

**SIMPSON**

Store Opens 8 a.m.

Closes 5.30 p.m.

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

Fresh to strong S. to S.W. winds generally fair and warm; local showers.

**SIMPSON**

### Just a Price Coincidence



—but the price of fifteen-seventy-five for these dresses, suits, and coats is one that means three revealing surprises to the women who take pains to examine what is offered in each case, for this comparatively small amount of money. Our third floor is full of values that are daily solving the "winter wear" problem of hundreds. The separate skirt item here is just a hint:—

Women's Well Tailored Suit of all-wool cheviot serge; coat is 36 inches in length, double breasted, and fastens with novelty buttons; skirt has panel front with heavy stitched seams; also habit back, which fastens to left side; colors are navy, black and plain, \$15.75.

#### WOMEN'S DRESSES.

Fancy All-wool Cashmere Dresses, in one-piece style; has pointed yoke of cream tone, lined with silk cord; the front of waist is braided in neat design with silk braid; skirt has braiding down each side, and is semi-pleated at side and back; comes in navy, gobein blue and black shades, \$15.75.

#### WOMEN'S FALL COATS.

Fashionable Coats, for early fall wear, are of a light weight kersey, and are lined to waist with satin; this coat meets the requirements of a winter coat, and yet is not too heavy for present wear; fastens a little to left side, with large corded buttons, to meet a high turn-over collar of inlaid moire, ornamented on side with touches of braid; sleeves finished with cuff effect; colors are light and dark brown and myrtle. Price \$15.75.

#### WOMEN'S SEPARATE SKIRTS.

A really serviceable skirt, in an even mesh, crisp quality voile, in black only, and is made in one of the latest styles; a pretty flounce effect is given by three rows of narrow black taffeta silk, on side gorges, which are pleated with deep side pleats. Price of this garment is only \$7.50.

### A Chance to Save on Women's Winter Underwear

Clearing lines and "slightly imperfects" from the celebrated Watson Mills that came our way at discount enough to enable us to send them your way at less than the ordinary mill cost. Every garment is equal to first quality so far as wear is concerned.

600 Women's Vests and Drawers, Watson's pure white wool, ribbed, unshrinkable, winter weight, color white only. Vests high neck, long sleeves, button front. Drawers—ankle length to match. Sizes 32 to 38 bust. Regular prices \$1.10 to \$1.25 each. Thursday, each 75c.

Women's Drawers, heavy ribbed white cotton, ankle length, both styles. Sizes 32 to 38. Thursday 19c pair.

Women's Union Suits, heavy white ribbed wool, with thread of cotton in back of rib, Watson's unshrinkable quality, high neck, long sleeves, button front. Sizes 32 to 38 bust measure. Regular prices \$1.50 and \$1.75 each. Thursday, a suit \$1.09.

### Any One of These Four Waists

Would be worth taking a special trip to see to-morrow. When you come to our third floor, make sure of seeing them all.

200 Smart Tailored Waists, of imported Madras, made with deep tailored tucks, front box pleat, finished with good pearl buttons, shirt sleeve, linen collar. Sizes 32 to 42. \$2.50 waist. Thursday \$1.95.

Waists of fine vesting, in several good patterns, Gibson pleat at shoulder, patch pockets or yoke of wide tucks, shirt sleeve and linen collar. Sizes 32 to 42. Special Thursday \$1.25.

New Waists of soft chifon taffeta silk, group tucking front and back, open front, and yoke beautifully braided with silk soutache, in self colors; all this season's leading shades, black, navy, myrtle and wine. Sizes 32 to 42. Exceptional value Thursday \$2.95.

New Waists of heavy quality satin, front has shaped yoke of solid pin tucking, wide pleat at shoulders, tucked back, new sleeve, tail cuffs and collar, finished with satin buttons, black, navy and pearl grey. Sizes 32 to 42. Thursday special value \$3.50.

### The Demonstration of Those Beautiful Bon Ton Corsets Continues all this Week

You have four more days in which to make up your minds to have a pair of those famous "Bon Ton" Corsets fitted to your figure by the noted *New York expert* who is now here demonstrating the many perfections of those wonderfully successful Corsets.

Bon Ton Corsets (the Parisian name for beautiful form), are just what their name implies—"the secret of the form beautiful," the correct foundation for the model gowns of the hour. No trouble to find just your model here. Our assortment is complete. We cordially invite your visit. Prices of Bon Tons \$4.00 to \$15.00 a pair.

