MONDAY MORNING

THE TORONTO WORED.

SEPTEMBER 1 1913

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SIMPSON'S CELEBRATION DAY SALE TUESDAY

First Day of the September **Blanket Sale**

\$2.75 WHITE BLANKETS, \$1.98 PAIR. White Wool Blankets, with a mixture of cotton; size 60 x 80 inches. Regularly \$2.75. September Blanket Sale Tuesday, per 1.98

pair (No phone or mail orders for these.)

tember Sale, Tuesday. pair \$2.45 FLANNELETTE SHEETS, \$1.69 PAIR. Flannelette Blankets, best English make, in plain white only, finished and hemmed singly: double bed size, 70 x 90. Regularly \$2.45. September Sale, Tuesday, pair 1.69

28c GREY FLANNEL, 22c YARD. Plain Grey Flannel, 27 inches wide. Regularly 28c yard. September Sale

Tuesday, yard Horrockses' White Saxony Flannelette; nice, soft finish; width 23 inches. September Sale, Tuesday, yard White English Satin Bed Spreads, in pretty conventional designs: 78 x 90. Special Tuesday 1.98

27c UNBLEACHED SHEETING, 23c. Plain Unbleached Sheeting; heavy, close weave; 2 yards wide. Regularly

27c. Special Tuesday, yard

Special Mantle Values SIS.50 TO 527.50 SAMPLE COATS FOR \$14.85. These coats are exceptionally fine value, and come in reversible serges and blanket cloths, made in the season's newest styles. Some are full silk lined, others half lined; pretty three-quarter length or full length models. Worth \$18.50 up to \$27.50. Celebration Day Sale price

the styles are the newest, cut on plain lines, high waist, the new tucked or gathered back panels, neatly ornamented with buttons; materials include plain or striped worsteds, in black, navy, brown or green. Front lengths 36 to 42 inches. Regularly \$4.50. Celebration Day Sale price

ack, and ornamented with buttons. Celebration Day price 5.00 WOMEN'S AND MISSES' SUITS FOR 38.65. the of a splendid quality of diagonal tweed fabric; y tailored entaway coat, with the becoming longer back; hroughout with satin; a fashionable and perfect-fitting skirt, with girdle waistband. Colors are brown, gref. (Taird Floor)

To-Day Being a Statutory Holiday

this Store remains closed all day, to give everybody connected with the Store the opportunity to swell the Exhibition crowd and help make Citizens' Day a record.

SIMPSON'S CELEBRATION SALE

will begin at 8.30 Tuesday morning, with an enthusiasm redoubled by the rest on Monday. We celebrate the anniversary of our completed building, the finish of another lap in the race for your favor. You are invited to attend this celebration, which we hope to make as

profitable to you as it is important to

Magnificent

New Fall

Millinery

the Store.

Exposition of the Newest in Fall **Dress** Fabrics

SUITINGS AND CLOAKINGS MONDAY IN OUR DRESS GOODS DEPT., 2ND

FLOOR.

Fashionable Suitings, in broche and jacquard effects, in all-wool and silk and wool mix-tures, in lovely tones and color combinations.

Whipcord Suitings in wool and silk and wool, in self and two-tone colorings, in the new-est French tones.

Bedford Cord Suitings in a fine range of new shades, also two-tone and shot effects. Wide wale Suitings, always

popular for fall wear, in every wanted shade.

Fashionable Boucle and Curl Suitings, in lovely color blend-

New Panne Broadcloths, a rich velvet finished fabric in new French tones and black.

