H. H. FUDGER J. WOOD,

THE SIMPSON COMPANY ROBERT SIMPSON LIMITED

Strong westerly winds; cool and

THE ROBERT SIMPSO

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forme

Basement Monday in the October Sale of China and Glass

Mon-19
Mon-19
Nickel-plated Tea Kettles, sizes 7, 8
and 9, pit or flat bottom. Regular \$1.25,
\$1:35 and \$1.45. Monday 1.05
The Androck Gas Tousters, Monday .15

For Household Managers

part has to do with economizing to best advantage.

tions. We maintain quality and keep down costs.

Monday is a day for testing us.

(At the Shirting Counter). Regulation (At the Shirting Counter). Regulation (At the Shirting Counter). Regulation (At the Shirting Counter).

aps, assorted colors. Prices ranging

MONDAY SPECIAL.

from 15c to \$1.50 per yard.

THE biggest part of good management has to do with

the spending of money to best advantage. The other

Our Staples Department interests both considera-

300 only Hemmed Tea Towels, plain, warmest napping, pink or blue bor

with lettered border, best Irish male, ders, 7 lfs., 64 x 84 inches Regular 24 x 36 inches. Regular 18c, 20c and \$3.85 per pair, Monday \$2.98

good, heavy, strong make, and fine x 2 1-2 yards. Per pair, Monday \$1.47. weave, assorted new bordered designs, 600 yards All Linen Stair Drill, 2 x 2 1-2 yards, at, each Monday, \$1.83. heavy red border, 18 x 20 inches wide.

effects, in browns, tans, yellow, green to 50c. Monday 24c.
and wood shades, and grass, cloths. 2780 rolls. Stripes and Upper EfPrices ranging from 25c to 75c per fects, for dining rooms and small halls,

oil. assorted colorings. Regular to 25c Leathers and Leatherettes and Bur- Monday 14c.

2600 rolls two-tone effects, assorted 975 feet Plate Rail. Reduced to 7 1 20

New Hand Bags From the Old

World in Great Assortment

correct. Simpson's assortment of Leather

Fashions on Saturday. A few suggestions

If the judgment of our customers be

Hand Bags is by far the finest in Toronto. We announce the Opening of the new Bag

8600 feet Room Moulding. Reduced

1560 feet Chair Rail. 'Reduced to

25c each. Clearing Monday 13 1-2c. 120 pairs extra good quality Here Bleached Satin Damask Table med Bleached Sheets, torn sizes, Cloths, every thread warranted linen, dressing, close, even, plain weave,

A Sale of Rich Black Dress Silks M ONDAY will see a more than usually pleased throng in our spacious new basement. The China Sale increases its popularity as the month advances. People are replenishing their Silks Selling To-Day in the Simpson Store at \$1.25 and \$1.50 will be selling on Monday at \$1 per yard



TEMPTING occasion to all users of black silks will occur in this famous silk store on Monday. We are preparing for a sale at \$1.00 a yard, a sale intended to make Simpson Silks more popular and more widely known than We are taking 3000 yards of our dress and coat silks, the dinner, tea and breakfast service. Regular \$17.50, Monday, \$13.26.

in the richest blue blacks and the truest jet blacks, and putting them on sale at quite remarkable reductions. Never ask us why-there are reasons of our own.

Black Cords, Duchesse Mousselines, Satin Peau de Soies, Black Failles and Black Dress Bengalines, Black Moires and Moire Antiques.

Black Moire Velours, Chiffon Taffetas, Duchesse Satins.

This sale will be all the more attractive from the fact that jet trimmings are so fashionable. Regular prices \$1.25 and \$1.50. Monday, \$1.00 per yard.

Muslins for Evening Wear

We are showing striking novelties for evening wear in our Wash Goods Department just now, particulars of which we enumerate below.

SECOND FLOOR, QUEEN AND YONGE ST. SIDE. Plain Silk Mull, including all the maroon, brown, olive, mulberry, taxi, new pastel shades for evening wear, royal, marine, navy, myrtle, bottle,

and inexpensive, too; quite equal in jasper and black, 39c. appearance to all silk, at the price. Beautiful French Figured Organdy, White, cream, ciel, pink, mais, lilac, peach, apricot, Nile, cardinal, Burgundy, champagne, tan, silver, steel, grey, old rose, wood rose, dark rose, reseda, sage, artichoke, gobelin, gendarme, amethyst, wisteria, saddle, 29c.

