MONDAY MORNING

E. SIMIPSON ET

THE TORONTO WORLD.

Closes at 5.30 p.m.

H. H. Fudger, Pres. J. Wood, Manager PROBS. - Basterly windst fait and

OCTOBER 16 1911

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**Tuesday \$8.45** 

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Dear Madam :--198 a time timesar them, I do

Pardon this mode of address, but these clothes concern you personally. We feel it our duty to say that if you buy your winter clothes at the Simpson Store it will be advantageous to your appearance and your reputation as a welldressed woman. Furthermore, your purse will be able to respond to more calls than if you did your shopping elsethe model incompany the server is a server the where.

Fashionable Clothes For Women & Girls

Reasonably Priced Ready-to-Wear

Store Opens 8 a.m.

These "specials" for Tuesday are interesting:

### 250 WOMEN'S SKIRTS AT \$1.95.

There is a variety of cloths and styles, worsteds, Panamas, Vene-tians and tweeds, in black and white checks, black, navy, green and brown; some are braided, others plain tailored; it doesn't matter what we paid for them, but the selling price is usually \$6.50. Tues-Serge Dresses, a one-piece style, in navy blue serge, with trimmed

square collar, and gored skirt, is very stylish. Tuesday ..... 5.00

French Panama, in navy. This is a very serviceable dress. The voke and collar are cream lace outlined and carried to waist line, panelskirt, wide gores; can be had in brown and black, too. Price 10.00 A \$5.00 Skirt, best materials and workmanship; several styles in

Panama; very smart walking skirts, in black and navy. Tues-

Evening Wraps, imported opera flannel, broadcloth finish, pastel shades, a nicely interlined wrap for cold weather; several new styles. 

## Two Interesting Items for the Housefurnisher

There are two items of unusual interest in the Carpet and Rug Department for to-morrow's selling. Specially interesting to those who want a rug. If you saw these you couldn't help wanting, and the price is tempting enough.

Sizes 9 x 9. .... 27.00 Sizes 71/2 x 9. .... 22,50 Sizes 9 x 101/2, \$28 and \$30. up to \$45, according to size. The bare announcement of the second item means the

le immediately.

Formal Display of Winter

ORE NEW HATS! Yes, madam, you have not yet seen what we consider the most charming hats shown this season. They will be on view for the first time to-morrow in our

Millinery Salon. The styles are novel and original, without being too extreme. Hats are still worn so deeply that the ears, the forehead and coiffure are quite hidden. The shapes are very smart; and at the same time practicable.

Beside the high hats, one sees the low flat crowns, picture hats almost, growing more popular every day. Whether trimmed with fur or metallic flowers, these hats will be much

We head this "A good suit," referring to the special one that will interest you. There are 150 altogether, and they are all too good for that \$8.45. Early comers have choice of English worsteds, tweeds and Bannockburns, in grevs, browns and mixtures. Tailoring is excellent, and every suit is a great big bargain. It would be a difficult thing to find a suit at \$15.00 or \$18.00 as smart as one of thes 

**A Good Suit** 

**On Sale** 

Up-to-date "Derbys," made in England of best felt, permanen Soft Hats, in great variety, one of these rough or "scratch-up" finished hats may just suit you; a variety of color and shape is here Tuesday .... 1 50

Men's Hats

Underwear and Pyjamas Pyjamas, Ceylon flannel, in a variety of new designs and color ings, for winter wear; sizes 34 to 44. Tuesday, per suit .... 4.50 Men's Pure Spun Silk Underwear, shirt and drawers: these are made by I. & R. Morley, England, and will give satisfaction, medium weight; sizes 34 to 46. Regular \$4.50. Tuesday, per garment 3.50

