

SIMPSON

Store Opens 8 a.m.

Closes at 5:30 p.m.

H. H. Fudger, President, J. Wood, Manager. Probabilities

South to west winds; generally

SIMPSON

## New Feather Boas

Just received fine assortment of Feather Boas, in the newest Paris novelties, in ostrich and marabou, including the new collarette styles, with rich ribbon ties; colors black, white, grey and natural; suitable for autumn wear. Prices \$3.25 to \$12.00.

Only Hackle Feather Boas, in colors, including black, white, grey, taupe and natural; 60 to 72 inches long. Special Thursday \$1.65.

## Half-Price Robes

(Trimming Department, Main Floor.)  
A wonderful opportunity to secure a high-class French Lace or Sequin Robe at half-price and less.

\$12.50. \$12.50.  
Thirty sample Robes, in white and ecru lace, black, silver and gold sequins, colored silk embroidered nets; all Paris goods, and selling regularly at \$19.50, \$22.50, \$25.00 and \$27.50. One price Thursday to clear \$12.50.

## Collars and Handkerchiefs at Low Prices



Detachable Collars and Jabots at 10c.  
Plaid Round Lace Coat Collars, 48c.  
Women's Pure Irish Linen Handkerchiefs, 6 for 38c.  
Women's Linen Embroidered Collars, 2 for 25c.  
Finest quality German Round Hole Val. Laces and Edgings at half-price.

18-inch Nottingham, Val and Torchon Laces, suitable for yokes and blouses, dozens of patterns to choose from; come in white and ecru. Regular 50c and 75c, yard, for 15c.

Full ends of Swiss Embroideries, in pieces of 3 to 10 yards, on sale at half-price. Piece 10c to \$1.50.

Spanish Lace Scarfs, white, on sale at half-price, \$5.00 to \$10.00.

Ladies' Sample Hand Bags, only one of a kind, at 65c, off.

25c Wash Belts, for girls with small waists. Each 15c.

Special showing of Women's Leather Hand Bags at 50c.

DESK SCISSOR SETS.  
Desk Sets, a pair of scissors and letter opener, in a green gift metal case; the handles of scissors and opener are also of green gift finish; these are very handsome sets. Regular \$1.50 and \$2.00. Thursday 50c.

The New "Rough and Ready" Suitings

Rough and Ready English in French Cheviot Suitings, for coats and suits. 52 inches wide, at \$1.00, \$1.25, \$1.50.

Fashionable Black Broadcloths, fine, medium and heavy weights for dresses, suits and coats. 52 inches wide, at \$1.00, \$1.25 and \$2.00 per yard.

Special purchase of French and German Delaines, 2,000 yards, beautifully printed, in various designs of colorings. On sale at 58c per yard.

ON SALE THURSDAY—DRESS GOODS.  
SIMPSON'S FASHIONABLE SUITINGS.  
Fashionable Broadcloths, in new autumn shades. 52 inches wide, at \$1.00, \$1.25, \$1.50 per yard.

Fashionable Nette Weaves. 52 inches, at \$1.25, \$1.50, \$2.00 per yard.

Fashionable Heather Mixtures. 52 inches, at \$1.25, \$1.50 per yard.

Fashionable Diagonal Suitings, medium and heavy weights, for suits and coats. 56 and 52 inches wide, at \$1.00, \$1.25, \$1.50 per yard.

Evening Wear Wash Goods

A Beautiful Display on Second Floor.  
The assemblage of art as applied to cotton and mixtures of cotton and silk has quite revolutionized this side of the textile trade, and the exhibition of these fabrics in the Wash Goods Department will demonstrate to you the acme of perfection secured from the markets of Europe.

French Silk and Cotton Mull, a full display of the fashionable dress fabrics, in all conceivable shades and designs. 28 inches wide, 40c.

40-inch Crystalline Voile, all the best shades for evening wear, dainty silk stripes running through, single, double and fancy; pale blue, Nile, grey, pink, black, mauve, white, cream, old rose, etc., 65c.

40-inch Crystalline Crepe, with fancy triple silk stripe, worked into the material, giving a very rich effect, sky, pink, mauve, black, white and cream, 65c.

