

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

THE
ROBERT

SIMPSON

COMPANY
LIMITED

—Probabilities—
Strong westerly gales; showers and
colder.

THE
ROBERT

SIMPSON

COMPANY,
LIMITED

TUESDAY,
OCT. 12

A Mid-Week Sale of Trimmed Hats

WEEK ENDS are becoming so frightfully busy we hope to relieve the pressure by mid-week energy this time.

These 200 Hats are just every bit as good as our famous Saturday morning sale hats at the same price.



200 Ladies' Trimmed Hats, imported velvet shapes and French felts; beautifully trimmed with silk velvets, moire ribbons and pretty ornaments; every hat distinctly different, and all colors represented. Special **5.00**

40c and 50c Ribbons 25c

Come for some of this lovely ribbon. The colors are irresistibly appealing. And it is so pitifully cheap, for no deserving of it.

2400 yards Fancy Ribbons, Persian designs, stripes and checks; 5 to 7 inches wide; all new goods. Regular price 40c and 50c per yard. Wednesday, 25c.

The Four Colors Most in Vogue for Evening Wear

IN Silks we show these colors in all the fashionable cords, paillettes and moires.

In Satins we show these tints in liberties, duchesses, princesses, etc.

In Broadcloths we show these evening colors in suede finish, glove finish, chamois finish, etc.

In Silk and Wool fabrics we show these colors in crepes, satins, glorias, san toys, eoliennes, voiles, cashmeres, henrietas, tussah royals, etc., etc.

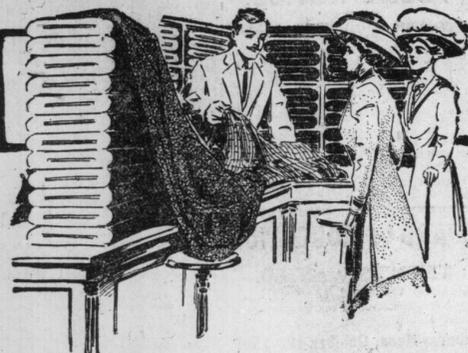
You may choose material for a fashionable wearing dress at 50c a yard. You may discriminate amongst exquisite fabrics at \$3.50 a yard.

But our widest selection and our most characteristically Simpson values may best be seen in the enormous choice we have gathered together at \$1.00, \$1.25 and \$1.50.



1. Shrimp Pink.
2. Coral Pink.
3. Baby Blue.
4. Pale Amethyst.

"Simpson's for Dress Goods"



IT IS so easy to shop here. We make everything match—silks, velvets, dress goods. For instance, you choose a dress material. You may step right over to the Silk Department and be practically sure of the exact match for the silk lining and the velvet trimming.

"How nice it is to buy a dress here," said a lady only the other day, "you can get everything to match right here in the department."

By the way, we are selling an immense amount of the new Broadcloths. We are stronger in Broadcloths than ever this year. We are doing particularly well with our \$1.25 Broadcloths. They are remarkable. New York stores get \$2.00 for the same cloth. Custom tailors right here in town charge \$1.75 to \$2.00. We don't think you can get quite the same finish and the make as ours anywhere else in town.

Suits of Decided Distinction

IF distinction of unmistakable degree be a qualification for favor, the suits of broadcloth now offering here at \$27.50 will win their way.

The quality of this broadcloth entitles it to be associated with the style it meets in this completed suit. The original New York model would sell on Broadway for a good deal more than we ask here on Yonge street.

But the style is the same and the workmanship not inferior.

It is made of soft-finished imported broadcloth; square cut coat, lined with silk serge; new flat collar and pocket flaps; trimmed with satin cord braid. Skirt is Mare gore, trimmed to match coat; purple, brown, navy, taupe and black. **27.50**

LADIES' COATS, \$18.75. Stylish Winter Coat, of fine Jersey cloth, in navy, black and green, lined shoulders and sleeves, high turned-down collar, inside with velvet, trimmed with jet; panel effect in on sides; trimmed with jet buttons, \$18.75.

LADIES' SEPARATE SKIRTS. Skirts of good, crisp, all-wool voile, in black only, in 17-gore flare style, trimmed with narrow folds of taffeta silk, finished with ornaments and tassels; wide fold of taffeta around bottom of skirt, \$12.00.



