The Robert SIMPSON Company | Store Opens 8 a.m. | Closes 6.30 p.m. | H. H. FUDGER, President. J. WOOD, Mngr. | Probabilities Fresh E. and S. winds; fair at first; higher temperature; showers by night. | The Robert SIMPSON Company

Beautiful New Millinery

Some beautiful creations in Millinery will be brought from our own workrooms and shown for the first time on Saturday morning. Handsome Willow Plumes and Novelty Mounts in Ostrich or Osprey will be a feature of this display. Along with these we will have the following interesting collection :—

130 New Hats, in large styles or smaller draped effects, in velvets; they are neatly trimmed with fancy mounts, ribbons, etc., and are made to sell at the special price $5.00.

CHILDREN'S MILLINERY.

As Saturday is the day when school is closed, we have made that day Children's Day in our Millinery Department by preparing a great variety of hats for misses and children. Some very cute styles for the "wee" ones, will sell at $1.50, $1.75, $2.25, $2.50 and up.

The Very Smartest Suits, Dresses and Coats

A very smart Suit, made in black or brown velvet; coat is lined throughout with grey or white, satin front, and back of coat trimmed with silk braided design, military to match; skirt is made in the long, graceful lines. Price $45.00.

Another handsome model Velvet Suit, in plum and black; coat lined throughout with satin, fastens with large silk corded ornaments; collar and cuffs of cadet; collar velvet, with touches of gold, side pleated skirt, headed with deep fold of self, and silk braid to match coat. Price $50.00.

A dainty Dress of pale blue silk chiffon, with square low neck, outlined with tiny gold beads and silk embroidery, crushed messaline belt; skirt has graceful lines, with modified effect, with deep messaline bias piece around bottom, and trimmed to match collar. Price $55.00.

One-piece Messaline Dress, round yoke and collar of dainty trimming of gold and cream net, with touches of black and gold; sleeves daintily trimmed to match collar; front of waist embroidery, with silk floss design; skirt has plain effect over hips, with fulness at bottom; shades are black, grey and pale blue. Price $45.00.

Very practical model Velvet Dress, in black only, V shaped yoke and collar of black chiffon, with gold trimming, crushed messaline, belt trimmed with corded ornaments, ¾ sleeves interlined with chiffon; skirt fits closely over hips, giving it graceful lines, semi-fulness at bottom. Price $65.00.

An exclusive Imported Motor or Golf Coat, in heavy blanket cloth; shades navy, sky and terra cotta, trimmed in contrasting colors, full length, lined to waist in self shade of satin, semi-fitted back, double breasted front; a new skirt effect, piped in tan, with three double stitched strappings to meet side seam, which has 15-inch opening, gives this coat a distinguished style, $32.50.

A Paris model, in novelty cloth, comes in a full length semi-fitted coat, lined to waist in satin, has new cape effect, and scalloped, velvet roll collar, both extending to waist line in front, and held in position by a patent belt; sleeves have velvet turned back cuff; entire coat trimmed with brass ball buttons, $45.00.

A strictly tailored imported Coat, in grey shade of golf cloth, lined across the shoulders in self shades of satin, full length, close fitted back, single breasted front, fastened with three large novelty buttons; sides have an inverted pleat from hips, also buttoned, trimmed, sleeves finished in a cuff effect, with small buttons, $29.50.

A Chance for the Children

In the Coat Section Saturday

We very fortunately secured the samples of a large continental manufacturer of high class children's garments, and at a great reduction in price. They are beautiful designs, colors and cloths. New and up-to-date, made to be used as samples, the colors range from light delicate shades to the darker and more serviceable colors such as navys, crimsons, browns, greens, greys, black, rose, apricot, salmon, etc. There are only one or two coats of each design, but there's 150 altogether. The sizes are 6, 8, 10 and 12 years—the original prices ranged from $3.50 to $12.

Saturday they will be marked just ⅓ (one-third) off regular price.

VERY REASONABLY PRICED SUITS, DRESSES AND COATS.

Women's Tailored Walking Suit, in imported vicuna cloth; coat is lined throughout with silk serge; fastens with four bone buttons, flap pockets; skirt has panel front, with semi-pleated sides, in colors black, brown and navy. Special Saturday $9.50.

