

SIMPSON Store Opens 8 a.m. Closes 5.30 p.m.

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

Northerly, shifting to easterly, winds; fair to-day; showers on Tuesday.

SIMPSON

Paris Model Hats

Marked at Half Price for To-morrow

These are some of the model hats that helped to make our recent Millinery opening the most-talked-of event of its kind in Toronto. They come from the very best modistes of the Avenue de l'Opera, and Rue de la Paix, and the prices, at the opening, were considered very reasonable. These are the prices that we are now cutting in two, for the hats have served our purpose and should now be framing pretty faces, while their styles are in vogue. This should be great news for the women who are still in a quandary about the hats they'll wear at the many smart gatherings taking place this week.

Come To-morrow and Divide the Marked Price by Two

Exquisite Millinery Ribbon

The large soft bow effects will be to the fore this season, and nothing produces such a smart appearance as our 7 1/4-inch rich Moire in these delicate colors: White, ivory, pale blue, pink and mauve. Any style of bow will be tied without extra charge. Price, per yard, 35c.

Handsome New Scarfs

For Indoor and Outdoor Wear.

The present season is an unusually interesting one, so far as novelties in scarfs are concerned. These graceful accessories so fashionable for indoor, outdoor and evening wear, are made of light filmy chiffon, crepe de chine, embroidered nets, jewelled nets. All these are extremely beautiful in both colorings and design.

Crepe de Chine Scarfs, handsomely embroidered in self color and gold embroidery, a heavy silk fringe across ends. Prices from \$12 to \$35.

Beaded and Embroidered Scarfs, in a large variety. Not only in the straight scarf, but also in the fancy three-cornered shawl effects, embroidered in gold, silver and colored. Prices from \$10.00 to \$40.00.

The new shawl scarf, in handsome effects, in Brussels nets, chiffon and marquisette, woven in beads of gold, steel or colors, in black, cream and all the new pastel colorings. Prices from \$15 to \$45.

Outdoor Scarf, a distinctive new feature for this season, made of black crepe de chine or satin lined, with white or colors. Prices from \$5.00 to \$10.00.

Satin Meteor Scarf, in crepe de chine, union de sole and marquisette, in soft, clinging effects, in all the newest shades. Prices from \$4.00 to \$9.00 each.

A Little Flutter in Black

Sequin Robes in the Trimming Dept.

10 very elegant Black Sequin Robes, in three different designs, all new goods, but secured at a very low price. Tuesday at \$9.50.

The Very Newest Man-Tailored Waist

Women would gladly pay two dollars for these new waists that we're selling for \$1.25.

Perfectly cut and made by a man tailor, every detail is perfect; open front, with three large ocean pearl buttons, three 1-inch tucks each side of panel, tucked back, tailored sleeve and cuff, laundered collar, sizes 32 inch to 42 inch. A \$2.00 waist for \$1.25.

Phone orders are invited for this waist.

Women's Underwear and Sweater Coats

SCOTCH AND ENGLISH SAMPLES AT HALF PRICE.

On Tuesday there will be a rare chance to buy Women's Fall and Winter Underwear and Sweater Coats, consisting of the entire collection of several makers' samples. All are beautiful quality, and include vests, drawers, girdles and riding bloomers and tights. Many styles of union suits and sweater coats and waists, under-wear mostly white. Sweater coats come mostly in colors. All are the finest Scotch and English makes in finest wool, silk or silk and wool.

Tuesday, choice at about Half-Price. No phone orders.

Prepare Now for the Months to Come

Isn't it interesting to look through the new things from overseas; goods just out of the receiving room! We appreciate the compliment that hundreds of women are paying us every day by spending hours in our various departments. The spirit of the coming season is evident everywhere, and the whole store is fairly glowing with new autumn novelties and merchandise.

Your best preparations for the coming season will be made here now, when the spirit of autumn newness is at its height.

News About New Velvets The New Black Broadcloths

Fashion has again declared velvets and velvetens fashionable for costume wear. Our Velvet Department is complete in every detail. "Simpson" values in Lyons guaranteed fast pile and dye velvets.

