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WEDNESDAY MORNING

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omeone, for experiment, imported wheat buy it.
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The smoker of "imported" cigars gets sing$d$ to the extent of 50 per cent because the avis Noblisains oigar (2-ior-a-quan hal the in every respect The leaf in "NOBLEMIEN" is the finest Havana grown; the workmanship in Cuban BLHMENy"
Shakespeare says "Custom is a tyrant who tobs us all." This is a good maxim for the cigar smoker-Break away from traditionsave yourself 50 c in the dollar by insisting
on having the Davis "NOBLEMINT" Cigar.








# Mining <br>  <br> Porcupine Issues Irregular But Make Toward a Recover very 




$\frac{1}{1+t e}$CP.R. the Leader in Further Decline in New York Market
curities TWOOD


## EXECUTOR

You Make No Mistake by Appointing The TRUSTS and GUARANTEE COMPANY, 43-45 KING STREET WEST, TORONTO

## The Hosiery Sale Joins the Furniture Sale To-morrow



Men's Shirts->4,000 of Them---at 44 Cents These are the kind of shirts you'd glacily woar the year round, If we hadn't cleared the overmakes of a leading Oanadian manufacturer these shirts
would have to go on sale at $\mathbf{A}$ DOLLAR AND A Would have
QUARTER.
Plain and pleated front negliges, in all-white or colored stripe chambrays and cambrics, some collar
attached, others separate collar, outing shirts with attached, others- separate collar, outing shirts with
double soft cuffis; 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, clioose your patterns (there are 200), you will save $\$ 1.50$ or \$2.00, and get a satisfactory pair of trousers. Ma-
terials are Emglish worsteds and Scotch tweeds, In light and medium colors. Workmanship the best. A light and medium colors. Workmanship the best. A
fit guananteed. Reg. 85.50 and $\$ 6.00$. Thursday, 4.00 Boys' Sallor Blouse Wash Suits, in white and tan, stripes;
pants prints, percales and Madras cloths, in white and blue

 pante clastic bloomer
price 75 c. Thursday

## Some Other Items to Interest Men and Boys

 MEN'S AUTO DUSTERS.
 MENS AUTO DUSTERS.
Men's Auto Dusters, made from a good, heavy, strong
linen and Repp cloth, in single and double-breasted button up


Men's Hats

 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

$\mathrm{I}^{\mathrm{r}}$
IN othier 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 ittle 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
0 'clock to-morrow morning
Here are opening values that will create a sensation:
Woomen's Imported "tlium", Cashmere Infants' and Children's Lhate Thread



 Women's Englibh Ribbed Black Cashb Mere stocks angs, full flack Rashioned Cash


 Women's Pine Imported Lisle Thread
Hose, liain black or tan, taces and fancy, pat-



 Women's Fine Imported Lisle Thread Mer's Imported "Llama" Cashmere


Not the Least in Importance of Our August Sales is

## The Sale of Black Silks

 The quality of our dress good and sikss 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 is "the best for the mone"" all the e year round and every year. That tis why the sale
popular and the department holds the reputation it does amongst Toronto women.
We back up our claim with these items for Thursday. (2nd Floor.)

 Yashionable for the tall, 36 ins. wide. Thurs
day's Sale, per yard $\ldots \ldots . . . . . . .1 .00$ 2. - I,0oo yards Rich Black Satin Duch-

 4 - 8oo yards. Rich Black Satin Duch-


 black dress goods. Hand in hand with our sale of Black Silk goss a steady outpouring of black dress and
suiting fabrics. They are imports from the eeading 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
fispplayed the newest weaves, made from thie
 ONE ITEM SPECIALLY PRICED FOR thursday is black san toy.



## DisIMIPSON:

## Would You Be Comfortable

If, like this little lady, you had to sit all day on a hard unupholstered, straightbacked chair, as most people did in the days of good Queen Bess? Elizaberhan furniture is handsome
and formal; and formal;
wecanshow wecanshow you some
beautifulexamples of it:but yo cannot be formal all the time, and when

the time, and when
you want to relax, you'd be glad to find

## Upholstered Furniture

at such prices as we quoté 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

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

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

Parlor Suites of Three
 ular \$71.00. Sale OL Inree Pleces, a massive design, ed backs. Regular $\$ 89.00$. Sale

Parlor Suites of Three Piece Pahogany, ruffle fronts. Regular $\$ 90.00$. Thursday.... 68.00

Parlor Suites of Three Pieces, built on Sheraton ines, 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

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 ..

Davenports, in mahogany polish finish, plain, iep spring seat, with tufted back. Regular $\$ 67.50$. Sale
Davenports, in mahogany, plain upholstering throughout, with deep spring seat. Regular $\$ 555.00$.
Sale..................$~$

