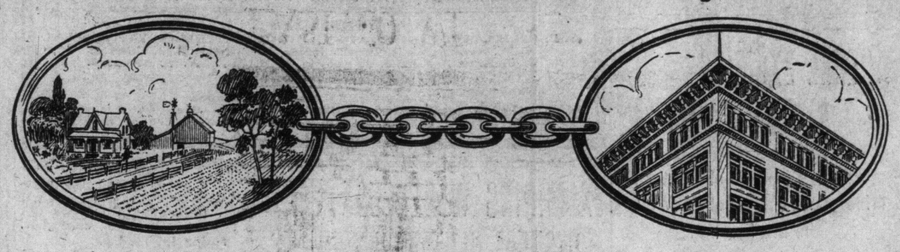
The Robert SIMPSON Company Limited | Store Opens 8 a.m. | Closes at 5.30 p.m. | H. H. Fudger, President, J. Wood, Manager. | Probabilities—Moderate E. to S. and S.E. winds; fair intervals, but occasional showers. | The Robert SIMPSON Company Limited

To-morrow Will be Farmers' Day at the Fair



Between this store and the farm there is indissoluble connection. Four links of the chain forged by experience, and tested by competition, are:

Quality Ask any farmer's wife or daughter in the country and she will tell you there is something substantial about Simpson's goods, they feel right when you handle them, and you are in no danger of being taken in by Shoddy or Sham. Then there's the

Style Simpson's are up-to-date. They have no old goods to palm off on you. Everything fresh and new, the latest patterns and weaves direct from the looms of the world.

Service in the store, whether it's the care of your parcels, the satisfying of your appetite, or the assistance of your choice of goods, is cheerful and painstaking. You feel at home although it is a big store, because its service is big-hearted.

Economy Good value, fair prices, free exchange if not satisfied — these insure a saving to all who trade here, week in and week out. Then there's the advantage of special sales like the Blanket Sale now on, when tremendous lots secure lowest prices, not to speak of the bargains with which the aisles bristle this Exhibition time.

Be sure to get our new Fall and Winter Catalogue, and read about our Free Delivery of Goods throughout the Dominion.

For Men—Overcoats and Suits

Men's Topper Overcoats, Regular Price $10.00 and $12.00, on Sale Wednesday at $7.95.

Men's English Covert Cloth Fall Weight Overcoats, in a rich olive fawn shade, also in a light fawn, with neat fancy colored stripes, cut in the popular single-breasted topper style; splendidly tailored. Sizes 35 to 42. Wednesday to clear, $7.95.

Men's Raincoats, made from a fine quality English covert cloth, in rich dark grey or fawn shades. A splendid coat for fall wear, or as a protection from rain. Cut single-breasted style, lined throughout with good quality linings. Sizes 36 to 44. Price $10.00.

SPECIAL VALUES IN MEN'S SUITS AT $15.00.

New Fall Suits, in heavy weight, fancy worsteds of English manufacture, extra quality selected specially for this price suit; the colors are dark brown and blue, in a fancy herringbone weave, showing faint colored stripes running through; cut on this season's three-button sack model, lined with fine mohair twilling to match, nicely tailored. Suits that emphasize the splendid value we give at 15.00.

For Women—New Fall Suits

Women's Striped Diagonal Weave Suit, made in smart tailored style, coat is 34 inches long, semi-fitted, and single-breasted, trimmed with small bone buttons, lined throughout with good quality of satin; the skirt is a new model with deep bias piece around bottom; colors are navy, plum and brown, with black stripe. Good value for $25.00.

Women's Suits of the new niggerhead cloth, coat lined throughout with silk, fastens and trimmed with novelty buttons, outside seams neatly stitched; the new cut skirt has deep strapping of self and trimmed with buttons to match coat; colors are navy, electric and grass green. Special value $25.00.

LADIES' RAINCOATS.

Just arrived, something entirely new in a fall rain coat, a rubberized roseberry cloth in a striped effect; colors fawn and bronze, semi-fitted back, single-breasted front, may be worn buttoned high or turned back for revers; collar and cuffs self trimmed in darker shade; large patch pockets add to this coat. Price $9.75.

MISSES' FALL SKIRTS.

Misses' Skirts, of black and white shepherds' check worsted, made in seven-gore style, with pointed yoke effect, piped with black and falling into deep pleats, finished with black silk, covered buttons; 34 to 37 inches front measurement. Price $4.95.

Men's Felt Hats

Men's Derby Hats, extra good grade English fur felt, and the latest fall shapes, color black or brown. Wednesday $1.50.

Men's Fedora Hats, fashionable and staple shapes, special quality English fur felt, colors fawn, brown or black. Wednesday $1.50.

Youths' Soft Hats, in the most worn fall shapes, colors slate, navy, brown and black. Wednesday 98c.

