

The SIMPSON Store Closes 5.30 p.m. Closes at 1 o'clock Saturday H. H. Fudger, President, J. Wood, Manager. Probabilities—Southernly winds fine and warm; thunderstorms at night.



Toronto Women Luckier than New Yorkers this Season

At the present moment, the great majority of American women are in a sad plight. The fall styles have been announced. They know just about the kind of Suits, Skirts and Coats they want for autumn, but they cannot get them; 70,000 Cloak and Suit makers are on strike, riots are happening daily, and there seems little hope of a settlement. With thousands of orders untouched, the season is completely tied up, and New York manufacturers are thinking seriously of keeping their factories closed throughout the autumn.

Toronto Women not only know what the new styles should be, but they have the opportunity of coming to our 3rd floor and seeing exactly how the new Garments suit them.

Those of them who are in the habit of having their things made up, will find on our second floor a selection worthy of comparison with any New York store—at least, that's what American visitors have told us.

The Two Latest Styles in Women's Fall Suits

One of the new styles of Fall Suits is of fine serge, in black, navy and grey, tailored coat, semi-fitting, trimmed with buttons and braid. Skirt is side pleated on gore seams. \$18.00.

MISSIE'S FALL SUITS.
Smart Suits for fall wear, suitable for misses, or ladies who wear misses' sizes, of the new basket weave diagonal serge; coat is semi-fitted, with belt effect on sides; new pleated skirt; comes in green, grey or plum shades. Price \$14.50.
NEW NET GIMPEES.
(Waist Department, Third Floor.)
A new importation of these dainty little garments, so indispensable to the one-piece dress or the jumper. They come in various styles, some plain yoke and sleeves, others tucked all over, or with fancy designs; colors are white, ecru and black, at \$1.25, \$1.95 and \$2.95 each.
\$3.00 LONG CREPE KIMONOS \$1.95.
100 Kimono Gowns of serpentine crepe, Oriental, floral and conventional patterns, navy, sky, cardinal, helio, rose and myrtle, tucked front and back; fronts and 3/4 sleeves; trimmed with band of satin in harmonizing color. Sizes 34 to 44. Regular \$3.00. Tuesday \$1.95.
THE ARISTOCRACY OF DRESS GOODS.
"Black Broadcloths" from France, Austria, Germany and England, in the various weights and finishes; new glove finish, new satin finish, new suede finish, new chiffon finish. Aside from their excellent style and appearance, they are among the most popular cloths for fall wear.

FINEST QUALITIES OF BLACK BROADCLOTH, \$2.00, \$2.50 \$3.00.
Beautifully queenly qualities, made from the very finest wools, dyed to perfection, high grade qualities and fast unfading blacks. 52 and 54 in. \$2.00, \$2.50, \$3.00.
Every yard of these broadcloths guaranteed to give satisfaction.
BLACK SUEDE BROADCLOTH.
Good medium weight for coats and suits; tailors particularly well; dyed in a deep full black, beautiful firm quality, thoroughly sponged. 52 inches, \$1.25.
Black Glove Broadcloth, extra super fine quality, lovely, rich, permanent finish, ideal cloth for fall suits, thoroughly sponged and spot proof. 52 inches, \$1.50.
We have a magnificent collection to choose from, light chiffon makes for dresses to the heavy weights for coats.
BLACK BROADCLOTH.
Fine chiffon make, beautiful full rich blacks and unfading dyes, made from the finest Botany wools, thoroughly shrunk and spot proof. 52 in. \$1.00 yard.
AND IN THE SILK DEPARTMENT.
A special purchase of Rich Black Satin Duchesse and Rich Black Taffetas, guaranteed qualities, dyed and finished by the best French dyers, and regular selling price \$1.25 yard. 36 inches wide. On sale Tuesday at 97c. (Mail and phone orders promptly filled.)

Men's Waterproof Coats

Made in England from Canadian patterns. Splendid values, priced our way—

Men's Waterproof Coats, made from a single texture material, guaranteed thoroughly rainproof, in a rich olive fawn shade; cut in single breasted style, with neat military collar, with tab across throat, wind straps on sleeve, and slash pockets. Sizes 36 to 48. Price \$10.50.
Men's English Paramatta Waterproof Coats, in a handsome dark fawn shade; cut in the latest single breasted style, with Presto collar, which can be worn buttoned close up to the throat; with neat Prussian collar, or with lapels turned down, making a very serviceable coat for fall wear or for stormy weather, finished with wind protectors in sleeves and slash pockets. Sizes 36 to 46. Price \$12.50.
Men's Imported English Burberette Waterproof Coats, in a rich olive fawn shade, with neat faint fancy colored stripes; a guaranteed thoroughly rainproof material, which makes a very stylish coat, that can be worn in cool weather, or as a raincoat; cut in the up-to-date single breasted style, with Presto collar, which can be worn with lapels or buttoned close up to the throat, with neat Prussian collar. Sizes 36 to 46. Price \$18.00.

