

SIMPSON Store Opens 8 a.m. Closes at 5.30 p.m. H. H. Fudger, Pres. J. Wood, Manager PROBS. Local thunderstorms, but mostly fair and decidedly warm. **SIMPSON**

Arrange To Make Your Ankles Attractive



Modern summer fashions have been so designed that ankles are no longer an inconspicuous part of one's anatomy. This being so, why not see to it that your ankles are pleasantly conspicuous, rather than the reverse?

The Simpson August Sale of Hosiery comes just in time to make the rest of your summer a hosiery treat—in fact, the rest of the year should be provided for at this sale, for you'll not see values like these published again (outside of this sale) during nineteen-eleven.

MEN'S SOCKS.

Lisle Thread and Cotton, black, tan and fancy patterns. Regular 25c. Wednesday, half price **.12½**
Men's Plain Black Cashmere, seamless, spliced heel, toe and sole. Regular 20c and 25c. Sale price **3 pairs .50**

WOMEN'S HOSIERY LESS THAN HALF PRICE.

Fine Imported Lisle Thread Hose, a large variety; plain, in all colors; laces and silk embroidered. Regular 35c and 50c. Wednesday **.19**
Pure Silk, gauze weight, spliced heel,

toe and sole; black and colors. Regular 75c. Sale price, per pair **.59**
Plain Black Seamless Cashmere, double-spliced heel, toe and sole. Regular 30c. Wednesday, Hosiery Sale price **.20**
Plain Black "Llama" Cashmere, English made; soft and fine; extra spliced heel, toe and sole. Sale price **.29**

FOR BOYS AND GIRLS.

Ribbed Black Cashmere, English make, good wearing. Regular 30c. Hosiery Sale price, Wednesday, pair .. **.19**
Tan Cotton Stockings, all sizes; 20c value. Wednesday **.10**

The Rug Sale — Axminster Day

(Fourth Floor)
 The Axminster needs no description, its wearing qualities and handsome appearance are too well known. Of course, there are Axminsters and Axminsters. Those that go to make up Wednesday's great sale were not put together for the occasion. They are perfect and seamless; Oriental and floral patterns and plain, bordered designs, in almost every coloring; are here to choose from, at prices which invite comparison.

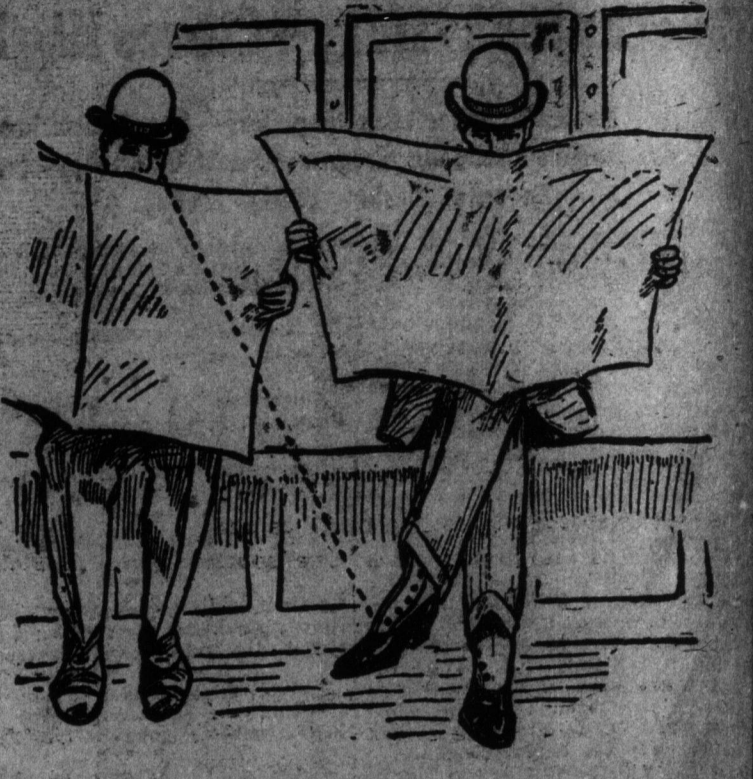
Our Rug Sale includes velvets, tapestries, Brussels, Wiltons and Ingrains, but Wednesday the Axminster holds the floor.
 7 ft. 6 in. x 9 ft. 0 in. Sale price **19.95**
 9 ft. 0 in. x 9 ft. 0 in. Sale price **24.45**
 9 ft. 0 in. x 10 ft. 6 in. Sale price **29.45**
 9 ft. 0 in. x 12 ft. 0 in. Sale price **34.45**
 10 ft. 6 in. x 12 ft. 0 in. Sale price **39.00**
 10 ft. 6 in. x 13 ft. 6 in. Sale price **44.45**

