

Saturday,  
Nov. 6.

THE  
ROBERT

**SIMPSON**

COMPANY,  
LIMITED

—PROBABILITIES—  
Light to moderate winds; fine and  
mild.

THE  
ROBERT

**SIMPSON**

COMPANY,  
LIMITED

H. H. FUDGER,  
President.  
J. WOOD,  
Manager.

## Everything for Your Floors

A Little Tour Through  
the Carpet Dept.

WOULD you like to take part in a personally conducted tour through our Carpet Department right here in your easy chair?

### First, the Orientals

We know you'll be interested in these rugs from the Orient, everybody is. Of course, it is not everybody who can afford genuine Oriental Carpets—but in the long run they are the most genuinely economical carpets you can buy. They wear for centuries! And the colors improve with age.

As far as prices are concerned we think you'll find ours lower than you had reason to expect from experience elsewhere. You can get a fine Kirmanshah here for \$275.00. A silk mohair, about 9x12, for \$250 or \$300.

Persian Strips for the stairs for \$50.00 to \$100.00. Indian rugs are much cheaper. Lahore, for example, \$50 to \$80.

The colors are the endless charm of these Eastern rugs. They seem to glow with life, yet they never obtrude. We have one of the largest collections of genuine Oriental rugs in this country. Don't think of buying before you have seen it.

### Then the Pile Carpets

The next section on a trip through the Carpet Department is devoted to those beautiful productions of Kidderminster, England—Axminsters, the highest example of woven floor covering of the modern machinery. We have Axminsters at \$1.50, \$1.75, \$2.25 and \$3.50, so every degree of luxury within the bounds of moderate means is provided for.

The patterns and colorings vary in almost inexpressible complexity. At \$1.50 a yard we note a self-toned green, a minute all-over effect, relieved and enlivened by 8-inch wreath in lighter green.

At \$3.50 per yard we might mention a rose in three tones, with Empire wreath and fleur de lys.

### Wiltons Are Allied to Axminsters

We have a score of different designs in one, two or three different combinations of colorings. A new line this week includes a style of design known in the department as "Verdure" patterns.

One in particular—an effect of three shades of a dull blue, the patterns being an all-over interlocked system of leaves, after the chestnut tree shape, is particularly adapted to the "new" style of room. The border contains a note of Indian red and yellow—a delightfully original and clever carpet. This particular one is marked \$2.00 a yard. Other styles of design—notably a neat, warm brown all-over

75c Corsets, Monday  
50c

450 pairs Ladies' Corsets, fine white coutil, medium high bust, medium front, long hips and back, filled with fine steels, wide side steels, four wide plain elastic garters, lace, and ribbon trimmed. Sizes 18 to 26 in. Regular value 75c. Monday, a pair 50c.



pattern, soft in color like an Oriental. It has stair strips to match.

Another in green, with a little pattern, suggests grass and little brownish yellow dandelions, only not quite so brilliant. \$2.00 per yard.

At \$1.40 you may choose a useful self-toned tan that matches the oak furniture.

### Brussels the Universal

Everybody needs Brussels in some room or other—it's the sturdy, wearable carpet you can sweep every day if you have too.

We have 100 patterns, 2 or 3 colorings to a pattern, prices running 90c, \$1.10, \$1.15 and \$1.40.

At \$1.40 we show among other effects a close imitation of an old-time tapestry—"Verdure," we call it—a beautiful carpet. In this grade a great many self-toned designs show, how great has been the demand for this effect—generally with just a little extra spot of color in the border.

SMALL PATTERNS FOR BEDROOMS. Plenty of them in all the grades. At \$1.15 a neat pale blue Persian motif is noteworthy. If you want Brussels we can show you a splendid choice.

### Then the Tapestries

A 27-inch Tapestry Carpet runs from 55c to 90c a yard.

Nice all over patterns, quiet, refined, in two toned greens, can be had at 85c a yard, and really you wonder when you see them why more expensive carpets are ever asked for. We have 60 or 70 designs in Tapestry to choose from.

### Good Old Wool Carpets

When you step out of bed on a winter-morning a wool carpet seems to encourage your bare feet in a way that other floor coverings, from linoleum up, somehow fail to do.

You should see the "crafty" browns, reds and blues in the plain all-wool Shurries and Terries. Talk about the beauty about non-pretentious simplicity—these carpets are decorative in their very weave, plain though they are. The wool is bound with linen, giving a good, big stitch effect, 75c to \$1.00 a square yard, for they come in 36-inch widths.

### Monday in the Boys' Furnishing Dept.

1,000 garments of Boys' Scotch wool shirts or drawers, grey shade, best trimmings, absolutely unshrinkable, the warmest and most healthy garment to wear. Sizes 22, 24, 26, 28, 30, 32, 34, 36. 1,200 boys' heavy ribbed wool Sweaters, roll collars, double cuffs and skirt, made extra strong; shades of navy, red, brown or grey, with striped collars, 22 to 32. Special, Monday, \$1.50. "Britannia" imported heavy English natural wool underwear for boys, is considered most healthy and warm, wear next the skin. Sizes 22 to 32. Per garment, Monday, \$1.25.

