

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

THE  
ROBERT

# SIMPSON COMPANY, LIMITED

PROBABILITIES  
THE  
ROBERT

COMPANY,  
LIMITED

SATURDAY,  
OCT. 9, 1909



### The Best Value at \$12.95 We Have Ever Seen in Suitdom

"Where's Suitdom?"  
"Suitdom are those Dominions where Suits are ruled by fashion."

WHEN you try to surpass our \$12.95 Worsteds Suits do you know what happens? You are led to pay more for your suit than you intended. You are persuaded by differences, which are by no means necessarily improvements.

If you, sitting at home here by the lamp, make up your mind that \$12.95 is enough to pay for a suit this Fall, don't be persuaded that you can do better. You don't need to do better unless you can readily afford it. We will give you all the lady-like, tailored distinction of style the fashions of 1909-10 call for at that quite moderate figure of \$12.95. We can do it better than anybody else for this reason—we specialized on suits at this price. We bought a large quantity of the worsted, chose a plain simple style, and put all our energy into turning out the very best suits at \$12.95 that favorable circumstances permitted. Just see them at your earliest opportunity.

Material is a fine worsted, with invisible stripe effect. Shades are taupe, navy or brown. Style is medium long-fitting. Coat lined with imported satin; tailored collar and lapels; bound with silk braid; collar inlaid with silk. Skirt has nine gores; side gores pleated at bottom, trimmed with buttons. **12.95**

A copy of an expensive New York model; material is wide wale diagonal serge, in the new season's shades of grey or wisteria; semi-fitting back, tailored collar; lapels inlaid with silk; cuffs trimmed with buttons. Splendid value \$10.95.

**LADIES' AND MISSES' VOILE SKIRTS.**  
Separate Skirts, suitable for misses or ladies who take misses' sizes; of crisp all-wool voile, in black only; made with yoke effect, side gores pleated, trimmed with silk buttons. Sizes 32 to 37 front length, \$4.95.  
Ladies' Skirts, of crisp quality all-wool voile; has 13 gores; made in a semi-pleated style; trimmed with wide and narrow folds of taffeta silk; comes in black only, \$5.95.

### Half-Prized Waists

3 only Counter Soiled Linen Waists, some strapped, others box pleated and tucked. Half-price Monday, \$1.48.  
The famous "Camdiana" Guaranteed Unshrinkable Pure Wool Waist, tucked yoke, shirt sleeve; a big variety of the newest colorings in stripes and checks. Value for \$3.50. Monday \$1.95.  
A very comfortable good Flannelette Waist, suitable for good hard wear, in cardinal, navy and black and white; tucked yoke effect. All sizes, Monday 59c.

### Women's Vests and Drawers Reduced

EVERY piece is reliable quality, and made by the best knitting mill in Canada. Slight imperfections in some of the garments account for this sacrifice of price.

400 pieces Women's Fall Weight White Ribbed Cotton Vests and Drawers. Vests high neck, button front, long sleeves. Drawers ankle length, both styles. Regular values 25c and 35c each. Monday, each, 18c.  
Women's Vests and Drawers, Watson's unshrinkable quality, white ribbed wool and cotton mixed. Vests high neck, long sleeves, button front. Drawers ankle length, open or closed styles. Sizes 32 to 38 bust. Regular price 55c each. Monday, each, 38c.  
Women's Union Suits, heavy white ribbed cotton. Watson's make, high neck, long sleeves, button front, ankle length. Sizes 32 to 38 bust measure. Regular prices 75c and 90c each. Monday, a suit, 45c.



### A Sale of Laces

Sample strips of Plauen, Guipure and Net All-overs, with insertions and edgings to match at 1/3 to 1/2 regular Simpson prices. Lengths 2 1/2 to 4 1/2.

These are the accumulated samples of one of the first manufacturers in Plauen, and are clean, stylish laces, made for the present season's business, in fact we have many of the same patterns in our regular stock of this season's choosing at half to two-thirds more. We guarantee every yard perfect, and every pattern up to date for this autumn. This is at once the most desirable and cheapest assortment of laces ever offered to the Toronto public. Prices range 6 cents to \$1.50 yard.