Are You a Man Who Can Wear a Sample Boot?

That is Sizes 7 and 7½, Widths C, D and E

500 Pairs of Them Go on Sale at Half Price To-morrow

Any shoe man will tell you that "Invictus" are the best shoes made in Canada to-day. Should you ask him who makes the second best, he would give you the name of the manufacturer whose sample boots we will sell on Wednesday morning at half the regular price. On account of the "half price" feature of this sale, we are requested not to use the maker's name, which is known from coast to coast for standard prices, custom quality, best styles, comfortable fit and long wear.



500 pairs Men's Custom Grade Boots, the nicest lot we have had since the last sale of "Invictus." They are travellers' samples, made from the finest selection of vici kid, gum-metal, tan, Russian calf, velours calf and patent colt leathers, on new 1911 fall and winter style lasts, in Blucher, button and lace styles; single and double thick Goodyear welt soles, single and double thick shanks; leather and duck lined; some styles are absolutely waterproof; C, D and E widths; sizes 7 and 7½. Regular prices \$4.50, \$5.00, \$6.00 and \$7.00. On sale Wednesday, all one price **2.95**

Attractions at the Jewelry Counters

(Main Floor)
 700 Dress Pin Sets, fine Roman finish; set of one pearl veil pin and two beauty pins; set of five plain or engraved beauty pins; set of three pearl beauty pins; set of two engraved sterling silver beauty pins. Wednesday, per set **.25**
 300 10k Gold Baby Signet Rings, plain and fancy chased patterns; all sizes; monogram or initials engraved free. Regular value \$1.00. Wednesday, each **.59**
 230 Women's and Men's Lockets, plain, engraved and stone set; neat and fancy patterns; round, oval or heart shape. Regular value \$3.00. Wednesday, each **.89**
 Monogram engraved free.

New Imported Parlor, Dining Room and Hall Wall Papers

Soft blending shades, in brown, tan, wood colors, greens, champagnes, greys, in plain effects, are the latest. Ask to see our new selection of Aerochromes.
 New English, French, German, American High-Class Papers. Per roll, **25, 35, 50, 75, 1.00** to **3.50**
 Kentucky Aerochrome, oil colored, 5 feet wide, with blended frieze; hand made. Per yard **1.00 and 1.50**
 3650 rolls Imported and American Parlor and Dining-room Papers, in tapestry, stripe, plain, figured and floral effects, in greens, browns, tans, red, yellow, blue and their blends. Regular to 35c. Wednesday, **.17**; regular to 50c. Wednesday, **.24**; regular to 75c. Wednesday **.38**
 1850 yards Friezes and Cut-out Effects, assorted colorings. Regular, per yard, 8c. Wednesday, **.4**; regular, per yard, 15c. Wednesday, **.8**; regular, per yard, 25c. Wednesday **.13**

Basement Items of Interest

Towel Bars, "The Brasscrafters" brand; made from the best high brass; heavily nickelled, with screws for attaching: 12-inch, Wednesday, **.40**; 14-inch, Wednesday, **.45**; 16-inch, Wednesday, **.50**; 18-inch, Wednesday, **.55**; 20-inch, Wednesday, **.60**; 24-inch, Wednesday, **.75**; 30-inch, Wednesday **1.00**
 Household Trays, flower patterns, on tile, nickel trimmed, two sizes. Wednesday **.39 and .59**
 Deep Fruit Dishes, painted patterns, on tile; nickel trimmed. Wednesday **.59**
 50 only Large Hammocks, loose weave, red and green stripes, with valance; 32 x 74. Wednesday **.69**

