

SIMPSON Store Opens 8 a.m. Closes 5.30 p.m. H. H. FUDGER, President. J. WOOD, Mgr. Probabilities Moderate winds, mostly westerly; sea not much change in temperature.

Special Demonstration of Corsets

To show the many superior features of *Bon Ton* and *Royal Worcester* corsets. Miss Castle, an expert corsetier has come from New York to our corset department and is now at your service. She would like to tell as many Toronto women as possible just why they should wear these corsets, which represent the highest attainment in corset art and comfort. If you have the least doubt or worry about your corsets, a consultation will probably help you out of your difficulty.

"Bon Ton" prices range from \$4.00 to \$15.00 a pair.

"Royal Worcester" prices range from \$1.25 to \$4.00 a pair.

Sateen Petticoats 49c

Women's Black Mercerized Sateen Petticoats, made with a deep flounce, finished with frill, both of which are trimmed with rows of gathered stitching. Lengths 36, 38, 40 and 42 inches. Thursday 49c.

Flannelette Wrappers 98c

A full cut, extra quality Flannelette Wrapper; attractive patterns in black with grey; made with a buttoned cuff; fitted waist lining, deep flounce and tucked back. Sizes 34 to 44. Very special value Thursday 98c.

Charming New Silks

The manufacture of double width silks has led to many new and charming weaves being introduced. Amongst them are the silk cashmere or charmeuse satin. This is now the chief fabric for weddings and evening wear. Rich, soft, draping fabric in the most exquisite colorings possible, also ivory and black, 40 and 42 inches wide, per yard, \$2 and \$2.50.

Silk crepe de chene in plain and ripple weave, 42 inches wide, dainty and serviceable for all occasions where a soft clinging silk is desired, per yard, \$1.25 and \$1.50.

New Persian, Dresden and Paisley silks, we have scores of new designs and patterns in almost every color combination possible, suitable for dresses, trimmings, and millinery, prices per yard, 75c, 85c, \$1, \$1.25 and \$1.50.

This Linoleum Should be Seized

Linoleum prices are going up, up, up; we're not guessing at this—the price of linseed oil, linoleum's chief ingredient has doubled during the last fortnight, and even now we cannot buy this Scotch linoleum to sell even at the regular prices we quote here—much less at the special sale price for to-morrow.

After special negotiations with a famous Scotch manufacturer, we obtained this lot of **discontinued lines** at a price that makes to-morrow's sale a very interesting one. Look away ahead for your linoleum needs—you'll probably not catch good linoleum at this price for a long time to come.

15,000 yards of Scotch Printed Linoleum, in matting, parquet, block, floral and tile designs, perfectly printed and thoroughly seasoned goods.

Regular 40c, Thursday, per square yard 29c.
Regular 50c, Thursday, per square yard 37c.

The New Ingrains Are Called "pro-Brussels Rugs"

thick and soft, just the rug to go with chintz in a bedroom

Pro Brussels Rugs, plain borders, with lattice centres, or plain centres, with floral band borders, in a dozen shades of rose, blue, green and ivory. 7.6 x 9.0, \$9.00; 9.0 x 9.0, \$10.50; 9.0 x 10.6, \$12.00; 9.0 x 12.0, \$14.00; 9.0 x 13.6, \$16.00; and 10.6 x 12.0, \$16.00.

The Etamine Colonial Drapery

The most artistic and at the same time the most permanent colored curtain fabric known. Special display on the Fourth Floor to-morrow, price, per yard, 45 inches wide, 30c.

And don't miss the Cambridge Grenadine, a reversible—scrim, printed from the designs of a famous artist. 48 inches wide, 40c per yard.

SEE THE CRAFT CLOTH.

An upholstery fabric, in designs which are a distinct departure, and show a wealth of coloring. Per yard, 45 inches wide, 40c.



The Judgment of Paris
Is in Favor of Women Wearing Rug Coats

Every woman has heard of the Rug Coat vogue—but few expected to find good examples of them at reasonable prices so soon after the Paris pronouncement. This Rug Coat and the broadcloth one mentioned in detail below are both faithful copies of two attractive Paris models. They are two types of coat that Parisiennes are wearing now, and this announcement will be good news to hundreds of women, and a confirmation to our regular customers of this department's promptness in supplying sensible adaptations of the latest continental styles at very moderate prices.

Here are the Details of Two Distinctive Coats

To be seen only at this store:—

Another Smart Coat is an elegant coat of fine broadcloth; black and navy only. The coat is lined throughout with black satin, and has deep collar of silk velvet; edges with silk braid; single breasted, but fastens a little to the side with three large buttons; a smart and attractive coat. Sizes 34 to 40. Price \$22.50.

When you come to the Third Floor to see these coats to-morrow don't go away without seeing the new Autumn Suits and Dresses, attractive styles, very moderately priced.

