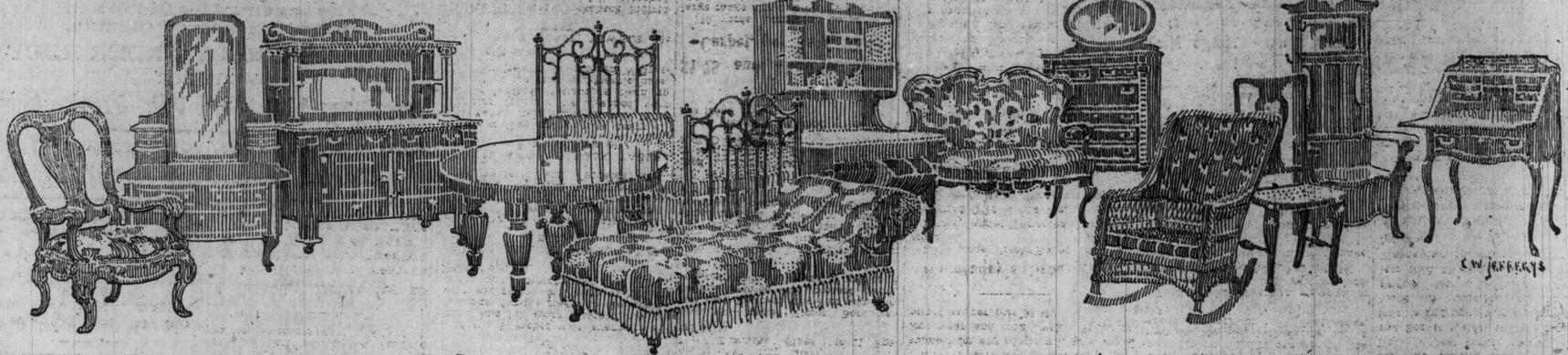


The Robert **SIMPSON** Company Limited
 H. H. FUDGER, President. J. WOOD, Manager.

Main 7841
 50 Lines to Central

The Robert **SIMPSON** Company Limited
 PROBABILITIES—Easterly winds; mostly fair; a few local thunderstorms; temperature about same

Tuesday, August 2, 1910



Great Preparations Have Brought Great Results IN OUR AUGUST FURNITURE SALE

A Variety You Cannot Duplicate

Those who attend the opening of our Furniture Sale to-day will be surprised at its scope. When you get a dozen of the leading factories of the Dominion focussing their preparations on ONE SALE, the result is interesting, as Fifth Floor visitors to-day will find out. You'll see here the kind of furniture you don't want to forget, in a variety you cannot duplicate.

Buffet Sideboard \$33.50 Buffet Sideboard, in solid white quartered oak, early English finish, case 54 in. long; three large cupboards, with two doors, fitted with leaded glass; one long deep linen drawer, and two short cutlery drawers; large British plate mirror. August Furniture Sale price **33.50**

Set of Dining Room Chairs \$18.75 Solid Quartered Oak Dining Room Chairs, of exceptionally good design, highly polished, upholstered in genuine leather; sets consisting of 5 small chairs and 1 arm chair. August Furniture Sale price **18.75**

Chiffonier \$18.00 Chiffoniers, in genuine oak, golden finish or birch and genuine mahogany veneer, highly polished, five large drawers, trimmed with brass pulls, neat toilet, fitted with British bevel mirror. August Furniture Sale price **18.00**

Princess Dresser \$15.30 Princess Dressers, in quartered oak and mahogany, highly polished, two large drawers, trimmed with knobs, large British bevel plate mirror. August Furniture Sale **15.30**

The Best Factories' Best Products

—That's just what our FIFTH FLOOR represents at present! The summer selling of furniture is generally the heyday of the mushroom factories that exist merely for "special sales." As a rule, the good factories don't try to compete. But this year our ready money has encouraged a dozen of the best factories to make this store a midsummer outlet for their fine products.

