

Another Important Opening To-morrow SIMPSON'S FURS

Each season has added to the reputation of the Fur Department of the Store. It goes steadily on year by year in its dignified growth, offering more and better furs, and supplying an increasing demand. For the winter of 1913-14 we have secured an unparalleled display of exquisite furs, beautifully made from the finest of pelts, including every new style and every good grade. Coats and sets of play of exquisite furs, beautifully made from the finest of pelts, including every new style and every good grade. Coats and sets of mole, Persian lamb, lynx, fox, ermine and sable, marmot and Hudson seal, are already on display, and include many absolutely individual pieces of rare beauty. We invite you to visit the department during the Exhibition, and feel sure you will be amply repaid in the pleasure of seeing exquisite furs used handsomely. Every piece is guaranteed for quality and value. We will be glad to give you detailed explanations of the various grades and their uses, or to estimate upon special designs of any description.

Persian Lamb Coats, new models, in 52, 46 and 36-inch length; made with loose sacque, or slightly fitted back, with kimono; set-in or plain coat sleeves, and long roll collars; garments that have consummate style in their lines, and are made from the choicest Leipzig-dyed skins; handsome 52-inch coats of new design; are trimmed with royal Russian ermine. Prices from \$260.00 to \$465.00.

Mole Coats are exceedingly smart, and are much sought after by our best custom. It is a soft, light-weight, pretty fur, suitable for street, carriage or evening wear. We are showing them in several new designs. One handsome, beautifully draped model has large cape collar. The skins are worked into stripes and pretty designs. This coat is handsomely lined with French hand-painted chiffon; lengths are 50 and 52 inches. Prices from \$190.00 to \$450.00.

Hudson Seal Coats, one of the most desirable and best wearing furs sold. These garments have the appearance of the finest Alaska seal, and there is no doubt about their wearing qualities; some are imported garments; all are fashioned after the very latest models. Every garment is the "last word" in style; some are trimmed with contrasting long-haired furs. Over a dozen styles. Priced from \$137.50 to \$350.00.

ported models in fine "Orenberg" Coats from Berlin, Germany. Very light in weight. The skins are soft and beautifully marked, resembling the best mink; suitable for both motoring or street wear; some have collars and cuffs of fox or sable squirrel; no two garments alike; lengths 46, 52 and 54 inches. Priced from \$155.00 to \$225.00.

Natural Canadian Muskrat Coats, made from selected full furred skins. Not an American or southern skin is used in these garments; 50 in. long, with deep collar and large revers; lined throughout with a high-grade satin; a welcome addition to any woman's wardrobe; for street, carriage or motoring. Specially priced at 69.00 New Model Coats, in Russian pony; near seal, astrachan, French coney and other furs. Fur-lined coats in all the best styles; suitably

lined and trimmed. From \$37.50 and over. Mink Furs—The greatest care has been used in selecting our new models for this season. We always have had the reputation of carrying nothing but the best in this most popular fur. Our styles this season embrace everything new. Eastern Canada and Labrador mink skins only are used. Prices will be found, quality considered, lower than usually quoted.

Skunk or Alaska Sable Fur is extremely popular in Paris. We are showing a fine range of new styles in this splendid wearing fur, stoles, scarves, small neck pieces and muffs, at prices that will commend themselves to you.

Royal Russian Ermine Furs-A magnificent assortment of styles in this beautiful fur. Paris creations from the best designers.

Lovely Mole Furs—In scarves, stoles and muffs; imported sets from a famous London designer; a soft, light and becoming fur; suitable for any occasion. Early buying is good buying in this fur.

"Russian Sable" Fitch is a comparatively new fur this season. We have several new and popular styles; a fur that will give excellent wear, and look well; moderately priced.

FOX FURS—Our showing of this fashionable fur includes every conceivable design. Our Black Fox Furs are made from the finest Alaska Fox, the skins are dyed in Leipzig, Germany, and have a brilliant lustre, the color being absolutely perfect and lasting. In this we show stoles, scarfs, fancy neck pieces and muffs; also in natural yellow, cross, London smoke, Sitka pointed and white. We

Persian Lamb Furs are always nice; sometimes combined with Russian ermine it loses none of its popularity. This season we make a handsome showing of stoles, scarves, small neck pieces and offer many excellent pieces. Special Value Suits for Women \$13.50 Duits Splendid quality black and navy English Serge Suits, with coats, beautifully lined with grey silk and satin; mannishly tailored, collars and seams; they fasten

SALE OF MEN'S FALL WEIGHT OVERCOATS, REGULARLY \$10.00, \$12.00, \$13.50, TO An opportunity to procure a light-weight Fall Overcoat at a very special price; these overcoats are made from fine English tweeds, in the new shades of browns and greys, in patterns that are right; they are cut single-breasted, Ragian shoulder style, and in the plain Chesefield style; fine twill mohair linings that will give good service; fine tailor-.....