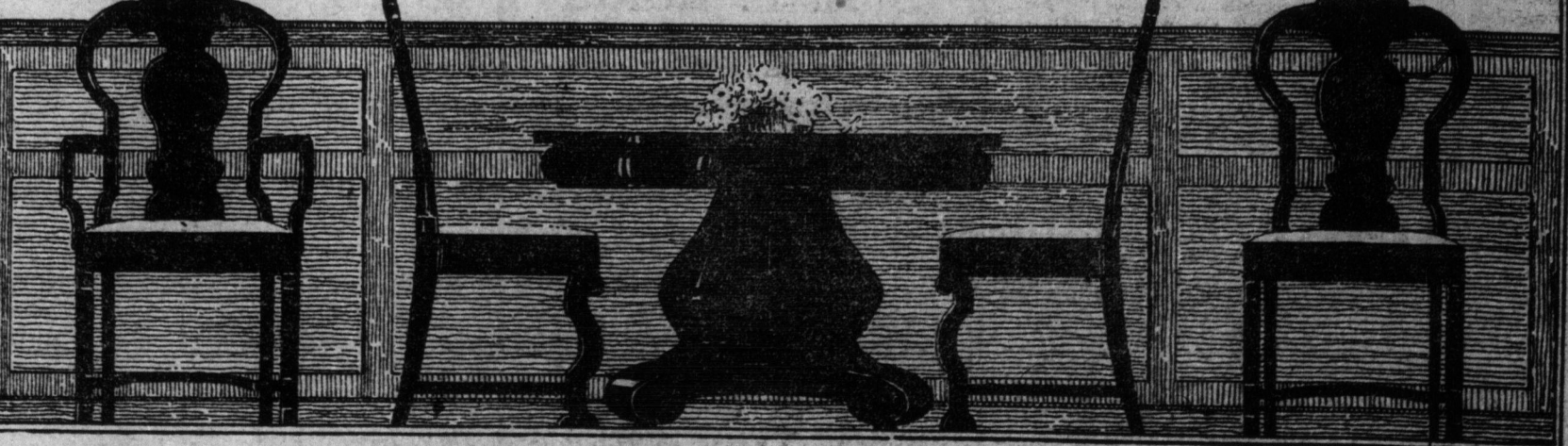
"Pot Luck" is the Best of Luck at Wednesday's Sale of Dining-Room Furniture

When you ask a friend to come and take pot-luck with you, it's not always certain that your repast will be out of the ordinary. But isn't it a great satisfaction to know that your dining-room appointments at least are beyond reproach? You may obtain this perpetual satisfaction to-morrow at a price that will astonish you, if you come to our Fifth Floor. Look particularly for the pieces mentioned here:

- Dining Tables**, in mahogany, finished dull; pedestal design, with round top. Regular price \$40.00. August Furniture Sale **31.60**
- Dining Tables**, in mahogany finish, round top; pedestal design, with scroll supports. Regular \$32.00. August Furniture Sale **24.90**
- Dining Chairs**, in mahogany, with leather upholstered seats; sets of five small chairs and one arm chair. Regular \$54.00. August Furniture Sale .. **41.00**
- Dining Chairs**, in mahogany, with leather upholstered seats and backs; sets of five small chairs and one arm chair. Regular \$65.25. August Furniture Sale **49.00**
- Buffet Sideboards**, in genuine quartered oak, fumed finish; good cupboard and drawer space. Regular \$26.50. August Furniture Sale **19.60**
- Buffet Sideboards**, in solid quarter-cut oak; mission design and finish. Regular \$26.00. August Furniture Sale **18.90**
- Combination China Cabinets and Sideboards**, in quarter-cut oak, rich golden finish; good cupboards and display space; beaded glass doors and bevelled British plate mirrors. Regular \$69.00. August Furniture Sale **54.60**
- Dining-room Suite**, in Circassian walnut; sideboard, china cabinet, extension table, dinner wagon, five small and one arm chair. Regular \$243.00. August Furniture Sale **189.00**
- Buffet Sideboards**, in selected quarter-cut oak, rich dark fumed finish. Regular \$54.00. August Furniture Sale **42.60**
- Dining-room Suite**, in genuine mahogany; in colonial design; sideboard, china cabinet, dinner wagon, extension table, five side chairs and one arm chair. Regular \$467.00. August Furniture Sale **359.00**
- Buffet Sideboards**, in mahogany, finished dull; a new pattern built on straight lines. Regular \$78.00. August Furniture Sale **62.00**
- Sideboards**, in mahogany, dull finish; an exceptionally neat design, with fluted posts and columns. Regular \$48.00. August Furniture Sale **37.60**