### For the Home Laundry

300 tins Silver Gloss Starch, 6-lb. tin 49c.  
100 boxes Sunlight Soap, per cake 4c.  
Surprise Soap, 6 bars 25c.  
Ammonia Powder, 3 packages 25c.  
Old Dutch Cleanser, 3 tins 25c.  
Choice Plenic Hams, 6 to 8 lbs. each, per lb. 15c.  
Fancy Polished Rangoon Rice, 5 lbs. 25c.  
Prime White Beans, 5 lbs. 25c.  
Finest White Sago, 4 lbs. 25c.  
Choice Manzanilla Olives, wine quart tin, 40c.  
Upton's Marmalade, 5-lb. pail 40c.  
Imported French Peas, 2 tins 25c.  
Telephone direct to department, Main 7841.  
5 LBS. PURE CELONA TEA, \$1.00.  
1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Monday, 5 lbs. \$1.00.

### Three Sales in the Basement on Monday

- 1—The October Sale of China and Glass.
- 2—The Sale of Hardware and Kitchen Utensils.
- 3—The Monday Basement Sale.

MONDAY is Basement Day, and we always try to provide extra rewards for housekeepers who come on that day.

This time Monday is trebly important to basement visitors. Our annual China Sale has just started, and we have added another event for this week—a sale of household, hardware and kitchen utensils. Don't allow anything to interfere with your Basement visit this Monday.

**FANCY CHINA AT OCTOBER SALE PRICES.**  
Decorated match or tooth pick holders, Monday, 3c each or 2 for... 5  
Salt and pepper shakers, pink floral decoration, Monday, pair... 6  
Japanese cups and saucers, in assorted pretty shapes and decorations; regular 15c and 20c, Monday, each... 10  
A large assortment of fancy china boxes, pin trays, etc.; regular 25c to 50c, Monday... 29  
800 salad bowls, handsomely decorated in floral designs, embossed, scalloped edges and gold lined; regular up to 85c, Monday... 59  
Fancy china, fern pots, celery trays, vases, jardinières, teapot, sugar and cream, comb and brush trays, nut bowls, etc.; regular up to \$2.50, Monday... 98

**BRASSWARE CUT IN HALF FOR THE OCTOBER SALES.**  
Brass hot water kettles, on stand, complete with spirit lamp, quality Dutch stoves, some with ebony handles, others have brass handles, wicker covered. Hot water kettles, regular... 6.00  
Hot water kettles; regular... 6.25  
Hot water kettles; regular... 4.00  
Hot water kettles; regular... 10.50  
Hot water kettles; regular... 12.50  
Hot water kettles; regular... 17.50

**Relish Dishes, with brass filligree frames, handles and glass trays:**  
Regular \$10.00, Monday... 5.00  
Regular \$12.00, Monday... 6.00  
Regular \$15.00, Monday... 7.50  
Regular \$20.00, Monday... 10.00  
Regular \$25.00, Monday... 12.50  
Regular \$30.00, Monday... 15.00  
Regular \$35.00, Monday... 17.50  
Regular \$40.00, Monday... 20.00  
Regular \$45.00, Monday... 22.50  
Regular \$50.00, Monday... 25.00  
Regular \$55.00, Monday... 27.50  
Regular \$60.00, Monday... 30.00  
Regular \$65.00, Monday... 32.50  
Regular \$70.00, Monday... 35.00  
Regular \$75.00, Monday... 37.50  
Regular \$80.00, Monday... 40.00  
Regular \$85.00, Monday... 42.50  
Regular \$90.00, Monday... 45.00  
Regular \$95.00, Monday... 47.50  
Regular \$100.00, Monday... 50.00

**CUT GLASS AT OCTOBER SALE PRICES.**  
Cut Glass Salt and Pepper Shakers with Sterling tops, regular 85c pair... 38  
Monday, pair... 38  
Cut Glass Jelly Compots or frozen dessert dishes, on foot, regular 90c, Monday... 45  
Genuine Rock Crystal Vases, 12 inches high, regular \$2.50, Monday... 2.00

