 and \$2.00 shirts. Shirt Sale price \$1.00 each.

Men's Fall Hats

Men's Black Stiff Hats, latest fall shapes, special grade English fur felt, nicely trimmed and finished. Extra value Wednesday \$1.00. Men's and Boys' Golf and Varsity Shape Caps, in tweeds, serges and worsteds. Special values at 25c, 35c and 45c. Men's and Boys' Bulldog Style Caps, in new patterns of worsteds, serges and tweeds. Special at 45c.

Wilton Rugs in Oriental Patterns

A SPECIAL SHOWING OF HIGH GRADE WILTON RUGS.

A particularly high class Rug for particular people. Just the thing to fill the space where an Oriental rug would look right. The colors are identical, and the designs are an exact fac-simile of the Oriental and Persian rugs. We have a large and varied range in our department, and we invite an inspection of these goods. An Oriental rug at a domestic rug price:

- 6 1/2 x 9 37.50
- 8 1/2 x 10 1/2 60.00
- 9 x 12 70.00

The 4th Floor Items

EXTENDING CURTAIN RODS AT 17c. Half-inch brass tubes, polished, extend from 30 to 54 inches, silvered corrugated ends, 1 1/2 inches in diameter; complete with brackets. Worth 25c. Special at sale price Wednesday 17c.

WINDOW CURTAIN POLES AT 24c. Oak, Mahogany and Walnut Stained Curtain Poles, 5 feet long, 1 1/2 inches diameter; complete with wood brackets, ends, rings and brass pins; a nicely finished pole, lowly priced. Worth 45c. Special Wednesday at, each 24c.

GRASS MATS 2 FOR 5c.

Grass Mats, really wove, good size, suitable for lawn or verandah use. Worth 10c each. To clear Wednesday at 2 for 5c.



Here are the SAMPLE SUITS For Fall

After being exhibited to the leading retailers of Canada and having earned big orders for their makers, THEY HAVE COME BACK—and they'll 'make good' with every man who sees them here to-morrow, for he can buy them far cheaper than the merchants.

Just once a year, one of the leading clothing manufacturers of Canada passes his Fall samples over to us at a price that makes to-morrow's offer possible.

These are the samples from which merchants throughout the Dominion have ordered their Fall and Winter stock; in a few months these merchants will be selling some of these suits for \$22.00. To-morrow you may buy the same suits here for \$11.95—ahead of the season, model garments!

Though there are only 350 suits all told, the range of sizes is, of course, limited. But there is a beautiful range of patterns, colors, and weaves, and the 8 o'clock choosing to-morrow morning will be very rich.

350 High Grade Imported English Worsteds Suits, in all the new fall shades, including grey, brown, fawn and green tones, with neat self and fancy colored stripes and checks. Cut in the stylish three-button single breasted sack style, with hand-made, felled seams, deep hem. To sell Saturday six pillow cases for \$1.00. Irish Huokaback Towels, hemstitched ends, all pure linen. Size 20 x 40 inches; fine, firm weave, good drying towels. Wednesday 48c pair.

600 yards Factory Cotton, 36 inches wide, fine, even weave; free from spots and dressings. Wednesday 5/4c yard.

English Satin Spreads, 50 double bed size satin spreads, in the new designs for fall, from one of the best English makers. For sale Wednesday \$1.98 each.

Checked Apron Linen, 36 inches wide, in a good range of very pretty checks. Regular 25c yard. Wednesday 16c. ABOUT COMFORTERS. The new fall goods are now in stock. We have the biggest and best range of colorings, qualities, and altogether the most complete stock we have ever carried. We invite you to come and see them.

Embroidered Collars, Lace and Belts

400 dozen Women's 20c Embroidered Collars, in a dozen patterns to choose from; all sizes, but not in each pattern. Wednesday 2 for 25c.

10,000 yards Val and Torohon Lace, in ecru shade only. Regular 10c to 15c yard. Wednesday 2c yard.

50c WASH BELTS, WEDNESDAY 25c. 60 dozen Finest Embroidered Wash Belts. This included the travelers' samples of a large manufacturer, which we bought at a large discount; all perfect goods of the highest quality. Regular 35c, 50c, 75c and \$1.00. Wednesday for 25c.

Glass and Chinaware. Finger Bowls, half crystal, etched border. Wednesday 15c.

