

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.

Moderate to fresh north and east winds; sea and cool.

SIMPSON

Waterproofs---Cravenettes and Paramattas

These waterproofs and light coats are exactly the thing for present wear. They are light to carry over the arm, less trouble than an umbrella. There is a vast difference between the old-time mackintosh and one of these waterproofs. A Paramatta never gets uncomfortably hot. It is waterproofed, not air proof.

English Paramatta Waterproof Coats, fawn shade, Raglan or motor style, the seams sewn or taped, slash pockets; sizes 35 to 44. Thursday, 10.50

Men's Imported English Paramatta Waterproof, double texture material, fawn and olive shade, seams sewn, taped and double stitched as well, military style with inlaid velvet collar, slash pockets, straps on sleeves; sizes 35 to 44. Thursday, 18.00

Men's Cravenette Coats, in rich dark shade of grey imported English cloth, 52 in. long, Chesterfield style, thorough workmanship and best trimmings; sizes 35 to 44. Thursday, 10.00

Men's Imported English Cravenette Waterproofs, 52 inches long, made Presto collar style, which can be worn buttoned up at throat; cloth is in fawn shade, a stylish stripe effect, workmanship and linings the best. Thursday, 12.00

Men's Hats

Men's Stiff Hats, new shapes, Christy's or King, best English make, all the popular widths of brim and heights of crown. Every up-to-date feature represented in these hats. Extra fine quality. Thursday, 2.00

400 Men's Stiff and Soft Hats, fine imported fur felt, correct fall styles, colors black, brown, fawn, slate and grey, manufacturers' samples. Regular up to \$2.50. Thursday, .98

China, Useful and Ornamental

(Basement)

Our China Department contains the everyday needfuls for the home, delicate and exquisite ornaments, the finest cut glass or inexpensive tumblers. All have been collected by skilled buyers. Whether the main idea of purchase be usefulness or beauty, rest assured that prices and qualities in our basement cannot be improved upon in this city. These Thursday items bear out our claim.

300 Japanese Tea Cups and Saucers, beautiful Satsuma decoration. Thursday, .25

Wedgwood Cream Jugs, in the famous Basalt blue. Thursday, .59

Wedgwood Teapots, in the original Flaxman Greek design. Thursday, 1.35

Royal Crown Derby Teas and Saucers, 2.25

40 Hand-painted Japanese Vases, in the famous Kioto decoration. Thursday, 2.98

102-piece Limoges China Dinner Set, rich Oriental border design, a superb service. Thursday, special, 100.00

Haviland Dinner and Tea Service of 102 pieces, artistic floral design, heavy gold stippled. Thursday, special, 59.25

10 Royal Doulton Toilet Sets, Kensington shapes, art colors. Thursday, 5.95

100 pairs Brass Candlesticks, heavy cast, antique design, bright finish. Thursday, per pair, .50



We launch our Blanket Sale on the last day of August, in order that people furnishing beds for Exhibition visitors may make their purchases in time.

Every housekeeper knows this sale as a money-saver. Year after year the blankets sold here during September have laid away over anything else obtainable in the city.

As long ago as last January, we were searching out good values for this sale—and, indeed, a large purchase concluded at that time has been saved until now, and will be the backbone of our September Blanket selling.

Simpson's blankets have always been found to be true by weight and measure. If you know what goes to make up blanket values, you'll be delighted with the showing that awaits you to-morrow on our

SECOND FLOOR, YONGE STREET

WHITE ALL-WOOL BLANKETS \$3.62 PAIR.

Fine, thoroughly shrunk, Pure Wool White Blankets, beautifully napped and finished, pink or blue borders, 7 lbs., 64 x 84 inches. Regular \$4.55 to \$4.69 pair. Sale price, Thursday, 3.62

SOFT WHITE UNION BLANKETS \$1.98 PAIR.

White Unshrinkable Wool Blankets, very soft, wash splendidly and are durable, perfectly finished, pink or blue borders, 60 x 80 inches. Regular \$2.50 to \$2.85 pair. Sale price, Thursday, 1.98

FLANNELETTE BLANKETS, LARGEST SIZE, \$1.29 PAIR.

Superior quality Flannelette Blankets or Winter Sheets, white or grey, dainty borders, beautiful, soft, strong weave, 70 x 84 inches, very large size. Sale price, Thursday, pair, 1.29

(Second Floor.)

GREAT BIG 10-POUND BLANKETS \$5.44 PAIR.

Made from the finest pure Saxony wool, soft and white, warm lofty finish, free from any oils or roughness, dainty pink or sky borders, 72 x 92 inches, 10 lbs. Regular \$6.75 to \$7.85 pair. Thursday, 5.44

1800 YARDS SUPER-ENGLISH SAXONY FLANNELLETTE 10c YARD.

32 inches wide, free from any dressing, full bleached, strong weave, with a soft, warm nap, a most satisfactory line. Sale price, Thursday, yard, .10

GREY WOOL FLANNELS 25c YARD.

