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

THE ROBERT SIMPSON COMPANY LIMITED

—Probabilities— Moderate variable winds; fine and warm.

THE ROBERT SIMPSON COMPANY, LIMITED

FRIDAY, OCT. 8th.

Four Sets of Fur Manufacturers' Samples

Less Than One-Half Regular Retail Prices

Our Fur Department has been greatly enlarged since last Saturday, in deference to the advance of the season. To-morrow we are going to make it a centre of attraction. Besides a beautiful display of Simpson's winter furs, we'll hold a sale of fur makers' samples. Don't miss this opportunity. Fur sales are not so common as to make it safe to pass them by. You buy samples at less than wholesale to-morrow.

FULL PARTICULARS FOLLOW

Manufacturers' samples of Fine Fur Stoles, Scarfs and Fancy Neck Pieces, consisting of sable fitch, Alaska sable, mink marmot and squirrel. Just 186 pieces in the lot; over 60 different shapes. Priced from **$2.00** to **$16.50**, less than one-half the original price. All are this season's very latest styles, and perfect in every respect. We will supply mink marmot muffs, large empire shape, to match the marmot neck pieces, at **$3.50** each.

On sale Saturday morning in the Fur Section, Third Floor.

Our Famous $10.95 Suits Are Out For Saturday

WHEN you come into the store to-morrow the chief thing to remember is that no matter how low the price, Simpson's hold fast to quality and good taste. Then with that conviction in your mind come to the third floor and see the display of Suits at $10.95. Perhaps you can hardly realize that so modest a price will buy anything you would care to wear. The thing to do is to see our suits, examine them and try some on. No wonder at your curiosity. No surprise at your investigation. We leave the proving of value to you, answering only such questions as you may ask.

The cloth is worsted, imported from England.

The coat is cut square and medium long, collar the new flat kind, trimmed with braid and buttons.

Skirt, nine gore, flared, trimmed with buttons.

Colors, grey, green, navy, black or brown.

All sizes, 32 to 42 bust measure.

Price $10.95

You will be delighted with the attractiveness of this plain, simple, little economical suit.

LADIES' WINTER COATS, $5.00.

Good, Warm Winter Coats, of splendid quality frieze, in black or navy, in two fashionable styles: one with semi-fitted back, and new roll collar; the other with loose back; coat collar, trimmed with strapping of self. All sizes 32 to 42 bust measurement. Your choice to-morrow **$5.00**

LADIES' SKIRTS, $3.95.

Ladies Separate Skirts, of imported worsted, in invisible stripe effects of black or navy; side gores pleated at bottom; trimmed with strappings and buttons. Sizes 37 to 42 front lengths. **$3.95.**

GIRLS' WINTER COATS, $3.95.

Girls' Coats, of imported frieze, in navy, brown or green, double-breasted front, deep military collar, trimmed with gilt buttons. Sizes 8 to 14 years. **$3.95.**

Girls' Ulster Coats, of English tweed, in stripe effects of navy, brown or green mixture, deep square cut collar, inlaid with velvet, imitation belt, cuffs inlaid with velvet. Sizes 8 to 14 years. **$6.50.**

GIRLS' DRESSES, $2.95.

Girls' Winter Dresses, of all-wool serge, in navy only, made in sailor style, full pleated skirts, also in Russian style, has side box pleat, belt, cuffs and neckband, trimmed with red or navy drill. Sizes 10, 12 and 14 years. Either style, **$2.95.**

A Big Showing of Autumn Waists at $2.95

WE have never shown this $2.95 collection before. Saturday will be the opening day.

Let us tell you about these waists. We said this fall we would make an unparalleled assortment of pretty waists to sell at less than three dollars. So we set to work to do it. We designed and we compared and we bargained; we suggested, criticized, selected, and, finally——well, you may come and see the result. You cannot see such variety and quality at $2.95 anywhere else in this city. Seeing is believing. Just you come and see what an immense selection we have gathered. See the net waists in this collection if you want to behold a remarkable bit of value.

