

$\qquad$
THE TORONTO WORLD in the Big Campaign of Extra Value-giving in Dress Fabrics A lewered price in handsome, new, stylish dress goods is at any time of particular interest, for when our already low price is reduced it means exceptional values indeed; but
when those price-reductions come at the very time such goods are most wanted, it becomes of UNUSUAL interest to every woman with new suits or dresses to buy, and the fact when those price-reductions come at the very time such goods are most wanted, it becomes of UNUSUAL interest
that there's plenty-almost abundance-of choice, but adds to the baying satisfaction this excellent offer promises.

Fancy Worsteds in many new designs, very smart and effective. Fancy Cheriots, Plain Panamas, Serges, etc. All pure wool, splendid wearing qualities, 42 to 46 inches
wide. Suitable for women's, misses' or boys' wear. Many shades in the assortment, black included. IO-DAY, per yard................................................... $39 C$
See These Very Pretty Muslins, at $91 / 2 C$ A special price on a lot of exquisite aginable design are in the collection. Tou will probably want anether pretty Many colors in every im-
Summer gees. Now is your time to secure one at halt-price. Some the

Ginghams at a Big Saving Price, $9^{1 / 2} C$ Odd pieces at almost less than halfis certainly a big value. Anyone wanting a niee shirt waist or price, and a special purchase that
find what they require in this lot. Various stripes, checks and plaids. TO-DAX, per yard. H doubt,
$91 / \mathrm{c}$, dresses. TO-DAX, per yard........................................................... $91 / 2 \mathrm{c}$

Our Showing of Fall and Winter Coats Offers the early choosers many advantages the
styles carrying with them a distinctive air of comfort styles carrying with them a distinetive air of comfort and dressiness. The styles in Separate Coats show $7 / 8$ and full lengths, made plainly tailored, afforcing
by thie shortened reveres and close collars more protection to chest and throat than is given by the cut of the former season's coats.

## Coats of Our Own Make

At $\$ 8.50$ - Coat of soft, all-wool serge, semiitting, with shawl collar and cuffs of mustard tan cloth with fancy brass buttons. This is the coat il-
lustrated. ustrated.
At $\$ 10$-Coat of fine all-wool broadcloth, in black and navy, lined to the waist, has a fitted back
and plain collar and reveres.
At $\$ 10$ - Coat of black and navy melton, with
emi-back, loose front, flat velvet collar, fancy braiding in silk soutache, flat braided shoulders and waist

At $\$ 12.50$-Long Semi-fitting Coats of brood At $\$ 12.50$ Long Semi-fitting Coats of broad reveres, slated seatns, splendidly fitted.

At \$1275-Outing Coat, made of Chantecler At diagonal and chevron, tweeds in blank and grey, has a military velvet banded collar, side fasten-
ing with large Polar buttons. A coat for solid cem ing with large Polar buttons. A coat for solid com

## Women's Imported Model Coats

These are the originals that afforded us the best pointers in the production of our own manufacture, also a large variety bought for regular selling; in broadment of collar, cuffs and pockets, and other smart effects at the belt lines and on the skirts. Ranging in price from $\$ 12.00$ to …........................ $\$ 42.50$
 Sale $\quad$ terns and beautiful Baskets der of baskets ahead heavy pile and luxurious depth, make these low-priced Rugs an extra value in wise, which are in no way a disadvan-
tage, and yet make the cost of manufac ture considerably lower. The lot is a
nill clearance of reserve stock, and, therefore, contains many different de-

New Fall $\begin{gathered}\text { Many new and pretty } \\ \text { colored and stripe }\end{gathered}$ Shirts, 75c patterms are included ments of Men's just arrived; zephyrs and English cambric, in blue, green, tan, heliotrope, black and white, blue and white stripe, and figures, with separate cuffis and cuffis attached; sizes 14 to $17 / 2$. Price 75 c

High-grade Imported Shirts
Men looking for the best in shirt materials and styles should see this new teriais and sylles should see this new
arrival of Fall shirts, in a variety of shades and patterns that we've seldom excelled; these shirts are tailor cut in coat style, with small American cuffs attached; sizes to 14. Price ..... $\$ 1.25$