30-inch Zurich Silk, the favorite lustrous evening wear material; this is composed of half silk and half highly mercerized Egyptian yarn, giving all the appearance of all silk, with double the durability, plain crystal weave or with polka dots; colors pink, sky, mauve, coral, peach, apricot, old rose, wisteria, gobein, Alice, black, white, cream, mauve, grey, asparagus, smoke, tan, champagne and many other colorings. Special price 36c.

A special line of All-wool Printed Voiles, dainty designs on colored grounds, in all shades for fall dresses; some designs suitable for dressing, saques, kimono, etc. Regularly 35c. Special 35c.

Lisle Thread Socks for Exhibition Visitors

Days of tramping about grounds and buildings is very tiring on the feet—new socks help, especially at these prices. Socks at about 1-3 prices:

35c SOCKS 12 1/2c.  
Men's Fine Imported Lisle Thread Socks, the lot consists of plain black, tan and colors, also fancy patterns, broken lines from our regular stock. All sizes. Regular 35c. On sale Thursday, pair, 12 1/2c.

SOCKS AT ABOUT 1/3-PRICE.  
50c Socks 15c.

Men's Finest Imported Lisle Thread Socks; this lot includes all our best lines in black, tan and colors, also, fancy patterns, best French and German makes, broken lines from regular stock. Regular 50c. On sale Thursday, pair, 15c, 3 pairs 55c.

17 1/2 LONG KID GLOVES 89c.  
Women's French made, mousseline opening at wrist, 12-button length, perfect fitting black only; all sizes. Regular \$1.75. On sale Thursday, pair 89c.

Smart, well tailored Skirt of fine quality all-wool voile, in black only; has 9 gores, finished with a



## Our September Blanket Sale

Opens To-morrow with a List of Sterling Values.

To the thousands of our customers, both in-and-out-of-town, who are accustomed to make our September Blanket Sale the occasion for an annual re-stocking of their bedding stores, we take pleasure in announcing that the

## Greater Blanket and Flannel Sale

of this September will take place on the Second Floor, in a bigger, airier department, right in the Queen and Yonge St. Section.

The tremendous selling developed in our last sale showed clearly enough that our trade was out-growing our main floor space, and it was just a year ago that we began to make preparations for this greater sale in a department where we would have full scope. You will find in the early buying the explanation for the prices we are now able to quote. The Blankets and Flannels now put on sale were bought before the last boost in wool-prices was thought of, and you'll find by a careful comparison of our prices, with those prevailing elsewhere, that we are passing on to our customers most of the benefit.

\$2.75 WHITE UNSHRINKABLE WOOL BLANKETS \$1.98.

Only 150 pairs; these are beautiful, white, soft, thoroughly scoured, lofty finished Blankets, dainty borders, made for service in every way; 60 x 80 inches. To clear the lot, sale price Thursday, per pair \$1.98.

\$4.20 ALL-WOOL WHITE BLANKETS \$2.95.

Made from long Canadian wool, blankets sure to please those who prefer all-wool blankets; beautiful, soft, downy finish; pink or blue borders; 7 lbs.; 64 x 84 in. 80 pairs to sell. Sale price Thursday, pair \$2.95.

VERY LARGE ALL-WOOL WHITE BLANKETS \$4.65 PAIR.

70 x 84 inches, for large double beds; made from selected pure Saxony wool; these are made and finished in every way the very best, delightful blankets. 100 pairs for Thursday, sale price, pair \$4.65.

GREY WOOL FLANNEL 18c YARD.

Plain or twilled, 27 inches wide, made from clean, soft yarns, and beautifully finished, free from any roughness, durable and warm. 720 yards at sale price Thursday, yard 18c.

ENGLISH FLANNELLETTES 9 1/2c YARD.

32 inches wide, beautiful, heavy, soft, pure, warm Flannellettes; lots of stripes and colorings to select from; fast colors.

Only 1,000 yards. Sale price Thursday, yard 9 1/2c.

GENUINE SCOTCH BLANKETS \$4.95 PAIR.

All pure white wool, will not shrink, finished single dainty pink or blue borders, or without any border; 68 x 88 inches, for full double beds; such blankets are the delight of any home, beautifully napped, and the sale price is, Thursday, pair \$4.95.

8-LBS. SILVER GREY WOOL BLANKETS \$2.09 PAIR.

