

DIRECTORS: H. H. FUDGER, J. W. FLAVELLE, A. E. AMES.

SIMPSON COMPANY LIMITED THE ROBERT SIMPSON COMPANY LIMITED THE ROBERT SIMPSON COMPANY LIMITED

MONDAY, September 2, 1901.

Look at These Gloves. Ladies' Fine Real French Kid Gloves, dome fasteners, neatly embroidered backs, over-seam, for dress wear, or plain sewn, for street wear, shades tan, brown, modish and black, regular \$1.00 and \$1.25 qualities, Tuesday, per pair.....59

T-Day, Labor Day, This Store Will Be Closed All Day.

Umbrella Bargain. 220 Men's and Women's Umbrellas, best mercerized tops, paragon frames, all are full size, and a splendid assortment of natural wood handles, neatly mounted, a regular \$1.35 umbrella, Tuesday 1.00

Dress Goods Tuesday

In dress goods Tuesday are some of the very special opportunities for economy at no loss to quality for which this department and this store are noted. Each of these items is in itself worthy of a special visit Tuesday morning. Judge for yourself. The goods will be found exactly as described. The prices rule only Tuesday:

- 15 pieces Black and Navy Frieze and Pebble Suitings, guaranteed all pure wool, a smart fabric for tailored suits or skirts; this cloth is specially manufactured for our exclusive trade, 54 inches wide, actual value \$1.25, Tuesday, per yard.....75
25 pieces of English Frieze and Coat Suitings, in all the new autumn shades, such as greys, browns, olive, myrtle mixtures, navy and black, 48 and 50 inches wide, actual value 85c and 40c, Tuesday.....25
500 yards All Pure Wool English Cheviot Suiting; this is a splendid fabric for tailored suits, assorted, in three shades of grey, navy and black, 54 inches wide special at.....65
New Münster Frieze Suiting, absolutely pure wool, guaranteed unshrinkable, specially adapted for tailored suits or separate skirts, in a full range of autumn shades, 54 inches wide, special at.....50
New Domestic Suiting, frieze finish, guaranteed all pure wool; this is a splendid fabric for smart tailored suits, assorted in new greys, browns, modish, navy and black, 54 inches wide, special at.....1.00

New Fall Costumes Ready-to-Wear

We shall have much to say about our Tailor-made Suits for women this fall, because we have much that is worth talking about. Of especial economical importance are these:

- 23 Women's Tailor-made Suits, of chevrons and homespuns, mostly navy and black, a few in brown and grey, two styles of Jackets, Eton and coat styles, lined with mercerized satin, skirts lined with percale and bound with velveteen, 5.00

Cashmere Waists

We had such splendid success with these Waists last week that we have prepared for a rousing encore. The waists go on sale Tuesday at 8 o'clock:

- 200 New Waists, of all-wool French Cashmere, in cardinal, navy and black, made with double stitched tucking, lined throughout.....1.39

Women's Rain Coats

If you haven't a rain coat the best advice we have given you in weeks lies in this sentence—see these:

- Tailor-made Rain Coats, of fine quality imported Cravenette, above and below with yoke and cuffs, lined with silk, turn cuffs and velvet collar, colors fawn, Oxford and green mixtures.....13.50