### Flannelette Kimono Gowns \$1.19

Women's Long Kimono Gowns, of good quality flannelette, Paisley patterns and stripes, navy, cardinal and sky, also grey with black; yoke both front and back, also cuffs, made with shirring; fronts and cuffs trimmed with satin. Sizes 34 to 44. To clear Thursday \$1.19.

### Fine Millinery Clearing at \$10.00

We've been working hard to get this new Millinery ready for to-morrow, but our hats seem to fly to the delivery desk the minute they come from the workrooms. We've added about forty new ones for to-morrow, which include models from Paris, New York and Chicago; marked as high as \$35. All will be offered to-morrow for \$10.00.

### At the Notion Counter

- Twill Covered Featherbones, in black or white. Thursday, per dozen, 75c.
- Black Hooks and Eyes, all sizes, in different makes. Thursday, 6 cards for 5c.
- Black Mending Wool, regular 3 for 5c. Thursday, 6 for 5c.
- 36 and 45-inch Mohair Boot Laces. Thursday, per dozen, 5c.
- Simpson's Special Hairpin Box, regular 5c. Thursday 3c.
- Ironing Wax, 4 sticks for 5c.
- Chamois Polishing Mitts, regular 20c. Thursday 10c.
- 12 Yards Roll Tape, all widths, in white only, regular 5c. Thursday 3c.
- Ching Socket Fasteners, size 3, in white only, regular 12 1/2c dozen. Thursday, 2 dozen for 5c.
- Paper Scissors and Envelope Opener Combined, regular \$1.25. Thursday 50c set.
- Pearl-headed Hat Pins, white and colors, regular 10c each. Thursday, 2 for 5c.
- 200 Pin Sheets, assorted size pins, regular 3c sheet. Thursday, 3 for 5c.

### Two Fourth Floor Chances for Early Buyers

45c Linoleum for 29c

\$2.50 Fabrics for 98c

3,000 yards of Heavy Scotch Printed Linoleum, in the newest of matting, block, floral, tile and parquet designs. Perfect goods. Worth 45c per yard. Thursday, square \$29.

800 yards of Drapery and Upholstery Fabrics, in cotton, mercerized and silk tapestries, 50 inches wide; there are only short lengths of some patterns, but sufficient of each for the covering of a chair or a pair of curtains. Reg. up to \$2.50 per yard. Thursday, per yard \$98.



### Important Sale of China, Glass and Brassware Starts To-morrow in the Basement

On Thursday a ten-day sale of China, Glass and Brassware will be inaugurated in the Basement with a phenomenal list of values.

When Toronto people hear the words "October China" mentioned, they naturally think of Simpson's, where the greatest china sales in the city's history have been held every October for a decade. We promise you that this sale will surpass your greatest expectations.

- The world's best potteries will all contribute their share, Royal Suhl and Carlswald wares from Germany.
- Limoges ware from France.
- Vienna ware from Austria.
- Marble statuary from Italy.
- Royal Nippon ware from Japan.
- Flemish ware from Holland.
- Royal Worcester, Wedgwood, Crown Derby, Coultport and Doulton ware from England.

A Superb Exhibition of the World's Best Creations in the Realms of Pottery.

While considerable space will be devoted to bric-a-brac and works of art, the more humble kitchen ware will not be neglected, and there'll be many useful pieces at prices that will rejoice the hearts of thrifty housekeepers.

