

The SIMPSON Store Closes 5.30 p.m. Closes at 1 o'clock Saturday H. H. FUDGER, President. J. WOOD, Mgr. Probabilities Southerly winds, decidedly warm; showers or thunderstorms.



New Coats! Some Paris Samples and Our Own New Lines of Women's Fall Coats Now on View

Paris Sample Coats on the Main Floor (Trimming Dept.)

We put on Sale Wednesday some most exclusive samples of Long Silk embroidered and real lace Paris coats, in black, taupe, amethyst, champagne and tussore.

In the ordinary course of business, we would hesitate to buy such exclusive and costly goods, but the opportunity came our way, and at such a price, that we snapped them up, feeling we had made a deal that our Toronto customers would appreciate.

39 sample Black and Colored Lace and Silk Embroidered Long Coats, made for the coming season; these were bought in Paris just a week ago, and to sell in the regular way the prices would be \$50.00, \$65.00, \$75.00 and \$80.00. We are enabled to put these on sale Wednesday at \$25.00 each.

Exclusive Waists and Blouses (Third Floor)

Residents of, and visitors to Toronto are cordially invited to see, on Wednesday, a full showing of most exclusive dress waists and blouses at prices that will appeal to everyone.

Black and White Chantilly, Veiled Paisley and Cashmere, Fine Soft Lace in Paris Ecru, superb Crepe de Chine, dreamy soft Chiffons.

We just mention a few of the leading materials. Styles are beyond description, but the one piece effect is very prominent. Leading prices are \$5.00, \$7.50, \$10.00, \$12.50 and \$15.00.

Half a Dozen Basement Items

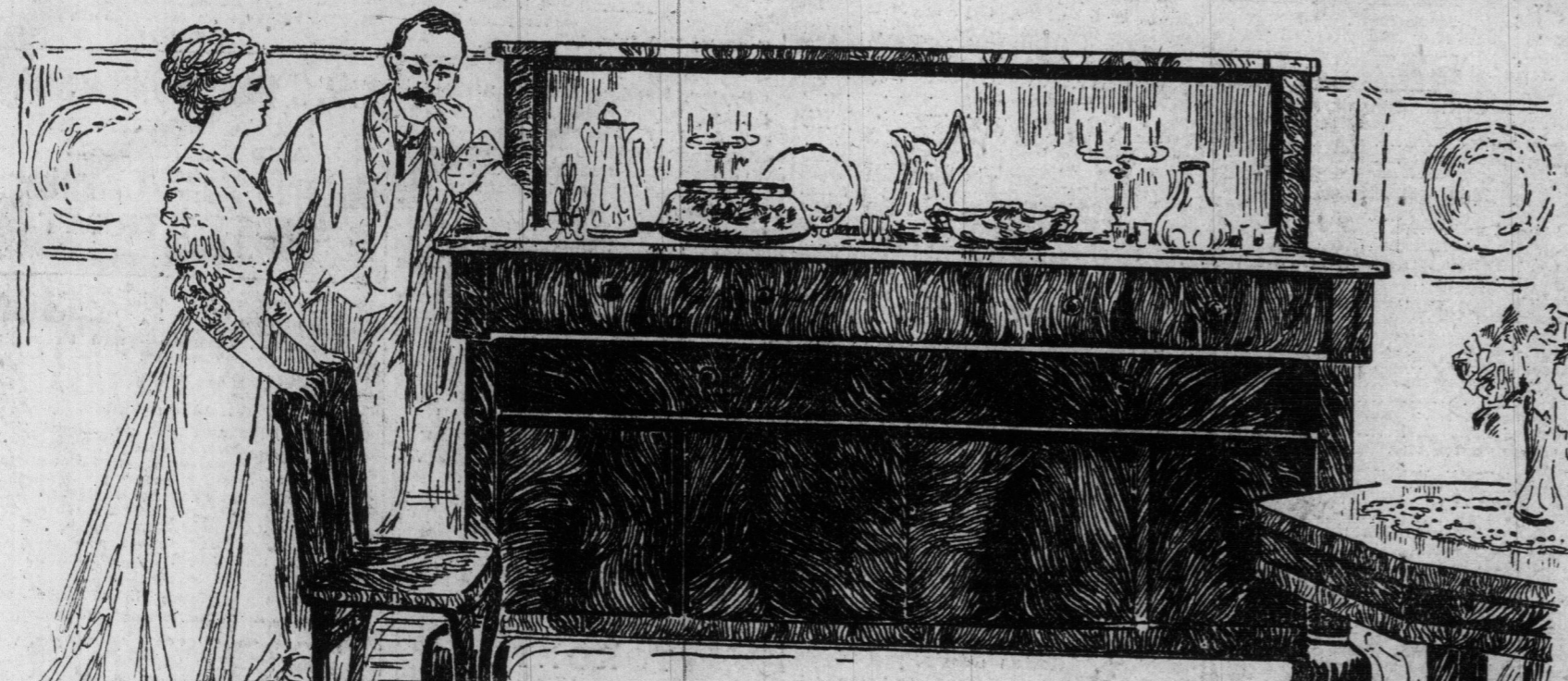
- China Tea Cups and Saucers, full size, gold decorations, best English bone china, 4.
400 dozen Tumblers, bell shape, melted edge, clear blown glass. Wednesday, dozen, 56.
Toilet Set, 10 pieces, neat floral decoration, roll rim basin, embossed. Set, 1.69.
1,000 China Cream Jugs. Wednesday, 5.
Tea Set of 40 pieces, Bavarian China, beautiful floral design, rich gold finish. Complete set, Wednesday, 3.25.
102-piece Dinner Set, Haviland Limoges China, fine translucent white china body, dainty apple blossom design, all pieces finished in best coin gold. Wednesday, 47.80.

