The Robert SIMPSON Company Limited | Store Opens 8 a.m. | Closes 5.30 p.m. | H. H. FUDGER, President. J. WOOD, Mngr. | Probabilities Light to moderate winds; fine; stationary or lower temperature. | The Robert SIMPSON Company Limited

Some of the Dainty New Dresses

A dainty creation in French Chiffon Dress, in champagne, ivory and pale grey; waist is prettily trimmed with lace and tucks of small pearl ornaments; graceful elbow sleeves; skirt is completed by lace and deep band of satin around bottom. Special price $29.50.

A stylish One-piece Dress in black voile; waist elegantly trimmed with silk, embroidered across front; yoke and collar made of fancy lace; skirt is cut in the modified narrow pleated effect. Price $25.00.

Extremely Dainty Net Dress, made of fine French net over Jap silk; front and back are elaborately trimmed with lace insertions; skirt is trimmed with deep lace insertion and fine tucks at bottom. Price $22.50.

An attractive Coatee of silk chiffon, brown, over any style of dress; the exquisite trimmings of this chic model make it distinctly appropriate for dress wear; the shades are soft tones of green, brown and rose, also black. Price $39.00.

Girl's Full Length Coat, of frieze cloth, in navy or red; deep turn-over collar of black velvet, which is trimmed with narrow gold braid and military buttons, single breasted style, and fancy patch pockets. Ages 4 to 14 years. Price $4.25.

Girl's Long Coat, of diagonal serge, in navy, brown and scarlet; this coat is self lined to waist; has turn-over collar, trimmed with braid, turn-back cuffs and fancy pockets, both trimmed with braid to match collar; double breasted style. Ages 6 to 14 years. Price $7.50.

Girl's Poniette Coat, which is lined throughout, college collar and turn-back cuffs, and is trimmed with novelty buttons. Ages 4 to 14 years. Price $5.95.

Girl's Coat, of beaver cloth, in navy and brown, cardinal and green; this coat is double breasted, with college collar, turn-back cuffs and fancy pockets; the collar, cuffs and pockets are trimmed with black military braid, relieved by a narrow gold braid and piping of velvet. Ages 4 to 14 years. Price $5.75.

Misses' Full Length Coat of good quality diagonal serge, in navy and black; shawl collar, trimmed with black cuffs and fancy pockets; the coat is semi-fitting, and lined to waist. Price $8.75.

$4.00 Net Waists $2.49

200 Lovely Net Waists, fine and coarse mesh, silk lined, dainty yoke of guipure lace motifs, heavy embroidered front, group tucking, new shaped sleeves, white or ecru; also a smart tailored style, with 1-inch tucking front and back; front opening, shirt sleeves, finished with touches of Dresden silk, black, navy, white, ecru or pearl grey. Sizes 32 to 42. Regular $4.00. Saturday $2.49.

100 Splendid Waists, of rich chiffon silk, black only, wide tuck at shoulder, yoke composed of pin tucking, and beautifully braided with black silk soutache, front opening, tucked sleeves, deep tucked cuff. Sizes 32 to 42. $4.50 value. Saturday $2.95.

A Tailored Shirt Waist of pure Irish linen; made with visible front opening, with 20 pin tucks on either side, and wide pleats at shoulder, tucked back, shirt sleeves, linen collar and cuffs. Sizes 32 to 42. Exceptional value $1.95.

Dollar Dress Goods To-morrow

DRESS FABRICS AND SUITINGS.

Our Special Premo Shantung, in a full range of new subdued colors for fall wear, unshrinkable. 46 inches, $1.00.

Silk and Wool San Toys, very dressy fabrics, for house and outdoor wear; all new shades, also black. 44 inches, $1.00.

Sedan Broadcloth, beautiful finished quality, in a range of new colorings, shrunk and unspottable; also black. 52 inches, $1.00.

Diagonal Suitings, the new wide wale twill, very popular for fall suits and coats; lovely range of colors. 46 inches, $1.00.

Homespuns and Friezes, specially adapted for coats, full heavy weight, self colors and two-tone colors. 50 and 52 inches, $1.00.

Hopsac Suitings, for fall and winter wear, new fall colorings. 52 inches, $1.00.

