

SIMPSON

Store Opens 8 a.m.

Closes at 5:30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.

Moderate southerly to westerly winds; fair and warm.

SIMPSON

Goods Within This Border on Sale To-Day

Men's Trousers, \$1.19. Men's Overcoats, \$10, worth one-half more. \$4.00 Boots for \$2.95. \$20.00 to \$40.00 reductions on Electric Fixtures.



Boxing the Compass

The four cardinal points of the store compass are: -Better service. -Greater stocks. -Lower prices. -Larger selling areas.

All these points are interdependent, and they will indicate to customers the course we have laid. The stocks this year are the greatest that have ever come into the store; and the big orders and careful buying have enabled us to quote lower prices.

Ideal store service is, among other things, an indication of capacity for taking pains; all through the store we are endeavoring to develop the human factor capacities to cope with your needs, and we are looking eagerly forward to the time when the Yonge street addition will give us the greater selling area we want, and enable us to serve you that much better.

Only half over is this great sale of Exhibition merchandise; the large quantity and great variety of it insures the fact that customers will find plenty to interest them in this sale next week.

Attractive Fall Waists

A Stylish Waist of Narrow Cord Velvet, yoke and front panel of black moire silk, kimono sleeves, entire waist is trimmed with piping and small velvet buttons, black, navy, golden brown, olive green and cardinal. Special Mainday... 2.95

Rich Silk Velvet Waists, in smart kimono style, yoke, collar and sleeves, piped with mesaline satin in self colors, and small satin buttons, colors, pearl grey, navy, brown and black. Special value... 5.95

New Presto Collar which can be worn buttoned up to throat or with tailored collar and revers, plaited tailored sleeves and side pockets. Price... 3.95

These Willow Plumes for \$5

From the ones you saw at the exhibition it was an easy matter to judge the great "trump" that would be this season on "two-tone" effects in plumes. We are now offering such combinations as brown and tan, two shades of emerald, two shades of blue, black and grey, coque and black, two shades of grey, castor and taupe, as well as black and white for FIVE DOLLARS.

When you see these plumes Monday, you'll admit they look to be worth dollars more, and don't leave the Millinery Salon without glancing through our complete stock of feathers. It's a wonderful showing.

From the Show Building to the Sales Building



Ready for Women

Two Offerings of Merit on the 3rd Floor

A Women's and Misses' Smart, up-to-date, one-piece Dress, made of French Panama cloth, silk braided design outlines the all-over lace. The sleeves have simulate cuffs with continuation sleeves of all-over lace to match yoke. The skirt has smooth fitting lines over hips, continued with semi-pleated side rows, colors are navy, black or brown; sizes 14, 16, 18 years, and bust 22 to 42. Price... 10.00

Stove-time Has Come Again

This Fair Exhibit was a Timely Purchase. In the basement on Monday you will see a stove exhibit that will warm the cockles of your heart—particularly when you notice the prices that are prevailing.

We purchased an important stove exhibit at the Fair, and the cold snap of this week has prompted us to put them on sale the first thing Monday morning.

We would like you to compare these prices with anything that you know; we're certain that if you need a stove it will lead to an immediate purchase.

The New Velvets and Suitings

The world's best efforts in the manufacture of velvets and suitings is fully represented on our second floor.

Beside the black and colored velvets, there'll be an imposing exhibition of suitings here on Monday in which every woman of refinement will be interested.

French Offen Dress Velvets, in a charming range of beautiful shades, 44-in. wide, yard... 3.50

New Black Dress Velvets, in width 24-in., 27-in., 32-in. and 44-in.

NEW FALL DRESS MATERIALS. New Bannockburn Suitings, fine mannish effects, in new grey, brown, green and other colorings.

New French and English Cheviot Suitings, in the light finish.

New Reversible Suitings and Cloakings.

New Diagonal and Wale Suitings and Costings.

New West of England Indigo Serge, New French and English Cheviot Suitings.

