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

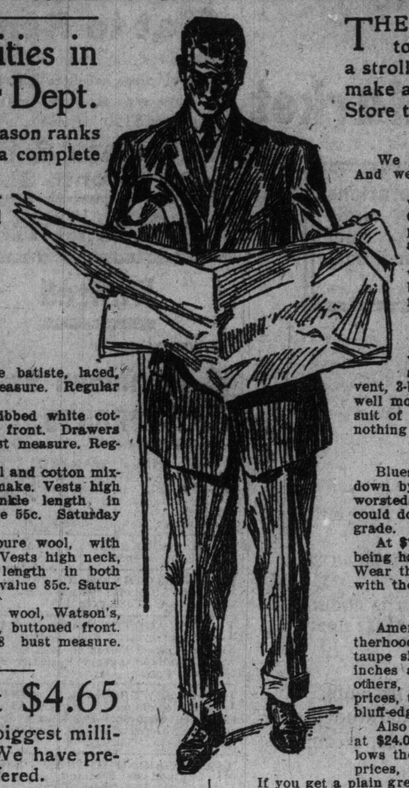
THE ROBERT SIMPSON COMPANY LIMITED

PROBABILITIES: Moderate variable winds, fine cool.

THE ROBERT SIMPSON COMPANY LIMITED

FRIDAY, OCT. 29, 1909.

A Store Full of Good Values for MEN



THE Simpson Men's Store on the corner of Yonge and Richmond extends to you the season's compliments. We invite you to come with us for a stroll in type. Come for a little walk through the clothing stocks and make a mental note or two for use if you should decide to visit the Men's Store to-morrow in actual person.

First, the Suits

We pick our Suits from the pick of Canada's choicest. And we add to the range with celebrated American brands.

At $22.50 we show a typical American suit of worsted, wide wale, self stripe, the newest thing. Other effects, different and similar, at the various prices. All quite equal to custom made, with just a little more dash.

At $18.50 suits of warm Saxony finished tweed, wide striped and plain, walnut brown, grey, olive brown, green and grey, with the new vents, the flaps over the pockets, and the fancy cuffs.

Our Strongest Line

At $15.00 we come out strong. There's where we enlarge and grow emphatic. These suits are all built in the sack style, dip front, vent or no vent, 3-button, broad and moderate lapel, broad shoulders, well moulded, raised seams, and tailored well. This is a suit of style and character, and the moderate price has nothing to do with it. We fixed the price, all right.

Blues and Blacks

Blues and blacks are staple, and we can get prices down by quantity orders. At $12.50 we sell fine English worsteds, made in our own factory because we found we could do better than anybody else could do for us in this grade.

At $10.50 we have the pick of the market, the price being hammered down for quantity. All-wool indigo dyed. Wear them for best six months, and finish out the year with them for every-day.

Now About Overcoats

American Coats of the celebrated custom tailoring brotherhood come at $30.00 (Michael Stern), kersey cloth, taupe shade, with thin purple and green stripes about 1¼ inches apart—that's one effect. And there are many others, all distinctive and "classy" in the extreme. Other prices, two, $26.00, $24.00, built on flared lines, with broad bluff-edged lapels, and lined with mohair twill serge.

Also wide wale Oxford cheviots, built here in Canada, at $24.00, and mighty good, warm, stylish, handsome fellows they are, too. Plain dark greys, of course, at all prices, ¾ Chesterfield style, that always will be popular. If you get a plain grey you'll be good for ten years, as far as style goes, as for wear, it's up to you. The coat is good for it, if you treat it right.

The Throat-Buttoning Ulsters

Most men who feel the cold like an ulster these days. They are made up in thick, woolly kinds of cloth, soft and furry, on the non-conducting principle, and there's a hook under the collar that brings the coat snug around the neck, and keeps out the draught that goes for the region around your necktie in the ordinary coat.

At $24.00 a fancy English cheviot (auto style), Prussian collar. Turn it down if you want to, like the regulation lapel.

Scotch heather tweeds, with the lofty finish that spells warmth, at various prices around $20.

At $15.00 you can have same style exactly in a cheviot frieze.

