

L. SIMPSON Store Opens 8 a.m. Closes at 5:30 p.m.

H. H. Fudger, President, J. Wood, Manager. Probabilities—Light to moderate winds; fine and warm.

L. SIMPSON



Our Millinery Opening

To-day we are making a complete showing of our Autumn Millinery Models from

Paris, London, New York

The women of Toronto have learned to expect something distinctive in Simpson's Millinery Openings, and to-day's display, it is safe to say, will more than uphold the past traditions of this store.

Of course the models will be the centre of interest, but this season our handsome exhibit of Ostrich Plumes and Paris Feather mounts will be sure to come in for a large share of favorable comment. Feathers of this kind promise to be very fashionable during the coming season, and you will find here a selection of Willow Plumes, Duchess Plumes, Osprey, and Heron mounts, and Paris feather novelties that will make your heart rejoice—particularly when you note the modest prices. You cannot get any idea of the exhibit unless you come and see it, but we draw your particular attention, as values to look for, to the long handsome Willow plumes at ten dollars, the long Duchess plumes at three-eighty-five, the extra large Ospreys at twenty-five, and the handsome fancy feather pompoms at one-fifty.

The Exhibition of Silks and Dress Goods

From the Millinery Salon it is only a step into the new building where our autumn showing of Silks and Dress Goods is attracting the attention of "the women who know." As the new shipments are opened up, each one seems to be the supreme effort of the dyer's or the weaver's art—this year's new fabrics will make you forget any memories you have about beautiful materials of former years. They outclass anything we have ever shown.

A GREAT SHOWING OF WORSTED AND FANCY SUITINGS.

Latest Homespun Diagonal Suitings, latest Manish Worsted Suitings, latest Two-tone Chevot Suitings, latest Hopsack Wale Suitings, latest West of England Serges, latest Hopsack Nette Suitings, lovely collection of Broadcloths and Venetians, in all the leading colors for fall and winter wear.

NEWS OF NEW SILKS.

New Persian Satins, new Dresden Silks, new Paisley Nihon-de Soie, new Persian Duchess Mouseline, new Dresden and Persian Foulards; all are here in profusion of design and color. These are the accepted fashion of London and Paris to-day, bringing with them all the daring originality known to European designers. Prices per yard 75c, 85c and \$1.00; double width, \$1.25, \$1.50 and \$2.00 per yard.

New Tosca Nets

Cotton Tosca Nets, 36 inches wide, in black, ivory, Paris, brown, navy, sky, rose, amethyst, in 3 shades of green. Many of our customers are waiting for these—they're in. Yard 65c.

New Hand-Bags at \$1.25

Leather Bags in medium sizes will be most favored this season, and there is a tendency in the direction of narrow deep types. The cordelier style continues good.

The leathers mostly used—seal, seal goat, grained cow, walrus grain, calf, mottled leathers, pin seal, also a large sale for all styles and sizes in metal chain bags. Every available inch of space in our bag department is crammed full of new leather novelties collected from all over Europe and U.S.A. Tuesday we are going to emphasize our one dollar and twenty-five cent bags, fifteen styles to choose from, and the best values in Canada, for \$1.25.

Many other Bags at \$2.00, \$2.50, \$3.00, \$3.50 and \$5.00. Novelty Import Bags, at \$8.00 to \$35.00. Chain Bags at \$1.00 to \$35.00.

Women's Bathing Suits Clearing at Half and Less

Beautiful bathing suits for women at a price that will pay you to put them away until next season if you don't want to use them now.

Clearing all our Women's Bathing Suits, consisting of three excellent styles in navy or red lustre; waist and bloomer combination, and separate skirt, tastefully trimmed with braid and embroidered anchors; sizes for 32 to 42 bust measure. Regular prices \$3.00 and \$3.50 a suit. Tuesday, a suit, \$1.50.

\$2.50 LA DEESSE FRENCH CORSET, TUESDAY \$1.50.

One of those offerings our Corset Department is specially noted for. Come early or phone your order, as quantity is limited.

120 pairs only La Deesse Corsets, a beautiful new model, in extra strong and fine coutil, medium bust, long below waist, finest rustproof steels, four wide elastic garters, deep lace and ribbon; sizes 18 to 26 inches. A regular \$2.50 corset. Tuesday, a pair \$1.50.

GIRLS' TUB DRESSES TO GO. Two or three dresses for the price of one Tuesday. That's the way we will make room in this section. Bring the girls early or phone your order.

Clearing 400 Girls' Dresses, in many pretty styles in chambrays, starchams and linens; all the best colors to choose from; balance of our best summer dresses; sizes 6, 8, 10, 12, 14 years. Regular prices were \$2.00, \$2.25, \$2.50, \$3.00 each. Tuesday all at \$1.00 each.

