

L. SIMPSON Stores Opens 8 a.m. Closes at 6:30 p.m.

H. H. Fudge, President, J. Wood, Manager.

Probabilities—Moderate S. to S.E. winds; showers; stationary or higher temperature.

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L. SIMPSON

Autumn Festival Exhibition

of Our Homemaking Departments To-Morrow

On Wednesday every Home-furnishing Department will be making a special display of their new Autumn merchandise. Interesting windows on Yonge and Queen streets will give you a slight idea of what is awaiting you on our Fourth and Fifth Floors.

All admirers of the beautiful and useful will enjoy this exhibition, for the things we want you to see are the best of their kind, and will not be found elsewhere.

You'll find a suggestion of the soft autumnal feeling that prevails these September days reproduced in the beautiful "Colonial" and other fabrics, and shining through the veiled soft beauty of avenues curtained with lace. Beside the new Furniture and Wall Paper on the Fifth Floor, home-makers will be interested in the artistic display of china and glassware that will be found in the new Basement. You'll find it well worth your while to visit every one of our home-furnishing departments to-morrow, if you want to see what is best and newest, and most artistic.

Remarkable Sale of Sample Dresses

33 Sample Dresses, in one-piece style; materials are net, lace, mesh and lingerie, combinations of dainty trimmings, such as fine Valenciennes laces and insertions, Swiss embroidery, plauen laces, French medallions, and pipings of silks and satins; some have round and pointed yokes of silk and lace; others with semi-collars, outlining with fancy trimmings; skirt portions have flounce of lace and tucks; others have panel effect, with trimmings to match waist. The designs of these dresses are extremely artistic and dainty. They come in assortments of colors; among them are shades of cream, ivory, sky, black, pink, champagne, mauve, etc. Sizes mostly 36, but there are a few 34 and 38 amongst them. These dresses were worth \$15.00, \$25.00, \$35.00, \$45.00 and \$50.00. On sale Wednesday morning \$9.98.

Interesting Sale of Waists

200 Very Smart Waists, of coarse mesh net, made strictly tailored styles; entire front hem of 1/2-in. tucking, one style front, collar and cuffs neatly braided with silk sateen, also one with front collar and cuffs piped with Paisley silk and Paisley buttons; black; navy; grey; white or ecru. \$4.00 waists. Wednesday \$2.48.

WASH WAISTS \$1.00, \$1.25, \$1.50 AND \$2.00, WEDNESDAY 50c

Four tables of Splendid Wash Waists, fine lawn, in various dainty styles; embroidery and lace trimmed, Dutch neck or high collar; also some smart tailored waists, in vesting, pure linen and linenette; all sizes in the collection; slightly counter mused. To clear Wednesday 50c.

Great Range of Suitings in Navys and Blacks

Fashionable rough and ready English and French Chevots, for coats and suits, in black and navy only, good heavy weight for fall wear; guaranteed pure wool and unshrinkable. Very special value, 52 inches, \$1.00.

EXTRA GOOD VALUE IN NAVY CHEVOT SERGES.

500 yards Navy Chevot Serges, in a nice clean cut twill; all pure wool, and fast dye; this serge sells in the regular way at 65c. 44 in. Wednesday 46c yard.

\$1.00 Silks and Satins Selling 69c

5,000 yards of Fashionable New Silks and Satins on sale Wednesday 69c per yard, regular value 85c and \$1.00.

Everybody in Toronto is well aware of the importance of silks in this season's fashions, whether for evening wear, afternoon, reception or theatre; you will find just what is wanted, and at a price worth while. There are rich and heavy quantities of duchesse satin, Swiss duchesse paillette, satin messaline, French satin mousseline, etc. in every new and wanted shade, light, medium and dark, as maize, coral, canary, oyster, seaweed, ivory, mordore, violet bruis, sylvia, argent, lilac, periwinkle blue, orchid tints, old gold, hyacinth, king's blue, Volga, gobelin, aloes, iris, white, cream, ivory and black.

