

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

# THE SIMPSON COMPANY, LIMITED

PROBABILITIES—  
Lakes and Georgian Bay—Moderate variable winds; fine; much the same temperature.

# THE SIMPSON COMPANY, LIMITED

## Our \$23.50 Suit for Gentlewomen

LAST season we won very favorable distinction indeed for our Suits at twenty-five dollars. We aimed to produce a line of Suits at this price, which would stand pre-eminent as our ideal of what good tailoring and distinct simplicity should be. As many of our readers will remember, Simpson's twenty-five dollar Suits became a feature of the store's attraction, and few ladies who saw them but either bought one, or used them as a standard of value, in choosing suits at other prices.



This fall we have endeavored to duplicate this success of last season. We have followed our former methods with what success we ask you to judge. One thing we may vouch for—if the value was there last time at twenty-five dollars, it is here this fall, because in the struggle for terms the price has been brought to \$23.50!

### Our \$23.50 Line for Autumn, 1909.

Materials—all wool chiffon Panama, lined with a union silk serge. The coat is long and strictly tailored. It has a cutaway front, the new panel effect on the sides, and tucked cuffs. Trimmed with jet buttons. The skirt is made semi-pleated. Colors black, wisteria and navy. A quiet, yet distinguished looking suit, such as a woman of refinement will thoroughly appreciate, yet at a very moderate price. In black this suit is very appropriate as a mourning costume, with self-covered buttons instead of jet. A very exceptional suit at \$23.50. All sizes, 32 to 42 bust measure.

### Strictly Tailored Winter Coats at \$18.75

High-grade winter coats, of rich kersey cloth, in navy, green or black, semi-fitting back, shoulders and sleeves lined, high turn-down collar, and cuffs finished with velvet, finished with jet buttons. Wednesday, \$18.75.

### Very Smart, Crisp Separate Skirts at \$10.00

Ladies' handsome skirt, of good crisp quality all wool black volle, made in 13-gore full flare style, trimmed around bottom with rows of black satin, finished with satin covered buttons. Wednesday, \$10.00.

### Beautiful Selection in the Net Waists at \$5.00

Dainty and stylish waists of fine net, heavy Japanese silk lining throughout; trimmed with lovely guinea pure lace motifs, with raised crochet balls and bands of insertion, tucked yoke, collar and sleeves, finished with lace edging; white or ecru. Very special value. \$5.00

### The Simpson Taffeta Skirt at \$5.00

Ladies' Taffeta Silk Petticoats, in new tailored effect; cut full; made with deep flounce; trimmed with self strapping and pin tucking; deep taffeta under-piece; colors black, navy, brown, green \$5.00 and grey; sizes 38, 40, 42. Also new styles at \$6.50, \$7.50, \$8.50 and \$10.00.

## A Very Good Chance to Buy Fur-lined Coat Occurs Wednesday

By a good chance we mean splendid coats will be selling at three-quarters of their former price. We received that much discount on them, and you may have the saving. The coats are right, you may be sure of that, or we wouldn't offer them at all.

\$85.00 Coats for \$62.50.

\$65.00 Coats for \$45.00.

\$50.00 Coats for \$37.00.

10 only Fur-lined Coats, this season's very latest models, full 50 inches long, with sacque back; sleeves with cuffs. The shell on outside is made from very fine French broadcloth, and handsomely tailored with self strappings. The linings are the very finest procurable, the imperial lock squirrel being exceptionally dark, and finished with small tails; colors dark green, navy, brown and black; mostly mink and sable collars; three only lined with imperial lock squirrel; fine, dark, natural Canada mink collar and revers. Regular price \$85.00. Wednesday \$62.50.

Three only lined with imperial lock squirrel, with natural Alaska sable collar and revers. Regular price \$65.00. Wednesday \$45.00.  
Four only, lined with best May hamster, fine western sable collar and revers. Regular \$60.00. Wednesday \$37.00.  
EXTRA SPECIAL MINK MUFF SALE.  
25 only Good Natural Canada Mink Muffs, large empire shape; some have six stripes, best elderdown beds and satin lined, with silk safety cord. Regular \$22.50 and \$25.00. Wednesday \$17.50.

## Pretty Dress Silks at Popular Prices



WE always did manage to procure the prettiest of silks in all lines, even the least expensive. Wish we could show you our dress silks for this season's evenings waist and party gowns. Some of them are costly, but thousands and thousands of yards have been bought at rock bottom prices because of the size of our orders. Wish you could see them—but why can't you see them? Come in and we'll show them to you. Never mind about being ready. Come and make your mind up about colors.

