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

THE ROBERT **SIMPSON** COMPANY LIMITED

—Probabilities—
Strong westerly winds; colder and cloudy; local showers of rain or sleet.

THE ROBERT **SIMPSON** COMPANY, LIMITED

Wednesday, Oct. 13th.

Fox and Lynx

TWO of the furs most in demand this autumn were worn originally by Mr. and Mrs. Fox and Mr. and Mrs. Lynx, good Canadians of the Hudson Bay District.

The best of these skins were sent to Leipzig, Germany, where they do know how to dye fur.

Now here's the point—and it's a Simpson point—

Every made-up article of black lynx or brown or black fox we offer for sale was dyed in Leipzig.

So that—the fur is the finest in the world.

—The colors are perfect and permanent.

Our styles are quiet, lady-like, superior. Our prices are decidedly moderate.

By-the-way—you should see the pretty shapes we are showing in that new idea—Persian Paw Sets.

The Worsted Suits at $14.95

THERE never was a fixed ideal yet, and we know that we'll have better suits at $14.95 before we give up, but up to date these suits represent our ideal for 1909—at the price. We claim that you may go much higher than fifteen dollars and fare no better, as far as appearance goes. As for quality, all the important points have been considered. The materials are the best possible to procure in their grade. The workmanship is the same as on the higher-priced suits. The style being simple, we are able to put the maximum of quality into the things that really count—the making, the lining, and, above all, the **worsted.**

Ask to see the $14.95 suits. We'll be delighted to show them.

The $16.50 Coats are also worth looking at carefully. Kill two birds with the one stone tomorrow.

Shades of grey, taupe, brown, green, navy and black; tailor-made coat; lined with imported sateen; trimmed back and front with stitched strapping, finished with self-covered buttons; full flare gore skirt, trimmed to match coat ..... } **14.95**

LADIES' IMPORTED COATS, $16.50.

Imported Coats of English tweeds, in mid grey mixtures, long, semi-fitting backs, double breasted front, large mannish shawl collars, plaited on front at side, giving a distinguished appearance to garment. Thursday $16.50.

LADIES' $5.00 SKIRTS

Ladies' Separate Skirts of all-wool Panama, black, navy, brown or green, semi-pleated style, trimmed with self-covered buttons, $5.00.

Skirt of all-wool diagonal serge, in black, navy or brown, semi-pleated, with tab effect on side gores, $5.00.

LADIES' DRESSES, $11.95.

Imported All-wool Panama, handsomely embroidered on yoke and down front, buttons down back, with small jet buttons, full box pleated skirt; shades are wisteria, navy and black, $11.95.

The Largest, Most Select Showing of
High-Class Black Fabrics
We Have Ever Made

EVERY new and fashionable weave and design is here in all the suitable weights. Rich, full, unfading black.

New Ottoman and San Toy Cords, Prunella Cloths, Silk and Wool Mixtures, Fashionable Stripe Worsteds and Wide Wale Weaves, beautiful, queenly Broadcloths and satin finish Cloths, English Cheviots and fine Serges, sheer silk stripe Voiles, Marquisettes, Grenadines, etc. Special display Thursday in Black Dress Goods Section. Per yard, from **75c to $3.00.**

Thursday Is Notion Day

ARE you doing any sewing this autumn? Of course you are. Well, what we mean is that our Notion Department is at your service with all the little things for your work basket.

Abel Morrall's Safety Pin Books. Regular 25c. Thursday, **5c.**

Lindsay Safety Pins, all sizes, black only, five cards for **5c.**

Toilet Pins, assorted colors. Regular 20c, for **5c.**

Hooks and Eyes, Reliance Brand, black only, 10 dozen for **5c.**

Brownie Hooks and Eyes, large sizes, 2 cards for 5c.

Cotton Corset Laces, grey. Regular 5c each, 3 for 5c.

4 balls Ironing Wax for 5c.

36 in. Boot Laces, per dozen 5c.

The China Sale Includes a Great Representation of Japanese Ware

WHAT a wonderful people they are—the Japs. How cleverly they imitate European goods, but how much more admirable they are in their own original native arts and manufactures! Japanese china is a daintiness that all the world appreciates, and in all the world Toronto admirers cannot procure Japanese china so economically as at this sale of ours right now.

We have English porcelain, French porcelain too, and china from the various other countries that produce it—all wonderfully cheap, with a wealth of choice. This is a sale to set a new standard by. You could attend profitably every day.