Hosiery and Gloves Women's Black. Tan and Color-ed Cotton Hose, Tuesday, pair .11

ed Cotton Hose, Tuesday, pair .11 Women's "Liama" Cashmere Hose, soft "English" yarn, 3½ to 10, Tuesday, 4 pairs 1.35 Women's Tan or Black Silk Hose, fine thread, nice weight. spliced heel, toe and sole, 3½ to 10, Tuesday, 4 pairs 1.15 Women's 20-inch Long Silk Gloves, black or tan, opened at wrist, double tipped fingers, sizes 5½ to 5, 76c regularly. Tuesday

CHINAWARE

quality clean white Dinne d 97 pieces, fancy festoo all pieces nicely trimmed wit

Men's Waterproof Coats \$4.95

Exhibition visitors will find much to interest them in Simp-son's Waterproof Coats. One made from double texture English Paramatta cloth, in fawn, is 50 inches long, and buttons to the chin, with a close-fitting collar; nicely tailored. Price. 4.95

A SPECIAL VALUE AT \$7.95. This Waterproof Coat is made from a double texture English Paramatta cloth, in fawn; cut 50 inches long, to button to the chin; is nicely tailored; all seams are secure. Special.. 7.95

WATERPROOF COATS AT \$10.50. A special fine English Paramatta Double Texture Cloth, in fawn; cut 50 to 52 inches in length; roomy, and is guaranteed

OUR FINEST WATERPROOF COATS.

Of fawn Paramatta; cut 50 to 54 inches long; Raglan shoul ders; all seams strapped and stitched, proof against water; satis sleeve linings and through shoulders; nicely tailored. Price Tues

BOYS' TWO-PIECE SCHOOL SUITS.

A splendid value suit, made from dark grey English striped tweed; double-breasted style, with full cut bloomer pants; lined with best twilled linings; sizes 25 to 30, \$3.75; sizes 31 to 33, \$4.25. BOYS' FAWN COVERT CLOTH REEFERS.

The correct coat for this season's wear; tailored in double-breasted style; satin finished linings, and finished with fancy bone buttons; sizes 22 to 28

PRICES ON MEN'S FURNISHINGS

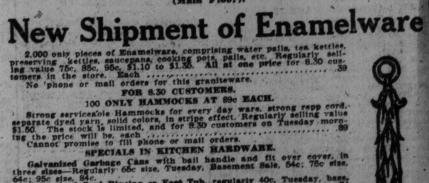
\$1.75 TO \$3.50 MEN'S PYJAMAS, \$1.39. Odd line clearance of Men's Pyjamas, in several different makes and terials; sizes 34 to 44. Regularly \$1.75, \$2.00, \$3.00 and \$2.50. Celebrat Day Sale price Day Sale price

\$1.25 "STRALIAN" BRAND UNDERWEAR, 89c.

50c AND 75c MEN'S NECKWEAR, 5 FOR \$1.00. Neckwear left over from a record selling season, to be cleared to make space for newer goods. Regularly 50c and 75c. Celebration Day Sale price, 5 for \$1.00, or each, 25c.

\$4.00 TO \$5.00 MEN'S SWEATER COATS, \$2.99. 200 Men's Sweater Coats, odd lines that we are carrying again this sea-son. All sizes in the lot. Regularly \$4.00 to \$5.00. Celebration Day Sale

75c MEN'S VELASTIC UNDERWEAR, 59c. Men's Imported Velastic Underwear, natural shade, soft, fleecy finish, very strongly made. Sizes 34 to 44. Regularly 75c. Celebration Day Sale



s or Foot Tub, regularly 40c. Tue

of all the fashions that perplex the mind of womankind, and there is no fashion court of appeal powerful the Paris designer.

enough to reverse the decision of In the realm of millinery, Susanne Talbot, Reboux, Georgette, Germaine and a few others are the ccepted authorities, and from

these we buy models at exorbitant prices, as a source of inspiration to our own designers. Such incen-

tives and unlimited wealth of rich materials account for the exclusiveness of our designs.

We might draw attention to the Paris hats of panne velvet, silk

plush, and erect slik velvet, in the medium and small shapes, as being particularly becoming, with

Paris is the great fountain head

\$16.50 CARLSBAD CHINA DINNER SETS FOR \$10.69.