Cream and Ecru Net Waists, coin spot designs, tucked sleeves front and back, square yoke, outlined with guipure insertion, running down to waist, finished lace edging. This is a $6.00 waist for **$2.95.**

Black, Ecru and White Net Waist, with the new demi Bishop sleeves, heavy guipure insertion at elbow, square tucked yoke, very heavily edged with wide guipure lace running down to waist. This is a $4.00 waist for **$2.95.**

This line of Net Waists embraces two distinct designs. The first one comes in cream, ecru and black, elaborately braided with silk soutache; the other is just as heavily embroidered with heavy clumps flowers, dainty insertion in between; both of these are really extraordinary value. $4.00 and $4.25 waists, for **$2.95.**

Rich Black Silk Taffeta Waist, stitched tucks at shoulder, front heavily braided, new tucked sleeve. This is quite exceptional value for **$2.95.**

Another Silk Waist comes in black and all the leading colors; coat Gibson style, military front with soutache ornaments; a very original style. This is a leader at **$2.95.**

We are devoting for this day only a table of oddments of our highest class Tailored and Fancy Lingerie Waists; goods that have been selling at $3.95 to $5.75, all for **$2.95.**

A Saturday Sale of Boots for Men and Women

3,000 Pairs of Regular $3.50 and $4.50 Goods for $2.50 per Pair

You will find all the popular sizes and widths in each line. Every pair is Goodyear welted, every pair such as up-to-date city people insist upon.

LADIES' HIGH-GRADE BOOTS.

1500 pairs of Ladies' Boots, patent colt, vici kid, velours calf and tan Russia calf leathers, on new lasts, all sizes 2 1-2 to 7. Regular prices $3.50 and $4.00. On sale Saturday, all one price, **$2.50.**

MEN'S GOODYEAR WELTED BOOTS.

1500 pairs of Men's Boots, patent colt, tan Russia calf, vici kid and box calf leathers, Blucher style, solid oak bark tanned English leather soles, some of the soles are soaked in oil, making them absolutely waterproof. All sizes 6 to 11. Regular prices $3.50 and $4.00. On sale Saturday, all one price, **$2.50.**

In the Dept. of Ladies' Inner Wear

SATURDAY'S programme of attractions will be a strong one. Read it over. There is sure to be something of interest to you. Then take our advice, come for it early. You won't be disappointed.

$1.00 WHITE UNDERSKIRTS, SATURDAY 50c.

Only 100 of these, made of fine cotton, with deep frill of embroidery and dust ruffle of lawn. Lengths 38, 40 and 42 inches.

$1.00 BRASSIERES, SATURDAY 55c.

Fine heavy white batiste, laced front, neck and arms trimmed with lace. Sizes 32 to 44 bust measure.

2.00 D. & A. OR THOMSON'S GLOVE-FITTING CORSETS, SATURDAY $1.25.

200 only pairs Ladies' Fine Corsets, extra quality white coutil, high bust, long front, hips and back; deep skirt extension all around; filled with fine all rustproof steels, four wide side steels, four wide strong elastic garters, lace and ribbon trimmed. Sizes 18 to 26 inches.

SWEATER COATS, SWEATER AND GOLF BLOUSES, SATURDAY HALF-PRICE.

This lot includes almost every line of our regular stock. They are all the goods that have become mussed through handling. They are perfect in every other detail. Not all sizes in any one style, but sizes 34 to 42 bust measure in the lot.

75c WOMEN'S FLANNELETTE GOWNS, SATURDAY 50c.

Made of extra quality fancy pink and white or blue and white striped flannelette, double Mother Hubbard yoke back and front, neck, arms and cuffs have frills of goods; large, full sizes. Lengths 56, 58, 60 inches.

65c LADIES' VESTS AND DRAWERS, SATURDAY 35c.

Made of fine ribbed white merino. Vests are high neck, long sleeves, buttoned front. Drawers are ankle length to match in both styles. Sizes 32 to 40 bust measure.

Store Opens 8.00 a.m.
Store Closes 5.30 p.m.
Telephone M. 7841.

Don't Forget Our New Elevators

On the Queen-street side of the new building we maintain a battery of modern plunger elevators, roomy, swift, smooth running, safe. The doors are double width. They are seldom crowded.

On the Richmond-street side of the old building, in the Men's Clothing Department, are a couple more. Don't forget them if you come in that way.