At $10

At $10.00 a respectable dark grey Bradford cheviot Chesterfield Coat, gives the man who earns every cent he makes a good winter overcoat for Sunday.

Youths' First Long Trousers

Hard to make the jump into "longs" and land in good style. More height than breadth at that age. Those who measure 33, 34 or 35 around the chest can be fitted specially at $8.50.

Single or double breasted tweeds, nice dark colors.

At $12.00, English worsteds.

At $15.00, English worsteds of finer grade, with flaps, pockets and fancy cuffs.

Boys' Suits

We devote a great deal of space to boys.

See our $5.00 Norfolks.

Saxony tweed, manly yet boyish in style, and built to wear like all creation.

Rough surface, so that they can be brushed off easily, and don't show the dust in the meantime.

At $6.75, American models, bloomer style, taupe, grey.

At $8.75, Scotch tweeds, all-wool, for stout, chunky boys of 12 to 17.

3-Piece Sack Suits

Square, double breasted, "husky" suits, for 10 to 15 year olders, for $8.50.

English tweed, chevron stripes, dark grey, green, and other shades.

At $7.50, single breasted Suits of brown worsted, fancy stripes, green and reddish mixtures and self browns. Good wearable every-day suits, with the fashionable fancy cuffs.

Sack Suits at $5.00

Our strongest boys' line.

Double breasted, square cut; Rich, warm, shiny domestic tweed, made of pure wool down in Quebec. It won't fade. Lined with mercerized sateen.

Odd Pants and Knickers, 55c to $1.75, according to size and material.

Fancy Suits for Little Fellows

Blouse Suits, with knickers, for $1.00.

Navy blue mill finished serge.

At $2.00, Canadian tweed.

Buster Browns, $2.70 to $9.00, in all the Buster varieties, Eton, Russian and sailor, including some dressy American models.

Boys' Overcoats

At $12.50, Chesterfields, like a man's, for 6 to 15-year-old boys, grey and black cheviots.

Fancy Overcoats, $3.50 to $9.50, the latter with Persian lamb collar, garnet beaver cloth, grey silk cord military frog fasteners, Hussar style, lined with a thick felty taupe wool cloth.

Red River Coats, of blue mackinaw, with red lining and hood, $4.00.

Corduroy Coats, of brown and fawn, brass buttoned, $5.75; 3 to 8 years.

Men's Dressing Gowns of all kinds are in, also Fancy Vests.

Special Sale of Men's Overcoats

235 Men's Winter Overcoats, imported black and Oxford grey cheviot, and rich black smooth finished English beaver cloths, plain Chesterfield models, with fashionable broad lapels, and black velvet collars, nicely tailored and perfect fitting; made to retain proper shape permanently. Sizes 35 to 46. On sale Saturday, $9.45.

Men's Hats at $1.00 and $2.00

300 Men's Black Stiff Hats, in late autumn 1909, shapes; clean, fresh lines just arrived, in three nobby styles, fast English dye, and well finished. Saturday special $1.00.

Christy's make Derby Hats, in every proportion of crown and brim; can suit any type of men in our range; each hat stamped with Christy's own name; none better. Saturday $2.00.

King Brand Stiff and Soft Hats, for young men; all the correct American shapes; very snappy and distinctive hats, $2.00 and $2.50.

$1.00 Per Garment

See the woolly wool Underwear for men selling in this store for $1 per garment. Other kinds, too, if you want them.

The 5th Factory

Tetrault Shoe Manufacturing Co. of Montreal the Next Contributor to the 8-Factory Sale

SATURDAY will show customers of this store another Simpson sale of Footwear in full career.

We will add to the Tetrault stock shoes from the various other factories contributing to the series. You will have a greater variety of choice to-morrow than ever, and the savings will appeal to everybody. Here is the Bill of Sale:—

$5.00 Boots for $2.49—Half Price

1,800 pairs of Men's Boots, dressy patent colt leather, with wing and straight tips, creased vamp, and dull calf Blucher tops, medium and heavy Goodyear welted soles; all sizes 6 to 11. Regular $5.00. Saturday $2.49.

