

H. H. FUDGER
President.
J. WOOD,
Manager.

THE
ROBERT

SIMPSON

COMPANY
LIMITED

—Probabilities—
Northwesterly gales; occasional
showers or thunderstorms.

THE
ROBERT

SIMPSON

COMPANY,
LIMITED

MONDAY,
OCT. 11.

The Simpson Suits Are Marching Fast

HAVE you selected your suit yet? Every day you postpone your decision is a day lost in the satisfaction of looking your best at a fine weather time of the season, when a new suit shows to best advantage.

We want to impress upon you the advisability of choosing your color and size from these \$23.50 suits particularly. We have only a limited quantity of them, and if the demand is going to exceed the supply we would like to know it in time to order more.

They are beautifully tailored, simple, lady-like and superior. They resemble made-to-order garments of much higher prices in their finish and in their quality of cloth.

Material is all-wool Panama, of fine quality; colors are navy, wisteria and black; style is strictly tailored long coat, lined with silk serge, cut-away front, mannish collar, panel effect on sides, trimmed with buttons, skirt made with pleated side gores. **23.50**

LADIES' DRESSES, \$13.50.
Ladies' stylish dresses, of fine quality all-wool Panama; colors are navy, black or wisteria; semi-fitting, buttons on front at left side, the new pleated skirt cut very full, trimmed with novelty buttons down front, \$13.50.

LADIES' IMPORTED COATS, \$25.00.
A very special collection of Tweed Coats, in an assortment of the latest colorings of grey, green, fawn or brown mixtures; made in the newest designs with semi or full backs, double-breasted fronts; some have belts, large mannish shawl collars, some trimmed with contrasting colors, these are suitable for driving or motoring during the cool evenings. Price only, \$25.00.

VOILE SKIRTS, \$12.95.
Ladies' Handsome Skirts, of crisp all-wool voile, fine mesh; comes in black only, is in a pretty semi-pleated style, panel front, tab effects on side gores, which are pleated and trimmed around bottom with one wide and two narrow folds of taffeta, \$12.95.

\$1.98 to \$2.95 Waists for \$1.49



DO you know we have the largest collection of really nice waists in town?

Seeing is believing.

200 Waists, a clean-up of lines that are almost sold out, gathered into one fold and one price.

White Handkerchief Linen Waists, with embroidered fronts, tucked sleeves and shoulders, lovely embroidered Lingerie Waists, in various designs, best quality Scotch zephyrs and ginghams, in blue, green, mauve, tan and brown, and many other dainty little waists too numerous to mention. Laid out on tables facing elevators, on Tuesday, at \$1.49.

Queenly Broadcloths Tuesday \$1.19 Per Yard

Glove and chamois finishes, guaranteed unspottable and thoroughly shrunken. We have the new autumn shades in delightful variety—weights for suits, long coats and dresses. / This broadcloth is manufactured from a fine quality of Botany wool, and is specially dyed for this store to our own selection of shades. See these rich cloths on sale Tuesday. We profit by comparison; 52 and 54 inches wide. Per yard, \$1.19.

EXCLUSIVE PASTEL BROADCLOTHS.

The most brilliant assortment of these popular fabrics, in the soft evening wear shades, you have ever seen. Broadcloths are fashion's favorites for stylish gowns, opera cloaks, etc.; no other material has got that distinguished appearance, which is so noticeable in our broadcloths. Over fifty beautiful shades to select from; 52 inches wide. See special display, Yonge Street windows. Tuesday, per yard, \$1.50.

New Black Silks

RICH qualities of Black Silks in the new cord moire and velours effects, weaves for coats, suits, dresses, trimmings, etc. An unusual large display on Tuesday. Rich black moire handsomely watered, fine black, 21 inch, at \$1.50 yard.

Moire Antique, large design, richly watered, all silk, 21 inch, \$1.25 yard.

New Black Corded Silks, in the new weaves, such as faille duchesse, faille altese, Ottoman, Bengaline, cotele and poplin; beautiful rich blacks, very stylish, 21 inch, at 75c, 85c, \$1.00, \$1.25 and \$1.50 per yard.

