

SIMPSON Store Closes 5.30 p.m. Closes at 1 o'clock Saturday H. H. Fudger, President, J. Wood, Manager. Probabilities: Southerly winds; partly fair.



"To-morrow?"

How about to-morrow to meet a number of new Silk Turbans, fresh from our workrooms? They come well down on the head and are very large head-sizes. You'll be interested in looking through this new collection to find turbans in black, as well as in all the new colors. There is infinite variety among them, but they are all marked at very moderate prices, three fifty, four and five dollars each.

Ask to see the new Paris Feather Hats that are being opened up every day.

Cotton Laces, 3c a Yard

2,500 dozen Cotton Laces, in edgings and insertions, 3/4 to 4 in. wide. Regular 5c, 7c, 8c and 10c yard. Thursday 3c yard.

Groceries.

- 2,000 lbs. Dairy Butter, in prints, per lb. 23c.
Choice Sugar Cured Ham, half or whole, per lb. 20c.
Pure Cider Vinegar, XXX, per gallon 25c.
Salt, in 5-lb. bags, 3 bags 14c.
Pure Pickling Spice, best quality, per lb. 18c.
Mustard, in bulk, per lb. 20c.
Malta Vita Breakfast Cereal, 3 packages 25c.
Fresh Flaked Wheat, per stone 48c.
Choice Red Salmon, 1/2-lb. flats, 3 tins 25c.
Maggie's Soups, assorted, 6 packages 25c.
Scott & Taylor's Worcester Sauce, 3 bottles 25c.
Edwardsburg or Beehive Table Syrup, 5-lb. pail 25c.
Telephone direct to department.
3c ASSAM TEA 28c.
300 lbs. fine, rich, full-bodied Assam Tea, a 35c tea anywhere. Thursday, per lb. 28c.

New Arrivals

Add to Our Third Floor Interest

Women home from their summer outing will be eager to hear of the interesting new arrivals in town. To-morrow they will be waiting to receive you on our third floor. Perhaps you did not expect to be looking at New Suits and Coats so early, but they are here now in great profusion, and it would be a wise thing to see them from the first showing. We have searched diligently, but we cannot find their equal elsewhere in town. Other people will doubtless have the same experience, so an early visit is advisable.



Spread Out

Like a Huge Fashion-Plate

This collection of new styles on our third floor is nothing more or less than authentic information in fullest detail, about the coming season. It is a large fashion plate of three dimensions. You may walk all round the garments or walk round in them if you want to see how they suit you. There is no chance of disappointment when the seasons most popular styles are put before you in this way—you know all about fabrics, fit, and finish, before you get the garments home. A few new styles are described below.



"Regardless"

Few men can dress regardless of expense; in fact, it is safe to say that the neatest dressers among men are the best buyers—always on the look out for some good thing below the market price. For that reason these new trousers will appeal to men who are particular about their appearance.

These trousers are made from imported English worsteds, and are just the thing to wear with some dark coat (the pants of which are too far gone for further use). The patterns are new, and a very wide range will be found among the three hundred and fifty pairs that go on sale to-morrow morning. You'll find any size from 31 to 42 waist. If these trousers were taken into our regular stock, instead of being bought for a quick sale, they would be priced at \$3.50, \$4.00, \$4.50 and \$5.00.

To-morrow all go on sale at 99c.

A Good New Derby for a Dollar

Derby or Stiff Hats, made in England, in a specially good quality pure grade fur felt; a hat that will wear well and keep its color to the end, best of trimmings and finish; comes in black only, and the newest fall styles. Thursday \$1.00.

A stunning Tailor-made Suit, made of fine quality imported Venetian, in shades of black, navy and brown; coat is lined throughout with silk serge; fastens with fine novelty bone buttons; side pieces of self, stitched over front, and side of coat finished with small stitches; the new 9-gored skirt, with side plump. Price \$25.00.

