

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

THE ROBERT SIMPSON COMPANY, LIMITED

PROBABILITIES—  
Fresh northwesterly and northerly winds; fair and cool.

THE ROBERT SIMPSON COMPANY, LIMITED

FRIDAY, OCT. 1st

# Saturday in the Cloak Department

## A CHALLENGE SUIT AT \$10.95

PEOPLE are taking great interest in our Suits this year. You have only to step off the elevators into the department to-morrow immediately to perceive it. We have asked for a popular judgment as to the Simpson "Simplicity Suits," laying particular stress upon

- The Suits at . . . . . \$23.50
- The Suits at . . . . . \$16.75
- The Suits at . . . . . \$14.50
- The Suits at . . . . . \$10.95

We want to emphasize this \$10.95 Suit to-morrow. It's a splendid Suit for the money. Mind you, it is made of Venetian, lined with satin.

This \$10.95 Suit has all the style of a more expensive suit, and it is just as carefully made. We save cost in the big quantity of Venetian ordered, in the simplicity of the suit, and in the specializing and extra effort made to produce the best possible value for a modest price.

Ask to be shown this \$10.95 line. It is well worth examining. We will have three whole racks of them to-morrow—and nearly every one different, either in trimming or in color. That's a good point to remember.

### THE FULL DESCRIPTION OF THIS SIMPSON SUIT AT \$10.95.

Material is a good quality imported French Venetian. In this season's fashionable shades of rose, wisteria, grey, dark brown, navy, myrtle and black, tailored square cut coat, lined with imported satin, tailors' folds down front and back; coat collar edged with Persian trimming, skirt is flare gored style, trimmed with self-covered buttons. Extraordinary value at . . . . . 10.95

### SERVICEABLE WINTER COATS AT \$5.00.

Ladies' Warm Winter Coats, of good quality flannel, in black or navy, double-breasted front, fitting close at throat, semi-fitting back, deep collar, patch pockets, finished with bone buttons. Good value at \$5.00. All sizes 32 to 42.

### LADIES' POPULAR PRICED SKIRTS

One style of striped worsted, in black or navy tones, side gores, pleated at bottom, trimmed with self-covering buttons, finished with buttons. \$3.95.

### GIRLS' DRESSES AT \$3.95.

Girls' Dainty Fine Cashmere Serge Dresses, in cream only, made in a smart tailor style; blouse has deep square cut collar, cuffs, collar and trimmed with silk soutache braid, full pleated skirts. Sizes 10 to 16 years. Worth \$5.00. Selling at \$3.95.

## Women's Flannelette Underwear

Qualified flannelette undergarments and nightdresses, beautifully sewn and perfect in size and fit. Our own make and guaranteed satisfactory.

Women's Flannelette Night Dresses, fancy striped, blue and white, pink and white, Mother Hubbard yoke, full of goods on neck, cuffs and down front; large, full size bodies; lengths 55, 58, 60 inches. Saturday, each 50c.

Women's Night Dresses, fine white or pink flannelette, soft and warm, Mother Hubbard yoke, tucked, lace edge ruffle on neck, front and cuffs, wide large bodies; lengths 55, 58, 60 in. Saturday, each 90c.

Women's Drawers, knicker style, fine flannelette, fancy striped, elastic at knees, both styles; lengths 30, 32, 34 inches. Saturday, a pair, 25c.

Women's Drawers, knicker style, fine soft flannelette, plain white or pink, elastic at knees, both styles, lace insert-

### GIRLS' WINTER COATS, \$4.95.

Girls' Smart Winter Coats, made full length of all-wool blanket cloth, in navy or red, new high roll collar, trimmed with fancy metal buttons. \$2.95 to 14 years. Special value \$4.95.

### \$3.50 ALL-WOOL DELAINE WAISTS, \$1.49.

Women's Waists of splendid quality all-wool delaine, made in neat style; yoke of stitched tucks; tucking in back and on sleeves; some are silk embroidered, all cream, or cream with sky, mauve, tan and grey. Regular \$3.50. Saturday, \$1.49.

### TAILORED WASH WAISTS, SATURDAY, 98c.

200 Waists of fine lawn or figured Madras, made in neat tailored style, wide pleats at shoulder, shirt sleeves and on sleeves; some are pearl buttons. Saturday 98c.