Parasols These warm, sumy Parasols days, when sunshades at $\$ 1.00$ are most in evidence, portance of this special low price; we've selected a large variety from our highpriced Parasolsto make this an unusual
offer; pure sill paracols of English make black and white-stripes, pretty Dresden designs on plain backgrounds; also plain shades mounted on gilt Trames of English and Japanese pat. many being colored to match shades; all are marked at less than
usual prices. TO-DAY, at $\$ 1.00$

## Hosiery With new lines, new

 Inducements tailes, preatly cur-viees - our mer Hosiery selling second day of Summer Hosiery selling should be a hummer -these exceptionally low prices, without the slightest sacrifice in quality, are largely made possible by adding a
manufacturer's overstocki, a sample lot. You'll save much TO-DAY in buying hosiery for every member of the family.
Women's Black Lisle Thread Hose, best stainless dyes, high-class Germai makes, double sole, heel and toe; fash-
ioned finished; all sizes in the lot. T0. ioned finished; all sizes in the lot. T0.
DAY, per pair............. 19c DAY, per pair
Women's Fancy, Plain or Embroid-
ered Lisle Thread Hose, German makes and stainless dyes. A line from our own stock of high-grade hosiery, with odds and ends at half-price and less; all sizes
in this lot. TO-DAY, per pair. 250.250
Men's Fancy Lisle and Cotton Socks, manufacturers' samples and odds and
ends from his high-class Summer stock To clear away at less than half usual price. TO-DAX, per pair. ${ }_{-1}$ Man Fior, yonke stroet.

Store Closes Saturday al 1 P.M.
During August (as in May, June and July)
With No Noon Delivery

PARATION
KET THAT
ORSEMENTS


The Wisest
Automobile Advice
Buy a Chalmers
1911
 most durable or running gear.
an

## August Furniture Sale Opportunities



Couch, all-over upholstery, has spring seat
and edges a higgh head with a roll, all well up.
holstered and covered in fancy velours holster
ust Sal Parlor Suites, three pieces, in bire. $\$ 7.25$
any, have any, haver suites, three pieces, in birch-mahog-
ed, high shaped backed frames and well-finish-
 frames of birch, mahoe pieces, with heavy carved
back and arms, and back and arms, and a spring seat, coovered in in
silk tapestry; three pieces. August Sale, $\$ 28.25$



Fobs $\quad \begin{aligned} & \text { Plentiful supplies of } \\ & \text { Handsome } \\ & \text { Fobs offered }\end{aligned}$ Teco
The taste, flavor and Galore TO-DAY at prices that Chocolates resemblance of luxcove: the cost of production. In filled ever, is within the bounds of economy; gold there are a number of fancy rich centres, in which pure cream and charms, some stone-set, others engrav-

ed in quaint or conventional shapes; | ed in quaint or conventional shapes; | $\begin{array}{l}\text { are covered with the highest grade }\end{array}$ |
| :--- | :--- |
| mounted on black silk ribbons or on | chocolate; a few centres of nuts, cara- | metal ribbons. Filled Gold Drop on mels, fruits, etc., complete a very elaborblack silk. . . . . . . . ...... ....... $\$ 1.00$

Exceptional value in Fobs for Men ate collection; placed into beautiful gold top, ribbon-tied boxes.
Women, $\$ 1.25, \$ 2.00$ and $\$ 2.50$
$1 / 2-\mathrm{lb}$. boxes

## Welcome Ribbon News for Early Fall

 and chil millinery favors ribbon-both for women practically complete in its display of new stocks of beautiful imported goods from the best European manufacturers. Beautiful Paisley, Cashmere and Dresden Ribbons are seen in new patterns. Ribbonfrom the narrowest baby width to the large millinery rom the narrowest baby
widths in many varieties.
To-day's specirl prices in four of the most
wanted civinds and oolors should create a stir
at the Riblon Counters.
Our "London" Satin Ribbon has a very rich inish, with the required amount of weight, to make it tie well into millinery bows and rosettes; also for sashes and bands; the width is 5 inches, in an unusual
range of colors, including navy, Royal, Alice, sky, range of colors, including navy, Royal, Alice, sky,
wine, red, cardinal, rose, old rose, pink, tan, brown wine, red, cardinal, yose, old rose, pink, tan, brown,
champagne, cream, moss and white. TO-DAY, 19 c