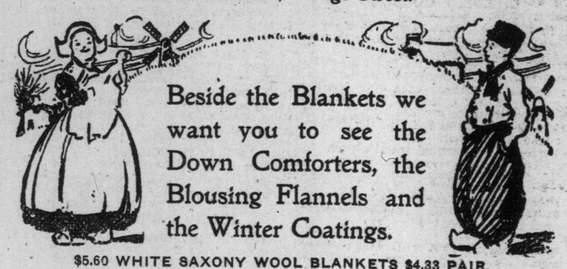
Women's Fine French Serge One-piece Dress, in tailored style, waist tucked across front with silk piping, self belt, sleeves piped with silk to match waist; skirt has panel front, side gores, pleated, and outlined with taffeta silk, in shades navy, black and grey. Price $10.50.

Misses' All-wool Serge One-piece Dress, yoke and collar of self, front of waist has self revers, with narrow piping of black and white, and belt to match; skirt has plain effect around hips, falling into pleats at bottom; colors navy and cardinal. Price $5.00.

A Woman's Coat specially priced for Saturday; made of all-wool kersey cloth; colors black or navy, strictly tailored style, close fitting, turned down velvet collar, with revers to match. Special price $10.00.

Developments of the Blanket Sale

Second Floor, Yonge Street.



$5.60 WHITE SAXONY WOOL BLANKETS $4.33 PAIR.

Made from pure Saxony wool; every particle of oil or rough substances have been taken, and they are napped as soft and warm as possible; made for full double beds. 68 x 86 inches. Sale price Saturday, pair $4.33.

BEAUTIFUL DOWN COMFORTERS FOR $6.35 EACH.

This is a little lot of English made Down Comforters or Quilts; the down is carefully selected; the coverings are all downproof cambrics, with plain sateen panellings; the colorings are very rich and new, stitched designs, 6 x 6 feet, for double beds; for comfort and dainty effect these will appeal to you; and the price is only, Saturday, each $6.35.

ANOTHER NEW LOT OF PRETTY BLOUSING FLANNELS 45c YARD.

Rich, effective stripes and colorings, light or medium colorings, English made flannels in the New York effects, for warm, durable, cold weather tailored waists, etc.; 32 inches wide. On sale at the Flannel Counter, Yonge street, Second Floor, Saturday, yard 45c.

600 PIECES FANCY LINENS FOR 49c EACH.

Pillow Shams, Dresser and Stand Scarfs, Tray Cloths, 5 o'Clock Tea Covers, Centrepieces, etc., in Irish embroidery work, lace trimmed work, fine satin damask all-over Nottingham lace, etc.; dozens of designs. An immense lot upstairs in Linen Department, each, Saturday 49c.

BEAUTIFUL BLACK SEALETTE $3.75 YARD.

The material most in demand for winter coats this season is Sealette; New York, London, Paris, all showing them in great profusion, and, of course, so are Simpson's. We offer a very rich, heavy pile, black sealette, 48 in. wide, upstairs in our Flannel Department, at, Saturday, per yard $3.75.

(Phone direct to Linen Department.)

Window Shades and Trimmings

This season's Shade Trimmings are just to hand, mostly white, and much finer than formerly, somewhat narrower, the larger indefinite design having given place to pretty medallion styles.

An assortment of odd size Window Shades, plain and trimmed with various styles of lace and insertion; widths vary from 4 ft. to 1 ft. 6 in., and lengths from 4 ft. to 6 ft.; in some cases only one of a kind, in others more than a dozen to match. Saturday half-price.

(No phone or mail orders.)

Women's Fall and Winter Underwear at Low Prices

A special clearing purchase of these "Watson" Vests and Drawers for women makes a splendid offering of Fall and Winter Underwear to those who come early to-morrow. If you can't get down to the store we will take your order by phone. Fifty lines to Central—no waiting.

Special sale Saturday of 1,400 Women's Vests and Drawers, winter weight, heavy ribbed white cotton, "Watson" make. Vests high neck, long sleeves, button front, neatly trimmed. Drawers are ankle length to match; both styles. Sizes for 32 to 38 bust measure. Some are slightly imperfect or have small oil spots. Regularly worth 30c each. Saturday, each 19c.

