

Store Opens
at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes
at 5.30 p.m.

Earlier Than Last Year

We claim no foresight, it was simply good fortune, yours and ours, that brought our Fall and Winter Goods so early this year. We've just been piling them up for a month past, the Newest Fabrics, Latest Frocks, the French Millinery Creations and other Autumn Novelties. Right now we have A MILLION DOLLARS WORTH more goods in the store and in reserve than we had at Exhibition time last year. Last year was the greatest Exhibition trade the store ever saw, but 1914 will beat it although it's a week later than last year. Share in these values.

Autumn Wear for Women

Between the splendid array of interesting new goods for fall and the many special values offered, Wednesday will be a very full day for visitors to the Women's Ready-to-wear Departments. The new styles are striking and a little surprising, if you have not studied them carefully; but their effect is altogether charming when adapted to Canadian needs. Come to-morrow, we will make you comfortable, and entertain you, too.

SPECIALS FOR WEDNESDAY

A Sale of New Fall Suits at \$9.35, worth \$15.00, \$17.50 to \$19.50. They are samples from well-known makers, and include serges, duvetyns, broadcloths, hopsacking and diagonal weaves; in the newest Redingote and Cossack styles; all beautifully tailored and lined; shades are black, navy, tan, Copenhagen, brown and grey. Women's and misses' sizes. Wednesday

Sample Dresses, Wednesday \$8.95. Regularly \$12.50 and \$16.50. Fall styles and fabrics. Velvetens, in plain or figured patterns; all-wool serges, in green, navy, black, mahogany; messalines and crepes; new basque styles, or smart models, with girder or long tunic; a number of these less than half-price. To clear, Wednesday

An 8.30 Sale of Coats at \$4.95, for early fall wear; medium and heavy weights; lined or unlined; a variety of styles in Balmacaan, and mannish tailored designs; black and navy serges and broadcloths and mixtures. Wednesday

Women's Skirts, \$2.50. Cut to give the long tunic effects, and ornamented with buttons; splendid serges, in black or navy; stock sizes, 24 to 29 inches; waist bands. Wednesday

French Hand-Embroidered Lingerie

We have just received the entire sample range of one of the largest exporters of this beautiful hand-made, hand-embroidered white wear. We obtained a large price concession for cash, and this saving will be passed on to you to-morrow. Latest advice says that it will be impossible to secure more of this merchandise, as the work on it is done for the greater part around Nancy, where the heaviest fighting is now taking place. Here there is a double incentive for you to get here to-morrow Night Dresses, Underskirts, Corset Covers, Princess Slips, Knickers, Aprons and Combinations are included; each in a wide range of prices. Each piece is an example of beautiful hand-work of the French peasant woman.

Beautiful Baby Wear is also included. Exquisitely Embroidered Carriage Covers, Matinee Jackets and Dresses, for small and big girls are also here, and will be distributed at the same exceptional savings. Come to-morrow.

Imported Model Blouses

Not many in number, but all individual garments, in fine crepe de chine, Georgette crepe, fine satins, chiffons and lace. The styles are perfect, and represent the fashions of the moment. Regularly \$5.00, \$6.50, \$7.50, \$9.50 and \$10.50. Marked for clearance Wednesday

Feathers---A Millinery Feature

The season's demand for feathers has created a new and enlarged department, filled with the best and newest conceits for the season.

Feather Hats, in solid colors and shaded effects; are extremely clever, and most becoming. Wednesday \$3.50, \$4.50, \$6.50 and \$7.50.

Osprey Bandeaux---This is a decided novelty, shown in many different qualities, from the real Cross osprey down to the imitation lines, \$2.75, \$3.50, \$5.00, \$7.50, \$10.00, \$15.00, \$25.00 and \$37.50.

Paris Hackle Feathers are one of the best trimmings for this fall. Of many different styles, the strongest bands, in solid white, black, taupe, currant, brown, navy, etc., and in shaded effects. Prices \$1.50, \$2.00, \$3.00, \$4.00 and \$5.00.