Orchestra Selections Saturday

At Noon in the Lunch Room

Gavotte Tender ..... Ganne
Valse—"Romantique" ..... Lanner
Selection—"Traviata" Verdi
Gavotte—"Grace and Beauty" ..... Morse
Overture—"Stradella" ..... Flotow
Selection—"Ameer" Herbert

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In the Afternoon in the Cloak Department

March—"Sword and Lance" ..... Starke
Selection—"Office Boy" ..... Luders
Waltz—"Satanella" Roberts
Morceau—"A Dream of Spring" ..... Flath
Three Dances of Old England ..... German
Selection—"The Grand Mogul" ..... Luders

Evolution of Canadian Commerce

We have published a limited second edition of the booklet which was distributed at the Fair last month. Those who would like a copy may have one by sending us a postcard request. Several school inspectors have asked us for a number to distribute among the different schools in their charge. We send such parcels without charge, C. O. D., express only.

The booklet contains seven large pen and ink drawings, depicting the seven stages in the history of Canada as instanced by the seven historical types of retail store. Appropriate text accompanies each picture, the whole being artistically gotten up in the Kraft style.

Free on request.

Roses 25c Per Dozen

Roses, fresh cut, all colors, per dozen, 25c.

Fern Pans, well filled, each, 35c.

Tulip Bulbs, rainbow mixture, single, per dozen, 15c.

Daffodils, single, per doz. 15c.

Hyacinth Bulbs, double or single, per doz. 50c.

(Phone direct to department.)

Groceries for Market Day

2000 lbs. Fresh Creamery Butter, White Clover Brand, per lb, 27c.

300 tins Walter Baker's Cocoa, 1-2-lb. tin 21c.

400 boxes Ganong's Chocolate Bon-Bons, 1-2-lb. box, regular 25c and 30c, per box 20c.

200 jars Crosse & Blackwell's Marmalade, 2-lb. jar 25c.

McLaren's Imperial Jelly Powder, package makes pint of jelly, 3 packages 25c.

400 sections Pure White Honey, per section 24c.

1000 tins Heather Brand Sweet Wrinkle Peas, small and tender, 3 tins 25c.

Toasted Corn Flakes, 3 packages 25c.

Redpath's Loaf Sugar, 4 lbs. 25c.

Choice Red Salmon, Yukon Brand, per tin 15c.

Burlington Brand Pork and Beans, in Chili sauce, 3 tins 25c.

500 lbs. Fresh Peel Cake, regular 20c, per lb. 15c.

Telephone direct to department, Main 7841.

Four Circles for Gloves and Hosiery

Leading Items for Saturday —one from each section of the popular department.

Women's Finest Quality Imported Pure Wool Plain Black Cashmere Hose, full fashioned, and leg, with seamless foot, comfort and durability brand, soft and elastic yarn, spliced ankle, heel and toe, standard grade, special for Simpson trade, 35c per pair, 3 pairs $1.00. (Hosiery Circle.)

KID GLOVE SPECIAL, 59c

Women's Kid and Suede Finish Gloves, 2 dome fastener, soft, pliable quality, neat self stitched backs, oversewn seam, perfect fit and finish, reliable French make, tan, brown, mode, black and white; broken sizes; 75 dozen. Special price for Saturday, per pair 59c. (Kid Glove Circle.)

Women's Warmer Gloves, for fall and winter wear, plain wool cashmere, nice weight, finest qualities, fleece lined, silk and fancy linings, best finish, two clasps at wrist, also suede finish, very dressy and warm, with silk fleece lining, 2 clasp, special display. Women's Fabric Glove Circle. Saturday, prices 25c, 35c, 50c and 75c. (Fabric Glove Circle.)

MEN'S WARMER FOOTWEAR

Men's New 1-2 Hose, from abroad, for fall and winter wear, all lines complete, plain and ribbed cashmere, all weights, soft, good wearing yarn, silk embroidered and fancy fronts, heavy wools, heather, Oxford grey, Shetland and black worsted; all weights, all double heel and toe; all sizes. Saturday prices 25c, 35c, 45c and 50c. (Men's Circle.)

A Rare Race for Ribbons

8,000 Yards 25c Failletine Silk, 15c Yard.

All the best season's shades, white, cream, sky, rose, pink, cardinal, three shades, brown, three shades, amethyst, greens, old rose shades, peacock, emerald and black; all new goods, new colorings. Regular price 25c yard. Saturday morning 15c yard.