Also selling Saturday 420 Women's Vests and Drawers, slightly imperfect, "Watson's Bestyette," medium weight, fine ribbed woolene, color white. Vests high neck, long sleeves, button front. Drawers ankle length in both styles. Sizes 32 to 38 bust measure. Regular price 35c each. Saturday, each 25c.

Corset Value to Wonder at

No matter what size corset a woman wears she should take notice of this Saturday Corset Sale. It makes no difference if you are slender, medium or stout of figure we can save you money if you take advantage of this offer. *Phone orders filled.*

Special sale of Fine Corsets, D. and A. or Royale makes, latest models to choose from, heavy white coutil or jean, medium bust, long below waist, with unboned extension skirt; strong rustproof boning; smaller sizes have four and larger sizes six wide side steels; fine lace and ribbon trimmed. Sizes 18 to 36 inches. Saturday a pair $1.00.

Clearing Girls' Wash Dresses

A maker's samples, and a clearance of broken lines from our own stock of girls' tub dresses to go Saturday at about a third of their regular price. We must have the room they occupy now for newer styles arriving daily.

Clearing 360 Girls' Wash Dresses, consisting of many pretty styles, in fancy ginghams, prints and chambrays, all tastefully trimmed braids, embroideries, etc.; not all sizes in each style, but all sizes 6 to 14 years in the lot. Our regular prices $1.00, $1.25, $1.50, $2.00 each. Saturday all to go at 63c each.

Fresh Cut Flowers

Roses, all colors, per dozen 50c.
Asters, all colors, per doz. 25c.
Bouquets, each 15c.
Fern Pans, well filled, each 40c.
Begonias, in flower, each 15c.
(Phone direct to department.)

We're Ready With the Finishing Touches

Women's Silk Hosiery Clearing To-morrow

Women's Pure Silk Hose, black only, fine even thread, double lisle garter top, high spliced ankle, heel, sole and toe; sizes 8 to 10, $1.00 value. Saturday 59c.

Women's Fine French Made Kid Gloves, 2-dome, over-seam sewn, self-point back, clean, soft, pliable skin; sizes 5¾ to 7¼; black and white, odd sizes in colors. Regular 75c. Saturday 59c.

MUCH-NEEDED GLOVES GOING, TOO.

Women's 12-Button Black Suede Gloves, first qualities, mousquetaire style, over-seam sewn, silk point back, perfect make and finish, odds and ends of regular lines up to $1.75. Saturday one price, 89c.

Women's Washable Chamoisette Natural Shade Gloves, two self-dome fasteners, suede finish, wash like and outwear the real leather, sizes 5½ to 7½, 10 dozen only; regular 50c. Saturday 29c.

Hand Bags

Saturday we are going to have a special showing of Bags to sell at one dollar and twenty-five cents. Twelve styles to choose from. Colors black, brown, tan, green and navy. Mostly all fitted with change purses, and many have outside pockets. Your choice $1.25.

MESH BAGS.

Berlin, Vienna, Paris and New York Chain Mesh Bags, with handsome German silver frames, very small, small, medium and large sizes. Each 35c, 58c, 68c. In German silver, $1.50, $1.75, $2.00, $2.50, $3.00, $4.00, $5.00, $6.00, $7.00, $8.00, $9.00, $10.00.

A Sale of Silk and Lace Waists

$2.50. At Less Than Half-Price. $2.50

Rich Satin Duchesse and Chiffon Taffeta, fine imported Lace and Net Waists, all this season's styles, and marked at $4.50, $5.00, $5.50 and $6.50 each. All at, Saturday, $2.50.

300 Waists in all, satin duchesse and chiffon silks, are either strictly tailored design or very dressy effects, fine tucking, and trimmed yoke and front with heavy guipure lace or silk embroidery, black, navy, myrtle, champagne and grey; the net waists are all silk lined, and made in pretty, dainty styles; lace yokes and collar, new shaped sleeve, trimmed with lovely lace motifs and insertions, white, ecru or black. Regular prices $4.50, $5.00 and $6.50. Saturday $2.50.

Neckwear for Women

New Autumn Styles from Paris, New York, Plauen, St. Gall, Ireland.

New Jabots, made of fine pleated mull or soft Bretonne net, trimmed with fine Valenciennes or "Baby" Irish and guipure lace. Prices ranging from 50c to $1.50 each.