Men's Pyjamas and Underwear, Close to Invoice Prices

(Wanless Building.)
400 garments, Shirts or Drawers, of silkette and silk and Hsie mixtures, well made and trimmed by the leading French and Canadian manufacturers. Regular prices \$1.00 and \$1.25. Tuesday 89c.
(See Yonge Street Windows.)
250 suits of Men's Pyjamas to go at greatly reduced prices; a splendid selection of all kinds of materials, but not all sizes in each line. Regular prices from \$2.00 to \$2.50. Tuesday \$1.49.
(See Yonge Street Window.)

New Fall Hats

Men's New Derby Hats, fine grade English fur felt, and the latest 1910 shapes, light in weight, and easy fitting, colors black or brown. Tuesday \$1.50.
Men's and Youths' Soft Hats, trooper and regular styles, fine American fur felt, colors black, navy, brown, green and steel. Tuesday \$1.00.



THAT SEPTEMBER FEELING

There's a buoyancy in the air these days that suggests the near approach of September. But it is in more than the air; if you visit this store you'll find it in evidence in nearly every department. The whole store is alive and thrilling with the change from Summer to Autumn merchandise. Behind every counter salespeople are eager to show you new goods that they themselves are enthusiastic about. And they know you won't find them elsewhere, because we are getting the earliest European deliveries ever experienced. Come at your leisure and revel in this storeful of worthy novelties.

Four Invitations to Visit Our Linen Dept. To-morrow

200 pairs English Sheets, full size, about 70 x 90 inches, plain weave, good heavy and large, all new goods. Very special. Tuesday \$1.50 pair.
BATH TOWELS AT 33c PAIR.
300 pairs Colored Bath Towels, heavy and large, all new goods. Very special. Tuesday 33c pair.
150 Damask Table Cloths, size about 2 x 2 1/2 yards, good patterns, all new stock, good Irish make. Tuesday \$1.33 each.

Elastic Belts 23c—and New York Bags

960 only Black Elastic Belts at 3 a.m. go-quick prices. Regular 50c and 75c. Tuesday-morning, your choice 23c.
NEW BAGS FROM NEW YORK.
We have just received from New York four cases of Bags from four of the leading makers. These are all of the popular sizes, 8, 9, 10 and 11-inch frames, with double strap handles, leather and moire lining, patent clasps, fitted inside with change purse. Each, \$1.25, \$1.50, \$1.98, \$2.00, \$2.50, \$3.00, \$4.00, \$4.50 and \$5.00.

Five Reasons for Visiting the Basement To-morrow.

Crown Fruit Jars, pints, 55c dozen.
900 Jugs, large size, good assortment. Tuesday 15c.
Toilet Set, 10 pieces, full size, roll rim basin, floral design. Tuesday \$1.69.
Dinner Set, 97 pieces, best English semi-porcelain ware, full cream body, gold decoration, clover leaf design, in the new Wellington shape. Tuesday, set \$5.95.
30 only Brass Spindlers, heavy weight. Tuesday 69c.

Direct from the Convent to Simpsons

Real Irish Lace Stock Collars, Byron shape, and the new Beth collar, all new styles, direct from the hands of the Irish convent workers.
Byron Collars, each \$2.50 to \$5.00.
The New Bertha Collar, \$3.50 to \$6.00.
Stock Collars, extra special at \$1.75.
Irish Lace Turnover Collars, each \$1.25 and \$1.50.

\$6.50 Arm Bedroom Boxes \$3.98

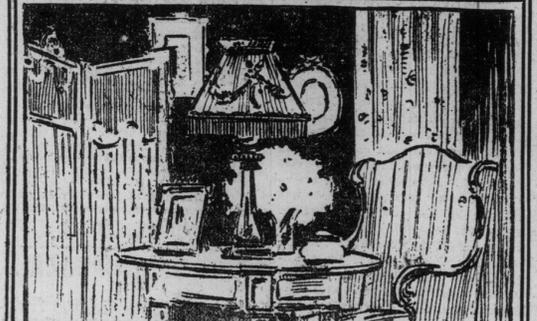
These have upholstered seats and backs; they are covered in art tickings, colonial cretonnes and taffetas, in dainty colorings, for bedroom use.
The frames and the upholstery are of the finest workmanship and best materials, cloth lined, and complete with castors. Regular \$6.50. Tuesday \$3.98.
150 pairs of Tapestry Curtains, 2 yards long, in green, red, green and red, and green and fawn. Tuesday, per pair \$1.98.

