

SIMPSON Store Opens 8 a.m.

Closes 5:30 p.m.

H. H. FUDGER, President. J. WOOD, Mgr. Probabilities

Moderate to fresh southerly and south-westerly wind; fine and warm.

SIMPSON

### Remarkable Value In Women's Cloth Suits at \$9.95

These Suits are made of all-wool Panama, Venetian, Venetian and Vicuna cloths. The styles are up-to-date, made to our own designs and instructions—the workmanship and finish is of the quality usually found in very much higher priced garments. These are specially priced for Saturday. Three styles are given below:

A strictly tailored Suit, made of imported Panama, in colors navy, brown and black; coat is cut in refined lines, and has dressy effect; has slash side pockets; fastens with novelty cloth buttons; skirt plainly stitched over hips, with semi-pleated sides. Special price \$9.95.

Women's All-wool Venetian Suits, in colors navy and brown; coat line throughout with silk serge; fastens with four bone buttons; has square flap pockets; skirt has panel front, with semi-side pleating. Price \$9.95.

Women's Suits, made of imported vicuna cloth; coat cut in double breasted style, but fastens with single row of bone buttons; skirt has front panel, with semi-pleats at side; colors navy, black and brown. Special price \$9.95.

(Third Floor, Queen Street.)

## These Little Tots Need Winter Coats

They will be trooping in here on Saturday morning with their mothers, to see the cute styles awaiting them on the third floor. Mothers should arrange to see this exceptional collection of Girl's Coats before all the favorites have been disposed of. Bring the youngsters to-morrow morning and see how wonderfully these new coats suit them. Here are three that you should be sure to see:—

### CHILDREN'S COATS FOR SATURDAY

Smart coats for girls suitable for present wear—specially priced for Saturday.

#### The New Coats of the Season

- Girls' Corduroy Velvet, in green, navy and crimson; has deep turned-over collar, double breasted style, trimmed with novelty buttons, strap around waist, which is finished off at back with buttoned tabs; the coat is lined throughout; ages 6 to 14 years. Price... **7.75**
- Another good style, Girl's Long Coat of cheviot serge, in cardinal only, deep turned-over collar, trimmed with green velvet, narrow fancy braid and novelty buttons, fancy cuffs trimmed to match collar, and patch pockets; ages 6 to 14 years. Price... **3.95** (Third Floor.)
- Girls' Blanket Cloth Coat, in red and navy, double breasted, and lined over shoulders, deep turned-over collar piped with contrasting color; the back, cuffs and pocket are finished off with a button tab; ages 4 to 14 years. Price... **4.95**



## You'll Need Your Overcoat

We want you to see the coats mentioned below; we think that is all that's necessary to make one of them "your coat"—and don't miss the suit items for men and boys!



Men's Fine Quality English Tweed Fall Weight Overcoats, in the new fashionable grey shades, with neat stripes and herringbone weaves; cut from the latest three-button single breasted Chesterfield models; splendidly tailored, and finished with good quality linings and interlinings. Sizes 35 to 44. Price \$12.50.

Men's English Cheviot Fall Weight Overcoats, in a rich dark black shade; cut from the popular single breasted Chesterfield models; lined with extra quality black silk to the edges, with broad shoulders, close fitting collars and shaped lapels; carefully tailored in every way, and perfect fitting. Sizes 35 to 44. Price \$18.00.

Men's Dark Oxford Grey Cheviot Overcoats; a smooth finished heavy winter weight material; cut in the latest single breasted Chesterfield style, with well built shoulders, and full broad chest effect, finished with neat black velvet collar, lined with fine quality twilled mohair and hair-cloth sleeve lining. Sizes 35 to 44. Price \$13.50.

Men's Winter Weight Overcoats, made from an imported English black mutton, thoroughly fast color; cut from the new winter models, in single breasted Chesterfield style, with raw edges, close fitting collars and neat shaped lapels; lined with Al quality linings and trimmings, finished with first-class workmanship. Sizes 35 to 44. Price \$18.50.

Men's High Grade Winter Weight Overcoats, made from a fine quality English tweed, in a medium grey ground, with neat double grey and faint green stripes; cut from the stylish single breasted Chesterfield models, with hand moulded shoulders and lapels, and neat black velvet collar, carefully tailored in every detail, and perfect fitting. Sizes 35 to 44. Price \$25.00.