Extraordinary Corset Offering

If you have corset needs you can save half the usual cost if you come early to-morrow. If you can't get down, we will take your order by phone and refund money or exchange them if we don't please you.

Six hundred pairs D. and A. Corsets, latest directoire model, fine white coutil, medium bust, extra long below waist, all fine steel filled, with four wide, strong side steels, guaranteed rustproof, four elastic garters, trimmed with fine lace and ribbon. Sizes 18 to 26 inches. A regular $2.00 corset. Wednesday, while they last $1.00 pair.

WOMEN'S SWEATER COATS.

These Sweater Coats will delight you if you need a garment of this kind. They are correct style and extra heavy quality, and pure wool. Phone orders filled.

Women's Sweater Coats, heavy fancy knit wool, vest neck, two patch pockets, double cuffs, colors white, grey, navy and grey, with navy edges. Sizes 32 to 42 bust measure. On sale Wednesday $1.75 each.

OVERALL APRONS AT 35c EACH.

The best value we ever offered in these always-needed garments. Phone orders taken.

Clearing 600 Women's Large Overall Aprons, fine heavy blue check gingham, large body, gathered into square yoke, ties at back of skirt. Length 52 inches. Regularly 50c each. Wednesday, each 35c.

The Largest Shipment of Ostrich Feathers

We have ever received will be on display in our Millinery Salon Wednesday. Choice qualities, marked unusually low. Small tips at 50c, and all grades up to $30.00.

THREE STRONG SPECIALS.

50 handsome Willow Plumes, 18 inches long, and worth regularly $6.50 and $7.00 each. Wednesday $4.95.

200 Duchess Plumes, 20 inches long. Worth $6.00 each. Wednesday $4.50.

200 Duchess Plumes, 18 inches long. Worth $4.50 each. Wednesday $3.50.

Hosiery

Women's Fine All-wool Plain Black Cashmere Hose, double spliced heel, toe and sole. Regular 30c. On sale Wednesday, pair 19c.

Boys' and Girls' Ribbed Black Cashmere Stockings, English made, from extra quality yarn. Sizes 6 to 8½. Regular 30c. On sale Wednesday, pair 19c.

Men's Fine Imported Lisle Thread Socks, fancy colorings and patterns, broken lines from regular stock. Regular 50c. On sale Wednesday, pair 19c.

Men's Woollen Underwear, Cardigans and Sweater Coats

Pure Wool and Camel Hair Shirts or Drawers at $1.00.

Pure Scotch Wool at 75c.

And Sanitary Fleece Lined Garments at 43c.

At the Sweater Counters we are offering a splendid Cardigan Jacket at $1.00, and a good Sweater Coat for $2.00, and Work Shirts at 75c cannot be beat for size, quality and finish. We will be ready for a good day's business at 8 o'clock Wednesday. Plenty of clerks and no waiting, is our motto.

70 Rich English Brocaded Silk Cushions

These are sample cases of a very famous English maker, and filled by ourselves. They represent the very finest qualities made; heavy brocade and silk of Spitalfields, backed with plain silk to tone, and filled with best quality Russian down; no two alike. Regular prices $4.50, $5.50, $6.50 and $7.00. Wednesday, $2.95.

200 Volumes the Life of Nelson

By Captain A. T. Mahan, author of "The Influence of Sea Power on History," etc. This book is the best history of Nelson published, and retails at $3.00 net. Our price 75c.

This volume contains over 750 pages, printed on plate paper, bound in olive green silk cloth, with maps, index and illustrations. On sale Book Department.

Chinaware

Tea Set, 24 pieces, in fine German chinaware, nicely shaded in green, with violet decoration; complete set for six people. Wednesday $1.75.

Berry Sets, 7 pieces, pressed glassware, fire polished, neat design. Wednesday 49c.

$5.50 and $6.00 Suit Cases for $3.49

45 Alligator Grain Suit Cases, cleared from a Canadian manufacturer at a price which gives you a splendid suit case at a saving of $2.00. The alligator grain in these cases requires an expert's experience to prove they are not the "genuine alligator." Regular selling price $5.50 and $6.00. Wednesday's price $3.49.

Travelling Goods Top Floor.

$10 Lace and Silk Waists for $3.95

(Third Floor.)

A collection of Lace Waists, imported from Paris, comprising over 50 styles, chiefly in ivory and ecru, all made up on Canadian models, and representing the advanced showing for the autumn and winter trade; the qualities are perfect, fine lace of different styles, some with real Irish yokes, others with Persian effects and big buttons. Regular selling prices would be $6.50, $7.50, $8.50 and $10.50. One price Wednesday $3.95.

$7.50 SILK WAISTS FOR $3.95.