WEST OF ENGLAND SERGES.

2,000 yards Popular West of England Serges, in all the new colors for fall wear, fine, clear cut twill, and specially adapted for tailored suits and coats, unshrinkable, and fast dyes. 52 inches, $1.00; 54 inches, $1.25.

SPECIAL SALE OF SERGE SUITINGS—$1.00 QUALITY, FOR 75c YARD.

3,000 yards "Serges," in the new mill finish, cheviot finish, coating finish, Campbell's twill finish; full range of colors, including new shades, in greens, browns, taupes, greys, tans, new navys, in military and marine shades, new amethysts, new reds; all pure wool and unshrinkable. 52 inches. Regular $1.00. Saturday 75c.

DELAINES AND CHALLIES.

A special purchase just arrived of French Delaines and Challies, in a lovely choice of colorings, in red grounds, cream grounds, brown grounds, green grounds, navy grounds, etc., stripes, spots, florals, rosebuds, etc., excellent qualities. Regular 45c and 50c. Saturday 35c.

Sale of Dress Silks, 58c Yard

3,000 yards, a special purchase of new and fashionable Dress Silks; they are all of such weaves and colors that are in the greatest demand for this fall and winter styles, both for afternoon and evening wear; some of the new colorings are aloes, chataigne, guepe, aconite, gendarme (blue), volga, including all the soft, pale shades of rose, sky, maize, apricot, coral, etc., etc., ivory and black. These silks are of such qualities that sell steadily at 75c and 85c per yard, but we intend selling them all in one day, Saturday sale price 58c yard.

We Have Prepared for a Big Millinery Business To-Morrow

A large number of splendid styles in Women's Trimmed Hats have just come from the workrooms for to-morrow's selling. They are all exceptionally good style and value, and most of them are hand made effects, in French velvets, in the very choicest colors. They will be marked for quick selling at prices from $6.00 to $10.00 each.

Over 100 New Hats are made up for our big special at five dollars. All the best colors, and include many hand made effects in velvet. Special $5.00.

200 New Hats for Children, in the cutest felt shapes, with velvet, Paisley silk, or silk ribbon, colors cardinal, navy, white, brown, greens or tan. Prices will be $1.50, $1.75, $2.00, $2.25.

Four Values in Black Ribbon

A shipment of wide Black Ribbons has just arrived, in which are these four special values in heavy taffeta:

4⅜ inch Black Taffeta, 15c yard.
5⅛-inch Black Taffeta, 19c yard.
6-inch Black Taffeta, 22c yard.
7-inch Black Taffeta, 25c yard.

A Sale of

Real Lace Shams and Runners

At an Exceptional Price.

A very high grade manufacturer's sample line of Real Lace Renaissance, Battenberg, Cluny and Duchesse Shams and Runners, in a large variety of styles and designs, 30 x 30 shams, 20 x 54 runners. We would emphasize the fact that the centres of all these goods are of pure Irish linen, which is used only in good class articles. Ordinary prices would be $1.50, $1.75, $1.95 and $2.50 each. The whole to clear Saturday at 98c each.

Kellaric Mattresses

To-morrow the last day of the special demonstrator.

Filling of pure white cotton, fresh from the cotton fields of the south; specially constructed machinery cards the cotton into clean, buoyant, elastic sheets, which are built, layer upon layer, until the required weight is reached. The Kellaric is covered with best grade of dustproof art ticking. It has strap handles on each side that it may be easily turned. It has laced end that anyone may see that pure cotton is used. Made in sizes:

3 ft., $9.50; 3 ft. 6, $10.50; 4 ft. and 4 ft. 6, $12.50.

New Feather Boas

A select showing of Fine Imported Ostrich Feather Boas, white, black, grey, black and white, grey and white. Prices $2.25 to $22.50.

40 only Fine Grade Ostrich Feather Boas, with glossy fibres, in black, white, grey, black and white, grey and white. 62 inches long. Saturday $5.50.