Fancy Ribbons, new color effects, elegant designs, in Paisley, cashmere and Dresden patterns, on pure silk taffeta; it is a beautiful display, heavy rich Dresdens, in pretty patterns of excellent color combination; narrow satin stripe on extreme edge, very desirable for millinery, fancy work, etc.; $0^{1 / 2}$ inch-
es wide. TO-DAY, per yard es wide. TO-DAY, per yard

## Baseball Providence 1. Bowling $\begin{gathered}\text { Dominion } \\ \text { Tournament }\end{gathered} \therefore$ Turf $\begin{gathered}\text { Results on } \\ \text { Two Tract }\end{gathered}$



## FIVE DAYS MORE <br> IN WHICH TO TAKE ADVANTAGE OF THE TREMENDOUS VALUES IN THIS <br> SALE of MEN'S FURNISHINGS

The one object now is to SELL THE GOODS THAT REMAIN, at once.
Discounts run as high as 65 per cent. on many odd numbers-nothing but fresh and seasonable goods.
While we may not have everything you want the stock is still large-what you most need may be here. By all means make selections early.


## KidMuellerWas Good $\quad$ Baseball Records But His Teammates <br> Failed With Willow



## With Song and Story

an evening around the camp fire passes "DAVIS' PERFECTION" 10c CIGARS

## t certainly makes an early fishing trip

 more enjoyable if you, take along a goodly supply of this popular brand. As mila, as a domestic, cigar, it has the full, rich taste generally found only in pure Havanas.For half a century we have been specialzing on fine cigars, and our experts have produced in "Davis' Perfection" a blend that will appeal to discriminating mokers
Do not forget, when going away, to lay in an ample stock of this splendid brand. And, if you stay in town, "Davis' Per-
S. DAVIS \& SONS, LIMITED, MONTREAL

##  Records 1 <br> 2 <br>  <br> 




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Amateur Baseball.




 "TIFCO" Bowlima
 and currese always rolls true, hooks
does not becomio
greasy, ts absolutely guaranteed, cheaper than any other reputable
patent vall, nd complies with th All frrt-class alleys are A. puting
these balls on. Try one on the











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Moro nuotray fopation


The Beer of Quality Telicate beer contain-the best known tonic
dualities, namely, the extracts of the finest qualities, namely, the extracts of the fonic Barley-Malt, Bohemian Hops and Pure
Water When we put this beer on the Water When we put this beer on the market
we offer you the very purest bottled lager that an up-to-date plant and science can produce. Kept by All Dealers
CARHING - LONDON





## CITY <br> BONDS

A SAFE AND SUPERIO
FORM OF INVESTMENT
We have a splendid list of Canadian City Bonds, all of which are dire ties-issued for public improrement purposes-seoured by taxation.
income
$4 \%$ to $5 \%$

## Dóminton Securnites CORPORATION-LIMITED

Big Interests Put on Stock And Tendency is Downward
Recent Tactics in the Market Have Been Favorable to Stock Distribition.

| dealing* was in-evide |  |
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|  | certainty as to market prevails. $\qquad$ on wall street. |
|  | Erickson Penkins \& $C 0$. had the fol-Lowing: The tendency |
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|  | abruptly. Assuming that stocks ${ }^{\text {a }}$, were bld up last week tor |
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| be easily put hig |  |
| Wall street Pointers. | vance in certatin specialties, such as Ccns. Gas, Canadian Pacific, and others |
|  | is designed to help steady prices, whilie distribution is in progress. Tliruout |
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| leather goods prices show. ma- | pretty good, trade developments werenot altogether reassuring. Recessions are noted in many yines. The railroad |
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|  | are buying relatively few supplies. The political situation is looming up as a disturbing factor. In all narror |
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| U. S. Steel earnings for third quar- |  |
| blast furnace production not much over 70 per cent. |  |
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| per pound. |  |
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|  | advise buying only on good reactions J. P. Bickell \& Co., from Finley Bar- |
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|  | IThportant interrests. Who malitaines |
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|  | 26, and unless there are bug and to break quite sharply if there is any bad news, Railroad Earnings. |
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|  | Tractions in London Playfair, Martens \& Co. repo:ted the |

