

L. SIMPSON

Store Opens 8 a.m.

Closes 5.30 p.m.

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

Probabilities—Strong winds, S. to S.W.; warmer; partly fair, with showers.

L. SIMPSON



Ready to Wear---Worthy to Wear

WOMEN'S Garments that have not the latter quality have no right to claim the former, for they are not ready for any woman of taste or intelligence.

SIMPSON'S garments are worthy in the quality of the fabric used in their manufacture. They are worthy in the taste and skill displayed in their form and fit. Last, but not least, the sewing is worthy. Come and see for yourselves. We name four or five, but there are dozens of others equally interesting.

SIMPSON'S \$25.00 SUITS AND DRESSES.

Smart Tailored Suits, of all-wool serge, single breasted coat, lined throughout with satin; mannish small breast pocket on left side, fastens with six bone buttons. The skirt has panel front, with side semi-pleats from knee down, headed with deep fold of self; button trimmed. This suit comes in fawn, grey or black, \$25.00.

Attractive One-piece Dress, of fine imported broadcloth, in this season's shades of tan, cadet, navy and black; waist is laid with fine tuckings of self, forming yoke; belt of self to match; the fashionable cut skirt, lined with fine tuckings from belt down; a beautiful garment for the moderate price of \$25.00.

WOMEN'S FALL COATS.

A jaunty Fall Coat of a light grey shade of zibeline cloth; has loose back, ornamented with buttons; single breasted front; large mannish pockets and novelty collar, edged with green broadcloth and tan piping; sleeves have novelty cuffs, trimmed to match collar. Special value \$15.00.

Woman's Up-to-date Full Length Coat, of a fine all-wool kersey, in black only; coat is lined throughout with a good quality black satin; has novelty skirt effect, ornamented with buttons; semi-fitting back and double breasted front, meeting a large novelty turn-over collar, lined with heavy corded silk, and neatly trimmed with buttons, which gives a very attractive effect to garment. Price \$25.00.

WOMEN'S HIGH GRADE VOILE SKIRTS \$10.00.

A new style of Ladies' Separate Skirts, of a good crisp quality, even mesh, all-wool black voile, in a neat semi-pleated style; has new tab effects on front panel; side pores are cut to give overskirt effect, and pleated to bottom, finished with silk covered buttons. Special value \$10.00.



Women's Winter Underwear

NO matter what kind of underwear a woman has been in the habit of wearing, she will be interested in the complete showing of new stocks that will be on view here to-morrow. This vast collection contains representative lines from the world's best sources of supply; it's the kind of underwear that is guaranteed to give you satisfaction. If it doesn't, we refund your money, or exchange the goods.

Women's Vests and Drawers, heavy ribbed, white cotton. Vests high neck, long sleeves, button front. Drawers to match, ankle length. Sizes for 32 to 38 bust. Each 25c.

Women's Vests and Drawers, extra heavy quality white or natural ribbed cotton, high neck, long sleeves, button front; ankle length. Sizes 32 to 38 bust. Each 35c.

Women's Vests and Drawers, the "Bestyette" and "Velva" makes; light weight woollens or wool finished ribbed cotton; a very popular line, with long wear. Sizes 32 to 42 bust. Each 35c.

Women's Vests and Drawers, "Watson's" unshrinkable white or natural wool and cotton mixture, ribbed, heavy and fine; also "Watson's" plush lined heavy ribbed white or natural cotton. Sizes 32 to 38, each 50c; sizes 40 and 42 bust, 55c.

Women's "Merode" Underwear from New York, finest quality ribbed cotton, cotton and silk mixed, and merino wool mixture. Vests and drawers, cotton, 75c and 90c each; merino quality, \$1.00 and \$1.50 each; silk and cotton, prices \$1.50 and \$1.75 each.

Women's "Excela" Vests and Drawers, medium weight, fine white ribbed wool mixture, unshrinkable. This underwear sold only by "Simpson's" in Toronto. Sizes 32 to 42 bust measure. Our special price 75c each.

Women's Vests and Drawers, "Watson's" unshrinkable ribbed pure wool, white or natural; sizes 32 to 38 bust, \$1.00 each; sizes 40 to 42 bust, \$1.25. "Union Suits", same quality, white or natural; sizes 32 to 38 bust, \$1.75 each.