A Diagonal Matting Cloth Suit, in a jaunty cut, coat heavily stitched, lined throughout with satin, trimmed with novelty bone buttons to match shades; the new bias cut skirt, with deep bias piece around bottom; shades are brown, navy and plum. Price \$25.00.

A Dressy-Walking Suit, made of French Panama, is attractive and well tailored; the coat is single breasted, and deep notch collar, trimmed with corded braid, fastens with novelty cloth buttons; the new gored skirt; shades are green, black, navy and grey. Price \$18.75.

NEW FALL DRESSES.

Misses' Dress, made of French Venetian, has yoke and collar of self, with outstanding overpiece of self, faintly trimmed with narrow silk corn and pipings of silk. The skirt has seven side pleats and heavily stitched over hips; shades are navy and cardinal; ages 14, 16, 18. Price \$11.50.

Misses' and Small Size Women's Dress, in fine French serge; dress is finely braided down left side trim collar to knee; yoke, collar and sleeve braided to match the new skirt, with side semi-pleats; shades are black and navy. Price \$12.75.

NEW FALL COATS.

An up-to-date Coat for fall, made of heavy weight serge, military style, with belt effect at back; collar inlaid with velvet, cuffs, belt and pockets, neatly finished with velvet strap and novelty buttons. 54 in. long, in navy only. Very special \$12.75.

A Fashionable Fall Coat of all-wool beaver, 54 in. long, and lined to waist with silk serge, back semi-fitted, and finished

with pleated effect from waist down; sleeves neatly tailored, and finished with strap to give cuff effect; pockets also trimmed with strap and buttons; this coat may be worn buttoned high or turned back for revers; comes in grey, navy, brown and castor, \$18.50.

An elegant Fall Coat, in black and white, decidedly smart and dressy, full length and lined to waist, semi-fitted, black, with strap, which is inlaid in black moire, and trimmed with small brass buttons, new pleated effect from waist down in back panel, long rolling collar, also inlaid in black moire, and trimmed with buttons, sleeves lined and finished, with trimmed cuff to match collar, new ornaments to give pocket effect. Price \$25.00.

A smart full length Semi-fitted Coat, in striped tweed, self lined across the shoulders; sleeves lined and finished, with buttoned tab; this coat has new circular skirt effect, which forms a double box pleat in back; the collar is a deep shawl style, inlaid in heavy corded silk, and trimmed with novelty buttons; colors brown and grey, \$14.00.

New Silk Velvets and Suitings

SILK VELVETS.

A beautiful range of shades in the new Chiffon Velvets; 24 inches wide, \$1.50, \$2.00, \$2.50 per yard.

Lyons dyed Dress Velvets, guaranteed qualities, in rich full blacks, suede and chiffon finish, 22 and 24 inches wide, at \$1.50, \$2.00, \$2.50.

A full range of the new fall shades in Cord Velvets at \$1.00 and \$1.50.

New Black Velvets, guaranteed fast pile and colors, stamped on the selvedge as above, rich full blacks, 27 inches wide, \$1.00, \$1.25, \$1.50.

SUITINGS FOR FALL.

Hopsack Wale Suitings, full range of the new subdued tones for fall and winter wear, very stylish and distinctive for suits and coats; this suiting tailors particularly well, carefully sponged and unshrinkable. 52 inches, \$1.50.

TWO-TONE CHEVIOT SUITINGS.

For suits and the new long coat for fall; this is an ideal suiting, new two-tone combinations and extra firm weave. 36 inches, \$1.50.

"WIDE WALE DIAGONAL SERGES."

Very popular suiting for this fall, in a lovely range of colors, every wanted shade, will be found in this suiting, thoroughly sponged and unshrinkable. 56 inches, \$1.50.

BLACK AND NAVY CHEVIOT SUITINGS.

Extra good weight, for suits and coats, just arrived, in the new mill finish, handsome and reliable quality. 56 inches, \$1.50.

