

CAMERAS

Vacation Snapshots Enlarged—Highest-class work at moderate prices. (Main Floor, Yonge St.)

The Robert Simpson Company, Limited

Store opens 8.30 a.m. Closes 5.30 p.m.



The Newest Black Suitings And Dress Fabrics

FROM THE BEST ENGLISH AND FRENCH MAKERS. This store was always noted for its dependable Black Dress Fabrics. We have always made a special study of this section and have always aimed at giving the very best possible values, quality and other essentials considered.

Exquisite Shades in Silks And Velvets

Our Paris representative has just sent us the loveliest collection of charmeuse brocades, charmeuse satins and Duchesse satins, in the very latest Parisian tones and pattern designs as now worn in the French capital of which we are making a special display.

Women's Sweater Coats

Our biggest and best showing of these adorable coats here. The sweater coat has come to be a necessity in every wardrobe for all seasons of the year.

Women's Sweater Coats, heavy, pure wool, fanciful, colors cardinal, grey or navy, two patch pockets, military collar, pearl buttons, buttons and buttonholes reinforced with satin, perfect fitting. Sizes 24 to 42 bust measure. Special Value \$1.99

Women's Sweater Coats, medium weight, pure wool, Norfolk fancy stitch, two patch pockets, pearl buttons, military collar or roll V-neck, shaped body, colors cardinal, navy, grey, brown or white. Sizes 24 to 42 bust measure. Special Value \$1.99

Our Special Hand Finished Coat for women, finest pure wool, heavy weight for all seasons, perfect fitting, every detail, the garment being high class in every particular, and the prices exceptionally low. Phone orders filled.

Women's Sweater Coats, heavy weight, pure wool, mannish collar, fancy rope stitch, two patch pockets, pearl buttons, grey with roll V-neck, shaped body, colors cardinal or white. Sizes for 10 to 16 years. Special Value 2.00

Girls' Sweater Coats, heavy, plain or fancy knit wool, mannish or button-up collars, pearl buttons, patch pockets, colors cardinal or grey. Sizes 6 to 14 years. Special Value \$1.99

Little Girls' Sweater Coats, medium weight, fine knit, pure wool, stand-up collars, pearl buttons, colors grey, navy, cardinal or white. Sizes 2 to 6 years. Special Value .75

AND THIS EXTRA SPECIAL. 200 Women's Sweater Coats, heavy weight, fancy knit wool, patch pockets, pearl buttons, mannish, military or V collars, exceptional choice in plain and combination colors, sizes from 14 years to 40 bust measure. Regular price, \$1.15 to \$2.25. Stock Price 1.00 (Third Floor)

Matrons' Hats And Toques

All hand-made, from good quality Lyons black silk velvets. The styles are small and most becoming, trimmed with moire ribbons, ostrich feathers, mounts and fancy cut jet ornaments. They come in all black, with a little touch of color. Prices for to-morrow,

7.50 to 10.00 (Second Floor)

Sparks From The Anvil

Day by day we are forging a chain of splendid values by which to link the Store with your life; economies and helps to your buying that will give you the largest return for every dollar spent within our walls. Thursday's list fairly sparkles with interesting items and runs over into another half page, which you will find elsewhere in this paper.

Come at 8.30 to make sure of the best values

Sweeping Reductions in Prices of Fine Oriental And Hand Made Rugs

To make room for our new rugs for the Autumn, we have decided to make these extraordinary reductions for one day to effect a speedy clearance of our stock-taking. Every rug carried over from last stock-taking, every rug quoted is far below the actual cost price and in several instances as much as \$100 to \$200 can be saved. The goods are all reliable, and in many cases exceptionally fine quality. The rugs quoted are the only ones offered at these extraordinary reductions:

20 Rugs, taken from our regular stock, inexpensive, hard-wearing rugs, which are particularly suitable for certain rooms, and have a decorative value not obtained in any other make of rug. The colors are moiré, silver, blue, green, red, yellow, and black. The rugs are of various sizes, from 12 x 12 to 12 x 18. The prices are as follows:

Women's Sweater Coats

Hand-blocked Linen Tafetas, every color and style of design is represented; 50 in. wide; in permanent colors. Price, per yard 2.00

Beautiful Rich French Shadow Tissues; 50 in. wide; handsome for portieres, window curtains or slip covers in the reception-room. Priced at, per yard, \$2.25, \$2.50 and \$3.00.