### To-Morrow's Leading Attractions

- (See Yonge Street Window Display.)
- \$3.00 to \$4.00 VALUES, THURSDAY'S SPECIAL \$1.00
- 2,000 pieces Royal Nippon Wares; the lot comprises Shipasan vases, Hornwell salad bowls, biscuit jars, chocolate pots, fruit bowls, compots, celery trays, syrup jugs, etc. On sale sharp 8 a.m., Thursday, \$1.00.
- 100 only English Dinner Sets, dainty French grey floral design, gold edge, 97 pieces; complete for 12 persons. Regular \$12.00. Thursday \$6.99.
- 50 sets German China Dinner Sets, beautiful natural color, floral design, gold edge and line; complete set for 12 persons; 98 pieces. Regular \$14.50. Sale price \$9.25.
- Marble Statuary from Sunny Italy, the home of sculpture; busts of the great masters, Beethoven, Shakespeare, Wagner, Goethe. Regular \$7.95. Thursday \$4.95.
- Statue by the famous sculptor Capramiee. Regular \$95.00. Sale price \$69.00.
- Mother and Child, by Malvoletti. Regular \$99.00. Sale price \$70.00.
- Wares from Germany, Royal Suhl Salads. Regular \$3.00. Sale \$1.50.
- Amphora Vases. Regular \$10.00. Sale \$5.00.
- Genuine Metlach Steins. Regular \$39.00. Sale \$21.00.
- \$10.00 PIECES OF BRIC-A-BRAC FOR \$5.00.
- Pieces from Wedgwood, Coalport, Moore, Caulder, Royal Worcester and Doulton Wares. Sale price \$5.00.
- Limoges Dinner Ware, one of the noted Bernardand & Co's productions; clear white translucent china body, genuine coin gold decoration; old gold handles, Kermis shape cups, in the new Bonaparte shapes. Regular \$71.90. Sale price \$59.00.
- 3,000 Chocolate Pots, Cracker Jars, Butter Dishes, Jardinieres, Cake Plates, Teapots, Salad Bowls, Fancy German China Ware. Regular up to 49c. Sale price Thursday 15c.

### Other Interesting Places in the Basement

In the part of our spacious basement that lies east of the new elevators, there are three important departments, all of which have planned special attractions for to-morrow. Beside the house requisites mentioned below, you will find a very fine collection of electric fixtures marked at close prices; and at the extreme east end, a Grocery department unsurpassed in Canada.

- 75c for 39c—100 only 4-foot Stepladders, with iron fastening and pull rack; this ladder was made to sell at 75c; made with best material throughout; strong; just the size for house use. Thursday only 39c.
- SALE OF GRANITWARE.
- 10 dozen special Granite Cereal Cookers, blue ware, for cooking breakfast foods, rice or custards; the only way to cook these foods to get the best results; good large size, and sell regular for 50c. Only 39c.
- 14-quart Preserving Kettles, on sale for 59c.
- 16-quart Preserving Kettles, on sale for 79c.
- 18-quart Preserving Kettles, on sale for 99c.
- 35 only Hand-made Flat Bottom Boilers for a washing day; boilers have copper bottom, and steels 3 and 9. Sell ordinarily for \$1.25 and \$1.39. Either style, for Thursday only, with cover 99c.
- 300 pairs Roller Skates \$7.00 pair—Just received another lot of the New Steel Bearing Skates for boys and girls; a good skate, not a cheaply made skate, with leather ankle supports and leather straps; skates adjustable to any size children's shoes; fit from 4 years to 14 years age; best exercise for children; a skate that would sell for 95c if sold in the regular way. For Thursday 47c.
- FOOTBALLS.
- Association Footballs, best grade rubber used for bladders, absolutely No. 1 stock and best leather covers. Each complete Thursday at \$1.49, \$1.69, \$1.95 and \$2.15 sale price only.
- 85 only Home Repair Cobblers' Sets for home use, one stand, one last for each man's, lady's and child's boots, one hammer, two boxes tacks, one knife, three awls with handle. Whole set complete in wood box. 85c value, for 62c set.
- 80 only D Handle Furnace Scoops, and sell regularly at 40c; strong and well made, heavy scoop, good size, stand hard wear. Thursday for a quick sale, each 25c.
- Long Handle Scoop or Snow Shovel, 40 size 25c.
- 17 only Japanned Coal Hods. Thursday selling 17c.
- 200 only Black Coal Hods. Regular 25c value; good size, strong and well made 17c.
- 125 of the Griswold Gas Hot Plates, two burners; these burn equal air and gas, and sell regular at \$1.75. Thursday's sale at \$1.19.
- 3,000 feet Gas Tube, new stock; lengths 3, 4, 5, 6 to 12 feet; fancy cotton covered. Special, per foot 4c.
- 175 the new Griswold Food Chopper, large family size, not small or cheaply made, but you have an opportunity to buy the best food-chopper, with assorted knives for cutting; cuts meats, fruits, vegetables, and is finely retinned so as not to rust easy, and is worth every cent of \$1.75. For Thursday only \$1.19.
- \$3.99 buys a \$5.00 Clothes Wringer, \$3.99 Thursday.
- \$2.99 buys a \$4.00 Clothes Wringer, \$2.99 Thursday.
- \$3.29 buys a \$5.00 and \$5.25 Oil Heater, \$3.29 Thursday.
- 89c buys an 85c-Extension 4-foot Clothes Horse, 69c Thursday.

