

FRIDAY NOV. 12.

THE ROBERT SIMPSON COMPANY LIMITED

PROBABILITIES—Moderate southerly to northwesterly gales; showers and cooler.

THE ROBERT SIMPSON COMPANY LIMITED

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

Another Sale of Suits for Women and Girls 8.95



A Busy Saturday in Prospect To-Morrow in the Simpson Cloak Department

WE HAVE passed the climax in the suit season. We are willing to sacrifice profits on surplus lines in order to get the stock down to a peace basis. You know after the war is over the army is reduced to a minimum. Well, that's the way with our suit stock. We see the end of the suit campaign approaching and so we prepare.

Women who need another suit for knock-about purposes have a good chance to-morrow—\$8.95. Indeed, they are quite good enough suits for any purpose, and those who are so fortunate as to get one save four dollars each.

200 Suits, in women's and misses' sizes, made of fine worsteds, Panamas and Venetians, square-cut coat, high and plain tailored collars, semi-pleated and plain-gored style skirts, silk and braid trimmings. Regular \$12.95 and \$12.75, Saturday 8.95

LADIES' WINTER COATS \$10.95 One style of wide wale diagonal serge, in grey or wisteria, strictly tailored long coat, tailored collar and lapels inlaid with silk. Splendid value, \$10.95.

The other style is of imported tweeds, in dark grey or green mixtures of stripe effects, mannish collar, with square back, self strappings on cuffs, \$10.95.

LADIES' SEPARATE SKIRTS, \$3.95. Separate Skirts, of all-wool Panamas, in black and navy, panel front, yoke effect on sides, side gores pleated, and trimmed with neat buttons, \$3.95. Skirts of imported worsteds, in stripe effects of black or navy tones, pleated or side gores, trimmed with strappings and buttons, \$3.95.

GIRLS' WINTER COATS AND DRESSES. Girls' Coats, of imported tweeds, and good quality frieze, in green, brown or navy, double-breasted styles, trimmed with buttons. Sizes 6 to 14 years, \$3.95. Smart Coats of English tweeds, in striped effects of brown, navy or green tones. Sizes 3 to 14 years, \$6.50.

Girls' Red River Coats, of navy frieze, detachable capot, including cardinal slash and toque. Sizes 6 to 14 years, \$6.50.

Girls' All-wool Serge Dresses, double box pleats over shoulders, trimmed with soutache braid, pleated skirt, finished with belt. Sizes 10, 12 and 14 years, \$4.50.

The New College Dresses for Girls, made of fine navy serge, sweater effect given by roll in blouse, full pleated skirts, trimmed with buttons. Sizes 10, 12 and 14 years, \$5.50.

Girls' Dresses, of fine tweed, in light and mid-grey checks, with overshirt, trimmed with soutache. Sizes 10 to 14 years, \$6.50.

In the Waist Department

\$5.00 Waists for \$2.95.

WE ARE offering particularly strong value in the Waist Department just now. Saturday is but an emphatic instance.



An extremely fine embroidered Net Waist, in white, cream and ecru, yoke and collar of lace insertion, with fine lace motifs and buttons, strappings, and vest of wide guipure lace, bordered lace edging, new bishop sleeves, with deep shaped cuffs, with insertion and lace edging, lined pure Jap silk. A \$5.00 waist for \$2.95.

A \$5.00 BLACK SILK WAIST FOR \$3.95. A New Model Waist, made in our own factory; is of fine chiffon taffeta; a very dressy style, made in square yoke, of black lace and silk tucking, shoulder straps of black lace, fine tuck-

ing down front, with 1-2 inch tucking over shoulders; made in the new bishop collar, including cardinal slash and toque. Sizes 6 to 14 years, \$6.50.

The Smartest Chiffon Taffeta Tailored Waist, in Toronto; rounded vest of fine tucking, crossed over effect, fasten at side, ornamented with jet buttons down front and around yoke, fine tucking over shoulder, and a very smart and original tailored sleeve, finished with jet buttons, in black, navy, rose and wisteria. 34 to 42 in. size. The smartest silk tailored shirt in Toronto, for \$2.95.

