

L. SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.

Moderate variable winds, fair and not quite so warm.

The Robert SIMPSON

The Hosiery Sale Joins the Furniture Sale To-morrow

in helping to make August, 1911, a month that will long be remembered by customers of the *Simpson Store*.



Before our August Hosiery Sale becomes a feature, many a weary hour of the Summer was spent over the knitting needles, making hosiery that was reliable to the last degree. But when it was discovered that reliable hosiery could be bought here at such low prices, it became unprofitable to knit, and this dependable sale soon became known as

The Sale With a Reputation Behind It

In other words, it has never disappointed customers in all the years they have attended—that's what makes a sale's reputation.

But we're not relying on past laurels. England and Saxony have never sent better values into Canada than those you'll see here to-morrow; and we, on our part, have never been able to offer such merchandise for so little money.

We've bought a tremendous stock; but as soon as these prices are read there'll be a run on our Hosiery counters that will sweep it away very rapidly. So make up your mind now to be on hand when the sale opens at eight o'clock to-morrow morning.

Here are opening values that will create a sensation:

- Women's Imported "Llama" Cashmere Hose, plain black, spliced heel, toe and sole, fine and soft, all sizes. Special Hosiery Sale price, Thursday, pair **.29**
- Women's Plain Black All-wool Cashmere Hose, full fashioned, double spliced heel, toe and sole. Regular value 45c to 60c. Thursday, pair **.29**
- Women's English Ribbed Black Cashmere Hose, extra quality long wool, full fashioned, all sizes. Regular value 45c to 60c. Thursday **.29**
- Women's Imported Silk and Cashmere Hose, fine elastic rib, black with colored silk, all sizes. Reg. \$1.00. Thursday **.49**
- Women's Fine Imported Lisle Thread Hose, plain black or tan, laces and fancy patterns. Regular 25c and 35c. Thursday, 18; 3 pairs **.50**
- Women's Fine Imported Lisle Thread Hose, silk embroidered, laces, and plain open shades, also fancy patterns. Reg. 50c. Thursday, pair, 35; 3 pairs **1.00**
- Women's Fine Imported Lisle Thread Hose, in a variety of kinds, tan, black and colors, in plain lisle, also laces and embroideries. Regular 40c. Thursday **.25**
- Infants and Children's Lisle Thread Socks, blacks, white, with fancy tops. Regular 25c, 30c. Thursday **.15**
- Girls' and Boys' Ribbed Black Cashmere Stockings, double spliced heel, toe and sole, English made, all sizes. Regular 30c. Thursday, 19; 3 pairs **.50**
- Girls' and Boys' Black Ribbed Cashmere Stockings, full fashioned, double spliced heel, toe and sole, all sizes. Regular 40c. Thursday, pair **.25**
- Men's Imported Lisle and Cotton Socks, plain and fancy colors, also silk embroidered and fancy patterns. Regular 25c and 35c. Thursday **.15**
- Men's Fine Imported Lisle Thread Socks, in great variety, black, tan and colors, silk embroidered and fancy patterns. Regular 45c. Thursday, 25; 3 pairs **.69**
- Men's Imported Shot Silk and Cashmere Socks, elastic ribbed, full fashioned, double spliced heel, toe and sole, black with colored silk. Regular 60c. Hosiery Sale price, Thursday, 35; 3 pairs **1.00**
- Men's Imported "Llama" Cashmere Socks, English made, double spliced heel, toe and sole, all sizes. Reg. 35c, 40c. Thursday **.25**

Not the Least in Importance of Our August Sales is The Sale of Black Silks

In the eyes of many women it comes first; and there is no wonder when the high qualities, low prices, and the fact that it comes but once a year are taken into account.

The quality of our dress goods and silks does not improve from year to year because it is "the best for the money" all the year round and every year. That is why the sale is so popular and the department holds the reputation it does amongst Toronto women.

We back up our claim with these items for Thursday. (2nd Floor.)