Palette de Soie, a beautiful plain, soft, smooth weave, with bright finish, in a full range of colors, for both street and evening wear, at 75c yard.  
Rich Satin Messaline, superb quality, sheer and lustrous, complete color line, in light and dark shades, as well as ivory and black, at 75c yard.  
40-inch Black Paillette Dress Silk, a rich, heavy weave, excellent wearing quality, glove finish, deep jet black. Special Wednesday at \$1.25.  
French Liberty Duchesse, a regal draping quality, high lustre, in full range of all the new fall street and evening shades, at 75c yard.

## The Fashionable Dress Goods and Suitings for Fall Wear

EVERY new and handsome weave and color is ready for your inspection. Cultured taste has been displayed in the selection of qualities in the various fabrics. We present an exceptional choice of those lovely innovations in color as foretold in the Fashion centres almost a year ago. It takes months to weave, dye and finish some of the fabrics exclusively shown by this store. Come and choose.  
Queensly Broadcloths, in soft pastel shades. Per yard, \$1.25 and \$1.50.  
Satin Prunella Cloths and Satin Velours Henriettes. Per yard, \$1.00, \$1.25 and \$1.50.  
Smart Diagonal and Wide Wale Weaves. Per yard, \$1.00, \$1.25 and \$1.50.  
Wide Wale Coating Chevrets, for fashionable long coats. Per yard, \$1.25 and \$1.50.  
Evening Wear Fabrics, in uncrushable silk and wool. Per yard, 85c, \$1.00, \$1.25 and \$1.50.  
Silk Meteor and Ripple Crepes. Per yard, \$1.25 and \$1.50.



## Heard on the Elevators

"When I go back to St. Louis and tell them about this Simpson Dress Goods Department up in Canada, they will want to start a free trade agitation right straight."

The lady laughed. "If I wasn't so stout already I might pass the customs officer with a few yards of that broadcloth about me somewhere, but I guess my principles are too strong to permit of anything like that now."

She sighed and laughed at the same time in the way those humorous, stout, good-natured American women will.

Our Dress Goods Department is a wonder; it has been our special pride for well nigh 30 years. Visitors notice it more than Toronto people, perhaps; it strikes them by comparison with other cities. Toronto people are used to it, but they enjoy the advantage of one of the finest Dress Goods Departments in the world, all the same.

## The Orchestra Programmes

- Wednesday at Luncheon  
March—"Under Storm"..... Grim  
Selection—"La Granvia"..... Lugrini  
Waltz—"Columbia"..... Thurban  
Waltz—"Wedding Day"..... Tobani  
Selection—"The Broken Idol".....  
Gavotte Caprice..... Van Alstyne  
Suite—"Americana"..... Kremer  
No. 1—"The Tiger's Tail"..... Thurban  
No. 2—"Serenade"..... L. Gann  
Melody in F..... Rubinstein  
Characteristic Piece—"The Grass-hopper"..... Bucalosi  
Wednesday Afternoon  
March—"Entry of the Gladiators"..... Fucik  
Selection—"Faust"..... Goumou  
Waltz—"Best d'Amour"..... Waldteufel  
Lyd—"Glow-worm"..... Linke  
Cloister Scene..... Rubinstein  
Selection—"The Fortune Teller".....  
Ballet—"Columbelle"..... L. Gann  
Intermezzo—"Curly"..... Powell  
Waltz—"Woodland Dreams"..... Waldteufel

## The Grocery Store's List

- 2000 stone Fresh Rolled Oats, per 50 lb. sack, \$1.25.  
Choice Side Bacon, permeal, half or whole, per lb., 15c.  
300 pairs Pure White Clover Honey, 5-lb. pail, 60c.  
200 boxes Taylor's Cream Soda Biscuits, 3-lb. box, 25c.  
Finest Messina Lemons, new, large size, per dozen, 15c.  
Choice California Prunes, 4 lbs. 25c.  
Fancy Japan Rice, 4 lbs. 25c.  
Imported Worcester Sauce, Scott Taylor's, three bottles, 25c.  
Quaker Wheat Berries, three packages, 25c.  
Canned Corn or Peas, three tins, 25c.

## Living Rooms the Feature of the Modern Home and Living Room Furnishings Are the Feature of This Stock.

SOMEBODY has said that The Heart of a House is the Hearth. We go further and say the Heart of a House is the Living Room, Hearth and all.

The place where the family gathers to read, play, talk, rest, lounge, where "company manners" are unnecessary, where thought and feeling have full frank expression, and where a man may relax of an evening amid surroundings that make him realize what he is living and fighting for—that's the kind of a room we call the Heart of a Home, and we feel that we haven't given it one bit too much attention.

For every conceivable development of the Living Room idea would seem to be here. New ones, however, are being suggested by our staff every day. If you have an inspiration of your own, it will help you to have it materialized here in the department, where the grouping of fabrics and colors can be done to best advantage. If you like we will make a sketch of any scheme you have in mind and show you how it looks on paper.

