

SIMPSON

Store Opens 8 a.m.

Closes 5.30 p.m.

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

Probabilities Moderate westerly to southerly winds; fine and warm.

SIMPSON

A Pageful of Values for Discriminating Customers.



American Visitors' Day

This store frankly acknowledges indebtedness for ideas received from our neighbors in the great cities of the United States.

Before tackling the problem of construction, our architect made a study of the most notable achievements of New York and Chicago in the department of retail store building. We received the greatest possible courtesy and attention—just what might be expected from men of large plans who have reason to be proud of their achievement.

In turn we are pleased to be able to show American visitors some new things and some improvements in store construction they will hardly find elsewhere. The freedom of the store is theirs, its conveniences at their disposal, its accommodation at their service, its stocks for their inspection and comparison, purchase or no purchase, with the most cheerful attention of the staff and the heartiest welcome of the management.

Toronto has been described as an American city, and we appreciate the compliment; but Toronto is more—it is a British-American city, with the stability and sound sense of the motherland underlying the progressiveness of the newer continent. Its Exhibition is the greatest annual event of the kind on the continent, and this store is in its best dress for the occasion.

See the Silk and Dress Goods Section. Visit the World of Women's Wear, 3rd Floor. The Rest Room, the Art Gallery, the Orchestra, the Restaurant, the Ice Cream Circle—all invite you.

"Bonnet's" Black Silks

A new shipment of C. J. Bonnet's French Silks has just come to our counters. Owing to the demand for black silks, these are particularly welcome. Black silks that are guaranteed dye and finish. French cord silks, 30 and 36 inches wide, for coats. Per yard \$1.00 to \$2.50.

Bonnet's French Peau de Soie, 20 inches to 42 inches wide, 75c to \$3.00 per yard.

Bonnet's French Taffeta, 20 inches to 36 inches wide, 75c to \$1.50 per yard.

Bonnet's Moire Francaise, Bonnet's Moire Velour, Bonnet's Radelisse, Bonnet's Duchesse Messaline, for coats, dresses and suits. Prices, per yard \$1.00 to \$3.00.

West of England Serges

New mill finish, new diagonal finish, new chevrot finish. These popular suitings come in a large choice of the new fall subdued tones, new tans, new tans, new amethysts, new wood brown and tabac brown, new marine and military blue, new tones in King's blue and Copenhagen blue, new plaiding grey, guaranteed four novelty shrunk; in three qualities. 52 and 56 inches, \$1.00, \$1.25, \$1.50.

"Broadcloths" in fine, medium and heavy weights for dresses, suits and coats. We have this popular cloth in a beautiful range of new colorings for fall wear; also the new pastel shades, for coats and cloaks, thoroughly shrunk and spot proof. 52 and 54 inches, \$1.00, \$1.25, \$1.50.

A SPECIAL PURCHASE OF HIGH-CLASS BLACK DRESS GOODS.

2,500 yards San Toys, Panamas, Poplins, Arnaves, Cashmere Twills, Velour Cashmere, English Coating Twills; high grade fabrics, and guaranteed fast unfading blacks. 42 to 52 inches. Regular \$1.00 value. Thursday special 75c.

New Fall Clothes for Women

Misses' Neat and Cleverly Tailored Suit, of good quality vicuna cloth; coat is 30 inches long, single breasted, fastened with four novelty buttons, lined with English twill; skirt made in the new pleated tailored style; colors are navy, brown and black. Price \$8.25.

Women's Diagonal Weave Suit, made in extremely good style; coat 34 inches long, lined throughout with silk serge; fastened with novelty cloth buttons; gored skirt, with the new deep bias piece around bottom; colors are black and navy. Good value \$18.50.

DRESSES.

Women's Dress of diagonal serge, in one-piece style, neat pointed yoke of fancy net and silk, finished with braid effect over hips; colors navy, green, rose and brown. Price \$10.00.

FALL COATS. A distinctive model coat, made of fine kersey cloth, lined to waist; 54 inches long; back semi-fitted, with side panels, meeting in a three-buttoned effect in centre back; a handsome scalloped collar, with 2-inch facing of black moire; single breasted front; buttoned low, with large moire silk revers; suitable for early fall wear; sides and cuffs trimmed with silk buttons—\$21.00.

A Smart Fall Coat, made of good weight hopsack, colors green and black; full length; lined to waist; back semi-fitted, with a buttoned strap effect at waist; sides finished with large ornaments; new turned-back collar and revers, trimmed with novelty buttons and velvet piping; sleeves tailored; finished with buttoned trimmed cuff—\$19.75.