### Household Hardware Sale Monday

**14 inch Electric Domes, an assortment of colors, with fringe to match, real value \$8.50, Monday... 6.00**

**2 Light Gas Fixtures, complete, with globe, pillars and tips, regular \$2.25, Monday... 1.40**

**3 Light Gas Fixtures, complete, same as above, regular \$2.50, Monday... 1.50**

**James Smart's Solid Steel Hammers and Hatchets, regular up to 60c, Monday... 35**

**Night Latches, complete, reg. 30c, 93**

**Galvanized Tubs, with wringer attachment—Regular 65c, Monday... 40  
Regular 75c, Monday... 45  
Regular 85c, Monday... 50**

**Large oval Tin Dish Pans, regular 30c, Monday... 23**

**Copper, Nickel-plated Kettles, sizes 8, 9 and 9, regular \$1.25 and \$1.50, Monday... 93**

**Genuine Lindsay Lights, inverted, complete with globe and mantle, regular up to \$1.00, Monday... 59**

**Genuine Lindsay Lights, complete with globe and mantle, Monday... 69**

**Simplex Inverted Lights, complete with globe and mantle, regular \$1.00, Monday... 59**

**Gallery Lights, complete with white globe and mantle, regular \$1.00, Monday... 69**

**White Q globe and mantle, regular \$1.00, Monday... 69**

**Brass Kitchen Pendant, 30 inches long, Monday... 45**

**Globe Washboards, regular 25c, Monday... 20**

**Improved Globe, regular \$1.00, Monday... 69**

**Clothes Pins, 6 doz., in packages, Monday... 8**

**Cool Hoops, japanned, with gold hand, 30c value, Monday... 17**

**Galvanized Garbage Cans, three sizes, regular 75c, 85c and \$1.00, Monday... 33**

**Gravelwood Food Chopper, medium size, reg. \$1.50, Monday... 98**

**Tin Boilers, with copper pit or flat bottom, sizes 8 and 9, regular \$1.25 and \$1.50, Monday... 95**

**Portable Gas Table Lamps, regular \$1.50, Monday... 7**

**Classic Gas Ranges are sold exclusively by us; every one guaranteed perfect and to give satisfaction over 1,000 in use in Toronto. Monday \$10.00.**

**3 burner, Monday \$12.00.**

**4 burner, with broiler, Monday \$16.00.**

**Classic Gas Plates, nickel trimmings—2 burner, reg. \$1.75, Monday \$1.30**

**Double swing, reg. \$2.50, Monday \$2.00**

**The Economic Cobble Outfit, consists of one stand, three laths, hammer, knife and saw, regular 75c, Monday \$59**

**Best American Saws, 16-inch, reg. \$1.25, Monday \$1.00**

**Gas Brackets, rope pattern, complete with pillar and lip—Single swing, reg. 30c, Monday... 20  
Double swing, reg. 45c, Monday... 35  
Independent Taps, for the gas tube, Monday... 25**

**Bright Light Upright Mantles, reg. 20c, Monday two for... 25**

**Lindsay Wizard Upright Mantles, reg. 20c, Monday three for... 25**

**Special Inverted Mantle, reg. 10c, Monday... 25**

**White Q Globe, reg. 15c, Monday... 25**

**Two for... 25**

**Half Frosted Inverted Globes, Monday, each... 12**

**Portable Gas Table Lamps, we have just received a new shipment of these lamps. Call and see them.**

### Boys' Day for Clothing

Time to think about a New Suit and Overcoat for Little Willie.

COME to the Boys' Store, Mothers. We know how to help in this matter of Boys' Clothing. You want the best wear and the nicest looking suit at an average price of say \$5.00. That's what we set ourselves to procure the full choice of. Don't let the best ones go before you see them. Come on Monday.



