



**A Smart Exhibition**  
 "I wonder where she got it?"  
 "Probably in New York or Paris!"  
 In these, or similar words, local women are accustomed to discount the efforts of their own stores, whenever they see a woman who is particularly well turned out. If you come to our second or third floor we are prepared to show you a "little Paris" that might well be the outfitting headquarters for every well-dressed woman in town, and as for value-giving, the items mentioned here will show you at a glance that they're well worth coming for, early Saturday morning.

**One Hundred Simpson Hats at \$5.00**  
 Never has our millinery business started in so early in the season and with so much vigor as at the present time. It means that our milliners are kept very busy turning out a large number of new hats every day, and those who visited our showrooms a few days ago will have plenty to see that has never been shown before. Many cases of untrimmed hats also come in from New York, and one big special line of 100, trimmed by our experts have been prepared to sell at one price Saturday, \$5.00.

**Three New Net Waists—Unusual Values**  
 100 Rich Black Net Waists, lined with heavy silk, front beautifully silk embroidered, in exclusive design, wide tucks, and trimmed with large silk braided buttons, new shaped sleeve, tucked and lace edging. Saturday special \$2.95.  
 A Smart Tailored Net Waist, front opening, wide tucking back and front, box pleat, collar and cuffs; have a dainty edging of silk soutache, black, navy, grey, white or ecru, silk lined; all sizes in each lot. Special value \$2.49.  
 100 New Waists of lovely all-over lace, mounted on heavy silk lining, white or ecru, dainty yoke and front of Irish lace motifs, new fitted sleeve. Sizes 32 to 42. Saturday special \$5.25.

**Just 125 of These New Fall Suits for Women**  
 See the Materials and You'll Say They're Worth \$25.00—To-morrow \$15.00  
 These were designed by our own designers, and made by our own workmen. They are all made of Canadian tweed and stripe broadcloth, and of quality usually put into \$25.00 suits. The manufacturer of these cloths had some lengths of overcoats to clear, so we bought them at a price, and had them made up. These suits are up-to-date in every respect. They are smartly tailored, in assorted colors. Coats are single breasted style, fastened with bone buttons; lined throughout with silk serge; some have in-laid collars; skirts are made up in the appropriate tailored fashion; some have closely laid side pleats; back has inverted pleats; others the plain straight effect. Sizes 32 to 42. Special price \$15.00.  
 An Up-to-date Raincoat, made in a fine rubberized material; colors green and grey striped; full length; lined across shoulders; semi-fitted back; trimmed with buttons; single breasted front; wide adjustable collar and revers, which are neatly trimmed with black taffeta, and may be buttoned high or turned back; sleeves tailored and finished, with a silk trimmed cuff to match collar. \$15.00.

**Fashionable New Furs at Low Prices**  
 WOMEN'S FURS.  
 Alaska Sable Muffs, large empire shape, made from fine full furred natural skins, best down filling, satin lined, with silk wrist cord. Regular value \$14.50. Saturday \$12.95.  
 Black Belgian Hare Sets, stole and muff; this fur is the nearest approach to black lynx of any fur sold. Stole has wide shoulder effect, finished with heel and brush. Muff is large rug shape, with head and brush. Both are lined with good black satin. Regular \$9.00. Saturday, per set \$6.50.  
 Mink Marmot Scarfs, finished with three paddle shaped ends; a suitable neck piece for early fall wear; satin lined, has steel clasp for fastening. Regular \$4.50. Saturday \$2.75. Muffs to match, empire shape, \$4.50.

**Women's Fall and Winter Underwear**  
 Visitors to the city will make no mistake if they take home a full season's supply of this Fall and Winter Underwear. Extraordinary value is represented in every garment, and every piece is guaranteed to give satisfaction or it will be replaced free of charge. We have two thousand garments ready for Saturday selling. Phone orders filled.  
 Women's "Excela" Vests and Drawers, fine white ribbed wool, unshrinkable, medium weight. Vests high neck, long or short sleeves, button front. Drawers ankle length, both styles. Sizes 32 to 38 bust measure. Our special price 75c each.  
 Women's "Queen Quality" Vests and Drawers, fine ribbed wool, unshrinkable, light winter weight, high neck, long or short sleeves, button front. Drawers ankle length, both styles. Sizes 32 to 38 bust measure, 75c a garment; \$1.00 to 44 bust measure, \$1.00 each.  
 Women's "Velva" and "Bestyette" Underwear, vests and drawers, light weight wool, finished white cotton, fine ribbed, unshrinkable. Vests high neck, long sleeves, buttoned front. Drawers ankle length, open or closed styles. Sizes 32 to 42 bust measure. Saturday, a garment, 35c.  
 Women's Fine Imported Underwear "Stralian" brand, vests and drawers, fine heavy plain, natural or white wool, unshrinkable, vests high neck, long sleeves, button front, shaped. Drawers ankle length, both styles. Sizes 32 to 42 bust measure. Our extra special low price \$1.00 a garment.