32 inch, at \$1.25 and \$1.50 yard.
36 inch, at \$1.50 yard.

More Women's and Girls' Underwear Underpriced

ANOTHER surprise in Women's and Girls' Fall and Winter Underwear for Tuesday. We are offering the slightly imperfect stock from the "Watson" Mills, at a third less than the regular price, too. The small imperfections in no way affect the wearing qualities or appearance of the goods. On sale Tuesday.

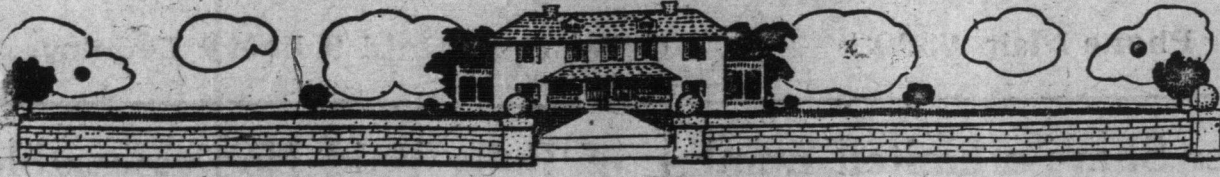
Girls' Vests and Drawers, natural ribbed cotton, fleece lined, vests, high neck, long sleeves, drawers ankle length, sizes 2 to 12 years, regular prices 50c to 50c each. Tuesday each, 25c.

Women's Vests and Drawers, heavy white ribbed cotton, vests high neck, long sleeves, button front, pearl buttons, draw-

ers ankle length, both styles, sizes 32 to 38 bust, regular price 50c each. Tuesday, each, 25c.

Women's Union Suits or Combinations, fine ribbed wool, white or natural, high neck, long sleeves, button front, ankle length, unshrinkable quality, sizes 32 to 40 bust measure, regular price \$1.50 and \$1.75 each. Tuesday suit, 95c.

The Artistic Quality of "Colonial Casement Cloths"



This store has a greater assortment of these Marshall Field Casement Fabrics than any other store in this country

THERE is a distinctive decorative quality about these fabrics, in design, in drawing and in color—a character which you will recognize best without one of them before you when we compare them with the most tasteful of the Stencilled Curtains of to-day. The designs are conventionalized plant and flower forms, quaintly and simply expressed. The colors are printed in flat tints mostly, although some of them show degrees of shadow. The tones are soft and mellow, although the effect may be clear cut and definite enough if you are seeking strong effects.

The cloth itself, though inexpensive, being made simply of fine white or ecru cotton and scrim, lends nevertheless a considerable proportion to the beauty of the result. Ask to see our Colonial Casements when you are in the store to-morrow. 25c and 30c a yard.

The Extra Worth of Our \$11.95 Brussels Rug

WE claim that rugs of equal wool and inferior design are selling right now in this city for fifteen dollars.

We claim that rugs of inferior wool and stale design are selling right now in this city for no less than we charge for a good, honest Brussels rug of fresh, attractive colors and up-to-date pattern.

We claim that our \$11.95 Brussels—"nine-by-ten-six"—is exceptional, and we want to show you.

Four frames, high wire. Two different patterns.
Four to six colors in each rug. 9 feet by 10 feet 6 inches.
Five different combinations of color. \$11.95.
A larger size can be supplied at a slightly increased price proportionately low.

The October China Sale



ALL day long the crowds thronged the basement on the opening days of the sale. No one was disappointed. Everybody exclaimed at the wonderful cheapness and the abundance.

To-morrow we add more goods under-bought from the reserve supply, and the sale goes ahead as voluminously as ever.

Fancy China Sugars and Creams, Teapots, Syrup Jug and Plate, Hatpin Holders, Cake Plates, Powder Boxes, Hair Receivers, Manicure Trays, Cups and Saucers, Cream Jugs, Salad Bowls, etc. Regular up to 35c. Tuesday, 18c.

Fancy China Jardiniere, Cake Plates, Celery Trays, Fern Pots, Combs and Brush Trays, Cheese Dishes, Biscuit Jars, Chocolate Jugs, Handled Trays, Jugs, etc. Regular up to 75c. Tuesday, 35c.