New Lace Stocks, Collars, Coat Collars and Jabots, in guipure and Venetian laces. Prices ranging from 25c to $2.00.

New Irish Lace Jabots, made of sheer handkerchief linen, daintily embroidered in all the newest effects. Prices from $3.00 to $8.00.

New Scarfs, in crepe de chine, in plain colors, also "Dresden" effects, in the most exquisite colorings, in sky, helio, grey, rose, turquoise, green, cream and black. Prices from $5.00 to $35.00 each.

New Paquinette Scarfs, in black satin or crepe de chine, lined in cream, white or the pale "pastel" shades. Each $5.00 to $10.00.

New Neck Frillings in chiffon, lisse and Persian effects also, gold and chiffon, gold and Persian, gold cords, also folded satin frillings, in all the new shades. Prices, per yard from 15c to 35c.

Saturday Groceries

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 27c.

Toasted Corn Flakes, 3 packages 25c.

Loaf Sugar, 4 lbs. 25c.

Imported French Peas, per tin 12c.

Rich Red Salmon, Nimpkish Brand. Regular 20c, per tin 17c.

Maconochie's Pickles, mixed, chow and walnuts, pint bottle 22c.

Shirriff's Marmalade, 2-lb. jar 25c.

Clark's Pork and Beans, in Chili Sauce, large tin 10c.

Jersey Cream, 3 tins 25c.

Pure White Comb Honey, per section 24c.

Fancy Biscuits, mixed, 2 lbs. 25c.

Candy, 500 lbs. Fresh Peppermint Chips, per lb. 9c.

Telephone direct to department.

The Hat Men Should Wear

May be bought here to-morrow most reasonably.

Christy's Derby and Fedora Hats, in large selection of the popular fall styles for 1910; these hats are remarkable for durability; no better hats made. Specially priced at $2.00 and $2.50.

King Brand Derby Hat, for young men, nifty fall shapes, latest creations. Extra fine quality at $2.50.

Men's and Youths' Stiff Hats, fine English fur felt, Maple, Gresham and Churchill brands, black only, at $1.00 and $1.50.

Men's Fall Wear Caps, in golf, auto or hookdown shapes, in fine worsteds, tweeds and serges, stripes, checks and fancy mixtures, at 50c, 75c and $1.00.

Boys' Varsity Caps, in fine blue cloth or worsted serges, black and navy colors, taped seams, silk serge lined. Special at 25c, 35c and 50c.

New Silk Neckwear for Men

The new silk Neckwear for men is now in the full bloom of autumn loveliness. The most artistic designs we have ever seen are now being shown—the latest colorings, the newest shapes, reversibles, wide-ends, French seams, and tubular styles. You'll find quite exceptional values at three prices—fifty cents, seventy-five cents, and a dollar.

MEN'S PURE SPUN SILK UNDERWEAR.

Men's "Pure Spun Silk" Underwear, in the heaviest weight made by "Morley's," of England; a delightful garment to wear next the skin, and just as warm as wool; it is a 12-thread knit, and comes in a rich salmon shade; all sizes to 46. A garment $6.00.

Another English make, about the same weight and color, guaranteed pure spun silk, at $5.00.

WOOLLEN UNDERWEAR.

Wolsey Underwear, for men, in the winter weight; made with double breast and back, and fastens on shoulder and down side with good quality pearl buttons; these garments afford an extra amount of warmth to the chest and back. Special Saturday $2.00 garment.

Wolsey Brand Fine Cashmere Underwear; comes in the dark natural shade, double breast, elastic rib cuffs and ankles; guaranteed unshrinkable and non-irritating to the most sensitive skin; a splendid garment for fall or winter wear. Saturday $2.50 a garment.

The New Overcoats and Suits for Men

Men's Imported English Burberette Waterproof Coats, an odorless material that is porous, yet thoroughly rainproof, in a rich olive fawn shade; cut in the latest single breasted style, buttoning close up round the throat, with neat military collar; a suitable coat for fall wear or for protection from wet weather; perfect fitting. Sizes 36 to 44. Price $16.50.

