

The **SIMPSON** Company Limited

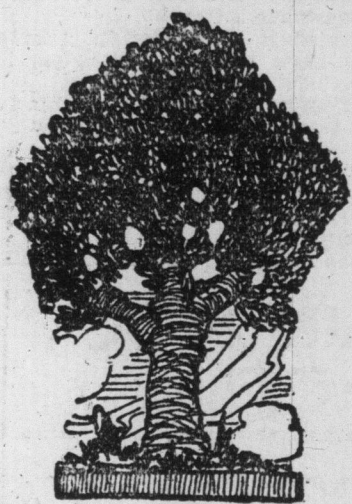
Store Opens at 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President. J. Wood, Manager.

Probabilities: Local Showers and Thunderstorms.

The **SIMPSON** Company Limited



Welcome Home!

Just back from your vacation? You couldn't have arranged your return at a better time to meet all the good things of the new season.

JUST IN TIME to see the new Millinery Models from Paris, that are the delight of women. **JUST IN TIME** to take full advantage of the September Blanket Sale, when prices are less than the present whole-sale figures.

JUST IN TIME to see everything that is new in fashions as soon as it is unpacked.

Great Silk Opportunity on Tuesday

Probably there is not a woman visiting Toronto who has not heard of the Silks and Dress Goods Departments at Simpson's. They are famous throughout Canada for their sterling values and superior display.

For next Tuesday we have arranged a sale that will surely add to the reputation of these famous departments. Here are the full details of it:

Special Purchase of Silks

Qualities that sell regularly at 75c yard, on sale Tuesday, 59c

3,000 Yards of Rich Satins and Silks, purchased specially and to be sold in one day. Tuesday is the chosen day.

2,000 Yards Colored Satin de Chine, French Satin Paillette, French Messaline, Swiss Satin Merveilleux, etc., in all the new and wanted shades, suitable for afternoon or evening wear.

This is an opportunity worthy of your attention. An early inspection will convince you of the values, 59c per yard.

1,000 yards Rich Black Silks, Satin de Chine, Swiss Satin Duchesse, French Messaline, etc., all are qualities regularly worth 75c per yard. Special Sale price Tuesday, 59c yard.

Simpson's Black Broadcloths

We'll be making a special display of Black Broadcloths on Tuesday, suede finish, satin finish, glove finish, panne finish, Sedan finish, in our fast unfading blacks; 52 and 54-inch; \$1.00, \$1.25, \$1.50, \$1.75, \$2.00, \$2.50.

Special showing of Black and Navy Serges, Cheviot Serges, English Coating Twills, Diagonal Serges, Wide Wale Serges, Balmoral Serges, West of England Serges, Admiralty Serges, in the new marine and military blue and our fast, unfading blacks; 44 and 46-inch, 50c, 65c, 75c, 85c; 50 to 56-inch, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50.

Important to Dress-makers and Home Sewers

A few words about "Simpson's" Laces—New All-overs, in guipure, Irish imitation, Venetian. A large assortment of patterns in fine embroidered nets, soutache braided nets, metal embroidered nets in cashmere effects, new colored tosa nets and new black, white and colored dress nets. The new draping chiffons are also here. We invite you to see Simpson's Laces.

The Greater Simpson's

VISITORS to Toronto never fail to mark the development in this store. It goes right on under the eyes of residents unobtrusively, but people who have not seen it for six months or a year recognize at once the strides of progress.

Our latest announcement of free delivery of goods throughout the Dominion makes it specially interesting for visitors to see the Store. For this great Store—the best constructed and the best equipped mercantile building in the Dominion, is now practically your nearest Store, being the *first* and so far as we know the *only* Store to bring the advantages of selecting from immense stocks within the reach of all, on exactly the same terms as city residents.

We especially invite visitors to apply for our New Fall and Winter Catalogue, and we direct attention to the announcement that we will deliver the goods therein described to any railway station in Canada without extra cost.

While in Toronto, even if not ready to do your Fall shopping, make use of the Store and inspect the worthy, honest goods bought direct from the manufacturer and priced so economically that you really have them close to cost of production.

Then you must see the styles! The very last thing from Paris finds worthy setting in our palatial departments of Women's Gowns and Wraps, Women's Waists and Lingerie, as well as in our celebrated Millinery Showrooms.