Footed Comports, best American glassware, fire polished, Chippendale design. Special 25c. Crown Fruit Jars, pint, 55c dozen.

200 Jardiniere, rich assortment of colors and designs. Wednesday's special 25c. Toilet Ewers and Wash Basins, decorated. To clear Wednesday 49c.

1,000 Tea Cups and Saucers, fine English bone china, Celeste band, with gold lines. Wednesday 10c.

\$2.00 Rubber Plants for \$1.50 Each

Rubber Plants, large size. Regular \$2.00 each, for \$1.50.

Cypress Grass, large plants. Each 15c, 2 for 25c.

Groceries

2,000 stone Fresh Rolled Oats, per stone. 36c per lb.

Choice Sugar Cured Ham, half or whole, 20c per lb.

Shirrit's Marmalade, 2-1/2 jar. 25c

Finest Canned Tomatoes, 3 tins. 25c

Canned Corn, 3 tins. 25c

Teller's Cream Soda Biscuits, 3 lb. box. 25c

Shredded Whole Wheat Biscuit, 2 boxes. 25c

Canned Haddie, Brunswick Brand, per tin 10c

Imported Malt Vinegar, imperial quart bottle. 20c

Knox Gelatin, 2 packages. 25c

Heather Brand Baking Powder, 1 lb. tin. 15c

Telephone direct to department.

2 LBS. FRESH ROASTED COFFEE 35c. 3 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, 2 lbs. 35c.

August Showing of Autumn Styles

Our buyers returned home early. We had to accept early delivery of the goods. You might, therefore, think we are claiming as a virtue what is merely a necessity when we emphasize our early opening. But there is real virtue in being early. Genuine enthusiasm pervades the departments as they note your appreciation of the new goods.

For this is not an advance showing of a few odd things which, if you bought, you'd risk disappointment by seeing later something you liked better. Here is large variety, here are fully matured styles and colorings with dress accessories of all kinds. The shopping you do in Simpson's these August days will simply lighten for you the otherwise inevitable burden of Autumn purchases. It's suiting so many people on both sides of the country this August, that we're sure to do it again, and you cannot fail to be pleased and fully satisfied, if you join in the early shopping campaign which is bound to become a feature in this store.



Are There Any More at Home Like This?

These Suits, we mean Rajah Silk ones. We've had a great season with them—in fact there are only about sixty left. You've heard enough, no doubt about 'Summer Suit Clearance'—but this select little lot, was overlooked, they've never been on sale at such a price before. Seeing should be more than believing in this case—it's almost bound to be buying if you can get here early enough.

A collection of Ladies' Summer Suits, in fine linen and silk rajah. Coats are tailor-made, others finely braided and trimmed with buttons; some are lined throughout with silk. Skirts are gored, and the new semi-pleated, shades are pink, mauve, amber, mustard, navy, black and white; not all sizes in every color; some are slightly soiled; most of them perfect. Regular \$18.50 to \$10.00. Wednesday to clear \$4.95.

Just 47 New Semi-made Robes

LONDON SAMPLES ON WHICH YOU MAY SAVE \$10.00.

47 only Silk and Wool Etoilene, Silk Chiffon Taffeta. Beautifully embroidered in a variety of pretty designs, sufficient material for any style of waist. The skirt is in an almost finished state, only requires finishing down back. These robes were made exclusively for this store, and are shown in a lovely range of colors, sky blue, lavender, tan, Burgundy, dove grey, peacock, also cream. No two alike. Very special \$15.00.

FIRST DOLLAR DRESS GOODS DEMONSTRATION OF THE SEASON.

Beautiful collection of new Fall Suitings and Dress Fabrics, suitable for all occasions, evening dresses, reception dresses, house and street wear dresses, suits, and the new long coat suitings, new chiffon broadcloths, new worsted suitings, new frieze suitings, silk and wool Lansdownes, new Scotch and English homespun, new English Panno crepes, new chevrot suitings, new hopack tweed suitings, new silk and wool collars, new black evening fabrics, new diagonal wale suitings, new silk and wool endora cloths, new silk stripes marquisettes, new black suitings, new silk prunella cloths.

Advance Delivery of Cashmerettes and Velours

These are now being shown in our beautiful Wash Goods Department on second floor, Queen street side. Nothing nicer for children's fall frocks, ladies' undershirts, dressing gowns, kimonos, etc.