Rich French Antique Velvets, in shades of blue, gold, brown, mulberry, helio, terra cotta, crimson, etc. One of the most artistic hangings we have. Priced at, per yard 2.50

New Metal Tapestries and Brocades; glorious display. Priced at, per yard, \$3.35, \$3.50, \$4.00 and \$4.50 per yard.

Estimates given on all kinds of decorative work; upholstering old furniture, window shades, etc. A man will call at your house, take measurements, and give estimate free of charge. Call, phone or write, Drapery Department, Fourth Floor.

Suits for Women and Misses \$14.65

A manufacturer of very high standing has supplied us with his overmakes and reserve stocks of this season's styles, in serges, Bedford cords and tweeds; all tested clothes. The linings are of silk, satins, pearl de cygne or brocade; scarcely two suits alike, but a good range of sizes; new, bright goods, made to sell at \$22.50, \$25.00, \$27.50 and \$30.00. Thursday 14.65

CLEARANCE OF SEPARATE SKIRTS. Oddments from our regular stocks; the styles are correct and perfect-fitting; materials include serges, velvets, Panamas and cheviot serges, in black or navy; these garments sold regularly at \$5.00 and \$6.00. Thursday 3.55

NEW YORK COATS OF THE LATEST MODELS, \$19.50, \$22.50, \$25.00 AND \$39.50. Made from the newest fabrics, and in the styles shown by the best New York houses; handsome moire silks, fancy tweeds, in the new colorings, jacquard and matalasse cloths, soft reversible materials, and Persian cloths; styles are all distinctively different; fashionable short length models; handsome fur-trimmed wraps, and attractive full length models for tourists. Range of prices, \$19.50, \$22.50, \$25.00 and \$39.50.

RED RIVER COATS FOR GIRLS. Of 6 to 14 years; made for comfort and hard wear, from navy blanket cloth, with a deep yoke lining of self for more warmth; hood is lined with red all-wool flannel; a red knitted wool sash, with tasselled ends, long enough to tie nicely, comes with each coat; made in our own factory during their each season to sell now at a special price. (Third Floor) 4.50

Dressmakers' Day in the Notion Sale

An excellent opportunity for dressmakers to purchase their supplies at greatly reduced prices, as the prices quoted are for this day's sale only. Regularly 4c spool, Notion Sale price 3c, or 30c dozen. Basting Cotton, 1,000-yard spools; sizes 26 and 40. Regularly 10c. Notion Sale price 8c, 3 for 20c. Hooks and Eyes, Smart Set brand; guaranteed rust-proof; black or silver; all sizes; 2 dozen on card. Regularly 5c card. Notion Sale price 4c card, 45c dozen. Dome Tape, best make; black or white. Regularly 20c yard. Notion Sale price, yard 12 1/2c

MEN'S DERBY HATS

Christy's English make, dressy Fall and Winter styles, medium or heavy curl brims, well finished and fine grade of felt. Feather weight 2.50

The King Hat, the favorite for young men in all the correct styles, is now in stock. Come in and try them on. We'll be glad to help you in selecting the shape your personality demands. extra good values. \$2.00 and \$2.50 (Main Floor)

Satin Stripe Moire Petticoats 98c

Women's Petticoats of imported moire silk only; flounce is made with groups of knife pleating and is finished with black and white satin stripes. Sizes 24 to 42. Thursday 98c

KNIT TIE PETTICOATS, \$1.25. Petticoats in black only, with elastic fitting knitted top, elastic at waist, flounce is of fine moire silk, finished with pin tucking, strapping and two pleated flairs. Sizes 24 to 42. Thursday 1.25

WOOL EIDERDOWN ROBES, \$3.50. Women's lounging robes of woolen ripple eiderdown, cardinal, grey and helio, loose fitting back, rope girdle at waist, sleeves and collar finished with satin ribbon. Sizes 24 to 44. Thursday 3.50 (Third Floor)

"JUST OUT" NOVELS THAT ARE SELLING.