Wings, in many styles and qualities, from the dainty French makers down to the characteristic English lines. A special for Wednesday. A box of sample feathers sent us before the war offers some big values, at

French Ostrich Mounts---Many new and low-priced lines will furnish quick selling items for Wednesday. We will make an extra showing, and give a large selling space to lines at 50c, 75c, 95c, \$1.25 to \$3.50.

Flouncings and Embroideries

27-inch Swiss Embroidered Flouncings, 8 or 10 patterns, all neat openwork designs. On sale at 35c and 50c yard.

17-inch Corset Cover Embroideries, large choice of patterns, in neat, effective designs, 15c and 25c per yard.

50c Dozen, 3 and 5 inch Wash Laces at half price.

10-inch Laces in white and Paris. Yard

40 dozen Sheer Organdy Collars. Wednesday

Out Size Moire Petticoats \$2.00

Women's Petticoats of good wearing quality moire, cut extra size to suit stout figures (hips measure 52 inches), tailored flounce of pin tuck, black only; lengths 38 to 42. Wednesday 2.00

50K Jersey Petticoats, \$3.95---Women's petticoats of good quality, all-silk jersey, in new shades of olive green, navy, emerald, new blue, cope, tan and black; flounce of knife-pleated jersey; lengths 38 to 42. Wednesday

Hosiery Specials for Wednesday

Women's Finest English Plain Black Cashmere Hose; samples, and are exceptional qualities; weight for present wear; spliced heel, toe and sole. 40c value. Wednesday

Women's "Pen-Angle" Brand Plain Black Cashmere Hose; seamless; knit to shape; fall weight; good wearing; spliced heel, toe and sole. Sizes 8 1/2 to 10. Wednesday 35c, 3 pairs \$1.00.

Children's Plain Black Cotton, and black with white foot, and fine ribbed cotton; grouping of odds and ends, 15c value. Wednesday

Children's Union Cashmere Stockings; seamless; extra good wearing; fine elastic ribbed; spliced heel, toe and sole. Sizes 6 to 8 1/2. 12 1/2c value. Wednesday 10c, 3 pairs 25c.

Glove Specials

Women's Washable Chamisetto Gloves, two dome fasteners, close fine cloth, splendid for wear; natural and white and grey; sizes 5 1/2 to 7 1/2. Regularly 50c. Wednesday

Women's Real Chamisetto Gloves, two dome fasteners, please down seam, soft pliable finish; natural and white; sizes 5 1/2 to 7 1/2. Regularly 75c. Wednesday

A Final Clearance of Parasols

In making this offer we have not considered the regular selling prices at all. 225, all this season's shapes and combinations; silk and linen tops; natural wood handles. Regularly \$1.25 to \$3.50. Wednesday

75c UMBRELLAS, WEDNESDAY 33c.

300 only Women's Umbrellas, cover made of extra strong twill cotton, seven ribs, an assortment of natural wood handles. Comes in women's only. Regularly sold at 75c. Wednesday at

Wash Goods Clearings

36-inch Indian Head Suiting; all white, with a nice firm weave; for nurses' uniforms, etc. Clearance price

"Bird's-eye" Diapers---For one day only we will sell these absorbent and antiseptic diapers at prices as follows: Sizes 18, 20, 22 and 26 inches. Regularly 90c to \$1.25; 10 yards in packet. Clearance price 70c to 99c.

Superb Showing of Autumn Dress Goods

An assortment of Dress and Suiting Fabrics, for autumn and winter wear, of marvellous beauty and completeness; new weaves, colors and designs which are legion. We enumerate just a few of the many new materials that may help you in deciding upon the fabric for your suits, coats and dresses this Fall.

VELVET DELAINE. Of ideal soft clinging effect. Gabardine, in velvet and worsted finish, in the ever popular navy and black, also in lovely deep tones of greens, blues, browns, mola, Copenhagen, etc.

FINE BOTANY FINISHED SERGES. are specially adapted for present styles. Velour Crepe Suitings, beautifully creped in the fine ripple weaves, in a choice range of new fall shades; wool moires are exceedingly elegant.

Extremely Smart Tricotine Suiting. with heavier loop finished chevrons, for fall and winter wear, in a range of newest shades. In the popular checks, plaids and tartan effects, many of neutral tones, Angora and tweed effects for the new coat cape styles, new curl coatings, in choice color combinations, etc. etc. etc. Special arrangements are made to welcome Exhibition visitors and view the world's newest creations.