Japanese Cups and Saucers, in pretty red, blue or green decoration. Regular 15c and 20c. Thursday, **9c.**

Fancy China Bon Bons, Trays and Fancy Boxes. Regular up to 35c. Thursday, **19c.**

Fine China Cups and Saucers, decorated with Japanese figures and gold-traced handles and edges. Regular 35c. Thursday, **15c.**

Salad Bowls, Cake Plates and Celery Trays, decorated with roses on a shaded background. Regular up to 75c. Thursday, **39c.**

Sugars and Creams, pretty squat shape, floral decoration. Regular 75c. Thursday, **49c.**

A large assortment of Fancy China, including Cups and Saucers, Bon Bons, Nut Bowls, Fern Pots, Salads, Sugars and Creams, Celery Trays, Vases, etc. Regular up to $1.50. Thursday, **79c.**

Beautifully decorated Nippon China Salad Bowls, Chocolate Pots, Biscuit Jars, Celery Trays, Sugars and Creams, Berry Sets. Regular up to $3.75. Thursday, **$1.98.**

CUT GLASS.

9-inch Berry Bowls, richly cut. Regular $18.00. Thursday, **$10.50.**

Celery Trays, 11 inches long. Regular $7.00. Thursday, **$3.75.**

Water Jugs, beautifully cut. Regular $8.00. Thursday, **$3.75.**

Handled Bon Bons. Regular $4.50. Thursday, **$2.98.**

Re-Upholstering Orders

WE WOULD respectfully remind our customers that work of renovating furniture should be put in hand at once. In a little while we will be so busy as to make it problematical how soon your work can be promised. And that, too, at the very time when social affairs make it most necessary that your rooms be right.

Let us send a man to your house to-morrow to give you estimates. A phone message will bring him. We'll send samples from our overflowing choice of materials, too, if you wish. We have about everything.

We might particularly recommend our new tapestries at 75c to $2.00 per yard.

Variety enough to suit every purpose.

Colonial Casements

WE have an assortment of fabrics for casement windows we sincerely believe **suit** that sort of window in a way that leaves nothing to be desired.

It is called Colonial Casement Cloth, and the Marshall Field Company have given us our choice of the designs for exclusive sale in Toronto.

These cloths sell at 25c and 30c a yard, and look quite as effective as goods costing $1.00, wearing as well and washing into the bargain.

Art Needle-work Classes
(Main Floor.)

The art needlework classes of instruction are held daily. Apply to the department.

WOOLS AND YARNS

Simpson's Wools are the best obtainable. Cheap wools are an abomination, both to work and to wear. Our wools are perfectly free from grease and the inequalities incidental to low price wools.

Simpson's single and double Berlin, the perfection of quality; a grand range of shades; 7c skein.

Simpson's Shetland and Orkney Floss, every wanted shade, 7c per one ounce skein.

All other makes in stock, but the above are quoted as specimens of good wool over poor.

Dairy Butter 24c lb.

2,000 lbs. Fresh Dairy Butter, in prints, per lb. 24c.

Finest Spanish Onions, 9 lbs. 25c.

Choice Canned Pumpkin, 2 tins 15c.

Maggi's Soups, assorted, 6 packages 25c.

Edwardsburg or Beehive Table Syrup, 5 lb. pail 25c.

Choice Red Salmon, 1-2-lb. flats, 3 tins 25c.

Scott Taylor's Worcester Sauce, 3 bottles 25c.

Tillson's Pan-dried Oats, 3 packages 25c.

Finest Pot Barley, 8 lbs. 25c.

Pure White Wine Vinegar, XXX, per gallon 25c.

Pure Pickling Spice, best quality, per lb. 15c.

Salt, in 5-lb. bags, 3 bags 14c.

Telephone direct to department. Main 7841.

35c ASSAM TEA, 28c

200 lbs. of fine, rich, full bodied Assam Tea. Thursday, per lb. 28c, 5 lbs. $1.35.

New Bedroom Papers

Call and see a few of our early shipments of new papers, in bedroom effects, "cut out friezes," "cut out uppers," plain effects in "crepes," linens, "dimities." Prices 15c, 25c and 35c roll.

SPECIAL THURSDAY

1,250 rolls Bedroom Papers. Regular to 25c. Thursday 9c.