Men's Fine Quality English Woven Suits, in the new grey and brown shades, with neat self and fancy colored thread stripes interwoven; cut in the latest 3-button single breasted sack style, slightly conforming to the figure, and with long, shapely lapels, excellently tailored, and finished with best quality linings and trimmings. Sizes 35 to 44. Price \$15.00.

### Men's Shirts and Underwear

**MEN'S TARTAN FLANNEL SHIRTS**  
These splendid warm shirts are made from all-wool flannel, woven and made up especially for us. We guarantee these shirts to be perfect in every way; they have double stitched seams, reversible collar and box pleat front, with heavy white pearl buttons; colors are red, blue and green mixtures; sizes 14 to 18. Saturday 3 for \$6.50, or each \$2.00.

**EXTRA SPECIAL.**  
Men's Neglige Shirts, left-overs from our regular summer stock, and several hundred manufacturers' samples and overmakes, to be cleared out on Saturday morning; included in the lot are some made by Canada's best shirt manufacturers; there are coat shirts, plain fronts, attached and detachable cuffs, and the materials are terythra, madras, French percales and good quality cambrics; we also include in this money-saving bargain a range of our new fall shirts at 50c. Regular prices 75c, \$1.00, \$1.25 and \$1.50. Saturday all one price 50c.

(See Richmond Street Windows.)  
Men's Imported Pure Shetland Wool Underwear, made especially for us, and bears our own registered trade mark; the garments are heavily spliced in the elbows and seats; shirts are double breasted, elastic rib cuffs and ankles; we recommend this garment for both hard wear and comfort. Saturday, each garment \$1.25.

## Special Corset Selling

We will be ready Saturday morning with a very attractive offering of fine corsets. A special purchase of those beautiful *Royale* Corsets will go on sale at a remarkably low price for such a superior model and quality. Phone orders taken.

400 pairs *Royale* Corsets, in a fashionable and popular model; fine white coutil, medium bust, long below waist, with deep unboned skirt; finest rustproof steels; four wide, strong side steels, four wide elastic garters, draw tape in bust; moire silk and lace trimming. Sizes 18 to 28 in. Saturday, a pair for \$1.25.

N. B.—An expert lady corsetier from New York is here for a few days, demonstrating the many superior qualities of the new fall models of the famous *Hon Ton* Corsets. We invite you to consult her about your new corset. She will give you a trial fitting if you so desire.

## Women's Sweater Coats

Splendid heavy warm Sweater Coats for girls, misses and women are offered on the third floor at remarkably low prices. All are fine quality knitted wool and perfect fitting.

Women's Sweater Coats, fine extra heavy knit wool, V neck, two patch pockets; length about 27 in.; colors red, navy, white, grey; sizes 32 to 42 bust. Saturday at \$1.75.

Girls' Sweater Coats, fine knitted wool, V neck, two patch pockets; color grey only; sizes 10, 12, 14 years. Saturday at \$1.00.

Girls' Sweater Coats, fine knitted wool, V neck, two patch pockets, white pearl buttons; colors white or grey, with red or royal blue trimming; sizes for ages 6 to 10 years. Saturday \$1.00 each.

## Excitement in the Bathroom

**300 PAIRS TURKISH BATH TOWELS \$4.95 PAIR.**  
Turkish Bath Towels for everybody; many of them odd pairs, some fringed, some hemmed ends; a lot of fancy stripes, also some plain white; great, large, heavy, full pile towels. Clearing at your choice Saturday, pair 49c.

**NEW BATH ROBE LENGTHS \$2.75 EACH.**  
Have you seen the new Bath Robe Lengths which we're showing in our Flannel Section, upstairs, corner Queen and Yonge? Beautiful colorings, bordered ends; enough in each length to cut a large full bath robe. An exceptionally fine lot. Each, Saturday \$2.75.

Girls' Frogs and Cord to match, set 50c.

## An Interesting Saturday in the Silk Dept.

3000 yds. Silk Stripe Taffetas in a lovely choice of colors and new stripe effects; very smart and dressy fabric for house dresses, and out-door wear. See the new Pastel shades in apricot, Panama, sky blue, peach, mauve, reseda, tan, shell, pink, etc. Beautiful finished quality. Special value, 42 inch, yard 65c.