Ladies' Suede Ankle-Strap Pumps

500 pairs of Ladies' Ankle Strap Pumps, made from suede and patent colt leathers, leather bows and pearl buckles, flexible soles, high Cuban heels, all sizes 2½ to 7. Regular prices $4.00 and $5.00. Saturday $2.95.

Men's Winter Boots

1,600 pairs of Men's Boots for fall and winter wear, made from box calf, box calf with dull calf matt Blucher tops, and kid and patent colt leathers, Blucher and lace styles; every pair Goodyear welted; all sizes 6 to 11. Regular prices $4.00 and $5.00. Saturday $2.49.

Ladies' Boots — Handsomely Finished

1,700 pairs of Ladies' Boots, made from selected even grain patent colt leather, Blucher cut, creased vamps, straight and new wave tops, Cuban and the new high Paris heels, flexible soles; all sizes 2½ to 7. Regular prices $3.00 and $4.00. On sale Saturday $1.99.

Prospectors' Boots — "Cobalt Specials"

160 pairs Men's Boots, as used by prospectors, 14-inch and 16-inch leg; made from tan storm calf leather, two buckles and straps at top, leather lined cuff, heavy triple waterproof Goodyear welted soles, triple thick shanks, reinforced with nine rivets; all sizes 6 to 11. Regular $7.00. Special purchase price Saturday $4.95.

Ladies' Boudoir Slippers

180 pairs of Ladies' Boudoir Slippers, made from fine black, tan, red and pale blue kid, large pompom on vamp, flexible turn soles, no heel, neatly lined; all sizes 2½ to 7. Regular price $1.50. Saturday 99c.

Carpet Slippers

480 pairs of Carpet Slippers, braid trimmed, leather soles, English make:

Men's, sizes 6 to 11. Regular price 75c. Saturday 49c.

Women's, sizes 3 to 8. Regular price 60c. Saturday 39c.

Boys', sizes 1 to 5. Regular price 60c. Saturday 39c.

Felt House Slippers

1,600 pairs of House Slippers, made from brown, black, green, red and cardinal felt, braid trimmed, felt covered insole, good outer soles; all sizes:

Men's, 6 to 11. Regular price 40c. Saturday 29c.

Women's, 3 to 8. Regular price 30c. Saturday 19c.

Misses', 11 to 2. Regular price 25c. Saturday 15c.

Children's, 6 to 10½. Regular 18c. Saturday 12c.

Infants', 2 to 5. Regular price 15c. Saturday 9c.

Exceptional Opportunities in the Ladies' Underwear Dept.

AS one of the best days of the season ranks Saturday as a day to lay in a complete supply for your "under" wardrobe. You can save from *one-third to one-half* on all you require. Phone all orders direct to department.

300 pairs Ladies' High-grade Corsets, C. B. a la Spirite models, fine white coutil or sateen; high, medium or low bust; long or medium hips, straight front; deep skirt extension; filled with all rustproof steels; 4 strong plain elastic garters; trimmed with silk braid and bow. Sizes 18 to 30 inches. Regular $2.00 a pair. Saturday, a pair, $1.25.

Brassieres or Bust Supporters, heavy white batiste, laced, trimmed with Val. lace. Sizes 32 to 44 bust measure. Regular value $1.00. Saturday special 55c.

Women's Vests and Drawers, fine heavy ribbed white cotton. Vests high neck, long sleeves, buttoned front. Drawers ankle length in both styles. Sizes 32 to 38 bust measure. Regular price 30c. Saturday sale 18c.

Women's Vests and Drawers, fine ribbed wool and cotton mixture, white or natural, Watson's unshrinkable make. Vests high neck, long sleeves, buttoned front. Drawers ankle length in both styles. Sizes 32 to 38 bust. Regular price 55c. Saturday sale 38c.

Women's Vests and Drawers, finest ribbed pure wool, with thread of cotton, Watson's make, color white. Vests high neck, long sleeves, buttoned front. Drawers ankle length in both styles. Sizes 38 to 44 bust measure. Regular value 85c. Saturday sale 59c.

