

SIMPSON

Store Open at 8 a.m. | Closes at 1 o'clock Saturday | H. H. Fudger, President; J. Wood, Manager | Probabilities

A Sale of New and Fashionable Waists

(Third Floor.)

French Model Blouses, just brought back by our buyer, from two of the most exclusive houses in Paris. Despite the novelty and advanced styles, we are offering them at about one half the usual prices.

**5,000 Yds. of New Colored Silks**

A veritable "beauty spot" in the Silk Department on Tuesday morning, will be the counter where five thousand yards of beautiful new colored silks go on sale at about three-quarters of the price you'd expect to pay. "Dashing" is the one word that describes these new silks—fabrics one would wear at the Races or a Dance, and be sure of making a "hit."

In rich satin de chine, French peau de soles, French liberty satins, Swiss shot satin paillettes; every possible shade in this collection, for evening and street dresses, white, ivory, cream and blacks included. Big values \$6c per yard. On sale Tuesday at 48¢ per yard.

Mail and phone orders filled for blacks and ivory shades. Fashionable Black Silks for suits, coats and dresses, rich black mottos, black satins, black peau de soles and satin radishers, rich black cords and bengalines; double width peau de soles for coats; black chiffon taffetas, French moires, renaissances and moire velours; rich black duchesse satins, 2,000 yards, on sale Tuesday at \$1.00 per yard.

Best Procurable Black Dress Goods the World Affords

We are particularly strong in our Black Dress Goods Section for Fall Evening Dresses, Outdoor Dresses and Coats.

Latest Fancy French Crepes, just arrived, in various designs, makes up elegant and distinctive dresses, dust resisting and beautiful full rich black. 44 inches, \$1.25 per yard.

SIMPSON'S BEST BLACK QUEENLY BROADCLOTHS.

Beautiful range of New Broadcloths for fall just arrived. French, Austrian, English and German, glove, suede, chiffon and heavier makes, made from the finest Botany wools, dyed in a deep full black, absolutely unfading, shrunk and unspottable. 52 and 54 inches, \$1.00, \$1.25, \$1.50, \$2.00 to \$3.00.

Attractive Prices on These Kimonos and Wrappers

What about freshening up your "indoor" wardrobe with a bright new kimono or wrapper? It acts like a ray of sunshine, and is very inexpensive at these prices:

Women's Kimono Gowns of printed muslin, dainty floral patterns, pink, sky or mauve, embroidered collar and cuffs, bedecked with silk ribbon, belt of self; regular \$2.50 and \$3.00; all sizes. Tuesday \$2.00.

Women's Wrappers of extra quality black mercerized sateen; pleated back, yoke front and back, with frill over shoulder; buttoned cuffs; full cut skirt. Regular \$2.00. Sizes 36, 38 and 40. Tuesday \$1.45.

On the Fourth Floor

On your way down from the Furniture Sale take a walk through our magnificent collection of home furnishings. Look up particularly the following items, and see what good value they represent:

BRUSSELS CARPET, \$1.13.

750 yards Brussels Carpet, in a large range of floral, Oriental, chintz, conventional and Persian designs; suitable designs for parlors, dining rooms, libraries, bedrooms, halls, etc.; all good colorings, serviceable and clean; 5-8 borders to match. Regular price \$1.25 to \$1.40. Tuesday \$1.13 per yd.

DECORATIVE ART SILKOLINES.

Among the various fabrics used for furnishing, Silkolines are the most economical and practical; they have a silky finish, and are washable. We have a wide range of floral and conventional patterns, in colorings and cuts suitable for Oriental treatments, bedroom effects, living-room styles. In fact, are applicable to almost any decorative treatment. The entire range is on sale Tuesday at bargain price, per yard, 12¢.

WINDOW SHADES, TOTALLY PRICED TUESDAY.

On Tuesday we give you an excellent opportunity to secure high quality Oily Opague Window Shades at a low price; 500 only in the offering; come in cream or green, 37 inches wide, 6 feet long, mounted on good spring rollers, complete with brackets and pull. Well worth 45¢. Special at Tuesday's clearing price, each, 25¢.

BRUSSELS RUGS AND LINOLEUM AT A SAVING.

Exhibition is close at hand. You will need a rug, or some new Linoleums, when brightening up your home to receive your visitors.

These items for Tuesday will help you: 250 Brussels Rugs, a dozen designs to select from, colors including self-tone green, rose, blue, fawn, fawn and red, green and red.

Reg. Price, Tuesday.