Thousands of Exhibition Tickets Sold Already

Some of them, to your visitors; better prepare here to-morrow.

- 100 dozen Damask All- linen Table Napkins, size 18 x 18 inches, hemmed ready for use, good designs, regular \$1.25, Wednesday 94c doz.
Lace Edge Dresser Scarfs, size 18 by 54 inches, with two rows of drawn work in centre, to sell on second floor, Wednesday, 35c each.
700 Tea Towels, made from Irish linen, red or blue checks, full size, and a very good drying towel, Wednesday 3 for 25c.

- White Flannelette, 22 inches wide, heavy English goods, 1,000 yards for sale, Wednesday, 10c.
50 only American Crochet Bed Spreads, large size, all new designs, hemmed ends, good heavy weight, Wednesday \$2.00 each.
Huckaback Bedroom Towels, all linen, size 20 x 38, hemmed or fringed ends, red or white border, very special, Wednesday, 3 pairs for \$1.



Distracted Husband

is said to have written Uncle Jethro saying that his wife wanted a two hundred dollar sideboard, but that he wanted a twenty-five dollar one; that they were quite at outs about it, and how could they compromise. And Uncle Jethro answered, "Compromise on the \$200 sideboard!" The best of advice; hubby will get over his distraction and will be proud to lead his friends up to such a buffet. Look over the list published in the columns to the right, and pick out your compromise.

Women's Hand Bags 59c

We could get only seven hundred and twenty of them to sell at this price. One glance will show discriminating women how many points of superiority this bag embodies - protected corners, durable catches, hand sewn frames. Make sure of getting one of these - we'd like to have the store's reputation staked on your verdict.

720 Seal Grain Leather Hand Bags, 8-inch frame, patent clasp and good strong handle, specially priced for Wednesday's selling, 59c.

How You Would Look in One of These Suits

But don't take our word for it; bring a friend with you when you come to try it on, and let him guess what you're going to pay for the suit. The chances are when he hears its under ten dollars that he'll have one himself.