Fast Wallpaper Selling on 5th Floor.

- Thursday we are clearing out 650 rolls Varnish Tiles, and 1,000 yards Green Burlaps, at very special prices.
1,000 yards Green Burlap, one yard wide, dyed, Regular 30c yard. Thursday 21c.
7,500 feet Room Mouldings, white enamel or imitation oak. Regular 2 1/2c. Thursday 1 1/4c per foot. (Fifth Floor.)

Heatherbloom Petticoats

Heatherbloom Petticoats, in new graduated stripe effects, navy, grey, green, cardinal or Copenhagen, with black, also black with grey, deep flounce, trimmed with two pleated trills, underpiece finished with trill. Regular \$3.00. Thursday \$2.65.

Dresser Scarfs, Lace and Ribbons, 98c

Line Dept., 2nd Floor.

75 only Dresser Scarfs, 18 x 54 in., all new goods, lace edge, and a lace and ribbon centre that is very new and pretty; to sell Thursday 98c each.

500 yards English Longcloth, full width, fine, firm, even weave, and a bright finish; this is a beautiful cloth. Thursday 11c yard.

100 only of the famous Simpson value \$2.00 Damask Table Cloths, size 9-10 or 2 x 2 1/2 yards; all new designs, and the quality the very best, at, Thursday, \$2.00 each.

Men's Silk Neckwear, To-morrow 25c

SILK NECKWEAR.

Several hundred Ties, in all shapes and widths, some reversible, others have French seams, scrolls, fancy stripes, plain and figured effects, come in the lot, and we will also include a good showing of our newest designs, just arrived for fall selling. See Yonge street windows for a good display of newest designs. Regular price up to 75c. Thursday 25c.

MEN'S \$3.00 COMBINATIONS \$1.85.

Superior Combinations are away ahead of any others in the way of fit and finish, and now our sizes are broken, we are going to clear them all out at far below cost prices; we will also include some pure Irish linen combinations, with short sleeves and knee length.

125 suits Men's Superior and Linen Combinations, in fine silk, Hosiery and mesh knit, and a few Irish linen, made in the athletic style. Regular prices range from \$2.00 to \$3.00. Thursday \$1.85.

Phone orders filled where we can.

Great Values in the Chinaware Dept.

(Basement)

17 only Dinner Sets, high grade English semi-porcelain ware, cobalt blue band design, all pieces gold edge and line. Thursday \$14.95.

Jardiniere, with chain for hanging, useful for decorative purposes, good assortment. Thursday 25c.

Cuspidors, strong matinee ware, good colors. Thursday 25c.

Fruit Jars, quart, 85c dozen.

8-inch Fruit Bowl, rich cut glass-ware, in the dearest design we have ever offered, deep flaring cut, a mass of scintillating colors. Thursday \$2.97.

13 only Dinner Sets, in genuine Carlsbad chinaware, natural color, floral spray decoration; all pieces finished in gold; See this decisive bargain, Thursday \$14.21.

200 English Decorated Teapots, best fireproof, buff and green ware, gold decorations. Thursday 25c.

Table Set, rich ruby glassware, heavy gold decoration; the set comprises four pieces, butter, sugar, cream and spoon holder. Thursday \$1.63.

Covered Sugar Bowl, pressed glassware, fine polish. Thursday 9c.

Have You Seen Miss Philadelphia's Shoes?

The firm of Laird Schober of Philadelphia make the highest priced shoes in the world. They make various styles for their best customers in France, Germany and England, but the shoes they turn out for the American market are the top-notchers, and are in demand from New York to Los Angeles.

We have just eighty pairs of these Laird Schober shoes, and instead of selling them at \$7.50, we will offer all of this smart lot on Thursday at \$5.85.

80 pairs only, Women's High Grade American Boots, a new lot just received from Laird-Schober, of Philadelphia, in four popular styles.