**A Dollar a Pair Saved on These Corsets**  
 No less than six hundred pair of high class Corsets have been secured as a Saturday offering at about half their regular price. One of those buying instances that have made this department famous for extraordinary value giving. Every pair represents one of the newest fall models. Secure a pair for fitting your new gown over. Phone orders filled if given before noon.  
 600 pairs "Royale" Corsets, three fashionable and stylish models, fine white French coutil, medium bust, long below waist, deep unboned skirt, with four garters, finest rustproof steels, four wide side steels, moire ribbon and lace trimming, draw cord in bust. Sizes 18 to 26 inches. Regular value \$2.50 pair. Saturday, a pair \$1.50. (Second Floor, Yonge Street.)



**This Store will be Open To-morrow from 8 a.m. to 5.30 p.m.**

Thousands of city visitors are accustomed to reserve the last day of the Exhibition for "a good day's shopping." A careful perusal of this page will show you that we have spared no pains to make this last day most pleasant and profitable for you. If you haven't seen our store decorations take this opportunity, and you'll be rewarded by enjoying what visitors and citizens alike pronounce to be a most appropriate and artistic exhibition.

**These Values are Making Our Blanket Sale Hum!**

(Second Floor, Yonge Street.)  
**\$4.80 ALL-WOOL BLANKETS \$3.95.**  
 Pure white wool, only long Canadian fleeces used, thoroughly scoured, free from any rough substances; beautiful soft, lofty napping, assorted borders, 3 lbs. 68 x 88 inches, for double beds; seldom such a saving opportunity on such first-class blankets. Sale price Saturday, pair \$3.95.  
**\$3.30 WHITE UNSHRINKABLE WOOL BLANKETS, \$2.98 PAIR.**  
 66 x 82 inches, a good large size, a little cotton mixed into these, but that doesn't affect the wear, and adds to their washing value; full downy napping. Sale price Saturday, pair \$2.98.  
**ALL-OVER NOTTINGHAM LACE PILLOW SHAMS,** 18c EACH.  
 300 pieces, splendid all-over designs, scalloped all around, 29 x 29 inches. Be sure you get one of these. On sale Linen Department, upstairs, each, Saturday 18c.  
**150 ONLY EXTRA QUALITY TABLE CLOTHS, \$1.98 EACH.**  
 Full satin damask, and as white as snow. We warrant them to be all pure linen; 2 x 2 3/4 yards; delightful new bordered designs; fine, durable cloth. Each, Saturday \$1.98.  
**50 IRISH EMBROIDERED BED SPREADS, \$2.95 EACH.**  
 Beautiful Irish embroidery work, and some very dainty drawn work; large enough for a full double bed; rich designs; as the quantity is small, come early. On sale Linen Department, upstairs, each, Saturday \$2.95. (Phone direct to Linen Department.)

**Arrival of the New Cotton Challies**

43 different designs and colorings; all copies of the best French goods.  
 Special showing on second floor, dainty Paisley and Persian designs, in cotton, printed challies; 28 inches wide; grounds of white, navy, red, pink, sky, mauve and green. Special price 17c.

**Trimmed Window Shades at a Low Price**

(Fourth Floor.)  
 1,000 Shades on sale Saturday at a price bound to make an immediate sensation, every shade is made in good quality oil opaque, medium and dark green or cream, 5 feet long, 27 inches wide, trimmed with insertion, lace or fringe, mounted on high grade spring rollers, complete with brackets and pull. Ordinarily are worth 75c. Special price Saturday 39c.

**500 English Tapestry Rugs**

Brand new goods, direct from the most important British mills; a score of designs to select from, and they are all useful colorings, including greens, fawns, browns, reds, and good combinations of various colors; the sizes quoted below are reduced for Saturday selling:  
 2 x 3 ..... 6.99  
 3 x 3 ..... 7.99  
 3 x 4 ..... 8.99  
 3 1/2 x 4 ..... 10.99  
 4 x 4 ..... 12.49



**Our New Wall Paper Dept.**

Quite recently our Wall Paper Dept. has been moved to the 5th floor, where we have better facilities for displaying a fine new stock. Come and sit here for an hour and have all the best and newest papers turned over for you. Here are a couple of specially priced lines for to-morrow.  
 3,600 rolls Imported Papers, for dining rooms and parlors, in greens, blues, browns, fawns, cream and their blendings. Regular to 50c. Saturday 11c; regular to 50c. Saturday 21c; regular to 75c. Saturday 31c.