\$1.50 Moreen Petticoats 98c

Ladies' Petticoats, of good quality moreen, in black, navy, green and taupe; cut full, and made with deep flounce of tucking and pleating. Regular \$1.50. Saturday, to clear, 98c.

In the Ladies' Underwear Department

ANOTHER purchase of slightly imperfect stock from the famous Watson mills is to hand. We received a very tempting discount on this shipment. Saturday you can save just as much as we did. Phone orders taken.

Corset Covers, fine ribbed white cotton, high neck, long sleeves, buttoned front. Sizes 32 to 38 bust measure. Regular value 98c. Saturday 75c.

2.25 Women's Rustproof Corsets 1.25 VERY seldom can we offer any of Women's models at less than \$2.25 a pair. By taking the entire output of these two models we are able to offer them Saturday at \$1.25 a pair. Phone orders filled.

Women's Rustproof Corsets, two new season's models; made of fine white sateen; medium high bust or low bust, long front, hips and back; deep extension skirt all around; double-boned with fine all rustproof steel; long model has six Sizes 18 to 30 inches. Every pair fully gus ranteed. Regular value \$2.25. Saturday, \$1.25.

Black Tights, heavy and fine ribbed cut pure wool, ankle length, elastic tops. Sizes 32 to 38 bust measure. Regular value \$1.00. Saturday 68c.

Continuations, fine ribbed all pure wool, white and natural color, high neck, long sleeves, buttoned front, ankle length. Sizes 32 to 38 bust measure. Regular value \$1.50. Saturday 88c.

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On sale at Book Department, Main Floor.

Saturday's Sale of Trimmed Hats

4.75 is the Price This Time Beauties. You'll be excited when you see them and realize that they are selling at only \$4.75. Our \$5.00 sales for Saturday morning always cause a flutter, but these are even better—and lower priced besides.

200 Beautifully Trimmed Hats, stylish and up-to-date in every respect. Besides French and American fine felt shapes, there are many of velvet and heavier cloth; all colors are well represented. No two hats are alike, and every one finished as though you were placing an order. Special Saturday, \$4.75.

Pretty Materials for Party Waists and Dresses



THE Muslin Department is rich with inspiration. Come and let us show you how originality and distinction may be yours this winter at no more expense than mere commoplaceeness.

New designs in Crum's Best English Prints, just arrived direct from Manchester, the best made, new stripes, new figures, floral, etc. 15c.

Hundreds of pieces of splendid quality Drilled Cashmerette, picked up from a manufacturer at half price, navy, black, ecru and other colored grounds, really worth 12 1/2c and 15c, for 8c.

Best 27-inch Cotton Elderdowns for dressing gowns, kimonoes, children's sleeping suits, night gowns, etc. spots, figures, stripes and checks, pale blue, pink, red, khaki and other colors. Regular 17c, for 14c. Second floor, northeast section.

Exceptional Value in Chiffon Broadcloths at \$1.00 per yard

THE most beautiful selection of high-class dress and suiting Broadcloths at \$1.00 per yard ever shown in Canada! That's our claim. It's worth verifying.

Exclusive shades, dyed expressly for this store by expert French dyers and finishers; rich, gracefully draping cloths, which tailor perfectly and retain their original shape. Thoroughly finished and positively spot-proof. 62 inches wide. Saturday, per yard, \$1.00.

FASHIONABLE MATERIALS FOR FULL LENGTH COATS. Wide wale and diagonal weaves, fancy stripe tweeds, smooth top heaver cloths, the three first favorites. We make an interesting display of these coatings Saturday in our Dress Goods Department. Newest shades, color combinations and designs. 54-56 inches wide. Per yard, \$1.25, \$1.50 and \$2.00.