### BLACK MOIRETTE UNDERSKIRTS, SPECIAL, \$1.98

Women's Underskirts of good quality black moirette, cut extra full, made with deep flounce, headed with rows of vertical pin tucking; lengths 35, 40 and 42 inches. Saturday \$1.98.

## \$1.00 Corsets for 50c a Pair

450 pairs Ladies' Fine Corsets, fine white or grey coutil, medium high bust, long hips, long back, filled with fine steel, four wide side steels, 18 to 25 inches. A regular \$1.00 corset. Saturday, a pair, 50c.

## Ladies' \$2 Umbrellas \$1.38

760 Ladies' Umbrellas, best steel frames, tub runners; the covers are silk and wool of extra quality, with tape edges; a splendid lot of sterling silver and gold plate handles. Regular \$2.00 each. Saturday \$1.38.

## Handkerchiefs for 4 Cents Each

1000 dozen Women's Pure Linen Hemstitch Handkerchiefs, to sell at, each, 4c. Only 12 dozen to a customer.

## Creamery Butter at 27c

2000 lbs. Choice Creamery Butter, White Clover Brand, per lb. 27c. Toasted Corn Flakes, 3 packages 25c. Leaf Sugar, 4 lbs. 25c. Shiraz's Marmalade, 2-lb. jar 25c. Walter Baker's Cocoa, 1-2 lb. tin 25c. Header Brand Sweet Wrinkle Peas, small and tender, 3 tins 25c. Choice Red Salmon, per tin 15c. Maconochie's Pickles, mixed and walnuts, pint bottle 22c. Burlington Brand Pork and Beans, in Chili sauce, 3 tins 25c. Pure Gold Quick Tapioca, Chocolate and Custard Powder, 3 packages 25c. Fancy Mixed Biscuits, 2 lbs. 25c. Candy, 500 lbs. Fresh Lady Carmels, regular 20c per lb. 25c. Telephone direct to department. Main 7841.

## You'll Be Sorry If You Don't Get One of These Paris Belts

Samples, and not more than two of a style; colors red, brown, navy, green, Copenhagen; all are steel, studded with handsome cut steel buckles. \$6.50 ones, Saturday . . . \$2.17. \$7.00 ones, Saturday . . . \$2.24. \$9.00 ones, Saturday . . . \$3.00. \$12.00 ones, Saturday . . . \$4.00. \$16.00 ones, Saturday . . . \$5.34. \$22.50 ones, Saturday . . . \$7.50. (At Belt Counter, Main Aisle).

## \$15.00 Ostrich Boas for \$5.45

48 Ostrich Feather Boas and Stoles, white, grey and natural only, slightly soiled. Regular prices \$7.50, \$10.00, \$12.00 and \$15.00 each. Saturday \$5.45.

## Roses 25c per dozen

Roses, fresh cut, all colors, per doz. 25c. Fern Fans, well filled, each 35c. Chinese Sacred Lily Buds, 5c each, 6 for 25c. Lawn Grass Seed, per lb. 25c. (Phone direct to department).

## Ribbon Novelties Saturday

Ribbons, brand new goods, lovely patterns, in Dresden, checks, stripes, and broche effects, 5 to 6 in. wide, beautifully colored, also a splendid lot of rich plain and moire. Regular prices 35c, 45c and 60c per yard. Saturday, 25c.

## 200 Trimmed Hats for \$5.00 for First Comers Saturday Morning

LAST Saturday they were all gone at 11 o'clock. Come early to make sure of one. They are well worth the energy.

200 Ladies' Trimmed Hats, most of them are Paris and New York shapes, but many are made of silk velvet and fancy materials; all are carefully trimmed by expert milliners; only imported trimmings used, such as lovely ribbons, fancy feathers and ostrich mounts, and handsome buckles and ornaments. Special Saturday 5.00

## Orchestra Programme

Saturday in the Lunch Room from 12 to 2 p.m.