In the Waist Department

NO ONE with a preconceived idea in her head could come to our Waist Department and fail to realize her conception, if she took sufficient time. Variety within the limits of taste and fashion seems to have no other bounds here this Fall. Come and see these black waists at \$1.25 for an instance of value at low figures.

Black Waist, of rich mercerized saten, brilliant finish, front opening, yoke effect of tucking, three box pleats, with satin ornaments. Wide stitched tuck on either side, shirt sleeves. Special price, \$1.25.

\$2.48 NET WAISTS FOR \$1.98. White and ecru, embroidered front, fleur-de-lis design, high collar, ruffled, and ruffled cuffs. Regular \$2.48, for \$1.98.

New Girls' Dresses for Fall

LIGHT summer fabrics must needs be laid aside now. Do your girls need new dresses? Come and look ours over before you make your final selection. We offer better values this season than ever before. These for Wednesday:



Heavy Cotton Tweed Dress Goods, navy blue and green mixed plaids, wide pleats, piped with green silk braid. Sizes 6, 8, 10 years. Extra special value at \$1.50.

Fine Cotton Cashmerette, lined waist, navy, brown or green, with small white dot, braid and brass buttons. Sizes 6, 8, 10 years. Special at \$1.75.

Black and White Small Check Cotton Dress Goods, lined waist, trimmed with red collar, buttons and piping. Sizes 6, 8, 10 years. Special at \$2.25.

Plaid Cotton Dress Goods, blue,

green and red mixed plaids, lined waist, trimmed with buttons, silk braid and plain collar goods. Sizes 6, 8, 10 years. Special at \$2.50.

Fine Navy Blue All-wool Serge, sailor style, trimmed with narrow red braid, separate blouse. Size 6 years, \$2.50; size 8 years, \$2.75; size 10 years, \$4.00.

Fine All-wool Plaids, red and black, and blue, green and black patterns; trimmed with Jap silk facings and tucked silk gulleps, frills of the Wallace. Size 6 years, \$5.00; size 8 years, \$5.25; size 10 years, \$5.50.

WEDNESDAY GROCERIES
400 stone Fresh Rolled Oats per stone, 42c.
Choice Table Flgs, pulled, in straw basket, about 1 1/2 lbs each. Regular 25c per basket, 20c.Choice Sugar Cured Ham, half or whole, per lb., 15c.

WEDNESDAY GROCERIES
Quaker Puffed Rice, 3 packages 25c.
Pure White Clover Honey, 5-lb. pail, 60c.
Finest Split Peas, 8 lbs. 25c.
Choice California Seeded Raisins, new, three packages 25c.

WEDNESDAY GROCERIES
3000 tins Canned Peas, new pack, three tins 25c.
Telfer's Cream Soda Biscuits, 3-lb. box 25c.
Canned Pineapple, whole, in heavy syrup, per tin, 10c.
Domestic Kipperd Herring, in oil, three tins 25c.

The October Sale of China and Glass

CHINA counts as one of the civilizing influences of the world. A refined home rejoices in the liberality of its supply and the taste expressed by its delicacy.

This October event forms an occasion when every one can fill the gaps in the China Closet, replace the broken dishes in the pantry, decorate the plate rails, re-new the sideboard accessories—and do it all at the minimum of expense.

We have gathered together pottery clearances from some of the best works in Europe. For instance, these Limoges Dinner Sets:

French Limoges China Dinner Sets, containing 98 useful pieces. The decoration is clusters of delicate pink roses, prettily combined with pale blue forget-me-nots and green foliage on pure white china; gold stippled handles and edges. Each set contains: 12 dinner plates, 12 soup plates, 12 tea plates, 12 butter pads, 12 tea cups and saucers, 12 fruit saucers, 2 vegetable dishes, 1 gravy boat, 1 platter (12-inch), 1 platter (16-inch), 1 teapot, 1 sugar bowl, 1 cream jug, 1 soup bowl. Regular \$30.00. Wednesday, \$22.50.

Highest Grade English Semi-Porcelain Dinner Sets, of 97 pieces, from the famous Grindley Potteries; brown hand decoration with black scroll design; gold traced handles and edges. Regular \$14.75. Wednesday, \$9.98.

