

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

THE ROBERT SIMPSON COMPANY LIMITED

PROBABILITIES:
Fresh westerly winds; fair; not much change in temperature.

THE ROBERT SIMPSON COMPANY LIMITED

WEDNESDAY,
NOV. 3, 1909.



Special Display of Priestley's English Tussah Royal

"Registered."

The newest and most popular fabric for evening wear, house gowns and street wear dresses. A beautiful uncrushable material, with a rich, shimmering effect, which is absolutely unharmed by water. It is particularly well adapted to the present graceful modes, being of a soft draping finish. The color range is exceptionally wide, and includes all the newest and most exclusive shades, ashes of roses, ashes of violets, mauve, amethyst, vieux rose, shell pink, Nile, pale blue, Russian blue, also in black and cream. 46 inches wide. This quality and make is strictly confined by the manufacturers to this store. See special display, Yonge st. windows. Thursday, per yard, \$1.00.

300 Ostrich Feathers

All are black; fresh, new goods; good silky fibres. 17, 18 and 19 inches long. Regular prices \$3.00, \$3.50 and \$4.00 each. Wednesday \$2.25, \$2.50 and \$3.00.

November Gloves and Hosiery

CAN'T delay any longer now. Everything points to a long spell of cool weather.

CASHMERE ROSE FINE QUALITY

Women's and Boys' Fine English Cashmere Hose, seamless finish, well shaped, soft, good wearing yarn, close and elastic, plain and 2-1 ribbed kind, perfect fall and winter weight, reinforced heel and toe. Sizes 8 1/2 to 10. A money saver. Thursday 20c.

WOMEN'S AND GIRLS' GLOVES, 15c.

Women's and Girls' Imported Ringwood Woolen Gloves, honey-comb knit, plain fingers, long, close fitting Jersey wrist, perfect fit and finish; in shades of grey, black, white, brown, navy, red. Sizes 5 1/2 to 7 1/2. Limited quantity. Splendid value Thursday 15c.

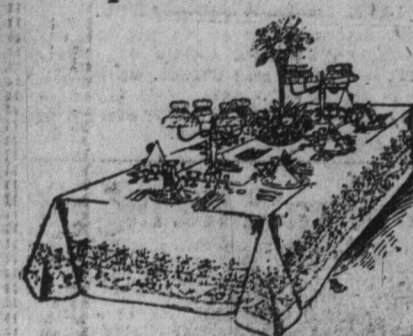
LONG WOOLLEN MITTS, 25c.

Misess' Long Woolen Mitts, soft, good wearing yarn, heavy, close finish, tight fitting, long cuff, comfort and warmth, for the boy and girl that wear this kind; navy, scarlet, cardinal, black and white. Sizes 5 years to 16. Regular 35c. Thursday 25c.

LEATHER WORKING MITTS 35c.

Men's Leather Working Mitts, tough wearing, muskrat, good weight, unlined and wool lined, with deep rib wool top; large and roomy; made to wear and fit; clean, strong leather; sizes for any hands. Regular 50c grade. 50 doz. only. Thursday 35c. (Men's Department, Main Floor, New Store.)

Splendid \$2.00 Table Cloths



AFTER going through the samples of many of the largest damask manufacturers in the world, boosting the quantities and hammering down the prices, we have been able to get wonderful table cloths at \$2.00, value considered.

Finest bleach and satin damask finish; every thread linen, good weight; made from finest spun longest fibre flax; a large range of the choicest new designs, with a very handsome border all around. We have never shown such goods for the money before, and for a long time our cloths at this price have been considered the best shown anywhere. Have you seen them? 2 x 2 1/2 yards. See our special display, Thursday, each, \$2.00.