New Broadcloth, in light, medium and heavy weights, for dresses, suits and coats.

4,500 yards of Imported Suitings, including English mixture tweed, all wool Cheviot suitings, Indigo serges, etc. All reliable suitings. Values 60c and 85c per yard. Monday, per yard... 35

Underwear and Corset Waists

Beside the great values made possible by our purchase of the Penangle exhibit at the Fair, we offer the following attractions for Monday:

Women's H. and W. Brassiere or bust corset, fine white percale, perfect fitting, short steels in front sections, lace trimmed, crosses in back, sizes 28 to 42 bust measure. Regular price \$1.00 each, Monday for... 75

Women's Extra Fine Crown Brassiere, fine French percale, removable steels in front sections, trimmed with fine deep embroidered, crosses in back, sizes 28 to 42 bust measure. Monday, each... 1.25

Women's "Farris" Corset Waists, fine white coutil, stayed with pliable watchspring steels, shoulder straps, button front, lace back, four garters, sizes 20 to 26 waist measure. Monday, each... 1.25

Women's Vests and Drawers, fine heavy ribbed white cotton. Vests, high neck, long sleeves, button front; Drawers in both styles, ankle length, sizes 28 to 40 bust measure. Monday, each... 35

Women's "Velva" Vests and Drawers—A beautifully fine medium weight ribbed cotton, high neck, long sleeves, button front. Drawers are ankle length, both styles, sizes 28 to 40, bust measure. Monday, each... 35

Women's Sleeping Vests, finest Zephyr wool, 100% knit, medium neck, long or short sleeves. Color: white, silk ribbon in neck. Sizes 28 to 42 bust measure, two qualities. Monday, each, 35c and 50c.

More Kitchen Cabinets

The chance to get these prize Kitchen Cabinets from the Fair was so well appreciated last Thursday that we've decided to make them a feature of Monday (Housekeepers' Day) on the Fifth Floor.

If your kitchen does not contain one of these cabinets, your cook will be only too glad to point out their advantages. Monday is the day to buy, because you're not likely to see such prices as these printed again for some time.

Kitchen Cabinets, in selected oak, finished golden or natural. An extra large cabinet complete in every way. Price... 29.75

Kitchen Cabinets, made in solid oak, rich golden color, lots of cupboard and drawer space. Flour bin with sifter attached. Price... 24.90

Kitchen Cabinets, well made throughout, and finished golden oak. Has extension top and cutting board. A very complete cabinet at a low price... 18.75

Exhibition Furs

These are model garments of exclusive design. The latest creations of London, Paris and New York.

Handsome Paris Model Labradier Mink Set, large smoky three-strand scarf and new half oval bolero muff, prettily trimmed with natural paws and tails. Special price... 400.00

Hudson Bay Sable Set, stole is made wide shoulder effect, muff very large pillow shape; both are hand-somely trimmed with tails and paws. Special price... 375.00

Paris Model Ermine and Mole Set, wide empire coat and new fancy muff; this combination is extremely fashionable in Paris and New York. Special price... 250.00

New York Model Set of fine broad tail Persian lamb, extra large stole, wide on shoulder, and finished with large silk tassels; muff is extra large pillow shape. Special price... 150.00

Hudson Seal Set, from Paris, Marie Antoinette style, shadow stripe, beautifully finished with large silk tassels and satin loops. Special price... 165.00

A Stylish Bitka Pointed Fox Stole and Muff, a new and exclusive New York design, lined with pale green satin and black chafon, finished with satin loops and natural heads. Special price... 175.00

Women's Model Shoes \$1.75

Shoes that have been on exhibition don't look quite as fresh and smart as the ones that come out of a cotton-wool box. But after you've worn the brand new ones once, they'll look much more knocked about than these exhibition shoes do now.

So when you consider that these shoes would be worth twice our Monday price if they'd never been shown, isn't it worth while getting a pair?