Beautiful French Figured Organdy, Beautiful French Figured Organdy, wear, white, pink, sky, for evening wear, white, pink, sky, wreaths, etc., in a very large variety of colors. Worth regularly 50c, for gendarme, amethyst, wisteria, saddle,

Galvanized Tubs, wringer attachment:

Large size. Reg. 90c, Monday. .79
Medium size. Reg. 80c. Monday. .69
Small size. Reg. 75c. Monday. .69
Galvanized Pails. Reg. 25c. Monday. .15
Griswold Food Choppers, cuts raw or cooked meats, four plates. Regu. .98
Iar \$1.50. Monday. .15
Tin Oval Footbaths, correct size. .25
Monday. .15
Tin Oval Footbaths, correct size. .25
Monday. .15
Monday. .15
Tin Dippers. Monday. .15
Japanned Dustpans. Monday. .15
Japanned Dustpans. Monday. .15
Sizes. Reg. up to 40c. Monday. .17
price. .17
price. .17
Globe Washboards. Monday. .19
Globe Washboards. Monday. .19 Parisian Gowns Evening Triumphs

Conceptions of Art Realized in Silk and Satin, Voile and Lace

act as a still further revelation. We have

devoted considerable extra space in the

USIC and dancing, and lights and M laughter — the season has begun. Society people are realizing more and more how well this store can serve them. Our Evening Gowns this Autumn will

Salon of Dress to genuine Parisian Gowns. We have installed the most modern style of wardrobe cabinets in which to keep them. A devotee of fashion will show and explain everything to ladies who

creations from Berlin and New York. As you know, this is not an extravagant store. It will prove a positive comfort to many a poor woman to learn how extremely moderate are the Simpson prices compared with what they have paid these dressmakers abroad for garments in no way different, except as to details of style.

For example: Original Model Gown. by "Corne, Paris," in mauve chiffon, hand embroidered in self color, \$100.00.

Valse-Eterneile Ivresse.... Selection—Florodora..... Start
Gavotte—Grace and Beauty Morse
Barcarolle from "La Countess
d'Roffmann" Offenbach
Hora Solo—Awakening of Spring
E. Bach Handsome model of chiffon broadcloth, of shell pink, yoke and sleeves hand embroidered in same tone, trimmed with pearl buttons, \$96.00. Parisian Model Gown of sequin over cream duchess satin, hand embroidered in cream and gold, studded with pearls, \$150.00.

Parisian Model Gown, in sky blue liberty satin, with overdress of black net, yoke of crystal beads, in opalescent colorings, \$175,00.

Parisian Model Gown of Italian blue satin, with overdress of Spanish lace and drape, cut jet ornaments, \$225.00.

Handsome Parisian Model Gown of Chantilly lace, in oyster white, panel back and front, embroidered in same shade, \$225.00.

Afternoon Frock of mulberry colored satin cloth, plain front and back, cmtroidered on sides with self-colored soutache braid; skirt is walking length, \$100.00.

Waists for Evening Wear Reduced from 15 and 16 dollars to \$5.00 Monday

These are all imported Waists, representing the samples of a good Paris and London maker, most of them being high neck, though some decolletes are amongst them. Materials fine silk crepon, silk muslins, soft chiffon silks, figured silk organdies and printed silks; also some plain blacks and colors in fine taffetas; the styles are too numerous to specify, but they are all very elaborately trimmed, having been made up to sell at \$10.50, \$12:50, \$15.00 and \$16.50. On Monday we clear the whole lot of these at \$5.00 each.



More Women's Underwear Underpriced

A NOTHER shipment of the slightly imperfect goods from the famous "Watson" mills has been received. Monday they go on sale at one-third less, than regular prices. The imper-

fections, a drop stitch or a small oil stain, are mostly invisible, and in no way deter from the wearing qualities of the goods. Phone package 23c. all orders direct to department. Ladies' Vests and Drawers, fine ribbed natural color, cotton. Vests high neck, long sleeves, buttoned front. Drawers are ankle length in both styles to match. Sizes 32 to 40 bust. Regular value to 40c. Monday, 25c.