MEN'S SILK-LINED OVERCOATS. FALL WEIGHT OVERCOATS FOR LITTLE FELLOWS.

Men's 'Body Guard' Underwear

MEN'S FINE ALL-WOOL SHIRTS AT \$2.00.

MEN'S FINE ALL-WOOL SHIRTS AT \$2.00.

About 200 only of Men's All-wool Fine Flannel Outside Shirts, have a detached soft collar, French double cuffs, a large, roomy body, cut coat style; these are splendid buying. Wednesday at, each 2.60 "Pen-Angle" brand 95 Quality Men's Natural Wool Undershirts and Drawers, dark shade, double-breast to the shirt. Sizes 34 to 40 drawers to match. Sizes 32 to 35, each 1.00 Same quality, with a double-breast and double back to the shirt, drawers have a double back. Sizes 34 to 45, each (Main Fleer).

Magnificent Display of New Silks

The exhibition of velvets and velveteens alone shows surprising advancement since last season, and points to record business for fall.

In Noveity Velvets brocaded designs are particularly noticeable: Dresden Velvets in wonderful color effects, and intricate patterns are shown for the first time.

In Plushes, stripes are shown on many new ground colorings.

Straight Pile Lyons Velvets and Chiffon Silk Velvets in all colors and in combination shots, are strong sellers.

In Cord Velvets the new deep pile, hollow cut cords, show up well.

Terry Velvets have charm and beauty to commend them Terry Velvets have charm and beauty to commend them
Silk and Satin Brocades, mostly with the new charmeuse finish, in small, medium and large patterns in endless variety and beautiful fall tones.

Moire Velours, in all colors, with new flowered effects in moire broches.

Draping Ninons, in excuisite floral patterns.

New Volle Ninons, in dark ground effects, with delicate French shadings in marquisettes are among tha many new over-dress styles.

Suifing Satins, Suiting Cords and Suiting Brocades, in colors and in black are much admired.

There and many others in exclusive and distinctive styles await your inspection.

Trimmed Beaver Hats \$5 100 Hats of fine Black Beaver, having extra long, silky knap, in medium shape, with rolling brim. These we have trimmed with ostrich bands, flowers, fancy ribbons or fancy feather bands and novelty mounts. Wednesday's bargain price. 5.00

novelty mounts. Wednesday's bargain price.. 5.00
4,000 PIECES OF FANCY OSTRICH FOR
WEDNESDAY BARGAIN, 95c.
This is a big assortment bought from a large manufacturer in England, at less than half their regular price. We have ostrich bands, feather and fancy ostrich mounts in thirty different designs. Wednesday bargain. 95
100 dozen Velours Finished Felts, all having that rich glossy finish. The silky knap give them a most striking appearance. All colors to choose from, and there is eight different styles in each color. Wednesday bargain 1.75
(Second Floor)

The fall publishing season opens with titles which will command attention. They are by the foremost writers of the day. Each volume is attractively illustrated and bound. Visitors to the Exhibition should secure one of these before returning home:

The Groceries

Soap Dishes (for the bath tub), to fit over roll of the Wednesday 65c, 75c, 85c, 51.00, \$1.50.

Tooth Brush Holders, in different styles: Wednesday 55c, 59c, 65c.

Dental Combination, for powder and tooth brushes Wednesday \$1.00.

(Phone orders to Department)

(Bagement)

The September Blanket Sale-

Second Day 86.25 WHITE BLANKETS. \$4.85 . Write Unshrinkable Wool Blankets, closely woven and free from burrs; weight 8 lbs.; large double bed size, 72 x 90. Regularly \$6.35. September Sale, Wednesday, pair 4.85 \$10.50 CARDINAL BLANKETS, \$8.95 made from finest quality pure Sax-ony wool, soft lofty finish; weight 12 lbs.; size 74 x 94. Regularly \$10.50. September Sale, Wednesday, pair 8.95

\$4.65 WHITE BLANKETS, \$3.69 White Wool Blankets, with a small

\$2.35 SILKOLINE COMFORTERS FOR \$1.83 Reversible Silkoline Comforters, in a good range of floral designs, light or dark colorings; size 72 x 75, Regu-larly 32.25. September Safe, Wed-nesday 4.83