VOILE SKIRTS.

High Grade Skirt, of good, crisp quality, even mesh, all-wool, voile; made in a very pretty pleated style; trimmed with tabs of self, piped with taffeta silk, and finished with silk covered buttons. Price \$13.50.

Our advertisements are addressed primarily to people of discrimination—so that when "American Visitors' Day" comes along we do not feel that we must fall over ourselves to attract their attention. As a rule American tourists are good buyers of good merchandise. For that reason they will fairly revel in the goods advertised here for to-morrow's selling.



Ostrich Feathers—Look at These Prices!

As most people know, Ostrich Feathers come into Canada at a very low duty. London is the world's great manufacturing centre for these goods, and where the best dyes and finish are to be obtained. From London we have just opened up one of the largest shipments of feathers we have ever received. They come in black, white or cream, and at all prices from 50c to \$3.00 each.

Here are a few typical values:
Handsome Willow Plumes at \$10.00.
Willow Plumes, worth \$6.00 and \$7.00, for \$4.95.
Duchesse Plumes, Regular \$6.00, for \$4.50.
Duchesse Plumes, Regular \$4.50, for \$3.50.

A Sensational Sale of Real Irish Lace Garments

APPEALING TO OUR AMERICAN VISITORS.

(Third Floor.)

Four Long Coats of different designs. Marked respectively \$95.00, \$100.00, \$125.00 and \$125.00. To clear Thursday \$50.00.

One superb Baby Irish Skirt, will fit any short lady. Marked at \$125.00. To clear Thursday \$50.00.

16 different samples of Short Irish Lace Coats and Coatses. Selling prices are \$25.00, \$35.00, \$45.00 and \$50.00. To clear Thursday \$15.00.

12 Real Irish Waists, all different designs, and prices ranging from \$12.50 to \$35.00. Marked at half-price for Thursday's selling.

Real Irish Lace Neckwear and Laces

For our American visitors, Jabots, Collars, Stock Collars, Coat Collars, Gretchen Collars and Yokes. Real Irish Crochet and "Baby" Irish Lace Bows. Each 50c and 75c.

Real Irish Crochet and "Baby" Irish Collars (mounted on linen bands). Sizes 12½ to 15 inches. Each \$1.25 and \$1.50.

Real Irish Crochet and "Baby" Irish "Military" Lace Stocks. Each \$1.75 to \$2.50. Ask to see our "Military" Lace Stock at \$1.75.

Real Irish Crochet and "Baby" Irish Lace Jabots; some are all lace; others are made of sheer handkerchief linen, with hand embroidered designs. Prices ranging from \$1.00 to \$10.00 each.

Real Irish Crochet Lace Jabot, made of fine sheer handkerchief linen, and trimmed with fine Irish lace. Special on Thursday for our American visitors, each \$1.50.

Real Irish Crochet and "Baby" Irish Lace Coat Collars, the newest designs and styles, in the "shawl" and "Byron" styles; also a large showing of "Gretchen" shape collar. Prices ranging from \$2.00 to \$10.00 each.

REAL IRISH CROCHET AND BABY IRISH LACES

HALF-PRICE ON THURSDAY.

17 pieces of Real Irish Crochet and "Baby" Irish Laces; no two pieces alike; odd lengths; you would call them sample pieces; some are only 2½ yards long, and others are 6 to 8 yard lengths. We will sell out the entire lot of these real laces on Thursday exactly half their regular selling value:

\$2.50 for \$1.25 yard. \$9.00 for \$4.50 yard. \$3.00 for \$1.50 yard. \$11.00 for \$5.50 yard. \$6.50 for \$3.25 yard. \$11.00 for \$5.50 yard.

Crepe de Chine Scarfs, the "New Shawl" Scarf, Embroidered Net Scarfs, Egyptian Net Scarfs, Liberty Satin Scarfs, Spanish Lace Scarfs.

London and Paris have sent us some of their most exquisite colorings; the newest styles.

Dresden Scarfs, of crepe de chine and mousseline de soie; the borders are of plain pastel shades, and centres are of "Dresden" effects, reminding one of some old tapestry, the colors are so perfect. Prices ranging from \$5.00 to \$30.00.

Paquinette Scarf, made of soft liberty satin, finished with heavy silk tassels. These come in black, and are lined with sky, white, pearl or pink satin. Prices from \$5.00 to \$10.00.

Spanish Lace Scarfs, in black and ivory. Prices from \$3.50 to \$10.00 each.