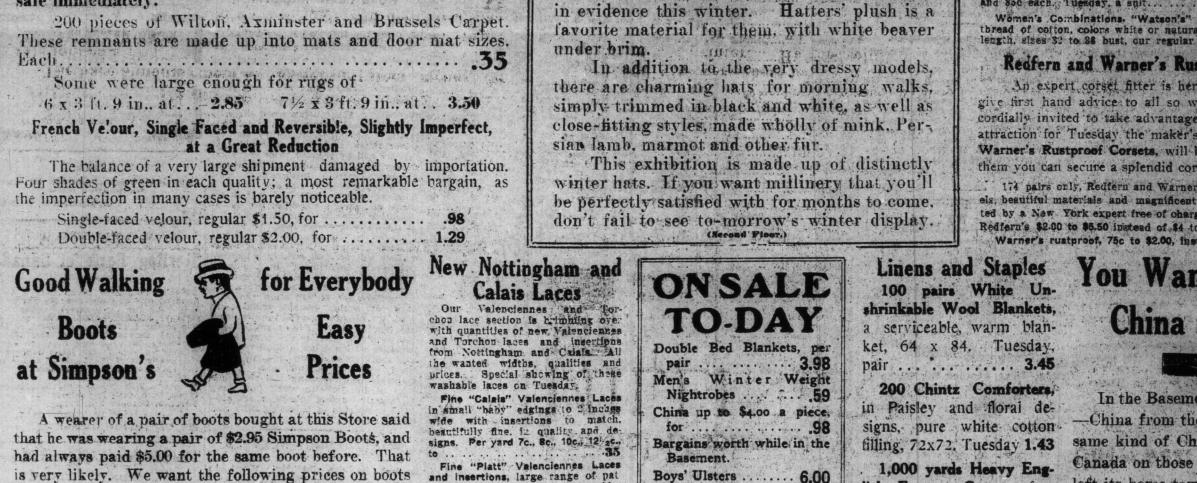
Men's "Wolsey Brand" Natural Wool Underwear; shirts are double-breasted, fine, soft wool, in medium weight; sizes 34 to 44. Regu Tar \$2.50. Tuesday ...... 1.98

# A Saving of One-third on Women's Underwear

Slight imperfections in the weave or small discolorations make a difference between our regular and Tuesday's prices of exactly a third, without in the least detracting from their serviceableness. Phone orders filled while the goods ast. Ask for "Whitewear" if phoning.

Women's Vests and Drawers, "Watson's" guaranteed pure ribbed wool, winter weigh vests, bigh neck, long sleeves, button front, drawers are ankle length, both styles, color white or natural, sizes 32 to 40 bust, regular price always \$1.00 each. Tuesday, each

Women's Combinations, heavy ribbed white cotton, high neck, long of front, ankle laugth, neatly trimmed, sizes 32 to 40 bust measure. Our readers and 85 areas



is very likely. We want the following prices on boots for men. women and boys compared, and would like your unbiased opinion on any one pair after six months' hard wear. The material and workmanship is the best. and the prices are the lowest obtainable.

#### MEN'S GOODYEAR WELT BOOTS AT \$2.49.

match, from 1/2 to 3 inches wide, fine in quality and design, per 1,800 pairs Men's Goodyear Welt Boots, made from box calf, gun metal calf, patent colt, tan calf, tan storm calf and kid leathers; Blucher and butyard 10c., 12/2c., 15c., 17c., to .50 Machine Torchen and Cluny Linen Laces, with insertions, large varton styles, some styles are leather-lined and as waterproof as a leather boot can be made. All sizes, 6 to 11, regular values to \$5. . Tuesday ... 2.49 vard 3c., 5c., 6c., to .. .. .. .25

#### WOMEN'S CUSTOM-GRADE BOOTS.

2.100 pairs Women's Custom-grade Boots, made from patent colt, tan calf, gun metal and Vici kid leathers, Blucher button and lace styles. All 

#### CHILDREN'S BOOTS AT 69c.

All Sizes. 5 to 101/2.

1,500 pairs Children's Boots, solid and strong, for school wear, dongola kid, Blucher patent toecaps, spring heel, heavy solid leather soles, mediun. broad toes, all sizes, 5 to 714, and 8 to 1014. Special price Saturday .. . 69 Phone orders filled.

#### BOYS' \$4.00 BOOTS AT \$2.49.

150 pairs Boys' patent colt boots, with dull matt calf, Blucher tops, Goodyear welt soles, stylish, easy fitting, long wearing, all sizes 1 to 512. regular prices to \$4. Tuesday ..... 2.49 Phone orders filled.

"140 pairs Boys' Boots, black calt leather, Blucher, heavy solid leather 

60 pairs Men's Chocolate Kid Everett style Slippers, easy fitting, good took, five finish, all sizes, 6 to 11, regular \$1.75, Tuesday ..... 1.25 Phone orders filled.