Made from thoroughly scoured yarns, warm, close napping; blankets that are made for great comfort, as well as rough wear if necessary; neat dark borders; 8 lbs.; 60 x 80 inches. Sale price Thursday, pair \$2.09.

## Manufacturer's Day at the Fair

In order to give visitors to the city an opportunity of judging the excellence of the garments we manufacture ourselves in our own tailoring shops and factories, we have made here a small selection of these garments for tomorrow's selling. They'll make a strong appeal to manufacturers who are familiar with the cost of such excellent materials and workmanship as we use, and for the same reason should appeal to every one who is looking for the best

## Women's Waists

An Index of Ladies' Waists, manufactured by us in our own work-rooms.

These are all on view in our magnificent Waist Department, and will clearly demonstrate what we always have in view, quality combined with the acme of good taste.

In Net Waists we have a showing hard to equal; there are 10 designs, in white, ecru and black; all lined silk, at \$2.95 each.

Better numbers in net and lace at \$3.50, \$5.00 and \$6.50.

Our special Black Chiffon Taffeta Waists at \$2.85, \$3.95 and \$5.00 are quite the best showing we have ever made.

Special numbers in Colored Messaline and Chiffon Taffeta, all showing the newest and most fashionable shades for fall, at \$3.95 and \$5.00.

Everyday Waists, in Paisley flannellette, fancy satens, reps and woolen materials, at 79c, 95c, \$1.25, \$1.75 and \$1.95.

The above and many others are all designed and manufactured by us.

## Women's Suits Coats and Skirts

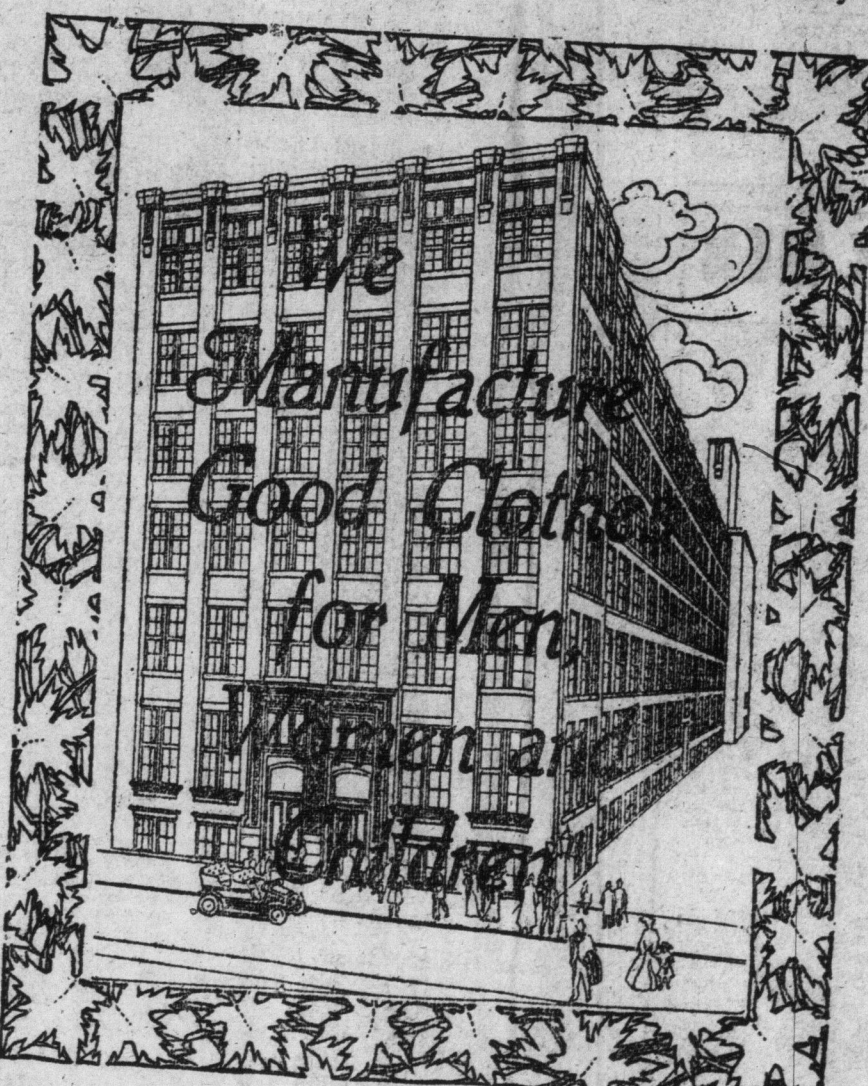
ALL MADE IN OUR OWN FACTORY.

