

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

THE  
ROBERT

**SIMPSON**

COMPANY  
LIMITED

—PROBABILITIES—  
Light winds; fine; moderately warm.

THE  
ROBERT

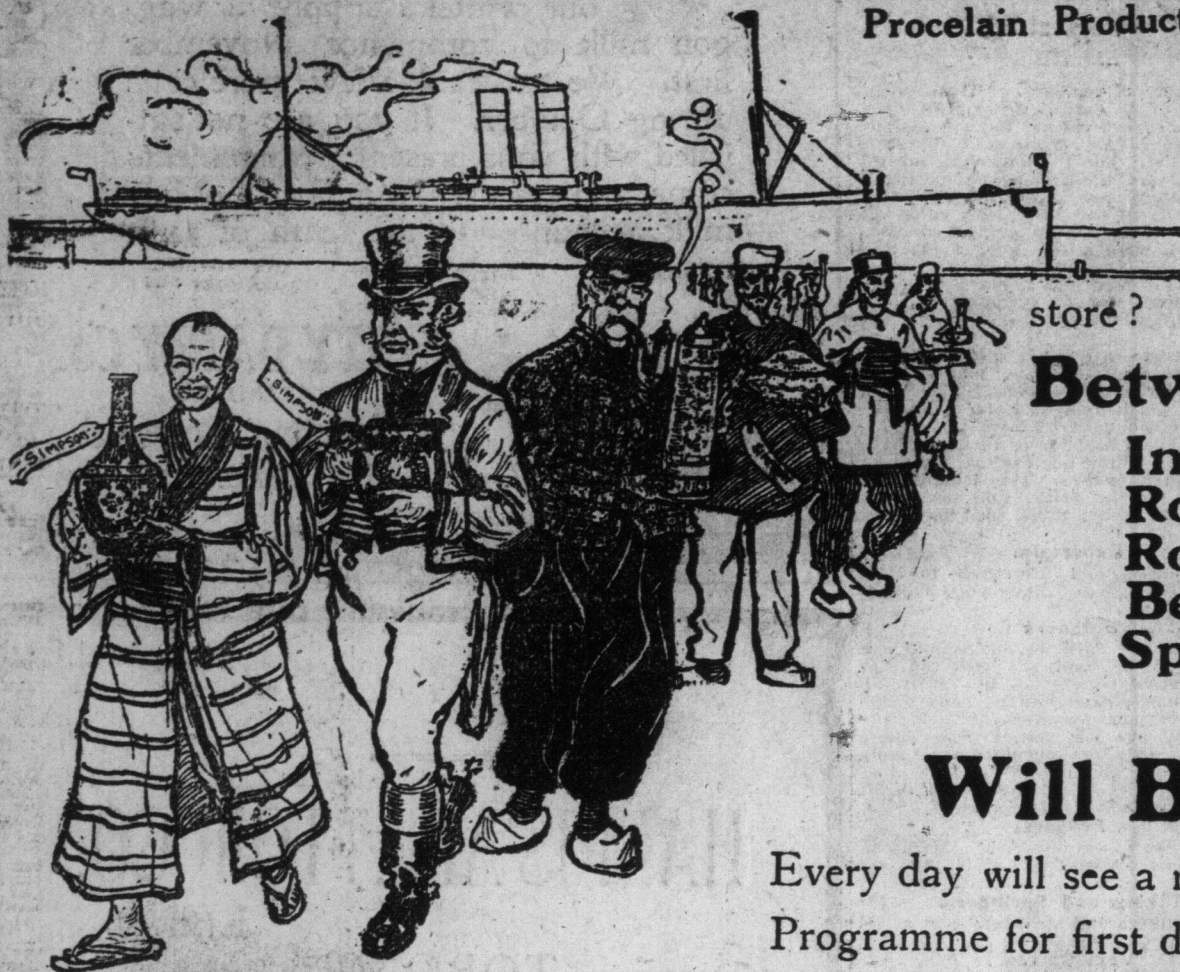
**SIMPSON**

COMPANY,  
LIMITED

Wednesday,  
Oct. 6th.

