

SIMPSON'S

Store Closes 5:30 p.m.

Closes at 1 o'clock Saturday

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

Probabilities Light winds; little higher temperature.

SIMPSON'S



SIMPSON'S ATTRACTIONS FOR THE OPENING DAY

Monday -- The Day of Our Millinery Opening

Among the events of general interest which cluster about our great annual fair, none is more eagerly expected or more enthusiastically appreciated by women than this Store's Autumn Millinery Opening. For years Simpson's opening has been the authentic and authoritative millinery pronouncement for the season, and recent continental arrangements have enabled us to make our present showing one of the most elaborate ever seen in Toronto.

The spirit of the French Salons will be felt here, where it is not the hat itself, but the hat as a frame for the face, as the completion of the picture, that is studied. This is exemplified in the charming new models by Germaine, Louison, Dalang, Tore, Camille Roger, Georgette, Virot, and many others. The very large hats of plush, velvet or satin with broad low crowns are in striking contrast to the small close-fitting high-crowned hats, and along these two broad lines, the models are calculated to satisfy all artistic tastes. It seems that ostrich feathers will be worn more than ever, and some of the most striking models, notably the one sketched here, have this as a leading feature. Large flowers are also much in evidence—but one might as well try to reproduce in print the beauties of a lovely garden, as to describe the attractions that await you here on Monday.

Complete Showing of Fashionable New Silks and Dress Goods

On the same floor as our Millinery Salon, but in the new building, will be found a special exhibition of Silks and Dress Goods—an attraction equally worthy of your time and attention. We mention here a few of the fabrics that will be shown.

Early Autumn Dress Goods

This season there will be a large demand for light-weight piece-dyed worsted dress goods, such as fine serges, poplins and cashmeres, together with silk warp fabrics of a light character. The demand for these will be created by the general favor shown to one-piece dresses. For tailored suits, fancy woven chevots, principally piece dyed, will be employed. The sale of rough materials will tend toward such fabrics as pannelcloths and rough effects in Scotch mixtures. Heavy chevots will be in demand for long outer garments like auto coats, and worsted voiles will be much used for tunics.

Look particularly for the following fabrics on Monday:—

New tone Chevots, new shot Wale Suitings, new homespun Diagonals, new Niggerhead, Suitings, new wide wale Worsted Suitings, new West of England Suitings new clear-cut Cheviot Serges, new Hopsac Wale Suitings, new Belgium Suitings. Latest showing of new Worsted Suitings.

BLACK DRESS GOODS

On the north side of our Dress Goods Department you will find our famous Black Dress Goods. We have collected here from the leading centres of the world the very newest fabrics, from light sheer fabrics to heavy suitings. Silk and wool chiffon Voiles, silk embroidered Eoliennes, silk and wool Eudoras, silk Cashmere de Soie, silk Ripple Crepes, silk Permo Shuntungs, Newest in Worsted Suitings. Broadcloths—every make can be had in these favorite suitings—satin finish, glove finish, suede finish, sedan finish. All guaranteed fast unfading blacks and every yard guaranteed.



New Cashmerettes, Wrappers and Velours

(SECOND FLOOR.)

Early delivery of these pretty and useful goods are now to hand and we have a very fine collection. Here you will find the cream of the markets of Manchester, Scotland, Germany, Holland, London and New York.

Fine English Cashmerette, 28 inches wide, guaranteed to wash and wear well, printed designs of spots, stripes and figures upon grounds of navy, black and cream, 12/6.

The best Cashmerette made, 28 inches wide, a very fine twill, like an English cashmere; elegant designs for ladies' and children's dresses, school frocks, etc.; navy, cream and black, with lovely designs of sprays, leaves, figures, stripes, spots, geometrical and conventional designs, 15c.

The new creped ground Cashmerette, the latest novelty, perfectly soft finish, mostly cream grounds, with pretty spot or figured effect; make very effective house wrappers, dressing jackets, waists, etc., 19c.

Ripple Cloth, the most useful material for children's wear, special for infants' cloaks and jackets, pale blue, cream, red and pink, fast colors, 33c.