Women's Combinations, "Watson's" unshrinkable, heavy fine ribbed wool, with single tbread of cotton, colors white or natural, high neck, long, sleeves, button, front, and length, sizes 32 to 38 bust, our regular prices \$1.50 and \$1.75 each, Tuesday, a suit 1.40

## Redfern and Warner's Rustproof Sample Cornets-Half-Price

An expert corset fitter is here from the "Redfern" designing 'rooms give first hand advice to all so wishing. Her services are free, and you an cordially invited to take advantage of the opportunity presented. As a doubl attraction for Tuesday the maker's entire line of this season's "Redfern" and Warner's Rustproof Corsets, will be sold at Half Price. If your size is amon them you can secure a splendid corset bargain. Come early.

174 pairs only, Redfern and Warner's Rustproof Sample Corsets, all this season's mo els, beautiful materials and magnificent corsage to choose from. All Redfern models fi ted by a Naw York expert free of charge, sizes 19 to 24 inches only. Tuesday half price Redfern's \$2.00 to \$5.50 instead of \$4 to \$11 a pair.

1,000 yards Heavy Eng-

lish Factory Cotton, free from specks, full yard wide. Tuesday, yard .....9

Huckaback Towels, alllinen, good large size, hemmed or fringed. Tuesday, 100 Pure Linen Table Cloths, extra weight, 2 by 21/2 yards, in new floral designs. Tuesday .... 1.80

#### Provisions

One car Standard Granulated Sugar, 16 lbs. \$1.00. Choice Side Bacon. Peameal, half or whole, per lb. 12. St Charles Milk, 3 tins 25c. Finest Spanish Onions, 7 lbs. 25c. Pure Kettle Rendered Lard; 3-lb. pail 43c: Ogilvie's Royal Household Flaur. 16 host is contact \$20 Output All the Hits from "The Pink pail 43c: Ogilvie's Royal Household Flour. ½ bas in cotton, 82c. Quaker Oats. large size, 23c. Fancy Japan Rice, 4 ibs. 25c. Imported Macaroni, 3 packages 25c. Canned Haddle, Brunswick brand, per tin 10c. Canned Corn. Aylmer brand, 3 tins 25c. Fure Gold Quick Taploca Cho-colate and Custard Powder, 3 pack-ages 25c. Finest Mild. Cheese, per 1b. 16c.

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In the Basement is a magnificent collection of China -China from the East and China from the West; the same kind of China that our ancestors brought out to Canada on those long; tedious voyages, and China that left its home town in Germany or France or England less than a month ago. But at present the most interesting thing in the Basement is

## THE CHINA SALE

It lasts such a little while longer, and it offers you such fine buying opportunities. For instance :--

200 pieces Bric a Brac and Art Pottery Wares, comprising, - Douite Rose Bowls, Vienna Bon Bon Disnes. Royal Munich Steins, Ampho Wares, Wedgwood Marmalades, Flemish Vases, Nippon Fern Pots, 14.ple Chocolate Sets. Regular to \$6.00, Sale special

50 only, Hand Painted Fruit and Service. Plates. Half price, Tues-

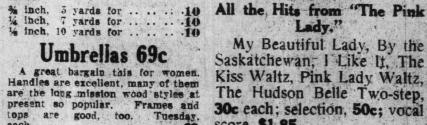
4 Marble Pedestals. Regular \$20.00, sale price ..... .... \$10.00

Wedgwood & Co., Ltd., White and Gold Dinner Sets, complete for L 

20 pieces Rich Cut Glassware. Fruit Bowls, Lemonade Juge Vases, Decanters, etc. Regular to \$40.00, Sale special

100 doz. Table Tumblers, dainty cut glassware: Regular \$6.00, Tuesday, 3.00 

30 doz. Large Brass Jardinieres, slightly damaged. Regular to \$7.90, to 



each \*\* \*\* \*\* \*\* \*\*

with insertions to match, new de-signs in widths, from 1/2 inch to 7

inches, per dozen yards, 15c., 20c.

Belgium Hand-made Linen Tor

Laces, with insertions to

of patterns and widths, per

Ribbons

A splendid 6 inch silk Taffeta Ribbon, full range of colors, special-

ly adapted for hair bews and

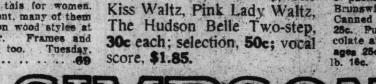
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Portieres a n d Window

Hangings .... Half Price