We Have Just Received 1,800 Pairs Women's High-Grade Boots

From a Large Montreal Manufacturer. REGULAR \$3.00 VALUE, SELLING TUESDAY AT \$2.29.

1,800 pairs Women's Boots, selected patent cut, creased vamp, dull calf Blucher tops, medium weight sole for street or business wear. Cuban or low heel, E width; all sizes 2 1/2 to 3. Worth \$3.00. Special purchase price Tuesday, 8 a.m., \$2.29.

You should buy some of these Boots from Boston now while the size ranges are complete. They are selling very fast. Four styles to select from:

- 1. Patent cut, with black cloth button top, Cuban heel.
2. Patent cut, with dull calf Blucher top, Cuban heel.
3. Gummed leather, dull calf Blucher top, Cuban heel.
4. Fine kid, patent tip, Blucher top, Cuban heel.
All sizes 2 1/2 to 7 1/2, D, E and EE widths.

Groceries

- One car Redpath's Standard Granulated Sugar, 18 lbs. \$1.00.
Choice Side Bacon, permeal, half or whole, per lb. 22c.
Ogilvie's Royal Household Flour, 1/4 bag, in cotton, 89c.
Quaker Wheat Berries, 3 packages 25c.
St. Charles Cream, 4 tins 25c.
Finest Japan Rice, 4 lbs. 25c.
Lyle's Golden Syrup, 1 lb. tin 10c.
Finest Marseilles Olives, 16 oz. bottle 25c.
Pure Gold Quick Tapioca, Chocolate and Custard Powder, 3 packages 25c.
Canned Catsup, Canada Pride Brand, 2 tins 15c.
Chiver's Imported Pure Orange Marmalade, 2 lb. jar 25c.
Park's Catsup Flavor, per bottle 22c.
Telephone direct to department.

Here's Help for the Housekeeper

SCOTCH SATIN DAMASK TABLE NAPKINS \$2.09 DOZEN. All pure linen, full bleached, made from finely spun flax, delicately bordered designs and all hemmed, 22 1/2 x 22 1/2 inches. 100 dozen at, Tuesday, dozen \$2.09.

800 YARDS HEAVY GLASS TOWELING 11c YARD. This is one of the best Check Glass Towelings made in Ireland, red or blue checks, 23 inches wide, perfect drying, durable, leaves no lint. Tuesday, yard 11c.

BLEACHED ENGLISH PILLOW COTTON 14c. Heavy, strong make, round thread, plain make, 42 inches wide. Only 600 yards, at, Tuesday, yard 14c.

BEDROOM TOWELS 44c PAIR. All pure linen, bleached huckaback, hemmed ready to use, and a good large size, 20x40 inches, heavy close weave, 200 pairs at, Tuesday pair 44c.

(Phone direct to Linen Department.)



The Last Chapter of the Furniture Sale

The greatest furniture sale we have ever held ends with the end of this month. Our alliance with first-class manufacturers has enabled us to sell car-loads of high-class furniture at most unusual prices.

Of the specially bought furniture, there is still enough left for two big selling days, and you'll see from this list that we've made the prices fit the occasion. Our Fall shipments are beginning to arrive, and imperatively demand a showing. So we're going to make room to-morrow, by means of these heroic prices.

Four-piece Bedroom Suite, in mahogany. Regular selling price \$161.00. August Furniture Special price \$119.00.

Four-piece Bedroom Suite, in mahogany. Regular selling price \$195.00. August Furniture Special price \$147.50.

Dresser, in mahogany. Regular selling price \$65.00. August Furniture Special price \$51.75.

Dresser, in mahogany. Regular selling price \$50.00. August Furniture Special price \$37.75.

Dresser, in quartered oak. Regular selling price \$60.00. August Furniture Special price \$46.00.

Dresser, in quartered oak. Regular selling price \$62.00. August Furniture Special price \$48.00.

Dresser, in mission quartered oak. Regular selling price \$37.00. August Furniture Special price \$24.00.

Chiffonier, in quartered oak. Regular selling price \$65.50. August Furniture Special price \$50.00.

Chiffonier, in walnut. Regular selling price \$81.50. August Furniture Special price \$63.75.

Chiffonier, in walnut. Regular selling price \$32.00. August Furniture Special price \$23.75.

Chiffonier, in mahogany. Regular selling price \$52.00. August Furniture Special price \$39.00.

Chiffonier, in mahogany. Regular selling price \$57.00. August Furniture Special price \$44.00.

Sideboard, in quartered oak. Regular selling price \$80.00. August Furniture Special price \$61.50.

Sideboard, in quartered oak. Regular selling price \$77.50. August Furniture Special price \$59.75.