The materials needed for living rooms are here in utmost profusion. (Did you see our Living Room out at the Fair?) Come to the department and we'll show you. Realize that here in the central location of Toronto is a practically new store with an immense floor given up to modern house-furnishings, and also consider this fact—good taste often saves expense.

**PORTIERE CURTAIN MATERIAL.**  
A new rep, 50 inches wide, in various colors, all good, but the buff shade particularly so; the yarn very tightly spun, overcoming the only objectionable feature in using reps (the tendency to "drop"); looks well used plain, trimmed with galoon or decorated with stencil.

**LEATHER FOR CHAIR COVERS.**  
New Leathers, hand finished, in antique Spanish effects, tanned by a new process, which leaves the leather particularly soft and pliable. Per skin, \$1.50 to \$2.00.

**FOR THE LIVING ROOM FLOOR.**  
Oriental Rugs, or good reproductions of them, in various sizes, from hearth to full room size; the real thing, from \$18.00 to as many dollars as you care to pay; the reproductions are so good that we will be glad to take them into the Oriental section and show them side by side. Of course, they cost much less than the real.

**CASEMENT CLOTHS FOR WINDOW CURTAINS.**  
The best assortment of Printed Casement Cloths and serims in Canada, the world's biggest and best mill is represented in our stock. You will be

amazed at the variety of high-class designs in these very artistic fabrics. Many of the patterns look like splendidly executed stencil work, which would cost ten times the price we ask. Per yard, 25c and 30c.

**CURTAINS AND CUSHION COVERINGS.**  
Dutch cretonne, block printed, in Amsterdam, quaint designs, rich in color harmony, and decidedly different from English, American, French or German goods by the yard, 35c and 50c; Curtains, per pair, \$6.00; large Table Covers, \$1.25; medium size, \$1.50; small size, \$1.00; Cushion Covers, 25c and 35c.

**MUSLINS FOR SASH CURTAINS.**  
Madras Muslin, made in Scotland, of course, in creams or multi-colored; many stained glass effects. The quality we are showing at 65c per yard, both as to texture, design and coloring, is remarkably good value.

**THE LIVING ROOM FLOOR ITSELF—HARDWOOD.**  
We are always busy laying hardwood floors, and are proud to know the reason for this is that our work is beyond criticism. We are more than particular regarding the materials used in the workmanship. Let us quote you prices for this class of work.

## Blankets--Blankets

Second and Last Call for Blankets.  
(Second Floor, Yonge Street.)  
130 pairs Fine Unshrinkable Wool Blankets, white, made from good stock, splendidly finished, warm and thoroughly soiled, pink or blue borders, 60x90 inches. Regular \$2.48 per pair. Wednesday, \$1.92.  
A beautiful, clean, soft white, pure Saxony Wool Blanket, made from the very best yarns; cleaned and napped in the most approved way; dainty borders; large double bed size; 70 x 84 inches. Per pair, Wednesday, \$4.48.  
A lot of Wool Horse Blankets, best English and Canadian makes; some cotton yarns will bleach perfectly; 34 are a little soiled, but every one is perfect; full sizes, ranging from \$4.50 to \$7.00 each. Wednesday, half price.  
Pringed Damask Towels, full bleached, and every thread lined; some have knotted fringes; 180 pairs in the lot. Regular 75c per pair. Wednesday 53c.  
40 only Extra Quality Rich Double Satin Damask Table Cloth, full grass or dew bleached, good weight, and very fine weave, very handsome range of designs with borders all around, every one pure linen, 2 x 2 1-2 yards, at each, Wednesday, \$2.68.  
1000 yards Fine Bengal Unbleached Cotton; round, even thread; very clean cotton yarns will bleach perfectly; 34 inches wide. Per yard, Wednesday, 7c. (Phone orders direct to department.)

## Lingerie Robe Clearing Underprice

(Trimming and Robe Department, Main Floor, New Building.)  
30 only White Embroidered Swiss Muslin and Batiste Robes, shaped skirts, with materials for bodice. Regular selling prices \$12.50, \$14.50 and \$15.50. Wednesday morning to clear, \$3.98.  
Five Black, Four Black and Silver Sequin Robes. Regular prices \$12.50 and \$15.50. Wednesday to clear, \$7.50.  
10 dainty little Ivory Lace Robes, suitable for young ladies, three designs. Regular price \$10.50. Wednesday, to clear, \$4.08.

## Take a Few Minutes to See the Wall Paper Display

Sketches, Tekkos, bright or dull metallics, two-tone effects, stripes and florals, imported papers, in rich colorings, pressed designs. Prices 35c per roll to \$8.00.  
WEDNESDAY SPECIALLY.  
2670 rolls Imported Parlor and Sitting Rooms, in greens, blues, yellows, champagne, browns and their blends. Regular to 65c. Wednesday 33c.  
2800 rolls Imported Parlor, assorted colors. Regular to 35c. Wednesday 19c.  
6000 feet Oak Room Moulding. Regular 3 1-2c. Wednesday 2 1-4c.