36-inch Scotch Tartan, very useful for children's school dresses, a special width; the regular clan tartans, Stewart, Gordon, Campbell, Mackenzie, etc., 25c.

Pretty Cotton Delaines, for dressing sacques, dressing jackets, etc., in pretty Paisley or Persian designs, of mauve, blue, red, black and other colored grounds, also in black, navy and green, with polka dots and pretty borders. Special 15c.

German and Dutch Printed Velour, made especially for gentlemen's dressing gowns, etc., some of the greatest novelties; be sure and see them. 30 inches wide. Special 25c.

Latest novelty in Printed Velour, dainty designs of tulips, etc., in a great variety of colorings, including grey, pink, red, navy, sky, green, mauve, etc., soft and velvety. 15c.

Check Printed Wrapperette, red and black, black and white, reversible, in a big range of different size checks. Special 15c.

New Autumn Dresses and Coats

(Third Floor.)

A neat and effective one-piece Dress of rich shot silk; shades are rose, navy and green; yoke and collar made of finely tucked net; waist has velvet pipings and buttons to match; sleeves are finely tucked from shoulders down; the new pleated skirt finished with points of self and buttons to match pipings, \$19.75.

A charming dainty Dress of fine French chiffon, over silk, silk waist has semi-low neck outlined with fine lace; short sleeves, trimmed to match waist, pleated belt of meshaline; skirt flounce has semi-fullness, trimmed with wide lace insertion; shades are sky, ivory and shell pink, \$29.00.

All-wool Panama Dress, front yoke has fancy cream lace front, finely braided from collar down below waist line; the new pleated skirt; colors are green, navy and black. Price \$10.25.

Women's Smart Fall Coat, made of fine mixed tweed, full length, semi-fitted back, self lined across shoulders, strictly military style, sleeves lined and finished with a turned-back cuff, welted seams and novelty buttons finish this stylish coat; color grey only, \$14.00.

Women's Elegant Fall Coat, in black and navy German beaver, 54 inches long, lined to the waist, back semi-fitted and trimmed in panel effect, with braid and buttons, has deep turned-down collar inlaid in heavy corded silk and braid trimming, turned-back cuffs, trimmed with braid, and buttons finish the sleeves. Price \$17.50.

New Sateen Petticoats

Petticoats of good quality English sateen, good width and large at hips; suitable for stout figures; made with deep flounce, trimmed with two pleated frills and pin tucking; also dust ruffle. Special value \$2.00.

Sateen Petticoat of good quality English sateen, made with deep accordion pleated flounce, trimmed with two frills, and finished with tucking and stitching; also dust ruffle. Special \$1.50.

Petticoat of good quality mercerized sateen, cut full, and made with deep sectional flounce, trimmed with rows of stitching and strapping; also dust ruffle. Special value \$1.00.

The Housekeepers' List

200 PAIRS OF HEMMED SHEETS AT \$1.17 PAIR. Good, strong Hemmed Sheets, full bleached, 68 x 80 inches, torn sizes, very serviceable sheets. Monday price \$1.17.

1,000 YARDS STRIPED ENGLISH FLANNELS 10c YARD.

32 inches wide, large assortment of stripes, fast colors, warm napping, and perfectly pure, good buying for the fall days. Monday, yard 10c.

LACE TRIMMED DRESSER SCARFS 49c EACH. 18 x 54 inches, trimmed with coarse insertion, with lace all around to match; only 200 pieces, very dainty. On sale Linen Department upstairs, Monday, each 49c.

PURE IRISH LINEN TABLE CLOTHS \$1.48. Full satin, damask, and as white as snow, about 2 x 2 1/2 yards, new bordered designs, and fine quality. 150 to sell Monday, each \$1.48.

900 YARDS BEAUTIFUL ENGLISH LONGCLOTH 10c YARD. Full bleached and perfectly pure, made from the best long cotton, yard wide. Clearing at a big saving, per yard, Monday 10c.

THESE ENGLISH SATIN QUILTS AT \$1.75 EACH. For full double bed, elegant scroll and floral designs, nice fine quality, snow white; 72 in the lot at each, Monday \$1.75.