And Here's Some Attractive China to Go With It

- 500 Decorated Fruit Plates, Cake Plates, Soup, Dinner and Tea Plates, Bakers, etc. To clear **.5**
- Covered Vegetable Dishes, in strong porcelain ware, while they last **.25**
- 97-piece Dinner Set, of best English semi-porcelain ware, in the popular Crown Derby decoration; complete dinner and tea service for twelve people. Wednesday **12.50**
- Table Tumblers, bell and straight shapes. Special **6 for .23**
- 99 pieces Rich Cut Glass, comprising Bon-Bon Dishes, Rose Bowls, Vinegar Bottles, Sugar and Cream Sets, Flower Vases. Special **2.25**
- Brass Fern Pots, footed, in brush finish, with lining. Regular \$2.00. Special **.98**



The **SIMPSON** Company Limited

Clothes For Critical Men

(Main Floor)

The Suits for Wednesday's selling are the kind that are fashionable; fashionable because of their neat, quiet brown and grey tones, their reliable English worsted and Scotch tweed materials, and the good workmanship put into them.

No doubt a reduction in price of from \$5.00 to \$11.00 per suit will make them even more desirable in the eyes of our Wednesday customers. There are 195 suits, in all sizes. Regular price up to \$22.00. Wednesday **10.95**

Boys' Wash Suits, in Russian and sailor blouse styles; fancy stripe and check galatea cloths, and plain linens; pants elastic bloomer style; sizes 2½ to 10 years. Regular \$1.25, \$1.50, \$1.75 and \$2.00. Wednesday **.87**

Boys' Fancy Shirt Waists, with soft attached collar and patch pocket; white and blue grounds; sizes 4 to 9 years only. Regular 50c to 75c. Wednesday at **.25**

Outing Shirts for Boys and Slender Men, in deep cream or light blue shades only; made from a finely mercerized satine; collar attached and pocket; sizes and half sizes, 12 to 14½. Regular up to \$1.50. Wednesday, each **.69**

Men's and Youths' Silk Neckwear, in all styles of Derbys, four-in-hands, reversibles, open ends, etc.; plain colors, stripes and figures; all shades. Regular prices 39c, 50c and 75c. Wednesday, each **.25**

Men's Golf Shape Caps, medium or large peaks, in fancy pattern tropical weight tweeds and worsteds; best silk linings. Regular up to \$1.00. Wednesday, **.45**

42 Men's Panamas, latest American shapes, in the new telescope and tourist crowns; extra fine quality and finish; 1000 hats. Wednesday **4.50**

For the Windows

(Fourth Floor)
Oil Opaque Window Shades, hand made cloth; medium and dark green or cream; 37 inches wide, 6 feet long; trimmed with lace or insertion; mounted on Hartshorn rollers; flexibility and finish are unsurpassed; with brackets and pull, 65c. Wednesday ... **.39**

TAPESTRY CURTAINS.
 Special Showing of Tapestry Curtains—A maker's output of colorings, in one and two-toned effects; reversible patterns; finished with fringe at top and bottom; 45 inches wide, 3 yards long.