

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

THE ROBERT SIMPSON COMPANY, LIMITED

PROBABILITIES.  
North to west winds; fine.

THE ROBERT SIMPSON COMPANY, LIMITED

TUESDAY, SEPT. 7.



### The Store Beautiful is En Fete for Toronto's Visitors

### Great Showing of Furs Ready

THIS store always was noted for its furs, and its moderate prices on really good furs. This season has already proceeded far enough to demonstrate that Simpson's furs will win a still warmer appreciation this year. The department is busy as can be since Exhibition opened. Following are some of the effects for Autumn, 1909, now on display here.



Genuine Alaska Seal Garments, in new and attractive designs.  
Persian Lamb Coats, in the popular lengths; new shapes.  
Handsome and exclusive designs in the new French seal garments, now so popular in New York.  
Paris models and their duplicates, in Chapell's French-dyed Russian pony coats.  
New and pretty shapes in Royal Sitka Fox Furs, plain or silver pointed. Lovely soft, fluffy black lynx furs, guaranteed Lapsic dye; styles that are exclusive.  
Mink Furs, in every conceivable shape, made from Labrador and the finest Ottawa valley mink.  
Royal Russian Ermine, in dainty neck pieces and pretty muffs.  
On Wednesday morning we will place on sale 50 natural Canada mink muffs, large Empire shape, down beds, satin lined, for \$17.50 each, worth \$25.00.

### New Fall Overcoats

THE Men's Store is ready with fall overcoats—and the weather seems to be ready also. Drop in and have a look at yourself in a new fall coat—that much costs nothing but your own time.

Men's Fine Imported Black English Cheviot Fall Overcoats, made in the newest fashion, with silk facings, good trimmings, perfect fitting, \$10.50.  
Men's New Fall Overcoats, in dark Oxford grey, and also black, vicuña cloth, a purely all wool material, with soft undrained surface, made up in 47-inch Chesterfield style, with silk faced lapels, silk finished black twill linings, finest trimmings, very special value, \$12.00.  
Men's High Grade Black Imported English Cheviot Overcoats, "our own make," made up with plain lapels, perfect fitting, and nicely finished in every detail, \$15.00.  
Men's Raincoats, in imported English Venetian finished covert cloth, very fine quality material, also thoroughly shower proof, coat 52 inches long and made in the newest style, with neat Prussian collar, to button close to throat. This coat comes in assorted greys and olive green shades, nicely tailored and made up with good linings, \$12.00.

### Visitors to the City

The following features of The Robert Simpson Company's Store will be of interest to strangers in the city:  
—A first-class metropolitan restaurant serves breakfast at 8 a.m., lunch 11.30 to 2.30 p.m., afternoon tea 2.30 to 5.30 p.m.—Sixth Floor.  
—Check Room for parcels First Floor, James Street.  
—Transfer Office for transfer card payments, First Floor, James Street.  
—Telegraph Office, James Street.  
—Postoffice, James Street.  
—Information Bureau, James Street.  
—Rest and Toilet Rooms, Second Floor, Richmond Street.  
—Writing Tables, Second Floor, Queen Street.

### A Coat Chance for \$9.95

WHILE you are in the city, make a point of using the city advantages, one of which is the opportunity to pick up a "bargain." Don't leave town without looking at these coats for \$9.95. They are particularly worthy of attention, because if they had come to us in the regular way we would have marked them at from \$12.50 to \$20.00.

Wednesday \$9.95 takes any one of about the hundred.

Made in rich broadcloths, fine kersey cloths and handsome Scotch and Irish tweeds; colors are chiefly in black, navy and green; lined and half lined with silks and satins and Italian; all stylish coats; some have strapings of self or satins, others trimmed with buttons. In both semi-fitting and close fittings styles.

9.95

### New Silks and Velvets

SIMPSON quality, exclusive assortments, unexcelled values in the most characteristic shades for fall and winter wear.

Rich Dress Satins, in street and wearing shades, double width, at \$1.50, \$2.00, \$2.50 and \$3.50 yard.  
Rich Black Moire Velours, for stylish coats. 44 inches wide, \$2.00 yard.  
New Silk Cord, rich, heavy satin cords, very fashionable for dresses, suits and coats, in the newest colorings, \$1.25 yard.  
New Satin Rajahs, in the new fall colorings, 27 in., \$1.50 yard.  
New Colored Moire Silks, very fashionable for coats, millinery purposes, etc., in the newest shades, at \$1.50 yard.  
One yard wide Lining Satin, in all colors, guaranteed for two seasons at \$1.25 yard.  
New Chiffon Velvets, for handsome dresses, in the newest fall shades, at \$1.50 yard.  
New Chiffon Cord Velvets, an exclusive make, sold only by this store, in the very latest shades, at \$1.50 yard.  
New Mirror Velvets, Lyons manufacture, in the new shades, at \$1.50.  
New Colored Silk Velvets, for trimmings, millinery, etc., in all the wanted shades, at \$1.00 yard.  
New Corduroy Dress Velvets, in medium and large cords, in full range of the new fall shades, 22 inches wide, 50c, 75c and \$1.00.