**NEW MOIRE SILKS.**  
Our recent shipments of Rich Black Moire, in stripe, moire antique and moire chevron, for coats, suits, costumes and cloaks, is most complete. Every design of the watered effect is shown in single and double widths. Prices per yard in single width, \$1.00, \$1.25 and \$1.50; in double width, \$1.50, \$1.75, \$2.00 and \$2.50.

Saturday Special—Rich Black Duchesse Lining Satin, in medium and heavy weight for coat lining; full 27 inches wide. Regularly sold at \$1.25 per yard. Saturday special \$1.00.

## Fashionable Dress Goods for To-Morrow

In the selection of dress goods for to-day the demand is for better qualities with exclusiveness of material and shades.

Simpson's is acknowledged to be the best, without question.

We show on Saturday an unlimited choice in the new suitings in blacks, navys, browns, greys, wines and the new reds.

## Rare Prices on Men's Sample Hats

400 Men's Sample and odd lines of Derby and Soft Hats, assorted colors and sizes. Regular up to \$2.50. Saturday \$1.00.

Christy's Famous English Make Derby and Fed-r-a Hats, in all the popular fall shapes and colors. Saturday \$2.00.

Men's and Boys' Caps, in hood-down, bulldog, golf and varsity shapes; large assortment of colors. Saturday special 45c.

Children's Hats and Tams, in new and dressy designs, in felt, serges, velvets and corduroys. Prices special at 25c, 35c and 50c.

## \$5.00 Silk Petticoats \$2.95

About 100 Women's Petticoats, of heavy taffeta silk, green, brown and black; two styles; colors are made with deep flounce, trimmed with self strapping, stitching and pin tucking; blacks are made with three-pleated flounce, trimmed with rows of stitching and tucking; both styles finished with deep underpiece. Regular \$4.00 and \$5.00. Lengths 36, 38, 40 and 42 inches. Saturday \$2.95.

**FLANNELETTE DRESSING SACQUES 49c.**  
Comfortable Dressing Sacques, of excellent quality flannelette, black, navy or sky, neat figured pattern, cuffs and collar finished with stitching. Sizes 34 to 44. Saturday 49c.

## Robe Specials for Saturday

(Trimming Dept., Main Floor.)  
10 only French Linen Embroidered Robes, in white, pink, mauve, cadet, sky and tan. Our regular price \$14.50. Saturday \$5.00.

Three Sample Black Sequin Robes, in superb designs. Our regular price \$25.00. Saturday \$15.00.

Six Sample Lace Robes, in white only; some of the finest examples of extra fine net and embroidery. Our regular price \$29.50. Saturday \$15.00.

## Ribbons

1,500 yards Fine Even Weave Silk Taffeta Ribbon, in white, cream, sky, emerald, rose, old rose, Nile, myrtle, emerald, tan, brown, red, navy, mauve, Alice and tuscan; very suitable for sashes and millinery purposes. 5 1/2 inches wide. Saturday 16c yard.

## Bleached Satin Damask Table Cloths \$1.75 Each

Every thread pure linen, a fine assortment of selected bordered designs; table cloths that will give unexcelled wear; 2 x 2 1/2 yards. Selling at each, Saturday \$1.75.

Phone direct to Linen Dept. (Second Floor, Yonge Street.)

## Axminster Carpet Worth 25% More

1,600 yards of Heavy Axminster Carpet, in a dozen designs and colorings, including reproductions of fine Orientals, 2-4 and 5-8 borders to match. Regular \$1.50 and \$1.75. Saturday, per yard \$1.25.

(Fourth Floor.)

## Sale of Cushion Forms (Fourth Floor)

Now is your opportunity to save on Cushion Forms; sure to need them shortly in preparing your home for the cooler months; cushions help to make your home cozy, comfortable, cheerful and attractive. We are selling Saturday five sizes only, all well made, filling of high grade Russian down, good quality casing, and sure to give perfect satisfaction:

- Size 18 x 18 in. Saturday reduced to 24c.
- Size 20 x 20 in. Saturday reduced to 33c.
- Size 22 x 22 in. Saturday reduced to 39c.
- Size 24 x 24 in. Saturday reduced to 49c.
- Size 26 x 26 in. Saturday reduced to 59c.