**Groceries.**

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 26c.  
 Peas, 25c.  
 Leaf Sugar, 4 lbs. 25c.  
 Choice Red Salmon, Embroidered Brand, per tin 15c.  
 Macaroni's, 5 lbs. Pickles, assorted, pint bottle 22c.  
 Imported French Peas, Moyens, per tin 12c.  
 Clark's Pork and Beans, in Chili sauce, 5 lbs. tin 12c.  
 Shirriff's Marmalade, 2-lb. jar 25c.  
 Canned Lobsters, new pack, 1/2-lb. tin 20c.  
 Heather Brand Cocoa, 1/2-lb. tin 20c.  
 Pure White Clover Honey, per section 24c.  
 Fancy Mixed Biscuits, 2 lbs. 25c.  
 Telephone direct to department.

**\$2 Black Sateen Wrappers \$1.59**

100 only Women's Black Mercerized Sateen Wrappers, beautiful lustrous finish, pleated back, yoke effect front and back, with frill over shoulder, buttoned cuffs, full cut skirt with deep flounce. Sizes 34 to 40. Regular \$2.00. Saturday \$1.59.

**Girls' New Fall Dresses**

Stylish Dresses for girls are here in great variety; made in the materials you would naturally select if you intended making them at home. We saw you all the selecting of style and sewing worries. Come for these Saturday.  
 Girls' New Fall Dresses, for home and school wear, four pretty styles in fancy colored plaids and black and white shepherd check effects, trimmed with plain materials, braids and buttons; all the wanted colorings to select from; waists lined; all good long wearing warm dresses. Sizes 6 to 14 years. Saturday all one price \$1.50 each.

**Another Big Sale of Boots Saturday**

Nearly three thousand pairs, delayed in shipment will be put on sale at 8 o'clock. Your neighbours got theirs last Saturday. Don't miss yours to-morrow.

**FOR WOMEN.**  
 180 pairs Women's Queen Quality Boots, high grade, selected patent coltskin, with black suede, dull matt calf or black cravenette tops, button style, neat plain toe, no toecap, Goodyear welted sole, high New York heels, A, B, C, D and E widths. Sizes 1 1/2 to 7. Regular \$5.00 value. Saturday, 8 a.m., \$2.49.  
 180 pairs Women's "Queen Quality" Boots, in fine vicil kid or patent coltskin, dull matt calf Blucher tops, flexible sole, Cuban heel, both dressy and easy fitting, A, B and C widths; all sizes 2 1/2 to 7. Regular \$5.00. Saturday \$2.49.  
 240 pairs Women's "Queen Quality" Boots, selected patent kid, dull matt tops, straight lace style, flexible sole, Cuban heel; all sizes and widths. Regular \$5.00 value. Saturday 8 a.m., \$2.49.  
 240 pairs Big Girls' Boots, made at the "Queen Quality" factory, vicil kid and dull gunmetal leathers, dull calf and kid, Blucher tops, medium heavy soles, low heels, an extra good fitting boot for school wear; all sizes 1 1/2 to 7 1/2. Regular value \$3.00, \$3.50 and \$4.00. Saturday, 8 a.m., \$1.99.  
 400 pairs Women's Boots, made of fine Dongola kid leather, dull matt calf uppers, Blucher style, medium heavy walking weight soles, low military or high Cuban heels. Sizes 2 1/2 to 7. Regular value \$3.00. Saturday 8 a.m., \$1.99.  
**FOR MEN.**  
 600 pairs Men's Boots, in box calf, patent colt, tan Russia calf, vicil kid and gunmetal leathers, Blucher and lace style; some are leather lined, medium and heavy soles; the samples are in size 7 only, and floor stock all sizes 6 to 11. Regular value \$4.00, \$4.50 and \$5.00. On sale Saturday 8 a.m., \$2.49.  
 300 pairs Men's Leather Lined Boots, made of heavy winter calf leather, double soles, Goodyear welted, Blucher style; a neat boot that will stand lots of scuffing and bad weather; all sizes 6 to 11. Regular value \$3.50. On sale Saturday \$2.49.