Women's Vests and Drawers, finest all pure wool, Watson's, white or natural. Vests high neck, long sleeves, buttoned front. Drawers ankle length to match. Sizes 32 to 38 bust measure. Regular value $1.25. Saturday sale 79c.

The Saturday Hat at $4.65

WE want to make Saturday the biggest millinery sale day of the year. We have prepared the best value that we ever offered.

100 Trimmed Hats, with style and finish equal to hats that would cost dollars more, French shapes, trimmed handsomely with imported feather mounts and ornaments, with a profusion of rich ribbons. Special Saturday sale $4.65.

600 Fancy Feather Mounts, Quills, Wings, Osprey Effects and Fancy Breasts; odd lots, but all are in good condition; every color and black. Regular 75c to $1.50 each. Saturday 48c.

SAMPLE HATS FOR CHILDREN.

180 Travellers' Samples, but all in perfect condition; only one of a kind, of course, but all colors are represented; they are suitable for children of from 4 to 12 years of age. They go on sale Saturday morning, 8 o'clock. First choice is always the best. Prices range from 85c to $1.50 each. Saturday morning 58c.

RIBBONS FOR SATURDAY.

4,500 yards Rich Taffeta Ribbons, extra bright finish, splendid quality, for hair bows and millinery, 4¾ inches wide. Regular price 20c per yard. Saturday 12½c.

Saturday morning we will have made up for "ready to wear" use hundreds of pretty Ribbon Bows for the hair and the neck, in taffeta, satin and velvet ribbons, real novelties of the latest style.

Sale of New Imported Pastel Broadcloths

Beautiful draping chiffon weights, just the fabric for graceful reception gowns, evening wear and opera cloaks; the most brilliant display of soft, subdued pastel shades you have ever seen; a few of the tints shown are: Nile, helio, champagne, light ashes of roses, seaweed green, mauve, coral, pink, baby blue, amethyst, burnt onion, silver grey, and many other equally lovely shades. Qualities are the best procurable, and are guaranteed by this store; thoroughly sponged, shrunk and spot-proof. These qualities we sell regularly up to $2.50. 52 inches wide. Saturday, per yard, $1.50.

SEASONABLE DRESS GOODS AND SUITINGS ON SALE SATURDAY 50c.

Stripe Prunella Cloths, Fancy Stripe Worsted Suitings, Panama Cloths, Cheviots and Coating Serges; pure wool qualities; every wanted color in the lot; some very pretty materials for winter suits, dresses, long coats and children's wear. 42 and 44 inches wide. Selling at 65c and 75c. Saturday, per yard, 50c.

Silk Department is Showing Complete Stocks

Latest plain and fancy weaves, plain dress silks, satin majestic, satin de chines, satin charmeuse, empire satins, and taffetas, in an unusual variety of new fall colors.

NOVELTY SILKS.

Satin Stripes, Plaids, Chameleon Moires, Satin Foulards, Dresden and Persian designs, Black Dress Silks, Moires, Coteles, Peau de Soie, Faille Francaise, Satin Duchesse, Mousseline Duchesse, Satin de Chines, and a complete line of Mourning Silks. Extensive showing of high-class Black Silks at one dollar a yard.

SPECIAL SALE OF COLORED DRESS SILKS.

3,000 yards of Satin Paillette, Satin Messalines, Silk Cords, Chiffon Taffetas; rich qualities for handsome dresses, waists, etc., in navys, greens, browns, tans, wisteria, aeroplane, Copenhagen, mustard, maize, boise rose, amethyst, sky, pink, mauve, ivory and black. Regular 75c and 85c qualities. On sale Saturday 67c.

Saturday's Grocery List

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 29c.

2,000 tins Horseshoe Salmon, regular 20c per tin, 16c.

Redpath's Loaf Sugar, 4 lbs. 25c.

Toasted Corn Flakes, 3 packages 25c.

Canned Corn or Peas, 3 tins 25c.

Shirriff's Marmalade, 2-lb. jar 25c.

Finest White Comb Honey, per section 24c.

Fancy Mixed Biscuits, 2 lbs. 25c.