- New Arrivals in the Dress Goods Dept.**
- Everything that is new in design, weave and color, from the fashion centres of Europe, is represented in our immense assortment of suitings.
- "New Homespun Suitings" in a lovely choice of new mixtures, nice suiting weight. 46 inches, \$1.00 yard.
- "New Covers Suitings," in a full range of new colors, specially adapted for suits and coats, thoroughly shrunken and unspottable. 52 inches, \$1.00.
- "New Boucle Tweed Suitings," new mixed color combinations, very smart and dressy suiting. 50 inches, \$1.00 yard.
- Sedan Broadcloth, beautiful finished quality, in a full range of new fall colorings, thoroughly shrunken and unspottable. 52 inches, \$1.00 yard.
- "Hopsack Suitings," good, heavy weight for fall and winter wear, greys and heather mixtures. 50 in., \$1.00.
- "West of England Serge Suitings," full range of colors, specially for coats and suits, unshrinkable and fast dyes. 52 inches, \$1.00.
- DRESS FABRICS.**
- Lovely choice of Silk and Wool San Tova, Colonnade, Parno Shantung, Lansdowne, etc., new fall shades, including the latest pastel shades. 42 to 48 inches, \$1.00 yard.
- Boys and Girls' 1 Dome Tan Cape Leather English Gloves, pique seam, for school or dress wear, perfect fit and finish. Sizes 1 to 7; ages 1 to 18. Regular 75c. Thursday 59c.
- Boys and Girls' Heavy Lambskin Street Gloves, one dome fastener, heavy stitching in back, overseas sewn, tan and brown, best finish. Sizes 9 to 7, 1 year to 18. 75c regular. Thursday 50c.
- Girls' Fine All-wool Plain Black Cashmere Hose, fashioned, fall weight, close and elastic, high spliced ankle, heel and toe. Regular 35c. sizes 5 to 8 1/2. Thursday 25c.
- 25 dozen of the above quality for women, seamless. Thursday 25c.
- Boys and Girls' Imported 2 1/2 Ribbed Black Cashmere Hose, seamless finish, soft elastic rib, samples of lines that sell regular for 35c. Sizes 6 1/2 to 8 1/2. Double heel and toe. Thursday special 19c.
- MOTHERS, PLEASE TAKE NOTICE**
- here's gloves and hosiery for your boys and girls at exceptional prices:
- SPECIAL ITEMS OF INTEREST TO MOTHERS.**
- 200-yard spools Clapperton's Thread, in black or white. Thursday, per dozen 30c.
- 50-yard spool Silk, Belding or Corticelli. Thursday, per dozen 45c.
- Cotton Covered Featherbone, black or white. Thursday, per yard 10c.
- Hooks and Eyes, in black only, different sizes, 6 cards for 5c.
- 36-inch Mohair Boot Laces. Per dozen 5c.
- Black and Brown Mending Wool, with needle in every card. Thursday 5 cards for 5c.
- Paper Scissors and Letter Opener combined. Regular \$1.25, for 50c.
- 18-inch Hair Rolls, all shades. Regular 10c. Thursday 5c.
- Simpson's Special Hairpin Box, assorted pins. Regular 5c. Thursday 3c.
- Sew-on Collar Supports, all sizes. Thursday per set 7c.

Steady Disposal of Good China

Our new basement is a favorite place for housekeepers who are laying in a fresh stock or replenishing their supply of china and glassware. If they want the very best, they're sure of finding it here at a fair price. If they're looking for rare bargains, they come early in response to such inducements as the following:—

High Grade Austrian China Dinner Sets, 15 only for Thursday's selling. The ware is a full translucent china body, dainty natural color, floral spray design, finished with a rich gold edge and line. Thursday's special \$14.21.

Booth's Silicon China Dinner Sets, new shape cups, gold decorated, with beautiful lace scallop effect, making a fine decorative set at an extra moderate price. 101-piece set. Thursday \$22.50.

300 Jugs, quart size, large assortment of shapes and decorations. Thursday 15c.

Tea Set for six persons, dainty designs, fine German china. Complete set \$17.50.

Crown Fruit Jars, quarts, 55c doz.

Half Price on American Wall Paper

(5th Floor.)

We must have the room at once. Pretty effects at less than half price.

5,680 rolls American Dining Room, Hall, Den, Library and Parlor Papers, in two-tone or color effects, in brown, blue, green, red, old rose, yellow, champagne. Regular to 25c. Thursday 11c; regular to 50c, Thursday 21c.

7,500 feet White and Imitation Oak Room Moulding, 100-foot lots for \$1.00; small quantities, per foot, 1 1/4c.

The Imperative Demand of Many Occasions

is now giving the man without a new Fall Suit a rather uncomfortable time. Some men like to be driven to it—but they're not the men who have seen these new suits of ours at the prices quoted here—no driving necessary when such values are offered!

Men's Fine Quality English Tweed Suits; a smooth, firmly woven material, showing a fine diagonal twill, in a rich dark brown ground, with faint fancy colored stripes; cut in the latest three-button single breasted sack style; splendidly tailored and perfect fitting. Sizes 36 to 44. Price \$12.00.