- March—"Salute to Jupiter" . . . Moon
- Selection—"The Red Feather" . . . Moon
- March—"Quand l'Amour Meurt" . . . De Koven
- Selection—"Cremieux" . . . Cremonesi
- Intermezzo—"Les Femmes de Bonheur" . . . Llanque
- Pastorale—"Scenes from Spain" . . . Langley
- Yalse Leute—"Nina and Nana" . . . Langley
- Yalse—"Viennese" . . . Stanlaus
- Selection—"Fausse" . . . Stanlaus
- Duet for Flute and Horn—"Serenade" . . . Tild
- Yalse—"Nina and Nana" . . . Langley
- Yalse—"Viennese" . . . Stanlaus

## In the Cloak Department During the Afternoon.

- March—"Gladiator" . . . Fucik
- Yalse—"Viennese" . . . Stanlaus
- Selection—"Fausse" . . . Stanlaus
- Characteristic—"The Grasshopper" . . . Bucatosi
- Dance—"Bucatosi" . . . Bucatosi
- Entrance—"Saut d'Amour" . . . Elger
- Selection—"The Victory" . . . Elger
- Yalse—"Petite Annonce" . . . Berger
- Reverie—"Vesper Bells" . . . Clarke

We are advertising for a first-class skirt maker, needed at once. We offer the highest wages. We want apprentices, too. Apply to Mr. Anderson, Ladies' Tailoring Department, 3rd Floor.

## A Magnificent New Stock of Autumn and Winter Silks

Black Dress Silks, manufactured by C. J. Bonnet, of Lyons, France; rich pou de soies, stylish messaline satins, stately taffetas, fashionable moires, dressy satin paillette and stylish crepes, all suitable for gowns, coats, suits, etc., at \$1 yard.

Colored Dress Silks, messaline and paillette de soie weaves, rich satin finishes, in the fashionable shades of amethyst, mouse grey, rose, moss, green, Copenhagen, russet, Burgundy, blue, apricot, tan, mode, peach, mauve, turquoise, etc., also black and ivory; real dress qualities in the desirable finishes for street or evening wear. Per yard, \$1.25, \$1.50 and \$2.

New Dress Velvets, in moires, plain or coupe effect, also colored velveteens and corduroys of guaranteed dye and fast dye, in an unusually comprehensive assortment of new fall shades, at \$1 yard.

Extra special purchase of Colored Silks, satin de chine, peau de soie, lace, crepe, tulle, and Swiss mer- velvete; qualities made for and sold exclusively by this store; guaranteed makes and fashionable finishes, in all the latest shades for street or evening wear. Special at 60c yard.

## Simpson's Exclusive Broadcloths

Broadcloths are still leading favorites for stylish autumn wear. Our magnificent range includes 100 shades; the collection comprises the most brilliant selection of beautiful cloths ever shown in Canada. The qualities are the choicest procurable in the world's market; soft as a glove, yet uncrushable. They tailor to perfection and retain their richness.

Our Broadcloths are thoroughly sponged before leaving the store, rendering them absolutely unspottable and unshrinkable. Whether you are prepared to buy or not, don't miss our Saturday demonstration; 52-54 inches wide. Per yard, \$1, \$1.25, \$1.50 and \$2.

## SPECIAL SUITINGS AND DRESS GOODS AT 68c A YARD.

2,000 yards High-class Dress and Suiting Fabrics, including the new satin prunella cloth; a new finish; one of the most fashionable fabrics for either suits or dresses; beautiful range of street and evening wear shades, plain weaves, neat cord effects and tape stripes; 44 to 50 inches wide. Saturday special, per yard, 68c.

## DO YOU WANT A DAINTY, IN-EXPENSIVE EVENING DRESS?

A shipment of beautiful silk embroidered and satin stripe Voiles just received from Paris; soft pastel evening wear shades, also black, white and cream; dainty designs, sheer clinging fabrics, adapted to the present graceful dress modes; 42 inches wide. Regular selling values are 65c and 75c. On sale in Dress Goods Department Saturday, per yard, 55c.

## Newest Neckwear

Novelties of every dainty kind have been hurried to us from Switzerland, France, Saxony and New York. Simpson taste dominates every price.

"Gretchen" Collars, Jabots, Stock Collars, Yokes, Scarfs, Embroidered Laundered Collars and Tailored Bows, etc.

"Gretchen" Collars, in real Irish lace, each \$2.00 to \$5.00.