\$5.50 GREY BLANKETS, \$3.98 This is an exceptionally well made blanket, all pure wool, in a pretty silver grey; weight 8 lbs.; size 68 x 88. Regularly \$5.50. September Sale, Wednesday. 3.98

35c GREY FLANNEL, 28c YARD Plain Flannei, all pure wool, 27 inches wide. Regularly 35c. September Sale, Wednesday, yard. . .28 121/2c STRIPED FLANNELETTE, 9c

DAMASE TABLE CLOTHS, \$1.95 All pure linen, in a range of pretty esigns; size 2 x 21/2 yards. Clearing Wednesday (Second Floor)

Gloves and Hosiery

Women's "Queen Quality" Real French Kid Gloves, soft selected kid skin. 2 dome fastener, oversewn seams, gusset fingers, black, white, tan and other shades. Sizes 5½ to 7½, \$1.00 value,

Women's 16-button length White Kid Gloves, 3 dome fastener, soft, pliable skin, perfect fitting. Sizes 5½ to 6½. Extra special Wednesday 1.79

Men's Tan Cape Gloves or Suede Finish, tan or grey shade, 1 dome fastener, heavy seam, soft pliable finish, 7 to 9½, \$1.00 and \$1.25, Wednes-

Men's All-wool Plain Black Cashmere Socks or

Women's Silk Hose, "Pen-Angle" seconds, nice weight, clear, clean finish, double garter welt, spliced heel, toe and sole. Sizes 81/2 to 10, 75c

Satin Petticoats \$1.50

Splendid quality imported satin; flounce is made with groups of knife pleating; comes in black only. Sizes 36 to 42. Wednesday . 1.50 \$1.50 PRINT HOUSE DRESSES, 69c.

Misses' and Women's House Dresses, of fine printed percale, fast colors, stripes, spots and checks, V necks and square Dutch necks, % siceves. Sizes 16 to 42. Regularly \$1.50, Thurs-

(Third Floor)

Lingerie Waists on Sale 250 new and exquisite creations in fine import-

ed Voiles and Crepes, which would sell regularly at \$2.95, \$3.95, \$5.00 and \$6.95. To be sold at One Dollar Ninety-five Cents. Everything of the best, daintiness personified,

original styles only, associated with the best class of goods. A plentiful variety of styles and sizes. in fact, we do not remember ever pulling out such really siglish and such good Waists before at this price. Note the quantity is not great, so early buying is essential, Wednesday 1.95

We cannot accept phone or mail orders for (Third Floor)

CLUB BAGS

Walrus Grain Leather Club Bags, high double handle, best brass lock and side catches, threee leather, full leather lined, with pockets. Special Wednesday -- 16-inch, \$6.50; 18-inch, \$6.80.

Three Big Boot Specials for Quick Selling Wednesday Morning

MEN'S \$3.00 TO \$5.00 OXFORDS, \$1.99. 300 pairs Men's Goodyear Welted Oxfords, Blucher style; tan Russia calf, finest patent colt and velours calf leathers; all sizes from 5 to 11. Regularly \$3.50 to \$5.00. Wednesday..... 1.99

WOMEN'S BOOTS, \$2.49.

Dainty footwear in patent colt, gunmetal and fine vici kid leathers; Blucher, Balmoral and button styles; made on the popular short vamp last; Goodyear welted; flexible, McKay and band-turned soles; high, medium or low heels; sizes 21/2 to 7. Regularly \$3.00, \$3.50,

CHILDREN'S BOOTS, 79c.

Strong black Dongola kid leathers: Blucher style; patent toecaps; medium weight soles; spring heels; very neat and easy fitting; sizes

\$5.00 Fitted Hand Bags \$3.19

onger back; skirt has raised waist line, with the new broad tailored front; excel-WOMEN'S ATTRACTIVE DRESSES.

with four novelty bone buttons, and have the new rounded cutaway front, with

MISSES' AND WOMEN'S COATS FOR FALL WEAR, SOLD SPLENDIDLY AT

An exceptionally good collection, taken from our best selling lines, including splendid quality serge, in black and navy, black broadcloths and grey tweeds, in a variety of popular styles; tailored or dressy; suitable for young or elderly women.

A new shipment from the most exclusive New York houses, in the newest materials and colorings; beautiful moleskin, soft tweeds in novelty weaves; woolly blanket cloths and curl cloths; handsome models in short or long lengths; some very elaborately trimmed with fur; beautifully lined throughout. Very moderately priced at \$19.50, \$21.50, \$25.00, \$37.50 and \$59.00.

EXCELLENT SKIRT VALUES.