5,200 feet Room Moulding. Reduced to 1 1-4c and 1 1-2c foot.

Caracul by the Yard
(Second Floor, Yonge St.

New Black Caraculs, for ladies' coats, finest makes, and beautiful silk finish, splendidly marked, 50 in. wide; the most popular coating of the season. Per yard $2.50, $3.00, $3.50.

FLANNEL EIDERDOWN, 40c YARD.

Fancy Wool Eiderdowns, complete range of new stripes and novelty weaves, for lounging robes, dressing gowns, dressing sacques, children's coats, etc.; 27 in. wide. Per yard 40c.

(All at the Flannel Counter.)

Men's $2 Hats for 79c

360 only Men's and Youths' Soft Hats, sample lines, all newest fall 1909 shapes, in the popular colors of green, slate, blue, ivy, moss, light and dark greys, brown, fawn and black. The styles are trooper, crusher, Alpine, neglige, crease crown and fedora. Regular prices up to $2.00. Thursday 79c.

50c CAPS, 19c.

Men's and Boys' Golf Shape Caps, in fancy pattern imported tweed, checks, stripes, etc., silk lined. Regular up to 50c. Thursday 19c.

The Orchestra
Thursday in the Lunch Room.

March—International .. ..Roberts
Humoresque—Teddy after Africa .. ..Prior.
Selection—Lucia de Lammermoor .. ..Donnizetti
Valse—Chirididridin .. ..Pestalozza
Hungarian Folk Song and Cyardas ..... Roberts
Selection—The Princess Chic ..... Edwards

Thursday Afternoon in the Cloak Dept

Hungarian Fantasia—Roszika ..... Roberts
Selection—The Strollers. ....Englanders
Waltz—Love's Sympathy.... .... Nelson
Entracte—Cloister Scene. .. .. Rubeinstein
Suite—La Source .... Delibes
1. Scarf Dance,
2. Love Scene.
3. Circassian Dance.
March—Tannhauser. .. .. Wagner

Reprint Copyrights
Just received, 50c each.

Shepherd of the Hills, by Harold B. Wright; Jane Cable, by George Barr McCutcheon; The Halo, by Baroness Von Hutten; Sir Richard Escombe, by Max Pemberton; The Ghost Kings, by Rider Haggard; A Speckled Bird, by Augusta Evans Wilson; Wheels of Anarchy, by Max Pemberton; The Far Horizon, by Lucas Malet; Sir Richard Calmady, by Lucas Malet; By Force of Circumstances, by G. Holmes; The Spanish Jade, by Maurice Hewlett; A Millionaire Girl, by A. W. Marchmont; Miss Fallowfield's Fortune, by Ellen Thorneycroft Fowler; Bob, Son of Battle, by Alfred Ollivant; The Hate of Man, by Headon Hill; The Powers and Maxine, by C. N. and A. M. Williamson.

(On sale New Book Department.)

The College Girl's Boots

A HIGH GRADE school boot, stylish and neat, but strong and weather-proof enough to keep the feet dry and stand the every-day grind of school wear.

THREE SPECIAL LINES.

College Girls' Tan Russia Calf Boots, Blucher cut, brass eyelets, heavy Goodyear welted sole, with medium extension, low heels, also made button style, with suede top. Sizes 2 1-2 to 7, **$3.50.**

College Girls' Velours Calf Boots, Blucher cut, brass or black eyelets, dull matt calf or velours uppers, heavy Goodyear welted soles, low heels. Sizes 2 1-2 to 7, **$3.00.**

College Girls' Patent Colt Boots, Blucher or button styles, dull matt calf uppers, medium heavy Goodyear welted soles, low heels, creased vamp, very dressy. Sizes 2 1-2 to 7, **$3.50.**

Wide-Width Black Silks

You'll be glad to know that these silks are here in plentiful variety. Black Moire Imperial, richly watered, a stylish design, perfect black, just the one for the makings of a stylish coat, 36 inch, at $2.00 yard.

Black Mousseline Duchesse Paillette, a fine, heavy make, rich deep black, recommended for wear, 40 inches, at **$2.00** yard.

Black Moire Velours, large moire design, fine shade of black, very fashionable for coats, etc., 36 inches, at **$1.50** yard.

Black Satin Paillette, a rich, heavy weave, subdued satin lustre, deep full, penetrating black, very fashionable and serviceable for dresses, waists, etc., 40 inches, **$1.50** yard.