Women's Black Equestrienne Tights, fine ribbed wool mixture; sizes for women of 32 to 40 bust measure, 75c and \$1.00 a pair; fine ribbed all-wool, same sizes, \$1.25 to \$1.75 a pair.

Women's Combinations or Union Suits, for sizes 32 to 38 bust measure, heavy ribbed white cotton, 75c a suit; heavy wool mixture, unshrinkable, white or natural, \$1.00 and \$1.50 a suit.

Women's Combinations, finest imported qualities, plain knit, white wool mixture, \$1.75; all-wool, \$2.25, \$2.75, \$3.00 a suit; finest Scotch makes, white silk and wool, \$3.75 a suit; finest white or natural cashmere wool, \$4.50 a suit.

Women's Vests and Drawers, finest imported unshrinkable qualities, plain knit, white or natural wool mixture, \$1.00 each; all-wool, white or natural, \$1.75, \$2.00 and \$2.25 each.

The World's Best Poetry

EDITION DE LUXE.

No. 4—Bargain set, 5 volumes to set, ¼ morocco bound, beautifully illustrated; printed on hand made paper; arranged under subjects; very large literary size; containing a selection of all the best poems, copyright and uncopyrighted, published. This set was made to sell by subscription, limited to 1,000 copies, at \$25.00 per set. Our price \$5.25.

On sale Book Department. Look out for No. 5 Set.

Scotch Plaid Rugs

FOR THE NEW MOTOR COATS.

In our Blanket Section upstairs, Yonge street, we are showing a magnificent range of pure wool fringed Scotch Rugs, in genuine Scotch plaids. These are much in demand just now for motor coats, and the colorings are all suitable, showing, at Tuesday, each, \$5.00, \$6.50, \$8.00, \$10.00.

A NEW LOT OF PRINTED BURLAP TABLE COVERS.

Coarse Burlap Table Covers, for dens, children's rooms, etc., one yard square, in assorted printed colorings. On sale Linen Department, upstairs, Tuesday, each 50c.

(Second Floor.)

Novelty Curtain Nets

Our Autumn Curtain Nets are the choicest selections from the manufacturer's latest productions; the patterns and effects are certainly original, and bring due credit to the originators. Included in the large range of designs are the new checked, black and diagonal effects; colors white, ivory, ecru and Arab; widths 48 to 54 inches; fine quality, and will laundry well; if you are anxious to have the newest, we recommend this exclusive showing. Prices moderate, per yard, 45c to \$1.00.

China and Glassware

Japanese Sugar and Cream Set, good assortment of shapes and decorations. An extra special value for Tuesday, 49c pair.

Cheese Stands, handsome floral decorations on fine cream porcelain ware, Tuesday 98c.

2,000 Tea Cups and Saucers, high grade German chinaware, large assortment of decorations, kermis and ovate shapes; a great opportunity to replenish your tea-ware. Values up to 25c. Tuesday 15c.

Tea Set, fine Austrian chinaware, rich floral decoration, complete for six persons. Tuesday \$1.75.

10 only English Porcelain Dinner Sets, 27 pieces, decorated with Greek key border in gold, complete set for 12 persons. Tuesday special \$11.95.

Limoges China Dinner Sets, 102 pieces, beautiful translucent white china body, with natural color floral rosebud band design, coin gold band and line, old gold handles; all in the new marcella shapes. Tuesday \$44.25.

Tumblers, straight shape, table size, neat etched band, fine clear glass, doz. 75c.

Crown Fruit Jars, pint 55c, doz. \$6.95.

Brass Fern Pots, solid cast, footed and embossed, bright finish, 75c.



Fur-Bearing Animals

THAT'S where we Canadians are all right when the weather goes below freezing point. When the best New York and Paris designers produce the garments the result is not only artistic, it's fascinating. That's what makes our showroom the rendezvous of fashionable women.

Almost daily at this time of the year this store receives novelties in furs, something entirely different from what has hitherto been shown. This week fox furs of acknowledged superiority are specialized. You may see them in: Pure White "Arctic," Natural Blue, Hudson Bay (brown), Jet Black, and Sitka, both plain and pointed. Scarfs from \$15.00 to \$175.00. Muffs from \$17.50 to \$75.00.

