

SIMPSON

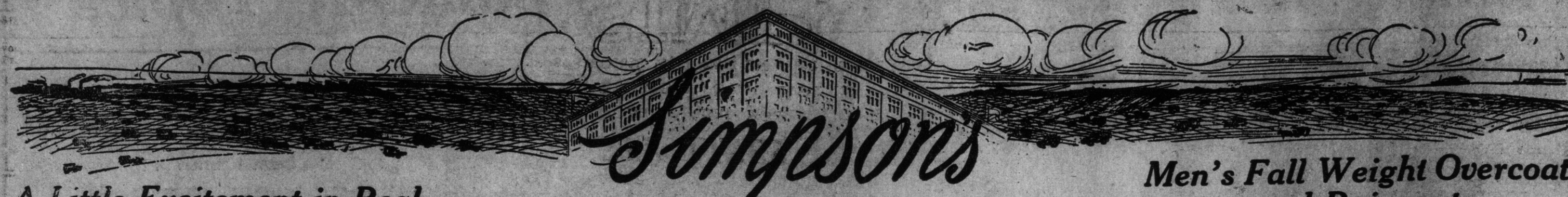
Store Opens 8 a.m.

Closes 5:30 p.m.

H. H. FUDGER, President. J. WOOD, Mgr. Probabilities

Inds. S. to S. W.; fair and warm; showers and thunderstorms at night.

SIMPSON



A Little Excitement in Real Lace Waists

(Third Floor.)

100 samples of real Renaissance and Battenberg lace waists, varied styles and designs, and made to sell at three times the price. Tuesday, to clear \$1.95.

Women's New Fall Coats

Here's something new in cloth and style; a beautiful full length, semi-fitted coat, in green and grey hopsack, lined to waist; back semi-fitted, with buttoned belt effect at waist line; large turned down collar and revers piped in velvet; single breasted, front, fastened with novelty buttons, and sides trimmed with large ornaments to form pockets; sleeves lined and finished with fancy cuffs, \$19.75.

A Smart Full Length Coat, in grey and black diagonal tweed, lined to waist in striped sateen, close fitted back, with back panel piped in velvet, and extending round to meet front; double breasted front, trimmed with large buttons, turned back collar and revers; large cuffs piped in velvet and buttoned trimmed finish sleeve, \$18.00.

An up-to-date Coat for early fall, made in a light weight mixed tweed, brown and green, lined to waist in silk serge; semi-fitted back, with inverted pleat down centre, and belt effect front, is single breasted, buttoned low with two buttons, has deep roll collar, neatly trimmed with velvet and buttons, large patch pockets and velvet cuffs finish this decidedly smart coat, \$21.00.

A Handsome Raglan Coat, in brown shade only of golf cloth, 54 inches long, single breasted front, buttoned high, with large buttons, to meet a velvet turned down collar, semi-fitted back, with inverted pleat, and belt effect; has large patch pockets and cuffs in keeping with style of coat. Price \$15.75.

Sale of Women's Flannelette Nightdresses

Save a third of the regular price on these women's flannelette nightdresses Tuesday. Phone orders filled if early.

684 Women's Night Dresses, fine plain white or pink flannelette, Mother Hubbard yoke, trimmed with shell flosses frills of goods, pearl buttons; lengths 34, 36, 38 inches; for sizes 32 to 38 bust measure. Regular price 75c each. Tuesday while they last 50c each.

Three Attractive Silks Fresh From the Loom

They are silks of beauty and style. They are wide and cut to advantage: the price in each case a Simpson price and therefore, quality considered, exceptionally low.

40-inch Chameleon Duchesse Mousseline, the new wonderfully beautiful fabric for evening, afternoon and reception gowns; some of the combinations of colorings are ivory shot with gold, terra shot almond leaf, wisteria shot grey, coral shot gold, mauve shot chataigne, eucalyptus shot lavender, etc., etc. Prices, per yard \$1.50 and \$2.00.

FRENCH CREPE DE CHINE.

42 inches wide, in every new and wanted shade; soft draping quality pure silk; makes up both dainty and useful. Price, per yard \$1.50.

Special quantities in ivory and black only, 42 and 44 inches wide. Per yard \$1.50, \$2.00, \$2.50 and \$3.00.