Men's English Fancy Worsted Suits, in handsome dark brown and grey grounds, with neat self and fancy colored thread stripes; cut from the latest fall models, in three-button single breasted sack style; carefully tailored and finished with fine quality mohair linings and haircloth, and thoroughly shrunken, French canvas interlinings. Sizes 36 to 44. Price \$15.00.

Men's Imported West of England Worsted Suits, in a handsome dark brown shade, showing neat self stripes, with faint red thread stripe interwoven; cut from the fashionable three-button single breasted sack models, with hand padded shoulders and lapels; splendidly tailored in every way, and finished with A1 quality linings and trimmings. Sizes 36 to 44. Price \$18.00.

Men's Fine Quality English Tweed Fall Weight Overcoats, in the new medium grey grounds, with neat self and fancy colored stripes, and in dark grey herringbone weaves; cut in the latest single breasted Chesterfield style, with broad shoulders, close fitting collars, and long shapely lapels; tailored and finished in first-class style; splendid fitting. Sizes 35 to 44. Price \$12.50.

The Right Hat at the Right Price

Men's Stiff Hats, dressy fall styles, in telescope, crush, Alpine and other negligé designs; all the newest colors and in black. Special at \$1.50.

King Brand Derby Hats, extra fine quality English fur felt, in dressy young men's fall and winter shapes. Splendid value at \$2.50.

Men's Underwear at \$1 a Garment

We make a specialty of men's underwear at one dollar a garment, either fall or winter weight, and we know we have the best value it is possible to get in natural or Scotch wools, balbriggan and fleece lined underwear to sell at this price. The following is a list of new goods for fall and winter wear to suit men who wear either wool or cotton next the skin.

Men's "Body Guard" Natural Wool Underwear, for fall wear, double breasted, elastic rib cuffs and ankles; will not irritate the skin or shrink in the wash. Thursday \$1.00.

Penman's "95" Natural Wool, dark shade, double or single breast, nicely finished with sateen facings to match. Sizes 34 to 42. Thursday \$1.00.

French Balbriggan, in heavy weight, suitable for fall or winter wear; best trimmings and workmanship are put into these goods. Special Thursday \$1.00.

"Lambsdown" Fleece Lined, natural shade, guaranteed to be free from dirt or germs; this is a particularly nice garment. Thursday \$1.

"St. George" Wool and Camel's Hair, a soft garment, and will not irritate the skin, beige trimmings, pearl buttons, and full size; a good garment for cold weather protection. Thursday \$1.00.

"Penman's" Scotch Wool, made with double breast and back; good for zero weather. Wonderful value at \$1.00.

SWEATER COATS AT \$1.00.

Men's All-wool Sweater Coats, knitted in the rib style, two pockets to each coat, fastens with good quality pearl buttons; colors are grey with navy or red, and navy with cardinal. Thursday, each \$1.00.

The Blanket Sale

Still distributing worthy merchandise at low prices (Second Floor, Yonge Street.)

10 LBS. WHITE WOOL BLANKETS \$4.95 PAIR

And they are made from the cleanest, purest long Canadian wool, too, beautifully napped, pink or blue borders, 10 lbs., 72 x 92 inches. Sale price Thursday, pair \$4.95.

FANCY PRINTED BED SPREADS \$1.35 EACH.

Along with our Blankets we are showing a lot of very pretty, dainty printed Bed Spreads, blue, green and pink colorings, on white grounds, fast colors, assorted designs, 72 x 90 inches, for double beds. Each Thursday \$1.35.

VERY HANDSOME NEW EMBROIDERED PILLOW CASES.

Pure Irish linen, with finest Irish hand embroidery, spoke hemstitched or scalloped; a lot of the very newest designs, some having special wreaths for embroidering an initial in; 22 1/2 x 36 inches. Upstairs in Linen Department, Thursday, pair \$2.00, \$2.75, \$3.25.

89 BEAUTIFUL TABLE CLOTHS TO GO AT \$2.43 EACH.

2 x 2 1/2 yards, extra fine, full bleached Irish satin damask; every thread pure linen; rich bordered designs; a very satisfactory quality. Thursday, each \$2.43.

42-INCH NAINSOOK 15c YARD.

A beautiful fine round thread, English Nainsook, absolutely pure, made from super Egyptian cotton for dainty night gowns or underwear; this cloth is unsurpassed; extra wide, 42 inches wide. Thursday, yard 15c. (Phone direct to Linen Department.)

Guy de Maupassant's Works

Published at \$20, To-Morrow \$6.25

The low price at which we're disposing of the works of this clever French novelist, (the prince of short story writers) would actually not cover the cost of paper and binding.

The works of Guy De Maupassant, edition de luxe, bound in 1/2 seal morocco; 140 illustrations; fine quality paper; printed from new plates; a very handsome library set of ten volumes. Published at \$20.00. Our price \$6.25 set.

(On sale to-morrow at Book Department.)