

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

THE ROBERT

SIMPSON COMPANY LIMITED

PROBABILITIES. Variable winds; mostly fair and cool.

THE ROBERT

SIMPSON COMPANY LIMITED

MONDAY, OCT. 18th.

Samples, Broken Sizes, Floor Stock, Cancelled Orders and Quantity Discounts

An 8-Factory Sale of Fall and Winter Boots

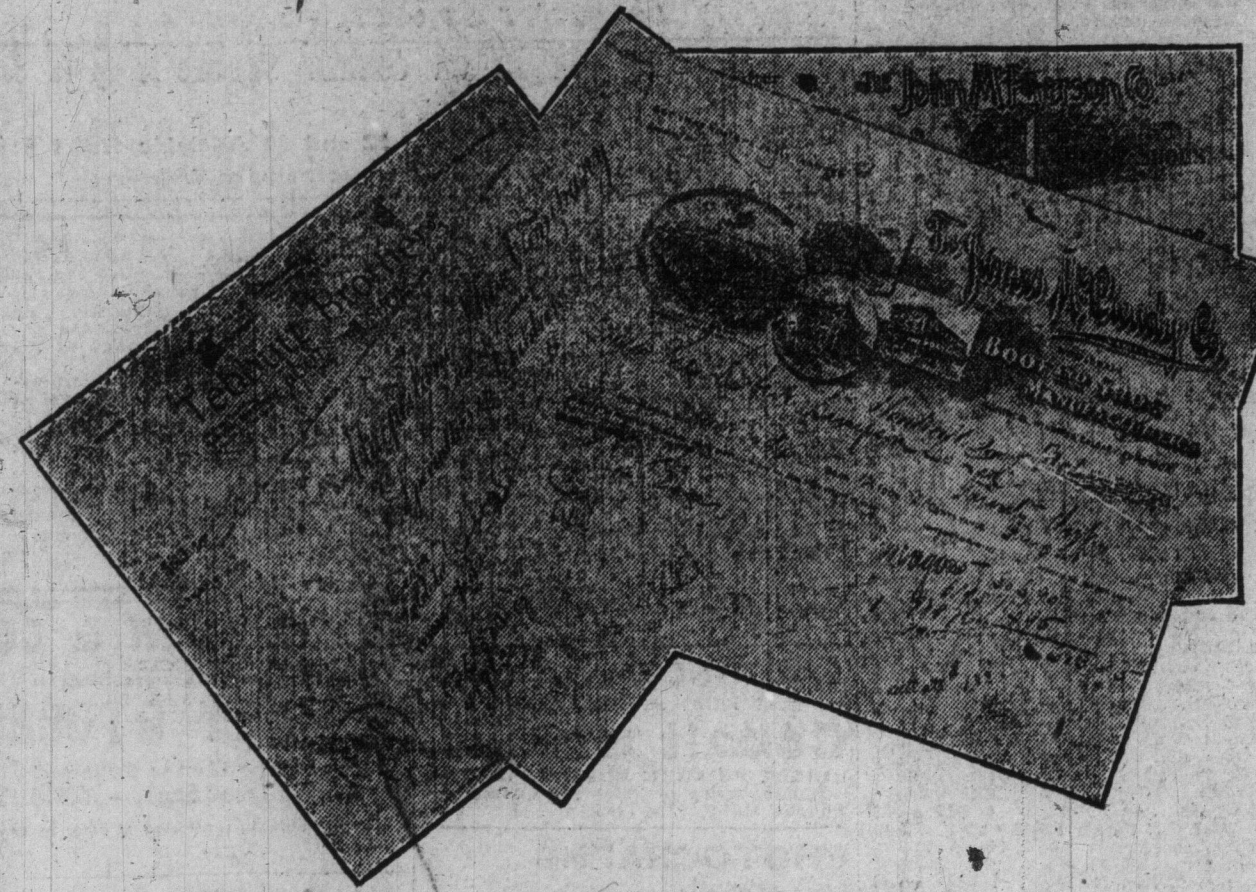
JAMES McCREADY CO., - Samples and Broken Montreal Size Ranges. JOHN P. McPHERSON CO., - Quantity Discount Hamilton Lot.

TEBUTT SHOE CO., - Quantity Discount Three Rivers. MCFARLANE SHOE CO., - Floor Stock Montreal.

And Four Others, the names of which we are not authorized to publish.

ON TUESDAY MORNING we open this store to the public of Toronto by a Footwear Sale of proportions for which we have no means of comparison. We are engaged with a new problem—how many boots can we sell in a single day if we have the boots.

The conditions are these—we have boots enough to surpass experience, and we are able to make prices which no one who wears boots will care to miss. We need say no more than this—Tuesday is to set a new limit to the Footwear selling possibilities of this Store.