Black Moire Velour, 36 to 44 inches wide, a very strong feature of the fall vogue, especially when combined with black velvet in coats, suits or dresses. Prices, per yard \$1.50, \$2.00, \$2.50.

Important Statements Regarding Our Suitings

We have the most select and comprehensive assortment of Suitings in Canada.

Imported from the leading markets of the world, you will see here a representation of well nigh every worthy weave approved by fashion.

The variety of new two-tone combination of colors, they are all that fashion demands.

Manufactured from the finest wools, dyed and finished by expert dyers and finishers.

A pleasant, comfortable, light, airy department, making choosing your fall suit here a pleasure.

Diagonal Wide Waist Suitings, full range of new fall shades, unshrinkable and spotproof. 48 inches, \$1.00.

Hopsack Frize Suitings, new mixed combination colors, nice heavy weight for fall wear. 50 inches, \$1.00.

Diagonal Cheviot Suitings, lovely assortment of colors, specially adapted for the new fall coats. 50 inches, \$1.25.

Nigerhead Suiting, full range of new fall shades, tailors particularly sell, and very firm weave. 50 inches, \$1.50.

Broadcloths, for fall suits and coats, Sedan finish, thoroughly sponged and spotproof, lovely range of new shades. 52 inches, \$1.00.

Broadcloths, full heavy weight for tailored suits and coats, made from the finest of Botany wool, permanent finish, and unshrinkable. 52 inches, \$1.50.

Heatherbloom Underskirt

Heatherbloom, a name as pretty as is the silky-looking article itself, is a wonderful substitute for taffeta; a fabric whose qualities are sure to attract the consideration of every woman. Every skirt is tailored with extreme care and made with perfectly modelled hips, so essential to the present style of gowns.

At \$1.75—Black only, tailored style, two deep joined flounces, trimmed with twelve rows of shirring and six rows of pin tucking.

At \$2.00—Embroidered model, black only, flounce is trimmed with stitched strapping, twelve rows of pin tucking, and finished, with embroidered frill, underpiece and dust ruffle.

At \$2.50—A strictly tailored model, black only, deep sectional flounce, trimmed with rows of stitched strapping, pin tucking, and finished with frill, underpiece and dust ruffle.

At \$2.50—Black only, attached ruffle, trimmed with strapping and four rows pin tucking, finished with eyelet embroidered flounce, buttonhole stitched edge, deep underpiece, with dust frill.

At \$2.69—New graduated stripe effect, cardinal, green, navy, Copenhagen or grey, with black; deep flounce is trimmed with two pleated frills, and finished with underpiece and frill.

"Lest You Forget"

The Exhibition of 1910 is over; the gates are closed, and the flags are furled.

"Lo, all the pomp of yesterday
Is one with Nineveh and Tyre."

Far-called, our visitors have departed, and this store now becomes the centre of interest to a great army of home-coming people, the healthy, happy throng, most of whose needs are summed up in the one word "clothes."

Lest you forget what has been happening here lately, we want to remind you that *thousands of cases of new merchandise have been opened since the beginning of this month*, and that everything new is now ready for you to see. New Fall fashions in clothes for women and girls; new Fall furnishings and suits for men; new Autumn millinery from Paris, and everything new that the youngsters need for school. Beside all this, we are making a new record in Blanket selling (on the second floor, Yonge street), which no housekeeper should overlook.

The Blanket Sale

is leaving all records behind. Here are some more reasons:

(Second Floor, Yonge Street.)

PURE SAXONY WOOL WHITE BLANKETS \$3.98 PAIR.

Made for large double beds, 70 x 84 inches, only beautiful, soft, thoroughly cleansed, white Saxony wool has been used; a full lofty napping, as warm as down, pink or blue borders. 65 pairs at sale price Tuesday, pair \$3.98.

BROWN UNION CAMP BLANKETS \$1.93 PAIR.

These are superior English make, strong, warm and clean, dark borders; any man going into the woods will find these desirable; 7 lbs., 68 x 78 inches. Sale price Tuesday, pair \$1.93.

LARGEST TURKEY CHINTZ COUNTERS \$1.55 EACH.