Plain and Cord Velveteens, for children's wear and dresses, 50c and 75c. Cord Velveteens, for costumes and dresses, \$1.00 and \$1.50 per yard.

Plain Velveteens, rich dress qualities, \$1.00 and \$1.25 per yard.

Rich Black Silk Velvets, Lyons dye, \$1.50, \$1.75, \$2.00 per yard.

Rich Chiffon Velvets, in the leading new fall shades, 44 inches wide \$3.50 per yard.

New Couche and Pansie Silk Velvets, in every new shade and color, for dress trimming and millinery, \$1.00 and \$1.50 per yard.

Special for Tuesday, Rich Black Costume Velveteen, 27 inches wide, extra fine finish and fast pile. Special Price \$1.00 per yard.

4 New Styles in \$25 Suits

A smart suit, made in the new hopsack weave, coat semi-fitting, lined throughout with silk deep roll collar, out-lap and trimmed with velvet, fastens with velvet buttons, square pockets, with velvet flaps; skirt has panel front with side pleats from knee down; colors black, grey and navy. Price \$25.00.

A good suit made of imported broadcloth, single-breasted coat, lined with silk serge, has strictly tailored seams, fastens with fancy bone buttons, fashionable style, skirt with tailored stitched seams; colors navy, cadet and black. Price \$25.00.

A neat suit made of basket weave chevrot, coat lined throughout with satin, has heavily stitched seams, patch pockets and cuffs, attached to match, fastens with five marble-shaped shaded bone buttons, comes in mixture of wood, brown and green. Price \$25.00.

A distinctive suit made of ratine suiting, double-breasted, coat fastens with self-buttons, has black velvet collar, revers and cuffs made of self, skirt has stitched seams to knee, continuing with deep pleace around bottom; colors are green, palm, wine and metal. Price \$25.00.

Women's long coat of imported kersey cloth, in black only, 54 inches long, lined throughout in satin with semi-fitted back and double-breasted front, deep roll collar, laid in black corded silk, coat has skirt effect and trimmed with fancy corded buttons. Price \$25.00.

A special line for fall, in navy, green and black, broadcloth, full length, lined to waist in silk serge, semi-fitted back, neatly trimmed with small buttons, touches of braid, single-breasted front fastened with three large novelty buttons, fancy scalloped collar, also buttoned, trimmed and corded with satin, sleeves are finished with large turned back cuff. Price \$25.00.

An imported rayon coat, in black and grey fine striped tweed, full length, loose back, held in position with large mannish belt, double-breasted front, buttoned high to meet a large turned-down collar, sleeves are finished with strap effect with buttons, large novelty pockets. Price \$25.00.

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New Toggery for Men

A Column-ful of Attractive New Merchandise

The Correct Hats

Men's Silk Hats, Christy's celebrated English make, latest fall, 1910, shapes, nicely lined and finished, light in weight. Special at \$5.00.

Men's Derby and Fedoras Hats, in Christy's, Hatteraby's, King, Greville, Thoroughbred and other English and American well-known makes, correct fall and winter shapes, at \$2.00, \$2.50 and \$3.75.

Boys' Golf Hookdown and Varsity Style Caps, in fine beaver cloth, navy and block serges, or latest pattern worsted and fancy tweeds, extra values at 25c to 50c.

Men's Caps, in the Golf or Hookdown Styles, small, medium or large crown and peaks, large assortment of tweeds, worsteds, etc., in checks, stripes, fancy mixtures and plain designs, at 50c, 75c and \$1.00.

Boys' Turban Hats, in fine tweeds or serges and felts, well made stitched brims, in black, navy and scarlet, at 25c, 35c and 45c; navy, black and brown velvet at 45c.

Children's Felt Turban Hats, small, medium and large brims, neat dressy styles, in large range of colors, specially priced at 45c and 50c.