Ladies' Vests and Drawers, Watson's Ladies' Combinations, Watson's ununshrinkable, color white. Vests high shrinkable make, fine ribbed white all neck, long sleeves, buttoned front, Drawers ankle length in both styles to pure wool, high neck, long -sleeves. match, shade of fine ribbed wool and buttoned front, ankle length, Sizes cotton mixture. Sizes 38 to 44 bust 32 to 40 bust. Regular value \$1,75, measure. Reg. value 55c. Monday 33c. Monday 95c

Special Attention is Called to

a Collection of German China

procured on Extraordinary Terms cupboards and their china closets at a great rate. Admirers of delicate bric-a-brac and quaint ornamental pieces of pattern are delighted with the October prices. Many housekeepers have seized the opportunity to purchase new dinner sets. A

whole series of such chances have been arranged for Monday./ By the way, about the German China emphasized for Monday. This china is really ridiculously cheap at Monday's prices. It was shipped to some firm here from Germany two years ago. Some hitch occurred, and it has been in storage ever since. After correspondence with the German consul and others, extending over the interval, a proposition was made to this store.

We got the entire shipment on payment of the storage charges. That accounts for such chances as: 50c Pieces for 10c. 35c Dishes for 5c. 75c Sets for 19c.

97-piece Dinner Sets, of highest grade English semi-porcelain; he decoration is a brown band, with scroll design, in black enamel, andles and edges gold traced. Regular \$14.75. Monday, \$9.98.

Bavarian China Dinner Sets, open stock pattern. The decoration is sprays of delicate pink roses and green foliage; fine gold line on handles and edges, 98 pieces. Regular \$19.60. Monday, \$14.75; 102 pieces, regular \$22.50, Monday, \$16.90.

French Limoges China Dinner Sets, of 102-piece composition; pure white china, decorated with small clusters of pink roses and green sprays, gold stippled handles, edges, and wide border line in beautiful dult gold. Regular \$36.00. Monday, \$26.90.

White and Gold China Dinner Sets, of 102 pieces, Moscow open stock pattern, French Limoges china, conventional scroll design, in burnished gold, gold handles, with small spray of mistletoe. Regular \$47.70. Monday, \$36.20.

Galvanized Iron Wash Boilers, flat bottom

Galvanized Wire Clothes Lines; 100 ft. length, regular 40c, Monday, 29c; 50-ft. length, regular 25c. Monday, 15c. Wood Towel Rollers, nickel ends. 15

The Orchestra

At Lunch.

Afternoon in the Cloak Dept.

March-College Yell....Zammenick

Selection—Carmen. Bizet
Waltz—Der Romantiker. Lanner
Entr'acte—Cloister Scene.
Rubinstein
Three Dances from "Nell Gwyn"

Entr'acte—Songes d'Amour. Recker

Soaps and So Forth Fels Naptha Soap, per bar 5c.

Heather Brand Scap, 8 bars 25c.

Old Dutch Cleanser, regular 10c,

Powdered Ammonia, large package

Gold Dust Washing Powder, large

Lux Washing Powder, per package

Taylor's Ecap Powder, 2 packages &

Telephone direct to department.

5 LBS. PURE CELONA TEA, \$1.00

1000 lbs. Pure Celona Tea, of uni-

Simpson's Big Bar Laundry

Sunlight Soap, 6 bars 25c. Comfort, Eclipse or Victor Scap,

Surprise Soap, 6 bars 25c.

Naptho Scap, 6 bars 25c.

Pearline, 1-lb. package 11c.

Kitchen Sapolio, per cake 8c.

Naptha Pcwder, 1-lb. package Canada White Laundry Starch, 1-N

Parisian Blue, 2 packages 7c.

Bon Ami Soap, per cake 12c.

Klenzine, 3 packages 25c.

er bar 10c

5 lbs. \$1.00.