70 x 78 inches, pure white odorless cotton filling, stitched designs, reversible, all new patterns. 100 to sell at Tuesday, each \$1.55.



27-INCH GREY WOOL FLANNELS 21 1/2 YARD.

Plain or twilled, made from long, finely spun yarns, will wear, wash and keep you warm; is 27 inches wide, but only Tuesday, yard 21c.

SHAGGY WHITE BEARSKIN \$1.90 YARD.

For children's coats nothing equals Bearskin; it washes, wears, looks warmer and is warmer, than any coating on the market; 50 in. wide. An exceptionally good line at Tuesday, yard \$1.90.

100 BEAUTIFUL TABLE CLOTHS TO SELL AT \$2.15 EACH.

Every thread pure fine linen, rich satin damask, bleached in old Ireland, new bordered designs, 2 x 2 1/2 yards. Get one of these at, each Tuesday \$2.15.

(Phone direct to Linen Dept.)

"Kellaric" Mattress

A Complete Demonstration

On our Fifth floor you will now find the extra exhibit of the "Kellaric" mattress, lately at the Fair, as well as a demonstrator who will be glad to show you all the advantages of this excellent mattress, which we are now selling so reasonably.

The "Kellaric" is built scientifically by a new web process. Specially constructed machinery cards the cotton into clean buoyant elastic sheets, which are built layer upon layer until the required weight and comfort are secured. Our prices are as follows:—

Size 3 ft. - - - \$9.50

Size 3 ft. 6 in. - - 10.50

Size 4 ft. x 4 ft. 6 in. 12.50

A Telephone Service Direct to Depts.



Customers are finding this a great convenience. The service is quickened, and you speak with the person who is serving you, and who is responsible for the filling of your order. The fact that we have

FIFTY LINES TO CENTRAL

makes it improbable that you'll ever get the reply "line busy" after asking for Main 7841. Ask for the department you want, and the rest of it will be just like talking across the counter.

The **SIMPSON** Company
Robert Limited

Men's Fall Weight Overcoats and Raincoats

Men's fine quality English Tweed Fall Weight Overcoats, handsome medium and dark grey shades, in plain and stripe effects; cut from the latest models in single breasted Chesterfield style, with broad shoulders and long shapely lapels; excellently tailored in every way, and perfect fitting. Sizes 35 to 44. Price \$12.50.

Men's English Cheviot Fall Weight Overcoats, in a rich dark Oxford grey shade; cut in the stylish single breasted Chesterfield style; splendidly tailored, and finished, with extra quality linings and trimmings. Sizes 35 to 44. Price \$14.00.

Men's Dark Oxford Grey Raincoats, made from an imported English cravenette cloth, thoroughly rainproof; cut in the latest single breasted style; full length; lined throughout with good quality linings; a suitable coat for fall wear or as a protection from the rain. Sizes 35 to 44. Price \$10.00.

Men's English Covert Cloth Raincoats; a smooth, firmly woven material, in a rich olive fawn shade, with neat fancy colored stripes, cut from the latest single breasted models, with Presto collar, which can be worn with neat Russian collar, fitting close round the throat, or with lapels turned down; carefully tailored and perfect fitting. Sizes 35 to 44. Price \$12.50.

The Buying Power of \$1.00

In Our Men's Dept. (Main Floor)

Underwear at \$1.00 per Garment

"Penman's 95" double-breasted. Sizes 34 to 42.

"Body Guard" natural wool, our own brand. Sizes 34 to 46.

American pure sanitary fleece lined, 34 to 44.

Britannia Scotch wool, soft and free from burra, 34 to 46.

Our Dollar Shirts

Neglige shirts, best materials, newest colorings and artistic designs.

Heavy black drill shirts, seams double stitched.

Heavy black sateen shirts, very strong.

Good Hosiery Items

Women's Plain and Ribbed Black Cashmere Hose, English made, double spliced heel, toe and sole; all sizes. Regular 30c, 35c. On sale Tuesday, pair 25c.

Boys' and Girls' Ribbed Black Cashmere Stockings, double spliced heel, toe and sole, splendid wearing. Sizes 6 to 8 1/2. Regular 45c. On sale Tuesday, pair 25c.