"Gretchen" Collars, in fine embroidered Swiss, each 25c to \$3.00.

"Gretchen" Collars, in guipure and Venetian laces, each 25c to \$3.00.

Coat Collars, in guipure, baby Irish and Venetian laces, each 50c to \$2.50.

Coat Sets, in guipure, baby Irish and Swiss embroidered, per set, 65c to \$2.50.

Jabots, of fine sheer linen and real Irish lace, each \$1.50 to \$10.00.

Jabots, of guipure, baby Irish, Venetian and Valenciennes lace, each 25c to \$1.50.

Stock Collars, in Valenciennes lace, tucked necks, guipure and baby Irish laces, each 25c to 75c.

NEW FRILLINGS. A new shipment of all the latest and prettiest effects in Frillings, Chiffons, Lisse, Net, Silk and Chiffon and Cordis, in black, cream, white, pink, sky, helio, rose, green. Per yard 20c to 50c.

Ladies' Kid Gloves, glass and suede finish for street or dress wear, soft, pliable quality, finished with 2-dome clasp, gusset finger, overseas seam, neat self stitched silk backs, tan, mode, brown, black and white, odds and ends of regular lines, broken sizes, 50 dozen marked special for extra business; Saturday, price, 60c.

Fall Gloves for Gentlemen. Fall Dress Gloves, the newest from France and England. Grey and tan Cape suede, silk lined and unlined. Tan kid glove finish. Heavy Cape Leather Gloves. Cadet and regular sizes, all with dome clasp, neat stitching, style and finish the best.

Men's Fine Quality Imported Plain Black Cashmere Socks, seamless knit, weight for fall or winter, made for wear and comfort, close fitting, Vesp ribbed top, double heel and toe.

500 garments of "Penman's" Natural Wool for men, shirts or drawers, guaranteed absolutely unshrinkable, and is non-irritating to the most sensitive skin; 34 to 42. Saturday, \$1.00 garment.

Special Hand-made Sweater at \$2.00; all club colors. Simpson's Hand-made Sweater Coat at \$5.00. The best Sweater for boys at \$1.00. Our Hunters' Sweater Coat, with four buttoned pockets, and other lines that are exclusively ours.

SWEATER COAT, \$1.00. 300 Sweater Coats for men, guaranteed all-wool worsted, in grey, trimmed red, and navy, trimmed red. We Special, Saturday, \$1.95.

# Simpson's Men's Store Holds Its "Fall Opening" To-morrow, Saturday, Oct. 2

TO-MORROW the men have their innings. We have opened the ladies' cloak department for the Fall business. Now we are prepared to hold the opening ceremonies of Autumn in the Men's Store.

To-morrow, then, men will witness a full demonstration of Fall fashion, combined with the ocular proof of Simpson quality and value. We will have a double file of fashion figures drawn up on each side of the main aisle like soldiers to receive you. We will have a complete exhibit of our selections from the ready-to-wear clothing manufacturers of Canada and the United States. These are the leaders of the array—come and inspect the troops.

## BOYS, TOO.

Men's Fall Suits, English worsteds, dark brown, with faint blue shadow stripe, single-breasted sack; neat cuffs on sleeves and flaps on pockets. Special value \$19.50.

Men's Fall and Winter Overcoats, black English meltons, Chesterfield style, with vent in back, black velvet collar; tailored in best Prussian collar, wind straps on sleeves, flaps on pockets, heavy mohair twill linings. Extraordinary value \$15.00.

Men's Fashionable Chesterfield Raincoats, in dark grey fancy stripe, plain grey and dark olive shades, imported storm resisting cover cloths, made with plain lappels, also in newest style Prussian collar, to button close to throat, \$12.00.

Men's Auto Waterproof Raincoats, in imported English paramatta cloth, strictly waterproof, khaki shade, 50 inches long, made with Prussian collar, wind strap on sleeves, \$9.00.

Boys' Two-colored Suits, Canadian tweed, fall green shade; fancy pleated skirt, single-breasted style, with loose box pleats and belt; plain knee pants. Sizes 25 to 30. Price \$20.00.