Orchestra Programmes

At Noon in the Restaurant.
March—The Four Jacks...Loesch Selection—Sounds from England...Langey Suite—The Broken-hearted Sparrow...Hendix Descriptive Piece—A Hunting Scene...Bucalouet Flower Song—Tulips and Pansies...Bennet March—Columbian...Farrar Song—If I Had a Thousand Lives...Solman

In the Afternoon Downstairs.
March—Rotha...Losey Selection—Der Freischutz...Weber Horn Solo—Then You'll Remember Me...Balfé Waltz—Lady Betty...Lamborne Humoresque—Teddy After Africa...Pryor Overture—Morning, Noon and Night...Suppe Valse—Jetaime...Waldteufel

Butter at 24c

2,000 lbs. Fresh Dairy Butter, in prints, per lb. 24c.
Choice Sugar Cured Ham, half or whole, per lb. 18c.
Maggis Soups, assorted, 6 packages 25c.
Finest Split Peas, 8 lbs. 25c.
Edwardsburg or Beehive Table Syrup, 5-lb. pail 25c.
Tillson's Pan-Dried Oats, 3 packages 25c.
Finest Spanish Onions, 9 lbs. 25c.
Choice Red Salmon, 1/2 lb. flat tins, 3 tins 25c.
Canned Corn or Peas, 3 tins 25c.
Pure Cider Vinegar, XXX, per gallon 25c.
Choice Evaporated Peaches, per lb. 10c.
Heather Brand Lemon and Vanilla Flavoring Extract, 8 oz. bottles 25c.
Telephone direct to department. Main 7841.
35c ASSAM TEA 28c.
The English breakfast character of this blend will suit you. Thursday, per lb. 28c. 5 lbs. \$1.35.

Portiere Curtain Time

A "FREE circulation of air" in the Summer means a "cold draught" in Winter. Bare floors and bare doors and windows in Summer time look cool. In the Winter they look more than that—they look cold.

The time has come for cosiness indoors as contrast to the forbidding dreariness of November rains and cold raw winds. You need portiere curtains in your doorways to check the draughts and give your eye a sensation of comfort.

We would like to show you a few new shades in Portiere Velours, Monk's Cloth, Hop Sack, Tapestry and Silks.

As a special inducement for you to come on Thursday we will charge only for materials on any order placed that day for Portiere Curtains.

English Hopsock, Monk's Cloth, and Repps, 52-in. wide, all wool, in shades of green, red, blue, tawn and tan, per yard \$1.50.

French Linen Velours with a specially close and silky pile, all the desirable colorings, including new shades of brown, 50-in. wide, per yard \$1.50.

Silk Velours, in the same colorings and width, per yard \$3.00.

Scottish, English, and French Tapestry, in gothic, verdure, Indian, and other designs. A particularly good assortment of coloring, 52-in. wide, per yard \$1.00 to \$3.50.

French Damasks and Kent Silks, 52-in. wide, in more than a score shades of blue, rose, cream and green, per yard \$2.00.

Portiere Corda, Edgings, Galoons, Gimps and Appliqués, in all the new designs to suit the above fabric. Per yard 12c to \$3.00.

New Boudoir Comforts

CHILLY mornings require something warmer than filmy silk kimonos or light airy creations of next to nothing at all. We show the warm wadded kind of gowns that Japanese ladies wear when autumn comes, imported direct from Japan, so if you want a real kimono you may have a warm one right from Kimonoland.

Ladies' Wadded Silk Gowns—Special \$5.95

Ladies' Lounging Robes or Gowns, of extra quality Japanese silk, stitched and warmly wadded; trimmed with silk, frog fasteners and cord girdle; navy with navy, cardinal or white, cardinal with cardinal, navy or white, and black with helio. Sizes 38 to 44. Special \$5.95.

Same style as above, only handsomely embroidered in contrasting shades, \$7.50.

New Crepe Kimonos \$2.50

Ladies' Kimono Gowns of serpentine cotton crepe, in plain colors, sky, cardinal, helio and black; made with fancy 3/4 sleeves; square yoke, fronts and sleeves trimmed with band of satin in self shades. Sizes 34 to 42. Special value Thursday \$2.50.

\$7.50 Silk Underskirts \$4.95

Women's Underskirts of extra quality taffeta silk, navy, brown and moss green; made with deep circular flounce of alternate panels of accordion pleating and ruching, finished with pin tucked frill; underpiece full depth of flounce, trimmed with frill of taffeta. Lengths 38, 40 and 42 inches. Regular value \$7.50. Thursday \$4.95.



Dresses for Every Formal and Informal Occasion

WHETHER you have an invitation to a theatre party, a dinner party, a card party or a dance, if the question of your dress calls for hurried answer, always remember an immense wardrobe waits ready at your instant service here in the Simpson Cloak Department.

