

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

THE ROBERT SIMPSON COMPANY, LIMITED

SIMPSON COMPANY, LIMITED

PROBABILITIES

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SATURDAY, SEPT. 12, 1909

Per Steamship EMPRESS of BRITAIN

6 Cases of Dresses and Waists from Paris.
20 Cases Dresses, Waists, Petticoats from London.

Per Steamship KAISIRENE AUGUSTA VICTORIA

10 Cases of Coats and Dresses from Berlin.
On view in the Cloak Department, with scores of other new arrivals on Monday, the Great Day.

Simpson's Broadcloth Showing

BROADCLOTH is among weaves what black is among shades—a criterion of a store's standard. We want you to judge our dress goods department's claim to supremacy by our values in broadcloth.

In the palatial department of this new store, where dress fabrics are collected and sold, broadcloths occupy a large and important place, and that section is the one we particularly emphasize for to-morrow's visitors.

Beautiful, rich, queenly broadcloths, the leading favorite for fall and winter. In soft, uncrushable chifon, suede and peon finishes, made from selected Botany wools by one of the best European manufacturers, and dyed by expert dyers in France; a delightful range of new shades, including the new anemist tints, ashes of roses, vieux rose, ox-blood, Burgundy, fustian green, navy blues, Alice, navys, wood brown, seal, peach, light mauve, helio, sky, re-sed, Nile green, champagne, fawn, or grey, cream, ivory, white and black; every wanted shade is represented, whether for street wear, tailored suits, or dainty evening wear and reception gowns. Our Broadcloths are thoroughly sponged; 22 and 24 inches wide. Monday, per yard, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50 and \$3.00.

50c and 65c Silks for 39c Yard

THESE Silks are the fashionable Silks for this Fall—peau de soie, cords, peau de chine—all those bright, glossy silks which came in so strongly last year, and will continue this season more emphatically than ever.

We intend to make Saturday a very noteworthy day for visitors to our magnificent Silk Department, and to this end the following very striking offer is made:—

8,000 yards of Fashionable Dress and Lining Silks, French and Swiss peau de soies, French and Swiss peau de chine, French and Swiss colored taffetas. Our special linen and silk, wear guaranteed, taffetas, rich satin, mervelux; every possible shade you want in this collection of fashionable silks, plenty of white, ivory, cream and black. These rich qualities sell usually at 50c and 65c yard. On sale Monday 39c. Mail and phone orders filled for black only. (See Yonge St. Window Display.)

Fall Gloves and Hosiery

WEATHER seems to be hurrying matters along. You need Gloves now and warmer Stockings. We are prepared to supply everything fashionably necessary and reasonable comfortable at a minimum of expense to you.

Women's Plain and Ribbed Black Cashmere Hose, fine, soft, even thread, English made, double spliced sole, heel and toe, for fall and winter wear; all sizes. Monday, pair, 35c, 3 pairs \$1.00.

Women's Fine Imported Cashmere Lace Ankle Hose; neat patterns of lace, fine and soft, a dressy hose for present wear; black, tan and new colors; all sizes. Special Monday, pair, 50c.

Women's Black or Tan Cotton Seamless Hose, good weight, fast dye. Special Monday, pair, 12c.

Misses' Black Cashmere Ribbed Hose, full fashioned, a splendid wear-

Groceries for Monday

Pels Naptha Soap, per bar 5c.
Sunlight Soap, 6 bars 25c.
Comfort, Eclipse or Victor Soap, per bar 4c.
Surprise Soap, 6 bars 25c.
Heather Brand Soap, 8 bars 25c.
Naphtha Soap, 6 bars 25c.
Simpson's Big Bar Laundry Soap, per bar 10c.
Pearline, 1-lb. package 11c.
Old Dutch Cleanser, Regular 10c, 3 packages 25c.
Kitchen Saffron, per cake 8c.
Powdered Ammonia, large package 5c, 3 packages 25c.
Naphtha Powder, 1-lb. package 5c.