The Montreal manufacturer who reserved these samples for us has a reputation second to none throughout the Dominion. We sell so much of his clothing at higher prices that we have the call for such "good things" as his samples.

If these were not sample suits they would have to sell at \$15, \$16, \$18 and \$20. Come with a ten spot to-morrow, and if you look at these suits you're sure to leave the ten spot with us.

Men's high grade English Worsteds Suits in all the newest shades, including grey, brown and green tones with neat self and fancy colored thread stripes and checks. Cut in the stylish 3-button single-breasted sack style, splendidly tailored, with close fitting collars and neat shaped lapels, finished with extra quality linings and trimmings. Regular prices \$15, \$16, \$18 and \$20. To clear Wednesday \$9.95.



"Singing, over them, come over, For the bee has quit the clover, And your English Summer's done."

That's it exactly; substitute "Canadian" for "English," and Kipling's verse just expresses the sentiment that is pervading this store. Summer is done; the tingle of Autumn in the air tells you that the season has begun to change. This store is, if anything, ahead of the season this year. New goods came in early, and at the present time you'll find Fall stocks awaiting you on every floor. If you want to be abreast of the season you'll be paying us a visit to-morrow.

What's New in Dress Goods

In keeping with the trend of fashion we are showing an unusually attractive collection from the leading markets of the world, representing the highest achievement in the art of weaves, designs, and colors. You can always rely upon distinction when you buy Simpson's Dress Goods.

- NEW BOUCLE HOMESPUN SUITINGS. In a lovely range of the new fall colors, make up very effective and smart suits, 48 inch, 85c yard.
New Wide Wale Homespun, very stylish and smart suiting, in a charming range of colors, specially adapted for suits and long coats, 52 inch, 85c yard.
HOPSAC HOMESPUN SUITINGS. Good heavy weight for fall and winter Coats and Suits, full range of colors, 52 inch, \$1.00.
Two Tone Cheviot Suitings, undoubtedly fashion's leading suitings for fall, nice heavy suiting weight, full range of two-tone blendings, handsome and reliable quality, pure wool and fast dyes, 52 inch, \$1.25.

These Straws Tell Which Way the Wind Blows

It's a Fall wind, from the north west, and it's blowing them out pretty lively at 95c.

Men's Straw Sailor Hats, balances of lines, fine American make and good styles, straight or curving brims. Regular \$2.00, \$2.50 and \$3.00. Wednesday, 95c.

Men's Panama Hats, fine close and strong braids; bleached, white or natural colors; good shapes and well finished. Regular \$5.00, Wednesday \$2.50.

Three New Boston Styles in Women's Shoes

The price of Three Dollars marked on these shoes will make them go like hot cakes. There's a well-known name stamped on the sole that women have learned to trust.

- 4 STYLES TO SELECT FROM, ALL SIZES AND WIDTHS.
1-Patent oolt, black cloth button top, Cuban heel, 3.00.
2-Patent oolt, dull calf Blucher top, Cuban heel, 3.00.
3-Viel kid, Blucher top, Cuban heel, 3.00.
4-Velours calf, dull calf Blucher top, Cuban heel, 3.00.
Note: These American boots have lots of style, they fit easy and will wear long.
MEN'S BOOTS.
180 pairs Men's Goodyear welted boots, patent, black or tan calf and kid leathers, in sizes 8 to 11, some broken lines of \$2.50 and \$4.00 grades that we are clearing out Wednesday at the popular price of 2.49.
WOMEN'S BOOTS.
A New Lot Just Received From Montreal.
900 pairs Women's Boots, made from patent oolt and viel kid, with patent toe caps, dull Blucher tops, medium weight sole for street wear, Cuban, military and low heels, all sizes 2 1/2 to 7. Special purchase price for Wednesday, 1.99.
CHILDREN'S BLUCHER BOOTS.
180 pairs Children's Boots, in all sizes, from 5 to 10 1/2, dongola kid, Blucher, patent toe caps, heavy sole, spring heel, easy fitting, broad toe. Special purchase price, Wednesday, 78c. (Telephone orders filled.)