27 inches wide, strong, even weave, plain or twill, beautiful, soft, warm finish, thoroughly cleansed, only 500 yards. Sale price, Thursday, yard, .25

Boys' Suits

"Youth is the proper season for improvement," and many young hopefuls will start improving on Tuesday next. Any improvement to their wardrobe may be best made with the aid of the Simpson store for boys. We are specialists, our qualities are high, and prices low. These suits are examples:

Boys' English Tweed Three-piece Suits, in a dark mixture; coat is three-button double-breasted, and finished with Air quality linings and trimmings; vest single-breasted; plain knee pants; sizes 29 to 33. Thursday, 5.00

Boys' Durable Tweed Two-piece Suits, in a dark brown ground, with fancy stripes; coat double-breasted style; plain knee pants; sizes 25 to 28, \$3.25; 29 and 30, \$3.75; 31 to 33, 4.50

Boys' Two-piece Bloomer Pant Suits, made from a strong wearing dark tweed; a splendid suit for school wear; coat double-breasted style; pants bloomer; sizes 26 to 30, \$3.50; 31 to 34, 4.00

Boys' Navy Blue Serge Reefer Coats, double-breasted style, with sleeve ornaments; sizes 21 to 24, 3.00

Boys' English Tweed Reefer Coats, in a medium grey herringbone weave pattern, latest double-breasted style, finished with velvet collar and cuffs on sleeves; sizes 21 to 26, 4.50

Sweaters and Underwear for Men and Boys

There are over sixty different sorts to choose from, so you should not find the slightest difficulty in getting the style you wanted. Some of the new color combinations look especially handsome.

Prices range all the way from 50c to \$7.00. This sweater display is worth an early visit on Thursday.

700 Garments of Men's White Natural Cashmere Underwear, shirts and drawers for fall wear. Pure wool and unshrinkable; sizes 34 to 44. Regular \$1.50. Thursday, 1.00

500 Men's Neglige Shirts, new designs and latest styles. Samples just purchased. Regular prices would be \$1.00, \$1.25 and \$1.50. Thursday, .69



Please Bear in Mind That There Will Be No August Furniture Sale in September

To-morrow is the last day on which you'll be able to buy Simpson furniture at August Sale prices. These prices represent such considerable savings that all the furniture you'll need for the next six months should be bought here to-morrow.

| | |
|---|-------|
| Parlor Suites—Regular \$41.00. Sale price..... | 33.60 |
| Parlor Suites—Regular \$37.50. Sale price..... | 28.90 |
| Parlor Suites—Regular \$26.75. Sale price..... | 21.60 |
| Parlor Suites—Regular \$65.00. Sale price..... | 48.90 |
| Dressers and Washstands—Regular \$10.00. Sale price..... | 7.90 |
| Dressers—Regular \$7.50. Sale price..... | 6.65 |
| Dressers—Regular \$13.75. Sale price..... | 10.90 |
| Dressers—Regular \$12.50. Sale price..... | 9.45 |
| Dressers—Regular \$11.50. Sale price..... | 8.90 |
| Dressers—Regular \$19.00. Sale price..... | 14.90 |
| Iron Bedsteads—Regular \$3.25. Sale price..... | 2.59 |
| Iron Bedsteads—Regular \$4.50. Sale price..... | 3.35 |
| Iron Bedsteads—Regular \$4.75. Sale price..... | 3.65 |
| Iron Bedsteads—Regular \$8.40. Sale price..... | 6.40 |
| Brass Bedsteads—Regular \$13.50. Sale price..... | 9.49 |
| Brass Bedsteads—Regular \$20.00. Sale price..... | 15.80 |
| Brass Bedsteads—Regular \$21.00. Sale price..... | 16.60 |
| Brass Bedsteads—Regular \$18.00. Sale price..... | 14.90 |
| Buffet Sideboards—Regular \$26.50. Sale price..... | 18.60 |
| Buffet Sideboards—Regular \$41.00. Sale price..... | 31.60 |
| Buffet Sideboards—Regular \$24.25. Sale price..... | 18.40 |
| Combination Sideboards—Regular \$22.75. Sale price..... | 16.90 |
| Buffet Sideboards—Regular \$33.75. Sale price..... | 26.60 |
| Writing Desks—Regular \$7.75. Sale price..... | 3.85 |
| Pedestals—Regular \$7.75. Sale price..... | 3.85 |
| Jardiniere Stands—Regular \$7.90. Sale price..... | 3.90 |
| Desk Tables—Regular \$16.00. Sale price..... | 9.45 |
| Library Tables—Regular \$18.00. Sale price..... | 13.85 |
| Library Tables—Regular \$27.00. Sale price..... | 19.90 |
| Telephone Sets of Table and Chair—Regular \$8.00. Sale price..... | 5.60 |
| Writing Tables—Regular \$13.50. Sale price..... | 5.95 |

The **SIMPSON** Company Limited

Spadina West choice of best value PR Real Cons their kicking S als, a conta the d averse view to the clearly T ing wi of Ho ronto, The G side is sepulc issue. make States Canad have n The D the co around will g Wilfri fiscal, only t view i procity advan it? M seems by rec on the He is for the fut the de cover aware Eit Club, it wil lic. G very self have proca reaso in 18 judg by wh the C the c mercy petin Britis Unite Amer pend favor with injur could

Recip

Sir growers Ho be satit demand dustry? Sir King a does no and sim Sir Aug. 5 hone disho valuc Ho Ag 1910, se tectio he sa the s same peg e every portio Wl Hope, a sider the Kill NO RE John R. mer Libere ure for Ha dal manu to the long to swallow who is wid is support Conservati RA ROME, I place at O negroes an negroes we ther distur