Egyptian Net Scarfs, in all white, black and silver, black and gold, pink and silver, helio and silver. Prices from \$5.00 to \$25.00.

Brussels Net Scarfs, embroidered in gold, steel, jet and opalescent beads, with heavy deep fringe across the ends, handsome designs, exquisite colorings. Prices from \$15.00 to \$30.00 each.

A Sale of Robes and Tunics

(In the Trimming Dept., Main Floor.)

Jet and Crystal Robes, colored and black sequins; fine lace robes, in black, white, ecru and colors; gorgeous colored and black tunics; hand-mesh silk sheath tunic; superb real lace coats, principally black; lovely French garniture.

ALL AT \$19.50—\$19.50.

Robes Worth Up to \$75.00 each, Tunics Worth Up to \$50.00 Each, Coats Worth Up to \$65.00 Each.

150 Jet, Crystal and Sequin Robes, in black, crystal, gold, black ground, with clumps of color, self-colored sequin, etc.; all imported from Paris, and just delivered to us; they are all what may be termed creations. The ordinary selling price would be \$39.50, \$49.00, \$60.00 and \$75.00 each. Your choice Thursday \$19.50.

100 Beautiful Lace Robes, of the very finest texture, in black, white, ecru and many plain colors, fine Bruges and Renaissance, and the finest of needle run machine laces. Ordinary selling \$35, \$45, \$55 and \$65 each. Your choice Thursday \$19.50.

50 Superb Tunics, now all the rage in Paris, black and combinations of every known color; this lot includes some beautiful specimens of the hand-mesh, tight fitting effects, with heavy fringe. Regular prices \$30.00, \$35.00, \$45.00 and \$50.00. Your choice Thursday \$19.50.

15 Aristocratic Long Silk Embroidered Coats, chiefly black, but some delightful colors; some of these coats cost as high as 150 francs in Paris. Your choice Thursday \$19.50.

We shall display some of these goods in the window on Wednesday, but it only represents a twentieth part of this great stock.

Attractive Parasols at 42c Each

The balance of our Summer Parasols will go at this price. Only 150 in the lot; in neat and fancy stripes and checks, including pure white, in moire effects; gilt frames and natural wood handles; many in the lot worth three times the price. Thursday 42c.

300 Ladies' Umbrellas, a fine grade Austria tops; splendid range of pretty handles; strong steel rod and frame. 75c and \$1.00 values. Thursday 63c.



Little Tots' Coats for Autumn

We are showing a charming assortment of new styles in Fall and Winter Coats for little girls. Visit our new Department of little girls' clothes on the third floor, south-west side.

Little Girls' Coats, fine all-wool French chevrot cloth, lined and unlined; colors Copenhagen blue, navy and the new gold red; trimmed with silk soutache braid and fancy buttons. Sizes 2, 3 and 4 years. Special price \$3.75.

Little Girls' Coats, fine all-wool chevrot serge; colors new gold red, cadet blue and navy; lined and unlined throughout; double breasted; brass buttons; a very natty coat, for ages 2, 3, 4 years. Special price \$2.75.

Little Girls' White Bearcloth Coats, heavy and fine quality, lined throughout with white Canton flannel; deep collar and turn back cuffs; front fastened with fancy braid trim; lengths 22 and 24 in.; for ages 6 months to 2 years. Special price \$1.85.

Little Girls' Coats, heavy all-wool chevrot serge; colors scarlet or navy; handsomely trimmed with black silk soutache braid, lined and interlined throughout; sizes for 1 to 5 years. Special price \$3.50.

Women's Extra Quality Sweater Coats

Two very special qualities and styles we wish to draw your attention to. There are no better made coats in Canada.

Women's Sweater Coats, our famous hand-finished style; sold in Toronto only by this store; extra heavy fine wool, high neck, with roll collar, two patch pockets, pearl buttons; white, red, navy or grey; length about 28 inches. Our special price \$5.00 each.

Women's Imported Sweater Coats, several beautiful styles we are clearing out; fine, heavy, knit wool; all the best colors to choose from, including all white; mostly all are high neck, with collar, pockets, etc.; handsome garments; all sizes in the lot. Regular prices \$6.50 to \$8.00 each. Thursday choice \$4.75.

Silk Moirette Petticoats

Women's Petticoats of finest quality English silk moirette, made with a deep flounce of sectional panels, trimmed in handsome design, with hem-stitching, and finished with fancy pleating; black, navy, brown, grey, emerald and dahlia; lengths 36, 38, 40 and 42 inches. Specially priced Thursday \$5.00.