## Groceries

- 2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 28c.
- Toasted Corn Flakes, 3 packages 25c.
- Loaf Sugar, 4 lbs. 25c.
- Imported French Peas, per tin 12c.
- Aylmer Honeydew Corn, per tin 10c.
- Maconochie's Pickles, mixed, chow and walnuts, pint bottle 22c.
- Shirriff's Marmalade, 2-lb. jar 25c.
- Rich Red Salmon, Nimpkish Brand, regular 20c, per tin 17c.
- Pure White Clover Honey, per section 24c.
- Clark's Pork and Beans, in Chili sauce, large tin 10c.
- Candy, 500 lbs. Fresh Walnut Maple Cream, per lb. 10c.
- 500 lbs. Fresh Peel Cake, regular 20c, per lb. 15c.
- Telephone direct to department.



## Big Savings in Millinery

Nearly 200 Trimmed Hats, in styles and materials that are proving to be favorites; draped velvets, large velvet shapes, plushes, and velvet and corded silk combinations, all carefully trimmed with fancy mounts, rich ribbons, ornaments, etc. Worth much more than our

## Special Saturday Price \$5.00

50 Misses' Hats of fine felt shapes, with ribbon trimming, best colors. Special \$3.00.

**\$7.00 WILLOW PLUMES FOR \$4.95.**  
This line is one of the best we have ever offered for the money, and cannot be procured elsewhere for less than \$7.00 each. Special Saturday \$4.95.

## China and Glassware

Sugar and Cream Set, two pieces, bright, clear glassware, colonial design. Per pair Saturday 25c.

20 only superb samples of Rich Cut Glassware, in gem and sapphire designs; the assortment comprises jelly nappies, salad bowls, fruit bowls, flower baskets, water jugs. Underpriced for quick selling Saturday \$6.50.

Beautiful decorated Limoges China Dinner Sets, 14 only for Saturday's special selling; the set contains 98 pieces, in the new Marcella shades, kermis cups, handles, gold clapped. Saturday special \$19.95.

Brass Flour Baskets, tall handle, bright finish. Saturday 99c.

## "Banockburn Tweeds," lovely choice of greys and new color blends; very effective and smart suitings. 48 inches, \$1.00 yard.

"West of England Serges," popular suitings for coats and suits, in a full range of new colors, also black, thoroughly shrunken and fast dyed; 52 inches, \$1.00.

"Sedan Broadcloths," our special quality for fall coats and suits, lovely choice of the most wanted colors, thoroughly sponged and spot proof. 52 inches, \$1.00 yard.

"Black and White Checks," in two weights for the new one-piece dresses, and the other a good heavy weight in the tweed effect for coats and suits; very fashionable suitings for fall wear. 48 and 52 inches, \$1.00 yard.

"Black and Navy Suitings," with white hairline stripe; special value in worsted suitings, nice clear cut twill and firmly woven quality. 48 inches, \$1.00 yard.

"Heather Mixed Suitings," in the herringbone and herringbone weaves; good heavy weight for tailored coats and suits; lovely choice of new color combinations. 50 in., \$1.00.

"Two-tone Cheviot Suitings," Scotch make, in fine soft yarn, very popular suitings for coats and suits, thoroughly shrunken and immense range of new two-tone colors. 50 in., \$1.25.

"Grey Suitings," in light, medium and dark shades, new basket weave, new diagonal weave, new cheviot weave, new hopsack weave, new knope cheviot weave; guaranteed all pure wool qualities, and thoroughly shrunken, 50 to 56 in., \$1.25, \$1.50 yard.

"Navy and Red Cloakings," in the heavy weights for ladies' and misses' coats, new marine, navy and the new military red. 52 and 54 inches, \$1.00, \$1.25, \$1.50 yard.

## Our Saturday Sale of Worthy Shoes

The quantities are very much smaller than at last Saturday's sale, but a close investigation shows that we have all sizes in nearly every style that was shown before. Nothing need be said about the quality of the boots after the enthusiasm of a week ago, but if you were not "in" on the last sale, just look over this list and make sure of getting a pair to-morrow.

**SECOND FLOOR, RICHMOND STREET.**

**MEN'S \$4.00 BOOTS \$2.49.**  
600 pairs Men's Boots, made of Russia tan calf and box calf leathers, Blucher style, double Goodyear welted soles, reinforced shanks, wide, medium and swing lasts; the box calf have dull matt uppers; a ideal fall and winter boot; all sizes 6 1/2 to 11. Regular value \$5.50 and \$4.00. Saturday 8 o'clock \$2.49.