# Our Greatest October China Sale Begins on Thursday

Procelain Products of Japan, Germany, Austria, England and France Will Be Selling in Our Spacious New Basement at October Prices To-Morrow



"October Prices"—does not that expression call to mind past opportunities—seized or neglected, as the case may be? Does not that phrase remind you of our big Sale of last year when we sold \$35,000 worth of beautiful underpriced Chinaware in half a month?

This year—do you know what "October China Sale" means to customers of this store? It means

**Between 50 and 60 Thousand Dollars Worth of Selected**

Imperial Nippon China  
Royal Crown Derby  
Royal Worcester  
Bernard Moore  
Spade-Copeland

Royal Austrian  
English Semi-Porcelain  
French Haviland Limoges  
Dutch Hand-Modelled  
Pottery

Gowns-Kent Cut Glass

**Will Be Selling at About Half-Price and Less**

Every day will see a new programme of attractions. Watch the papers every day.

Programme for first day's selling:—\$7,000 worth of Cut Glass, including Vases, Punch Bowls and Stands, Fruit Bowls, Ice Cream Trays, Jelly Nappies, Comports, Orange Bowls, Flower Centres, Jugs, Water Bottles Nut Bowls, Decanters, Rose Bowls, Sugars and Creams, Celery Trays, Tumblers.

## Simpson's Suits at \$16.75

WE ARE making a great hit with the \$16.75 Suits. Ladies seem to appreciate the simplicity of the tailoring, the quiet, thoroughness of everything about the suits. The fact that they sell for a sensible price need not create the slightest prejudice against them. In fact, we don't want you to form an opinion one way or the other—for or against—until you see them.

But we do want you to see them. Make a point of asking for our leading \$16.75 Suits to-morrow. They are worthy of your inspection, anyway. We'll say that much in their favor. But judge them for yourself.

They are made of all-wool diagonal serge, newest shades, brown, taupe, wisteria, navy and black, lined with broadened satin.

Coat long and square cut, with curved tailored tucking in front. Tails and jet buttons.

Nine-gore skirt, full flare style; trimmed with tucks, \$16.75.

LADIES' WINTER COATS, \$16.50

Ladies' Stylish Winter Coats; material is fine kersy cloth, semi-fitted

tuck, 50 inches long; body and sleeves

lives with well mercurized cloth, panel

effect front and back, marish collar,

trimmed with tabs and jet buttons;

colors are grey, navy or black, \$16.50.

LADIES' SERGE SKIRTS, \$8.50

Ladies' Separate Skirts, in good

heavy quality wool serge; colors are

black, navy and grey; made with

panel, front, yoke effect on side gores,

pleated at foot, trimmed with self covered

buttons; a good assortment of

sizes, \$8.50.

When You Buy Dress Goods at Simpson's

THIS Dress Goods Department of ours

stands as the result of years of

effort to attain our ideal.

We never will attain it because

ideals grow with success. But it is safe to say

nobody in Toronto 30 years ago

dreamed of a Dress Goods Department like we

are proud to possess to-day.

It is not so long ago that

nearly everybody will remember when the Simpson

Dress Goods Department occupied a corner of the

ground floor—Yonge and Queen-streets—To-day Piece

Goods, including Dress Fabrics of all kinds—Wool, Silk,

Cotton, Linen, occupy practically half a city block!

That shows how Simpson's have kept pace with the

growth of Toronto and the demand of the times. It shows

too how fast we have clung to our old tradition of Quality

at Moderate Price.

New Weaves and Finishes, White Silks and Satins

for Wedding Gowns

Silk Department announce a "special"

display and selling for Thursday.

New Crepe de Chine, Satin Faced

Crepe Meteor, exquisite draping qualities

make superb wedding gowns, 44-

inch, \$10.00 to \$15.00 yard.

New Ottoman, Dull Altese, Bengal

lines, Poulins, in rich, lustrous dyes,

in different sizes, 75c, \$1.00 and \$1.25

yard.

Mousseline Duchesse Satins, rich

mousseline finish, extra fine qualities,

40 in., \$2.00 and \$2.50 yard.