Underpriced Boas and Stoles

36 only Boas and Stoles, ostrich feather and marabout, 72 to 130 in. long, in black and white, natural and white, grey and white, also black, brown, grey and white. These are a special purchase. Regular wholesale prices $6.00 and $6.75. Saturday to clear $3.69.

20 only Hackle Feather Boas, in light and medium colors, also a few black. Regular $2.50 to $3.25. Saturday $1.49.

Six Linen Handkerchiefs for 38c

One million eight hundred thousand Women's Pure Irish Hemstitched Linen Handkerchiefs, fine quality, and bleached to a snowy white. Saturday 6 for 38c.

SUITS---The Men's Store Message for Saturday

Our $15.00 Suits a Feature this Fall

WE ARE prepared to show you your New Suit to-morrow. We have it here ready to put on. Come in the morning if you can get away—the earlier the better. Saturday afternoons are likely to be pretty well rushed from now on.

We don't know what price you intend to pay for your Suit this Fall, but we'd like you to take a look at our **$15.00 Suits** before you buy. We specialize at that figure, and we pride ourselves that you get a good Souvenir of the Simpson Store when you get one of our $15.00 Suits.

We have other prices—our prices run up and down the full length of the scale. But see our $15.00 Suits first.

Men's Fancy English Worsted Suits, in the very latest fall shades. Cut on three-button single-breasted sack model, showing latest features of style development; strictly high-class as to fit, workmanship and finish, **$15.00.**

Men's Fine Grade All-wool Navy Blue and Black English Worsted and Black Cheviot Suits; cut and tailored on the most fashionable single and double-breasted models, **$15.00.**

Overcoats, Ulsters and Auto Coats

Men's Overcoats, black imported meltons; cut on the most advanced Chesterfield model; black velvet collar, **$13.50.**

Men's College Ulsters, in dark brown and olive, Scotch tweed coatings; made with improved Prussian collar; straps on sleeves, **$14.00.**

Men's Waterproof Auto Coats, English Paramatta cloth, khaki shade; Prussian collar and wind protector in sleeves, **$9.00.**

Boys' Suits and Overcoats

Boys' English Tweed Two-piece Suits, in a rich dark green ground, with self and fancy colored stripes; made up in the latest double-breasted style; slightly form fitting; pants bloomer style. Sizes 26 to 30, **$4.75.**

Boys' and Youths' Dark Oxford Grey Frieze Winter Weight Overcoats; made up in the latest single-breasted Chesterfield style; finished with neat black velvet collar. Sizes 24 to 28, **$3.75**; sizes 29 and 30, **$4.50**; sizes 31 to 33, **$5.00**; sizes 34 and 35, **$5.50.**

A SPECIAL PURCHASE OF 5,000 YARDS

Fashionable Suiting Fabrics

25 PER CENT. AND 30 PER CENT. LESS THAN THE REGULAR SIMPSON SELLING PRICES.

Smart Stripe Prunella Cloths, Smart Stripe French Venetians, English Worsteds and Coating Cheviots, Wool Panamas, etc. All new and fashionable shades, dark ashes of roses, bottle, myrtle, Burgundy, ox-blood, drake, gobelin, artichoke, cadet, chamois, navy, etc. By special circle given up to this sale. Usual price 65c and 75c. Selling Saturday morning, 8 o'clock, per yard, 44c.

Simpson's Have Sole Toronto Sale of This 'Untearable' Taffeta

Let us whisper to you—there's a secret in the weaving of this silk—the taffeta which won't tear. We'll tell you when you come. No other store in this city has the right to sell it. A most useful silk for everything silk is used for.

4000 yards of Simpson's Untearable Taffeta and Rich Merveilleux Peau de Soie Dress Silks, the new and stable colorings, also ivory and black, 50c yard.

RealIrishLaceJabots

The feature of the Lace Neckwear Department Saturday will be a showing of New Irish Lace Jabots, at $1.00 to $10.00 each.

VEILINGS

A special lot of new Paris Veilings for Saturday, 25c to $1.25 yard.