**MEN'S \$5.00 BOOTS \$2.95.**  
550 pairs Men's Boots, in selected patent oilt, tan storm calf and viccolized tan winter calf leathers; the patent oilt have dull matt calf uppers, with fast black hooks and eyelets; each style is made on three different lasts, wide, medium and narrow; the viccolized tan are as near waterproof as a leather boot can be made, brass hooks and eyelets, and double Goodyear welted soles; all sizes 5 1/2 to 11. Regular value \$4.00, \$4.50 and \$5.00. Saturday 8 o'clock \$2.95.

**WOMEN'S \$5.00 BOOTS \$2.49.**  
200 pairs Women's High Grade American Boots, in patent oilt, viccolized tan, gunmetal, valona calf and tan Russia calf leathers, dull calf, viccolized tan, cravette and cloth tops, buttons, Blucher and lace styles; all sizes in the lot 1 to 8. Regular value \$4.00, \$4.50 and \$5.00. Saturday 8 o'clock \$2.49.

**\$3.50 WOMEN'S AMERICAN BOOTS \$1.99.**  
460 pairs Women's Boots, made by the Hamilton Brown Shoe Co., of Boston, in patent oilt, fine viccolized tan and gunmetal leathers, button, Blucher and McKay sewn soles. Sizes 2 1/2 to 7. Every pair made to sell at \$3.50. Saturday 8 o'clock \$1.99.

**BOYS' \$3.50 BOOTS \$2.29.**  
300 pairs Boys' Boots, in patent calf and box calf leathers; every pair Goodyear welted; the patent calf have dull matt calf uppers, made on both the swing and natural lasts; the box calf have double soles, Blucher style. Sizes 1 to 5. Regular \$3.00 and \$3.50. Saturday 8 o'clock \$2.29.



## Six Beautiful Volumes of Burns

Set No. 2—The complete works of Robert Burns, self-interpreting, illustrated with etchings and wood cuts, maps and fac-similes; the celebrated Ayrshire edition de luxe; limited to one thousand numbered copies; six volumes to set; large size library edition; bound in % morocco. Printed on hand-made paper. Published at \$20.00 per set. Our price \$4.50.

On sale Book Department. Look out for Set No. 3.

## Paper Copyright Novels 10c Each

Just received a large shipment of Paper Copyright Novels, including nearly all the new and popular authors. Over 1,600 titles to choose from.

On sale Book Department.

## Great Wall Paper Selling To-morrow

We have had a house-clearing in our Wall Paper Stock Room, and find nearly a carload of lay-overs, oddments, etc., and broken lines of our best papers, which must be cleared out this week. This sale will be a boon to all house-owners, real estate men and landlords.

6,500 rolls English and Imported Papers for parlors, dining rooms, halls, dens, libraries, in warm reds, browns, buffs, champagnes and greens, blues, greys and their blends. Regular 65c, 75c, \$1.00. Saturday 25c.

6,750 rolls Imported Papers, for parlors, sitting rooms, bedrooms, dining rooms and halls, good colorings in browns, greens, blues, reds, champagnes and light grounds. Regular 25c, 30c, 40c. Saturday 16c.

(Fifth Floor—De Early.)



Note these items carefully.

## Unusual Sale of Sample Waists (NO TWO ALIKE.)

An extraordinary opportunity to purchase a good silk or lace waist at one-third to one-half the ordinary prices.

Two complete sets of samples from high-class makers, consisting of black and colored silks, in chiffon taffeta, messaline and other soft silks; also a nice collection of black, white and ecru lace and net waists; others are in Paisley and velled effects; all up to the minute in style and beauty; sizes are 34, 36, 38 and a few 40 inches; only one of kind, so choice is very large. Ordinary selling prices are \$4.50, \$5.50, \$7.50 and \$10.50 each.

**Saturday's Price is \$2.95 (Third Floor.)**

## Umbrellas

150 Women's Umbrellas, in fine silk and wool tops, also silk mixed, best close rolling steel rod and frame, silk cased; up-to-date handles in sterling and gold mounts, in mission woods, gunmetal and tortoise; 100 designs in handles to choose from; an opportunity to purchase a fine grade umbrella at a low price. \$3.00, \$4.00 and \$4.50 values. Saturday \$2.35.

The Robert SIMPSON Company Limited