Autumnal Draperies and Tapestries A Showing of Floor Coverings Never Surpassed

WINDOW CURTAINING.
New English Fish Nets, in point Arabe, ivory and white, 50 inches wide, the most effective net curtains we have ever shown. Per yard 45c, 50c and 75c.
Window Screens, plain and printed, a hundred new designs and colorings to choose from. Nothing more decoratively washed after printing, so the colors are fast and as sure-proof as it is possible to make them. Per yard, 30c, 35c and 40c.
Lace Curtains, the various weaves are fully represented, styles are "newer" than those of any former season. The Renaissance, Marie Antoinette, Irish Point, Point Arabe, Brussels, and more particularly the Nottingham, have all come under the influence of the prevailing decorative thought, "simplicity."
Nottingham, per pair, 60c to \$7.50.
Irish Point, per pair, \$2.50 to \$15.00.
Renaissance, per pair, \$3.00 to \$45.00.
Point Arabe, per pair, \$2.25 to \$45.00.
Marie Antoinette, per pair, \$3.00 to \$23.00.

UPHOLSTERY FABRICS.
Silk repps, velours, Egyptian cloths, monk's cloths, plushes, for plain portieres or applied with the leather, these, silk or tapestry galcons. Per yard, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$4.50 and \$5.00.

Wool Tapestries for Coverings. In verdure and fruit designs, in some new natural wood tones, also Oriental figure and stripe designs, in warmer colorings, 50 inches wide. Per yard, \$2.00 to \$4.50.
Brocaded Silks, in champagne, new greens, rose and mulberry, in addition to many attractive modern designs, several Louis XIII, XIV, and XV reproductions.
English Chintzes, 50 inches wide, at 75c, \$1.00, \$1.50, \$2.00 and \$2.50, reproducing some old hand prints from the South Kensington Museum, London, Eng.; also many colonial patterns, exclusively ours for Toronto, which are not equalled by any former showing of these now very popular fabrics.
English Satens, for comforter coverings, and the many other uses to which this fabric is put. The wealth of delicate colorings in this season's stock of satens astonishes every visitor to our fourth floor. The mercerized qualities have a sheen that rival pure satin, and besides they are down proof. Per yard, 15c, 20c, 25c, 30c, 35c and 40c.
English Cretonnes, at 10c, 15c, 20c, 25c, 30c, 35c, 40c and 50c. The variety of price gives little idea of the multiplicity of design and colorings in our new stock of English cretonnes. The tapestry and "bird" designs are so superior to anything heretofore shown that a comparison with any former season's goods is impossible.

Pile Carpets—The Turkish and Persian effects are more numerous than before the reproductions of designs and colorings, being wonderfully well done; several dainty florals for boudoirs and bedrooms are "delightfully good," to use a feminine expression.
Axminster, per yard \$1.35, \$1.75, \$2.25 and \$3.50.
Wiltons, per yard \$1.50, \$1.75, \$2.00, \$2.25 and \$2.50.
Brussels Carpets—The verdure designs are strikingly new in coloring, a deep blue ground, with leaves in rich autumn tones, leading the lot; some lattice patterns in self and combination colorings, have already been enthusiastically admired by our customers. Per yard 90c, \$1.10, \$1.15, \$1.25 and \$1.40.
Rugs—By far the largest and most carefully selected collection of rugs that we have ever shown. The French Wiltons reproduce the same of "fineness" and perfection of detail; they are practically indestructible; so while the first cost is comparatively higher, yet they are cheapest in the long run. You'll not find anything in Canada to compare with our showing of fine Wiltons. Prices \$24.00 to \$70.00.
Axminster Rugs, \$20.00 to \$65.00.
Brussels Rugs, \$11.00 to \$28.00.
Velvet Rugs, \$17.50 to \$24.50.
Tapestry Rugs, \$6.25 to \$16.50.

The finest collection of Royal Bokhara Rugs on the continent is to be found on our fourth floor. They are all real antiques, incomparable in richness of coloring and silky appearance; they will be specially displayed on Wednesday. Prices \$150.00 to \$350.00.