Cinnida White Laundry Starch, 1-lb. package 7c.
Parisian Blue, 2 packages 7c.
Gold Dust Washing Powder, large package 22c.
Klenzine, 3 packages 25c.
Bon Ami Soap, per cake 12c.
Telephone direct to department. Main 7841.
5 LBS. PURE CELONA TEA, \$1.00.
A blend of Indian and Ceylon Teas, of uniform quality and fine flavor. One ton, Monday, black or mixed, 5 lbs. \$1.00.

CUT GLASS

16-inch Berry Bowls, beautifully cut, deep shape, pearl pattern; reg. 10.50, Monday 8.98.
Wares, 12 inches high, coral and shell pattern; reg. 11.00, Monday 9.98.
Tea Tubs, handied; regular \$10.00, Monday 9.00.

Footed Comports

regular \$9.00, Monday 8.00.
Water Jugs; regular \$8.00, Monday 7.00.
Tumbler to match Jugs; regular \$9.00 dozen, Monday 8.00.

CHINAWARE

High-grade English semi-porcelain Dinner Sets of 97-piece composition; festoon decoration, in pink or dark blue. Each set contains a complete dinner and tea service of 12 dinner-plates, 12 soup-plates, 12 tea-plates, 12 bread and butter plates, 12 tea-cups and saucers, 2 vegetable dishes, 2 platters, 1 gravy boat, 1 salad bowl, 1 pickle tray, 1 sugar bowl, 1 slop bowl, 1 cream jug. Complete set, Monday... 4.95

GLASSWARE

Berry Bowls, ruby and gold decorations, Monday... 98
Cake Plates, 7, 9 or 11-inch, Monday... 19
Paper Lamp Shade, complete, Monday... 10
Lemonade Glasses, bell shape, Monday... 25
Kitchen Tumblers, Monday, doz... 35
Jelly Glasses, with tin tops, Monday, doz... 35
Crown Fruit Jars, 1 pt. Monday... 55
Crown Fruit Jars, 1 qt. Monday... 65
Crown Fruit Jars, 1/2 gal. Monday, doz... 75

77-piece Dinner Set of first quality English semi-porcelain, decorated in imitation of rich Crown Derby shades and patterns; handles and edges gold lined, Monday... 12.50

French Limoges China Dinner Sets of 102-piece composition, coronet open stock pattern, pure white china, thin and transparent, decorated with clusters of small pink roses, gold stippled handles, edges and border line in beautiful gold; regular \$36.00, Monday... 26.90

Nippon China Salad or Fruit Bowls, beautifully decorated, regular \$3.50, Monday... 1.75

Bon-bon Dishes, decorated with large pink roses; regular \$1.00, Monday... 49

Spoon Trays, poppy design on a shaded background; regular 85c, Monday... 55

English China Saucers, Ker-wick shape, assorted decorations, 95c, Monday, each... 95

In Montreal

A home, away from home, to dine in.

DRY GOODS

449 St. Catherine St. West—one block north. And one block east of Windsor Hotel. 3 Minutes walk from C. P. Ry. Station, and 5 minutes from G. T. Ry. Breakfast 7:30 to 10 a.m.—25c to 50c. Luncheon 12 to 3 p.m.—Full course 35c. Tea Room open all day.

"The Evolution of Canadian Commerce."

Booklets on distribution at our exhibit in the Manufacturers' Building, Industrial Exposition. Also at the Information Office here at the store.

Framing orders taken for the "Commerce" pictures in our Picture Department, 6th floor.

The Wide, Wide World

The well-known and beautifully pathetic picture by Laura Muntz, has been purchased by the Robert Simpson Company, and reproduced in the original colors.

The picture has been admired by thousands—the poor, gentle-faced, little orphan girl, realizing for the first time that she must face the "Wide, Wide World."

For convenience of customers who come from outside points we have had a number of the reproductions framed up in an attractive way, and offer them at a very popular price—98c.

Unframed and packed in tube for mailing we offer these pictures for 25c each.

They're Here

Simpson's New Laces. Simpson's New Dress Nets. Simpson's New Tucked Nets. Simpson's New Colored Nets. Simpson's New Black Laces. New Paris Veilings, the large spot and mesh type.