Mrs. Beeton's Latest Cook Book

50 only Mrs. Beeton's Everyday Cookery, new edition, with large quantity of colored plates, also a lot of half-tone illustrations; over 750 pages, printed on plate paper; handsomely bound; no unnecessary matter in this book; all useful to the cook or housewife; to introduce this work they will be sold on Saturday at 75c each. Regular $1.25 each.

(On sale New Book Dept.)

Shirts and Underwear, Ties for Autumn

The Men's Furnishing Section occupies the old "Rea" Store and overflows through the old boundary between the buildings into the new store. All this territory is brimming with new goods for Fall.

NEW AUSTRIAN NEGLIGES.

New arrivals this week from Austria enable us to make a special display on Saturday of these perfect fitting, splendidly-tailored Shirts. Men who know, pronounce them the best in every way. See our special showing in the new department Saturday. Fancy colored soft fronts, white pleated fronts, semi-dress, full dress, etc. Prices range from **$1.00** to **$2.00.**

NEW FALL NECKWEAR.

New designs, new color schemes, new styles, new widths, suitable for all occasions, and for all the new shapes of collars; our handsome glass showcases will be filled with new fall novelties on Saturday. The new Neckwear Department is at the Yonge Street entrance. Prices **50c, 75c and $1.00.**

WARMER UNDERWEAR.

At no time have we ever been in so splendid a position to supply men's underwear needs—more space, more variety of choice, more latitude in prices, better qualities and bigger values. Our stocks have been very carefully selected from the leading manufacturers of Canada and the British Isles. Prices from 50c a garment to **$10.50** suit.

ENGLISH FLANNELETTE NIGHT ROBES.

English Night Robes, noted for their extra quality fabric, for the workmanship, and especially for the splendid width and length of every garment. Our stock is complete. Sizes 15 to 20. Prices **75c, $1.00, $1.25.**

Hats at $2.00

English or American. Our choice of the best makers represented.

We pay for quality where we find it, not for mere reputation where it used to be.

Our two-dollar line contains shapes to suit any man and every man.

Derbys Fedoras **2.00**

700 only Men's Derby and Fedora Hats; balances of lines nearly sold out, and a special purchase of clearing lines; all fresh, new and up-to-date hats; not all sizes in each line, but run general from 6 5-8 to 7 1-4; black and colors. Saturday, **$1.00.**

The Sale of Hardware Saturday

Long Handle Shovels, heavy steel, well made and very strong, good for furnace or snow; the kind you pay 35c for. Saturday 19c.

20 in. Panel Saws, 200 only, a handy saw for every household, 65c value. Saturday 43c.

3000 only Opal Auer Globes, for Upright lights. Regular 15c. Saturday 10c.

2500 Inverted Mantles, first quality. Saturday 7c.

2800 Upright Mantles, first quality. Saturday 7c.

1500 pairs Scissors, polished, 25c value. Saturday 14c.

100 only 2-piece Carving Sets. Saturday 29c.

100 only Razor Strops. Regular value $1.00. Saturday 65c.

500 only Griswold Food Choppers, will chop all kinds of food. Regular $1.50. Saturday 98c.

Third Day of the October China Sale

$10,000.00 *of Fancy Vases, Rose Jars, Fruit Baskets, Jardiniere Vases, Fern Pots, Bon Bons, Plates, Cups and Saucers, Figures in the celebrated Spade-Copeland's Crown Derby, Ruskin, Bernard Moore and Royal Worcester, at one-half regular marked value, in the bright new basement.*

Rich Cut Glass Berry Bowls, 8-inch. Regular $15.00. October sale, **$8.00.**

Jelly Nappies, 8-inch. Regular $12.00. October sale, **$6.00.**

Comports, high foot. Regular $10.00. October sale, **$4.50.**

Water Jugs. Regular $8.00. October sale, **$4.50.**

Water Bottles. Regular $7.00. October sale, **$3.75.**

Handled Bon Bons. Regular $4.75. October sale, **$2.98.**

790 pieces Fancy China, including Vases, Jardinieres, Steins, Trays, Tea Sets, Berry Sets, Comb and Brush Trays, Fern Pots. Regular up to $5.50. October sale, **$2.98.**

1100 pieces Fancy China, including Tea Sets, Cake Plates, Trays, Sugars and Creams, Nut Bowls, Chocolate Pots, Salad Bowls. Regular up to $3.25. October sale, **98c.**