HEAVY CRASH TOWELINGS AT 8 1/2c YARD. Pure linen, soft, perfect drying crash, red border, one of the best roller towelings made in Scotland; 17 inches wide, 720 yards at, per yard, Monday 8 1/2c. (Phone direct to Linen Department.)

Groceries

- Finest Gold Dust Cornmeal, per stone 32
- Choice White Beans, 6 lbs. 25
- Upton's Marmalade, 5-lb. pail 40
- Choice Picnic Hams, 6 to 8 lbs. each, per lb. 16
- Post Toasties, 3 packages 25
- Campbell's Soups, assorted, 2 tins. 25
- Finesst Pot Barley, 8 lbs. 25
- Troy or Silver Glass Starch, 6-lb. tin. 55
- Old Dutch Cleanser, 3 tins. 25
- Telephone direct to department. 25
- 5 LBS. PURE CELONA TEA \$1.00. 1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Monday 5 lbs. \$1.00.

New Fall Clothing for Boys

Boys' Fine Quality Scotch Tweed Three-piece Suits, in a rich dark brown ground, with lighter brown stripe and blue and green thread stripes interwoven; three-button single breasted sack style, with neat long shaped lapels, finished with best quality linings and trimmings. Sizes 29 to 33. Price \$8.50.

Boys' English Tweed Three-piece Suits, a smooth-finished material, with firm worsted body, in a handsome olive and black striped pattern, with light thread intermixture, three-button single breasted sack style, splendidly tailored, and finished with best quality lining and trimmings; pants bloomer style, with strap and buckle at knee. Sizes 29 to 34. Price \$6.00.

Boys' English Tweed Two-piece Suits; a soft, smooth Saxony finished material, in a dark grey ground, with neat black and fancy colored thread stripes; two-button single breasted sack style; pants bloomer style. Sizes 26 to 28, \$5.00; 29 to 32, \$6.00.

Boys' English Fancy Worsted Sailor Blouse Suits, in a handsome dark brown shade, with faint fancy colored stripes; made double breasted style, with sailor collar, trimmed with three rows of silk soutache braid to match, and detachable white serge bowtie, with silk ornament on front, finished with Sizes 4 to 9 years. Price \$5.50.

Clearing the broken lines of our Boys' High Grade Russian Suits, Regular prices \$5.75, \$6.50, \$7.50, \$8.00 and \$8.50. To clear Monday at \$5.00.

Boys' Fine Quality English Fancy Worsted and Serge Russian Suits, in navy blue, red, grey and fawn shades; made in all the latest styles; elastic bloomer pants. Sizes 8 to 6 years. To clear Monday at \$5.00.

Boys' Sweater Coats

200 Boys' Sweater Coats, in plain grey and grey Monday 75c.

Boys' White Cotton Twill Night Robes, good and heavy, and extra large in the body; made in the turn-down collar style. Regular 75c. Monday 50c.

Rare Values in Bedroom Furniture

Dressers in birch and genuine mahogany veneer, highly polished, four drawers, trimmed with brass pulls, neatly carved; toilet, fitted with heavy British bevel mirror. August Furniture Sale price \$16.50.

Princess Dresser, in mahogany polished, double shaped and moulded top, with full swell front and shaped legs; extra large bevel plate mirror. August Furniture Sale price \$27.00.

Dresser, in genuine quartered oak, misalon design and finish, lots of drawer space and large mirror. August Furniture Sale price \$24.75.

Chiffoniers, with solid birch posts and toilet, mahogany front and top, highly polished, four long deep drawers and two short drawers, hand carved toilet, with shaped bevel plate mirror. August Furniture Sale price \$16.50.

Chiffonier, in selected quartered oak, rich golden finish, an extra good design. August Furniture Sale price \$38.00.

Dresser, in selected quartered oak, neatly hand carved posts, standards and mirror frame; exceptionally well made; extra large bevel plate mirror. August Furniture Sale price \$42.00.

Princess Dresser, extra large size, with heavy bevel plate mirror, double shaped and moulded top, with full swell front, heavily hand carved, claw feet. August Furniture Sale price \$40.00.

Bedstead, in quartered oak and mahogany, polished or dull finishes, extremely neat pattern, modern design and well made. August Furniture Sale price \$19.50.