Boys' English Tweed Three-piece Suits, in a dark grey ground, with neat, fancy, indistinct colored stripes. Made up in the latest double breasted style. Sizes 25 to 32. Special \$6.00.

Boys' Strong Wearing Canadian Tweed Two-piece Suits, in a dark grey mixture. Made up in double breasted style, with belt. Plain knee pants. Sizes 25 to 32, \$2.75; sizes 29 to 32, \$3.00.

Boys' Imported Two-piece Suits, in a rich dark brown ground, showing dark fancy colored stripes; cut from the latest double breasted model, with belt. Plain knee pants. Sizes 25 to 28, \$3.25; sizes 29 to 32, \$3.75.

**FANCY OVERCOATS FOR LITTLE FELLOWS.**  
Boys' Fancy Winter Overcoats, in a greenish grey ground, showing dark fancy stripes; made up in double breasted style, buttoning close up to throat, finished with neat velvet collar and fancy cuffs on sleeves. Sizes 2 1/2 to 8 years. Special \$4.00.

### Boys' Cashmere Stockings, 19c

Boys' and Girls' English Cashmere Hose, seamless finish, 2-1 ribbed kind, soft elastic, good wearing yarn, splendid for school wear, fall and winter hose, double heel and toe. Sizes 5 1/2 to 8 1/2. Monday 19c. Women's and youths', sizes 8 1/2 to 10, 20c.

### In the Boys' Furnishing Section

**BOYS' FLANNELETTE PJAMAS AT \$1.00.**  
200 suits in all; made from a good, soft, buttoning quality fabric, in sizes to fit boys 4 to 15 years; pink, blue, grey, etc., stripes, perfectly made and correctly sized. Pajamas are the safest sleeping garments for winter. You can make a splendid choice on Monday, Suit, \$1.00.

**EXTRA SPECIAL—50c BOYS' NEGLIGES, 25c.**

500 Fancy Colored Cambric Shirts for Boys, in spots, stripes, checks, etc., figured designs, well tailored; odd lines and broken ranges from stock, and we are clearing them out, Monday, 25c.

**2,000 BOYS' HEAVY WOOL SWEATERS, MONDAY, EACH, 50c.**

2,000 Boys' Heavy Ribbed Wool Sweaters, roll collar, double cuffs and set in sizes to fit boys 4 to 14 years; navy trimmed, red or white; brown trimmed, red, grey trimmed red. This is a substantial warm garment and will be extra good buying at, Monday, 50c.

### Ladies' Boots, \$4.00 Value for \$2.00—Half-Price

2,500 pairs of Ladies' Boots, made from selected patent calf, vicil kid, tan Russian calf and velours calf leathers, in the popular Blucher style; medium weight flexible soles; Cuban and military heels; the patent boots have creased vamps and dull matt Blucher tops, all sizes 2 1/2 to 7. Regular prices \$3.00 and \$4.00. On sale Monday \$2.00.

### Orchestra at Lunch

Intermezzo—"Bolivia" Laemmle  
Waltz—"When the Band Played Waltz"  
At Night—"Cochrane"  
Selection—"Faust" Goumard  
Two-step—"You've Got Me Going" Cochrane  
Selection—"Princess Choc" Edwards  
Graceful Dance (by request) Sullivan  
March—"Under the Banner of Victory" Von Blon

Monday Afternoon, Cloak Department.  
March—"The Minute Man" Winburn  
Waltz—"Recita d'Amour" Waldteufel  
Selection—"Florodora" Stewart  
Musical Sketch—"Floreal" Hyde  
Gavotte—"Rococo" Allitter  
Selection—"The Strollers" Sloane  
Duo for Flute and Horn—"Serenade" Titt  
Reverie—"In Memory of Wain" Louis Wain

### Rogers' Spoons and Forks Reduced

300 sets Rogers' Tea Spoons. Regular value \$2.50 dozen. Monday, set of 6, 89c.

200 sets Dessert Spoons and Forks. Regular value \$4.00 dozen. Monday, set of 6, \$1.50.

200 sets Table Spoons and Medium Forks. Regular, set of 6, \$1.75. Monday, set of 6, \$1.25.

