

The Robert Simpson Company, Limited

at The Simpson Store

Monday's Big Special Sale was planned weeks ago, and consequently every department has been able to secure very unusual values to make it our biggest sale of the season. It will afford Toronto folks an opportunity to finish out their equipment for Exposition Week, and visitors will get their first taste of our progressive merchandising. It's like putting your money out at interest, and the returns are savings, many of them as great as the outlay. Come early, during the less congested hours. It's more satisfactory.

SEE OTHER PAGE FOR ANNOUNCEMENTS OF FALL OPENINGS

Serviceable Washdresses 95c

An opportunity to renew your summer supply at less than cost of material; dozens of styles in gingham, percales and repps; in women's and misses' sizes. Regularly \$3.00, \$4.00 and \$5.00. Sale price..... 95c

Full length Coats, in a good assortment of styles, in repps and linens. Regularly \$3.00, \$3.50 and \$4.00. Sale price..... 95c

Twined and cheviot serges, made plain with high waist lines, good assortment of colors. Priced..... 95c

35 only Flannellette Blazer Coats, in navy and white, stripes and pale blue, and white stripes with or without belt. Regularly \$3.65. Monday..... 95c

\$1.25 and \$1.50 Misses' and Women's House Dresses 95c

Black and white stripe and check Percale; Dutch, round and V necks; 3/4 sleeves, fitted skirts, some with high waist line, others finished with band; all have front opening and pipings of the corresponding shades. All sizes in the lot. Regularly \$1.25 and \$1.50. Sale price..... 95c

\$1.25 Dainty Crepe Sacques, 95c.

Imported Crepe Sacques, with small floral patterns, in colors of sky, Copenhagen and heliotrope; trimmed with smart little waist of white cord and dainty, with sunshiny collar and short sleeves; collar and cuffs trimmed with fine Valenciennes lace. Sale price..... 95c

\$1.25 HYDEGRADE PETTICOATS, 95c.

Lightweight Hydegrade Petticoats, in black and black and white stripes, pleated and tailored effects. Striped effects have plain banding on pleated flounce. Sizes in the lot, 25 to 42. Regularly \$1.35. Sale price..... 95c

\$1.50 AND \$2.00 CORSETS, 95c.

300 Pairs of Women's Corsets cleared from a prominent manufacturer (we cannot mention the name here, but it is stamped on every pair, and stands for the best in corset art), fine white batiste, medium busts, long high backs and unboned skirts, finest rustproof steel, wide side steel garters, bust draw cords. Sizes 18 to 26 inches. Regularly \$1.50 and \$2.00. Sale price..... 95c

\$1.75 TO \$2.50 BRASIERES, 95c.

The biggest value in Women's Brasieres we have ever offered, several handsome styles, in finest white batiste, adorned with fine embroidery. Sizes 34 to 44 bust. Regularly \$1.75 to \$2.50. Sale price..... 95c

\$1.25 AND \$1.50 NIGHTGOWNS, 95c.

Women's Nightgowns, fine nainsook, in slip-over, high or V-neck styles, trimmed with fine embroidery; cotton crepe, which requires no ironing, in slip-over style, finished with linen lace. Lengths 55, 58, 60 inches. Regularly \$1.25 and \$1.50. Sale price..... 95c

\$1.50 COMBINATIONS, 95c.

Women's Combinations, fine nainsook, front and drawers trimmed with fine embroidery and Valenciennes lace insertions, lace headings and edges, silk ribbons, embroidery, flower. Sizes 34 to 42 bust. Regularly \$1.50. Sale price..... 95c

\$1.50 PRINCESS SLIPS, 95c.

Women's Princess Slips, fine nainsook, dainty embroidery, yoke, Valenciennes lace insertions and edges, silk ribbons, embroidery, flower. Sizes 34 to 42 bust. Regularly \$1.50. Sale price..... 95c

\$1.50 GIRLS' WATER, 95c.