Seamless Tapestry Rugs

The quality is the best, and will wear wonderfully well. The medallions and all-over designs are excellent copies of high-priced Axminsters. Various colorings, including Orientals, fawn and green, fawn and red, green with chintzed pattern, and fawn with chintzed centre. Specially priced Tuesday: 3 x 3, \$9.98; 3 x 3 1/2, \$11.98; 3 x 4, \$13.98; 3 1/2 x 4, \$15.98.

Good Wall Paper Selling

On the fifth floor we are selling Wall Paper at greatly reduced prices. Note the following lines and prices:
4,820 rolls Imported Papers, for parlors, bedrooms and sitting rooms, good colorings of blues, pinks, greens, creams. Regular 35c. Tuesday 14c.
3,020 rolls Foreign Papers, for parlors, halls, dining rooms, dens and libraries, in red, brown, green, greys, fawns and champagnes. Regular to 75c. Tuesday 33c.



A Dozen Items in Upholstered Furniture

The kind of furniture and the kind of values that make our Fifth Floor the most attractive furniture floor in Canada.
Corner Parlor Chairs, made of solid birch mahogany finish, highly polished, spring seats, upholstered in silk tapestry. August Furniture Sale price \$6.90.
Parlor Arm Chairs, of neat design and comfortable frames are made of birch mahogany finish, fancy shaped panelled back, seat upholstered in good quality of silk tapestry. August Furniture Sale price \$9.75.
Three-piece Parlor Suite, of heavy massive design; frames are made of birch, with genuine mahogany veneer, panel backs, spring seat and edges, well upholstered in satin faced silk tapestry; set consisting of sofa, arm chair and rocker. August Furniture Sale price \$38.00.
Three-piece Parlor Suite, of good construction, neatly upholstered in silk tapestry; biscuit tufted back, spring seat and edges; frames are finished in birch mahogany, set consisting of sofa, arm chair and reception chair. August Furniture Sale price \$40.00.
Three-piece Parlor Suite, of colonial design, strongly made, and comfortable; frames are made of birch, in mahogany finish, with shaped spindle back, with neat roll arms, spring seats, upholstered in good quality of tapestry; set consisting of sofa, arm chair and reception chair. August Furniture Sale price \$35.00.
Three-piece Parlor Suite, in solid mahogany, highly polished, a very plain and neat design, spring seat and diamond tufted back, upholstered in green silk tapestry; set consists of sofa, arm chair and reception chair. August Furniture Sale price \$36.00.
Morris Chairs, frames are made of solid oak, early English finish, with loose, reversible cushions, covered in a good quality of plain green velour. August Furniture Sale price \$5.85.
Couches, solid hardwood frames, golden finish, heavy roll head end, flat buttoned top, spring seat and edges, covered in bossed velour, colors red or green. August Furniture Sale price \$10.75.
Couches, well upholstered, with spring seat, with neatly tufted top; frames are made of solid hardwood, golden oak finish, covered in plain green velour, block pattern. August Furniture Sale price \$6.75.
Couches, upholstered in maroon art leather, solid oak frame, golden finish, plain spring seat and head reception chair. August Furniture Sale price \$9.90.
Settees, in solid oak frames, finished in golden oak, fumed and early English, large, comfortable, spring seat, with cotton mattress, covered in plain green denim. August Furniture Sale price \$10.00.
Bed Davenport, iron frame, spring seat and back, well upholstered in white cotton filling, covered in plain green denim; is easily adjusted from a couch by day to a bed by night. August Furniture Sale price \$18.90.

Odds and Ends from the Hosiery Sale

Women's Fine English Black Cashmere Hose, medium weight, soft, good wearing yarn, plain and ribbed, double heel and toe. 23c value. Tuesday 23c.
Boys' and Girls' Imported Ribbed Black Cashmere Hose, seamless finish, fine elastic rib, strong wear-well yarn, double heel and toe. Sizes 6 to 3 1/2. Extra value at, Tuesday, 16c pair, 3 pairs 50c.
Women's two-dome Fine French Real Kid Gloves, soft, pliable skin, perfect finish and fitting, tan, brown, beaver, mode and black. Sizes 5 1/2 to 7 1/2. Usual 75c grade. Special Tuesday 49c.
Men's Summer Weight "Liama" Cashmere 1/2 Hose, no seams in sole, close fitting rib top, double heel and toe. 35c value. Special Tuesday 25c.