Alaska Sable (that most fashionable and durable of all furs), in long "strand" scarfs, stoles and wide shoulder effects, from \$15.00 to \$110.00.

Muffs in "strand," rug, pillow and novelty shapes, from \$10.00 to \$65.00.

Mink Furs are as fashionable as ever, and what fur wears better? Our showing was never so complete. You can choose from the smallest neck-piece to the elaborate 3-yard long "strand" scarf-muffs in all the new shapes.

We are showing the best values in Persian Lamb Coats, over 36 inches long, garment made with long roll shawl collar, semi-fitting back, lined with French brocade, skins best selected, Leipzig dye, at \$210.00. Cannot be duplicated in Canada.

Etchings and Pastels at About Half-Price

Sixty Etchings and fifty-five Pastels of unusual merit have been secured at a price that enables us to sell them at three dollars below their usual price of six-ninety-five. In handsome gilt frames, 20 x 30 inches. Tuesday's special price..... **3.95**

The Best Kind of Velvet Rugs

A well-woven Velvet Rug is almost equal to a Wilton in appearance, and often wears as well, but it must be a good velvet. We carry only one grade of velvet rugs—that is the best.

The variety of designs and colorings we show for this season are just a little ahead of last year's splendid assortment.

The pretty chintz patterns for bedrooms, the small motif centres with plain borders, and the Turkish and Persian effects, are all much like Wiltons in their appearance and will wear almost as well. 3x3½ yards, \$17.50; 3x4 yards, \$20.50; 3½x4 yards, \$24.50.

Red Cedar and Matting Boxes

(Fourth Floor.)

We are showing a very nice range of Utility Boxes, made in Georgia pine, panelled with matting, some plain others bamboo trimmed; some fitted with castors and tray; sizes 2 feet 6 inches to 4 feet long; a neat box; nicely finished, solidly made, attractive and serviceable. Prices \$4.00 to \$7.50.

Our Red Cedar Chests are particularly good, highly finished, mothproof, making them almost indispensable in the home; assorted sizes. Prices from \$10.00 to \$16.00.

Good Hosiery at Low Prices

Women's Fine Plain and Ribbed Black Cashmere Hosiery, seamless finish, medium weight, special purchase, double heel and toe, 8½ to 10. Special price Tuesday 23c.

Women's Fall Weight Plain, Tan and Black Cotton Hosiery, knit to shape, fine, even thread, double heel and toe, 8½ to 10. Extra special 12½c.

Boys' Heavy English Worsted Stockings, long, glossy yarn, close elastic rib, double heel and toe, 6½ to 8½. 36c value. Tuesday 25c.

Women's Pure Cashmere Gloves, half silk lined, two dome wrist, best finish; fine quality all through, sizes 5½ to 7½. Selling below regular price. Tuesday 25c.

Women's Chamotte Washable Gloves, two dome wrist, natural shade, suede like appearance, outwear and wash the real article; priced away down; 5½ to 7½. Tuesday 29c.

Sale of Imported Wall Paper

New fall goods waiting to come in; room must be made; prices cut less than ¼; not old stock or damaged goods.

3,000 rolls Parlor and Dining Room Foreign Papers, two-tone, colored, flat and silk effects, in latest colorings, room lots. Regular 75c and 85c. Tuesday 29c.

4,500 rolls Sitting Room, Dining Room and Hall Papers, foreign and American, in greys, blues, greens, creams, reds, browns, cloths and silk effects. Regular 50c and 65c. Tuesday 19c.

5,300 rolls American and German Papers, for sitting rooms, parlors, bedrooms, in bright colorings or quiet effects, assorted colors. Regular to 25c and 35c. Tuesday 9c.

6,000 feet Room Moulding, 1½ inches wide, white and imitation oak. Regular to 2½c. Tuesday 1¼c foot.

Groceries

One car Standard Granulated Sugar, 10 lbs. \$1.00.

Choice Side Bacon, peameal, half or whole, per lb. 22c.

Lake of the Woods Five Roses Flour, ½ bag, in cotton, 87c.

St. Charles Cream, 3 tins 25c.

Post Toasties, 3 packages 25c.

McLaren's Invincible Jelly Powders, assorted, 3 packages 25c.