- 1. Imported tan Russia calf, button style, high heel.
2. Patent colt leather, with black cloth button top, high heel.
3. Gunmetal leather, with black cloth button top, high heel.
4. Gunmetal leather, with Blucher top, high heel.
All sizes 2 1/2 to 7, D width. Regular \$7.50. On sale Thursday 5.85

A Good Woman's Boot for \$3.00

- American make, four popular styles. On sale Thursday:
1. Patent colt, with black cloth button top, Cuban heel.
2. Patent colt, with dull half Blucher top, Cuban heel.
3. Gunmetal, with dull calf Blucher top, Cuban heel.
4. Dongola goatskin boot, Blucher top, Cuban heel.
3.00

Children's Boots 79c

240 pairs Children's Blucher Cut Boots, Dongola kid, patent toe cap, heavy sole, all sizes 5 to 10 1/2. A special purchase from Montreal. On sale Thursday 79c

Women's Patent Boots \$1.99

220 pairs Women's Boots, patent colt, creased vamps, dull goat Blucher tops, Cuban or military heels, all sizes 2 1/2 to 7 1/2. Special purchase price Thursday 1.99



You Cannot Afford to Pay Less For Bedding

Than the prices we quote you in this list for to-morrow. We make this statement with all the facts before us—we know what it costs to make the pillows and mattresses mentioned here, and we speak advisedly when we say you cannot buy them so close to this cost elsewhere. You cannot afford to pay less than these prices, because then you would be buying inferior bedding, and be preparing uncomfortable nights for every visitor who came to share your hospitality.

Mattress, well filled with seagrass centre and jute on both sides, tufted and covered in art ticking, all standard sizes. August Furniture Sale price \$2.65.

Mattress, covered with good quality fawn art ticking, and filled with fibre, with heavy layer of cotton on both sides, all standard sizes. August Furniture Sale price \$4.65.

Mattress, filled with pure white cotton, neatly tufted and covered with an extra good quality light green art ticking, all standard sizes. August Furniture Sale price \$5.75.

Mattresses, covered in good striped blue art ticking, filled with pure white cotton, well made, neatly tufted, and very comfortable. August Furniture Sale price \$7.75.

Pillows, filled with thoroughly renovated chicken feathers, and covered in good quality of ticking. Size 21 x 27. August Furniture Sale price \$1.25.

Pillows, filled with goose feathers, and covered with good striped ticking. Size 21 x 27. August Furniture Sale price \$2.70.

Woven Wire Bed Spring, frames made of thoroughly seasoned hardwood, closely woven steel wire mesh, triple weave, with heavy edge. August Furniture Sale price \$24.50.

Woven Wire Bed Spring, closely woven wire, supported with iron bands, sides of steel tubing, and ends of angle iron reinforced, all standard sizes. August Furniture Sale price \$23.50.

Iron Bedstead, in pure white enamel finish, strongly made, heavy posts, with brass caps, all standard sizes. August Furniture Sale price \$24.15.

Iron Bedstead, in white enamel finish, heavy posts, with seven upright fillers, brass rail, with knobs and caps at both head and foot end. August Furniture Sale price \$33.95.

Iron Bedstead, in white, green or blue enamel, neat scroll design, with fancy chills, heavy flat knobs, with brass rail and brass centre spindle at both head and foot end. August Furniture Sale price \$6.35.

Iron Bedstead, in pure white enamel finish, heavy continuous posts, with heavy filling evenly distributed, head and foot end, showing three turned brass spindles. August Furniture Sale price \$7.45.

Brass Bedstead, with 2-inch posts, well filled with heavy rods and fancy spindles, exceptionally neat pattern. August Furniture Sale price \$18.75.

Brass Bedstead, with heavy 2 1/4-inch posts, supported with seven upright 3/4-inch fillers, in dull or bright finished. 4 ft. 8 in. in size only. August Furniture Sale price \$23.75.

The Robert SIMPSON Company Limited