Pure Groceries—Economically Priced

One car Standard Granulated Sugar, 18 lbs. \$1.00.
Lake of the Woods Five Roses Flour, 1/2 bag, in cotton, 89c.
Choice Picnic Hams, 6 to 8 lbs. each, per lb. 16c.
St. Charles Cream, 3 tins 25c.
Fancy Japan Rice, 4 lbs. 25c.
Pure Gold Quick Tapioca, Chocolate and Custard Powder, 3 packages 25c.
Shirriff's Marmalade, 2-lb. jar 25c.
Post Toasties, 3 packages 25c.
White Swan Pancake Flour, 3 packages 25c.
Pure Lime Juice, Sovereign Brand, reputed quart bottle, 25c.
Garton's H. P. Sauce, per bottle 18c.
Parowax, for sealing fruit, 1-lb. box 10c.
Telephone direct to department.

Buy Your Boots on Tuesday

There's a good reason for doing it; the complete new stock of Women's "Queen Quality" Boots and Men's "Victor" Boots are here ready for your inspection. A PERFECT FIT is guaranteed when we put at your disposal every size and every width.
As you know, the styles for this autumn are a radical change; we regard the new boots now in stock as the last word in fine shoemaking. Come to-morrow and see them for yourself.

- WOMEN'S "QUEEN QUALITY" BOOTS AT \$4.00.
L687—Fine vicid kid, plain toe, button, common sense style, turn sole... 4.00
L674—Fine vicid kid, patent toe, lace, common sense style, turn sole... 4.00
L627—Fine vicid kid, button or lace, flexible wonder worker sole... 4.00
L604—Fine vicid kid, button, for large ankle, turn sole, easy fitting... 4.00
L686—Fine patent colt, button or Blucher, dull top, creased vamp... 4.00
WOMEN'S "QUEEN QUALITY" BOOTS AT \$4.25.
L177X—Fine vicid kid, button, patent toe, Cuban heel... 4.25
L640—Fine vicid kid, lace, kid toe, medium heavy sole... 4.25
WOMEN'S "QUEEN QUALITY" BOOTS AT \$4.50.
L321 1/2—Patent colt, dull Blucher top, Goodyear welt... 4.50
L745—Patent colt, lace or button style, Goodyear welt... 4.50
L223—Gunmetal, Blucher, Goodyear welt... 4.50
L738X—Vicid kid, dull Blucher top, Goodyear welt... 4.50
L4136X—Tan Russia calf, Blucher, Goodyear welt... 4.50
L2148—Patent colt, Blucher, cloth top, flexible sole... 4.50
L322—Vicid kid, Blucher, Goodyear welt... 4.50
WOMEN'S "QUEEN QUALITY" BOOTS AT \$4.75.
L125A—Patent colt, Blucher, dull top, Goodyear welt... 4.75
L929—Patent colt, button, Goodyear welt... 4.75
WOMEN'S "QUEEN QUALITY" BOOTS AT \$5.00.
L104—Patent colt, dull kid top, button, wonder worker sole... 5.00
L612X—Vicid kid, Blucher, cushion sole, Goodyear welt... 5.00
L318—Black calf, button, dull kid top, Goodyear welt... 5.00
L318—Vicid kid, dull Blucher top, Goodyear welt... 5.00
WOMEN'S "QUEEN QUALITY" BOOTS AT \$5.50.
L4509—Patent colt, dull calf, Blucher top, Goodyear welt... 5.50
L2118X—Tan Russia calf, button, Goodyear welt... 5.50
L907 1/2—Patent colt, new button top, Goodyear welt... 5.50
L509—Patent colt, new button black cloth top, Goodyear welt... 5.50
L504—Patent colt, new button black velvet cloth top, Goodyear welt... 5.50
L190—Patent colt, new grey pearl button top, plain toe... 5.50
MEN'S "VICTOR" BOOTS AT \$4.00.
L901—Box calf, Blucher, double sole, medium sole, medium toe... 4.00
L902—Velour calf, Blucher, single or double sole, medium toe... 4.00
MEN'S "VICTOR" BOOTS AT \$4.50.
L612—Vicid kid, lace style, straight last, single sole... 4.50
L614—Vicid kid, lace style or elastic side, double sole, plain broad toe... 4.50
MEN'S "VICTOR" BOOTS AT \$5.00.
L701—Patent colt, Blucher, double sole, medium pointed toe... 5.00
L835—Tan Russia or brown storm calf, Blucher, double sole, medium or broad toe... 5.00



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