Sideboard, in quartered oak. Regular selling price \$42.00. August Furniture Special price \$32.90.

Sideboard, in quartered oak. Regular selling price \$46.75. August Furniture Special price \$31.75.

Dining Table, in quartered oak. Regular selling price \$44.00. August Furniture Special price \$32.00.

Dining Table, in quartered oak. Regular selling price \$39.50. August Furniture Special price \$29.75.

Three-piece Parlor Suite. Regular selling price \$91.00. August Furniture Special price \$69.00.

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Great Value in Net and Lace Waists

Tuesday we put on sale 6 new and up-to-date net and lace waists in white and ecru shades, lined silk. Beautiful in design, each one is a masterpiece. Some have solid yokes of heavy guipure lace, others are trimmed with rich garnitures of handsome lace with tucked yokes. Sleeves are heavily tucked and trimmed.

Visitors to Toronto should avail themselves of this extraordinary opportunity of securing a waist well worth \$3.95 for, Tuesday, \$2.49. (Third Floor.)

A Galaxy of New Garments

are now ready for your choosing on our Third Floor. Exhibition visitors will not see any women's garments at this collection of new autumn suits, dresses, coats and skirts. They are not only correct and up-to-date in every particular, but they are all for sale at prices that are pleasantly surprising. Such style and newness has rarely been offered for so little money.

Women's Cream Serge, Champagne Shade Corded Silk Suits, for early fall wear; coats are lined throughout with silk or satin, new style of collar inlaid with silk, fastens down front, with bone or novelty buttons, square or round shape coat; the skirts are made to match coats in smart style, both gored and side pleated. Special value at \$10.50.

Misses' New College Dress, of all-wool black and white checked material; sleeve is entirely new style, has a square cut collar at back, is trimmed with red braid, and has touches of black, which is very effective; skirt has yoke effect over hips, and is semple-pleated to bottom; ages 14, 16 and 18 years. Special value \$9.50.

Peter Thompson Sailor Dress for Misses, in one-piece style, made of the all-wool Panama, shades of black, navy and brown; has a square cut collar of check material to match; trimmed with braid, finished in front with large black silk bows; sizes 14, 16 and 18 years. Price \$10.00.

SKIRTS.

A special purchase of Women's Walking Skirts at about one-half value; the manufacturer made them of our own style; the material is exceptionally fine wool imported solid cloths, made up in a smart 9-gore semi-pleated sides, panel front and inverted back; colors are navy and black. A skirt regularly sold at \$5.00. Tuesday price \$3.25.

Up-to-date College Ulster, 54 in. long, in heavy striped tweed, in green and grey tones, self lined across shoulders, with French facings, semi-fitted back, with a buttoned belt, large pockets, finished with buttoned tab, sleeve is tailored and finished with hand cuff. Sizes 32 to 42. Exceptional value \$12.75.

Women's Smart Full Length Close Fitted Coat, in fawn shades of golf cloth, military style, buttoned over side, lined to waist, back panel finished below waist line in button effect; new skirt effect meets an inverted pleat at back, also buttoned, giving a shapely, smart effect; sleeves lined and slightly gathered at wrist into a buttoned band. Sizes 32 to 42. Special value \$18.50.

Women's Long Coat of fine imported German beaver, in shades castor and brown, strictly military style; the front buttoned over to side, having military ornaments and braid trimmings; has double turned collar, trimmed with braid; back is semi-fitted, with side pleat from waist down; this coat is lined to waist with broadened satin; sleeves lined and finished with a neatly turned back cuff, trimmed to match collar. Price \$25.00.

An Elegant Fall Coat, in black and navy kersey, 54 inches long, lined to waist in satin; has semi-fitted back, which ends about waist line in a double turned belt effect, and is extended in four inverted pleats; a turned back collar inlaid in four inverted pleats; the front is single breasted, trimmed with the new braid ornaments; an advanced style sleeve, pleated into a plain tailored cuff finishes this coat. Special \$25.00.

WOMEN'S RUBBERIZED MOIRE RAINCOATS.

Colors grey, brown, navy and black; single and double breasted styles, full length and semi-fitted shoulders, lined, buttoned close to the neck, large pockets, trimmed with buttons; a neat strap effect over shoulders; the correct thing in a smart coat. Special value \$8.75.

Rare Buying of Cut Glass and Chinaware

Two specials in Rich Cut Glassware for Tuesday's selling.

8-inch Fruit Bowls, deep cut design, brilliant colors. This is a wonderful value. Tuesday special \$2.99.

Sugar and Cream Set, deep flaring out, in the new Queen design, full of rich sparkling color. Tuesday \$4.75.