### And Now We Come to RUGS

First, while we are in the wool section these wool rugs. Really! Well, you know how some people affect to rise superior to wool carpets? They should see these designs. Talk about the New Art! We show some of the very newest and most modern decorative art in these same wool rugs at \$7.50 to \$19.50, as, according to size and quality, the price may have to be.

Sizes 2½x3, 3x3, 3½x3, 3x4, and 3x4½. Greens, rose and blues. Brand new from England.

### Axminster Rugs the Aristocrats

Rich, luxurious Rugs, the Axminster, in designs to carry out the dignity.

Borders woven into the carpet. Prices \$18.00 to \$60.00. Wiltons (a little sleeker in surface), same prices.

Brussels \$9.00 up to \$22.50. Tapestry, \$7.25 up to \$16.50. Seamlessness costs about \$2.00 more in Brussels and tapestry.

A new idea in rugs seems to be emphasized this season—plain border, about 18 inches wide, surrounding a close all-over pattern which is thus blocked out in the centre of the room, and contrasted the more. For example, a plain Turkey red border, with a 3-inch crimson diagonal lattice design in the centre.

### Hearth Rugs and Mats

We show these handsome self-toned Hearth Rugs and Mats, in all the carpet weaves and in Smyrna and Mohair.

Mats, 75c to \$2.25. Bath Rugs, tile patterns, etc., woven like Wilton carpet from cotton, and washable, \$1.50 to \$3.00.

### Queen Street Line-up for Linoleums

Along the north side of the Carpet Department, with the Queen Street windows in their favor, range the Linoleums—Scottish, German, and English and Canadian—including Nairn's and Greenwich Linoleums. Prices range from 75c to \$1.80 on the linoleums. Printed Mats, 30c to 50c. Oilcloths, 22c and 27c each. Patterns of all sorts—carpet patterns, tile patterns, wood imitations, matting effects, etc., etc.

### And Lastly Cork Carpets

For churches, offices, hospitals, etc. Nothing is so silent and so pleasant underfoot as a Cork Carpet.

We have plenty, 75c to \$1.10 per yard.

Cocoa Matting, 52½c to 65c yard—one yard wide.

Monday we invite you to take a tour of this department in person. Plenty of things to see besides the instances we have quoted. You will be perfectly welcome, at any time, but Monday is best because first.

## "EXQUISITE," THE DESCRIPTIVE WORD FOR OUR Evening Gowns and Cloaks

A special alcove in the north-east corner of the Cloak Room has grown to be quite a resort for fashionable Toronto women this season.

We have an authority in charge, and invite ladies to call at their convenience.

### EVENING GOWNS.

Charming Evening Gowns, in laurel green liberty satin, handsomely embroidered, \$75.00 and \$95.00. Exquisite Evening Gown of native blue satin cloth, trimmed and embroidered in black jet, Spanish lace drape, \$200.00.

Handsome Evening Gown of shell pink mousseline de sole, corselet of Chantilly lace, pearl ornaments, \$125.00. Beautiful Gown of Chantilly Lace, handsomely embroidered, panel front and back, trimmed with pearl ornaments, \$200.00.

Pretty Frocks of willow green chiffon broadcloth, embroidered in silver and touches of shell pink, \$75.00.

A collection of dainty Frocks, of chiffon broadcloth, in fawn, grey and rose, self trimmed and touches of silver, \$75.00 to \$150.00.

### EVENING CLOAKS.

Our collection of Evening Cloaks is most distinctive and exclusive. Cloaks imported from the noted makers of these garments in Berlin, Paris, New York, and a few of home manufacture. Materials are of the finest broadcloth. Styles are numerous and varied, either with elaborate trimmings, or else quite simple. Colors are soft shades of blue, green, champagne, amethyst and rose, also of more silk in tulle and willow green. Prices range from \$35.00 to \$200.00.

### TEA GOWNS.

We are showing exquisite Tea Gowns of French Panama, French flannel, all-batross or chiffon. Colors are shell pink, natter blue, Italian blue, mauve and amethyst. Prices from \$35.00 to \$75.00.

## Evening Wear Mulls and Muslins

Very Beautiful Display Now Here, 2nd Floor

THIS assemblage of art as applied to cotton weaving and mixtures of silk and cotton, includes the best productions to be chosen from the markets of Europe and America. There has been no collection of muslins and mulls in this city quite like it.

Exquisite, is the only fittingly descriptive word. Debutantes and chaperones should really see these goods now that evening dresses occupy a share of one's consideration. They are really unique and prices are moderate.

Real Swiss Creponette and Pongonette, a most dainty material, 42 inches wide; this is a soft mull, with a plain or creped surface that will drape beautifully; shades of sky, turquoise, cream, yellow, black, white, pink, sky, Nile, mauve, etc., same shades in both kinds, 35c.