## YOU WOULD NOT INSURE YOUR, LIF WITH AN INDIVIDUAL <br> WHY THEN ENTRUST YOUR ESTATE TO AN INDIVIDUAL? <br> Choose as Your Exeoutor The <br> Toronto General Trusts Corporation <br> It stands for Safety, Continuity and Efficiency <br> and Efficiency

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## 

 STOCKS AND BONDS


PLAYFAIR, MARTENS Q CO'Y Our fortightly finncinil review dealing with the Camailen,
New York and Cobatit Marketo will be mailed free on request


|  | BUCHANAN, SEACRAM \& CO. sTOCKs and BONDE Orders Bxecuttoa on Now York |
| :---: | :---: |
|  | Money to Loan 5 to $52 \%$ Good Residential Property |
| HERON \& CO. Members Toronto Stock Excliange | Trock |
| Investment Securities Orders Executed on All Leading Exchanges. We have good marisets on unlisted and insotive stocse ant 6 King street w., TORONTO |  |
| INVESTORS Write us for information regarding Cana- dian Securities of all kinds. RAFCIHNT IESUUES A SPFrCTATHYY STATISTICALDEPARTMENT AT YOUR SERVIC 95 BaInwry, WOOD \& CEOF Ont. | C. D. SHELDON Investment Broker <br> A specialty made of Iavestments is STANDARD RAILROAD AND INDUS TRIAL STOOK Write for full particulars regarding slas of investment. R00M 101, 108 ST, JAMES sTRET MONTREAL |
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|  | WANTED. <br> 10 Tru 10 Fax <br> d <br> 1 : 5 t <br> FOR SALE. <br> 10 Dominion Permanent 10 Home Bank. <br> Headquarters for all UNLISTED AND COBALT STOOKE <br> GREVILLE \& OO. <br> 43 scote st |
| TOLET <br> Third fleor, lately occupied by Manufacturers' Life Insurance Company. Divided to suit tenants. Also second floor suites. Apply H. M. Wetherald 504 McKinnon Building Main 4736. |  |
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| Erickson Perkins <br> -\& Co. <br> JOHN C. BEATY, <br> Resident Partner <br> members <br> NEW YORK STOCK EXCHANEE <br> NEW YORK COTTON EXCHANEE <br> AHICACO BOA <br> 14 KINE ST. W., TORONTO <br> Market Letter sent on applica- | JOHN STARK \& CO, 28, TORONTO STREET |
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|  | EDWARDS, MORGAN \&O Chartered Accountants 8 and 20 King 8t. West, Toront <br>  |
|  | WM. A. LEE \& SOM |
| DIVIDEND NOTICES |  |
| THE CANADIAN BANK OF COMMERCE. DIVIDEND NO. 94. $\qquad$ of two and one quarter per cent. upon the Capital Stock of this Institution has been declared for the three months ending the |  |
|  | E.R.C.CLARKSON\& SOIS <br> TRUSTEES, RECEIVERS AND LIQUIDATORS Ontario Bank Chambers SCOTT STREET TTORONTO- |
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## American Excursionists

Via C. H. \& D., and Wabash
The Manager of the personally conducted excursion from Cincinnati, Dayton and other Ohio cities, says that the Simpson store is one of the sights of Toronto. It is needless for us to add that our American visitors are the most discriminating of customers. They know a good thing, an up-to-date thing, when they see it. They recognize that

## Simpson's Silks and Dress Fabrics

Simpson's Kid Gloves and Slik Hosiory Simpson's English Hall-marked Silver Simpson's Furs, Fancy Goods and Souvenirs
Simpson's Clothing for Men and Womeni
are worth making a journey to see, and are the best value for the money on this continent.