McCutcheon's new book, published this week entitled, "The Fool and His Money," by the author of "Brewster's Millions." Illustrated, cloth bound 1.10

WASH GOODS

47-inch French Voiles, with handsome borders, in colors of black, navy, cadet, grey, mauve, and light grounds with borders of old rose, pink, grey, mauve, etc. See window Wednesday, and be here early Thursday for this regular \$1.50 line for 98c

24-inch Heavy White Corduroys, in shades of brown, grey and blue. Regularly 25c for 25c. CLOSER, September Sale Thursday. 19c

24-inch Plain Colored Corduroys, in shades of navy and tan. Regularly 25c for 25c. CLOSER, September Sale Thursday. 19c

24-inch Shantung, in Repp Suitings, in linen, grey and navy. Regularly value 25c for 25c. CLOSER, September Sale Thursday. 19c (Second Floor)

Fancy Jugs and Jardinieres Majolica style, with large floral decoration. Small size, each 15 Jugs, 1-pint size, each 20 Jugs, 1 1/2-pint size, each 20 Jugs, 2-pint size, each 25 Majolica Hanging Flower Pots, with chains, in blended green or blue glaze: Small size, 40 15 Medium size 15 7-inch Majolica Jardinieres 30

Fancy Austrian China Tea Cups and Saucers; very thin, clear china, with dainty decoration. Specially priced at .10 Tea Plates, fine Austrian China, with border decorations. Specially priced at, each 10 Dinner Plates, with large floral decorations, on clear Carlsbad china. Specially priced at, each 9 Austrian China Dinner Plates, with border pattern of roses, on thin, hard china. Specially priced at 25 (Basement)

Your Fall Suit

We are showing a wonderful range of Men's High-grade Suits for fall wear; a range that will please the most exacting. The clothes were never in better pattern, and never more carefully selected, and the values were never so great. \$10.00 for a business suit is a specimen price. The suits are made from dependable English tweeds, in brown, showing a neat striped pattern; cut smart single-breasted, three-button style; strong, good-wearing linings, and 10.00

OUR \$15.00 MEN'S SUITS.

We keep our \$15.00 Men's Suits up to an unusually high standard; materials, styles, workmanship, and values are away above the ordinary; of plain blues, plain blacks, plain greys, fancy worsted and tweeds, we have a great variety, and will surely please you. They are made by expert tailors, in smart single-breasted, three-button styles, with fine mohair twill linings. Price 15.00

Men's Sweater Coats \$1.49

250 only left over from recent bargains, together with oddments from stock. Different colors. Mostly plain stitch style, with high collar. Regularly \$2.00, \$2.50 and \$3.00. Sizes 26 to 40 only. \$3.00 sharp. 1.49

MEN'S SHIRTS, 89c.

1,000 of Simpson's High-grade Neglige Shirts for Men, a few only slightly counter soiled, the rest perfect in every particular. The materials are strong, the fit of the shirt is guaranteed; all made in our own factory, and cut on the newest models. One of the best collections of shirts ever shown on the counters at this price. Regularly \$1.25, \$1.50 and \$2.00. Thursday each 89c

MEN'S UNDERWEAR FOR THE COOLER WEATHER.

We specialize in men's underwear at \$1.00 a garment. Here are a few of the lines at this figure: "Body Guard," "Comet," "Robinhood," "Morley's Flying Wheel," "Stralian," "Penmans," in several different kinds, and 1.00

French Lingerie Waists

Clearing up our cases and wardrobes for the fall waists. We have turned out just 75 of our dainty French waists, most of them hand-made, beautifully hand-embroidered or trimmed with real lace, high and low necks, long or short sleeves. Regular prices \$5.00, \$6.50, \$7.50, \$10.00 and \$12.50. Thursday to clear 3.95 (Third Floor)

Gloves and Hosiery

Women's All-wool English Cashmere Hoes, fall weight, closely woven, seamless, double heel and toe, sizes 5 1/2 to 10. Special, Thursday 29c