9c, 3 packages 25c.

A Country Dance.
Pastoral Dance.
Merrymakers' Wance.

esse Stank

March-With Sword and Lance

Genuine Theodore Haviland Limoges China Dinner Sets, of 102 pieces, open stock pattern. The decoration is dainty sprays of pale pink roses and delicate green foliage on a pure white surface, gold-

Austrian China Tea Sets, of 40 pleces, pure white china, decorated with small pink roses and green sprays, pretty edge. Regular \$5.85. Monday, \$4.25.

40-piece Tea Sets, of high grade English semi-porcelain, pure white, with embossed, scalloped edges. Monday, \$1.50.

10-piece Toilet Sets, English porcelain, full size shapes, rolled rim basin, in best blue, pink or green prints. Regular \$2.25. Monday, \$1.69. Fruit Saucers, Austrian china, pink rose decoration. Regular \$1.55 dozen, Monday, Se each. Japanese Cups and Saucers. Regular 15c. Monday, 5e each.

Japanese Cups and Saucers, in assorted pretty shapes and de-corations. Regular 25c and 35c. Monday, 13c.

THE GERMAN CHINA PURCHASE. 3300 pleces of Fancy China, including Bread and Butter Plates. Cups and Saucers, Oatmeal, Olives. Cream Jugs, Teapot Stands. Sauce Dishes, etc. Regular up to 35c. Monday. 5e.
2300 pieces Fancy German China Salads. Covered Butters. Sauce Dishes. Cake Plates. Celery Trass, Milk Sets, Sugars. Regular up to 50c. Monday, 10e.
1800 pieces Fancy China, Milk Sets. Cracker Jars, Celery Trays, Sugars and Creams. Chocolate Pots, Salads, etc. Regular up to 75c. Monday, 19c.

Our Boys' Store

Be Sure to Come to the Hardware Basement Sale Monday

Tin Wash Boffers, copper pit or flat bottom; sizes 8 and 9, pit or flat bottom sizes 8 and 9, pit or flat bot.

Monday 1.05

Galvanized iron

Gas Brackets

Gas Brackets

Many mothers come to Simpson's naturally, knowing from long experience the character of the store.

Others come for boys' clothing first, and then make friends in the other departments.

It's a good boys' store, as our regular customers know. We carry all the best, boy clothing, and our Furn-

Brass Hall Harps, complete with ruby grape in the other departments.

It's a good boys' store, as our regular customers know. We carry all the best boy clothing, and our Furn-Department stocks a very nice, complete range of

And Overcoats for Monday.

Kitchen Pendants, complete. Regular .45
65c. Monday .45
Gallery Light, complete with white Q giobe and mantel. Reg. 60c. .35
Monday ...

Monday ...

Sifters, all wood, with good .15

Sifters, all wood, with good .15

Boys' Two-plece Scotch Tweed Nor- Oxford Grey Cheviot Finished Fris Overcats, made up in single breast Chesterfield style, good quality linin and trimmings. Sizes 24 to 28, \$3.00; sizes 29 to 32, \$3.50.

Boys' Two-plece Scotch Tweed Nor- Oxford Grey Cheviot Finished Fris Chesterfield style, good quality linin and trimmings. Sizes 24 to 28, \$3.00; sizes 29 to 32, \$3.50.

Boys' Two-plece English Tweed Sizes 34 and 35, \$5.50.

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Boys' Two-plece English Tweed Sizes 34 and 35, \$5.50.

Boys' English Tweed Strips effect, made up in double breasted style, buttoning close up to the style, buttoning close up

Bright Light Upright Mantels 25 Reg. 10c. Monday, 3 for 25 Special inverted Mantels. Reg. 25

A Special Showing of Misses' and

120 pairs extra good quality Heromed Bleached Sheats, torn sizes, no dressing, close, even, plain weave, 2 x 2 1-2 yards. Per pair, Monday \$1.7. with dull calf Blucher tops. All sizes, and Children's Button B to the large of t

Attractive Neckwear for Women

OUR Neckwear Department for Women is conspicuous just now for many new ideas from Paris and New York, Novelties made up of fine linen, batiste and real lace stocks and jabots, stock collars of chiffon, Venetian and guipure lace stocks, lace vokes, maline bows, crepe de chene and Spanish lace scarfs. Spend a moment or two here on Monday.



of what you may expect to seed.