Woman's Tailored Suit of all-wool cheviot cloth; coats 36 inches long, double breasted, fastened with novelty buttons; the new gored, with panel sides, and stitched around skirt on knee line; fastened at left side of back; colors are navy, plum and black. Price \$15.75.

A charming Dressy Suit, made of French serge; coat is lined throughout with satin; coat collar edged with self shade silk and finished with self colored bone buttons; the new cut skirt has a panel front; shades are brown, navy, black. Price \$21.00.

Attractive Suit of imported basket weave diagonal cloth, lined throughout with silk, trimmed with novelty buttons; skirt is cut in the new semi-pleated style, with a panel front; colors are black, green and navy. Price \$18.50.

Smart, well tailored Skirt of fine quality all-wool voile, in black only; has 9 gores, finished with a



## Men's Fine English Worsted Suits

Men's Fine Imported West of England Clay Worsted Suits, made in our own tailoring shops from pure Botany wool, in a fine small twill, rich navy and black; cut on this season's latest models; both single and double breasted; trimmed and tailored in the very best manner by our own expert workmen. Sizes 34 to 44, \$15.00.

Men's English Clay Worsted Suits, an imported all-wool material, rich navy blue and black shades; guaranteed fast colors; made up in our own tailoring shop, in 3-buttoned single breasted sack style; lined with mohair linings to match; tailored in our own workrooms, which is a guarantee of the best workmanship. Sizes 34 to 44, \$12.00.

A beautiful College Ulster, made of heavy diagonal tweed; colors are grey and black and brown and black; 54 in. long; self lined across shoulders; back semi-fitted, and finished from waist line with new pleat effect; mannish pockets, with a new buttoned tab; Price \$25.00.

A full length Fall Coat of fine German beaver; color black only; lined throughout with finest quality satin; back semi-fitted; this coat has a deep

roll collar, prettily trimmed with corded silk and buttons to match; a new skirt effect from knees down, gives the coat a decidedly new effect; sleeves lined and finished with a buttoned tab. Price \$25.00.

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## Eight Excellent Values in Men's and Women's Boots

We have just received a large shipment of these boots and with every popular size and width in stock we guarantee to fit you perfectly on Thursday.

FOUR NEW FALL STYLES OF WOMEN'S HIGH GRADE AMERICAN BOOTS FROM BOSTON TO SELL AT \$3.00 PER PAIR.

1. Patent colt, black cloth button top, Cuban heel
2. Patent colt, dull calf Blucher top, Cuban heel
3. Gunmetal, dull calf Blucher top, Cuban heel
4. Dongola kid, Blucher top, Cuban heel

Good boots for business, dress wear or walking, easy fitting, stylish, long wearing.

FOUR NEW FALL STYLES FOR MEN.

1. The Greatest Selling "Victor" Boot Styles Today.
2. Box calf, Blucher style, heavy sole, broad toe
3. Velour calf, Blucher style, heavy sole, medium toe
4. Gunmetal, Blucher style, heavy sole, medium toe

Victor kid, Blucher or lace style, single sole, straight last

Every pair Goodyear welted.

## New Hats for Men \$1.50

Men's Derby or Stiff Hats, fine quality English fur felt, correct fall 1910 styles, both in English and American design, splendid hats to wear, color black only, Thursday \$1.50.

Youths' Soft Hats, the newest fall shapes, in trooper, telescope and other dressy styles; colors slate, grey, green, fawn, brown and black. Thursday \$1.00.

## Wall Paper for Your Best Rooms

Our best selections are now complete in every line. Come to the Fifth Floor and see them.

New Foreign and Import Parlor, Reception Room and Drawing Room Papers, in two-tone green, champagne, old rose, cream, grey and stone colors. Prices 35c, 50c, 75c, \$1.00 to \$8.00 per roll.

Imported and English Dining Rooms and Halls, Dens and Library Papers, in warm browns, wood shades, reds and greens, and their blends, orange, yellow, lake, blue. Per roll 25c, 50c, 75c, \$1.00, \$1.50.