Little Things for Dress-making

- 25c Quality of Stockinette Dress Stitches for 15c
3-yard Black Bias Velveteen Skirt Binding for 10c
15c worth of Blocked Linen Yarn for 5c
Black Seam Binding, per doz. yards, 30c
Dress Buttons, double and single, 3c and 4c
Featherbone, all colors, per yard, 9c and 10c
Darning Wool, best brand, 3 cards for 5c
Best Quality English Needles, 3 papers for 5c
Toilet Pen Cubes, regular 10c each, for 5c
Bone Collar Buttons, per doz., 5c
38-inch Black Mohair Boot Laces, 1 doz. for 5c
Spray Hooks and Eyes, 1 gross for 5c
Corded Laces, best quality, 3 for 5c
Curling Irons, special, pair, 3c and 5c
Hair Brushes, according to size, 10c, 15c, 20c
Fancy Colored Elastic, per yard, 5c
Finger Supporters, in all sizes, 10c, 15c, 25c and 30c doz.
Marine Hose Supporter, special line, pair, 5c
Long Waist Forms, now so popular, each, 25c
Always Ready Shirt Waist and Skirt Supporter, each, 25c
Egg Baskets, in all the new styles, 15c to \$10.00
Sic Combs, in shell, 5c to \$1.50 per doz.
Hair Pins, 10c per doz. to 50c per doz.

On the Main Aisle

- A Splendid Bargain in Pillow Shams, Etc.
600 Handsome Embroidered Pillow Shams, Table Covers and Runners and Sideboard Covers, splendid assortment of designs, worth regularly 65c each, Tuesday morning, special.....38
(On sale Main Aisle.)

Hosiery for Men, Women and Children.

- The season is drawing near when you will have to think of fall stockings. We have already thought along this line, and part of the result of our thoughtfulness appears below. Everybody is included in the saving, both sexes, all ages. See if you can't take advantage of this chance before cold weather really sets in.
Ladies' Fine Fleece Lined Black Cotton Hose, fall and winter, warranted fast color, extra special, Tuesday, per pair.....12
Mixed and Boys' Fine Pure Wool Ribbed Black Cashmere Hose, 6 fold, gusseted knees, double sole, toe and heel, medium and heavy weight, sizes 9 1/2 to 13 1/2, regular 50c, Tuesday, per pair.....19
Men's Fine Plain Black and Colored Cashmere Hose, medium weight, seamless, double toe and heel, made of good pure wool yarn, sample pairs, regular 25c and 30c qualities, Tuesday, per pair.....15

Tuesday Morning Shoe Bargains

- Ladies' \$1.50 Oxford Lace Shoes for 75c.
120 pairs Ladies' Fine Dongola Kid Oxford Lace Shoes, with light turn and extension edges, very pretty for house or street wear, sizes 2 1/2 to 4 and 4 1/2, regular price \$1.50, Tuesday, 8 a.m. to 12 o'clock.....75
Men's \$2.50 to \$4.00 Boots for \$2.00.
90 pairs men's Best Vied Kid Lace Boots, with genuine Goodyear welted soles; also Box Calf Lace Boots, with heavy extension edge soles, sizes 6 to 10 in the last, handsome, comfortable and serviceable, \$2.50 to \$4.00 boots, Tuesday, 8 a.m. to 12 o'clock.....2.00

There has recently been added to our Canadian Statutory Holidays the first Monday in September, set apart for the celebration of the progress of the Industrial Arts and known as

-- LABOR DAY --

This store will be closed all day to give its large staff an opportunity to join in the keeping of the great National Holiday, and its customers throughout the Dominion are invited to postpone their shopping till Tuesday. Among the special attractions in seasonable goods will be the following:

Fall Millinery Opening

On Tuesday we will make our first exhibition of 1901 Fall Millinery. Never before have we been able to show you so many imported models of what is considered the proper thing in millinery in Paris, London and New York. From the former place there are many handsome creations from

VIROT, BERTHE, POUYANNE, MAURICE, COLOMBE and LINN-FAULKNER, while from London and New York you'll see those of such artists as LITCHENSTEIN, HALSEY, LOUISE, STERN and GARDE.

The whole department is overflowing with the richest novelties of the autumn season, and we invite you to this grand display of millinery, confident that your verdict will be even more emphatic than in the past.

"Simpson's Opening Surpasses Them All."