Mixed Nuts, best quality, per lb. 15c.

Choice Red Snow Apples, per peck 35c.

Layer Table Figs, 4 crown, per lb. 12c.

Candy, 500 lbs. Fresh Nut Taffy, assorted, per lb. 10c.

Telephone direct to department. Main 7841

The Orchestra Saturday

At Noon.

March—Napoleon .... Zamecnik
Overture—William Tell. Rossini
Selection—Grand American Fantasia ... ...Bendix
Waltz—The Reign of Youth ... ...Barnard
Overture—Bonnie Scotland ... ...Catlin
Barcarole from "Tales of Hoffmann" ... ... Offenbach
Rag—Black and White..Botsford

* * * *

At 3 p.m.

March—Under the Banner of Victory ... .Von Blon
Selection—Il Trovatore ...Verdi
A Celtic Oddity—The Tipperary Twinkle ... .Bendix
Hungarian Rhapsody—Hajinalka ... ...Roberts
March—Hawaii ... .Wolf
Selection—Madame Butterfly ... ...Puccini
Waltz—Der Teufel ... ..Ascher
Humoresque—The Magpie and Parrot ... ... Bendix

Simpson's Furs for Ladies

COMPLIMENTS are coming this way by the shower. Better still, we are busy selling furs. Reason? Come and see.

Natural Canadian Muskrat Coats, 46 in. long, lined with good brown satin; large collar and revers. These coats are made from prime full furred skins; are nicely matched and tailored; a splendid garment for driving or street wear, $62.50.

A very smart Persian Lamb Jacket, 24 in. long; made from the very best whole skins; very bright full curl; lined with best satin, and finished with fancy jewelled buttons, $125.00.

Women's Fur Lined Coats, 50 in. long. Shells are made from fine imported French broadcloth, handsomely tailored, with self strappings; collars of mink, Alaska sable and western sable; linings of imperial lock squirrel and hamster. Just 12 in the lot. Saturday at these prices to clear:

Regular $85.00 Coats for $60.00.

Regular $60.00 Coats for $42.00.

Regular $50.00 Coats for $35.00.

Placed in stock this week expressly for Thanksgiving week; New Persian Paw Sets, New Alaska Sable Sets, New Persian Lamb Sets. The finest assortment of natural eastern Canada mink furs in Canada. Remember, we sell no dyed, tipped or blended mink. All are natural color, and moderately priced.

FOX FURS.

The very newest shapes in this popular fur; guaranteed Leipzig dye; qualities that have made our fur department famous for Fox Furs. New Black Fox Muffs and Stoles, New Sitka Fox Muffs and Stoles, New Hudson Bay Fox Sets, New Pointed Fox Sets.

New models in French dyed Pony Coats, from 42 to 50 in. long, shawl or turn-down military collars; some have soutache braid trimming; all are lined with best plain black or plain grey satin. Prices: 32 in. long, $65.00; 46 in. long, $75.00; 48 and 50 in., $80.00.

The Cloak Department Expects You To-morrow

Greatest Popular-Priced Exposition of Fashionable Suits and Coats this Store Ever Made

DO you know what people are saying about this store? Do you know that we have secured the patronage of *three* times as many people this Thanksgiving as we did last? That means that Simpson distinction of style and Simpson simplicity of tailoring have won their way against the united noisy distraction of all the other places of trade in this city. We probably call attention to this fact in order to reinforce what we now invite you to do—*See everything Simpson's have to offer before you buy to-morrow.*

Cheerful attention guaranteed whether you buy or not.

The first item here is for the early comers. These suits will be on sale from 8 to 8.30. After that hour we expect not one to remain.

LADIES' $18.50 TO $35.00 SUITS, $11.75.

79 only, Suits, the clearance of some of our broken lines, materials are cheviot and English serge, imported Panamas, French Venetians, fine worsteds and broadcloths; colors are taupe, navy, black, brown, green, rose and fawn; coats are in medium length, lined with satin or silk, square cut or vest effects; skirts are full flare or pleated styles, fancy trimmed or strictly tailored; regular prices $18.50, $22.50, $25.00 and $35.00, Saturday **11.75**

We cannot accept mail or phone orders for these garments.