Whether your requirement necessitates an expenditure of hundreds of dollars or whether a simple little frock of twenty-five or thirty dollars expresses your necessity, we have wide variety in which to choose. And should you desire a dress of even less extravagance we can serve you without relinquishing style or taste—even as low as a modest ten dollars. Let us detail these dresses at \$10.00. Remember in buying a dress from us you know what you are getting, how it will look, how it will fit and you see it ready-to-wear. There are no delays and disappointments.

Our \$10.00 Dresses

Made of French mill.
Evening shades and colors, pink, sky and white.
Princess and empire styles, fastening down back. Yokes of Val. laces, rounded or V shaped.
A pretty and a useful evening dress for little semi-formal affairs, cards, etc.

Cloth Dresses at \$10.00

For street or everyday wear.
Imported Panama, poplins and serges. Colors are brown, navy, black, wisteria and green; the popular one-piece dress; fastens down front on left side, with jet or self covered buttons; new, pleated skirts; a neat and well-fitting garment, for \$10.00.

Ladies' Winter Coats

Smart Coat of imported tweed, in navy or green mixtures, lined yoke, double breasted style, trimmed with fancy buttons, \$8.95.

Winter Coat of heavy diagonal tweed, wide wale, in fashionable shade of grey, trimmed with strappings and buttons, \$6.50.

Splendid collection of Imported Coats, of English, Scotch and Irish tweeds, in an extensive range of patterns and colorings, trimmed with self strappings, broadcloth or velvet; a good range of styles and sizes to select from; these garments are all marked at the lowest margin of profit; before purchasing elsewhere, examine our stock. Prices from \$15.00 to \$35.00.



Sweater Coats for Women

THE Sweater Coat has come to stay. It is now recognized as a necessity in the wardrobe. Thursday will be a very appropriate day to select the Coat you want. We can suit every purse. Our styles include the newest and best.

Women's Sweater Coats, fine, heavy, fancy knit wool, in white, grey, navy and red; heavy plain style, two patch pockets. Sizes 32 to 42 bust measure. Our special at \$17.50.

A full range of the latest styles in finest qualities of wool, beautifully made and finished; all sizes. Extra special values at \$5.00, \$6.00, \$8.50, \$7.50, \$8.00 and \$9.50.

Clearing a lot of counter mussed goods in Sweaters and Golf Blouses; all are taken from our regular stock; perfect in every detail; all sizes in the lot, but not in every style. Thursday half-price and less.

Four Tables of Waists Reduced to 98c

WHITE and Colored Lawn and Vesting Shirts and Waists, regularly \$1.25, \$1.50 and \$1.98, to clear at 98c. Clearing because we have more to bring forward right away.

No. 1—A specimen from the first table, pretty white batiste, heavily embroidered, in delicate shadings of pink and mauve, clustered tucking back and front, tucked sleeves with German Val. insertion and edging. Sizes 34 to 42. Regular \$1.98. Thursday 98c.

No. 2—Among those on the second table a white lawn embroidered waist, tucked back and front, trimmed lace at cuff and collar. This is our regular \$1.50 line. Thursday 98c.

No. 3—An example from the third table, a white lawn tailored Shirt Waist, tucked all over with half-inch tucks; a severe but very smart style. Our regular \$1.75. Thursday 98c.

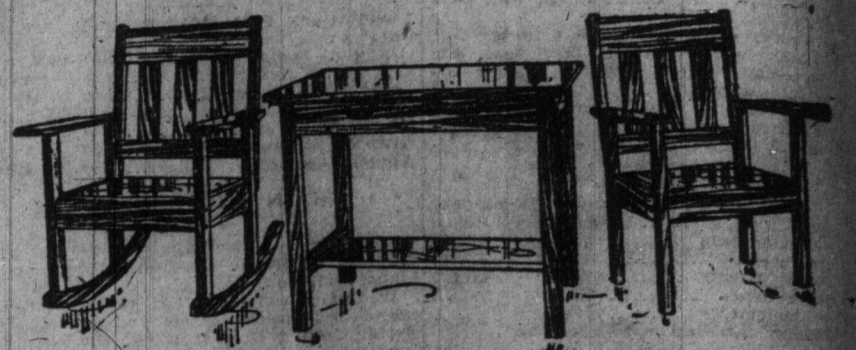
No. 4—Comprising the load on the fourth table, 300 Scotch Zephyr and Gingham Waists, in all manner of stripes and checks; a big variety to choose from, and every size in the lot. We guarantee the fit and style of all these waists. Regular \$1.25 and \$1.50. Thursday 98c.