- 1.—1,000 yards Rich Black Messaline, rich black Satin Paillette, and rich black Satin de Chene, three beautiful weaves, most fashionable for the fall, 36 ins. wide. Thursday's Sale, per yard **1.00**
 - 2.—1,000 yards Rich Black Satin Duchesse, of extra fine quality and high lustrous finish. A beautiful soft draping fabric, 36 ins. wide. Thursday's Sale, per yard **1.24**
 - 3.—1,800 yards Rich Black Satin Duchesse Paillette, heavy quality, even weave, full black, 40 ins. wide. Per yard **1.24**
 - 4.—800 yards Rich Black Satin Duchesse Mousseline, a beautiful draping fabric with a charmeuse finish, 40 ins. wide. Thursday, per yard **1.68**
 - 5.—500 yards Rich Black Duchesse Paillette, firm, even weave, full black, 40 ins. wide. Thursday's Sale, per yard **1.00**
 - 6.—1,000 yards C. J. Bonnet's Black Double-faced Peau de Soie, guaranteed quality, dye and finish, 20 ins. wide. Thursday's Sale, per yard **.69**
- BLACK DRESS GOODS.**
- Hand in hand with our sale of Black Silk goes a steady outpouring of black dress and suiting fabrics. They are imports from the leading European markets.
- When you are attending the Silk Sale, you will do well to spend some time in the neighboring department where you will find displayed the newest weaves, made from the finest wools and the purest dyes, and all fully guaranteed.
- ONE ITEM SPECIALLY PRICED FOR THURSDAY IS BLACK SAN TOY.**
- 1,500 yards All-wool San Toy, a rich finished fabric, in fine corded effect, that gives excellent service combined with a good appearance. 44 ins. wide. Regular value \$1.25. Thursday **.84**

Men's Shirts---4,000 of Them---at 44 Cents

These are the kind of shirts you'd gladly wear the year round. If we hadn't cleared the overmakes of a leading Canadian manufacturer these shirts would have to go on sale at A DOLLAR AND A QUARTER.

Plain and pleated front negliges, in all-white or colored stripe chambrays and cambries, some collar attached, others separate collar, outing shirts with double soft cuffs; sizes 14 to 17. Regularly up to \$1.25. Thursday **.44**

A Special Sale of Men's Trousers

In the Custom Tailoring Dept. (Main Floor.)

Drop in on Thursday and get measured, choose your patterns (there are 200), you will save \$1.50 or \$2.00, and get a satisfactory pair of trousers. Materials are English worsteds and Scotch tweeds, in light and medium colors. Workmanship the best. A fit guaranteed. Reg. \$5.50 and \$6.00. Thursday, 4.00

Boys' Sailor Blouse Wash Suits, in white and tan stripes; pants prints, percales and madras cloths, in white and blue grounds with stripes. Sizes 4 to 14 years. Regular 50c to 75c. Thursday **.29**

Boys' Sailor Blouse Wash Suits, in white and tan stripes; pants elastic bloomer style. Sizes 6 to 10 years. Regular price 75c. Thursday **.50**

Some Other Items to Interest Men and Boys

KHAKI SUITS.

Special extra heavy American army duck, Norfolk style, buttoned up close to throat, all sizes 36 to 44. Thursday, 7.00

MEN'S AUTO DUSTERS.

Made from Hollands and grass linens, all sizes. Regular \$2.50, \$3.00 and \$3.25. Thursday at **1.98**

MEN'S AUTO DUSTERS.

Men's Auto Dusters, made from a good, heavy, strong linen and Repp cloth, in single and double-breasted button up close to the throat styles, all sizes. Regular \$4.00 to \$5.00. Thursday **3.49**

Men's Hats

Men's Neglige Shape Straw Hats, white Canton braids. Regular up to \$2.00. Thursday **.49**