Then they are appreciative of store comforts The plunger elevators-smooth running and commodious, the ladies' rest room, the airy restaurant on the top floor, with club service and an excellent or-chestra-all for a moderate price-call forth the exclamation, "Why, you can't get it anywhere else outside of New York City!"


Dining Room Furniture With № Regrets


 sider quality.
If ther If there were no prices marked
on this furniture we're selling tomorrow, you couldn't help admiring
it's intrinsic worth. But after that we want you to remember that this
kind of Furniture has never before been sold as close to the manufac-
turers' prices as we are selling it during this August Sale.
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Shares in Shirts---Down to One Dollar
 shirt stock. Nobody ever though it would be offered to the public at fifty
cents on the dollar. Never sold below par before, but our bear of a
buyer made a scoop and is dividing buyer made a scoop and is dividing
up with you-letting you in on the up with you-letting you in on the
ground floor-less than original cost ground flo
of shares.
Yous can buy a single share or
Yi shirt if you like, but a five dollar in,
vestment will make you presentable vestment will make you presentable
anywhere anywhere for late summer or early
autumn fetes in the meantime and autumn fetes in the meantime, and
will be $a$ wise deal in futures, for every shirt will be worth double on the first of May, 1911.
N. B. -The Wan now humming tonless Store is before you see it no more.






## Men's Fall Hats




## Wilton Rugs in Oriental

 Patternsa penl Wilton ruas.

 $\underset{\substack{\text { gave } \\ \text { mon } \\ \text { goo }}}{ }$ and
The 4th Floor Items








## Here are the SAMPLE SUITS For Fall

After being.exhibited to the leading ve
tailers of Canada and having carned bi
 COME BACK - and they'll 'make good' with every man who ses them here tothan the merchants.
Just once a year, one of the leading clothing manutacturers of Canada passes his
Fall samples over to us at a price that makes o-morrow's offer possible.
These are the samples from which merchants throughout the Dominion have or-
dered their Fall and. Winter stock; in a few dered their Fall and winter stock; in a few
months these merchants will be selling some
of these suits for $\$ 20$ may buy the sams suits here for $\$ 11.95-$ ahead of the season, model garments.
Though there are only 850 suits all told, the range of sizes is, of course, limited. But
there is a beautiful range of patterns. Colors, and weaves, and the 8 "eciock choosing tomorrow morning will be very rich.




Interesting List for the Housekeeper









## Embroidered Collars, Lace

 and Belts




## Class and Chinaware






## $\$ 2.00$ Rubber Plants for \$1.50 Each



## Groceries









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## AugustShowing of AutumnStyles

ur buyers returned home early. early delivery of the goods. You might, therefore, think we are claiming as a virtue what is merely a necessity when we emphasize our, early opening. But there is real virtue in being early. Genuine enthusiasm pervades the departments as they note your appreciation of the new goods.

For this is not an advance showing of a few odd things which, if you bought, you'd risk disappointment by seeing later something you liked better. Here is large variety, here are fullv matured styles and colorings with dress accessories of all kinds . The shopping you do in Simpson's these August days will simply lighten for you the otherwise inevitable burden of Autumn purchaseg It's suiting so many people on both sides of the counte this August, that we're sure
to do it again, and you can not fail to be pleased and fully satisfied, if you join the early shopping cam paign which is bound to be come a feature in this stote


A New Hosiery Deal

## Madam, hefore you darn anothe

 sock or stocking, just look through see if it isn't worth while calling for a fresh pack and giving the family a new deal in hosiery. Our buyers spent months in Europe makingdeals for this sale, and their succes deals for this sale, and their success
almost compels you to discard the "holy terrors" and replenish your stock from this fresh stock of ours, which at present is one of the most complete in Canada. Look at these
Are There Any More at Home Like This?
These Suits, we mean Rajah Silk
ones. We've had a great season with them-in fact there are only about sixty left, You've heard onough, no doubt about 'Summer Suit Clear-
ance's'-but this select little lot, was ance's'-but this select little lot, wa
overlooked, they've never been on sale at such a price before. Seeing shou
be more than believing in this caseit's almost bound to be buying if you can get here early enough,



Just 47 New Semi-made
Robes