Vienna Bags. Offenbach Bags. Berlin Bags. London Bags. New York Bags—in a great assortment of shapes: in all the new delicate shades to match the new gowns and dress materials for the coming season. It would be simply impossible for us to describe everything. Saturday we ask you to come and see—\$5.00, \$5.50, \$6.00, \$6.50, \$7.00, \$8.50, \$9.50, \$10.00, \$13.50, \$18.00, \$19.50 to

Jabots of soft pleated Bretonne nets and guipure lace. Each 25c to \$1.50.

Hexagon Meshes, in black, grey, nevy, tan, taupe, magpie, prunelle, cinnamon, to the first of colored satin or velvet.

Prices from 50c to \$2.00.

New Chiffon Veilings, in black, brown, navy, cinnamon, taupe, grey, nevy, tan, taupe, magpie, prunelle, cinnamon, being the colored satin or velvet.

Prices from 50c to \$2.00.

New Chiffon Veilings, in black, brown, navy, cinnamon, taupe, grey, nevy, tan, taupe, magpie, prunelle, cinnamon, being the colored satin or velvet.

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New Chiffon Veilings, in black, brown, navy, cinnamon, taupe, grey, nevy, tan, taupe, magpie, prunelle, cinnamon, being the colored satin or velvet.

Prices from 50c to \$2.00.

New Chiffon Veilings, in black, brown, sky, pink. per yard 25c to 65c.

Classic Gas
Ranges need no introduction They are so well known as being the best range on the Dury Shades of navy, capable of the page.

Shades of navy, cardinal, brown, royal. Extra good value. Sizes 22 to 32.

Shades of navy, cardinal, brown, royal. Extra good value. Sizes 22 to 32.

BOYS: "EXTRA SPECIALS."

2000 Boys: Heavy Wool Sweaters, in navy or cardinal. Sizes 22 to 32. Monteed to be perfect in every detail.

Burner.

Monday 10.00

3 Burner.

Monday 12.06

Monday 12.06

Monday 18.00

Boys' Caps, Toques and Tams

Boys' Varsity Caps, in fine navy beaver cloth, with or without ornament laped seams, also very fine navy blue twill serge, satin lined and taped seams. Children's Wool Toques, in plain or honeycomb stitch, good assortment of colors, hockey or stocking shapes. Monday, 19c.

Children's Tam o'Shanters, in navy, cardinal, brown and black velvet and felt cloth, named bands. Monday, special, 25c.

Children's Footwear on Monday Misses' and Children's Boots, made brass and plain brown eyelets; 2 from patent colt leather, with dull calf \$1.25; 5 to 7 1-2, \$1.50; 8 to 10 1-2.

Blucher tops, creased vamps. All sizes, 11 to 2, \$2.50.
2 to 5, \$1.25; 5 to 7 1-2, \$1.50; 8 to 10 1-2. Misses and Children's Tan \$1.75 and \$2.00; 11 to 2, \$1.99, \$2.50 and Cald Boots, Blucher style, heave

200 yards Corded Cotton Tweed; 10c.

dark grey, strong cloth, with napped back, for boys' school pants or men's working pants, 28 inches wide. Regular 25c per yard. Monday 15c, 90 pairs, Fine White Blankets, made from thoroughly cleansed yarns.

The sum of the per yard. Monday 15c, 90 pairs, Fine White Blankets, made from thoroughly cleansed yarns.

Wall Paper of Every Modern

Sort

Wall Paper of Every Modern

Corks, Velours, Crepes and two-tone colorings, for dining rooms. Regular

R

Jabots of fine sheer mull and linen, and Valenciennes, Venetian and real Irish laces. Prices from 50c to \$15.00.

Jabots of soft pleated Bretonne nets and guipure lace. Each 25c to \$1.50.

Stock Collars of chiffon and lace, with touches of colored satin or velvet. Prices from 50c to \$2.00.

New York Trilored Boys in silk.