Specials From Our New Silk Stocks

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(Second Floor)

Many New Styles in American Footwear for Women

Such a wealth of choice is here that the most exacting taste can easily be satisfied. Many cases of beautiful hand finished shoes from Laird Schober, of Philadelphia, and "Queen Quality" from Boston, have just arrived. These shoes exemplify the smartest custom style, and give perfect ease and comfort from the first. Prices from \$4.50 to \$10.00. FIVE FOOTWEAR BARGAINS FOR MEN AND WOMEN.

WOMEN'S \$2.50 TO \$3.50 OXFORDS, \$1.50. A big assortment of high-grade Oxfords, in button and laced styles; patent colt, vici kid, gunmetal and tan Russia calf; Goodyear welted, hand-turned and flexible McKay seven soles; higy, medium and low heels. Sizes 2½ to 5. Regularly \$2.50, \$3.00 and \$2.50. Celebration Day Sale price 1.50 WOMEN'S \$3.50 TO \$5.00 BOOTS FOR \$2.49.

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Splendid Footwear, in patent colt, gunmetal and fine vici-kid leathers; button, Blucher and Balmoral style; made on the newest and most popular lasts; medium weight soles, all styles of heels. Sizes 21/2 to 7. Regularly \$3.50 to \$5.00. Cele-.... 2.49 bration Day Sale price

CHILDREN'S \$1.00 BOOTS FOR 79c. Children's Boots, neat, easy-fitting Blucher style, patent toecaps, medium weight soles and spring heels. Sizes 5 to

101/2. Regularly \$1.00..... MEN'S \$4.00 TO \$5.50 OXFORDS FOR \$1.99.

1,100 pairs of Men's Goodyear Welted Oxfords, tan calf, patent colt, gunmetal, vici kid and velours calf leathers; all MEN'S \$3.50 TO \$5.00 BOOTS FOR \$2.95.

Made by "Murray," "Tetrault" and other well-known manu-facturers, in button and Blucher styles; selected patent colt, gunmetal, box calf and Dongola kid leathers; single and double Goodyear welted soles; new recede or high toes; high or low heels. Sizes from 5 to 11. Regularly \$3.50, \$4.00 and 2.95 \$5.00.

SEE THE NEW "VICTOR" BOOTS FOR MEN.

Built into "Victor" Boots is that combination of softness and pliability that produces a high degree of foot-ease and comfort, yet firmly retains the original style to the last. No detail of shape, style or leathers is overlooked. That is the reason we can fit perfectly the most fastidious man-why the 'Victor" is worn by thousands of men year in and year out Be sure to look over the new styles on Tuesday. \$4.00 to \$6.00. (Second Floor)

Embroidered Japanese Robes \$5.95

Lounging Robes of quilted Japanese silk; red, navy, Cop-

English and French Serges in every known weave and finish, at prices to suit every purse, all splendid values and best dye and finish

Permo Dress Weight Fabrics, one of the best and most satis-factory fabrics made, has a rich bright permanent finish, and will not crush in wear, in all the newest colors and black. Wool Ratine Crepes, very popular for fall wear, in all the newest French tones, a lovely soft draping fabric.

San Toys and Poplins, in all-wool and silk and wool, in great variety of weaves and shades, imported from the best English and French makers.

Wool-backed Satine, that give excellent wear and will not crush, in tones for street wear or evening wear.

Silk and Wool Bedford Cords and Brooches, in a variety of designs and colorings, etc. Dress Goods Dept., 2nd Floor.

At the Moorish

Kiosk

will be given a concert

twice daily . by . mem-

bera of the Toronto

Symphony Orchestra.

under the leadership of

Mr. Roland Roberts.