A large variety of this season's styles, including draped or plain materials, are all-wool serges, voiles, diagonal serge, tweeds, Panamas and worsteds, in colors of black, navy, brown or green. Regular values up to \$6.00. Wednesday 2.95 A SPLENDID SHOWING OF NEW SKIRTS.

for fall, in a wide range of colors and styles; materials include shepherd's checks, diagonal serges, Bedford cords, plaids, serges, worsteds and fancy materials; fit and workmanship the best. Prices range from \$4.50 to \$12.50.

"Bon Ton" and "Royal Worcester"

Miss Hendrick, one of New York's foremost corsetieres, will be in attendance in our Corset Section for the next two weeks demonstrating these pre-eminent models. Now is the time to be fitted to your new corset and to receive expert advice on all corset troubles. See Miss Hendrick to-day, or make an appointment Bon Ton and Royal Worcester Corsets are the product of designers who stand

second to none in the development of corset art. They are sold the world over, and in Toronto exclusively by this store. In the unequalled assortment of new styles just put into stock there is model for you, a model, which, when wearing, you will notice only for the comfortable support and graceful carriage it gives. Dogst fail to see Miss Hendrick, and come as soon as you can.

\$2.50 TO \$3.50 BATHING SUITS, CLEARING AT \$1.25. Clearing the balances of our most popular styles in fine navy lustre, pretty trimmings in several styles, separate skirt or separate bloomer styles. Sizes 32

\$1.95 TO \$4.50 CHILDREN'S COATS, CLEARING AT \$1.00.
Clearing the balances of all styles of light weight coats for children; serges, satins, shepherd's checks and novelty materials. Ages 2 to 4 years.

Black and Navy Serge Suitings Imported From the World's Best Markets

We have a splendid assortment of these popular serges to select from in dress weights, suiting weights and coating weights.

The almost endless variety in weaves and finishes are such that we can guarantee to satisfy the most exacting customer. French, English and German makers are all represented, and the qualities and values are undisputable. West of England Serges, in fine, medium and wide twills.

Medium and Wide Wale Diagonals, in suiting and coating weights.

Mill Finished Twills, English and French Cheviots, Pebble-finished Worsted Serges are among the many popular finishes for present wear.

We invite inspection of this unique stock of serges, and we will make a special display of these fabrics in the northwest corner of our Dress Goods Department Wednesday, where you get the best porth light to judge by.

(Second Floor)

A HOMELIKE STORE

As our guests we provide for your comfort in many ways and your convenience is our study. Rest Room, Package Checking Desk. Information Desk, Lunch and Palm Rooms are at your disposal. Music and flowers contribute to the atmosphere of leisure and well-being. Make the store a meeting place for your friends. It is central and easily located.

MEN'S HATS

Three Fall Novels

FRESH ROASTED COFFEE, 24e LB. 1,000 Lbs. Fresh Roasted Coffee in the bean ground pure or with chic ory, Wednesday, par lb.24

Special Sale of Dustless Floor Mops, \$2 for \$1.49

350 only. Dustless Floer Mope A medicated mop with handle, thoroughly sanitary and hygiens, a good disinfectant; made the ring style or the triangular, which gets into the corners; put up in a tin of a size suitable to soak mop in with oil. Regularly \$2.00 line. Special on Wednesday, \$1.49 each.

Specially Prepared Oil for the above mop. \$1.00 size can (if bought with mop) on Wednesday for 40c each. A Scale which gives accurate weight, with a strong apring and adjusting screw and clear clock-face indicating dial, made with the scoop scale and a flat scale. Regularly \$2.25 value. Special for Wednesday, \$1.49.

A Scale similar to the above, but stronger in construction, with a white porcelain tile top and the indicating dial enclosed in glass; the case painted a washable sanitary enamel paint. Regularly \$3.00 value. Special for Wednesday, \$2.00.

CHOICE BATHROOM FIXTURES.

All Brass Metal, Heavily Nickel-plated, and Guaranteed Not to Rust.

Towel Bars (with rounded ends)—12-inch size, 45c; 16-inch size, 50c; 18-inch size, 55c; 30-inch size, \$1.20; 36-inch size, \$1.40; 42-inch size, \$2.00.

Towel Bars (with square ends)—16-inch size, 25c; 18-inch size, 95c; 30-inch size, \$1.25; 36-inch size, \$1.55; 48-inch size, \$1.40; 42-inch size, \$2.00.

Towel Bars (with square ends)—16-inch size, 25c; 18-inch size, 95c; 30-inch size, \$1.25; 36-inch size, \$1.55; 48-inch si

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