Brass Bed \$11.80 Brass Bedstead, with heavy 2-inch posts, and close upright filling, 5-8 inch top and bottom rail, full extension drop foot, bright finish. **11.80** Sizes 4 feet and 4 feet 6 in. August Furniture Sale price

Iron Bed \$6.35 Iron Bedsteads, heavy posts, with fancy scroll filling, brass rails at head and foot ends, with special large knobs. Sizes 4 ft. and 4 ft. 6 in. August Furniture Sale price **6.35**

Fine Mattress \$12.75 Mattress, filled with pure white layer cotton felt, biscuit tufted and imperial roll edge, covered with an extra good quality of fawn art ticking. August Furniture Sale price **12.75**

Bed Spring \$2.70 Bed Springs, with strong all iron frame; bronze finish, closely woven wire fabric, all standard sizes. August Furniture Sale **2.70**

How OUR Ready Money Saves YOURS

Makers of the best furniture are no different from the rest of humanity in their appreciation of ready money—only their product is so good they don't have to "come to terms" as their inferior brothers do. But if you'll examine our prices you'll conclude that we're on the good side of the good manufacturers now, and that our timely buying of this good furniture means money in your pocket.

Parlor Suite \$21.00 Three-piece Parlor Suite, consisting of settee, arm chair and arm rocker, frames of birch, highly polished, neatly upholstered in silk tapestry. August Furniture Sale price **21.00**

Morris Chair \$5.85 Morris Chair of mission design and mission finish, solid oak frame, strongly made; reversible loose velvet cushions. August Furniture **5.85** Sale price

Couches \$9.75 Couch, with solid oak frames, finished golden, upholstered in extra good quality of embossed velours, plain top, spring seat and edge. August Fur- **9.75** niture Sale price

Sliding Bed Couch \$8.25 Sliding Bed Couch, made of heavy angle iron with wire fabric spring, tufted mattress in green denim with valance at front and both ends. A comfortable couch by day, extended to a bed **8.25** for night. August Furniture Sale price

Women's Wash Suits
 \$1.98 INSTEAD OF \$5.00 TO \$7.50.

How long will it take to clear out 300 Wednesday morning? Clearance sale of Women's Wash Suits in a variety of light and medium weight materials, repp, linene, rammie, diagonals and mercerized talans, in the lot are the following colors: White, carn, rose, lavender, natural, sky, pink and grey; square and round cut coats, trimmed with novelty and pearl buttons; skirts are gored or pleated styles; 300 suits in the lot. Sold regularly at prices ranging from \$5.00 to \$7.00. To clear Wednesday \$1.98. Cannot accept phone or mail orders for these suits.

\$15.00, \$17.50 and \$25.00 SILK OR SERGE COATS \$9.95.

An assortment of Women's Long and Medium Length Coats, with semi or close fitting backs, trimmed with self strappings or buttons; materials are pongee and bengaline silks, in black only, and of all-weather in cream only. These sold regularly at \$15.00, \$17.50 and \$25.00. Wednesday \$9.95. \$4.50 SEPARATE SKIRTS \$3.95.

60 Separate Skirts for misses and ladies who wear misses' sizes, of a splendid quality fine serge, in black, navy and brown; side gores have pointed yoke effect, and pleated to bottom, trimmed with buttons. Regular value \$15.00. Wednesday \$3.95.

Wednesday You May Buy \$4.00 FINE MULL WAISTS FOR 98c.

That is if you come early enough—early as 8 a.m. would be best. A collection of high-class Waists, made of fine mull, all this season's latest ideas, fine tucking, beautifully hand embroidered; low Dutch or high neck, dainty sleeves, entire waist is trimmed with real linen or French Val lace; all sizes in the lot, but not all sizes in every style. Regular \$4.00. Sale Wednesday 98c.

OTHER SMART WAISTS SHORT PRICED.

100 Women's Good Print and Chambray Waists, made in smart shirt style, tucking, linen collar, box pleat, trimmed with the pearl buttons, blue, green, mauve, a few black and white. Regular \$1.00 and \$1.50. Wednesday 68c.

200 Smart Linen Shirt Waists, front on clearing expensive Hats will be spoken, and that many of our show-cases will be filled with something else; beautiful hand made effects, in braids, expensive shapes and trimmings, will be found in the make-up of these hats. They are in black, white and some of the best colors. Wednesday's sale \$5.00.