\$8.00 SAMPLE BOOTS AT \$2.49 600 pairs of Men's Boots, the entire four sets of James McCready travellers' samples, made from box calf, gun-metal, velours calf, kid, patent colt, storm calf, and tan Russia calf leathers. Blucher, button and lace styles, medium and heavy solid oak tan Goodyear welted soles: a few 7 in., 12 in. and 16 in. leg, tan Prospectors' Boots included in the lot, some of the soles are absolutely waterproof; sizes 7 and 7 1/2. Regular prices \$4.00, \$5.00, \$6.00, \$7.00 and \$8.00. On sale Tuesday, all one price...

\$1.50 SAMPLE BOOTS AT 29c 300 pairs of Children's Boots and Slippers, from the James McCready Company of Montreal, made from patent colt, black and chocolate vici kid, velours calf, gun-metal, patent colt, with dull and white kid tops, and tan Russia calf leathers; sizes 4 and 6. Regular prices 75c, \$1.00, \$1.25 and \$1.50. On sale Tuesday... 1500 pairs of Men's Boots, "floor stock," in all sizes from 5 to 11, popular leathers, including patent colt, vici kid and box calf, mostly Blucher styles, medium and heavy solid Goodyear welted soles, leather and duck lined. Regular \$3.50 to \$5.00. On sale Tuesday...

\$4.00 SAMPLE BOOTS AT \$1.99 300 pairs of Ladies' Boots, made from all the popular leathers, including tan, Russia calf, vici kid, patent colt and gun-metal; Blucher, button and lace styles, medium weight flexible soles, Cuban, military and common sense heels, stylish, comfortable, long-wearing, sizes 4 and 4 1/2. Regular prices \$3.50 and \$4.00. On sale Tuesday... 1500 pairs of Ladies' Boots, in all sizes from 2 1/2 to 7, patent colt, with dull Blucher tops, also kid and calf leathers. Regular prices \$3.00 and \$4.00. On sale Tuesday...

700 pairs of Misses' Boots, dongola kid, patent colt, with dull calf tops and calf leathers, mostly Blucher style, medium soles, spring and low heels; all sizes 11 to 2. Regular prices \$2.00 to \$3.00. On sale Tuesday... 300 pairs of Children's Boots, 8 to 10 1/2, kid, patent leather and calf. Regular prices \$1.00, \$1.25, \$1.50 and \$1.75. On sale Tuesday... 200 pairs Men's Romeo Style Slippers, made by the John McPherson Company of Hamilton; fine kid leather, flexible turn soles, comfortable, easy fitting last; all sizes 6 to 11. Regular value \$2.75. Tuesday...

The October China Sale

NOW is the time to buy China. Everybody seems to realize that. No one who likes pretty China should let October prices pass unheeded.

OCTOBER CHINA SALE. 7-piece Fruit Sets, containing one large bowl and six nappies, beautifully decorated. Regular \$3.00. Tuesday, \$1.44. A large assortment of Hand-painted and Fancy China, including plaques, fern pots, jardiniere, berry sets, bon-bons, nut bowls, vases, sugars and creams, comb and brush trays, cups and saucers, spoon trays, celery trays, etc. Regular up to \$2.00. Tuesday, 85c. Chocolate Sets, comprising chocolate jug and two cups and saucers, figured medallion decoration on a dark green background. Regular \$4.50. Tuesday, \$2.25. Sugars and Creams, Fern Pots, Vases, Cups and Saucers, Salads, Handled Bon-bons, etc. Regular up to \$1.25. Tuesday, 40c.

All the Oddments in Our Stock of Room Rugs Reduced for Clearance Tuesday

THE COLLECTION comprises Tapestries, Brussels, Velvets, Smyrnas, Wiltons and Axminsters. Sizes run from 2-1/2 by 3 to 4 yards by 5.

No two Rugs are alike. Taken right from sample pile on the floor of the department, because the stock has run out, and only the floor sample remains.

BRUSSELS AND TAPESTRIES—Regular \$15.00 and \$16.00, for \$12.40. VELVETS AND BRUSSELS—Regular \$17.00, \$20.00, \$22.50, for \$14.40. WILTONS AND SMYRNAS—Regular \$25.00, \$27.50 and \$30.00, for \$22.40. AXMINSTERS AND WILTONS—Regular \$35.00, \$37.50, \$39.00, for \$27.40. AXMINSTERS AND WILTONS—Regular \$40.00 and \$45.00, for \$32.40.

Fur Coats of Fashionable Importance

THESE Coats are not ordinary. They represent the best of everything. This store caters to ladies of taste, and while we keep our prices free from foolish extravagance or any hint of it, we do try to run the entire scale of quality and fashion. We would be glad to show you our collection of Alaska Seal Coats—every skin certified by the Alaska authorities. Persian Lamb is one of our specialties.