## 25% Off Picture Framing 25% Discount

This offer closes Saturday this week—all the latest styles in Mouldings and Frames are offered at 25 per cent. straight discount off regular marked prices. Help us by coming to-day and so avoid the rush. Picture Galleries, Top Floor.

## Another Sale of Pictures at 98c Apiece

Regular Prices up to \$4.00.  
100 (about) more gallery and regular stock Pictures at values up to \$4.00, must go at 98c on Wednesday morning. Sizes 16 x 20, 12 x 24, square and oval, gilt and wood frames. See window. Wednesday's price 98c. (Picture Gallery, Top Floor.)

## Work Shirts for All the Trades



NO matter what your trade—no matter what price you want to pay—no matter whether you want light, medium or heavy weights—you'll find the best qualities, full and generous sizes, double-stitched seams and best workmanship, in our Shirt Department, Main Floor, Richmond Street Section.

Black Sateens, English Oxfords, American Drills, Flannelettes, Black and White Striped Drills, Knit-Top, Navy or Grey Flannels, English Flannels, and many others.

EXTRA SPECIALS FOR WEDNESDAY'S SELLING.  
300 Men's Black and White Striped Drill Work Shirts, fleece finish, bands only, very strong and extra well made, 75c. Wednesday 43c.  
500 Heavy American Drill Work Shirts, dark grey shade, double front and back, made extra strong, will stand very hard wear, 14 to 17. Special Wednesday 68c.  
1000 Men's Fancy Negligee Shirts, broken lines from our regular stock, some slightly counter soiled, plain white stripes and figured designs. Regular to \$1.00. Wednesday 49c.

## A Good Hat for \$1.00

We don't think a man need hesitate long about shaking his old hat when he can get a new one for a dollar. And very decent hats they are, too. Derbies in the approved 1909 shapes, English felt. Silk bindings. Calf leather bands inside; \$1.00.

\$2.00 SOFT HATS, 89c.  
Men's and Young Men's Soft Hats in the low crown and small brim shapes, in green, brown, fawn, grey and bronze, very dainty styles. Regular \$1.50 and \$2.00. Wednesday 89c.

## Men's \$4.00 Boots for \$2.59

200 pairs of Men's fine high-grade Goodyear welted Boots. Lines we are discontinuing from regular stock, selected vict kid leather, some have dull calf Blucher tops, medium and heavy soles; every pair made with Goodyear welted soles, all sizes in the lot; regular price \$4.00, on sale Wednesday, \$2.59.

## Children's Shoes \$1.39

180 pairs of Children's Boots, sizes 8 to 10 1-2, fine vict kid, Blucher, spring heel, fine workmanship; a good school boot. Regular \$1.75. On sale Wednesday \$1.39.

## Dongola Buskins \$1.09

180 pairs of Women's Dongola Buskins, elastic over instep, low heel, plain toe, a common-sense slipper; all sizes 2 1-2 to 8. Regular \$1.25. Wednesday \$1.09.

## Men's Mocha Gloves 59c

Men's Tan Mocha Gloves, wool lined, one dome clasp, perfect fit and finish, splendid value, all sizes. Wednesday, per pair, 59c.

## Men's Cashmere Socks 19c

Men's Finest Quality Plain Black Cashmere Half Hose, no seams in foot, close fitting, deep rib top, weight for fall, double heel and toe. 20 dozen on sale Wednesday, per pair, 19c.

## Finest Cashmere Gloves for 25c

50 dozen Women's Finest Quality Cashmere Gloves, plain black and colors, two dome wrist, fleece silk, taffeta, and fancy lining, "German" sample lot. Every pair perfect; all sizes. Wednesday, one price, 25c.

## Jewelry "Specials" Wednesday

500 pairs Dress or Collar Pins, plain and pearl set, Regular 50c pair. Wednesday, 29c pair.  
500 pairs Dress or Collar Pins, hand engraved and pearl set. Special 20c pair.  
200 Waist Sets, sterling silver, hand engraved, maple leaves, set of three, special 30c.  
1000 pairs Cuff Links, plain, fancy and pearl. Wednesday, 15c pair, two for 25c.

## Cashmere Stockings for 29c

Women's Imported Cashmere 2-1 and 1-1 ribbed, fall and winter weight, soft, durable yarn, two-piece, heel and toe, odds and ends. Wednesday, 29c.

**Queen Quality SHOE**

Today! Autumn styles of "Queen Quality" shoes. The new ideas—all sorts of shapes, all sorts of patterns.

\$4, \$4.50 and \$5.00

**Queen Quality SHOE**

Extreme styles, not too extreme. Conservative styles, not too conservative. "Queen Quality" styles are JUST right.

All popular sizes and widths

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