More Black Dress Goods Have Arrived

Still further increasing our already large assortment. New English Cheviot Suitings, new Cashmere Twill Suitings, new Silk and Wool Endoras, new French Diagonal Suitings, new Shantung Permos, new Clifton Panama Cloths, new French Sedan cloths.

TWO LINES SPECIALIZED FOR WEDNESDAY.
 800 yards Black Cashmere Twill Suitings, beautiful fabric for tailored suits, guaranteed "Simpson's" special blacks and permanent finish, pure wool and thoroughly shrunken. 52 inches. Special 75c.

500 yards Black Silk and Wool Henrietta; we recommend this fabric for its durability and stylish effect; a handsome draping quality; guaranteed fast unfading blacks, excellent quality. 44 inches, \$1.00 yard.

A Splendid Black Silk, This ONE YARD WIDE BLACK SILK AT \$1.00.

The Black Silk demonstration includes a 36-inch Italian Taffeta Dress Silk of superior quality, guaranteed dye, deep full black; a quality we can highly recommend to give entire satisfaction, for dresses, suits, separate skirts, long coats, linings, etc.; a pure silk that demonstrates the "Simpson's" values. 36 inches wide, \$1.00 yard.

A Combing Jacket for 25c

It's wonderful—more wonderful still will be the extra quick way they'll hustle out Wednesday. Women's Combing Jackets, of printed lawns and percale, stripes, checks and dotted patterns, black, navy, sky and pink. Wednesday 25c. (No phone or mail orders.)

\$5.00 for Regular \$15.00 Trimmed Hats

Reads like a fairy tale—but there's no illusion about the way we are clearing our best millinery Wednesday. Read—
\$8.50, \$10, to \$15 TRIMMED HATS \$5.00.

This sale means that the last word on clearing expensive Hats will be spoken, and that many of our show-cases will be filled with something else; beautiful hand made effects, in braids, expensive shapes and trimmings, will be found in the make-up of these hats. They are in black, white and some of the best colors. Wednesday's sale \$5.00.

30c Ramie Dress Linen, Wednesday per Yard 14c

30 pieces only of the popular Crush or Ramie Dress Linen, 36 inches wide, in all the favorite shades of the season; nothing nicer for outing or fall suits; colors black, navy, tan, champagne, sky, Alice, mauve, pink, white, tan, brown, etc. Regularly 30c, for 14c.

75c and \$1.00 Kid Gloves 49c

Women's Fine Imported French Made Kid Gloves, wrist length, dome fasteners, oversewn seams, Imperial and Paris points, perfect fitting; black, tan, brown, mode, green, navy, all sizes. Regular 75c and \$1.00. On sale Wednesday, pair 49c.

Profitable Purchasing in the Linen Dept. Wednesday

150 REGULAR \$1.00 DRESSER SCARFS FOR 69c EACH.
 18 x 54 inches, done on pure Irish linen, beautifully hand embroidered and spoke hemstitched all around, fine, dainty and durable. On sale upstairs in Linen Department, each, Wednesday 69c.

30c to 35c HUCKABACK TOWEL LING 20c.

Mostly 24 inches wide, every thread linen and full grass bleached, one of the most famous makes in the world. Only six pieces, or 300 yards. White Linen Circle, upstairs, per yard, Wednesday 20c.

15 DOZEN ROLLER TOWELS AT 25c EACH.

See this Towel for a quarter of a dollar; 17 inches wide, 24 yards long; made ready for your roller from heavy all linen bordered Scotch crash; a great wearer. Each, Wednesday 25c.

THESE SATIN DAMASK TABLE NAPKINS FOR \$1.94 DOZ.

22 1/2 x 22 1/2 inches, extra heavy all pure linen rich satin damask Table Napkins, full meadow bleached, very dainty bordered designs; a clean up design of the most serviceable lines, made in Ireland. Per dozen, Wednesday \$1.94.