Persian Lamb Jackets, 24 and 26 inches long; made from select whole skins, even, bright curl, in new military and other styles; some have shawl collars, others collars and revers, lined with plain or brocade satin. Priced from \$125.00 to \$150.00.

Handsome Persian Lamb Coats, made from the very best whole skins, 36 inches long; slightly fitted at back, with deep vents, neat roll collar, lined with fine French brocade satin, and trimmed with buttons. \$137.50.

Black French Pony Coats, made from selected skins, beautifully marked, and very glossy, Chapell's French dye, in lengths from 30 to 50 inches; various new designs, fancy or plain satin lining. Priced from \$35.00 to \$100.00.

Handsome Auto Coats, 48 or 50 inches long, very full sweep, some are full sacque back, others slightly fitted; suitable for carriage or street wear; in natural racoon, Orenberg, marmot, natural muskrat, Hudson seal, hare, seal, and other furs. Now in stock.

If we have not the style or size coat wanted, we will make to order from measurement at regular stock prices.

New Bedroom Ideas in Wall Papers

Plain effects for men's rooms, figured friezes for youths' rooms, cut-out effects for young ladies' rooms, floral effects for mothers' rooms. Pretty stripes in green, pink and blue for the parlor.

Plain effects in blue, green, yellow, pink, 20c, 25c and 35c. Florals and Fancy Uppers, assorted colorings, 25c, 35c and 50c.

A Remarkable Sale of Gentlewomen's Suits \$50 Reduced to \$16.95

THESE figures are incredible, but paradoxical as it may seem, they are absolutely true. \$22.50 up to \$50.00 were the regular prices of these suits. They have been on sale at those figures right in this store since Exhibition time.

Naturally you wonder how we can expect anyone to grow excited about a chance to buy \$50.00 suits for \$16.95. It seems so unusual as to be absurd.

Well, it IS unusual. Decidedly so. But we are not going to tell you one thing about that part of it. We simply ask you to see the suits themselves. You have a most remarkable opportunity.

The collection numbers 250 suits all told. In that number there are fully forty-five different styles, all beautifully cut.

The materials are mostly West of England worsteds, but English Serges, French Venetians, Imported Panamas, Cheviot Serges and French Broadcloths—all of quality.

In this collection are the following colors: Wisteria, taupe, amethyst, grey, green, brown, navy, tan, fawn, electric blue and black. Coats are 32 to 40 inches in length, lined with either silk or satin. Skirts are full flare, gored or pleated styles. These suits sold regularly at \$22.50, \$25.00, \$25.00, \$27.50, \$45.00 and \$50.00. Tuesday, \$16.95. Cannot accept phone or mail orders for these garments.

On Tuesday We Make a Feature of Black Net Waists

THE Department has never been in such a good position in regard to Black Nets as at present. Our Black Waists are stylish, fashionable and new in the best sense of the term, and the call of the season is for black.

At \$5.00—We present a very elaborate Waist of black net, the whole of the front is braided with a fine Valenciennes lace, tucked sleeve, with deep cuff, lace inserted and braided.

At \$7.50—Is a beautiful Blouse Waist of coarse black fish net, bandings of fine chignon silk, fine tucked yoke of Ninon de Soie, silk cord and jet frogs, heavy gimpure-inset running to bottom of waist, the new Jambon sleeve; altogether a perfect lady's waist.

At \$9.50—An elegant model of black coarse fish net; the whole yoke and collar of crossed soutache, heavy silk motifs on front, shoulders and sleeves, rich silk insertion running down each side of front, cuff of crossed soutache, with silk motifs; one word to express this waist—"original."

These three models are all lined silk. We can show you other models in black as low as \$2.50 and as high as \$25.00.

Women's Winter Underwear

An excellent chance awaits you here Tuesday to lay in your entire winter's supply of Underwear. You can save one-third and more on all you buy. The garments will give you as much satisfaction in every way as perfect goods. Phone all orders to Department.

Women's Corset Covers, fine ribbed white cotton, high neck, long sleeves, buttoned front. Watson's make. Sizes 32 to 38 bust. Regular value 50c. Tuesday's sale, 25c.

Women's Vests, Peerless Brand, fine ribbed cotton, high neck, long sleeves, buttoned front. Sizes 32 to 40 bust measure. Regular value 50c. Tuesday sale, 25c.

Ladies' Drawers, Watson's unshrinkable make, fine ribbed wool, with thread of cotton, in natural color, for sizes 32 to 38 bust measure; also fine ribbed fleece-lined cotton, in white or natural, for 32 to 42 bust measure; all are ankle length. Regular value 55c. Tuesday sale, 35c.