70 New York Model Silk Waists, in paillette, messaline, shot silks, fancy checks and stripes, and chiffon taffeta, up-to-the-minute in style, and representing values that could not be sold ordinarily at less than $5.00, $6.50 and $7.50 each. One price Wednesday $3.95.

$3 Dotted Muslin Sacques $1.49

Women's Dressing Sacques, of dotted Swiss muslin, sky, pink or mauve, fancy sleeve and circular collar, trimmed with lace and insertion, ribbon tie and belt. All sizes. Regular $3.00. Wednesday $1.49.

$3.00 MOREEN UNDERSKIRTS $1.49.

Underskirts of moreen, navy, myrtle or rose, deep flounce, trimmed with fancy stitching and pleating, and finished with narrow gathered frill. Regular $3.00. Wednesday $1.49.

Groceries

2,000 stone Fresh Rolled Oats, per stone 36c.

Canned Tomatoes, 3 tins 25c.

Canned Corn, 3 tins 25c.

Canned Peas, per tin 9c.

Choice Side Bacon, peameal, half or whole, per lb. 22c.

Quaker Wheat Berries, 3 packages 25c.

Fancy Japan Rice, 4 lbs. 25c.

Telfer's Cream Soda Biscuits, 3-lb. box 25c.

Finest Spanish Onions, 8 lbs. 25c.

Imported Pure English Malt Vinegar, imperial quart bottle 20c.

Park's Catsup Flavoring, per bottle 22c.

Imported Macaroni, 3 packages 25c.

Telephone direct to department.

2 LBS. FRESH ROASTED COFFEE 35c.

300 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, 2 lbs. for 35c.

Come and See These Blankets

They Represent Great Values

Our September Blanket Sale has become quite an institution for the people who visit the city at this time and replenish their stores for the winter.

$4.00 BLANKETS FOR $3.09.

You save nearly one dollar a pair on these fine white unshrinkable wool Blankets, free from any roughness or oils, finest full napping, pink or blue borders, delightful, warm, durable blankets, 7 lbs., 64 x 84 inches, for double beds. 90 pairs at sale price Wednesday, pair, $4.25.

$5.60 SAXONY BLANKETS $4.25.

If you should want a better blanket than the above, here it is. All pure white Saxony wool, made and finished in the best way known. 8 lbs., 68 x 88 inches. 65 pairs at sale price Thursday, pair, $4.25.

SOMETHING NEW IN FANCY LINENS AT ONLY 98c EACH.

Pillow Shams or Dresser Scarfs, these are beautiful Swiss embroidery, made in one piece, scalloped all around, very pretty designs in embroidery and insertion effects, quite the daintiest new line of the season. On sale Linen Dept., upstairs. Your choice Wednesday, each, 98c.

THE NEW BEARSKINS, SILK SEALS, CARACULS, ETC.

Our flannel section is showing the new winter coatings in complete range. Even if it is early, you could not do better than make your choice now. For children the new white and fancy bearskins, sealettes, etc.; for ladies, silk seals and sealettes, which promise very strong for this winter, caraculs, etc. Grand display upstairs, corner Queen and Yonge, Wednesday, of interest to every visitor.

Bearskins, yard, $1.25 to $4.00.

Caraculs, yard, $2.00 to $4.00.

Seals and Sealettes, yard, $2.00 to $10.50.

Astrachans, yard, $2.00 to $3.50.

Suitings and Dress Fabrics

French Cheviot Serges, very special value in a beautiful range of colors, new soft mill finish correct suitings for fall wear; 50 inch. Yard, $1.00.

West of England Serges, in a complete range of new fall shades, very special value, 54 inch, $1.00.

Frieze Tweed Suitings, good heavy weight, for suits and coats, splendid variety of colorings to choose from, 50 inch, $1.00.

Sedan Broadcloth, suitable for the new one-piece dresses and suits, thoroughly sponged and spot-proof, 52 inch. Yard, $1.00.

Diagonal Serges, in the new wide wale twill, specially adapted for suits and coats, full range of new fall shades, 48 inch. Yard, $1.00.

San Toys, light weight, dressy fabric, for smart dressy gowns, silk and wool, in the new pastel shades, 44 inch, $1.00.

Shantung Permos, "our leader at this price," specially recommended for its excellent wearing qualities, in all colors, "unchangeable," 46 inch, $1.00.

At $1.00 a yard we have also "black" in the above suitings and dress fabrics, guaranteed fast, unfading dyes. On sale Dress Goods Dept., 2nd floor.

The best Black Broadcloths, beautiful, rich, full blacks. The correct weight and finish for suits and the new long coats:—

Chiffon Finish.

Suede Finish.

Glare Finish.

Guaranteed Qualities.

Guaranteed all pure wools, thoroughly shrunk and unspottable. 52 inches wide, at $1.00, $1.25, $1.50, $2.00 to $3.00 per yard.

