



CANADA'S CENTRE OF FASHION.

Broad as the... Dominion

Ben Jonson said of Shakespeare that he belonged "Not to an age, but to all time."

NOT to Toronto alone, but to the whole Dominion, this store belongs; not to any one class of people, but all classes. It serves all with peculiar and distinctive fitness.

Its service in the mailing department could hardly be more perfect, which means that any goods ordered by mail, will be found just as represented; orders filled exactly as given; care and promptness exercised in shipment.

You can learn about shopping by mail if you send name and address, when you will receive a copy of the Canadian Shopper's Handbook, 192 pages, beautifully illustrated.

Fall Millinery

We set the pace for fashion in headgear. Those who know what is newest should keep in closest touch with us. Visit the store whenever it is convenient, and when this cannot be done, never hesitate to write, and we will meet your wants in the matter of Millinery, as in everything else. The newest goods are all here.

NEWEST IN DRESS GOODS

It is not necessary to say that the best and choicest in dress goods are to be found here—this has been the record of the Simpson store for a quarter of a century; nothing to equal its stocks in value, magnificence and variety. It is a simple fact that you save from 25 to 35 per cent. on prices here.

- 8 lines Silk and Wool Fancies—a special—at 65c.
- 6 lines French Fancies, in all-wool and silk and wool—a special—at 50c.
- 4 lines Beautiful Boucle Cloth, all the leading colors and new designs—a special—at 75c.
- 5 lines Scotch, English and German Tweeds, including snowflake, knicker and boucle, knicker stripes, shot effects, etc.—a special—at 50c.
- 46 in. Silk-finished Henrietta, over 60 shades, low price at 75c.—a special—at 50c.
- 8 lines Fancy Dress Goods, worth from 75c. to 85c.—a special—at 65c.
- 46 in. Silk-finished Henrietta, black, worth 70c., for 50c.
- Irish Frieze, some remarkable specials, at from 60c. to \$1.00

NEWEST IN SILKS

Evening silks are suggestive of pleasant evenings that the season is fast bringing to us. Known as the leading silk store of Toronto, evening silks find a first place with us. The items that follow will interest because of the attractive character of the goods and the unusually low prices which we are able to quote at the outset of the season:

- 23 in. handsome White and Cream Broche, in the latest designs, at \$1.25, 1.50, 2.00
- 21 in. Broches, 15 colorings, all silk, latest patterns, worth 75c., for 50c.
- 21 in. Duchesse Satins, in white, cream, and all leading evening shades, special at 50c.
- 22 in. Dresden Silks, for evening wear, very fine, all silk, reg. \$1.00, for 50c.
- Fully 10,000 yds. India Silks, fine assortment of colors, prices run from 25, 35, 50, 65, 75, 85c.
- 23 in. All-silk Duchesse, extra weight, a reg. \$2.00 grade, for 1.50
- Choice effects in Fancy striped, figured and plain Taffetas 65c, 75c, 85c, 1.00
- 22 in. Pompadour Duchesse, beautiful flowered effects, special at 75c.

NEWEST IN MANTLES

Case upon case of new season coats, jackets and capes have gone into stock within the present month, making the display in the Mantle rooms not to be compared with the showing anywhere else. We have bought heavily in anticipation of what we believe will be the busiest Fall season in the history of this store. You could not make a mistake in selecting from any of the prices that follow:

- Ladies' self color Cheviot Cloth Jackets, brown, blue, black, double breasted, close neck, 4 buttons, velvet collar, reg \$10.50 for \$7.75
- Ladies' Cheviot Cloth, black, brown, blue, fawn, double breasted, fancy lapel, plate collar, reg. \$9.75, for 6.50
- Ladies' Black Cheviot Cloth, tight fitting, double breasted and lapels 8.00
- Ladies fawn, grey or brown, fancy mottled reversible cloth Golf Capes, with pleated back, reg. \$5.75, for 4.00
- Ladies' Fancy Plaid Cheviot Cloth Cape, reversible, with brown or green hood, reg. \$11.20, for 8.00
- Ladies' Brown Mixture Reversible Tweed Cloth Golf Cape, pleated back, tab, reg. \$5.50, for 3.75

We're a great Dry Goods Store—leading all others—yet every other want of the home is met. This is Canada's Great Modern Departmental Store, and you are not likely to write us for anything we cannot send you.

THE ROBERT SIMPSON CO.

(LIMITED)

S. W. COR. YONGE AND QUEEN STS.

170, 172, 174, 176, 178 YONGE ST. 1 and 3 QUEEN ST. W.

TORONTO, ONT.