Now It's the Men's Turn

For the last two days we have been directing your attention to the new apparel for women. Our sumptuous showing of autumn styles is still in its glory on the Third Floor. But with madame and mam'selle fixed up to their heart's content, we want to focus attention upon our

Autumn Showing of New Apparel for Men

Are women interested in this? Of course they are, and they'll see that their men-folk don't miss this opportunity of "playing up" to the Paris frocks and new tailored suits—they want particularly well-dressed escorts this season, for the styles were never so striking.

The new clothing for men will be found on the Main Floor, Richmond street, on Saturday morning. See the right hand column of this page for fuller details.

A Special Purchase of Boots from Boston and Montreal

1,800 Pairs Men's Boots 500 Pairs Women's Boots 300 Pairs Children's Boots

Reductions as follows:

MEN'S TAN BOOTS.

600 pairs Men's Boots, tan storm calf waterproof leather, Blucher cut, made on four good lasts, double and triple thick Goodyear welt soles, reinforced shanks, brass hooks and eyelets. All sizes 5 to 11. Worth $5.00. On sale Saturday $2.95.

600 pairs Men's Boots, tan Russia calf, Blucher style, medium and heavy Goodyear welt soles; all sizes 5 to 11. Worth $4.50. On sale Saturday $2.95.

MEN'S PATENT COLT BOOTS.

300 pairs Men's Patent Colt Boots, creased vamps, dull matt calf Blucher tops, single and double Goodyear welt soles; all sizes 5 to 11. Regular $5.00. Saturday $2.95.

MEN'S CALF BOOTS.

300 pairs Men's Calf Blucher Boots, dull mat calf Blucher tops, on four good easy fitting lasts, heavy Goodyear welt soles; all sizes 5 to 11. Regular $4.00. Saturday $2.49.

WOMEN'S FALL STYLE BOOTS.

500 pairs Women's New 1910 Fall and Winter Style Boots, Blucher, button and lace styles, American makes from Boston, patent colt, vici kid, velour calf and tan calf leathers; all sizes 2½ to 7. Regular prices $3.50 and $4.00. On sale Saturday $2.49.

CHILDREN'S BOOTS.

300 pairs Children's School Boots, Blucher and button styles, vici kid and Dongola kid leathers, medium and heavy soles, spring heels; all sizes 3 to 10½. Worth $1.00. Saturday 73c.

Saturday Hosiery

Women's Black Cashmere Hose; the lot consists of plain and ribbed; manufacturers' samples; English made; double spliced heel, toe and sole. All sizes. Regular 50c. Saturday, pair 29c.

Women's Silk Hose, black and tan; they have lisle thread top, heel, toe and sole, where the wear comes; gauze weight; all sizes. Regular 75c. Saturday 59c.

Boys' and Girls' School Stockings, ribbed black cashmere, double spliced heel, toe and sole; fall and winter weight; sizes 6 to 8½. Regular 35c, 40c. Saturday 25c.

Women's Real French Kid Gloves, two dome fasteners, oversewn seams, gusset fingers, good quality skins, black, white, tan, brown, grey, mode, green, navy; all sizes. Regular $1.00. Saturday 75c.

Men's Undressed Suede French Kid Gloves, grey only, dome fasteners; a glove for dress or street wear; manufacturer's samples; all sizes. Regular $1.00, $1.25. Saturday, pair 79c.

Men's Fine English Made Cashmere Socks; the lot consists of fancy checks and stripes, also grey, with silk embroidered fronts. Regular 50c. Saturday 29c.

Simpson Blankets

The success of our Blanket Sale has been built upon the fundamental honesty of the blankets we have for sale. You will find that they weigh and measure never less but often more than the weight and size advertised. Make your own test on these for to-morrow's selling:—

(Second Floor, Yonge Street.)

$5.60 PURE SAXONY WHITE WOOL BLANKETS $4.49.

8 lbs., 68 x 88 inches; made from the longest, cleanest Saxony wool, beautifully napped, pink or blue borders. Only 60 pairs. Sale price Saturday, pair $4.49.

$4.20 WHITE SAXONY WOOL BLANKETS $3.28.

A beautiful Blanket for single or twin beds; made from the best Saxony wool, thoroughly cleansed and perfectly napped, pink or blue borders, 6 lbs., 60 x 80 inches. Sale price Saturday, pair $3.28.

$6.50 WHITE WOOL BLANKETS $5.19.