Real French Kid Gloves for 75c a Pair



SOME stores get a reputation for real French gloves and real high prices. We covet a reputation for real French gloves at moderate prices. And we think fame will be our portion by the time these 75-cent gloves are distributed.

REAL KID GLOVES, 75c. Women's Real French Kid Gloves, French made, glass finish, made from smooth soft skins, two dome fasteners, gusset fingers, silk points on back, perfect workmanship, with edging. Black only. \$5.50 waist, for \$3.88.

The Smartest Chiffon Taffeta Tailored Waist, in Toronto; rounded vest of fine tucking, crossed over effect, fasten at side, ornamented with jet buttons down front and around yoke, fine tucking over shoulder, and a very smart and original tailored sleeve, finished with jet buttons, in black, navy, rose and wisteria. 34 to 42 in. size. The smartest silk tailored shirt in Toronto, for \$2.95.

Women's Black Cashmere Gloves, imported German made, dome fasteners, silk-stitched points on back, a perfect glove for fall and winter wear; all sizes. Pair, Saturday, 25c.

CASHMERE SOCKINGS. Women's Fine Imported Black Cashmere Hose, with red, white and sky, silk embroidered fronts, neat patterns. All sizes. Special, 3c, 3 pairs \$1.00.

Boys' and Men's All-wool English Waxed Stockings, heavy weight, for fall and winter wear, double spliced heel, toe and sole; all sizes. Regular 35c. On sale Saturday, pair, 25c.

MEN'S CASHMERE SOCKS. Men's Fine Imported All-Fancy Colored Cashmere Socks, seamless, double sole, heel and toe, neat patterns; the right things for this fall wear. Regular 50c. Saturday, 25c.

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Saturday for Men

SUITS, Overcoats, Hats, Shirts, Underwear --Everything that men wear on sale in the Simpson store for men.



NOTE—Owing to building operations, Furnishings and Clothing are separated by the temporary partition. Communicating doorways are, however, provided. Enter from Yonge on Richmond, and pass through to one section or the other.

150 ONLY MEN'S COLLEGE ULSTERS AND FANCY OVERCOATS, REGULAR \$12.50, \$14.00, \$15.00, \$16.50 AND \$18.00, ON SALE SATURDAY MORNING AT \$9.95

Ulsters, made in single and double-breasted style, with military stand collars, also convertible collars that can be worn in four different ways, also some fancy Chesterfields, in tweeds and kerseys, made with velvet collars and long, shapely lapels, well and carefully tailored; these are the popular coats for young men. Sizes 34 to 42. On sale Saturday morning at \$9.95.

SPLENDID VALUES IN MEN'S CHESTERFIELD OVERCOATS. Men's Black English Melton Overcoats, Chesterfield style, newest fashion, neat fitting, tailored well, dressy, \$10.50.

Men's Fall and Winter Suits, newest style models, exclusive weaves, of pure worsteds, in dark greenish brown and taupe shades; coats cut single-breasted, fashionable three-button design, hand tailored, nicely finished. Extraordinary value, \$15.00.

Men's High grade Blue and Black English Waxed Suits, finest quality material, made from pure Botany yarns, indigo dye, single and double-breasted, "classy," distinctive models, \$12.50.

Men's finest quality Imported Fancy Worsteds Suits, in light, medium and heavy weight materials, newest fall shades, rich effects, single-breasted style, something out of the ordinary as to tailoring, fit and finish, \$18.00.

Boys' Single-breasted Scaque Suits, rich dark brown, mixed English tweeds, winter weight, strong linings. Sizes 28 to 32, \$8.00.

Boys' Two-piece Norfolk Suits, green and brown mixed Scotch tweeds, box pleats, with belt, plain knee pants, 24 to 28; \$3.00; 28 and 30, \$3.50.

Boys' Chesterfield Overcoats, black and Oxford grey English chevots, neat lapels, black velvet collar. Sizes 25 to 28, \$5.00; 29 and 30, \$5.50; 31 to 33, \$7.50; 34 and 35, \$8.50.