4th Floor Attractions for To-morrow

- 45c and 50c SCOTCH LINOLEUM, WEDNESDAY 33c YARD.
There's no linoleum like Scotch Linoleum, and this we offer on Wednesday is the best printed, and most thoroughly seasoned that comes from Scotland. The range of designs and colorings includes prettier matting and carpet patterns than you have seen. The reason for the very low price is a fortunate special contract for a very large quantity.
\$1.25 NOTTINGHAM CURTAINS, WEDNESDAY 95c.
1,000 pairs of good Nottingham Curtains, fine mesh, made of hard spun cotton in excellent designs, 54 and 56 inches wide, 3 1/2 yards long, good value at \$1.25, Wednesday, per pair, 98c.
200 only Curtain Stretchers, perfect in construction, of the best materials, easily adjusted to suit any size curtain or folded for storage. Regular price \$1.50, Wednesday, each, 79c.

Groceries

- 2,000 stone fresh Rolled Oats, per stone, 36c.
Choice side bacon, pea meal, half or whole, per lb. 22.
Quaker Puffed Wheat, 3 packages, 25c.
Finest Canned Tomatoes, 2 tins, 25c.
Canned Peas, per tin, 9c.
Canned Corn, 3 tins, 25c.
Telfer's Cream Soda Biscuit, 3 lb. box, 25c.
Imported Malt Vinegar, imperial quart bottle, 20c.
Canned Haddie, Brunswick brand, per tin, 10c.
Canned Pineapple, 1 1/2 lb. tin, 3 tins, 25c.
Blue Bell Jelly Powder, 4 packages, 25c.
Symington's Essence of Coffee and Chicory, per bottle, 15c.
Telephone direct to department.
2 LBS. FRESH ROASTED COFFEE FOR 35c.
300 lbs. fresh roasted Coffee, in the bean, ground pure or with chicory, Wednesday, 2 lbs. for 35c.

Here is a small selection of pieces from our stock of Dining room furniture. The prices may "look good" to you, but they'll look a great deal better if you'll come and SEE the prices and the furniture at the same time.

- SIDEBOARDS.
A massive colonial design, in the finest mahogany; excellent workmanship throughout; exceptionally good cupboard and drawer space; centre cupboard has four trays; trimmings are of solid brass, and back is fitted with heavy bevel plate mirror. August Furniture Sale price \$155.00.
Buffet Sideboards in genuine quartered oak, rich golden finish, highly polished, a very massive design, heavily hand carved; extra large cupboard space and two short and one long drawer. August Furniture Sale price, \$22.25.
Sideboards in selected quarter-cut oak, rich golden finish, highly polished, a very massive design, heavily hand carved; extra large cupboard space and two short and one long drawer. August Furniture Sale price, \$22.25.
Sideboards in birch and genuine mahogany veneer, highly polished; top is fitted with large British bevel mirror and two neat display shelves; good cupboard and drawer space. August Furniture Sale price, \$21.00.
Sideboards in quartered oak, dull golden finish, designed along straight lines; two cupboards, three short drawers and one long, deep drawer; large bevel plate mirror. August Furniture Sale price; \$31.50.
Combination Buffet and China Cabinet in rich golden oak finish, good plain pattern; cabinet part has clear glass door and two ends, and has three display shelves. August Furniture Sale price, \$17.00.
Dining Chairs in genuine quartered oak, box seats with panel back and upholstered in solid leather; sets consisting of five small chairs and one arm chair. August Furniture Sale price, \$14.00.
Dining Room Chairs in selected quarter-cut oak, golden finish, highly polished, neat design, five small chairs and one arm chair, well braced, and seats upholstered in genuine leather. August Furniture Sale price, \$12.75.

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