Messaline Paillette Silk, extra firm

weave, soft, lustrous finish, 40 in., \$1.50

yard.

Duchesse Satins, regal qualities, both

single and double widths, 75c to \$3.50

yard.

Special Thursday 47c.

Wash Goods Departments

(Second Floor.)

This department is now replete with a full assortment of Dress Goods for

evening wear, importations from London, Paris and New York. Special showing

this week.

Silk Striped Voile, in all the newest shades for the coming season, 44 in.

wide, 65c.

Zurich Silk, a lovely material for indoor waists or evening dresses; the

most comprehensive assortment of colors ever shown; over 60 different lovely

shades, including pink, sky, taupe, wisteria, robin, sandstone, apricot,

peach, old rose, (6 shades), black, white, cream, taxi, etc. These goods are

equal to all silk at 65c. Special 35c.

The New Suitings

New French and Austrian Broadcloths, New French Frunella Cloths, New

Diagonal and Wide Wale Weaves, New Worsted Suitings, New Serges and

Cheviots, etc. Everything that is exclusive, stylish and handsome, we have

it here. Selling 55c, \$1.00, \$1.25, \$1.50 and \$2.00.

100 pieces of New Black Voiles just received, a shipment of Simpson's

Rich Black Voiles from England, France and Germany and medium and

heavy mesh voiles, fine chiton voiles, heavy string and fish net voiles, hand-

some satin stripe voiles; qualities for evening and afternoon gowns; firm

some qualities, specially suitable for the graceful empire style of dress; deep,

medium and blue blacks. Per yard, \$1.00.

## Sequin Robe Samples

THE Robe Department on the ground floor, James-street, is always worth a visit. Just now we have some Parisian samples you ought to know about—they are marked so much under regular prices.

2 only very rich pattern Black Sequin Robes, samples from Paris. Regular

selling \$18.50, for \$10.00.

No. 3—White Lace Coat, Renaissance, Irish and braid effects. Regular

\$17.50, \$21.00 and \$23.00. All marked at \$10.00.

One Real Irish Lace Skirt and small Bolero of same. Regular price

\$175.00. Thursday \$95.00.

## Paris Blouses on View

COME and see the waist models from Paris. They are worthy of the palatial department—and this is saying the most that can be said in the same number of words.

Three "Specials" in the Waist Dept., Thursday

No. 1—A very comfortable, well made Delaine Waist, tucked body and

sleeves; dainty bow tie with bows, and finished with handsome Irish design.

Dutch lace collars; these come in a selection of dark colors. Thursday selling

\$2.50.

No. 2—White and Ecru Net Waist, heavily embroidered front, tucked

sleeves, high ruffled collar, smart ruffled cuffs. Thursday \$1.50.

No. 3—White Lawn Waist, close tucked all over, embroidered, fleur-de-lis

front, with insertion, high neck collar inserted and ruffled, one of the

smartest garments ever put on sale. Thursday \$1.25.

Popular Music

Music 5 for 10c, 15 for 25c.

"Ambassador March," "Capital

March," "Christmas 99," "Alstut

Waltz," "Belle of Coontown," "Ivanhoe

Schottische," "Island City March,"

"Gay Tally Ho," "Carroll March,"

"Ghost of Rastus," "Our United

March," "Maiden on Parade,"

"Ragtime Sea Revue," "Smoky

Topaz," "Winning Card March," "Maiden

Fair Waltz," "Baby Mine," "Good-

bye, Sweet Day," "Death at the Post,"

"Honeycomb and the Beg," "Hail,

Canada," "When Other Lips," "Miss

Phoebe Johnson," "Only a Mother,"

"When Love Was Young."

Thursday Afternoon in the Cloak

Department.

March—"Vandana," "Brill

Tone Poem—"Lilies," "Robert's

Dances from "Nell Gwyn," German

(By request), "A Country Dance,"

"Pastoral Dance,"

"Merry-makers' Dance."

Selection—"The Viceroy," "The

Characteristic—"The Glow-worm,"

Waltz—"Phyrene," "Zueliate

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