Girls' Sweater Coats, fancy knit, fine pure wool, high military collar, patch pockets, pearl buttons, buttons and button-holes stayed with satin. Lengths 55, 58, 60 inches. Regularly \$1.50. Sale price..... 95c

\$2.00, \$3.00 TO \$4.00 GIRLS' DRESSES, 95c.

Girls' Dresses, all selected from regular stock; ones in gingham, chambray, percales and seprays; a host of pretty styles, including the popular middie, correctly made, perfectly fitting garments, attractively trimmed. Sizes 6 to 14 years. Regularly \$2.00, \$3.00 to \$4.00. Sale price..... 95c

35c WOMEN'S VESTS, FOUR FOR 95c.

Women's Vests, fine ribbed white hosiery, long neck, no sleeves, fine ribbed, long neck, no sleeves, fine ribbed, long neck, no sleeves, fine ribbed, long neck, no sleeves. Regularly 35c. Sale price..... 95c

75c WOMEN'S COMBINATIONS, TWO FOR 95c.

Women's Combinations, neat ribbed white hosiery, long neck, no sleeves, fine ribbed, long neck, no sleeves, fine ribbed, long neck, no sleeves. Regularly 75c each. Sale price..... 95c

Wonderful Values in Wash Goods

2-inch Fall Weight Kimono Cloth, suitable for dressing gowns, kimono, etc. The design is a fine, delicate pattern of pink, pale blue, navy, tan or cardinal. Regular value \$1.99. Sale price, 75c per yard. 2 yards for \$1.50.

27-inch Heavy Fleece German Flannel, showing a beautiful, charming finish; highly recommended for its wearing qualities. Comes in a big range of shades, such as sky, pink, mauve, maize, yellow, tan, brown, gold, old rose, rose du Barry, blue, green, amethyst, purple, coral, Paddy, cream, navy, mottle, sage blue, Alice, royal, American, grey, taupe, etc. 36 inches wide. Regularly \$1.25 per yard. Sale price, per yard..... 95c

36-inch Ducheuse Satin, Beau de Soie. This is the most reliable black silk on the market in any size, 36 and 40 inches wide. Regularly \$1.25 per yard. Sale price, per yard..... 95c

Colored and Black Silk. These are three splendid values. Deep, rich black, black and white, and black and white, in the most reliable black silk on the market in any size, 36 and 40 inches wide. Regularly \$1.25 per yard. Sale price, per yard..... 95c

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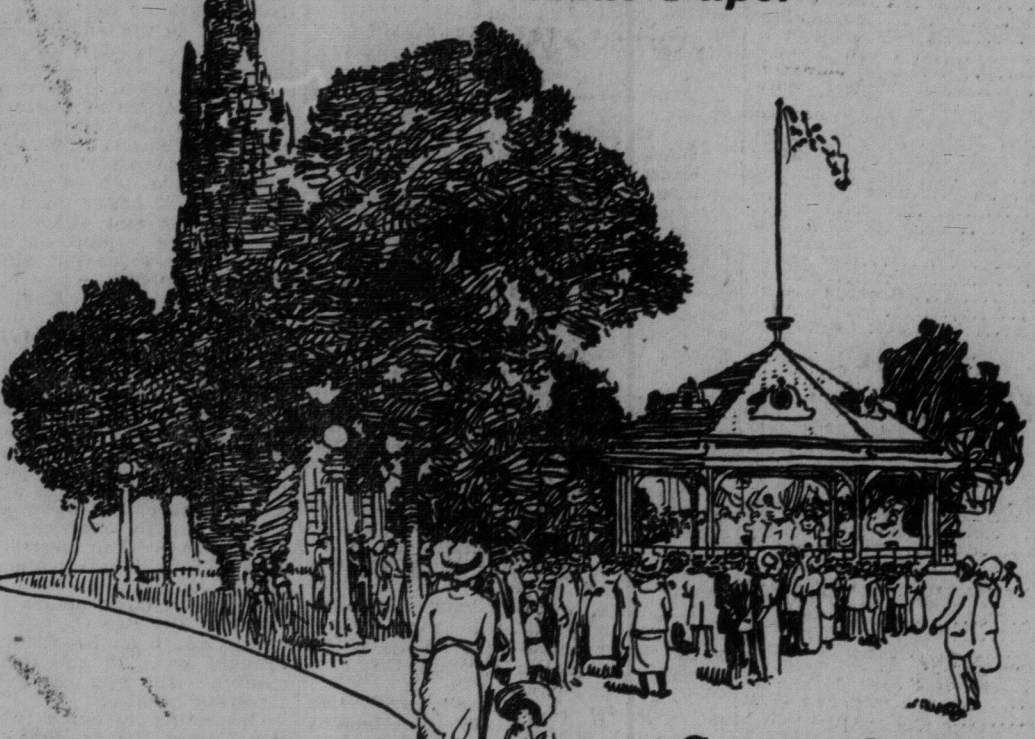
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See Other Page of Fall Opening Announcements Elsewhere in This Paper