9.0 x 10.6 .. .	\$14.00
9.0 x 12.0 .. .	12.50
9.0 x 13.5 .. .	18.00
9.0 x 15.0 .. .	16.50
11.8 x 12.0 .. .	20.00
11.8 x 13.6 .. .	18.50
	22.50
	20.88

300 yards of Greenwich Inlaid Linoleum, for the kitchen, bathroom, vestibule or hall; block tile, parquet and diamond designs; lots to select from, and all good, useful colors; the cloth is well seasoned and will clean perfectly; "A" quality, regular \$1.13 and \$1.50 square yard, Tuesday \$9.00 square yard; "B" quality, regular \$1.00 square yard, Tuesday \$8.00 square yard.

Tuesday :-

We are prepared to suggest and undertake all lines of decorations for the exhibition. Our representatives may be seen at headquarters in the Manufacturers' Building, or at our tent near Dufferin street entrance.

Great Wall Paper Selling

Though the selling space of the new Wall Paper Department on the Fifth Floor is larger than formerly, the space for keeping the stock is not nearly so large. So we're offering for less than half their value all the broken lines and odd quantities that were on the Fourth Floor. All attractive goods, but we cannot keep them with our complete lines.

5,600 rolls Imported Wall Papers, for parlors, bedrooms and sitting-rooms, good colorings of blues, pinks, greens, creams. Regular 35¢. Tuesday 14¢.

2,650 rolls Foreign Papers, for parlors, halls, dining rooms, dens, libraries, in reds, browns, greens, greys, fawns, chamois, etc. Hand embroidery in old broad-stitch, fine stich, modern designs of tucking, Venetian and real Cluny. Ordinary selling price \$10.50. Our special price 4.75¢.

No. 3 of fine French batiste, yoke consists of fourteen vertical strips of French lace, with the whole front is Cluny lace border. The whole front is hand embroidery in the old broad-stitch, fine stich, modern designs of tucking, Venetian and real Cluny. Ordinary selling price would be \$8.50. Our special price 4.75¢.

8,000 feet Room Moulding, white and imitation oak, 1½ inches wide. Tues day 1½¢.

The Robert **SIMPSON** Company Limited

Off to a Good Start

The several departments in which the changing seasons demand new efforts are already coming along strenuously for early autumn business.

Dress Fabrics and Silks are nearly a favorite, and that with many more novelties than Manufacturers introduce in an average season. You can make safe choice Monday or any day thereafter with ample material for exhaustive study and comparison, and you'll say not in goods alone, but in equipment, Simpson's is second to none in America.

Women's ready-to-wear garments, for street wear, house wear and underwear take up the whole of our great Third Floor. It is one of the sights of the city for tourists, and is a little world of merchandise in itself.

Price economy without sacrificing quality or disregard of the latest fashion is the goal of this department. Every season adds new evidence of your increasing appreciation.

For replenishing the home the semi-annual sale of Furniture is in full swing with its record going ably seconded by the departments of Drapery, Rugs and Wall Paper. The last named department having been given new and more commodious quarters on the Fifth floor.

These are only hints of the greater Simpson's and of the good use you will continue to make of the Simpson building and equipment which stand the synonym for strength, beauty and comfort in Commercial Canada.

Women's New Tailored Fall Suits, made in fine, serge, coat fabrics in front with four bone buttons; the new style skirt, with neatly stitched seams. Colors are black, navy and brown. Tuesday \$18.50.

A charming and dressey Suit made in Imported broadcloth, in shades of black, navy and cinnamon; smartly trimmed with braid in fancy design, new roll collar, fastens in front with large silk buttons; the new up-to-date skirt, to match coat. Tuesday \$25.00.

The New Coats for Infants

We have just received a shipment of the New Baby Coats for Autumn, and they're irresistible. Mothers will be charmed with them, for they're the cutest and prettiest little creations that we've ever shown. And not the most remarkable thing about them is, they look as if they were worth dollars more than the price-tickets say. Come and see them to-morrow.

Several pretty and effective styles, in all-wool cream cashmere, ladies' cloth and corded velvet, handsomely trimmed with silk embroidery, silk braid, silk medallions and ribbons. These will fit from 1 to 4 years, and are priced from \$2.25 to \$4.50.

Colored Coats, of velvet or serge, in brown, navy or red, and a pretty style in shepherd's check dress goods; these are prettily trimmed with silk braid and buttons; for ages 1 to 4 years. Priced from \$2.25 to \$8.50.

ALSO 100 OF THESE COATS AT A REDUCED PRICE.

All-wool cream cashmere, Canton flannel lined, collar trimmed with silk embroidery frill, silk braid and silk ribbons. Lengths 22, 24, 26 in. Regular price \$2.50. Tuesday priced at \$1.75.

SIMPSON

Moderate winter mostly fine and warm, but a few new introductions.

The SIMPSON

MODERATE WINTER

WINTER