Men's English Paramatta Waterproof or Automobile Coats, guaranteed thoroughly rainproof, in a rich fawn shade, cut in the latest single breasted style; made large and roomy; finished with neat Prussian collar and wind protectors in sleeves. Sizes 36 to 44. Price $12.00.

Men's Rich Olive Fawn Paramatta Waterproof Coats, an imported English material, thoroughly rainproof; cut in the popular single breasted style, buttoning close up round the throat, with neat Prussian collar, finished with wind straps on sleeves. Sizes 36 to 46. Price $8.50.

MEN'S FALL WEIGHT OVERCOATS.

Men's English Cheviot Fall Weight Overcoats, in a thoroughly fast black shade, cut in the latest single breasted Chesterfield style, with well built shoulders, and neat shaped lapels, splendidly tailored and finished with good quality linings and trimmings. Sizes 35 to 44. Price $10.00.

Men's Fine Quality English Tweed Fall Weight Overcoats, in a medium grey fancy herringbone weave; cut from the fashionable single breasted Chesterfield models, with close fitting collars and long shapely lapels; carefully tailored in every way, and finished with extra quality linings and interlinings. Sizes 35 to 44. Price $12.50.

Men's Black English Cheviot Fall Weight Overcoats, lined throughout to the edge with extra quality black silk, cut from the new fall models in single breasted Chesterfield style, splendidly tailored and finished with first-class workmanship, perfect fitting. Sizes 35 to 44. Price $14.00.

TWO SPECIAL LINES IN MEN'S SUITS.

Men's English Clay Twill Worsted Suits, in rich dark navy blue or black shades, thoroughly fast colors; cut in the latest three-button single breasted sack style, lined with fine twilled mohair lining, and haircloth, and thoroughly shrunk duck interlinings, carefully tailored and perfect fitting. Sizes 36 to 44. Price $12.00.

Men's Extra Quality English Worsted Suits, in the new brown and grey herringbone weaves, showing faint fancy colored thread stripes; cut from the stylish three-button single breasted sack models, with hand padded shoulders, close fitting collar and neat long shaped lapels, splendidly tailored in every detail. Sizes 36 to 44. Price $15.00.

BOYS' NEW FALL AND WINTER SUITS.

Boys' English Worsted Three-piece Suits, in a dark grey stripe pattern, with neat fancy thread stripes interwoven; cut in the favorite three-button single breasted sack style, splendidly tailored, and finished with good quality linings and trimmings. Sizes 28 to 33. Price $5.50.

Boys' Imported Tweed Two-piece Suits, in the new brown shades; cut from the latest American models in double breasted style, with broad shoulders and full chest effect, lined with good quality serge lining; pants bloomer style, made large and roomy, fastened with strap and buckle at knee. Sizes 26 to 33. Price $6.75.

Boys' Durable Tweed Two-piece Suits, in a rich olive brown shade, with neat self and fancy colored stripes; cut in the latest double breasted style, splendidly tailored, and finished with good quality linings and trimmings; pants bloomer style. Sizes 25 to 30. Price $3.50.

Twenty-Eight Rugs That Should Move Early

Priced as low as six dollars—no two alike.

28 only Room Size Rugs, ranging from 6.0 x 8.0 to 10.6 x 12.0, made in our own workrooms from Axminster, Wilton, Velvet, Brussels and Tapestry Carpets. The borders have been so carefully matched and mitred that these carpets have all the appearance of a woven rug. Saturday your choice at from ⅓ to ½ less than you would pay if they were made to your order.

(No phone or mail orders.)

Come and See this Good Furniture

An English Chesterfield

This luxurious piece of furniture might well be described as a triumph of the upholsterers' art. It is strongly built throughout; has double spring seat and spring edge, tufted back, seat and arms, with ruffle front. It is 8 ft. 4 in. long. Price, covered in green denim, $100.00.

Sofa, made in mahogany, finished dull, built on simple colonial lines, with neatly hand carved claw feet and plain upholstering. Price, with covering of green denim, $56.00.

Library Suite of two pieces, massive colonial design, frames made of solid mahogany, highly polished, plain upholstered back and arms, with tufted spring seat; comfortable and durable. Price, covering of grey denim, $142.00.