"Classy" Shirts, Collars and Ties

Men's Full Dress Shirts, fancy plique fronts with two or three holes, coat style, four-ply linen cuffs, made by one of the leading Austrian manufacturers; these shirts are extra large and roomy, and the newest thing for evening dress wear. Special for Tuesday, \$1.50.

Another Dress Shirt, with plain four-fold linen fronts and cuffs, coat style, \$1.25.

Men's White Neglige Shirts, with fancy ruff fronts, fastening with good quality white pearl buttons, box pleat front, large pleat in the back, plain four-ply linen cuffs; this shirt is made in the coat style. Special, \$1.50.

Another White Neglige Shirt, with five box pleats in front, mercerized stripes neatly matched running through pleats gives this shirt a very pretty effect. Tuesday, \$1.50.

Men's White Fancy Pique Collars to match fancy dress shirts, each 25c.

Men's W. G. and R. "Castle Brand" Collars in all the newest shapes, for evening dress and everyday wear.

Full line of Evening Dress Neckwear in stock.

Men's Silk Neckwear in all colors and shapes, new goods and artistic designs, in stripes, scrolls and plain colors, 25c to \$1.00.

EXTRA SPECIAL
Men's Natural Wool Underwear, odd lines from our regular stock to be cleared out at a ridiculous figure, summer, fall and winter weights included in the lot. Light and dark shades; not one of these garments are worth less than one dollar, and there are a lot worth \$1.25 and \$1.50. Tuesday, 75c each garment.

Overcoats of Distinction

Men's Fine Quality English Tweed Fall Weight Overcoats, in a handsome medium grey herring-bone weave, cut from the new fashionable single-breasted Chesterfield models, with broad shoulders and long, shapely lapels carefully tailored in every way, and finished with fine quality wool mohair linings and haircloth sleeve linings. Sizes 36 to 44, price \$12.00.

Men's Winter Weight Overcoats, made from an imported English Black Melton, thoroughly fast shade, cut from the latest new fashionable single-breasted style, with close fitting collars and neat shaped lapels, finished with neat black velvet collar, lined with extra quality mohair linings, and interlined with haircloth and thoroughly shrunken duck, splendidly tailored and perfect fitting. Sizes 36 to 44. Price \$15.00.

Men's Winter-weight College Ulsters, in a handsome diagonal grey stripe pattern, cut in the latest single-breasted style, buttoning through, and with convertible collar, which can be worn with lapels turned down in the ordinary way, or can be buttoned close up to the throat, with neat Prussian collar, making practically two coats in one. Excellently tailored in every detail, and finished with A. 1. quality linings and trimmings, and first-class workmanship. Sizes 35 to 44. Price \$15.00.

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Eiderdown Sacques and Petticoats

Women's Dressing Sacques of double-faced fancy Eiderdown, cut extra long, deep round collar trimmed with satin, satin ribbon at neck, silk frog fastener, finished at edge with fancy shell stitching, sky or dark grey mixtures, sizes 34 to 44. Special Tuesday, \$1.25.

MISSES' MOREEN PETTICOATS, \$1.50.
Moreen Petticoats for misses; black, navy or brown; full deep flounce, trimmed with rows of pin-tucking, and finished with tucked frill. Lengths 30, 33 and 36 inches. Tuesday, \$1.50.

C. S. IMPORTED MOIRE PETTICOATS, \$5.00.
Silk Moirigie Petticoats, for stout figures (54-inch hips), black only; ruffling fabric similar to Heather-bloom; knife pleated, flounce trimmed in fancy design with stitched strapping of self, in black, myrtle or cardinal. Lengths 35, 40 and 42 inches. Tuesday, \$1.25.

Other styles in moirigie at \$3.50 and \$4.00.

STRIPED HYDEGRADE PETTICOATS, \$1.25.
Women's Petticoats of novelty black and white stripe Hydegrade. A silky, rustling fabric similar to Heather-bloom; knife pleated, flounce trimmed in fancy design with stitched strapping of self, in black, myrtle or cardinal. Lengths 35, 40 and 42 inches. Tuesday, \$1.25.

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