Big Silk Purchases

We are getting in our Fall shipments of Silks from the different great silk looms of France and of the world, and on Tuesday we put some of them on the Bargain Table in the Main Aisle. If you want a silk dress this fall or winter you couldn't get a better time to buy:

- Another shipment of 3000 yards of our Standard Quality Pure India Silks, 20 inches wide, firm even finish, free from flaws and very bright, in a full range of the most wanted colors, including white, cream and black—this is our regular 25c quality, on sale special, Tuesday, per yard.....19
On sale Bargain Table, Main Aisle.
5 pieces of Rich Black French Taffeta Pure Silk, 23 inches wide, good reliable rustling quality, regular value 80c per yard, Tuesday, special, per yard.....65
SPECIAL OFFER—The choice of a handsome Black all-Silk Duchesse Satin, or a beautiful Black Heavy All-Silk Peau de Soie, wear and color guaranteed, regular value \$1.10, Tuesday.....88

"Queen Quality," The Famous Shoe for Women.

We have just passed into stock 25 new lines for fall wear of these beautiful and famous shoes. They comprise the latest creations in Lace and Button Boots; Patent Kidskin, Enamel and 'Kibo' Calf leathers will predominate—for early fall wear. While the new rope-stitched edge soles are a leading feature for street wear, vici kid with patent leather tips in lace and button will be very popular also. In fact, as "Queen Quality" sets the fashion in shoedom, you may rest satisfied that you will properly shoo no matter which of the new styles you may choose. We have them in sizes 2 1/2 to 8, widths A to EE. All at the uniform price of \$3.75.

For Exhibition Visitors.

These Furniture items are intended more especially to introduce our vast Furniture Department to our out-of-town visitors. The suites and single pieces below are all of exceptional value, being handsome, well-made sterling furniture. We will pack all orders free of charge to carry safely anywhere in the world.

- Dining-room Suit Complete for \$45.
SIDEBOARDS, solid quarter-cut oak, golden finish, heavily hand-carved and polished, oval shaped fronts, with large beveled mirror plate with EXPANSION TABLES, solid oak, golden finish, 5 legs turned and fluted post legs, heavy tops extending to 3 feet, and.....29.75
Parlor Suites, solid walnut framed, heavily hand-carved, well finished, combination washstand and 4-drawer bureau, with shaped tops and drawer fronts, large British plate mirror, bevelled bedstead, 4 feet 2 inches wide.....23.75
DINING CHAIRS, in sets of 5 small and 1 arm, quarter-cut golden oak, new design, handsomely hand-carved and polished, screwy braced, seats upholstered in light leather.....23.75
Dining-room Suit Complete for \$45.
Bedroom Suites, solid oak, golden finish, bureau has 2 large and 2 small drawers with shaped top, fitted with large shaped and bevelled British plate mirror, bedstead 4 ft. 2 in. wide, large washstand, 2 in. wide, large washstand, golden finish, hand-carved and polished, oval shaped fronts, with large beveled mirror plate with EXPANSION TABLES, solid oak, golden finish, 5 legs turned and fluted post legs, heavy tops extending to 3 feet, and.....29.75
Parlor Suites, solid walnut framed, heavily hand-carved, well finished, combination washstand and 4-drawer bureau, with shaped tops and drawer fronts, large British plate mirror, bevelled bedstead, 4 feet 2 inches wide.....23.75
DINING CHAIRS, in sets of 5 small and 1 arm, quarter-cut golden oak, new design, handsomely hand-carved and polished, screwy braced, seats upholstered in light leather.....23.75
Dining-room Suit Complete for \$45.
Bedroom Suites, solid oak, golden finish, bureau has 2 large and 2 small drawers with shaped top, fitted with large shaped and bevelled British plate mirror, bedstead 4 ft. 2 in. wide, large washstand, 2 in. wide, large washstand, golden finish, hand-carved and polished, oval shaped fronts, with large beveled mirror plate with EXPANSION TABLES, solid oak, golden finish, 5 legs turned and fluted post legs, heavy tops extending to 3 feet, and.....29.75

Blanket Bargains and Savings in Staples.