Home Decoration 5th Floor

Practical and Pleasing Effects for the Walls

A careful selection will very much improve the appearance of each room by giving added height, length, breadth, increasing or diminishing the light of the room as desired.
A fairly large pattern will tend to make a medium size room larger; a smaller pattern will do the reverse. Stripes of colors will increase the height, and patterns running across the walls will have a tendency to lower the appearance of the rooms.
Light colors will make a room large, and dark colors have opposite effects. The newest color effects run into tabac, warm browns, brown greys, fawns, biscuit and grey plaster colors, wood shades in greens and blues, pumpkin, orange, yellow and ochre tints, blues and browns, Jap, metallic blends. They are suitable for dining rooms, halls, dens and libraries.
The new rough cloth faced English oatmeal, on permanent colored stock, is having a well deserved run. It lends itself to so many pleasant treatments for so many rooms.
Japanese leathers, with their peculiar Jap metallic effects, so cunningly blended, make excellent dados or all walls for the heavier rooms.
Hof, the new wall treatment of woven fibre, in plain weaves or with a shot of metallic.
For parlors and drawing rooms, two-tone flat effects and silk or satin papers, in filled and hot roller embossed soirettes, imitation tekoks, or heavy coated stock in light colorings of green, old rose, champagne, ecru, blue, yellow, grey and old ivory, are used with plain wall, panelled, crown and base treatments, or English friezes in soft colorings to blend with walls.
The bedroom designs and colorings are beautiful, with their pretty, cosy, bright decorations. The cut-out floral and conventional designs for uppers, dividers and panel or pendant, are often used over plain or floral stripes, and are made up to suit each room. The colors are mostly pink, blue, mauve or yellow on white, fawn on grey, buff on pink or yellow grounds.

\$2.00 Pictures for 49c

225 PICTURES TO BE CLEARED ON WEDNESDAY AT ABOUT THE REGULAR PRICE OF THE GLASS. They are not big pictures, but just what you require for Sitting and Bedrooms. They are exceptionally good; framed in oak, walnut, gum wood and gilt. We ask our regular customers to take advantage of this rare opportunity. See Window. Picture Galleries Top Floor.

The Advantages of Open Stock China Patterns

One of our open stock Dinner Sets, in high grade Limoges chinaware, in a Bernardaud & Co production, 100 pieces, translucent white body, decorated with beautiful floral designs, in natural colors; every piece stippled with gold, old gold handles, in the new service, \$47.70.
Celery Tray, sunburst design, \$6.00.
Lemonade Set, 7 pieces, 1 jug and 6 tumblers, rich deep cut, full of color. Complete set \$7.50.
tones: no less than the practical business spirit that controls the prices and put our line of cut glassware in the homes of thousands.
Sinh Berry Bowl, deep flaring cut, handsome design, \$8.25.
English Down Comforters \$5.50. Beautiful colorings, rich panelled effects, sold with Simpson's guarantee back of it to be downproof, and give entire satisfaction; selected down filling, 6 x 6 feet, for large double beds. 36 new ones at Wednesday, each \$5.50.
BLACK CARACUL COATING \$2.50 YARD. We are showing a beautifully marked Caracul or Pony Cloth for coats, bright fleecy material, beautiful quality. 48 in. wide.