The Grand Restaurant and the Palm Room, the Picture Gallery and the Orchestra are attractive features of the top floor, making it exceedingly popular with visitors.



The Blanket Sale

One floor up, this year, ladies! You probably remember that last Exhibition time, when you were buying Blankets here, there were too many people and too many blankets to let you buy in comfort. This year we are in a new, cool, airy apartment, uncrowded and well-lighted, in the Queen and Yonge Street section of the second floor.

A year ago we went into the market and bought the blankets that we are now offering you. **NOW**, we cannot buy such blankets from the manufacturer at the prices we are asking you to pay. We cannot speak too strongly of the values offered here, but satisfy yourself by making comparisons before you buy.

WHITE SAXONY WOOL BLANKETS, \$5.85.

Thoroughly scoured pure Saxony Wool White Blankets, with a beautiful full, soft, durable, warm nap, pink or blue borders, 10 lbs., 72 x 92 inches. Only 60 pairs. Sale price, Tuesday, pair, \$5.85.

WHITE UNWASHABLE WOOL BLANKETS, \$2.95.

100 pairs, 7 lbs., 64 x 84 inches, for double beds, a neat, washable and wearing blanket. Every pair made for Simpson's high-class blanket trade. Sale price, Tuesday, pair, \$2.95.

PURE WOOL SCOTCH BLANKETS, \$5.58 PAIR.

Every pair guaranteed to be all pure wool and absolutely unwrinklable, pink or blue borders, all blankets finished single. Made as only Scotch people can make blankets. 7 lbs., 68 x 88 inches. For full double beds. 50 pairs. Sale price, Tuesday, pair, \$5.58.

REVERSIBLE TURKEY CHINTZ COMFORTERS, \$1.48.

Largest size, 72 x 78 inches, filled with pure white fluffy cotton filling, stitched designs, assorted patterns. 100 to sell at sale price, Tuesday, each, \$1.48.

1,000 YARDS VERY FINE SAXONY FLANNELLETTES AT 12 1/2c YARD.

33 inches wide, in pure white or pink, perfectly pure and a good, strong, perfectly napped flannellette, one of the best English makes, for winter wear. Sale price, Tuesday, per yard, 12 1/2c.

FANCY ENGLISH SHIRTING FLANNELS, 24c YARD.

Splendid new colorings, unshrinkable, strong, durable, warm Ceylon flannels, for men's or boys' winter shirts. 500 yards. Sale price, Tuesday, yard, 24c.

300 PAIRS SPOKE HEM-STITCHED PILLOW CASES.

43 x 23 or 45 x 33 inches, torn sizes, and made from strong bleached English cottons. Exceptional value Tuesday, 3 pairs for \$1.00.

200 BLEACHED DAMASK TABLE CLOTHS, \$1.25 EACH.

Warranted every thread linen, new bordered designs, sturdy Irish and Scotch makes, all are about 2 x 2 1/2 yards. Your choice, Tuesday, each, \$1.25.

300 LENGTHS FOR GUEST TOWELS, 19c EACH.

Each length is 14 x 27 and 15 x 27 inches, and is all pure linen, full grass bleached, figured huckaback, a big range of pretty new designs. If you buy now you will have plenty of time to embroider or initial them before Christmas. On sale, Linen Dept., upstairs, Tuesday, each, 19c. Phone direct to Linen Dept.



The Store Calendar:

TO-DAY the Store opens at 8 a.m. and closes at 5.30 p.m.

MONDAY (Labor Day) being a statutory holiday, the Store will be closed all day.

Our Increasing Mail Order Business

SINCE THE ANNOUNCEMENT HAS gone abroad that we would deliver goods free throughout the Dominion, our Mail Order trade has increased by leaps and bounds.

The aim of this store has been to reach a point in its development where it can serve on equal terms all the citizens of this great Dominion, and offer to every resident of Canada the advantage of Simpson Quality, Simpson Variety and Simpson Economy right at your own door without extra cost and without trouble or risk.

The enormous increase in our Mail Order Business has enabled us to respond to your good-will by being the first store in Canada to extend

Free Delivery to All Customers.