On Tuesday morning we have decided to demonstrate the quality and range of our assortment of Woolen Blankets, Grey and Colored Flannel, Damask Table Linen and other Staples. We have a large stock and a good stock, and we want people to know about it. We expect hundreds to prove the fact Tuesday. Look at the figures:

- 123 pairs Extra Fine White Washable Wool Blankets, assorted in pink and blue borders, thoroughly secured, weight, regular value 45c and 50c, special sale price, 35c, or.....1.75
5-pound, size 56x76, regular.....2.10
8-pound, size 60x80, regular.....2.45
8-pound, size 64x84, regular.....2.80
8-pound, size 68x88, regular.....3.90
Fine all-Pure Wool Grey Flannel, 25 and 27 inches wide, in plain and twill, light and dark shades, absolute free from grease, smooth pressed finish, regular value 20c and 22c per yd., Tuesday, special.....25
25 and 29-inch Extra Fine all-Pure Wool Scarlet and Cardinal Flannel, smooth military finish, guaranteed unshrinkable, regular value 40c and 45c per yd., Tuesday, special.....25
475 Extra Fine Double Damask Table Linen, soft grey or dove bleach, 64 and 66 inches wide, assorted in new floral designs, Irish manufacture, rich satin finish, regular value 85c and 75c per yard, Tuesday, 8 a.m. to 12 o'clock.....48

Curtains, Tapestries, Linoleums.

You can freshen up the appearance of your house wonderfully by a pair of new Lace or Tapestry Curtains. A little new drapery in the cosy corner or elsewhere will make the room look different altogether. When you come for these ask to see the 75c Linoleum we are offering Tuesday morning at 49 cents.

- Nottingham Lace Curtains, \$2.50.
A new range of Handmade Lace Curtains, 54 to 60 inches wide, 9 1/2 and 4 yards long, in white and cream, with beautiful designs, with heavy worked borders and plain centres, suitable for any window, per pair.....2.50
New Art Squares at 37.00.
A large assortment of New Art Squares, just passed into stock, a beautiful carpet woven with 18-inch interwoven borders, very suitable for bedrooms and hallways, in a large 7-foot range at.....7.00
75c Heavy Scotch Linoleum, 49c.
1100 square yards Heavy Scotch Linoleum, 2 and 4 yards wide, in new patterns, in light and medium shades, and the black and lined patterns, regular value 75c per square yard, on sale Tuesday.....49
New Tapestry Carpets at 50c.
13 New Patterns of English Tapestry, 12 inches wide, in beautiful effects, most of them are copied from the best selling Brussels and Axminster patterns, suitable for any room, per yard.....50
New Heavy Tapestry Carpets, \$5.00.
A large assortment of New Heavy Tapestry Carpets, a beautiful carpet woven with 18-inch interwoven borders, with heavy knotted fringe top and bottom, all reversible, a full range of color combinations, very suitable for drapes and curtains, per yard.....10

Wear "Victor"—the Man's \$3.50 Shoe—for Labor Day.

Advertisement for Victor shoes, featuring an illustration of a man in a suit and a pair of shoes. Text: "Nothing could be more appropriate for Labor Day than a pair of our famous 'Victor' shoes for a man. They are made by skilled workmen, every pair Goodyear welted, materials the best obtainable; made over stylish and comfortable fitting lasts, in sizes 5 to 11; narrow, medium and full widths in each size. They come in patent kidskin button and lace, enamel and best velour calf, vici kid, box calf, willow calf and chocolate kid, all at the uniform price of \$3.50. 'Victor' Shoes can be obtained only at this store. There is no other shoe made for men under any other name at any price that is 'just as good' as the 'Victor'.

Big Savings in Men's Clothing.

75 only Men's Single-breasted Saque Suits, consisting of handsome greenish check patterns in Scotch tweeds, also plain navy blue and black worsted finished serges, made up in the correct style, with deep facings and fine linings and trimmings, sizes 36-44, regular \$8.50 and \$9.00, Tuesday.....6.45

For Boys.