Boys' Dark Navy Blue English Serge Two-piece Suits, mill finished, single-breasted, Norfolk style, with box pleats and belt, dressy and serviceable for Sunday or school wear; pants bloomer style; made large and roomy, with belt holders and strap and buckle at knee. Sizes 25 to 29. \$22.50 and 29. \$25.00.

Boys' English Tweed Two-piece Suits; rich dark and mid brown and green shadow stripe effect, showing an



Indistinct gold colored pin dot stripe; broad shoulders and long lapels; finished with strap on cuff and centre vent at back; pants bloomer style. Sizes 25 to 32. Price \$23.75.

Boys' Fall and Winter Topper Coats and Reefers. Boys' English Cover Cloth Topper Coats, Sizes 25 to 28. \$4.99; 29 and 30. \$4.25; and 31 to 33. \$4.75.

Boys' Bright Scarlet English Serge Fall Weight Reefers, Sizes 3 to 7 years. Price \$4.75.

Boys' Dark Navy Blue English Beaver Winter Weight Overcoats, Sizes 3 to 5 years. Price \$23.75.

## Underwear, Shirts, Ties, Sweaters

THE Furnishings Section of the Men's Store is for the time being separated from the Clothing Department owing to the temporary partition excluding operations on the site of the Institute building. But we have more space for Men's goods now than ever before.

NEW FALL NECKWEAR. You'll find our big showcases brimming over with new ideas; an extra fine assortment of Derby for the close-fitting collar; all the new stripes and figured designs, in the correct widths for fall and winter wear showing. Saturday at 50c, 75c, \$1.00.

NEW FALL UNDERWEAR. Our Underwear Section is filled with good values in all-wool wear for men; any weight you require, any weave you may ask for, any price you want from 50c garment to \$10.50 a suit. Some of our brands are: Penman's, Schofield's, Stanfield's, Wolsey, Britannia, Morley and St. George.

500 garments of "Penman's" Natural Wool for men, shirts or drawers, guaranteed absolutely unshrinkable, and is non-irritating to the most sensitive skin; 34 to 42. Saturday, \$1.00 garment.

Special Hand-made Sweater at \$2.00; all club colors. Simpson's Hand-made Sweater Coat at \$5.00. The best Sweater for boys at \$1.00. Our Hunters' Sweater Coat, with four buttoned pockets, and other lines that are exclusively ours.

SWEATER COAT, \$1.00. 300 Sweater Coats for men, guaranteed all-wool worsted, in grey, trimmed red, and navy, trimmed red. We Special, Saturday, \$1.95.

# Four Thousand Five Hundred Pairs of Boots for Fall to Sell Saturday at \$2.49

2,000 pairs for Men, from Tetrault, Montreal  
1,500 pairs for Men, from Tebbett, Quebec  
100 pairs for Women, from George A. Slater  
900 pairs for Women, from Kingsbury, Montreal

We purpose holding a Simpson Footwear Sale this Saturday. We think that several thousand people are just about ready for it. Autumn weather has set in. Summer footwear is done with. So we'll announce the result of a recent foray in the Lower Province.

## \$18,000 Worth of Fall Boots to Sell Saturday for \$11,250

That means to Simpson customers Saturday \$4.00, \$4.50 and \$5.00 values for \$2.49! Good, new, fresh, fashionable city stock.

- 2,000 pairs of Men's Boots, stylish, comfortable, long wearing; made from vicci kid, box calf, and patent calf leathers, medium and heavy solid oak bark tanned Goodyear welted soles, mostly Blucher styles; a special purchase; sizes 6 to 11. Regular prices would be \$4.00 and \$5.00. On sale Saturday . . . . . 2.49
- 1,500 pairs of Men's Boots, made from calf leather, in Blucher style, leather lined, solid oak bark tanned, Goodyear welted sole; good workmanship, perfect fitting; all sizes 6 to 11. Regular price \$4.00. On sale Saturday . . . . . 2.49
- 1,000 pairs of Ladies' High-grade Boots, including one complete set of Geo. A. Slater's travellers' samples, patent calf, vicci kid, velours calf, tan calf and dull top patent leather, mod. samples are size 4, floor stock, all sizes 2-4-2 to 7. Regular prices \$3.50 to \$5.00. On sale Saturday, all one price . . . . . 2.49