Women's English Cape Leather Street Gloves, tan shades, dome fastener, wrist length; the correct glove for present and fall wear; all sizes. Regular \$1.00. On sale Tuesday, pair 75c.

Men's Plain and Ribbed Black Cashmere Socks, English made. Regular 25c. Tuesday 18c, 3 pairs 50c.

Buy Your Wall Papers Now

We are clearing out 75 cases and bundles of imported Wall Papers at less than one-half prices—to make room for other goods. Every roll extra value.

Imported and Domestic Bedroom Papers, in light colorings of pinks, blues, greens, creams. Regular to 20c. Tuesday 9c.

Imported Dining Room and Sitting Room Papers, in warm tints of browns, reds, greens, two-tones or colored. Regular 35c. Tuesday 17c.

Foreign Parlors, Dining Room and Den Papers, in rich effects and color blends of champagne, old rose, apple green, tabac and wood shades. Regular to 65c, Tuesday \$1; regular to \$1.00, Tuesday 49c.

Japanese Leathers, in Jap, metallic colorings. Regular to \$1.50 yard. Tuesday 79c.

9,000 feet Room Mouldings, in white enamel and imitation oak, 1 1/2 in. wide. Special Tuesday 1 1/4c.

(See New Wall Papers on Fifth Floor.)

Sale of Fine Embroideries from St. Gall

2,857 sample lengths of Embroideries, purchased from one of St. Gall's best manufacturers; these embroideries will only appeal to our customers who appreciate daintiness of quality, beauty of design; new, clean, fresh and crisp are these edgings, insertions, headings, bandings, flouncings and all-overs; all widths, from the narrow "baby" edging to flouncings 12 inches wide, in cambric, Swiss, nainsook and long-cloth; widths and quality and designs for lingerie, blouses, "baby" trousseau, bride's trousseau; 4 1/2 yards in each length. On sale Tuesday at 1/2 the regular selling value. Per length 21c, 32c, 47c, 57c to \$1.52.

Hand Bags

98c

Seal Grain Leather Hand Bags, leather lined, inside coin purse, leather covered frame. Regular \$1.25. Tuesday 98c.

HAIR PADS.

18-inch Hair Pad, all shades. Regular 10c. Tuesday 5c.

ELASTIC BELTS.

Gold Tinsel Elastic Belts, with small gilt buckle. Tuesday 48c.

Garnitures

Trimming Dept., Main Floor.

Rich Black Silk and Cut Jet Garnitures at a special price.

50 Assorted French Garnitures in rich embroidered silk and cut jet, no two alike. Regular prices from \$7.50 to \$15.00 each. Tuesday one price, \$5.00.

Clearance of All Real Indian Grass Baskets

(Fancy Needlework Dept., Main Floor.)

At 25c, everything in stock at 50c, 65c and 75c each.

At 50c, everything at \$1.00, \$1.25 and \$1.50.

Fruit Jars

Crown Fruit Jars, improved pint size, 55c dozen.

Fruit Jar Rubbers, first quality Para. Tuesday 10c dozen.

Jardiniere, new shapes, dainty gold and floral decorations, choice assortment. Tuesday 49c.

Salad Bowl, Bavarian china, decorated in American beauty rose, embellished with heavy gold tracing. Tuesday 98c.

Hancock's Opaque China Dinner Sets, complete service for twelve people, in this famous ware, decorated in Crown Derby design, gold traced and lined. Tuesday \$17.25.

Groceries

One car Redpath's Standard Granulated Sugar, 18 lbs. \$1.00.

Choice Picnic Hams, 6 to 8 lbs. each, per lb. 16c.

Ogilvie's Royal Household Flour, 1/2 bag in cotton 87c.

Fancy Japan Rice, 4 lbs. 25c.

St. Charles Cream, 3 tins 25c.

Manzanilla Olives, quart gem jar 30c.

Shimmell's Soups, assorted, 3 tins 25c.

Gorton's H. P. Sauce, per bottle 18c.

Pure Gold Quick Tapioca, Chocolate and Custard Powder, 3 packages 25c.

Post Toasties, 3 packages 25c.

Imported French Sardines, per tin 10c.

Imported Pure Olive Oil, reputed quart tin 75c.

Telephone direct to department.