Black Moire Silks, in new stylish designs, very richly watered, handsome blacks, 24 and 27 inches wide, **$1.25** yard.

Black Paillette de Soie Silk, in rich satin finish, deep raven black, extra fine weave, 40 inches, at **$1.25** yard.

Black Furrier Satin, rich, heavy double face, made expressly for furrier use, strong and reliable, guaranteed for two seasons' wear, 36 inches, at **$1.25** yard.

A Pretty Waist for $2.48

A NET Waist which hitherto has taxed our ingenuity to produce for $2.98. We are enabled to put on 100 for sale Thursday for $2.48.

Ecru and White Net Waist, tucked all over, panel front of heavy insertion, piped with soft-colored silks, such as rose, navy, reseda, tan, etc.; these are all lined with a pure silk slip, giving them a substantial appearance, and adding to their wearing qualities. These are put out for Thursday's selling on tables facing elevators, at **$2.48.**

Women's Flannelette Wear

THESE garments are made in our own factories. We can fully guarantee every inch of material, every stitch of sewing, the fit and the style of every single piece. We have priced them to suit every purse. Thursday we demonstrate:

Gowns, fancy stripe flannelette, large full size bodies, double front, ruffles of goods. Lengths Mother Hubbard yoke back and 56, 58, 60 inches. Extra special at **50c.**

Gowns, plain white or pink flannelette, 24 tucks and ruffles of goods, pearl buttons. Lengths, 56, 58, 60 in. Extra Special at 75c.

Gowns, fine quality pink or white flannelette; one style has collar and cuffs, fancy braided, with wide tucks; the other has hemstitched tucks and insertions of fine lace. Lengths 56, 58, 60 inches. Thursday, reduced to 95c.

Gowns, extra quality white or pink flannelette; one style has yoke, fancy braided and frills of lace; the other has yoke of tucks, with frills of fine silk embroidery; lengths 56, 58, 60 inches. Extra special value at $1.00.

Gowns, fine quality white or pink flannelette; one style has round yoke of tucks and silk embroidery; the other has square yoke of fine silk embroidery, and fancy braid, frills of fine lace or silk embroidery. Lengths 56, 58 60 inches. Reduced to $1.25.

Drawers, fancy pink and white stripe flannelette; elastic at knee, large full sizes. Sizes 32 to 40 bust measure. Special 25c.

6 Same style, for sizes 42 to 46 bust measure. Special 35c.

Drawers, fine soft flannelette, white or pink, lace trimmed ruffle, elastic at knee. Sizes 32 to 40 bust measure. Special 39c.

Underskirts, fancy striped flannelette, pink or blue with white, 8 in. flounce. Lengths 32, 34, 36 inches. Extra special at 50c.

Underskirts, extra fine white or pink flannelette, circular cut, 10 in. flounce, insertion and ruffle of fine torchon lace. Lengths 32, 34, 36 inches. Special value $1.00.

NEW ROYAL WORCESTER CORSETS.

Thursday you can save one dollar per pair on either of two new fashionable models. Both are Royal Worcester makes, right up to the minute in fashion. Phone orders direct to department.

240 only pairs Ladies' Fashionable Corsets, Royal Worcester models, medium or low bust, long front, hips and back, deep skirt extension, bias cut, filled with finest rustproof steels, wide side steels, four strong, plain elastic garters, lace, silk ribbon, and satin bow trimmed. Sizes 18 to 26 inches. Regular price $3. Thursday, a pair, $2.00.

Misses' and Children's Boots

120 pairs of Children's Boots, made from Dongola kid, Blucher, patent toecaps; all sizes 8 to 10 1-2. Special Thursday, $1.29; 11 to 2, special Thursday, $1.49.

120 pairs of Children's Boots, Dongola goatskin, Blucher, slip sole, spring heel, 8 to 10 1-2. Special Thursday 89c.

120 pairs of Children's Boots, sizes 1 to 4, patent, with white, pink, blue and red kid tops, lace and button styles. Special Thursday 65c.

180 pairs of Misses' and Children's Boots, patent colt with dull matt, calf Blucher tops, creased vamps; also vici kid, with dull Blucher tops; all sizes, 4 to 7 1-2, $1.50; 8 to 10 1-2, $1.75; 11 to 2, $1.99, $2.25, $2.50.