### 3000 Yards New Fall Worsted Suitings, Etc.

Regular Simpson Selling Price 85c and \$1.00, Wednesday 69c.

A beautiful assortment of colorings to select from in the new and fashionable stripe worsteds, chevots, serges, broadcloths and shadow stripe prunella cloths, ladies' cloths, etc., dainty designs that look smart and tailor up perfectly, and, being manufactured from a fine quality of pure Botany wool, retain their rich appearance and give satisfactory wear. This is an exceptional opportunity to secure the material for your fall and winter suit at a little over half price. 50 to 54 inches wide. Regular selling at 85c and \$1. Wednesday, per yard, 69c.

### At the Notion Counters

- 35c Women's Pad Hose Supporters. Wednesday 18c pair.
- 10c Pearl Headed Hat Pins. Wednesday 5c.
- 25c Assorted Safety Pin Hooks, best quality, for 5c.
- 25c Swiss Embroidered Wash Belts. Wednesday 10c.
- 50c odd Back Combs, mounted. Wednesday 25c.
- 6 cases of Black Hooks and Eyes. Wednesday for 5c.
- 10c and 15c assorted Toilet Pins on Cubes. Wednesday for 5c.
- 15c and 18c per doz. Fancy Carved Pearl Buttons. Wednesday for 10c doz.
- 15c Real Human Hair Nets. Wednesday 10c.
- \$2.00 Real Hair Switches. Wednesday for \$1.50.
- Men's 36-inch Black Mohair Boot Laces, doz. 5c.

### Women's Flannelette Gowns

WE know that every inch of material and every stitch of sewing in these Night Dresses is the best that can be put into them for the prices we mark on them. The fit and style are faultless. Prices within the reach of all. Wednesday we specialize:

- Nightdresses of Fine Flannelette, fancy striped flannelette, four choice colors on neck and cuffs, large, full size bodies, lengths 56, 58, 60 inches, each 99c.
- Nightdresses of plain white or pink flannelette, fine, soft quality, 24 small tucks and ruffles of goods, sizes 56, 58, 60 inches, each 75c.
- Nightdresses, fine white or pink or fancy striped flannelette, four choice styles to choose from, lace or embroidery trimmed, sizes 56, 58, 60 in., each \$1.00.
- Nightdresses, white or pink flannelette, insertions and ruffles of fine silk embroidery, hemstitched tucks and fancy braid, lengths 56, 58, 60 inches, each \$1.50.

### Corsets Specially Priced

ONE of the new models that we secured at a very low price by taking over a thousand pairs. On sale Wednesday. Phone orders direct to Corset Department.

1200 pairs Fine Corsets, D. & A. model, fine strong coutil, white or grey, medium bust, long hips and back, fine steel lined, four wide side steels, lace and ribbon trimmed, four elastic garters, a very fashionable model. Sizes 18 to 28 inches. Extra good value at \$1.00 a pair. Wednesday, a pair, 75c.

### \$1.25 Copper Clocks 69c

100 Rich Gilt Finish Clocks—in cases, loud alarm, lever to stop bell, guaranteed good time-keepers. Regular value \$1.25. Wednesday 69c.

### \$2.00 Gift Clocks \$1.00

100 Rich Gilt Finish Clocks—an assortment of designs, fitted with American movements, guaranteed time-keepers. Regular \$2.00. Wednesday \$1.00.

### "KANO" the New Suit Case

\$2.98 EACH, WORTH \$4.95.

Kano is claimed to be superior to matting and equal to cane for wear. A leading manufacturer received his summer shipment of "Kano" too late for the season—we cleared them out at a price which enables us to sell them to you at FACTORY PRICES.  
70 only. Leather bound on edges, strong leather handle and corners, polished brass plated lock and side catches, figured cloth lining, with roomy pocket. Wednesday's price \$2.98. (Top Floor.)

### \$6.00 Bracelets \$1.95

1000 Gold Filled Expansion Bracelets, plain stone set and signet top; regular selling \$4.00, \$5.00 and \$6.00. Wednesday \$1.95.