Berry Set, 7 pieces, in genuine Carlsbad china, handsome floral design, scalloped and finished in best gold. Complete, Tuesday \$11.99.

8 only 9 1/2-piece Dinner Sets, high grade English porcelain ware, Crown Derby decoration, all pieces traced and gold lined. Underpriced for Tuesday, \$17.25.

1,000 pieces Fancy Japanese Ware, Cups and Saucers, Powder Boxes, Bon Bons, Hat Pin Holders, Fruits, etc. Tuesday special 15c.

Brass Fern Pots, with lining, scroll, engraved, footed. Tuesday 97c.

Umbrella Stands, heavy brass, dull finish. Tuesday \$4.75.



Make Yourself Ready for the Exhibition

Exhibition time is here again! To the men of Toronto, that is notice enough to smarten up their appearance. The go-as-you-please Summer is over now, the town is full of visitors, and every good citizen wants to put his best foot forward and create a good impression. It is hard to look your best in the clothes you've worn all summer. Come and buy your new-ness at this Men's Store to-morrow morning, and you'll be astonished at the small sum you'll have to invest to look like "a new man."

NEW FALL SUITS AND RAINCOATS.

Men's New Fall Suits, made from fine quality imported English fancy worsteds (famed for their durable qualities), in all the latest shades, including the new browns, grey, blue and greenish tones, with neat self and fancy colored thread stripes, cut from the stylish 3-button, single-breasted sack models, slightly conforming to the figure, with close fitting collar and long shapely lapels, elegantly tailored and perfect fitting. Sizes 36 to 44. Price, \$15.00.

Men's Automobile and Waterproof Coats, made from a fine quality English Paramatta cloth, guaranteed thoroughly waterproof, in a rich fawn shade, a very stylish coat for fall wear, and a great protection against the rain. Cut single-breasted style, full length, with neat military collar and wind straps on sleeves. Sizes 36 to 44. Price, \$15.00.

Men's English Paramatta Auto Coats, guaranteed thoroughly waterproof, in a handsome fawn shade, a very stylish coat for fall wear, and a great protection against the rain. Cut single-breasted style, full length, with neat military collar and wind straps on sleeves. Sizes 36 to 44. Price, \$15.00.

NEW SHIRTS, SWEATERS AND PYJAMAS.

Men's Best Quality Heavy Winter Waterproof Wool Pyjamas, made with the military neck, and fastens with silk frogs and good quality white patent buttons. \$2.00 and \$2.50.

Men's Pure Wool Flannel Shirts, Scotch tartan designs, and made with a reversible collar, turn-back cuffs, and all seams are double stitched; a good selection of colors to choose from and two qualities. \$2.00 and \$3.00 each.

Men's Best Quality Pure Wool Sweater Coats, made of worsted and four-ply wool, fancy knitted fronts, some have collars, others are made in the cardigan style; two pockets to each coat, and come in plain colors or trimmed with different colors; a good selection in stock. Prices \$3.00, \$3.50 and \$5.00.

Men's Pure Wool English Flannel Shirts, newest fall and winter designs, large and roomy, made with a reversible collar and button cuffs. Good quality shirts for, each, \$2.50.

COOL HATS FOR THE SHOW—LOW PRICES.

50 only Men's Panama Hats, bleached and unbleached, fine, even weaves, balances of our regular \$3.75 and \$5.00 lines. Clearing price \$1.75.

160 only Men's Extra Fine Straw Boater Hats, best American split braids, a few semit braids, Regular \$2.00 and \$2.50 hats. We want to clear them all out in one day; lots of time to wear them yet. Your choice 65c.

80 only Men's and Youths' Straw Hats, fine white Canton braids, black silk bands, curling brims; \$4 will pay you to buy one at this price, and keep it till next season. Regular \$1.00, for 19c.

New Imported Bedroom Papers, 5th Floor

The latest cut-out effects over plain chambrays stripes.

For mother's, sister's, brother's, guest's or children's bedrooms.

Plain Chambrays, stripe or neat patterns, in blue, grey, yellow, green, pink shades. Prices 20c, 25c, 35c and 50c roll.

Cut out Friezes and Dividers and Figures, pretty designs and colorings. Per yard 5c, 10c, 15c, 25c, 50c.

Dainty Bedroom Ceilings, lattice, bird's-eye dot, medallion or moirs. Per roll 5c, 8c, 10c, 15c, 25c.

BEDROOM SPECIALS.

1,600 rolls Floral and Stripe Effects, in pinks, blues, greens, yellows and light shades. Regular to 15c, Tuesday 7c; regular to 35c, Tuesday 17c.

Bedroom Mouldings, white enamel and imitation oak. Special 1 1/2 inches wide, Tuesday 1 1/4c.

The Robert SIMPSON Company Limited