Drawing Room Suite, of four pieces, Settee, Arm Chair, Small Chair and Footstool; design is Louis XIII., details of which have been carefully carried out by expert workmen; strength and durability are evident in every line, the whole being suggestive of comfort and elegance; solid mahogany is used for the frames, finished dull. Price, covering of green denim, $160.00.

Wall Papers for the Home

Saturday is a good day for the family to select their home Wall Papers—we will help you.

New Parlor and Dining Room Imported and Foreign Papers, colors to suit any style of room, and prices to suit any purse. Per roll 25c, 35c, 50c, 75c, $1.00, $1.75, $2.00.

Burlaps, green and red, 25c, 30c, 35c, 50c yard.

SATURDAY SPECIALS.

1,650 rolls Bedroom Papers, assorted colorings. Regular 15c, 20c and 25c. Saturday 11c.

2,250 rolls Parlor and Dining Room Papers, in reds, greens, browns, blues and light shades. Regular to 35c, Saturday 17c; regular to 65c, Saturday 29c.

Sale of Colored and Black Dress Silks

75c AND 85c IMPORTED DRESS SILKS ON SALE SATURDAY 58c YARD.

5,000 yards rich qualities of French, Swiss and English Silks, including satin de chine, Swiss duchesse paillette, satin merve, plain and two-tone French chiffon taffeta, satin messaline and duchesse messaline. These silks are all the very finest finish, pure silk, and guaranteed dye. They are a part of a special purchase, and would sell regularly at 75c and 85c per yard; every new and wanted shade for fall, afternoon, reception or evening wear, will be found in the assortment; also ivory and black. This is a silk offering you will appreciate at this season. Sale price, 58c yard.

Six Important Dress Goods Items

1—French Armure Suitings and Silk and Wool San Toys, in a delightful range of new fall shades, very smart and dressy fabrics, especially suited of the new one-piece dresses. 44 and 46-in. Saturday $1.00 yard.

2—English Permo Shantung, made by one of the best West of England makers, in a full range of new sombre shades for fall and winter wear, uncrushable and permanent finish. 46 inches. Saturday $1.00 per yard.

3—Our big value in Sedan Broadcloth and Covert Suitings, specially adapted for coats and suits, in the new blues, new browns, new greens, new greys, thoroughly sponged and spot-proof. 52 inches. Saturday $1.00 yard.

4—Our specially purchased West of England Diagonals and College Serges, in black and navy only. This is the best value we have offered, being a very firm weave and good heavy weight. 52 inches wide. Saturday $1.00 yard.

"SPECIALS IN BLACKS ONLY."

5—French, Austrian and German Broadcloths, in satin finish, Sedan finish, suede finish, superfine finish, glove finish and panne finish; also a choice variety of suitings, including knopps, pebbles, niggerheads, worsteds, diagonals, San Toys, Panamas, nattes, basket weaves; guaranteed our fast and unfading dyes; thoroughly sponged and unshrinkable. 48 to 54 inches. Saturday $1.00.

SILK STRIPE TAFFETA CLOTHS.

Popular 65c Dress Fabrics.

6—3,000 yards Beautiful Silk Stripe Taffetas, in a lovely choice of new stripes for fall dresses, suitable for house wear, outdoor wear and evening dresses; all the latest tints in colors, including new modish pastel shades; these are fabrics of practical value, as they wear well and look smart and dressy. 42 inches. Saturday 65c yard.

DELAINES AND CHALLIES.

1,200 yards French Challies and Delaines, light and dark grounds, lovely choice of designs, spots, sprigs, stripes, florals, rosebuds, etc., also in self colors. Regular 45c and 50c qualities. Saturday 35c yard.

Chinaware

Japanese Cups and Saucers, tea and A. D. coffee sizes, rich gold decorations. Saturday 19c.

Cracker Jars, Austrian china, neat designs. Saturday 25c.

The Grimerade Patent Tea Machine, an automatic anti-tannic infuser of unparalleled merit; simple in action; scientific in principle; no tannin, no bitter flavor; see this in operation, China Basement, from 85c up.

Dinner Set, 97 pieces, in the famed Ridgway's English ware, full porcelain body, gold Green key design. Complete set $14.23.

Wine Glasses, claret size, 75c up.

The Robert SIMPSON Company Limited

N. B.—See Page 11 for Full Details of Our Great HALF-PRICE BOOT SALE for SATURDAY