SPECIALS FROM MILLINERY DEPARTMENT

44 Dozen Ostrich Feather Bandeaux, in black, white or colors. Regularly priced at \$2.00 each. Sale price..... 95c

230 Dozen Fancy Ostrich Mounts, in a great variety of styles and colors, an English manufacturer's samples and overmade. Regularly \$1.75, \$2.00 to \$2.50. Sale price..... 95c

14 Dozen Women's and Misses' Light Felt Hats, mostly in the lighter shades, all good styles. Regularly \$1.50, \$2.00 and \$2.25 each. Sale price..... 95c

30 Dozen Children's Hats of soft, bright finished felt, with cord or ribbon trimming. Regularly \$1.50 and \$1.75. Sale price..... 95c

350 Pairs of Misses' and Children's Blucher Style Boots, in patent calf, black, grey and tan, and tan calf leathers; medium weight sole, low "College Girl" and spring heels. Sizes 6 to 11. Regular prices up to \$2.00. Sale price..... 95c

200 Pairs of Women's Fine White Poplin and Canvas Oxfords and Pumps, slightly soiled from showing, but can be easily cleaned; fine McKay seven soles, medium heels. Sizes 2 1/2 to 7. Regularly up to \$2.00. Sale price..... 95c

Men's "German-Made" Genuine Camel-Hair Slippers, leather-covered felt sole; very soft and comfortable. Sizes 6 to 11. Also a few pairs of Men's Black Dongola Kid Slippers, sizes 6 and 7 only. Regularly \$1.49 and \$2.00. Sale price..... 95c

Telephone Orders Filled.

WOMEN'S BOOTS AND OXFORDS 95c

250 Pairs of Women's Boots and Oxfords, travelers' samples and regular size ranges; some are slightly soiled from showing. Tan calf, patent calf, kid, sunnital and white canvas. Good year welt and fine McKay seven soles. Regular prices up to \$2.50. Sale price..... 95c

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Values in Men's Clothing

MEN'S TWEED TROUSERS, 95c.

Men's Tweed Trousers that will give excellent wear and satisfaction, made from strong English tweeds, in assorted colors and patterns. Sale price..... 95c

MEN'S OFFICE COATS, 95c.

Men's Light-weight Office Coats, made from a serviceable material in natural linen color, single-breasted, patch pockets. Regularly \$1.25. Sale price..... 95c

MEN'S WASH VESTS, 95c.

Men's Wash Vests, made from reliable wash vest materials, in assorted colors and patterns, single-breasted. Each vest worth \$1.00 to \$1.50. Sale price, 2 vests for..... 95c

BOYS' WASH SUITS, 95c.

Boys' Wash Suits in Russian and blouse style, that are made from beautiful imported materials, blues, browns and natural linen effects. To fit a boy from 8 to 10 years. Regularly \$1.25, \$1.50 and \$2.00. Sale price..... 95c

Boys' Tweed Bloomer Pants, 95c.

Boys' Tweed Bloomer Pants, made from splendid English tweeds in brown and greys, good generous size bloomer pants. Sale price..... 95c

\$3 Straw Hats for Men 95c

About 150 First American Split Brades, in the classiest styles; these hats are superbly finished, and are wonderful value. Regularly \$3.00. Sale price..... 95c

\$1.50, \$2.00 AND \$2.50 SOFT HATS, 95c.