### A Rare Chance to Buy Electric Fixtures

- One Square Hall Shade. Regular \$37.00, for \$20.00.
- One 4-light Square Fixture. Regular \$32.00, for \$17.00.
- One 8-light Irish Fixture. Regular \$70.75, for \$40.00.
- One 2-light Ball Crystal Fixture. Regular \$51.00, for \$30.00.
- All other T. E. L. goods reduced accordingly.

### Great Values from a Great Grocery Department

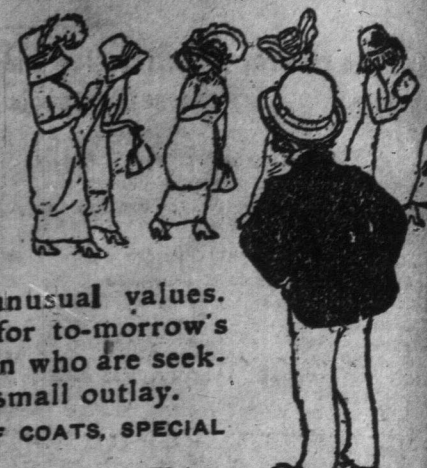
- 2,000 lbs. Dairy Butter, in prints, per lb. 24c.
- Pure Cider Vinegar, XXX, per gallon 25c.
- Pure Pickling Spice, finest quality, per lb. 18c.
- Mustard, in bulk, per lb. 20c.
- Salt, in 5-lb. bag, 3 bags 14c.
- Choice Red Salmon, 1/2-lb. flats, 3 tins 25c.
- Finest Pot Barley, 8 lbs. 25c.
- Crosse & Blackwell's Calfsfoot Jelly, in 12-ounce glass jar, 15c.
- Fresh Flaked Wheat, per stone 49c.
- Edwardsburg or Beehive Table Syrup, 5-lb. pail 25c.
- Maggi Soups, assorted, 6 packages 25c.
- Bluebell Jelly Powder, assorted, 4 packages 25c.
- Telephone direct to department.
- 35c ASSAM TEA 25c.
- 300 lbs. Fine, Rich, Full Bodied Assam Tea; a 35c tea anywhere. Thursday, per lb. 28c.

The Robert SIMPSON Company Limited

### Whatever the Women May Wear,

Most Men Want Safe-and-Sane Clothes

Our's is a Clothing Store for Men that is always within the extremes of the fashion. We never count on dazzling customers with "freak" styles, but we do count on surprising them with our unusual values. Here are three or four items for to-morrow's selling that will appeal to men who are seeking great clothes-value for a small outlay.



MEN'S PARAMATTA WATERPROOF COATS, SPECIAL VALUE AT \$8.50.

Men's English Double Texture Paramatta Cloth Waterproof Coats, in a rich olive fawn shade; cut in the latest single breasted neat style, with strapped seams and wind straps on sleeve; finished with neat military collar, with tab to fasten across the throat. Sizes 36 to 48. Special value at \$8.50.

Men's English Covered Cloth Raincoats, in rich dark Oxford grey or olive fawn shades; cut in the fashionable single breasted style; made long and roomy; lined throughout with strong, durable lining; splendidly tailored, and perfect fitting. Sizes 36 to 44. Price \$12.00.

Men's Dark Brown Corduroy Working Coats, lined with warm fancy Mackinac cloth; made with fly front; fastened with patent dome fasteners; two flap pockets outside, reinforced with leather; a very serviceable coat for winter wear. Sizes 36 to 48. Price \$4.50.

MEN'S FANCY WORSTED SUITS FOR FALL AND WINTER WEAR.

Men's Fine Quality English Fancy Worsted Suits, in the new fashionable wide diagonal twill; the shade is a handsome dark brown, with neat self and faint green and white thread stripes; cut from the 1910 winter models, in 3 button single breasted sack style; excellently tailored in every detail, and finished with best quality twill mohair lining. Sizes 36 to 42. Price \$13.50.

Men's English Flannelette Night Robes, large and roomy, turn-down collar, large pocket, pearl buttons; colors are pink and blue, with stripe effects. Thursday 49c.

#### EXTRA SPECIAL.

We have gathered up all our odd lines of Men's Work Shirts, and Thursday is the day for clearing them all out at a very low figure; included in the lot are black and white stripes, with large double front and yoke; English Oxford, with reversible collar; the Billy Possum shirt; American Puritan shirts, in colors of blue and grey; in the lot there are all sizes 14 to 17, and the regular prices range from 75c to \$1.00. Thursday all one price 49c.