You need no longer figure out postage, express or freight rates, because the prices quoted in our catalogue are what the goods nearest station, except heavy or bulky goods, as stated in

The **SIMPSON** Company Limited



The Millinery Salon

Among the places that must be seen by women visiting Toronto during the Fair is the Millinery Salon at Simpson's. Here they see what is authentic and authoritative for the coming season and get a glimpse of beautiful models from the most famous of Parisian milliners.

On Tuesday, beside the imported models, we will be showing the handsome hats turned out by our own experts, all inspired by the piquancy of Paris, as well as a wonderful display of willow plumes, Duchess plumes, osprey and heron mounts and Paris feather novelties.

Better arrangements have now been made for looking after the interests of the young folks who like pretty hats. Our department for these goods has been doubled in size and contains the best assortment of headwear, from the small bonnet to the misser's hat, that we have ever shown. For Tuesday we have prepared nearly 100 Trimmed Hats, stylish New York shapes, neatly trimmed with ribbons or fancy feathers, very suitable for school girls of various ages. They will run in price from \$2.50, \$3.00, \$3.50 to \$5.00 each.

250 Highest Class Swiss Embroidered Robes

At Quarter Price

\$5.95 \$5.95

Worth from \$18.50 to \$23.50.

—Trimming Dept., Main Floor.

We were fortunate this time last year in closing a wonderful deal with the finest robe manufacturers in Switzerland, and which we cleared out in one day. The robes we offer for Tuesday have never been equaled in Toronto for style and quality; it is a veritable triumph of buying. Every one of them are advance models for next season and no two are alike.

We cannot possibly give an adequate description of them, but we just mention a few of the materials and styles:

Shadow and open hand embroidery in Madeira and Broderie Anglaise designs.

All-over embroideries.

Ivory and colored crepe with large coin spots embroidered.

Black and white pin spot and striped muslin, that looks and feels like satin.

Batiste, with hand embroidered spots.

Muslin trimmed with Cluny, Irish and Guipure laces.

Exquisite lawns trimmed all-over with good German Yaks and innumerable other shapes and materials.

Some of these will be shown in the lounge Street windows, but every robe, whether shown or not, is a good one and would sell ordinarily at \$18.50, \$20.00, \$22.50, \$25.00, \$27.50 and \$29.50. On sale Tuesday morning, Main Floor, New Building, at \$5.95.



To-day's Bulletin

The following Special Sales take place TO-DAY, as announced in yesterday's papers:

The Half-price Boot Sale for Men, Women and Children—(Second Floor).

The Blanket Sale—(Second Floor).

The \$6.50 Hats in the Millinery Department.

The Sale of School requirements throughout the Store—the mother's opportunity.

Exhibition visitors will find it very convenient and profitable to start the day by having breakfast at the Store. It is ready when the Store opens at 8 a.m. Everything from toast and coffee to a full course "American Breakfast."

The New "Eppo" Petticoat

The "Eppo" we consider the most practical and best fitting Petticoat ever invented. It is particularly suitable for wear with the prevailing style in top skirts.

Fits without alteration, any size of waist from 20 to 28 inches. The back is shirred flat on an elastic band — this stretches to fit the waist.

Side front opening with invisible glove-fasteners — no strings — no vest to gap at the back. Sold in Toronto only by The Robert Simpson Co.

Supplied in the following styles and materials:

Fine Imported Saten, lustrous finish, black only; deep flounce trimmed with accordion pleating, strapping and stitching, finished with narrow gathered frill and dust ruffle, \$1.50.

Heavy English Saten, lustrous finish, black only; seven-inch flounce, trimmed with rows of stitching, pin-tucking and finished with two narrow gathered frills, also dust ruffles, \$2.25.

Egyptine, a new light-weight fabric similar to "Heather-bloom," black, brown or navy, full, deep flounce trimmed with rows of stitching and pin-tucking, finished with narrow-gathered frill, also underpiece, \$1.75.

Egyptine, black only; deep sectional flounce is trimmed with rows of pin-tucking and gathered stitching, and finished with deep stitched frill, also dust ruffle, \$2.25.

Taffetine, black only; flounce is made with a deep-gathered frill and is trimmed all over with rows of fine pin-tucking, also underpiece finished with narrow-gathered frill, \$2.25.

Lengths 36, 38, 40 and 42 inches.