Men's Fine Quality Fur Felt Soft Hats in trooper, fedora, crusher and neglige styles, colors mostly black, a few brown, slate and pearl; dressy up-to-date shapes and nicely finished. Usual values \$1.50 to \$2.50. Sale price..... 95c

\$2.00 AND \$2.50 STIFF HATS, 95c.

500 only Men's Up-to-date Fall Style Stiff Hats, made from the finest grades of English fur felt, manufacturers' samples, made to sell in the regular way at \$2.00 and \$2.50. Sale price..... 95c

Men's Socks

Men's Lisle Thread Socks, silk finish, extra long, in navy, grey, black, and other shades; spliced heel, toe and sole. Sizes 9 1/2 to 11. Regularly 35c per pair. Sale price, 5 pairs..... 95c

Men's Plain Black Cashmere Socks, 95c.

Men's Plain Black Cashmere Socks, seamless, good weight, extra fine yarn, close knit, ribbed top, double heel, toe and sole. Sizes 9 1/2 to 11. Regularly 35c per pair. Sale price, 4 pairs..... 95c

Many Values in Gloves and Hosiery

Women's Real French Kid Gloves, 10-button length, soft, pliable skin, mouseteater style, round sewn seams, perfect finish; shades, black or white, all sizes. Regularly \$1.75. Sale price..... 95c

Women's "Guller" Choice Real French Kid Gloves, 2-Dome fasteners, guaranteed, black or white, black and tan, and other shades. Sizes 5 1/2 to 7 1/2. Regularly \$1.00. Sale price..... 95c

Women's "Kaiser" Silk Gloves, 16 or 18-button length, fine ribbed finish, mouseteater style, dome clasp heavy double-tipped fingers; white only. Sizes 6 to 7 1/2. Regularly \$1.25. Sale price..... 95c

Women's "Purser" or "Wool" Cashmere Stockings, fine ribbed finish, guaranteed stainless and unshrinkable; tan, pink, sky, black or cream. Ages 4 months to 6 years. Regularly 30c per pair. Sale price, 4 pairs..... 95c

Women's Plain Black Cashmere Hose, fine soft yarn, close weave, good weight, elastic finish, 3-ply heel, toe, and sole. Sizes 8 1/2 to 10. Regularly 30c per pair. Sale price, 4 pairs..... 95c

Women's "Llama" Plain Black Cashmere Hose, extra soft yarn, fine close weave, medium weight, spliced heel, toe and sole. Sizes 8 1/2 to 10. Regularly 35c per pair. Sale price, 3 pairs..... 95c

Boys' and Women's Ribbed Black Cashmere Hose, seamless, medium weight, close elastic finish; good wearing, double heel and toe. Sizes 8 1/2 to 10. Regularly 30c per pair. Sale price, 4 pairs for..... 95c

Values in Glassware and Chinaware

A Large Assortment of Fancy China: SAGE BOWLS, BYRON JUGS, RAIL POTS, Chocolate Sets, Lemonade Jugs, Tobacco Jars, Berry Sets, Royal Doulton Jugs, German Steins, Wedgwood Vases and Jugs, and Sugar and Creamers, etc. Regularly up to \$2.50. Sale price, each..... 95c

Vases, all shapes, sizes and decorations, in Royal Nippon ware. Regularly up to \$3.00. Sale price, each..... 95c

Cut Glass Handled Nappy, beautifully cut in well-known design. Regularly \$1.95. Sale price..... 95c

Cut Glass Oil Bottle, a very neat and effective pattern, with cut stopper. Regularly \$2.00. Sale price..... 95c

Brass Hot Water Kettles, one pint size. Regularly \$1.50. Sale price..... 95c

Brass Vase, in heavy Japanese brass, with Oriental carvings. Regularly \$1.50 and \$2.00. Sale price, each..... 95c

Table Tumblers, half crystal, with fluted cutting at bottom. Regularly \$1.50 per dozen. Sale price, per doz..... 95c

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