Interesting Prices on Fine Linens

IRISH EMBROIDERED BED SPREADS \$3.68 EACH.

Spoke hemstitched all around, with beautiful Irish embroidery and drawn work, snow white, will give that air of luxury and cosiness to any bedroom, 90 x 108 inches. Thursday, each \$3.68.

SATIN DAMASK TABLE CLOTHS \$2.19 EACH.

Every thread linen, full bleached, beautiful quality, 2 x 2½ yards; elegant bordered designs; one of the best Scotch makes. Thursday, each \$2.19. 22 x 22-inch Napkins to match. Dozen \$2.19. (Phone direct to Linen Department.)

36-INCH HEAVY STRIPED FLANNELLETTES 10c YARD.

Perfectly pure, well napped, one of the most desirable durable flannellettes made; large range of stripes; warranted fast colors. 900 yards at sale price, Thursday, yard 10c.

7-LB. WHITE UNSHRINKABLE WOOL BLANKETS \$2.98 PAIR.

68 x 86 inches, fine, clean, soft, warm Blankets, such as any housewife would be pleased to give a place; and in the washing no blankets could give more satisfaction. 100 pairs at sale price, Thursday, pair \$2.98.

PURE SAXONY WOOL WHITE BLANKETS FOR \$4.55 PAIR.

An extra large size for double beds, 70 x 84 in.; made, cleaned and finished perfectly especially for the Robert Simpson Co., only the best Saxony wool being used. 65 pairs at sale price, Thursday, pair \$4.55.

32-INCH FINE NAVY BLUE FLANNEL 28c YARD.

Made from beautiful, soft, double and twist yarns; free from ribs or burrs, and best pressed finish; plain or twilled, for men's shirts, underclothes, etc. 360 yards at sale price, Thursday, yard 28c.

Great Wall Paper Selling on the 5th Floor

3,950 rolls Imported Parlor and Dining Room Papers, 1909 and 1910 stock; clearing oddments in room lots; good colorings and artistic designs. Regular to 35c, Thursday 17c; regular to 50c, Thursday 17c; regular to 75c, Thursday 25c.

(Wall Papers, Fifth Floor.)

HIGH-CLASS PARLOR AND DINING ROOM PAPERS.

The latest brown, grey, green, champagne, ivory, old rose, china blue and tabac shadings, in two-tone or two-color effects, imported and foreign papers.

1910 Parlor and Dining Room Papers. Price per roll 35c, 50c, 75c, \$1.00, \$1.50, \$2.50.

New Japanese Grass Cloths, for dining rooms, green and brown or white. Per yard 50c.

New Japanese Leathers, Jap metallic leather effects. Per yard \$1.00, \$1.50.

Groceries

2,000 lbs. Dairy Butter, in prints, per lb. 23c.

Pure Cider Vinegar, XXX, per gallon 25c.

Pure Pickling Spice, finest quality, per lb. 18c.

Mustard, in bulk, per lb. 20c.

Salt, in 5-lb. bags, 3 bags 14c.

Choice Sugar Cured Ham, half or whole, per lb. 20c.

Maita Vita Breakfast Cereal, 3 packages 25c.

Choice Red Salmon, ½-lb. flats, 3 tins 25c.

Maggi's Soups, assorted, 6 packages 25c.

Quaker Oats, large package 23c.

Finest Split Peas, 8 lbs. 25c.

Scott-Taylor's Worcester Sauce, 3 bottles 25c.

Telephone direct to department.

35c ASSAM TEA 28c.

300 lbs. fine, rich, full bodied Assam Tea; a 35c tea anywhere. Thursday, per lb. 28c.

Men's New Fall Suits \$9.95

MEN'S FANCY WORSTED SUITS.

Regular Prices \$15.00, \$16.50, \$18.00 and \$20.00, to Clear Thursday at \$9.95.

These suits are made from high grade imported English worsteds, in a large assortment of all the new shades, including grey and brown tone, with neat self and fancy colored stripes and checks; cut from the latest 3-button single breasted sack model, with hand-moulded shoulders and lapels; carefully tailored in every way, and finished with all quality linings and trimmings. Sizes 33 to 44. To clear Thursday at \$9.95.

MEN'S RAINCOATS.

Men's Waterproof Coats, made from an imported English paramatta cloth; guaranteed thoroughly rainproof, in a rich olive fawn shade; cut single breasted motor style, with neat Prussian collar, fastened across the throat with tab, and with wind protectors in sleeves. Sizes 36 to 46. Price \$10.50.