(Dress Goods Dept., Second Floor.)

Fashionable Velvets

A special showing of the newest pile fabrics with many exclusive novelties from French makers. There is no better material than velvet corduroy. For boys' suits, girls' dresses and coats, corduroy velvet looks exceptionally well and wears well. Every wanted color, 50c and over.

Black Pile Fabrics are particularly striking in tailored suits, 75c to \$2.50.

Plain Twill-back Velveteens in enormous color ranges, including pastel tones. Dyed by the latest process. Prices 50c and over.

42 to 44 inch Colored Chiffon Velvets are more in evidence than ever. The colorings incline towards the darker shades in blue, wine, purple, tan and green. Black velvets are in big demand and are well represented. Black velvet brocades, velvet moires, plain and fancy black plushes, black velvets, or Lyons velvet, etc. etc.

Big Variety in plain and striped plush suitings. These handsome fabrics come in many new tones and the "unwashable pile" gives them added interest.

Trimming Velvets in stripes, checked and printed designs are "the" popular demand.

27-inch Woven Cord Velvet for Suits and Dresses. Every tone and shade represented. Regularly 75c quality

Bleached Sheets, pair \$1.19

N.B.---This is a Most Remarkable Offering. Big Mill Clearance of 960 pairs of plain bleached sheets, good sturdy quality. Note large size, 81 x 90 inches. All one price, Wednesday, pair

What the Soldiers Need

The Ontario Department of Agriculture has indicated the things that the Canadian contingents need most. They include Pillows and Pillow Slips, 18 x 30, 16 x 24, 16 x 18, 16 x 16, Flannel Shirts, size 15 to 17 1/2, must be hemmed; Cholera Belts, 12 inches wide, 34 or 44 inches long, made of grey yarn, 2 inches each end to be knitted with steel needles, a centre 8 inches to be knitted with bone needles; Grey Socks.

HERE ARE THE BEST MATERIALS FOR THE ABOVE ARTICLES

Bleached Cottons and Long Cloths at 8 1/2c Yard---Bleached Canadian longcloths and cottons, a clearance of all odd lines from a big manufacturing plant, at a mere fraction of their value. This gives a great money saving opportunity for clubs and societies making pillow cases for the hospitals and soldiers at the front. Yard wide. Regularly 13 1/2c.

2,000 Yards Heavy Flannelette, Assorted Stripes, 12 1/2c---Special purchase of heavy stripe flannelette, suitable for emergency pillow cases for the hospitals and soldiers at the front. Very close and strong, 35 inches wide. 12 1/2c yard.

Special Quality Bleached Cheesecloth, 3 1/2c Yard---A very special quality bleached cheesecloth, for the troops. Very much underpriced. Yard

Fine Strong Grey Flannel, 35c Yard---Beautiful soft serviceable quality plain grey flannel, clear medium grey, 37 inches wide, a very suitable flannel for making soldiers' shirts. Special, per yard

Simpson's Haverscroft Double-Knitting Wool, a heavy, soft, unshrinkable yarn, suitable for scarfs, coats, sleeping caps, in light and dark grey, navy and old blue, amethyst and purple cardinal, green, heather mixture, black and white. Put up in 2 oz. skeins. Black, white and greys, \$1.00 lb.; colors, \$1.20 lb.

Simpson's Dreadnought Fingering Wool, one of the best wearing wools on the market, in 4-ply only, 16 greys, blacks, white, light blue, navy, pink, red, purple and brown. 35c

Raidwin's Bechtel Fingering Wool, 4-ply, in four shades of grey, natural, red, green, black and white, 16c

Simpson's Knitting Wool, 4-ply, a strong smooth yarn in greys, black, white and natural, \$1.00 lb.; in colors, \$1.20 lb.

Simpson's Scotch Fingering Wool, 4-ply, a very strong worsted yarn, suitable for hard wear, in greys, black, white and natural, 90c lb.; in colors, 95c lb.

Berlin Wool 8-fold, in red, light blue, navy, pink, old rose, yellow, green, violet, grey, black and white.