These are Wm. A. Rogers' "Horse Shoe" brand; neat scroll design.

**Classes in Art Needlework (Art Needlework Department).**  
We have completed an arrangement with Mrs. Alex. Leaman to hold a series of classes for instruction in the fine points of art needlework. This lady has devoted practically the whole of her life to this work, and included amongst her past pupils are many members of the royal family.

Classes to commence on Oct. 11. Morning 9.30 to 12, afternoon 2.30 to 5.00.

Any further information will be given in the department.

### Housekeepers' Supplies

FOR flannels, linens, bedding, cottons and household staples of all kindred kinds come to the Yonge street section of the Piece Goods floor. Everything here is in the best of light, convenient and comfortable, arranged for judging. Special inducements for Monday.

(Second Floor, Yonge Street.)

600 yards Heavy Bleached or Unbleached Canton Flannel, firm twill backed, soft full napping, 26 to 28 in wide. Regular 12 1/2c per yard. Monday 9c.

200 only All Linen Bleached Dresser Scarfs, fine bird's-eye diaper or huck, some figured, spoke hemstitched ends, 17 x 60 inches. Clearing at, each, Monday, 35c.

200 pairs hemmed Bleached Sheets, torn sizes, plain or twilled, good heavy, strong sheets, free from dressing, 2 x 2 1/2 yards. Per pair, Monday, \$1.23.

Very large, heavy, fine white All-wool Blankets, made from the best Canadian long wool, clean and odorless, beautiful, durable, soft, lofty finish, pink or blue borders, 10 lbs.

### Velvet Rugs From England

SEAMLESS, rich, soft and durable—the velvet pile has won its popularity on its merits. We have a velvet rug this season at \$17.50 which will bear the full glare of publicity. Examine it. It's the best velvet made and in the popular sizes. You can not surpass it for value anywhere.

The designs are uncommon. We don't see them elsewhere. Some are orientals so well copied some people can hardly tell them. Some are copied from German designs, extremely elaborate. Some are simple, with plain borders and self tones. Some distinctly English in effect—moderate-toned all-over patterns and chintz borders.

All are pleasing, fresh, "different." Won't you ask to see our Velvet Rugs tomorrow? Prices run:

3 x 3 1/2 yards	3 x 4 yds.	3 1/2 x 4 yds.
\$17.50	\$20.50	\$22.50

N. B.—Don't forget our famous three-by-three-and-a-half Brussels Rugs at \$11.95.

### Some Very "Classy" Furniture

OUR Furniture Department is now in shape. The floor is opened out from end to end, the largest single department in the house. With the exception of the Yonge and Richmond wing the new Furniture Department spreads over the entire Simpson block, from Yonge to James street, from Queen to Richmond.

We have very greatly increased the Simpson stock of furniture, both in actual quantity and in scope. No one need hesitate to come here on an economical errand, no one need go elsewhere for massive mahogany or furniture of that grade. We have carloads of new designs, modern, artistic, approved. As instances let us cite three Mahogany Sets that came in just the other day.

**COLONIAL BEDROOM SUITE.**  
Solid Mahogany Colonial Bedroom Suite, dresser, chiffonier, dressing table, sonnoe and four-poster bed, small chair and rocker. Suite complete \$370.00.

**LOUIS XV. DRAWING ROOM.**  
Solid Mahogany 3-piece Parlor Suite, in Louis XV. design. This design is strictly classical in every detail, and is without exception the finest that was ever reproduced in this country. Price in finest covering, \$215.00.

**COLONIAL LIBRARY SET.**  
Colonial Design 3-piece Library Suite, in solid mahogany, upholstered in leather; settee, arm chair and small chair. Price \$228.00.

**COLONIAL DINING ROOM.**  
Colonial Dining Room Suite, in crotch mahogany; buffet, china cabinet, dinner wagon, extension table, 5 side chairs and 1 arm chair. Suite complete, heavily hand-carved claw feet; dull finish. Price complete, \$450.00.



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