

The SIMPSON

Store Opens 8 a.m.

Closes 5.30 p.m.

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

Probabilities W. and N.W. winds; fair, with about the same temperature.

The SIMPSON

A Disposal of Oriental RUGS

That Puts These Luxuries Within the Reach of Everybody

Did you ever hear of Genuine Oriental Rugs, antique ones, too, selling for Six Dollars and Forty-five Cents? Rug experts will tell you that they're worth two, three and four times this price. But they came to us at a very low figure, through the misfortune of a consignee. We're treating them purely on a merchandising basis, and focussing our energies on a quick turn-over with them.

We are safe in saying that the proportion of savings has never been equaled by any Oriental Rug Sale in Toronto. Look carefully through this detailed list:

Regular \$12.00 to \$18.00, for \$6.45—Kazaks, Shirvans, Cashmeres and Mosouls.

Regular \$18.00 to \$25.00, for \$11.45—Shirvans, Mosouls, Kazaks and Daghestans.

Regular \$25.00 to \$35.00, for \$16.45—Antique Persians, Mosouls, Kabristans and Kazaks.

Regular \$35.00 to \$45.00, for \$21.45—Bokharas, Mosouls, Kazaks and Shirazes.

Regular \$40.00 to \$50.00, for \$26.45—Kazaks, Bokharas, Mosouls, Shirvans and Kabristans.

Regular \$50.00 to \$60.00, for \$31.45—Shirazes, Bokharas, Shirvans and Antique Persian Stripes.

Regular \$60.00 to \$75.00, for \$36.45—Daghestan, Shirazes and Bokharas.

Bijars—Regular \$250.00, for \$167.50.

Muskabads—Regular \$125.00, for \$69.50.

Afghans—Regular \$150.00, for \$89.50.

Tabrizes—Regular \$350.00, for \$198.00.

Kirmanshas—Regular \$300.00, for \$180.00.

Antique Feraghans—Regular \$300.00, for \$190.00.

Turkey Carpets—Regular \$150.00, for \$75.00.

And others at proportionate reductions.

Imported Wall Papers Less Than Half Price

English Wall Papers, in their clear-cut colors and shades, two-tone and color effects, for parlors, reception rooms, halls, dining-rooms, libraries, warm and soft blends. Regular 65c to 75c. Wednesday, 39c.

German and English Papers, for living or sleeping rooms, in cloth and light ground effects; exclusive designs. Regular to 50c. Wednesday, 22c.

American Papers, for parlors, dining-rooms and sitting-rooms; good designs and late colorings, in wood tones, reds, browns, greens, blues and light shades. Regular to 50c and 65c. Wednesday, 29c.

Domestic and Imported Papers, for sleeping-rooms or sitting-rooms, flat or mica in color. Regular to 25c. Wednesday, 11c.

1500 yards Brown Burlap. Regular 30c yard. Wednesday, 23c.

300 yards Stencilled Red or Green Burlap, for lidos, halls or dining-rooms. Regular 65c yard. Wednesday, 49c.

1650 yards Friezes, from odd papers, scenic, set design and floral. Regular to 5c yard, Wednesday, 2c; regular to 10c yard, Wednesday, 4c; regular to 15c yard, Wednesday, 7c.

Of Interest to House-keepers

60 Bath Robe Lengths at \$2.75 each. A beautiful assortment in a very pretty range of colorings, light, medium and dark; all have fancy border, which can be used as a trimming; they are warm and very useful. On sale Wednesday, \$2.75 each.

150 pairs Blankets at \$2.88 pair. Large size, 68x86; very soft, lofty blanket; is unshrinkable, and is a very special line; can't promise to fill mail or phone orders. Wednesday, \$2.88 pair.

500 yards Oxford Shirting, in a full range of colors for fall wear; all new patterns. Wednesday, 13c yard.

600 yards Famous Times Longcloth, 36 inches wide; is a very superior longcloth for household use, and for clothing. Wednesday, 9c yard.

50 Damask Table Cloths, full size, 70x90 inches; all linen; new and beautiful bordered designs. Wednesday, \$1.98 each.

Fall and Winter

1910-11



WHAT style of overcoat would be awarded the blue ribbon of merit by well-dressed men this season? College Ulsters, Chesterfields, Convertible Collars—these are undoubtedly the three leaders. There has been a variety of attractive styles this season, made of sturdy Scotch and English fabrics, and you'll find most of them represented in a remarkable collection of sample coats that we secured for to-morrow's selling.

The choice of most men will undoubtedly fall on the College ulster and we're glad to say that the majority of this worthy lot of samples are made up in this popular style.

Samples, just 150 Coats in the lot, overmakes and sample garments, representing lines for special orders, all fine imported materials, black and grey cheviots and meltons; made in single-breasted Chesterfield style; fancy English and Scotch ulsterings, made up in the popular college ulster style; single-breasted, button through; double-breasted, with convertible collars, which can be worn turn-down, in lapel style, or turned up, fastening close to the neck; all are tailored in the very best manner, and perfect fitting. Sizes 34 to 44. Regular \$14.00, \$15.00, \$16.50, \$18.00. Wednesday at \$9.95.