The Blanket Sale is a Boon to Home-makers

(Second Floor, Yonge Street.)
WHITE WOOL BLANKETS, \$3.44 PAIR. Fine white unshrinkable Wool Blankets, thoroughly cleaned, full, soft, lofty napping, pink or blue borders, no more satisfactory blankets, even when they come to the tub; 7 lbs., 64 x 84 inches. Sale price Wednesday, pair \$3.44.
ENGLISH DOWN COMFORTERS \$5.50. Beautiful colorings, rich panelled effects, sold with Simpson's guarantee back of it to be downproof, and give entire satisfaction; selected down filling, 6 x 6 feet, for large double beds. 36 new ones at Wednesday, each \$5.50.
BLACK CARACUL COATING \$2.50 YARD. We are showing a beautifully marked Caracul or Pony Cloth for coats, bright fleecy material, beautiful quality. 48 in. wide.
On sale Planel Section, upstairs, Yonge st., per yard, Wednesday \$2.50.
HUCK BEDROOM TOWELS 3 PAIRS FOR \$1.00. Heavy all pure linen bleached, white or red borders, hemmed or fringed; can't get better drying towels, 19 x 38 and 20 x 40 in. Wednesday 3 pairs for \$1.00.
FACTORY SHEETING 18c YARD. Good, heavy, strong, plain Factory or Unbleached Sheeting, plain, will bleach perfectly, round, strong cloth, 2 yards wide. 660 yards at Wednesday, yard 18c.
SATIN DAMASK TABLE CLOTHS \$1.69. 2 x 2 1/2 yards, every thread linen and meadow bleached; a fine, durable cloth, splendid new designs, with border all around; a great cloth for general use. Wednesday, each \$1.69.
(Phone direct to Linen Department.)

The Robert SIMPSON Company Limited



Men's Waterproof or Automobile Coats

Men's Imported English Burberry's Waterproof Coats; a soft, closely woven material, suitable for fall wear, and thoroughly rainproof in a rich olive fawn shade, with faint fancy colored stripes; cut in the fashionable single breasted style, with silk yoke lining, and with presto collar, which can be worn with lapels turned down or in stormy weather buttoned close up to the throat, with neat Prussian collar. Sizes 36 to 44. Price \$18.50.
Men's Waterproof Coats, made from a fine quality imported English burberette cloth; a material that is porous yet thoroughly rainproof; cut in a handsome dark fawn shade; cut in the popular single breasted style, with neat Prussian collar; splendidly tailored and perfect fitting. Sizes 36 to 44. Price \$15.00.
Men's Waterproof or Automobile Coats, made from a rich fawn English paramatta cloth; guaranteed thoroughly rainproof; cut in the latest single breasted style, with motor or raglan shoulders; strapped seams and wind cuffs in every way. See Yonge street windows. Get here early for best choice. These shirts in the regular way cost \$1.00, \$1.25 and \$1.50. Wednesday all one price, 59c each.

Good Shirts for Men 59c

2,000 Men's Shirts to be cleared on Wednesday at a price that would not buy the material; well known makers' names and labels will be seen on these shirts; several different patterns to choose from; coat shirts, pleated fronts, plain fronts; some are slightly counter soiled, but most of them are perfect in every way. See Yonge street windows. Get here early for best choice. These shirts in the regular way cost \$1.00, \$1.25 and \$1.50. Wednesday all one price, 59c each.

Men's Derby Hats

The new fall and winter styles, with felt set or curling brims, smart dressy hats, fine grade English fur felt, and splendidly finished. Wednesday \$1.50.
Christy's English Make Derby and Soft Hats, in large and select range of latest fall, 1910, shapes; new colors and in black. At \$2.00 and \$2.50.

Dutch Bulbs for Fall Planting

Crocus and Snowdrop, per dozen 10c.
Tulip, Rainbow Mixture, per doz., single 20c, double 25c.
Roman Hyacinths, pink, white and blue, per dozen 40c.
Dutch Hyacinths, per dozen 50c. Phone direct to department.

Groceries

2,000 stone Fresh Rolled Oats, per stone 35c.
Choice Side Bacon, peameal, half or whole, per lb. 22c.
Pure White Clover Honey, 5-lb. pail 65c.
Finest Spanish Onions, 8 lbs. 25c.
Teller's Cream Soda Biscuits, 3-lb. box 25c.
Blue Bell Jelly Powder, assorted, 4 packages 25c.
Finest Canned Tomatoes, or Corn, 3 tins 25c.
Canned Peas, per tin 9c.
Post Toasties, 3 packages 25c.
Imported Mail Vinegar, imperial quart bottle 20c.
Canned Haddies, Brunswick Brand, per tin 10c.
Aunt Jemima's Pancake Flour, package 10c.
Telephone direct to department.
2 LBS. FRESH ROASTED COFFEE 35c.
300 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory, Wednesday, 2 lbs. 35c.

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