Another lot of big Blankets, 10 lbs., 72 x 92 inches; made from long Canadian wool; full warm napping; pink or blue borders; thoroughly sanitary. 60 pairs only, per pair Saturday $5.19.

THE NEW COATINGS FOR LADIES AND CHILDREN.

Black silk seals, black and fancy sealettes, black and fancy caracula, black, grey or cream curl cloths, cream and fancy bearskins. An immense range at the Flannel Counter, second floor, corner Queen and Yonge streets.

BATH ROBE LENGTHS $2.75 EACH.

Beautiful colorings and designs; enough in each length for a Bath Robe; all new; on sale Blanket Section, second floor. Each, Saturday $2.75.

Fancy Girdles, Frogs and Cords to match, set 50c.

(Phone direct to Linen Department.)

The Robert SIMPSON Company Limited

Our Fall Showing of Men's Suits and Coats

Now Ready for Your Inspection

(Main Floor, Richmond Street.)

SPECIAL VALUE IN MEN'S TWEED ULSTERS AT $15.00.

Made up with the new convertible collar; can be worn with comfort, in lapel style or buttoned up close around the throat; an excellent garment for driving or motoring; the material is a heavy Scotch tweed, in fancy grey and brown mixtures; lined with heavy mohair lining; well tailored; sizes 36 to 44. A leader at $15.00.

Men's Winter Weight Overcoats, made from an imported Isaac Carr's melton, in a rich black shade; cut from the new winter models, in single breasted Chesterfield style, with broad, well built shoulders; long, shapely lapels, and neat black velvet collar; excellently tailored in every way, finished with a wide wale lining, and haircloth sleeve lining. Sizes 35 to 44. Price $19.50.

Men's Fall Weight Overcoats, made from a fine quality English tweed, in a handsome medium grey herringbone weave; cut from the stylish single breasted Chesterfield models, with broad shoulders and full chest effect, finished with neat velvet collar; splendidly tailored and perfect fitting. Sizes 35 to 44. Price $10.50.

Men's Imported English Paramatta Waterproof Coats; cut in the full raglanette style, with strapped seams, double texture material, guaranteed waterproof; in the popular motor shades. Sizes 36 to 46. Special value at $8.50.

MEN'S SUITS.

Men's New Fall and Winter Suits, made from a fine English fancy worsted, in a rich brown shade, with neat self and faint green and red thread stripes; cut from the latest three-button single breasted sack models; carefully tailored in every detail, and finished with best quality linings and trimmings. Sizes 36 to 42. Price $15.00.

Men's Imported West of England Fancy Worsted Suits, in a handsome dark grey shade, with neat black and white thread stripes; cut in the latest three-button single breasted sack style, with hand padded shoulders and lapels; finished with best quality linings, and first-class tailoring; perfect fitting. Sizes 36 to 42. Price $18.00.

BOYS' FALL AND WINTER CLOTHING.

Boys' fine quality English Tweed Three-piece Suits, in a dark and medium grey stripe pattern, with light thread stripe interwoven; cut in the popular double breasted style; splendidly tailored and finished with best quality twilled mohair linings. Sizes 29 to 33. Price $7.00.

Boys' Scotch Tweed Two-piece Suits, in the new brown shade, with neat self and faint fancy colored thread stripe; cut from the latest American double breasted models, with well built shoulders, and neat shaped lapels; finished with good quality linings and trimmings; pants bloomer style. Sizes 25 to 33. Price $6.75.

Boys' Durable English Tweed Two-piece Suits, in a grey pick and pick pattern, with faint green thread stripes; cut in the favorite single breasted Norfolk style, with loose box pleats and belt; pants bloomer style; made full and roomy, with strap and buckle at knee. Sizes 25 to 28, $4.75; 29 to 33, $5.75.

Boys' Fall Weight Overcoats, made from a rich fawn English covert cloth; cut in the latest Russian style, buttoning close up to the throat, with neat Prussian collar and self belt; finished with double row of gilt metal buttons. Sizes 4 to 8 years. Price $4.50.