Were You Warm Enough Last Night?

THE burning question of the day is—who discovered the North Pole?

The far-from burning question of these last few nights is—where can I find another blanket?

Perhaps last winter's blankets are put away—perhaps they are lost or worn out or shrunken. At any rate it is just to know how cheaply new blankets can be purchased just now in this store's annual September Blanket Sale.

(Second Floor, Yonge Street.)
to produce beautiful finish, plain or twilled, a delightful flannel, 27 inches wide. Sale price, per yard, Monday, 21c.
500 yards Pure Linen Irish Stair Drill, red border, heavy make, 20 in. wide, saves your carpets during the winter. Regular 18c per yard. Monday half-price.
100 dozen Beautiful All Pure Linen Rich Satin Damask Table Napkins, full grass bleached, good weight, very pretty new bordered designs, 22 1/2 x 22 1/2 inches; some hemmed ready for use. Per dozen Monday, \$1.88.
Bleached Sheets, hemmed ready for use, torn sizes, plain or twilled, good heavy make and free from dressing, strong, even weight, 2 x 2 1/2 yards. Per pair Monday, \$1.28.

Roger's Spoons and Forks

WE sell Rogers' Silver-plated tableware, and our prices on it are a constant source of surprise.

Rogers' Tea Spoons, fancy pattern handles, neat scroll design. Regular value \$2.85 dozen. Monday, set of 6, 88c.
Rogers' Dessert Spoons and Forks to match. Regular value \$4.60 dozen. Monday, set of 6, \$1.50.
Rogers' Table Spoons and Medium Forks, to match. Regular value \$5.50 dozen. Monday, set of 6, \$1.75.

Fall Clearing Sale Wall Papers

WE have a few thousand rolls of Imported Papers, in odd room lots, to be sold at once—and have priced them accordingly.

3,650 rolls Imported Papers, for bedrooms or small parlors, good colors. Regular to 25c. Monday 9c.
2,750 rolls Imported Papers, for dining rooms and halls, in reds, greens, browns, blues. Regular to 50c. Monday 21c.
1,950 rolls Imported Parlors and Dining Rooms, in green, blue, pink, old rose, cream, champagne. Regular to 75c. Monday 29c.
8,500 feet Room Moulding, Regular to 2 1/2c. Monday 1 1/2c.

Swiss Dutch Collars

800 dozen Swiss Embroidered Dutch Collars, to sell Monday at, each, 25c.
39c Embroidered Shirt Waist Fronts, Monday 25c.
Women's Pure Linen Handkerchiefs, fine quality. Regular 10c each. Tuesday 4 for 25c.
Children's, Boys' and Girls' Lawn Handkerchiefs, per dozen 25c.

Persian Beltings Under-priced

We were fortunate in purchasing from a Paris import house 3,000 yards of French Persian Galloon Beltings at a ridiculous discount. These go on sale Monday. Regular 50c and 75c per yard Beltings for 19c per belt length.
\$1.50 French Elastic Belt for 75c.
\$5c Pad Hose Supporters for 18c.

English Water Colors

We have imported 24 Water Colors by an English artist, which convey an idea of English rural scenery. Suitably framed in gold and burnished finish. Sweep frames of new design. Size about 15 x 24. The most suitable picture for drawing rooms we have received this year. We especially invite our old customers to inspect them. Your choice at \$12.50 each. (Picture Gallery, Top Floor.)

36 Post Cards for 10c

(Stationery Department.)
2,000 only of Postcard Albums, containing 36 postcards, with scenes all over England, Wales and Scotland. London scenes, buildings, sports, naval, military, royalty, and many other subjects, in their natural colors. This is the last consignment that can be obtained to sell at this price.