Mazatlan Olives, in quart jar, per jar 30c.

Fancy Japan Rice, 4 lbs. 25c.

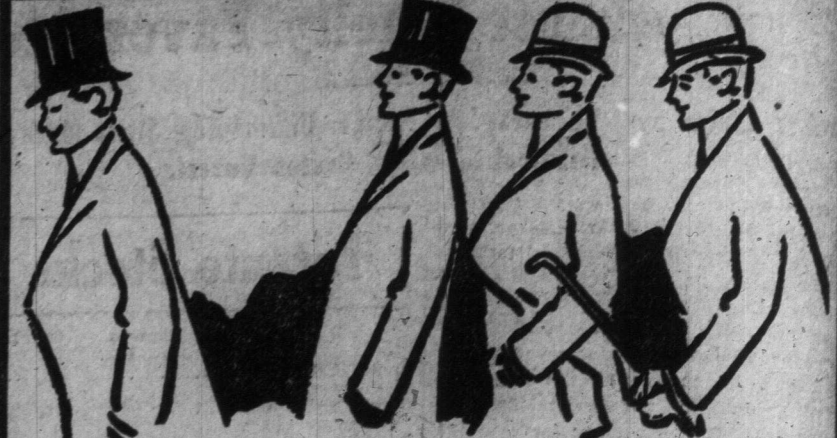
Crosshatch Brand Sardines, 2 tins 25c.

Finest Sweet Potatoes, 7 lbs. 25c.

Split Peas, 8 lbs. 25c.

Canned Pineapple, sliced, 1½-lb. tin, 2 tins 25c.

Telephone direct to department.



Rain Coats---Fancy Vests

THESE latter are an attractive bargain in stylish waistcoats, many at less than half price. Our word to the wise is "Come Early." The raincoats are splendid value, and the risk of going without a raincoat after the first of October need only be mentioned to be apparent. Of course if you can stand wetting through to the skin and turn up all right the next morning, well and good. It costs most people a doctor's bill and loss of time that would pay for several raincoats.

MEN'S AND BOYS' NEW FALL RAINCOATS.

Men's Fine Quality English Cravenette Raincoats, in dark Oxford grey or olive fawn shades, cut in the latest single-breasted style, large and roomy, lined throughout with good quality linings. Sizes 35 to 44. Price \$12.00.

Men's English Covert Cloth Raincoats, a smooth, firmly woven material, suitable for fall wear or for protection from rain, in a rich dark Oxford grey shade; cut from the popular single breasted models; full length; splendidly tailored, with broad shoulders, and full chest effect. Sizes 35 to 44. Price \$15.00.

Boys' English Cravenette Waterproof Coats; guaranteed thoroughly rainproof, a rich olive fawn shade; cut single breasted style; buttoning close up to the throat; finished with neat military collar and wind straps on sleeves. Sizes 26 to 32. Price \$6.50.

MEN'S FANCY VESTS.

Regular Prices \$1.75, \$2.00, \$2.50 and \$3.00, to Clear Tuesday at \$1.49. Men's Wash Vests, made from percales and fancy pieces, in white and grey grounds, with neat fancy stripes and figures. Sizes 35 to 44. To clear Tuesday at \$1.49.

Men's Furnishings

Men's Heavy Grey Flannel Shirts, very strongly made, all seams double stitched, large pocket, reversible collar; just the thing for winter wear. Tuesday 3 for \$2.75, or each \$1.00.

Men's English Flannel Night Robes, extra large and roomy, double stitched seams, large pocket, turn-down collar; colors are pink, blue or blue grey, with pretty stripe effects. Each, Tuesday \$1.00.

Men's All-wool Sweater Coats, rib style, perfect fitting, well made and trimmed, two pockets; colors are grey with cardinal and navy with cardinal. Tuesday \$1.00.

Men's Pure Wool Sweaters, with collar, fastened at neck with four buttons and cords; a beautiful garment for winter wear; colors are grey and navy with cardinal collar. Special Tuesday \$1.00.

Men's "Body Guard" Natural Wool Underwear, for fall wear; made in England especially for us. These goods are made by expert operators, and we guarantee them absolutely unshrinkable; they cannot be bought elsewhere. Special Tuesday \$1.00.