Waist Fronts and Semi-made Corset Covers

WEDNESDAY AT 1/2 AND 1/2 REGULAR PRICES.
 (On Sale at Embroidery Counter.)
 Six hundred pieces of semi-made Corset Covers and Embroidered Shirt Waist Fronts, samples we bought from the representative of a large Swiss manufacturer who is giving up the representative of such ridiculous low prices; the embroidery work on these covers and front resembles hand work, they're so beautifully fine. Six hundred pieces, and nearly as many patterns to choose from. The Corset Covers sell for 88c, 98c, \$1.19 and up. The Waist Fronts sell for 40c, 48c, 58c, 75c, 88c, 98c, \$1.05, \$1.19 up to \$3.00 each.

First Fall Shipments of "Victor" Boots

Have been passed into stock. We now have all popular sizes in the following—

No. 901—Men's "Victor" Boot, box calf, Blucher, slip sole, medium round toe; creased vamp, Goodyear welt, C, D and E widths. Sizes 5 to 11. Special \$4.00.

No. 902—Men's "Victor" Boot, velours calf, Blucher, single or slip sole, medium pointed toe, creased vamp, Goodyear welt, C, D and E widths, 5 to 11, \$4.00.

No. 704—Men's Victor Boot, patent calf, Royal style, dull calf Blucher toe, fine workmanship, D and E widths, 5 to 11, \$5.00.

L. 905—Men's "Victor" Boot, Blucher, velv. kid, medium broad toe, creased vamp, single sole, Goodyear welt, D and E widths, 5 to 11, \$4.00.

And eleven other good styles to select from.

\$1.75 and \$1.50 Axminster Carpet, per Yard, \$1.33

750 yards Axminster Carpet, in a large range of suitable Oriental, floral, chintz and conventional design, suitable for parlors, dining rooms, dens, libraries, bedrooms, etc.; the colors are some of the best in our stock; good, deep pile, and closely woven; 1/2 and 2/4 borders to match. Regular prices \$1.50 to \$1.75. Wednesday \$1.33 per yard.

\$1.50 to \$2.00 Cushion Covers Going at 49c

In velours, tapestries, repps, etc., all fine quality, made in handkerchief style, ready to slip on form. Worth from \$1.50 to \$2.00. Excellent value at sale price, only 49c.

\$3.00 BEDROOM BOXES, \$1.98.
 Covered in cretonne, a good range of patterns, in many color combinations, on medium and dark grounds; well upholstered, cloth lined; size 36 x 21 x 15 inches, fitted with castors; a very fine box, and selling at a very low price. Worth \$3.00. Reduced to \$1.98.

WINDOW SHADES AT 36c.

These shades are made of high grade oil opaque, medium and dark green or cream, trimmed with insertion, lace or fringe, in neat patterns, 37 inches wide, 6 feet long, complete with brackets and pull. Worth double Wednesday's cut price. Special at 36c.

LACE CURTAINS AT \$2.48.

We are showing a handsome line of Nottingham and Fish Net Curtains for Wednesday's sale; the designs are in novel floral, conventional, scroll and lattice effects; 50 to 60 in. wide, 3 and 3 1/2 yards long; white and ivory, suitable for any room; will give excellent wear and look well. Specially priced at, per pair \$2.48.

Wednesday's Grocery List

2,000 stone Fresh Rolled Oats, per stone 36c.

Finest Canned Tomatoes, 3 tins 25c. Canned Corn, 3 tins 25c.

Imported Malt Vinegar, imperial quart bottle 25c.

Teller's Cream Soda Biscuits, 3-lb. box 25c.

Choice Side Bacon, peameal, half or whole, per lb. 22c.

Klovah Custard Powder, 3 boxes 25c. Quaker Puffed Wheat, 3 packages 25c.

These Wonderful Wall Paper Reductions ARE WELL WORTH COMING EARLY FOR.

1,250 rolls English Bedrooms, roses, pinks, popples, etc. Regular to 35c and 50c. Wednesday 17c.

1,650 rolls Imported Silk Papers and Two-tones, for parlors and dining rooms, in greens, blues, pinks, fawns, reds and browns. Regular to 60c and 65c. Wednesday 27c.