MONDAY BASEMENT SALE

Tin Boilers, with copper pit or flat bottom, sizes 8 and 9; regular \$1.35 and \$1.45, Monday... 1.10
Galvanized Tubs, with wringer attachment; 2 sizes, regular 85c, 75c and 85c, Monday... 55c, 45c and 75c.
Galvanized Clothes Lines... 15
100 ft., regular 40c, Monday... 29
Clothes Pins, 6 doz. in package... 9
Globe Washboards, Monday... 19
Tin Dishpans, 13 and 17 quart, Monday, 18c and 15c.
Roast Pans, Monday, 8c, 12c, 15c, 18c and 20c.
Copper, Nickel-plated Tea Kettles, sizes 7, 8 and 9, regular \$1.25, \$1.35 and \$1.45, Monday... 1.05
Pots' Irons, stand, and foot, 11c, Monday... 8
4 foot Folding Clothes Horse, 3 bars, regular 95c, Monday... 99
Papers' Map Sticks, to hold rag or brush, 15c value, 10c, Monday... 10
Brush Braag Brushes, three light, regular \$1.50, Monday... 6.19
Yest Pocket Flashlight, Monday... 1.00
Chandeliers, fancy pendant and curved arms, complete with globes... 2.50
2-light, regular \$2.50, Monday 1.50
3-light, regular \$3.25, Monday 2.49
Brass Hall Harps, complete with ruby globe, regular \$2.50, Monday... 1.89
Hiras' Kitchen Pendants, complete, 45c, Monday... 45
Kid Body Dolls, bisque heads, long platted hair, closing eyelashes, 19 in., regular \$1.25, Monday... 1.15
Same Doll, 14 inches, regular \$1.00, Monday... 95
Same Doll, without eyelashes, 14 inches, regular 75c, Monday... 55
Rocking Horses, regular \$3.75, Monday... 2.49

School Boys' Clothing

NOW comes the great test of the Boys' Store. School time once more. Cool weather and new suits for everybody. We don't want to talk about our Boys' Clothing and our Boys' Store. We want to show you. Won't you come on Monday and see for yourself?

Just a few suggestions as to prices:
Boys' Two-piece Norfolk Suits, made from a strong wearing domestic tweed in a mixed grey ground, with neat broken stripe; coat made with loose box pleats and belt; plain knee pants; sizes 25 to 28, \$2.50; sizes 29 to 32, \$3.00.

Boys' Two-piece English Tweed Suits, in a rich dark brown ground, with neat fancy colored stripes; made up double breasted style, with belt; pants bloomer style; sizes 25 to 28, \$4.00.
Boys' English Tweed Sailor Blouse Suits, in a dark mixed grey ground, showing a neat pin dot stripe; made with sailor collar, with fancy black and white braid trimming, and detachable white serge shirt; plain knee pants. Sizes 3 to 9 years, \$2.00.

Boys' Imported Tweed Buster Brown Suits, in a grey and black mixed ground, with neat blue and black pin dot stripe; coat is made to button up close to throat, with neat round collar, finished with double row of fancy metal buttons, and black leather belt; pants bloomer style; sizes 3 to 7 years, \$3.00.

School Boys' Underwear

Come to the new Furnishings Department for Men and Boys and let us go into the question of wardrobe with you. We have a selection second to none, and our prices are always preferable. More variety of choice than ever now—shirts, underwear, ties, and so forth—because we have so much more room.

The New Stock of Boys' Flannelette Pyjamas Are In.
Two especially good lines:
Boys' Heavy Flannelette Pyjamas, of a splendid soft quality fabric, in pink, blue, grey, etc., stripes; to fit boys 6 to 18 years, \$1.00 suit.
Boys' Extra Soft Warm Flannelette Pyjamas, trimmed with frog, in plain pink, blue or white, for ages 6 to 13 years, \$1.50 suit.

Our New Boys' Department (Richmond street section of the new building, main floor) is headquarters for good honest all-wool Sweaters. School time sweater time for our customers.
Boys' Handmade All-wool Sweaters, fall and winter weight, deep-poll-collar, ribbed wrists and skirt, in an assortment of colorings, 22 to 32. Our special at \$1.00.

School Boys' Caps

Children's Leather Tam o'Shanter, fine quality and nicely made, tan and russet shades. Regular 75c, Monday 49c.
Children's Crash and Linen Tams, assorted lot. Regular up to 75c, Monday 10c.