**"I've never seen you look so well as you do in that Suit, Billy."**

Now this will be a great satisfaction to William, even if he "went broke" for that suit. But what we want to emphasize is that there's no need of going broke to secure the very best appearance. A man who wears well-bought and well-made clothes is a cleverer man than the one who wears well-made clothes regardless of the cost. To-morrow morning we will give men who are good judges of clothes-value a chance to "look their best" at a most reasonable price.

After the Big Exhibition business there are dozens of broken lines and odd sizes in good suits that may be picked up to-morrow for dollars less than usual.

**BROKEN LINES AND ODD SIZES.**

Regular Prices \$15.00, \$16.50, \$18.00 and \$20.00, to Clear Saturday at \$11.95.  
 Men's Extra Quality English Fancy Worsteds Suits, in the new grey, brown and greenish tones, with neat self hairline and fancy colored thread stripes; cut from the latest three-button single breasted sack models; carefully tailored, with close fitting collars and long, shapely lapels; finished with fine quality linings and trimmings. Sizes 34 to 44. To clear Saturday at \$11.95.  
 Men's Paramatta Waterproof Coats, an imported English material, guaranteed thoroughly waterproof, in a rich fawn shade; cut in the latest single breasted motor style, with neat Russian collar and wind strap on sleeves. Sizes 36 to 46. Price \$8.50.

**MEN'S WATERPROOF AND FALL OVERCOATS.**

Men's English Black Chevrot Fall Overcoats, a smooth, soft finished material; cut in the latest single breasted Chesterfield style, with well built shoulders and broad chest effect; lined throughout with good quality linings; splendidly tailored and perfect fitting. Sizes 36 to 44. Price \$10.00.  
 Boys' English Fancy Worsteds Reever Coats, in a black and white shop-herd check; cut in the latest double breasted style, with black velvet collar and double row of fancy buttons, finished with black silk ornament on sleeve. Sizes 3 to 9 years. Price \$5.00.

**BOYS' SUITS AND REEFER COATS.**

Boys' English Worsteds Finished Tweed Three-piece Suits, in a rich brown striped pattern, with neat fancy colored thread stripes interwoven; cut in the latest double breasted style, with broad shoulders, and neat shaped lapels, lined with fine quality twill mohair. Sizes 29 to 33. Price \$5.00.  
 Boys' Two-piece Suits, made from a handsome dark grey Bannockburn tweed; cut in the popular double breasted style, with yoke fronts, loose box pleats and belt; pants bloomer style, with strap and buckle at knee, and belt loops. Sizes 26 to 28, \$5.75; 29 to 32, \$6.75.

**The Best We Know—Our Own Brand of Underwear**

"Body Guard" Natural Wool Underwear, in winter weight; made of fine and soft Australian wool, beautifully made, and comes in the light natural shade; double breast, well sized. We have registered this trade mark, and every garment bearing this brand is guaranteed. Saturday special price per garment \$1.50.  
**TARTAN FLANNEL SHIRTS.**  
 A Pure Wool Flannel Shirt, in tartan shades of green, blue and red, neat designs; made with a reversible collar; every seam is strongly double stitched; these shirts are made specially for us from our own materials, and are equal to those sold at \$2.50 and \$3.00 elsewhere. Saturday \$2.00 each, or 3 for \$5.50.

**Neglige Shirts 79c**

2,500 Men's Neglige Shirts, made by a well-known manufacturer, to go at a price away below cost; some of these shirts are slightly counter soiled, others are perfect in every way; in the lot there are all the best makes of materials and the newest designs. The regular prices of these shirts are \$1.00, \$1.25 and \$1.50. Saturday 79c.

**MEN'S WOLSEY SPECIAL.**

Men's Wolsey Underwear, shirts or drawers, made in the double breast and double back style, and fasten on shoulder and down side, making it practically wind proof; these goods are the best for wear and comfort, and the price we are selling these at this year is cut very fine; all sizes. Saturday \$2.00 garment.

**Six Hundred Men's Hats 95c**

600 Men's Derby and Soft Hats, samples and balances of lines, fine English and American fur felt, newest fall and winter styles; colors in Derby hats black and brown; in soft hats grey, slate, fawn, brown and black. Regular prices \$1.50, \$2.00 and \$2.50. Saturday 95c.  
 Men's and Boys' Caps; all the newest shapes in golf, bulldog, variety and motor styles; fine tweeds, worsteds and serges. Specially priced at 25c, 35c and 50c.

**This Fine Mission Desk \$4.95**

Just Fifty Like This to Sell To-morrow Morning  
 50 Secretary Desks as illustrated, made of solid oak, mission finish, good writing space, and compartment for stationery. Drawer trimmed with wooden knobs. Saturday \$4.95



The Robert SIMPSON Company Limited