LADIES' WINTER COATS.

Very stylish Winter Coats, of imported English tweeds, grey mixtures, made 48 inches in length; new flat collar, and cuffs, trimmed with black velvet; shaped and fastened to left side, $11.50.

Ladies' Warm Winter Coats, of splendid quality frieze, in navy or black; loose or semi-fitting backs; close, comfortable fitting collars; four styles to select from. Price only $5.00.

Misses' and Small Ladies' Stylish Coats, of fine quality frieze, in grey and black, ombre stripe effects; double breasted front, with close fitting collar, trimmed with tailored tucks back and front, $6.95.

LADIES' SEPARATE SKIRTS.

Splendid Skirts, of English tweeds, in navy, green or brown mixtures; pointed yoke on sides, side gores pleated at bottom. Good value at $3.75.

Smart Skirts, of good quality Panama, in navy and black, semi-pleated style, side gores trimmed with tabs and buttons, $3.95.

GIRLS' COATS AND DRESSES.

Girl's Ulster Coat, of navy, brown or green frieze, deep military collar, trimmed with brass buttons. Sizes 6 to 14 years, $3.95.

Full Length Ulster Coats of all-wool blanket cloth, in red or navy; some have high roll collars of self; others with black velvet collars; trimmed with fancy buttons. Sizes 6 to 14 years, $4.95.

Girl's One-piece Dress, of fine twill serge, in navy or brown; front, collar and cuffs smartly trimmed with silk soutache braid, and edged with cord, pleated skirt, with belt of self. Sizes 10, 12 and 14 years, $4.50.

Handsome Dress, of fine tweed, in check, with overcheck effect of mid and light grey and fawn tones; buttons down front to left side; rounded collar, turn-back cuffs, trimmed with soutache braid, and silk tie; handkerchief pocket on right side of blouse; pleated skirt. Sizes 10, 12 and 14 years, $6.50

Special Waists on the Third Floor

No. 1—A Heavy Tosca Net Waist, in white, ecru, sphinx grey, navy and black, lined silk, tucked front, with broad piping of messaline silk, with scroll soutache design running over same; a jabot front, elaborately braided and buttoned; sleeves piped silk, with scroll braid running over same, tucked back. Saturday $2.95.

No. 2—A dainty Waist of fine Madras net, prettily shaped yoke and collar of fine tucking, piped silk and fancy buttons on yoke and front, new French tucked sleeve, running down to Vandyke point, trimmed fancy buttons, tucked back. Saturday $2.95.

No. 3—A smart Waist of fine net, in ecru and black, fancy lace yoke, with bandings of colored silk, very elaborate soutache design, covering the front and cuffs, Gibson pleat over shoulder, and silk lined. Saturday $2.95.

Ladies telephoning or writing for these Waists will have our promptest and best attention.

Last Day of the October China Sale

A limited number of Royal Vienna China Tea Sets, each containing 40 pieces. The china body is pure white, decorated with sprays of pink roses and green foliage; handsomely gold stippled handles and edges. Regular $7.75. Saturday $2.98.

Highest grade English Semi-Porcelain Dinner Sets, decorated in imitation of the rich Crown Derby patterns and colorings; handles and edges fully gold traced; stock patterns. 97 pieces, regular $12.50, Saturday $8.50; 115 pieces, regular $17.50, Saturday $13.25.

Choice of Austrian or Bavarian China Dinner Sets at reduced rates. Bridal rose or Orleans open stock patterns. The decoration is a small spray of pink roses and green foliage on pure white china; gold traced handles and edges. 97 pieces, regular $19.60, Saturday $14.75; 102 pieces, regular $22.50, Saturday $16.90.

French Limoges China Dinner Sets of 102-piece composition; gold scroll conventional design on edges; Moscow open stock pattern, gold handles and edges. Regular $47.90. Saturday $36.20.

Chocolate Sets, containing Chocolate Jug and 3 Cups and Saucers, pink rose decoration. Regular $2.00. Saturday 98c.