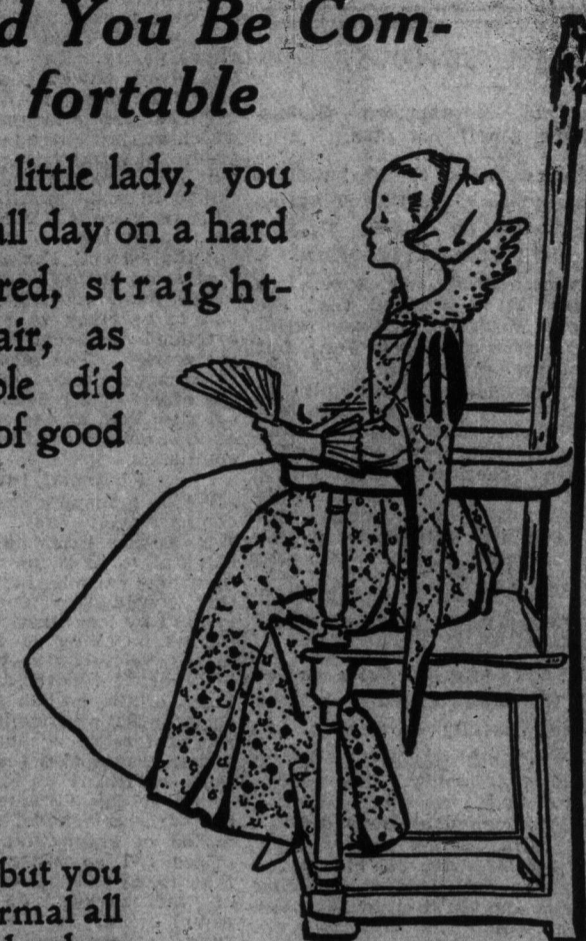
Men's Stiff Hats, fine English make, and up-to-date shapes, black only. Thursday **1.00**

Boys' Bulldog Shape Caps, in fine tweeds and navy serges. Regular 50c. Thursday **.29**

Would You Be Comfortable

If, like this little lady, you had to sit all day on a hard unupholstered, straight-backed chair, as most people did in the days of good Queen Bess?

Elizabethan furniture is handsome and formal; we can show you some beautiful examples of it; but you cannot be formal all the time, and when you want to relax, you'd be glad to find



Upholstered Furniture

at such prices as we quote here for to-morrow.

With regard to upholstered furniture, we are going to pursue the same policy as with the other furniture of the sale, that is, marking it at prices quite beyond peradventure the lowest hitherto known on furniture of this quality.

And along with this, remember that our section of upholstered furniture has been mentioned as the most attractive part of our exhibit. You don't know what solid comfort is until you sink back into one of these luxuriant pieces; and you certainly don't have to sink much money here to possess it.

Parlor Suites of Three Pieces, in mahogany finish, highly polished, settee, arm chair and arm rocker. Regular \$37.50. August Furniture Sale **29.90**

Parlor Suites of Three Pieces, in dull mahogany finish, with covering of silk tapestry. Regular \$51.00. Sale **39.00**

Parlor Suites of Three Pieces, in mahogany finish, dull, deep spring seats with panel backs. Regular \$53.75. Sale **41.60**

Parlor Suites of Three Pieces, in mahogany, finished dull, settee, arm chair and arm rocker. Regular \$71.00. Sale **49.90**

Parlor Suites of Three Pieces, a massive design, heavily hand-carved, with deep spring seats and tufted backs. Regular \$89.00. Sale **63.70**

Parlor Suites of Three Pieces, finished mahogany, highly polished, plain spring seats and backs, with ruffle fronts. Regular \$90.00. Thursday **68.00**

Parlor Suites of Three Pieces, built on Sheraton lines, in solid mahogany, good plain upholstering throughout. Regular \$120.00. Thursday **89.00**

Library Suite of Two Pieces, in solid mahogany, with green silk plush covering. Regular \$112.00. Sale **78.00**

Library Suite of Three Pieces, a massive colonial design, in solid mahogany, with upholstering of No. 1 leather. Regular \$208.00. Sale **149.00**

Library Suite of Two Pieces, in solid mahogany, deep spring seats, with tufted backs, covering the best leather. Regular \$157.00. Sale **114.00**

Davenport, in mahogany polish finish, plain, deep spring seat, with tufted back. Regular \$67.50. Sale **31.90**

Davenport, in mahogany, plain upholstering throughout, with deep spring seat. Regular \$55.00. Sale **39.00**

The Robert SIMPSON Company Limited