Only Eleven Coats at this Price

11 only Men's Fine Quality Fur Lined Coats, shells are of fine imported black beaver cloth, expertly tailored in latest style; body and sleeves are lined with select grade, medium dark, well furred muskrat skins, and have shawl collars of prime furred dark otter, in deep shawl style; a specially good garment at a very close price. Saturday for $41.50.

Another special line is our Marmot Lined Coat, with good black shell, nicely finished, at $33.00.

Christy's Celebrated English Made Derby and Fedora Hats, in all the new fall and winter, 1910 and 1911, styles, specially fine wearing and dependable hats, at special prices. Saturday $2.00 and $2.50.

Also an extra choice quality at $3.75.

We also carry an exceptional large range of other well known English makes at $1.00, $1.50, $2.00 and $2.50.

Neglige Shirts About Half Price

2,000 Men's Neglige Shirts, manufacturer's left-overs; we bought these at the price of the material only; we pass them on to our customers at the same percentage of reduction; in the lot are all styles, materials and patterns of the newest designs; not one of these shirts would cost less than $1.50. Saturday clearing at 75c.

Men's Wool and Camel's Hair Underwear, a splendid garment for winter wear, soft next the skin, and will give good hard wear, double breasted, elastic rib cuffs and shirt; buttons close to neck. Saturday $1.00 garment.

Men's Pure Wool Sweater Coats, without collars, knitted in the fine rib style, and comes in colors of grey piped with self color or cardinal; two pockets on each coat. These are easily worth $2.50. Saturday $1.98.

A Small Convulsion Among the China

THREE SPECIALS FOR SATURDAY'S QUICK SELLING.

1,300 Tea Cups and Saucers, best English chinaware, gold edge, line and clover leaf design. Saturday special 9c.

Dinner Set, 97 pieces, in Vitro china, splendid hard wearing body; this ware will give lasting satisfaction; decorated in dark green band, with heavy gold lines; one of our new open stock patterns. Complete set Saturday $12.50.

100 Fruit Bowls, ruby glassware, rich gold decoration. Saturday 98c.

New Wall Paper on the 5th Floor

Saturday is a good day for the family to select Wall Paper.

Pretty parlors, warm and cheerful dining rooms and halls, and bright bedrooms. Come and see them. Bring length and width of each room, and we will figure it out for you.

New Parlor, Dining Room and Hall Papers, in greens, browns, greys, pinks, cream, blues, in two-tone or color effects. Per roll 10c, 15c, 25c, 35c, 50c, 75c, $1.00.

New Bedrooms, latest shadings. Per roll 6c, 8c, 10c, 15c, 25c, 50c.

SPECIALS FOR SATURDAY.

2,600 rolls Parlor and Dining Room Papers. Regular 35c, Saturday 19c; regular 65c, Saturday 29c.

2,350 rolls Bedroom Papers. Regular 20c. Saturday 9c.

6,000 feet Room Moulding. Regular to 2½c. Saturday 1¼c.

Fresh Cut Flowers

Roses, pink, white and red, per doz. 40c.

Asters, per dozen 15c and 25c.

Bouquets, each 15c.

Fern Pans at 40c and 50c.

Phone direct to department.

Two Special Novels

FOR SATURDAY.

"The Fascination of the King," by Boothby.

"Nell Gwynne of Old Drury," by Hall Downing.

These are cloth bound, original editions, published at $1.25. On Saturday 25c per volume.

(On sale Book Department.)

Groceries

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 26c.

Toasted Corn Flakes, 3 packages 25c.

Loaf Sugar, 4 lbs. 25c.

Baker's Cocoa, ½-lb. tin 22c.

Maconochie's Pickles, mixed, chow and walnuts, pint bottle 22c.

Imported French Peas, per tin 12c.

Shirriff's Marmalade, 2-lb. jar 25c.

Rich Red Salmon, Nimpkish Brand, regular 20c, per tin 17c.

Clark's Pork and Beans, plain or in Chili sauce, large tin, per tin 10c.

Bluebell Jelly Powder, assorted flavors, 4 packages 25c.

Pure White Comb Honey, per section 24c.

500 lbs. Fresh Peel Cake, regular 20c, per lb. 15c.

Candy, 500 lbs. Fresh Walnut Maple Cream, per lb. 10c.

Telephone direct to department.