Women's Vests and Drawers, fine ribbed wool, with thread of cotton, natural color. Vests are high neck, long sleeves, buttoned front. Drawers are ankle length in both styles to match. Sizes 32 to 38 bust. Regular value 75c. Tuesday sale, 45c.



\$15 is Our Strongest Line

MANY A MAN would pay a little more than he usually does for a Fall Suit if he took the time to investigate our fifteen dollar suits.

MANY A MAN would likewise pay a little less than his customary price did he but take the time to look into the excellence of our fifteen dollar suits.

We have cheaper suits which are not so good, and higher-priced suits which are better.

BUT—the best compromise between what you would like if money were no object, and what you could get if ambition cut no figure rests at \$15.00. That's the point.

Let us prove it up with actual goods as evidence.

Men's Blue and Black Fine Twill Worsted Suits, materials are rich in shade and color, woven from the finest Botany yarns, cut and tailored newest single and double-breasted design. \$15.00.

Men's Suits, in fancy English worsteds, the newest fall shades, single-breasted, dip front, sack models, finished with flaps on pockets and fancy cuffs in sleeves. Extra special value. \$15.00.

The Sale of Black Silks

WE continue the demonstration of Simpson value in silks to-morrow with a line of 50c and 65c colored silks to be sold as follows:

5000 yards on sale Tuesday of Fashionable Dress Silks, Rich Satin Merveilleux, Swiss Satin de Chine, English Beau de Soies, Swiss Chiffon Tartans. A wide choice of the fashionably made, 50c and 65c per yard. On sale Tuesday at per yard \$1.39

Warm Washable Fabrics

TUESDAY we make a special showing of Cashmerettes, Eiderdowns, Pyramettes, English and German Velours, Moletons, plain and fancy, etc.

Nothing nicer than these for warm dressing gowns, dressing jackets, dressing sacques, kimonos, indoor wrappers, children's sleepers and dresses.

They will wash well and wear well. The designs range from the staple polka dot to the highest French designs usually found in the best French flannels and wool delaines.

Cashmerette, pretty designs, printed on a fine English twilled cloth, which will wash and wear well, navy, black, cream and other colored grounds, dots, figures, etc. 10c.

Cashmerette, 28 inches wide, similar colorings, but a larger range of designs. Special value, 12 1/2c and 15c.

Cashmerette, 28 inches wide, pretty creased ground effect, lovely French delaine designs for ladies' waists, mauve, sky, pink, grey, etc. Persian and other styles. Special, 15c.

Check and Tartan Flannellets, in black and white, red and black, etc. Also small designs, makes nice warm frocks for school wear. Special, 10c, 12 1/2c and 15c.

Best Cotton Eiderdown, most dainty design, warm and fleecy, all perfect goods, no faws, sky, pink, red, black.

Field Moleton, special heavy make, large plaid designs, for men's dressing gowns, natural fawn and brown grounds, white and other colored checks, 25c.

German Pyramette, a heavy make, for ladies' and children's dressing gowns, etc.; a fine velvety cloth. Usually sold at 25c and 25c. Our price 25c.

Plain Colored Moleton, for children's and ladies' underwear, like an ordinary plain flannellet, but much softer; pink, grey, cream and fawn, 15c and 16c.

Quaker Wheat Berries, 3 packages 25c. Quaker's Marmalade, 5-lb. pall, 40c. Imported Pure Mat. Vinegar, Imperial quart bottle, 20c. Quaker's Picnic Ham, 5 to 5 lbs. each, per lb., 15c. Canned Lobster, Peerless Brand, 1-3 lb. tin, 17c.

King Hats for Men The well-known King Brand, for men of all ages; we carry in this popular make all the most hobby shapes, also the staple shapes; we can suit almost any face or figure, in black, brown, fawn and tan colors; get one of these hats and go away satisfied. Tuesday, \$2.00.

Grocery Store Note

One car Redpath's Standard Granulated Sugar, 20 lbs. \$1.00. Lake of the Woods Five Roses Flour, 1-4 bag in cotton, 55c. Finest Jersey Sweet Potatoes, 9 lbs. 25c. Canned Corn or Peas, new pack, 3 tins 25c. Quaker Wheat Berries, 3 packages 25c.

Quaker's Marmalade, 5-lb. pall, 40c. Imported Pure Mat. Vinegar, Imperial quart bottle, 20c. Quaker's Picnic Ham, 5 to 5 lbs. each, per lb., 15c. Canned Lobster, Peerless Brand, 1-3 lb. tin, 17c.

Gloves for Everybody

Tan Moccas, Lined Mitts, Kid Gloves, Suedes, silk lined, Cashmeres, silk or fine lined, Woven Gloves and Mitts, Baby Mitts, Gloves for men and women, boys and girls; 12 1/2c to \$4.00—just as you choose.