Boys' Fancy Overcoats, in fancy grey mixed English tweed, double-breasted effect, buttoning close to throat, with black velvet collar, fancy cuffs on sleeves, belt at back; 3 to 8 years, \$3.75.

1000 ENGLISH NATURAL WOOL UNDERGARMENTS, \$1.10, REGULAR \$1.50 AND \$2.00 GARMENT. "Britanna," "Wolsey" and "Anchor" brands. Every garment imported and knitted from selected wool yarn; made with double breast, some stock; a few are slightly imperfect. In the lot are sizes 34 to 44. Reduced to clear on Saturday at, per garment, \$1.10.

THE Men's Store sells Hats like it sells other things —at prices close to cost, and squeezed full of nonsense.

Christy's English Derbys, \$2.00, \$2.50 and \$3.00. Other makers, English and American, \$1.00, \$1.50 and \$2.00. Caps, 25c to \$1.00.

The Simpson Shoe for Men

VICTOR \$4, \$4.50 and \$5 a Pair WE own and control it. No other store sells Victor Shoes. It's our own brand.

No middle-men. No commercial travellers. No expensive roundabout retailing. We sell it with only one profit added to the cost of its making.

You can get a good, stylish, manly up-to-date Boot for \$4.00 if you buy the Victor. All popular styles, widths and prices.

Tam o' Shaners Boys' and Girls' Tams, in large or small crowns, nearly all colors, splendid selection, from corduroy, beaver, felt, serge, velvet, etc., named or plain bands. Special price 50c.

1000 Cut Glass Salt and Pepper Shakers, handsomely cut, heavy sterling silver tops. Regular selling \$1.00 and \$1.25, pair. Saturday 29c each.

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New Wall Papers

For Dining Rooms, Halls and Parlors. Metallic Papers, 75c and \$1.00 roll. Silkette Papers, 75c to \$3.00 roll. Two-tone Papers, 25c, 35c, \$1.00 roll. Pressed papers, 35c to \$1.50 roll. Leatherette, 75c to \$1.50 roll. Japanese Leatherette, 50c to \$1.50 yard.

SPECIAL. 1909 rolls Parlor, Dining Room and Hall Papers, imported, good colorings. Regular to 50c. Saturday 25c.

Gas Mantels and Fixtures

5000 Special Upright Gas Mantels, on sale Saturday 2 for 15c. 2000 Special Invented Gas Mantels, on sale Saturday 2 for 15c.

100 Household Axes, Honor Bright, best cast steel head, Saturday 60c. 50 D Handle Furnace Scoops, Saturday 25c. 50 only Two-light Gas Fixtures, complete with pillars and tips. Saturday 95c. Three coated Enamel Tea and Coffee Pots, seconds. Saturday 15c.

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Annuals for 1909-10

We have the popular annuals on sale at our Book Department now. We would advise our customers to secure the Boys' Own, Girls' Own, Chums, etc., as soon as possible. From information received there is likely to be a shortage this year.

On sale Book Department, Main Floor.

Saturday's Grocery List

3000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 25c. Toasted Corn Flakes, 3 packages 25c. Choice Layer Table Fig, 3 crown, per lb. 10c. Burlington Brand Pork and Beans, in Chili Sauce, 3 tins 25c. 1200 tins Rich Red Salmon, Nimpfish Brand, regular 20c, per tin 18c. Respath's Loaf Sugar, 4 lbs. 25c. Canned Peaches and Strawberries, in heavy 2s tin, 300 tins, per tin 15c. Pure White Comb Honey, per section 24c. California Seeded Raisins, new fruit, 3 packages 25c. Choice Florida Oranges, good size, per dozen 25c. Fancy Mixed Biscuits, 2 lbs. 25c. Candy, 300 lbs. Licorice, all sorts, regular 20c, per lb. 10c. Telephone direct to department, Main 7841.