Beautifully Decorated Nippon China Sugars and Creams. Regular \$1.50. Tuesday, 75c.

Japanese Chocolate Jugs, two pretty decorations. Regular \$1.25. Tuesday, 75c.

Celery Trays, floral decoration on a deep cream ground. Regular 85c. Tuesday, 49c.

OCTOBER PRICES IN THE CUT GLASS SECTION.

Footed Berry Bowl, beautifully cut 9-inch ornate bowl on cut star base. Regular \$15.00. Tuesday, \$8.95.

Ice Cream Trays, round shape. Regular \$22.50. Tuesday, \$10.00.
Ice Tub or Nut Bowl. Regular \$3.00. Tuesday, \$4.50.
Mustard Pots. Regular \$3.00. Tuesday, \$1.50.

BEAUTIFUL BRASSWARE, ALSO.
Brassware marked at October sale prices.

Bedroom Candelsticks, Tuesday, 35c, 50c, and 75c.

Candelsticks, Tuesday, 50c, \$1.00 and \$1.25 pair.

Oval Fern Pots, with lining, Tuesday, \$1.00, \$2.00 and \$2.25.

Round Fern Pots, 35c, 50c, 75c, \$1.00, \$1.50 and \$2.25.
Jardiniere, Tuesday, 75c, \$1.00, \$1.50, \$2.00, \$2.50, \$3.00, \$5.00, \$7.00, \$9.00 and \$10.00.
Vase, Tuesday, 50c, 75c, \$1.00, \$1.50, \$2.00 and \$3.00.

The Sale of Household Hardware

Autumn Housecleaning time—these saving items should interest every housekeeper in Toronto:

Feather Dusters, 6 inch feathers. Tuesday, 40c.

Feather Dusters, 8 inch feathers. Tuesday, 15c.

Potts' Irons, 2 irons, stand and handle in set; polished set, regular \$1.00. Tuesday, 75c. nickel-plated set, regular \$1.10. Tuesday, 85c.

Ash Sifters, Tuesday, 15c.

Three-coated Enamel Tea Kettles, pit or flat bottom, size 8, regular 70c. Tuesday, 50c; size 9, regular 85c. Tuesday, 60c.

Enamel Rice Boilers (inside boiler four quart), Tuesday, 40c.

Five-foot Step-Ladders, with pail rack, Tuesday, 55c.

Second Floor, Yonge Street.

Sale of "Manufacturers' Table Cloth Seconds"

About 300 Satin Damask Full Bleached Table Cloths in the Lot

THESE are like the only kind of "seconds" we will ever sell "first-class seconds," for you know seconds are of different grades, as well as anything else. Most of these are so near "firsts" that you would perhaps never notice the difference if we didn't tell you. We group them as follows for Tuesday's selling. Come early, for we can't fill mail or phone orders.

Lot 1—2x2 and 2x2 1-2 yards, worth up to \$1.63, each, 95c.

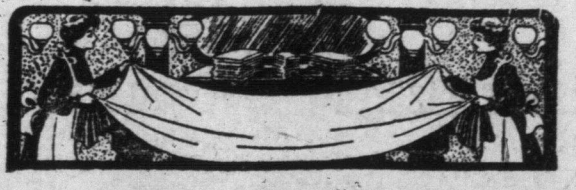
Lot 2—2x2, 2x2 1-2 and 2x3 yards, worth up to \$2.50, each, \$1.47.

Lot 3—2x2, 2x2 1-2, 2x3 and 2 1-4 x 2 1-4 yards, worth up to \$2.70, each \$1.63.

Lot 4—2x2, 2x2 1-2, 2x3, 2x3 1-2, 2 1-4 x 2 1-4 yards, worth up to \$3.50, each \$1.95.

Lot 5—2x2, 2x2 1-2, 2x3, 2x3 1-2, 2x4 and 2 1-4 x 2 1-4 yards, worth up to \$4, each \$2.47.

Lot 6—2x2 1-2, 2x3, 2x3 1-2, 2x4 and 2 1-4 x 2 1-4 yards, worth up to \$4.75, each \$2.95.