40c Diamond, mounted in 12c gold rings for women.

A Perfect Diamond, blue white in color, mounted in 18c gold and platinum settings, slightly over 1-3/4 ct. in weight. Regularly \$65.00. Wednesday

Sale price

Jewelry Sale---Second Day

Women's 14K Pearl Set Necklaces including the popular star drop design, containing 24 pearls and several other stones, 24c

14K Pearl and diamond set with 81 real pearls, and fitted with a pendant attachment and safety catch, together with a fine gold-filled shell. Regularly \$15.00, \$16, \$17 and \$18. Wednesday

A Large Shipment of Beautiful Pink and White Shell Pearl Necklaces, mounted in 12c gold rings for women. Selling regularly at \$3.00, \$4.00 and \$6.50. Wednesday sale, mounted in 12c gold

14K Diamond, mounted in 14c gold at women's trifles rings, the diamonds are exceptionally brilliant. Selling for Wednesday sale

A Perfect Diamond, blue white in color, mounted in 18c gold and platinum settings, slightly over 1-3/4 ct. in weight. Regularly \$65.00. Wednesday

Sale price

Suits and Raincoats for Men

Two splendid items for your fall outfit, with prices sharply cut for the day's selling.

MEN'S SUITS, REGULARLY \$10.00, \$12.00, \$12.50, \$13.50, \$15.00, WEDNESDAY \$7.95. 200 in the lot, of assorted patterns in English tweeds and fancy worsteds, new fall greys and browns, in checks and small striped patterns. Made single-breasted sack style, well tailored, with natural shoulders; also some young men's styles in athletic build, conforming to the body, with cuffs and belt loops; sizes 34 to 44. Wednesday 7.95

\$10.00 AND \$12.00 WATERPROOF COATS AT \$7.95. The material is double texture English paramatta, fawns and greenish fawn, raglan and motor styles, 50 inches long, close fitting collar, all seams sewn, cemented and stitched, guaranteed waterproof; sizes 34 to 46. Wednesday

TWO-PIECE SCHOOL SUITS FOR BOYS.

300 smart English Tweed Suits, single-breasted Norfolk and double-breasted sack styles, with full cut bloomers; serge linings; sizes 25 to 34. Regularly \$5.50, \$6.00, \$6.50 and \$7.00. Specially priced Wednesday

Boys' Early Fall Reefers. Of navy blue serges, double-breasted style, with fancy emblem on sleeve and brass buttons, twilled linings; sizes 2 1/2 to 10 years. Wednesday .. 3.50

BOYS' BETTER GRADE BLOOMERS.

English and Scotch Tweed Bloomers, regular suiting cloths that will match odd coats; browns and greys in a wide range of shades; full cut style. Sizes 24 to 30, Wednesday \$1.10. Sizes 31 to 34, Wednesday \$1.20.

GREAT 60c SHIRT SALE IN THE MEN'S FURNISHING DEPARTMENT.

About 1,200 Shirts, odd and broken lines from stock. Must make space for new goods. Not one of these shirts sold for less than a dollar, in fact most of them sold for \$1.25 and \$1.50, many for \$2.00. A splendid range of shirts, all kinds, soft or starched cuffs, every one bearing the Simpson label, which is a guarantee of quality. All sizes. Wednesday

MEN'S SWEATER COATS, \$2.49.

200 only, left over from spring, styles which we cannot duplicate from English and Canadian makes. Heavy weaves, plain and fancy, assorted colors, high collars. Regularly \$3.50, \$4.00, \$4.50 and \$5.00. Wednesday rush

MEN'S SOFT HATS.

In trooper, telescope and staple shapes, fine imported English felt, in plain mixed and scratch finishes; colors pearl, slate, dark grey, brown, olive, navy or black. Wednesday special

Children's New American Style Soft Hat, diamond telescoped crown and neat drop stitched brim, very latest for the smaller folks, in checks or grey, brown, cardinal and navy colors. Special at

Children's Varsity Caps, in large assortment of colors, in felt, velvet and serge; fine quality good wearing caps. Extra good values at 15c and 25c.