For

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WASH GOODS

An Extra Special Value for Tuesday

Shantung Suitings, Pongee Suitings,

etc., the values range all the way from

25c to 35c, and practically every

wanted shade, but not every shade in each cloth. One price Tuesday .111/2 (Second Floor)

A clean-up from our Dress Linen De-

partment of Linen Suitings, Repp Suitings,

their artistic lines and curves Another important feature is the Hats of rich Austrian velours, priced at \$4.50, \$5.75, \$6.50 and

\$7.50. . #1% # 20 . . . LIGHT WITH THE RAIGHT French Velours and Soft Bright Velours Felts. Priced from \$1.50, \$1.75 to \$3.00.

SPECIAL-\$5.00 HAT-SPECIAL. Thousands of out-of-town visitors

will be in the store during the next day or so, and we want to make many of the ladies, who have been buying elsewhere, feel

that they have been buying their hats in the wrong place. If you have been in the habit of paying from \$7.50 to \$10.00 for a hat, don't fail to come in on Tuesday and see

an assortment of over 200 new trimmed hats, designed to show you what we can do for 5.00 (Second Floor)

lain Dinner

CUT GLASS. tass Salt and Pepper Shaker ty of patterns with Germa caps. Tuesday sale price h heavy cut Tumbiers, full the new floral pattern. in Begularly priced \$1.25 alf price, Tuesday, sale p

NE HAMMERED BRASSWARE. ch Brass Jardiniere with Regularly priced \$1.25, To

CAMERAS Films and Plates to fit any camera - Gaslight, daylight and selfoning papers, in every possible grade to suit any kind of negative. Yonge street entrance.

CANDY

1,000 lbs. Quake Chewing Candy, 2 lbs.

560 lbs. Chocolate Creams. assorted ruit flavors. Reg-ularly 35c. per lb.

1.000 lbs. Butt

cing or Foot Tub, regularly 30c, .Tu

SPECIALS IN WOODWAR

40c English Art Ticking 22c yd.

The very latest designs and color combinations; fresh, heery and tasteful; all fast colors. These are new creations. Ask for the Magnolis and Coventry Chintzes. They please everyone. Regularly 30c and 35c yard. Celebration Day Sale

(Fourth Floor)

Art Wool Bedroom Rugs

The Grocery List

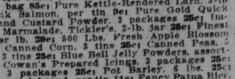
Car Standard Granulated Sugar. 21 lbs. \$1.00; C fams. 6 to 8 lbs: each, per lb. 17e; Lake of the W ses Flour, ½ bag S5e; Pure Kettle-Rendered Lard ; Choice Pink Salmon, per tin 9e; Pure Gold C Chocolate and Custard Powder. 3 packages 25e; per tin Des Pure Gold Qu : Choice Pink Salmon, per Un per fin ter first Chocolate and Custard Powder. 3 packages 25c; ure Orange Marmalade. Tickler's. 2-lb. jar 25c; Butter, per lb. 29c; 500 Lbs. Fresh Apple Blo 2 lbs. 25c; Canned Corn. 3 tins 25c; Canned Pe Oxo Cubes. 3 tins 25c; Blue Bell Jelly Powders, as ckages 25c; Cowan's Prepared Icings. 3 packages d Macaroni. 3 packages 25c; Pot Barley. 6 lbs. Haddle, Brunswick brand, per tin 11c; Fancy Patna is; Symington's Dessicated Soups. assorted, 3 pkgs

Convenience of Visitors The Rest and Writing Room (Third Floor). Dining Room and Paim Room (Sixth Floor). Package Checking Desk (Basement).

Information Desk (Main Floor). Telephone Booths (All floors to Fourth). Telegraph Office (Basement).

enhagen, sky, also black with helio; close fitting collar and cuffs, trimmed with embroidery in contrasting colors; silk rope girdle. Sizes 36 to 46. Specially priced 5.95 (Third Fleer) Make the Store your headquarters during your stay in the city. Store Opens 8.30 a.m. The Robert Simpson Company, Limited 5.30 p.m.

cotch Drops. Re-rularly 10c, 2 lbs.



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