Special Sale of Men's Suits

Regular Prices \$13.50, \$14.00, \$15.00 and \$16.50, to clear Tuesday, \$9.95
Men's Suits in Fancy English Worsteds and the finest imported Saxony finished Tweeds, newest Fall shades, single breasted, showing latest features of correct fashion, perfect fitting and nicely finished in every detail, sizes 36 to 44. Regular \$13.50 to \$16.50.
On Sale Tuesday, \$9.95

"Combinations"

"Superior," ribbed natural wool, 34 to 46, suit \$3.00 and \$4.00.
"Superior," heavy ribbed cotton, \$1.50, \$2.50, \$3.00.
"Superior," blue striped mercerized, \$5.00, \$5.50.
"Superior," blue shade with silk stripe, suit \$7.00.
Other makes that are well known and which we stock are "Penmans" 35

A, natural, combination, \$2.00; "Krit-to-Eit," elastic ribbed wools, per suit, \$3.00 to \$7.50; "Mosby's" spun silk, suit \$3.00; "Wolsey's" English natural wools at \$3.50, \$4.00 and \$4.50 suit.
A special showing on Tuesday in our new underwear department for men.

The Victor Boots for Fall 1909



FOR nearly a decade, Victor, the Simpson Shoe for Men, has been winning and keeping friends. At the time the boys came home victorious from the South African war they started it—they've been popular ever since.

This season we have added higher grades to the series, and improved it all along the line. You can buy Victors

now at three different prices: \$4.00, \$4.50 and \$5.00. The \$5.00 boot will compare with anything turned out in the States at a higher figure. The \$4.00 and \$4.50 lines hold their end up just as well in their grades. Victor, as a boot name, means more than ever this season.

Velours calf, box calf and vic kid and patent calf leathers, in Blucher and lace styles, with good sturdy soles, at \$4.00.

Leather lined, box calf, selected vic kid and patent calf, in lace and Blucher styles, at \$4.50.

Special High Grade Boots, copied from Fifth Avenue lasts and styles.

very dressy, for evening, dress and business wear, finest leathers, including patent calf, vic kid, gun-metal and velours calf, at \$5.00.

Our Men's "Victor" Footwear is made in all the popular sizes, widths, lasts and leathers. They are better than ever this season. The prices are \$4.00, \$4.50 and \$5.00.

Queen Quality BOOTS \$4.00, \$4.50 and \$5.00



IN ALL STYLES

You want quality. You want variety and newness. You want them at a fair price. It is instinctive in women to want all these. And all these she gets when she buys "Queen Quality" shoes. Every day we hear, "Your new styles are stunning." And so you'll say when you see them.

Orchestra

Wednesday Noon.
March, The Tiger's Tail.
March, The Thurban.
Entr'acte La Cinquintaine.
Gaiety Marie.
Entr'acte and waltz from "Cupid".
Delibes Salut d'Amour.
Elgar Selection, "Florodora".
Stuart Waltz, Der Romantiker.
Lanner Characteristic, "Amina".
Linck Merry-makers' Dance.
Wednesday Afternoon.
March, Gladiators.
Three dances from Neil Gwyn: — A Country Dance, Pastoral Dance, Merry-makers' Dance.
German Selection, "The Thistle".
Middleton Valse, "Joyous".
Lemaire Selection, Der Freischutz.
Weber Gavotte, Grace and Beauty.
Morse

Grocery Store's List

One car Redpath's Standard Granulated Sugar, 20 lbs. \$1.00.
Finest Jersey Sweet Potatoes, 8 lbs. 25c.
Choice Side Bacon, per meal, half or whole, per lb. 20c.
Ogilvie's Royal Household Flour, 1-4 bags, in cotton 85c.
\$4. Charles Evaporated Cream, 3 tins 25c.
Quaker Oats, large package 25c.
2 lbs. finest Creamed Corn, new pack, 2 tins 15c.
Imported Pure Malt Vinegar, Imperial quart bottle 20c.
Bluebell Jelly Powder, 4 packages 25c.
Fancy Japan Rice, 4 lbs. 25c.
Lemaitre Cartons H. P. Sauce, per bottle 20c.
Telephone direct to department, Main 7841.