\$4.65 White Wool Blankets \$3.98 Pair

White Blankets, made in England, from an extra good quality of wool, with a very small percentage of cotton to keep from shrinking. Large size, 12 x 18, in dark or medium colorings. September Sale Thursday, 100% Regularly \$4.65. 3.98

REVEREND BIKOLINE COMFORTERS, with a pure white sanitary cotton filling, large size, 12 x 18, in dark or medium colorings. September Sale Thursday, 100% Regularly \$1.98. 1.49

BEAUTIFUL ALL-WOOL BLANKETS, 6 1/2 x 9 1/2. Finest quality pure Savoy wool Blankets—these are snowy white with pink or blue borders, finished and shipped singly, with a soft warm nap; weight 8 lbs., size 65 x 88. September Sale Thursday, pair 6.95

BLEACHED DAMASK, 25 YARD. Bleached Table Damask, heavy quality, assorted patterns, width 54 inches. Special, Thursday, yard 35c

WHITE FLANNELLETTE, 16 YARD. White Saxony Flannellette, with soft finish, 22 inches wide. Special, Thursday, yard 31c

TURKISH BATH TOWELS, 50c PAIR. Plain border, or fancy stripes, good heavy make, large size, with fringed ends. Special, Thursday, pair 50c

FINE BLEACHED ENGLISH LONGCLOTH. Women's Long White Cotton Washable Chambrayette. Clearing Thursday, 10 yards for 1.48 (Second Floor)

The Exhibition Samples of a Large Furniture Manufacturer

have been purchased for a great sale to take place in the department to-morrow. There are several hundred pieces, from which the few given below are chosen, all priced far below the usual figures. The goods are splendid, and well worth your attention and purchase.

Dining-room Suites, of solid, highly polished mahogany, Colonial design; buffet, china cabinet, serving table, extension table, 5 side chairs and 1 arm chair. Thursday selling 260.00

Combination Buffet, in golden oak. Thursday selling 31.80

Buffet, selected quartered oak, golden finish. Thursday selling 21.90

Buffet, selected quartered oak, golden finish. Thursday selling 19.90

Buffet, in golden oak. Thursday selling 16.40

Extension Table, golden oak finish. Thursday selling 16.80

Extension Table, in the fumed finish, Thursday selling 9.60

Dining-room Chairs, in golden oak finish. Thursday selling 18.40

Dining-room Chairs, in fumed finish. Thursday selling 12.90

Loonen's Parisian Ivory Toilet Goods

We are showing a very large variety of these dainty toilet articles, including Hair Brushes, Military Brushes, Hand Mirrors, Dressing Combs, Cloth and Hat Brushes, Bonnet Whisks, Manicure Pieces, Puff Boxes, Hair Receivers and Soap Boxes. We import these goods direct from Loonen, of Paris, hence our prices are based on direct purchase. We engrave the ivory in colors. (Toilet Dept., Main Floor.)

THE GROCERIES

2,000 lbs. Dairy Butter, in prints, per lb. 25 Smoked Rolls of Bacon, lean and mild, half or whole, per lb. 21

Maria Villa Breakfast Cereal, 3 packages 25 Edwardburg or Beehive Table Syrup, 5-lb. pail 14

Imported Pure Malt Vinegar, Imperial, qt. bottle 20 Choice Red Salmon, per tin 20

Fancy Japan Rice, 3 1/2 lbs. 25 Calumet Pure Orange Marmalade, 2-lb. jar 25

Scott & Taylor's Worcester Sauce, 3 bottles 25 Canned Peas, 2 lbs. 25

Canned Corn, 3 lbs. 25 Choice White Beans, 5 lbs. 25

One Cubes, 2 lbs. 25 Maggi Soup, assorted, 6 packages 25

Cow Brand Corn, 5 lbs. 25 Red Lentils for soup, 2 lbs. 15

Pineapple Lemons, 8 lbs. 25 Finest Mashed Potatoes, large size, per doz. 25

Potted Plants—500 Tulip Plants, reg. 75c, each 25

25c ASSAM TEA FOR 25c. 1,000 lbs. Fine Rich, Full-bodied Assam Tea, of uniform quality and fine flavor. A 50c tea anywhere, Thursday, per lb. 25 (Basement)

The Robert Simpson Company, Limited