- Boys' Good Strong Canadian Tweed Two-Piece Suits, in a neat dark grey checked pattern, single-breasted and nicely plated, sizes 24-28, special.....2.00
Boys' Three-Piece School Suits, made from good strong Canadian tweed in a dark grey mixture, made up in single-breasted saque coat style, and lined with or plain cloth, sizes 28-33, special.....3.25
Boys' Fine All-Wool English Tweed Three-Piece Suits, neat brown checked pattern, single-breasted saque style, with good durable linings and trimmings, sizes 28-33, special.....3.75
Fine Saxony Finished English Tweed Three-Piece Suits, in a plain single-breasted coat, with a double-breasted vest, good farmer's satin linings and trimmings to match, sizes 28-33, special.....4.50

Neckties Half-Price.

Next Tuesday morning is a good time to buy a Necktie. Come to the big "Men's Store" and choose one from the big varied stock at half the regular price. There are other bargains in furnishings too, notably shirts. Read the list:

- Men's Fine English Silk Neckwear, in all the latest patterns and colorings, 50-inch four-hand graduated Dextra, flowing ends, puffa, bows, tomahawks and strings, regular 80c and 90c, Tuesday.....25
Men's Fine Elastic or Non-Elastic Web Suspenders, safety pin or done cast on, rolled kit and mohair ends, with or without drawer supporters, in fancy striped or plain colors, regular value 75c, Tuesday.....50
Men's Fine Soft Bosom or Lined Collar, Oxford Suits, made from percale, unadorned and English cambric cloth, attached or separate link collars, open fronts, in fancy blue and black stripes, pale or dark blue and or blood ground, in this lot there are some Austrian shirts, white, blue or chocolate ground, with black or blue cluster stripes, these shirts add to the lot.....1.00
Men's Fine Silk Handkerchiefs, hemstitched, with nicely worked initial or plain ends, regular 25c, Tuesday.....25
Men's Fine Imported Silk and Wool Underwear, natural shades, costume trimmings, pearl buttons, warranted unshrinkable, stayed necks, ribbed cuffs and ankles, sizes 34 to 44, per pair.....1.75
Men's Fine English Flannellet Neckties, full size bodies, 45 buttons long, collar and pocket attached, pearl buttons, double stitched seams, sizes 14 to 18, Tuesday.....50

Hats for September

To-day is Labor Day, and this store will be closed all day. Tuesday morning, however, there will be unwonted business in the Hat Department, and better than anything else, the following figures tell the reason:

- Men's Derby or Fedora Shape Hats, newest American style, colors in soft hats, dark slate, light slate, pearl grey or drab, bound or unbound edges, stiff hats in black, dark or light colors, the latest black hats are in union made, and sell regularly at \$2.50, Tuesday 2.00 morning, 8 a.m., special for.....2.00
For an extra special bargain in Men's Hats Tuesday morning we are going to offer 100 only, stiff and soft hats, navy and correct fall 1901 shapes, colors black and brown, in the quality English fur felt, the regular selling price of these hats \$1.50, Tuesday morning, per pair.....89
Boys' Hookdown Caps, in the clay (with worsteds, flannel and navy blue colors, in fancy check tweeds, good finish and linings, regular price 25c, Tuesday morning, special.....15

Some Good Books

Here is a splendid chance to get a good stock of reading matter by the best standard and popular authors at prices the writers themselves could never have dreamed of.

- 65c Copyright Books for 18c.
2000 MacMillan's and Ward, Lock & Co's Colonial English Copyright Books, paper bound, quite a number fully illustrated, clear type, over 150 titles to choose from; the lowest wholesale price for these books is 60c, Tuesday, each 18c, postage 4c extra. Some of the authors in these series: Mrs. Oliphant, James Chalmers, Mrs. Harte, F. Warden, Fergus Hume, Mrs. M. A. Dickson, Sir H. Cunningham, Mrs. M. A. Dickson, Mrs. A. E. Cronch, Heaton Hall, Richard Bayne, A. E. Green, Maggie Swan, E. P. Train, A. G. Hoidsworth, 20 different books of Balzac's and numerous others equally popular.