Bedroom and Boudoir Papers, in florals and stripe effects, delicate shadings, in pink, green, blue, yellow cream and white grounds. Prices 10c, 15c, 25c, 35c, 50c, 75c, \$1.00.

SPECIALS FOR THURSDAY.  
\$5.00 roll Dining Room, Parlor and Bedroom Papers, good colorings and designs. Regular to 25c, Thursday 11c; regular to 50c, Thursday 25c; regular to 75c, Thursday 34c.

## China and Glassware in The Basement

Tumblers, table size, straight and bell shapes, melon edged. Thursday 57c dozen.

Fruit Jars, pint size, 55c dozen.

Teapots, best English fireproof ware, russet and green, gold decoration. Thursday 25c.

Toilet Sets, 10 pieces, heavy roll rim basin, scalloped and embossed, handsome floral design, with heavy gold tracing. Thursday \$3.95.

Dinner Sets, genuine Canton china, dainty spray, rose, floral design, keep shape tea, gold lined, complete set for 12 persons. Thursday \$14.25.

Royal Crown Derby Dinner Set of 47 pieces, for 12 persons, exclusive and recherche design, the Royal Crown Derby ware takes first prize at the Royal Crown Derby exhibition.

This special sample repay a visit; the samovar, Vases, Comports, Berry Jugs. Thursday special.

Brass Cramb Tray a finish, good weight, solid.

Rich Cut Glassware will include Fern Pots, Flower Vases, Water Bottles, Urns, etc. Thursday \$1.69.

## Fashionable Black Silks

FOR COATS, SUITS, DRESSES AND CLOAKS.

Let "Simpson's" be your first thought when the question of your new dress occurs to you, whether for morning, afternoon or evening wear, the choice of discriminating women is here.

BLACK SILKS HAVE PREFERENCE.  
New French Cord Silks, single and double width.

New Bonnet's Radishier, 20 and 40 inches wide.

New Swiss and Italian Taffetas, 36 and 40 in. wide.

New Black Taffetas, "Bonnet's", 36 inches wide.

New Moire Velours and Moire Antico, 20 and 40 inches wide.

New Moire Francaise.

New Satin Stripe Moire.

New French Peau de Soie.

New Duchesse Mousseline.

New Satin Faille.

New Satin Messaline.

Prices range, per yard, from \$1.00, \$1.25, \$1.50, \$2.00, \$2.50 and \$3.00.

## Groceries

2,000 lbs. Dairy Butter, in prints, per lb. 23c

Choice Red Salmon, 1/2-lb. flats, 3 tins 25c

Pure White Wine Vinegar, XXX, per gallon 25c

Pure Pickling Spice, best quality, per lb. 15c

Mustard, in bulk, per lb. 15c

Salt, in 5-lb. bags, 3 bags 20c

Fresh Flaked Wheat, per stone 14c

Fancy Japan Rice, 4 lbs. 49c

Shirriff's Marmalade, 2-lb. jar 49c

Scott & Taylor's Worcester Sauce, 3 bottles 5c

Blue Bell Jelly Powder, assorted, 4 packages 5c

Shredded Wheat Biscuit, 2 boxes 2c

Telephone direct to department.

300 lbs. Fine, Rich, Full Bodied Assam Tea, a 35c tea anywhere. Thursday, per lb. 28c.

Boys' Two and Three Piece Suits

Boys' English Tweed Three-piece Suits, in a rich dark grey or brown ground, with neat self and fancy-colored thread stripes; cut in the favorite double breasted style; lined with strong durable Italian cloth lining. Sizes 28 to 38. Price \$4.50.

Boys' Strong Wearing Tweed Two-piece Suits, in a dark grey herringbone weave, with neat black and fancy colored stripes; cut in the latest double breasted style, with belt; pants bloomer style, with strap and buckle at knee. Sizes 26 to 38, price \$3.75; sizes 31 and 32, price \$4.25.

Boys' English Tweed Two-piece Suits, in a handsome dark brown ground, with neat black and green alternate stripes; cut in the up-to-date double breasted style; slightly form fitting, and with neat shaped lapels; pants bloomer style. Sizes 26 to 38, \$4.00; sizes 31 to 35, \$4.50.

The Robert

SIMPSON Company Limited