300 pairs Women's High-grade Model Sample Shoes, made from patent calf, vic kid, gummetal calf, velours calf and tan calf leathers; Blucher, lace and button styles; Goodyear welt, fine McKay and hand-turned soles; Cuban, military and low heels; sizes 3 1/2 and 4; B, C and D widths. Regular prices \$3.50 and \$4.00. On sale Monday... 1.75

Everyday Homefurnishings

Thanks to the very rich effects in interior decoration, that most firms strive for at the Fair, the more humble efforts at home furnishings are apt to be overlooked.

Yet the unpretentious is after all what the average man and woman of good taste wants to see in their home. And when it is possible to combine good taste with low cost, as in the case here on Monday, the average man and woman will not let the chance slip.

Marine Rug, reversible in room sizes, two-toned green, blue, red and fawn, Oriental designs, very close and durable quality... \$19.75

8 ft x 10 ft... \$21.75

12 ft x 15 ft... \$28.75

14 ft x 18 ft... \$35.75

16 ft x 20 ft... \$42.75

18 ft x 24 ft... \$50.75

20 ft x 28 ft... \$58.75

22 ft x 32 ft... \$66.75

24 ft x 36 ft... \$74.75

26 ft x 38 ft... \$82.75

28 ft x 40 ft... \$90.75

30 ft x 42 ft... \$98.75

32 ft x 44 ft... \$106.75

34 ft x 46 ft... \$114.75

36 ft x 48 ft... \$122.75

38 ft x 50 ft... \$130.75

40 ft x 52 ft... \$138.75

42 ft x 54 ft... \$146.75

44 ft x 56 ft... \$154.75

46 ft x 58 ft... \$162.75

48 ft x 60 ft... \$170.75

50 ft x 62 ft... \$178.75

52 ft x 64 ft... \$186.75

54 ft x 66 ft... \$194.75

56 ft x 68 ft... \$202.75

58 ft x 70 ft... \$210.75

60 ft x 72 ft... \$218.75

62 ft x 74 ft... \$226.75

64 ft x 76 ft... \$234.75

66 ft x 78 ft... \$242.75

68 ft x 80 ft... \$250.75

70 ft x 82 ft... \$258.75

72 ft x 84 ft... \$266.75

74 ft x 86 ft... \$274.75

76 ft x 88 ft... \$282.75

Goods Within This Border on Sale To-Day

Women's \$10 Blouses, \$2.95. Dollar Night Dresses, 50c. Jewelry Bargains. Millinery Specials. Women's Coats up to \$18.00, for \$9.95. Rich Cut-Glass Hair Pins.



The Cardinal Points

In Our Store for Men

We'll soon be able to spread our men's stock over greater areas and give our customers a better idea of the high-class merchandise we have here. We're constantly aiming at better service, and the increase in our men's store business seems to prove public appreciation of this.

In our endeavor to keep prices on honest merchandise at a reasonable figure, we have been helped lately by some particularly good purchases that have just been delivered. Look at these:

BANNOCKBURN SUITS. 1. A handsome brown and black mixture, quite new.

2. A fancy brown in stripe design. These two suits are correct for this fall, both in style and color. Single-breasted, three-button style coats and hat trousers. Sizes 34 to 44. Monday... 18.00

English Tweed Suits—A new brown shade, carefully made up in a very smart all-in-one suit. Sizes 34 to 44. Monday... 13.00

Canada and Scotland

In the Blanket Sale

We do not advertise a blanket sale until we've gathered here the finest productions of the two countries that make the best blankets in the world, Canadian and Scottish.

No less than a dozen items are specially mentioned here for Monday's selling. We don't often have such a long "special" list; but then you don't often come across a blanket sale of such wide scope.

Be sure to see the special exhibit for housekeepers, purchased at the Fair from the Dominion Textile Co.