25c Snaps in Groceries

On Tuesday morning twenty-five cents will go a long way in the Grocery Department. Look over this list. If there is anything here that you are out of, it would pay you to come down Tuesday morning. Water Biscuits Breakfast Cocoa, 1/2-pound can, Tuesday 25c.

American Table Glass-ware at 10c Each.

- 500 pieces Brilliant Imitation Cut Glass-ware, polished and well-finished, including such pieces as:
"Nonsuch" Stove Polish, in tins, medium size, special Tuesday.....3
28c Saucepans for 15c.
200 Granite-ware Lipped Saucepans, No. 26, holds 8 Imp. pints, long handles—the largest size made, regular \$3.00, Tuesday sale.....15
Table Knives and Forks, Sheffield steel blades, three-prong steel fork, black or white bone handles, polished bolsters, regular \$3.00 dozen, Tuesday 6 dozen knives and 6 forks for.....1.25
Nail Hammers, polished and nickel-plated, cast head, good handle, full size, with claw head, worth 25c, Tuesday.....10
Butter Dishes, High Fruit Bowls, Oblong Salads, Berry Bowls, Vinegar Bottles, Sugar Calory Stands, Sugar Calory Trays, etc., etc. These pieces sell regularly from 15c to 25c each, Tuesday sale.....10

Special Sale of Gold Illuminated Dinner Sets.

- 30 English Dinner Sets, best quality semi-porcelain with handsome floral and scroll decoration in new green color-gold illuminated and gold traced handles, full combination sets of 100 pieces, regular price 12.00, Tuesday sale.....7.90
288 assorted China Salad, Fruit and Berry Dishes, 8 and 9 inch sizes, green and blue pink tints, scallop edge with handles, gold stippled, regular price up to 50c each, Tuesday sale.....25
English Thin White Cups and Saucers, at 5c.
90 dozen W. H. Grindley's Thin White Cups and Saucers, new "classic" ovine shape, reg. \$1.20 dozen, Tuesday, each.....5
180 dozen Tea Plates, best quality, perfect shapes, assorted patterns with blue flowers, etc., regular 90c dozen, Tuesday sale.....4
288 assorted China Salad, Fruit and Berry Dishes, 8 and 9 inch sizes, green and blue pink tints, scallop edge with handles, gold stippled, regular price up to 50c each, Tuesday sale.....25
Crown Fruit Jars—These prices are extremely low for best quality "Crown" fruit jars—wise housekeepers will profit by buying Tuesday—pints, 45c dozen, quarts, 55c dozen, half gallons, 65c dozen.....9

Brown Rock Tea Pots for 9c.

- Everybody admits that a Brown Rock Tea Pot makes the best tea. 300 of the medium size, best quality Brown Rock Tea Pots, regular price 15c, on sale Tuesday morning at.....9
Granite-ware Rice or Milk Boilers—No. 54, the second largest size inside saucepan, holds 4 1/2 pints, regular 60c, Tuesday.....43
Granite-ware Tea Kettles, to fit No. 8 and 9 stoves, assorted, pit and flat bottom, regular 85c and 75c, Tuesday.....43
Granite-ware Milk and

BASEMENT SALE TUESDAY.

- Puttying Pans, hold 1 1/2 and 6 1/2 pints, regular prices 20c and 22c, Tuesday sale.....13
28c Saucepans for 15c.
200 Granite-ware Lipped Saucepans, No. 26, holds 8 Imp. pints, long handles—the largest size made, regular \$3.00, Tuesday sale.....15
Clothes Pegs, smooth wood, well-finished clothes pins, Tuesday, 6 dozen.....5