"Penangle" Brand Natural Wool Underwear; just the kind to wear right now; double breasted, elastic rib cuffs and ankles; this make of men's undergarments are not extra heavy, but are made from fine natural wool, which is both warm and comfortable to wear. Sizes 34 to 42. Tuesday \$1.00.

A Fine Custom-Tailored Suit for \$25

Our stock of Fall Suits is complete, consisting of the finest imported English and French Worsteds and Fancy Vicunas, in exclusive designs; also a large assortment of English and Scotch Tweeds, which are so popular for fall and winter wear. We offer on Tuesday a Bannockburn Tweed Suit for \$25.00.

This cloth is made by the celebrated Dornoch Mills, of pure Scotch wools, woven in a neat grey and black and black and white pepper and salt mixture; fall weights. These suits are tailored in the very best manner, and will be made up to your own individual taste, with best trimmings, for \$25.00.

Beautiful Negliges for Women

Negliges of heavy China Silk, accordion pleated and plain flowing styles, ivory, pink or sky, rich lace insertion and edging, \$10.00 to \$35.00.

Messaline Silks, Oriental, floral and conventional patterns, navy, sky, rose, green and wisteria, plain-pleated and loose kimono style, \$10.00 to \$25.00.

Florentine Silks, floral and Oriental patterns, trimmed and edged with messaline silk, \$5.00 to \$18.00.

Japanese Kimono Gowns of heavy China silk and crepe de chine, elaborately hand embroidered, cardinal, black, helio and grey, \$15.00 and \$18.50.

Lounging Robes, of wadded and quilted silk, some plain, others beautifully embroidered, cardinal, navy, black, sky, \$5.95, \$7.00, \$9.50 and \$15.00.

Wadded Jackets at \$4.00.

Blanket and Wool Elderdown Robes, handsomely designed and trimmed with plain or shirred messaline silk, generously full and perfect fitting, \$3.50 to \$8.00.

Crepe Kimono Gowns, plain and fancy figured, empire effects, borders of messaline and satin, \$1.95 to \$4.00.



New Persian and Dresden Silks

We are showing a very new complete range of these fashionable silks, in both satin and taffeta finish. There are wonderful color combinations, in light, medium and dark grounds, bringing with them all the daring originality and beauty known to the European designers. These silks are being worn in fashionable centres for entire dresses, and for dresses combined with broadcloth, and for very dainty dinner and reception dresses, veiled with chiffon. There are over one hundred color combinations to choose from. Prices range 50c, 75c, 85c, \$1.00, \$1.25 and \$1.50 per yard.

Interesting Dress Goods in Blacks

Queenly qualities, in Sedan Broadcloth, Satin Finish Broadcloth, Suede Finish Broadcloth, Panno Finish Broadcloth, Glove Finish Broadcloth; guaranteed unfading blacks and unfinishing; for suits, coats, dresses and cloaks. 52 inches to 56 inches, \$1.00, \$1.25, \$1.50, \$2.00 to \$5.50 yard.

BLACK SUITINGS.

Hopsacks, Diagonals, Panamas, Basket Weaves, Beaded Serge Suitings, etc.; dyed in a deep full black and unfinishing; thoroughly sponged and unshrinkable. 50 inches to 56 inches, \$1.00, \$1.25, \$1.50 yard.

West of England Serges, Admirals Serges, Sailors' Marine Serges, College Serges, Military Serges; now the popular suitings for coats and suits, in fine, medium and heavy twills; our range of these favored suitings is particularly interesting. 52 to 56 inches, \$1.00, \$1.25, \$1.50 and \$2.00 yard.

500 yards Wool Delaines and Challises, in a lovely collection of new designs, in spots, stripes, florals, etc.; Germany, France, Austria and England are represented in this special lot for Tuesday selling, 35c yard.

Lining Department

MOREEN SKIRTINGS.

Just received a shipment of Moreen Skirtings, in a beautiful range of colors, rich silk finished quality, and fast dyes. 35 inches, Special value 80c yard.

"Quilted Satens," 30 inches, 80c yard. "Quilted Satens," 24 inches, 70c yard. Lovely choice of the new pastel shades in gold, shell pink, sky, blue, etc., suitable for linings and fancy work.

The Robert **SIMPSON** Company Limited