Four Greatest Selling Styles for Fall and Winter, 1910

L904—Men's "Victor" Boot, vici kid, Blucher, broad toe, single or double sole, Goodyear welt, D and E widths; 5 to 11. Special \$4.00.

L801—Men's "Victor" Boot, box calf, Blucher, double sole, Goodyear welt, medium broad toe, C, D and E widths; 5 to 11. Special \$4.00.

L902—Men's "Victor" Boot, velour calf, Blucher style, single or double sole, Goodyear welt, medium toe, creased vamp, C, D and E widths; 5 to 11. Special \$4.00.

L312—Men's "Victor" Boot, selected patent colt, with dull set-in Blucher top, creased vamp, single sole, medium pointed toe, Goodyear welt, D and E widths; 5 to 11. Special \$5.00.

The Robert Simpson's Company's Store Closes at One o'Clock To-day.

ISLAND... CLAREMONT... CROWD... ASSA... WITH A... MEN, GULIE... LIVING AT... THE POINT... AND THE PO... FOR ROCOCO... STREET, HIS... CURRED AT... AT 5.30 LAST... DOZEN OTH... TALK OF THE... A DOZEN... IN THE KITCH... KEYS OF BEES... CO, WHO HA... PROMINENT... HEATED DISC... REACHED INT... DUCED A REC... VICIOUS UPW... AND HE AND... ROCOCO GOT... WAS SEEN... CLAREMONT... AND A STREA... LONG RENT... TIME BEFORE... SA, AND THE... 556 Bathurs... FOUND THE M... AN INCH LONG... ADOPTED BE... ING. HE HAD... THWAS' PRIV... HOSPITAL, WH... HIM FOR AN... TESTINER WEE... THE POLICE... THE ESTHER... SERGEANT UM... PICKING UP... WAY. CRON... IN THE HALLW... WAS THAT TR... BEEN TAKEN... BE FOUND. A... 208 CLAREM... BOARDED, BU... PROMINENT... PROFESSIONAL... ROCOCO'S TRU... LATER FOUND... CARRIAGE, ST... CLAREMONT-S... POSTCARD SH... ALSO FOUND... FOUND TO BE... IN ST. CLAY... FORMER OCCU... LEARNED NOTH... ABOUT... ROCOCO IS S... AND SINGLE... SET. HE IS A... MENT IN THE... HAVE QUIT HIS... IS 39 YEARS... DREN IN ITAL... COUNTY TWO... INSPECTOR... TWIGG, ARCH... A SEARCH ALL... THE ITALIAN... IT WAS IN THE... QUALE VENTRI... FOR WHICH HE... LEAST AN A... ARRESTED... OUS STABBING... WOMAN... WEALTHY, TOO... NEW YORK... CUSTOMS OFFI... ADVANCE, PO... PROMINENT... MENDED TO AP... TOMORROW ON... ARRIVING TO-D... IN HIS DECLAR... \$6000 PER AN... SEARCH, HIDDEN... A WOMAN... HIS PURSE... ASSISTED AT... UNTIL MISS H... HER, EXCLAIMED... YOU TELL THEM... WANTED YOU TO... SHE IS LIABLE... OBTAIN POSSE... MUST PAY A D... \$6000, PLUS A D... BAD F... INOLINE RAILW... NIAGARA... THE WHIRLPOO... ON THE AMERIC... INGS AT THE TO... BASE AT THE W... DESTROYED BY F... ALSO THE SUSPE... JUST NORTH OF... TOTAL LOSS WILL... TWO KILLE... SYRACUSE, E... GAR A. EMENS... EMENS OF SY... MISS MARTHA... EMENS, WERE... THREE MILES... FAST EXPRESS... THE AUTOMOBILE... THE TRACKS... LOUSY CONDITIO... LY BRUISED... ESCAPED GI... SYLVAN ANDER... BELL, AGED 16... WHO ESCAPED... SESTON-STREET... WERE ARRESTED... IN KING-STREET... ELIHAN LEATH... THE OTHERS, W... BY POLICEM... STREET. THE G... WITH VAGRANCY... BEEN REMANDED