### Wednesday's Grocery List

- 2000 stone Fresh Rolled Oats, per stone, 44c.
- Canned Corn or Peas, 6 tins, 45c.
- Pure White Clover Honey, 5-lb. pail, 60c.
- Quaker Puffed Rice, 3 packages, 25c.
- Choice Side Bacon, peameal, half or whole, per lb. 18c.
- Fancy Japan Rice, 4 lbs. 25c.
- Canned Haddie, Brunswick Brand, per tin, 10c.
- Teifer's Cream Soda Biscuit, 3-lb. box, 25c.
- Scott Taylor's Worcester Sauce, large bottle, 3 bottles, 25c.
- Heather Brand Flavoring Extract, 8-oz. bottle, 25c.
- California Asparagus, Holly Brand, 1 lb. tin, 15c.
- McLaren's Imperial Jelly Powder, assorted flavors, 3 packages, 25c. (Telephone direct to department. Main 7841.)
- 2 LBS. FRESH ROASTED COFFEE, 35c.
- Price a half less than elsewhere, 300 lbs. in the bean, ground pure or with chicory, 2 lbs., 35c.

### \$1 and \$1.25 Nottinghamham Curtains 79c

1000 pairs of new Nottinghamham Lace Curtains, 50 in. wide, 31-2 yds. long, new designs, excellent qualities. Worth \$1.00 to \$1.25. Wednesday, per pair, 79c.

### Fall Hats for Men

DON'T go up to Canada's National Fall Fair in an old hat of last Summer—Get a Fall Hat and do yourself and the country justice.

Men's Soft Hats, extra fine quality English fur felt, color black only, up-to-date style, in small, medium and large brims. Wednesday, \$1.99.  
Men's Derby or Stiff Hats, latest fall and winter styles, complete range, to suit any features, colors black, brown or fawn, at \$1.00, \$1.50 and \$2.00.  
Men's and Boys' Fall Wear Caps, in golf, Norfolk, hoodknock and bulldog shapes, newest tweeds and navy serges. Wednesday, 50c.



### Another Footwear Sale of Wednesday

2000 pairs of Men's Goodyear Welted Boots, cleared "at a price" from The Tebbutt Shoe & Leather Co., Limited, of Three Rivers, Quebec.

1000 pairs of Men's Boots, solid oak, bark tanned, Goodyear welted soles, double and triple thick, made absolutely waterproof, box calf and kid, Blucher or "solid, strong, comfortable, long wearing, all sizes 6 to 11. Regular prices \$3.50 and \$4.00. On sale Wednesday \$2.49.  
1000 pairs of Men's Boots, box calf, tan calf, chocolate kid and English calf leathers, leather lined, and duck lined, Blucher and lace styles, heavy triple, single and double oak-bark tanned Goodyear welted soles, all sizes in the lot 6 to 11. Regular prices \$3.50, \$4.00 and \$5.00. On sale Wednesday, \$2.49.

### The Blanket Sale at Simpson's



THE BLANKETS are on sale in the Linens and Staples Department, on the Second Floor. September prices mean that you get good qualified blankets very much under what they'll be selling for right in this store in a month from now.

100 pairs White Unshrinkable Wool Blankets, thoroughly cleaned, full, soft, warm napping, dainty borders, one of the blankets which will stand every tub test, 66 x 82 inches, double bed size; regular \$2.88. Sale price Wednesday \$2.15.  
Extra Super White Saxony Wool Blankets, made from the best pure wool, long wools, finely carded and spun, beautifully finished and napped, such warm comfy blankets, large double bed size, 70 x 84 inches. Sale price, per pair, Wednesday, \$4.58.  
1000 yards New English Stripe Flannelette, beautiful goods, clear fast colorings, absolutely pure, soft, warm nap, just the kind for general winter use, 32 inches wide. Sale price, per yard, Wednesday, \$1.20.  
200 only Irish Tea or Glass Towels, hemmed, ready for use, plain with red or blue borders, and word "Glass" woven in, 24 x 36 inches. Each, Wednesday, 11c.  
And then this Table Cloth, the greatest cloth value of the season, everything perfect and of first quality, warranted all linen, woven and bleached on the greens of old Ireland, finest satin damask finish, elegant bordered designs, 2 x 2 1-2 yards. Each, Wednesday, \$2.00. (Phone all orders direct to the department.)

\$55.00

Farnham A good buildings.

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PROBS:

ABDUCT BETRA

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3000 LOS Mexican Flood App

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