5,000 feet Room Moulding, Special Wednesday 1 1/2c.

Important Chinaware News OF REGULAR PRICES, DAMAGED.

Teapot, sugar and cream set, in genuine old Dutch delfware, connoisseurs should see these quaint old designs. Per set, \$3.95.

Complete dinner service for 12 persons, in Hancock's opaline china. This is a fine finish body, rich Oriental design, with gold trimmings, 97 piece set, \$13.25.

1,000 jugs, large sizes, good assortment of shapes and decorations, Wednesday's special, 25c.

We have put together for one day's selling a dainty assortment of sparkling cut glassware, comprising tankard, jugs, sugar and cream sets, flower vases, water bottles, tall centerpieces; every piece a worthy sample of the glass cutter's art, deep flaring cut; a wealth of sparkling color, Wednesday, \$4.75.

Table set, sugar, cream, spoonholder and covered butter dish, gold band decorations; Wednesday, 69c per set.

Brass Candlesticks, heavy make, 35c.

Brass Handled Flower Baskets, brush brass finish, Wednesday, 97c.

\$25.00 Subscription Set of Dumas' Works

10 VOLS. TO SET, FOR \$10.00.

15 sets only Dumas' Works, 10 vols. to set, library size, 1/4 morocco bound; this is the Royal Canadian Edition; sold to subscribers in this city at \$25.00 per set, profusely illustrated; printing and paper of the best, \$10.00 per set. (On sale Book Department.)

Just received in stock the last edition of Johnston's Street and Street Railway Guide to Toronto; this is the last, published, with revised new map of Toronto and suburbs. 10c.

Every office and home should have one of these guides. On sale at Magazine Counter.

Men's Suits Reduced to \$9.45

REGULAR PRICES WERE \$12.00, \$13.50, \$15.00, \$16.00 AND \$18.00.

130 only English and Scotch tweed and fancy worsted Suits, medium and dark grey or brown grounds, with neat self and fancy colored stripes, also a few dark navy blue and black English clay twill worsteds, cut from the latest American models, with close fitting collars and medium long lapels, tailored and finished in first-class style; Wednesday, to clear, \$9.45.

\$10.50 IS LESS THAN YOU'D EXPECT TO PAY.

For these imported English water-proof Coats for men, made from a fine quality single texture material, in the new rich greenish drab shade, cut single-breasted style, with neat Prussian collar, slash pockets, and wind straps on sleeves. A very light weight coat suitable for motoring or for ordinary wear as a raincoat. Sizes 36 to 46. Special, \$10.50.

500 MEN'S REGULAR \$2.00 AND \$2.50 STRAW SAILORS, 85c.

Don't miss this opportunity by coming late. Come at 8 o'clock sure.

500 Men's extra fine quality American and English make straw sailor Hats, in best grades of split, Canton and Sennit braids, and the most fashionable and up-to-date styles with best block, silk bands, and cushion leather awnings. Not a hat in this lot worth less than \$2, and a quantity at \$2.50. Wednesday, special price, your choice for 85c.

REGULAR PRICES ON THESE "WOLSEY" AND BRITANNIA UNDERGARMENTS KNOCKED END-WAYS.

Wearers of these two best makes of pure wool underwear, who have no explanation about their superior qualities and finish, and the comfort they give. For men who have never worn these garments the price is fixed to give every one a chance to try them. They are made from the finest selected yarns, are non-irritating to the most sensitive skin, and they are guaranteed absolutely unshrinkable.

300 garments of Wolsey or Britannia pure wool underwear; sizes 34 to 46. Regular prices of these garments are \$1.50 to \$2.00, Wednesday, \$1.19 garment.

Phone or mail orders filled.

Excelsior Bloor \$125 per...
 H. H. FUDGER, President.
 J. WOOD, Manager.
 Store Opens 8 a.m. Store Closes 5:30 p.m.
 PROBABILITIES—Easterly winds; mostly fair; a few local thunderstorms; temperature about same
 Tuesday, August 2, 1910
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