97-piece Dinner Sets, of English semi-porcelain; festoon decoration in floral design, in green or blue. Wednesday, \$4.95.

1000 pieces of Fancy China, including sugars and creams, plates, cups and saucers, vases, nut bowls, handled bon bonns, berry bowls, fern pots, etc. Regular up to \$2.50. Wednesday, 99c.

Sample \$14 to \$18 Overcoats will be offered for \$9.95, at 8 o'Clock Wednesday Morning.

These Coats were made for the travellers to show the trade. All Canada will have to pay \$14 a Coat for them at the lowest—except the 200 fortunate early risers who come to Simpson's Men's store

200 Men's Overcoats and Ulsters, manufacturers' samples of the higher grade materials which were made to represent lines that retail at \$14.00, \$15.00, \$16.50 and \$18.00. Among the lot are fine dressy black and Oxford grey chevrons and English meltons, made on the latest Chesterfield models, also fancy English and Scotch coatings, made in single and double-breasted ulsters and auto styles; also some novelty styles; only five coats of a pattern; sizes 35 to 42; best trimmings and tailoring; every garment a model in itself. On sale Wednesday at \$9.95.

At \$2.00--A New Hat

King's Derbys, Christy's Fedoras. Take your highly esteemed choice. No silly business about the selling of either of them. You get a good hat in any case, low price and all.

The King Brand Derby Hat for young men is probably the most popular hat sold to-day; up-to-date in every particular, in every style and color, and correct shapes, as worn for fall, 1909. Special at \$2.00 and \$2.50.

Christy's English make Soft Hats, in the leading and most fashionable shapes; no hat much better known for honest wear and general satisfaction; keeps its color to the end. Special price \$2.00. (Second Floor, Yonge-st.)

English Flannelette Pyjamas 83c

Men's Pyjama Suits, of heavy quality English flannelette, lay-down collar style; a clearing line of odd sizes from our regular stock; stripes of blue, pink, grey, etc.; 34, 36, 38. To clear, per suit, Wednesday, 83c.

MEN'S ENGLISH FLANNELETTE ROBES, 75c. Made of heavy quality fabric; made with double-stitched seams, collar, pocket, yoke, etc.; made extra wide and long; stripes of blue, pink or grey; in sizes 15 to 26. Made to sell for more. Wednesday, 75c.

SPECIAL EIDERDOWN BATH ROBE AT \$4.00. 35 only, in shades of grey, brown, green, etc.; designs in scrolls, floral and Oriental; made of extra soft, heavy fabric, in the latest cut for this season; 36 to 44. Special Wednesday, \$4.00.

The Simpson Shoe for Men

\$4.00, \$4.50 and \$5.00

We have added new styles and rounded out the series with as fine a line of boots as a man can buy.

All popular sizes and widths.



Do You Want a Clothes Horse?

YOU can buy a 65-cent horse here in the basement to-morrow for 29c. You can buy a 75c saw for 49c, or a Stransky kettle selling ordinarily at \$2.10 for \$1.59.

Why? Kitchen Hardware Sale.

4 ft. Folding Clothes Horses, three bars. Regular 65c. Wednesday 29c.

Galvanized Boilers, sizes 8 and 9. Wednesday 75c.

Children's Knives and Forks. Per pair, Wednesday 10c.

Carving Sets, 3 piece sets, in leatherette plush lined case, Wednesday special, \$1.98, \$1.69 and \$2.98.

American Steel Saws, no household should be without one of these saws, as they are good value, 26-inch. Wednesday 75c.

300 only Chanolis, Wednesday at 10c, 15c, 20c, 25c, 35c and 50c.

Stransky Preserving Kettles, 14 and 18 quart size, wine measure. Regular \$1.50 and \$2.10. Wednesday 98c and \$1.59.



1600 pieces of Fancy China, including jardiniere, plates, trays, salads, bon bon dishes, nut bowls, celery trays and sugars and creams. Regular up to \$1.50. Wednesday 99c.

Jardiniere, floral or game decoration on ivory or green background. Regular \$1.00. Wednesday 29c.

Japanese Bon Bon Dishes, Footed Hair Receivers and Handled Nut Bowls. Regular 50c and 75c. Wednesday 29c.

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