A Blouse Exhibition of Unusual Interest

We invite the women of Toronto to a wonderful display of artistic Blouses which we are showing this week. From the new elevators on Queen-street we have formed a broad avenue, leading right through to the French Department, bordered by tables, on which are displayed for the first time in Canada over one hundred distinctive styles in imported Blouses, showing the styles at present in vogue in Paris, Vienna, London and New York. They are on an entirely different plane from anything you can see elsewhere, as every garment is confined to us, therefore cannot be duplicated. Prices from \$5.00 to \$50.00. Colors anything you desire. Styles eminently artistic. We describe four more numbers out of the hundred odd:

\$7.50—A fine Malines Net, in ivory only. The front is entirely covered with linen Cluny lace, with broad panel over each shoulder, running down to elbow; yoke back and double panel of Cluny lace, with collar and cuffs of same; all sizes in stock. Very interesting at \$7.50.

\$10.50—French model of fine ivory ninon de soie, with chiffon lining; the front is of fine pin tucking, with broad panel of fine lace, bordered with delicate Persian banding; sleeves are lovely, with vertical pin tucking, Val. and Cluny lace; lace collars and cuffs. Clearing at \$10.50.

\$12.50—Imported Model Blouse, of fine Paisley ninon de soie, in glorious dark colorings; this is lined with black dew-drop net, round yoke and sleeves of net, with black satin piping; all sizes. Price \$12.50.

\$15.00—French Model Blouse, of fine chiffon, lined chiffon; this comes in black, ivory and six new colors; this is a perfect sample of fine needlework, being pin tucked all over; tucks of graduated size; collar and cuffs of Puritan style, finished with long chiffon balls; all sizes, at, Wednesday, \$15.00.

The SIMPSON Company Limited

Men May Buy Warmth and Comfort

for less money than they're accustomed to pay for these desirable commodities, by sharing in this distribution of winter underwear, sweater coats and pyjamas to-morrow.

1000 garments of Men's Natural Wool Underwear, consisting of heavy and medium weights, made in England by one of the leading manufacturers; these garments are full size; have beige trimmings, and finished in first-class style. We will include several odd lines of natural wool in this bargain. Sizes in the lot are 34 to 46. Regular \$1.50. Wednesday, \$1.00.

1000 Men's Sweater Coats, elastic rib knit; made and trimmed in the latest combination of colors; we secured this lot at a great reduction in price, and can afford to sell them at Wednesday, \$1.00.

500 Suits Men's Pyjamas, made from good quality English flannelette, large and roomy; military collar, frogs and pearl buttons; pink, blue and ecru shades, with fancy stripes to choose from. Wednesday, \$1.00.

Men's Hats for Present Wear

Men's and Youths' Soft Hats, in telescope or negligé crowns; fine American fur felt; colors slate, brown or black. Wednesday, \$1.50.

Men's and Youths' Rough-finished Fur Felt Hats, trooper or fedora shape; colors slate, fawn, navy, brown and black. Special prices, \$1.00 and \$1.50.

Men's Derby or Stiff Hats, fine grade English fur felt, and up-to-date fall and winter wear styles; colors black and brown, at \$1.50.

Men's Boots

120 pairs Men's and Boys' Boots, buff leather, Blucher, medium and heavy double standard screw soles; easy fitting; all sizes 4, 5, 6 to 11. Special purchase price Wednesday, \$1.49.

240 pairs Men's Calf Boots, dull calf Blucher top, double thick Goodyear welt sole; all sizes 5½ to 10. Worth \$3.50. Special purchase price, Wednesday, \$2.49.

Good Protection at Very Low Cost

\$3.00, \$4.00 and \$4.50 Umbrellas for \$2.19

210 Men's and Women's Umbrellas, in fine grade silk and linen tops, with and without tape edge; best close-rolling paragon frames, with twilled silk cases; elaborate finished handles of the newest designs; in the women's are the long mission woods, with rolled gold and sterling silver mounts; also gold and pearl and sterling and pearl; in the men's, buckhorn, mission and imported natural woods; all neatly trimmed in rolled gold and sterling silver; also beautiful ivory and sterling, natural horns, trimmed. This is a clear-up of a manufacturer's odd lines, \$3.00, \$4.00 and \$4.50 values. Wednesday, \$2.19.

Three More Glass and China Items

Leitnade Sets, seven pieces, fancy colored Bohemia glassware, rich decorations. Per set, 85c.

Japanese Cups and Saucers, tea, coffee and moustache, large assortment of shapes, beautiful decorations. Special, 49c.

100-piece Dinner Set, in Booth's famous silicon chinaware, decorated in a pretty green floral festoon design, gold finish; a dainty decorative set at a popular price. Wednesday, \$15.00.