Zurich Silk, in both plain and polka dot design, the largest collection of shades ever brought together, 42 in. all; goods are 28 inches wide, and are half silk and half cotton, black, white, mauve, pink, wisteria, black, white, cream, yellow, black, white, pink, sky, Nile, mauve, etc., same shades in both kinds, 35c.

French Printed Mulls, delicate shadings, with floral designs of roses, orchids, etc., upon white and colored grounds, check or ombre effects, 65c.

French Printed Silk Floral Organ-dies, white, sky, mauve, and other colored grounds. Regular 55c, for 35c.

French Printed Cotton Organ-dies, small and large designs, of most exquisite colorings; designs used as a rule only on the best goods. Regular 50c, for 25c.

French Crystalline Voiles, double width, in all the new pastel shades, dainty silk stripes of various widths, pink, sky, mauve, black, etc. Regular 65c, for 45c.

(On second floor, Queen and Yonge street sides.)

## Simpson's Broadcloths for Suits, Dresses and Evening Wear Gowns

French and Austrian Chiffon Broadcloths. The shades were dyed expressly for this store, and the variety of tones and colorings is not surpassed even in the fashion centres of New York and London.

Vieux rose, lilac, amethyst, crevette, ashes of roses, tan, turquoise, pearl grey, baby blue, shell pink; also newest shades in street wear colorings—wisteria, heron, flamboise, fog, oil-blood, Russian blue, dark old rose, navy and black. Rich soft paeon, suede and glove finishes. Thoroughly sponged and shrunk, 52 in. wide; Monday, per yard, \$1.50.

### For Cushion Covers

(Art Needlework, Main Floor.)

Sale of Plush Squares and Pieces, suitable for cushions, chairs and a variety of other objects.

Imported Figured Plush of a peculiarly soft and silky finish, in green, gold, crimson and brown grounds.

350 pieces, 26 in. by 36 in. Worth a dollar, for 29c.

500 pieces, 36 in. by 52 in. Worth \$1.75, for 58c.

Special circle, just inside Queen st. doors.

### Boys' Winter Weight Suits and Overcoats

Boys' Two-piece Double Breasted English Tweed Suits, in a mild and dark brown and green shadow stripe effect, showing a light fancy intermixture; pants bloomer style. Sizes 26 to 31, \$5.75.

Boys' Strong Wearing Canadian Tweed Two-piece Suits, in a rich dark green ground with fancy colored stripe effect, showing a light fancy intermixture; pants bloomer style. Sizes 26 to 31, \$5.75.

Boys and Youths' Black and Dark Oxford Grey English Cheviot Overcoats, made up in single breasted Chesterfield style, with neat shaped lapels and black velvet collar. Sizes 25 to 28, \$6.00; sizes 29 and 30, \$6.50; sizes 31 to 33, \$7.50; sizes 34 and 35, \$8.50.

Prices range from 75c to \$1.80 on the linoleums.

Printed Mats, 30c to 50c.

Oilcloths, 22c and 27c each.

Patterns of all sorts—carpet patterns, tile patterns, wood imitations, matting effects, etc., etc.

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## Monday Basement Sale



Several lines of broken sets of Dinnerware in semi-porcelain and china to clear at the following prices Monday:

Bread and Butter Plates, Monday, 5c each.

Fruit Salvers, Monday, each, 10c.

Tea Plates, Monday, each, 10c.

Snip Plates, Monday, each, 10c.

Dinner Plates, Monday, each, 10c.

Cups and Saucers, Monday, each, 10c.

Sugar Bowls, Monday, each, 10c.

Pickie Trays, Monday, each, 10c.

Gravy Boats, Monday, each, 10c.

Salt Bowls, Monday, each, 10c.

Meat Platters, 12-inch, Monday, each, 10c.

Meat Platters, 16-inch, Monday, each, 10c.

Covered Vegetable Dishes, Monday, 20c each.

20 only high-grade English Semi-Porcelain Dinner Sets of 11-piece composition, conventional decoration in gold, dark blue print, good value at 4.75.

White and gold French China Dinner Sets of 12 pieces, dainty gold acroli border decoration on pure white china surface, gold handles and edges in burnished gold, regular \$47.00, 36.20 Monday.

Hand-painted and fancy china Cups and Saucers, Vases, Spoon Trays, Bon-bons, etc., Monday, 10c.

China Plates, Steins, Sugar and Creams, Comb and Brush Trays, 98c regular up to \$1.50. Monday.

The Capital Favorite Steel Range is fitted with the famous duplex grate, high warming closet, made of No. 1 material, highly finished, with nickel trimmings. Regular \$52.00, 43.00 Monday.

Only No. 15 High Cabinet Gas Range fitted with high oven, made of first-class material, beautifully finished with nickel trimmings, an excellent 33.99 Monday.

Hand-painted and fancy china Cups and Saucers, Vases, Spoon Trays, Bon-bons, etc., Monday, 10c.

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