Persian and Dresden Silks

The coloring combinations are exquisite; rich, soft, medium and dark shades, suitable for afternoon frocks, dinner gowns, etc.; cream and ivory grounds, with beautiful color effects, suitable for evening wear. Both light and dark grounds are being worn with black chiffon and black silk marquisette overdress. Prices are: Persian silks and satins, per yard 75c, 85c, $1.00, $1.25 and $2.00; Dresden silks, $1.00 and $1.25.

While You're in the City, Don't Forget the Home and What it Needs

On our Fourth Floor you will find the best appointed Drapery Department in Canada. The stock speaks for itself; a big new shipment of French Upholstery Fabrics from the world's foremost manufacturer of these goods, has just been opened up, and includes some remarkable reproductions of antique Tapestries.

Colonial Drapery Fabrics are so superior to any other line of Silkaline, Cretonne, Taffeta, Denim, Sateens, etc., that a comparison is difficult. The prices are astonishingly small when the art value of the goods are considered; indeed they are not more than you pay elsewhere for ordinary printed drapery fabrics. The sale of colonial drapery fabrics is exclusively ours for Toronto.

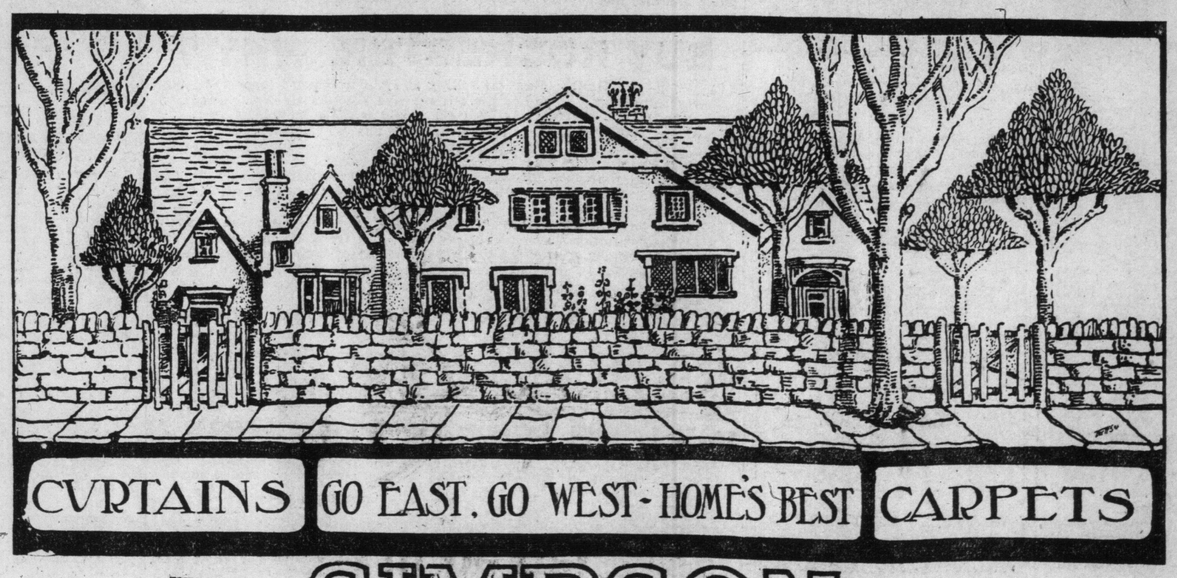
Here's a Typical Example of the Values We're Offering To-morrow

SASH CURTAINING.

3,000 yards of Sash Curtaining, made of plain and point d'esprit net, and finished with Valenciennes, Torchon and Cluny laces and insertions. Regular 25c, 30c, 35c and 40c. Wednesday, per yard 13c.

(Curtain Department, Fourth Floor.

No phone or mail orders.



The Robert SIMPSON Company Limited

Our Carpet Department is also on the fourth floor. Here you'll find an assortment of Wilton and Axminster Rugs so closely resembling genuine Persians, that they are often mistaken for such. These you will not find in any other store in Canada. If you are interested in real Oriental Carpets you will know how scarce Bokharas are. Our stock of fine large pieces is by far the largest and best in Canada. They are displayed in a specially arranged section of the Carpet Department, which is full of carefully selected Eastern floor coverings, very reasonably priced. It's worth your while to spend an hour on the fourth floor, even if you do not wish to buy.

Here's Good Carpet Value for To-morrow

HEAVY AXMINSTER CARPETS FOR $1.33 PER YARD.

More than a dozen patterns to choose from, including Persians, florals and chintzes. The colorings are particularly good; 5-8 and 2-4 borders to match. Regular $1.50 and $1.75. Wednesday, per yard $1.33.