Fine quality English Paramatta Automobile or Waterproof Coats, in a handsome fawn shade; cut large and roomy, in the popular single breasted style, with raglan shoulders and neat Prussian collar, finished with wind straps on sleeves. Sizes 36 to 46. Price \$15.00.

BOYS' REEFER COATS.

Regular Prices \$4.50, \$5.00, \$5.50 and \$6.00, to Clear Thursday at \$3.95.

Boys' Reffer Coats, made from a fine quality English covert cloth, in a rich fawn shade; also English and Scotch tweeds, in grey and brown shades, with neat fancy colored stripes and checks; cut double breasted style, with double row of fancy metal buttons. Sizes 4 to 10 years. To clear Thursday at \$3.95.

Woollen Apparel Men Should See Thursday

In our large department devoted especially to Men's Wear (main floor, Richmond street). Underwear in silk or fine wools from England; sweater coats, hand-made, from the best of soft, warm wools. Here's a few examples for price consideration:

Pure Wool English Flannel Shirts, \$2.00 and \$3.00.

Silk Underwear, salmon shade, \$3.50, \$4.50, \$5.00 and \$6.00.

Silk Combination Suits, fall weight, \$3.00.

Natural Wool Underwear, \$1.00 to \$2.50.

Silk and Wool, our own special make, \$2.50.

Sweater Coats, 3-ply wool, without collar, \$3.00.

Sweater Coats, 3-ply wool, with collar, \$3.50.

Sweater Coats, Simpson's Special, 5-ply wool, \$5.00.

New Hats for Men

Men's Derby Hats, newest shapes, in Christy's famous English make, up-to-date hats, in good grade fur felt. Special at \$2.00.

King Brand Stiff and Soft Hats, all the popular English and American styles; newest colors and in black. Special at \$2.00 and \$2.50.

Men's and Women's Gloves

Men's New Gloves, for present and fall wear, English made, tan cape leather, dome fastener, appear like, Boston thumb; the correct street glove; all sizes. Special Thursday, pair \$1.00.

\$1.75 LONG KID GLOVES 89c.

Women's Undressed Suede Finished Real French Kid Gloves, 12-button length; black only; this lot is a clearing from a large French maker; mousquet, lace opening at wrist; silk point on back; all sizes, in black. Regular \$1.75. On sale Thursday, pair 89c.

Glass and Chinaware

Rich Cut Glassware, 8-inch fruit bowl, deep shape, new sunburst design; every piece a wealth of sparkling color. 36 only for Thursday's selling, \$2.95.

Fish Globes, 2-pallon size, best quality annealed glass, polished bottoms. Thursday \$50.

China Candlesticks, neat designs. Underpriced for Thursday, 15c.

Cups and Saucers, breakfast size, cerise band, gold lined, best English china. Thursday \$1.90 doz.

Dinner and Tea Service, for 12 persons, beautiful Oriental designs, on a full porcelain body; all pieces gold trimmed. A decisive value for Thursday's special \$9.91.

102-piece Dinner Set, high grade Austrian chinaware, dainty rosebud festoon, floral design, best gold decoration. Thursday \$25.00.

Brass Kettles, ebony handles, 99c.

Men's and Women's Hosiery

\$1.00 SILK HOSE 59c.

Women's Pure Thread Silk Ankle Hose, with lisle thread top, lisle sole, heel and toe, imported; black, tan only. All sizes. Regular \$1.00. On sale Thursday, pair 59c.

Women's Plain Black Cashmere Hose, English made; smooth, even yarn, fast dye; medium weight for fall wear. Regular 30c. On sale Thursday, pair 23c.

Boys' and Misses' English Cape Leather Gloves, tan; the correct weight and style for present and fall wear; one dome fastener; plique sewn seams. Regular 75c and 85c. On sale Thursday, pair 59c.

38 SOCKS 12½c.

Men's Lisle Thread Socks; the lot consists of broken lines from our regular stock; in plain colors, fancy patterns and black; all sizes. Regular 35c. On sale Thursday, pair 12½c.

From Independence Hall, Philadelphia

"Independence" Arm Chair, a reproduction in solid mahogany from the original model now in Independence Hall, Philadelphia. The craftsmen guarantee this as an exact copy in wood, color and carving. Price \$91.00.

Home Writing Desk Chair, in "Sheraton" mahogany, upholstered seat and back; has all the beauty of the "Sheraton" with the ease and comfort of the modern desk chair. Price \$69