Boys' and Girls' Varsity Caps, navy blue serge. Monday special 10c.
Boys' and Men's Hats and Caps, in crash and linen, odds and ends, Monday to clear 9c.

Another Sale of Fall Footwear for Men

WE have purchased the entire range of Travellers' Samples from the Brandon Shoe Company, of Aylmer, Ont. Size 7 and 7 1/2 only. Men's Boots, regular prices \$4.00, \$4.50 and \$5.00. On sale Monday, \$2.59.

Here are full details:—
100 pairs of Travellers' Samples of Men's Boots, box calf, with calf leather lining, calf with duck lining, patent calf and victrol leather; mostly Blucher style. Sizes 7 and 7 1/2 only. Regular prices \$4.00, \$4.50 and \$5.00. On sale Monday... 2.59

Two of the largest and best Canadian Rubber Footwear Factories supply our Rubbers for this season. We bought at prices which will mean considerable saving to our customers.
120 pairs of Men's Knee Rubber Boots, No. 1 grade, very best quality; all sizes 6 to 11; sold in most stores at \$4.50. Our price Monday \$2.99.

100 pairs of Men's Hip Rubber Boots, No. 1 grade, all sizes. Our special price Monday \$4.69.
800 pairs of Rubbers, made from best quality rubber, with heavy construction on soles; all sizes. Our special prices Monday: Men's 69c, women's 49c, boys' 55c, youths' 48c, misses' 39c, children's 29c.
Note—Now is the best time to buy your Rubber Footwear.

EXCEPTIONAL VALUES IN LADIES' BOOTS.
We have just received from the Montreal factory 1,000 pairs of these new Fall Boots, in all sizes 2 1/2 to 7. Come and see them. Try them on.
1,000 pairs of Ladies' Boots, made from selected patent calf leather, with creased vamps and dull matt calf Blucher tops. Flexible soles, Cuban and military heels, stylish, comfortable, long wearing; all sizes 2 1/2 to 7. 2.49

Willow Clothes Baskets, medium size; regular 75c, Monday 2 for 1.15

Special Inverted or Upright Gas Mantles, regular 10c, Monday, 2 for 15c.
Classic Gas Range, Has 4 burners, gas, complete with oven, easy to take apart and cleaned. Every one guaranteed. 2-burner, Monday... 1.40
4-burner, Monday... 1.90
3-burner, Monday... 1.60
Classie Gas Plates, nickel trimmings: 2-burner, reg. \$1.75, Monday... 1.39
3-burner, reg. \$2.50, Monday... 2.10

National Gas Ovens, every one guaranteed. perfect bakers. Monday... 1.15
Hudson Apple Bakers, regular \$1.50, Monday... 99
An assortment of Screw Drivers, Corks, Can Openers, Tack Claws and Hammers, regular up to 20c, Monday... 9

Hair Clippers, best make, complete with full instructions for using, regular \$2.00, Monday... 1.49
An assortment of Gentlemen's Pocket Knives, pearl, stag and bone handles, regular 50c, Monday... 33

Best American Handaws, 24 in., regular \$1.25, Monday... 95
James Smart's Solid Steel Hatchets and Hammers, regular up to 60c, Monday... 35
Miller Night Latches, brass bolt, complete, regular 90c, Monday... 35

Genuine Lindsay Mantle, regular 20c, Monday... 2 for 25c
White Q-Globes, Monday... 2 for 25c

Genuine Lindsay Upright Light, complete with globe and chimney, Monday... 69
Genuine Lindsay Inverted Light, complete with globe and chimney, Monday... 68
Simplex Inverted Lights, complete with globe and chimney, regular \$1.00, Monday... 65
Cotton covered Gas Tubing, Monday... 5
Steel Gas Tubing, Monday, per foot... 9

Bread Knife Sets, consisting of bread and paring knife; regular 25c, Monday... 15
English Steel Carving Knives and Forks, with celluloid handles, regular \$1.25, Monday... 98

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