### Two Famous Hats for Men

King Brand Derby Hats, new and dressty fall and winter styles, and extra fine quality English fur felt. Thursday we show five splendid shapes for young men, at \$2.50.

Christy's Celebrated English Make Stiff and Soft Hats, most fashionable fall and winter styles; large range of colors and in black. Specially priced \$2.00 and \$2.50.

### Slightly Soiled Blanke's To-morrow, \$2.98

The review of our stock after heavy September selling revealed just sixty-three pairs of them that had been tumbled about a little more than the others, and consequently were not quite perfect enough to be taken into stock; some are worth as much as \$5.50 a pair; others not so much; but all great value to to-morrow's price of \$2.98.

(Second Floor, Yonge Street.)

### Winter Boots at a Big Saving

WOMEN'S BOOTS. 700 pairs Women's Boots, Dongola kid, vicid kid, gummetal and patent calf leathers, dull and plain Blucher tops, patent toe caps, heavy soles for street wear; also light hand turned flexible soles; Cuban, military and low heels; C, D, E and EE widths; all sizes and 1/2 sizes 2 1/2 to 7 1/2. Regular values \$3.50, \$3.00 and \$3.50. On sale Thursday \$1.99.

WOMEN'S PATENT BOOTS. 600 pairs Women's Boots, patent calf, creased vamps, dull Blucher tops, Cuban and low heels, medium heavy soles, for street wear; C, D and E widths; all sizes 2 1/2 to 7. Special Thursday \$2.29.

CHILDREN'S BOOTS. 300 pairs Children's Boots, Dongola button style 4 to 7, Dongola Blucher style 5 to 7 1/2, patent calf style 8 and 10; medium and heavy soles, spring heel. Regular prices to \$1.25. Thursday 69c.

Misses' sizes 13 to 1, Dongola Blucher. Thursday \$1.29.

600 pairs Children's Boots, Dongola kid, lace style, patent toe caps, spring heel, 3 to 7. Regular value 75c. Thursday 49c.

MEN'S BOOTS. Travellers' Samples, size 7, B width. Regular \$4.00. Thursday \$2.49.

70 pairs Men's Boots, in a good variety of popular leathers and styles; every pair Goodyear welted. Regular \$4.00. Thursday \$2.49.

50c and 65c Wall Papers Thursday 17c

Too many lines of 50c Papers that are partly broken; these are ordered out of stock at once for other goods coming through the customs. Be on hand Thursday early for best selection. 5,000 rolls English and American Wall Papers for parlors, dining rooms, halls, dens, bedrooms, a few good sitting rooms and bedrooms, pink, grey, blue, green, brown, fawn, tan, red and light shades, in flat or silk faced effects. Regular to 50c and 65c. Thursday to clear, per roll 17c.

600 yards Dyed Blueprints, green, brown and red; one yard wide. Regular to 30c yard. Thursday 23c.

Our Bargain Sets of Books; No. 6, Scott

The Works of Sir Walter Scott, in 12 volumes; 3/4 seal morocco leather binding, gilt top, handsomely decorated backs; one hundred illustrations; printed on plate paper from new type; full library size volumes. This is one of the most attractive sets yet offered in this series of bargains. Published \$26.50. Our price \$10.50.

(On sale Book Department.) Look out for No. 7 Bargain Set.

Two Buying Opportunities on the Second Floor Plain, Colored and Fancy Silks, Scores of Colors and Designs, worth 85c and \$1.00 69c YARD.

Silks 5,000 yards French Swiss and English Silks, fashionable new fall styles suitable for afternoon and evening gowns, evening coats, and dainty dressy frocks, in splendid qualities of Duchesse Satin, Paillette, Liberty Satin, French Satin de Cheste, French Satin Messaline. Novelty silks in smart stripes, Tartan Plaids, Checks, and French Foulard. These are all splendid silks of unquestionable value, and the color range is complete, including every new and wanted shade for fall, ivory and black. On sale Thursday at 69c yard.

Special Sale of Black Suitings 3,000 yards

Wide Wale Suitings, Cheviot Suitings, Knopie Suitings, Diagonal Suitings, Worsted Suitings, Panama Suitings. Guaranteed thoroughly fast and permanent dyes. Regular prices \$1.25 and \$1.50. 48 to 52 inches. Thursday \$1.09 yard.

Continued on