White Saxony Wool Blankets, 10 lbs. in weight, 72 x 48 inches, pure wool. The best blankets on the market. Monday... 14.00

8 lb. Scotch Blankets, "Just a Little" rabbit skin to wrap up baby bunting in worst fabric, the finest white wool, 50 x 48. Monday... 2.00

Unshrinkable Wool Blanket, 60 x 70. Absolutely pure, no roughness, easily washed. Monday, per pair... 2.50

Scotch Blankets to match. 7 lb. 88 x 88 inches, made and finished in Scotland. Monday... 5.50

Selected Saxony Wool Blankets made from long, strong, clean Saxony wool, perfectly napped, splendidly finished, pink or grey, 60 x 70. Monday... 6.50

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Monday's Bargains for Housekeepers—in the Basement

Hardware

Hack Saw Frames, cold steel polished and nickel plated, for 9 inch blade. Regular 50c. Monday... 39

Auger Bit Sets, steel bits, set of 3. Regular \$1.75. Monday... 1.15

Auger Bit Sets, set of 6. Regular \$1.15. Monday... 93

Slide Cutting Pliers, Bobbers insulated. Regular \$1.75. Monday... 1.48

Drawer Pulls, Tuscon bronzed. Monday... 4

Screw-Drivers, Yankee spiral with 3 bits. Regular \$1.50. Monday... 1.39

Yankee Automatic Drill, with 8 drill points. Regular \$1.25. Monday... 99

Yale Night Latches with 2 Keys. Regular 50c. Monday... 36

Stanley Block Plane 8 inches long x 1 1/2 in. cut. Regular \$1.75. Monday... 1.53

Tape Lines, never stretch waterproof cloth 25 ft. Monday... 17

Barbers' Clippers, French manufacture of the best quality. Regular \$2.00. Monday... 1.29

Steel Sash Fasteners, copper bronzed. Monday... 5

Hatchets, cast steel with claw. Regular 50c. Monday... 39

Classic Gas Plates, burn an equal amount of air and gas; nickel plated lever taps. Three-burner size. Monday... 2.59

Two-burner size. Monday... 1.75

Queen Gas Ovens, bright tin, asbestos lined, drop door, a quick and thorough baker. Monday... 95

Ash Sifters, galvanized iron. Regular 25c. Monday... 18

Wood regular size. Monday... 14

Furnace Shovels, steel scoop, D handle. Regular 40c. Monday... 29

Stoves and Ranges

The Hummer Cast Cook Stove, with 4 eight inch covers, flat fire grate to shake and dump, front hearth ventilated asphalt door, good baking over, a strong, well-built stove. Monday... 12.50

The Pioneer Range has all the essential features of a high grade steel range. A steel body with cast iron sectional top, with four 9-inch covers, duplex grate and key front hearth plate, the newest arrangement drop door to oven, separate ash pan and side reservoir. Monday... 16.50

The Peerless Premier, cast coal range, with six 8-inch covers duplex grate and key front hearth, ventilated ash pit door, separate ash pan, high back with shelf and two ornamental trivets and with water front. Monday... 42.00

The Universal Rational, a perfect steel range, made of the best polished steel, has six 8-inch covers, sectional top, hinged feed fire door, duplex fire grate, separate ash pan, hinged drop door to oven, specially constructed oven, water front and nickel plated trimmings. Monday... 44.00

The Emblem National Cast Range has four 8-inch covers duplex fire grates, front hearth, separate ash pan, hinged ventilated feed door to fire, high back with shelf and two trivets, side reservoir of copper heavily tinned inside, nickel trimmings. Monday... 34.00

Tinware

Household Scales, with tin scoop, weighs up to 24 lbs.; Government tested and stamped; a \$3.00 scale. Monday... 1.49

Platform Scale as above. Monday... 1.19

Grindstone Food Choppers, cut perfectly all kinds of meats, vegetables and fruits. Regular \$1.75 each. Monday... 98

Galvanized Boilers, flat bottom, sizes 8 and 9. Regular \$1.00. Monday... 69

Oval Footbaths, galvanized. Regular 40c. Monday... 33

600 Oatmeal