Boys' School Cap, varsity shape, in fine quality navy blue, melton cloth, fast dye, plain or with emblem in front, at

Second Day of the September Blanket Sale

\$4.45 White Blankets, \$5.50 Pair.---White Unshrinkable Union Wool Blankets, thoroughly secured, pink or blue borders, double bed size, 48 x 58 inches. Regularly \$4.45 pair. Sale price Wednesday

Finest Quality All-wool Saxony Blankets, beautiful soft, close pile, pink or blue borders, weight 8 lb. size, 48 x 58 inches. Regularly \$6.25 pair. Sale price Wednesday

Pretty Laminated Cotton Down Comforters, filling absolutely pure, dainty colorings to choose from, size 70 x 70 inches. Sale price Wednesday

White Blankets, made in England from an extra fine quality of pure wool, finished and whipped singly with pink or blue borders, size 64 x 82. Regularly \$9.50 pair. Sale price Wednesday

Striped Flannel, all pure wool, 28 inches wide. Sale price, Wednesday, yard

Striped Flannelette, good heavy quality, with a soft finish, 25 inches wide. Regularly 15c and 16c yard. Sale price Wednesday

Plain Grey Flannel, warm and serviceable, 27 inches wide. Sale price Wednesday, yard

Bleached Canton Flannel, 25 inches wide, heavy twilled back. Sale price Wednesday, yard

Fully Bleached Satin Damask, all pure wool, elegant designs to choose from, width 70 inches. Sale price Wednesday, yard

Heavy Scotch Crisp Twilling, 17 inches wide. Sale price Wednesday, yard

(Fourth Floor.)

New Fall Draperies for Wednesday

MADRAS MUSLINS, 49c YARD. A large assortment of Madras Muslins, in cream and white, also a few colored, in soft shades; beautifully soft for curtains. Very special, per yard

TAPESTRY CURTAINS, \$6.48 PAIR.

Newest designs in portieres, trimmed with tapestry borders and Vanddyke edgings; others are fringed. Wednesday special, pair .. 6.48

SWISS LACE CURTAINS, \$5.29 PAIR.

A rich parlor curtain, 3 yards long, full width; newest designs. Regularly \$7.00 and \$7.50. Wednesday special, pair .. 5.29

ENGLISH CHINTZES, 33c AND 39c YARD.

Beautiful color combinations, suitable for any room. Most adaptable for covering rooms, loose covers, draperies on the windows. Yard, 33c and 39c.

Boot Season Begins with September

NOW READY WITH FALL AND WINTER FOOTWEAR.

Over half a million dollar stock from which to make your selection, and whether it's a dainty good mesh evening pump for madam or a pair of hip rubber boots for your chauffeur, it's here for the asking.

An 8.30 Special for Women. 500 pairs "Countess" and "Julia Arthur" \$3.50, \$4.00, \$4.50 and \$5.00 Button and Laced Boots; tan Russia calf, gummetal, patent oiled and velours calf leathers; Goodyear welt, and flexible McKay sewn soles. Sizes 2 1/2 to 7. Wednesday 8.30 special

Women's Cloth Top Button Boots, \$2.95. This is a very popular dress boot; made from patent leather, with dull top, in a new button style; neat Cuban heels. Sizes 2 1/2 to 7. A \$3.50 boot. Special Wednesday

Men's Goodyear Welted Boots, \$2.95. Over one thousand pairs from the Tootenit Shoe Mfg. Co., of Montreal; in button and laced styles; gummetal, patent calf, tan Russia calf and velours calf leathers. Sizes 5 to 11. Regularly \$3.50 and \$4.00. Wednesday special

Boys' School Boots, made from strong box calf leather, on a neat full-fitting last; solid leather double soles. Sizes 1 to 5, \$1.99; sizes 11 to 13, \$1.69.

Girls' School Boots, a neat laced calf boot; comfortable low heels; medium soles; sizes 11 to 2, special \$1.99; sizes 8 to 10 1/2, special \$1.69.

Telephone Direct to Grocery Dept. A. 6100

2,000 stone Fresh Rolled Oats, 49c

Finest Sugar Cane, half

Finest Sugar Cane, whole, per lb.

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