Fine English Twilled Cashmerette, 28 inches wide, guaranteed to wash and wear well, navy, black, cream and other colored grounds, with designs of small figures, fancy stripes and polka dots of various sizes. Wonderful value 12 1/2c.

Best English Cashmerette, with an extra fine twill, most elegant designs of sprays, spots and geometrical figures, in navy, cream and black grounds. Special 15c.

Creped Ground Cashmerette, a new departure in these goods. The ground, instead of being twilled, has a tiny creped effect, perfectly fast colors, and soft as an all-wool cashmerette, dainty figures and spots of many colors, 19c.

36-inch Scotch Tartan, all the exact clans, Gordon, Campbell, Mackenzie, Black Watch, etc., 25c.

German Velours, in thick, fleecy material, grey ground, with various spots, checks, etc. Special, 25c.



A New Hosiery Deal

Madam, before you darn another sock or stocking, just look through this list for to-morrow's selling and see if it isn't worth while calling for a fresh pack and giving the family a new deal in hosiery. Our buyers spent months in Europe making deals for this sale, and their success almost compels you to discard the "holy terrors" and replenish your stock from this fresh stock of ours, which at present is one of the most complete in Canada. Look at these prices for to-morrow:—

Women's Black, Tan and Opera Shades Summer Weight Cotton Hose, Regular 30c. Hosiery Sale price Wednesday, pair 19c, 3 pairs 55c.

Women's Finest Lisle Thread Hose, black, tan and opera shades, silk embroideries, laces and plaids. Regular 50c and 60c. Hosiery Sale price Wednesday 25c, 3 pairs \$1.00.

Women's Plain Black Cashmere Hose, Regular 25c. Hosiery Sale price Wednesday, pair 19c.

Women's Plain Black "Liana" Cashmere Hose, fine and soft. Special Hosiery Sale price Wednesday, pair 25c.

Infants' and Children's Lisle Thread Socks, fancy colored tops. Regular 20c, 25c. Hosiery Sale price Wednesday 10c, 3 pairs 25c.

Girls' Fancy Cotton Hose, also black and white. Regular 25c. Hosiery Sale price Wednesday, pair 10c.

Boys' and Girls' Plain and Ribbed Black Cashmere Hose, Regular 40c. Hosiery Sale price Wednesday, pair 25c.

Men's Fancy Lisle Thread Socks, fancy colors, silk embroidered, laces. Regular 45c. Hosiery Sale price Wednesday, pair 25c.

Men's Lisle Thread Socks, black and fancy colors, embroidered and patterns. Regular 50c. Hosiery Sale price 18c, 3 pairs 50c.

Men's Plain Black Cashmere Socks, Regular 20c. Wednesday, pair 12 1/2c.

Men's Plain and Ribbed Black Cashmere Socks, Regular 25c and 30c. Hosiery Sale price Wednesday, pair 19c.

Women's French Glove Kid Gloves, wrist length, dome fasteners, silk point on back, black, tan, brown, grey, mode, navy. All sizes. Regular 75c. On sale Wednesday, pair 49c.

Women's New Shoes, Slightly Rubbed \$2.95

380 pairs Women's High Grade Boots, sample and floor stock, including J. & T. Bell, the Invictus and other well-known brands; sample sizes 3 1/2 and 4 only; floor stock all sizes 2 1/2 to 7 1/2. Widths C, D and E. Regular value to \$4.50. Wednesday \$2.95.

MEN'S PROSPECTING BOOTS \$4.49. 60 pairs Men's Tan or Black Prospecting Boots, high 10-inch-leg, two straps at top; double Goodyear welted soles, bellows tongue, large brass eyelets, \$6.00 value. All sizes 6 to 11. Wednesday \$4.49.

6,000 Rolls Wall Paper at Half Price (FIFTH FLOOR.)

2,350 rolls Papers, suitable for bedrooms and small parlors, neat patterns and colorings, assorted. Regular to 20c and 25c. Wednesday 9c.

3,050 rolls Imported Papers, for parlors, halls, dining rooms, exclusive patterns and colorings, soft effects for parlors. Regular to 75c. Wednesday 35c.

The Robert SIMPSON Company Limited