Early English Furniture

OUR Furniture Department is a new place entirely. The new building gives us over twice the old space. And we have filled it with new stock of the most approved modern sort. Take the Queen street elevators and step off at the 5th Floor to-morrow. A surprise awaits you unless you have visited the department very lately.

We might mention in this connection our splendid showing of Early English Furniture.



Tabourettes, Card Tables, Plate Racks, Ladies' Desks, Ladies' Writing Tables, Bookcases, Hall Trees, Hall Mirrors with seats, Grandfather Clocks, Wooden Lamps for electric lights, in fact, everything is found here in these early English and framed finishes.
Early English Arm Chairs, ranging from \$6.00 to \$17.00.
Fumed Oak Arm Chairs and Rockers, ranging from \$8.00 to \$24.00.
Morris Chairs, ranging from \$6.00 to \$24.00.
Tables, from the ordinary sized reading table to the library table, ranging from \$4.00 to \$20.00.

Pay our new Furniture Department the compliment of a visit and an opinion to-morrow.

Our Bedroom Papers

ANYONE who sees how warm and cosy a bedroom may look if it is papered right will understand when we say that we can save you worrying about the temperature of your room this winter if you let us show you our new bedroom papers.

Floral, Chintzes, Linens, Stripes, in assorted colorings, to use with papers, cut-outs, lattice, frieze and divider effects. Prices range 15c to \$1.00 roll.

THURSDAY SPECIAL

Clearing out a mill end stock of Good Bedroom Effects. Regular 25c. Thursday 15c.
4,000 feet Bedroom Mouldings. Reduced to 1/2c per foot.

Men's Prospecting Boots

A \$6.00 BOOT FOR \$3.75

400 pairs of Men's Boots, tan or black storm calf, Blucher, 12-inch leg, bellows tongue, two straps and buckles at top, brass eyelets, heavy triple Goodyear welted soles, triple thick shanks, double Goodyear stitched soles. All sizes 8 to 11. Regular price \$6.00. Thursday... 3.79

MEN'S \$4.00 LEATHER LINED BOOTS FOR \$2.75

800 pairs of Men's Boots, box calf, Blucher, leather lined, triple thick Goodyear welted oak bark tanned soles, triple thick shanks, attached aloft; all sizes 8 to 11. Regular price \$4.00. On sale Thursday \$2.75.

LADIES' BOOTS

380 pairs of Ladies' Boots, made with the new wave tops and straight tops, and dainty perforation; selected patent cow leather, dull calf Blucher tops, Cuban or low heels, pointed and medium toes, all sizes 2 1/2 to 7. Regular prices \$3.00 and \$3.50. Thursday \$2.49.

Men's Imported Eiderdown Bath Robes at \$5.00



WE CARRY a stock from \$3.00 to \$10, but oh, our \$5.00 Gowns Bought from the leading manufacturers in large enough quantities to ensure extra quality, choice colorings and handsome patterns.

We offer a robe, made from extra heavy, soft, warm eiderdown, in rich, warm shades of red, navy, grey, brown or green, floral, scroll or figured designs; made in small, medium and large sizes, with girdle, pockets, lay-down collar, bound edges, etc. Come in and let us convince you; we have the best possible value in Men's Bath Robes at \$5.00.

Last Shipment of those Heavy Sweater Coats at \$1.50

Are you going shooting? Take one with you. Are you thinking of winter sports? These Coats are the proper garment. Or just going or coming from business you'll find they are the warmest and most comfortable garments imaginable. Description:—

Made in a heavy ribbed knit, with pockets, in shades of blue, grey or brown, with fancy trimmings. Only about 500 to go, Thursday at \$1.50.

Overcoats for Boys and Youths

\$7.00 and \$8.00 and \$9.00 Coats for \$4.95

NOW here's a choice. Just 100 of them. Bought in at a discount.

Fine imported black and Oxford grey chevrons and fancy English tweeds, Chesterfield models of newest fashion; broad, nicely shaped lapels, neat fitting velvet collars, tailored well; centre vent in back; made to fit perfectly, and retain their shape. Sizes 29 to 33. Regular \$7.00 to \$9.00. Thursday... 4.95