

# The Robert Simpson Company, Limited

## New Apparel for "His Majesty" The Baby

Daintiness is the special feature of everything new that has been received in this section; every requisite is here, and at such special prices that many lines are being quickly snapped up. We will fill phone orders for these.

- Infant's Cloak, fine all-wool cream cashmere; cape handsomely silk embroidered; silk cord on collar. Price Tuesday ..... 2.50
- Infant's Bonnets, white poplin, turn-back, trimmed with silk braid and wide silk ribbon; long ties; sizes 11 to 16 inches. Very special value. .35
- Infant's Robes, fine nainsook, elaborately trimmed with dainty embroidery and fine Val lace insertions, tucks, lace edges, braid covered seams; lengths 30 inches. Special value. .1.25
- Infant's Skirt to match above robe; tucks, embroidery and Val lace insertions. Val lace edges; lengths 30 and 36 inches. Price ..... .50
- Flannellette Slips, fine quality, color white, satin bound edges; length 30 in. Reduced to ..... .43
- Flannellette Barrowcoats, fine quality, color white, quilted cambric waist, length 30 inches. Price. .50
- Diapers, rubber lined cambric. Kleinert's Reliable, bound edges, pearl buttons; small, medium, large. Price Tuesday ..... .35
- Jackets, loose knit, fine wool, all white or white with sky or pink silk edges. Special price ..... .25
- Baby Blanket, heavy quilted sky or pink silk, small pocket, pin cushion; very dainty. Price ..... 3.25
- Absorbent Diaper, soft white canvas, Turkish towelling centre. Prices 20c and 25c.
- Infant's Wrapper, soft white flannellette, blue or pink collars, cuffs and revers; silk ties; length 30 inches. Price ..... .60

## NEW TUNICS

We are making a wonderful display of new and fashionable French Tunics. Day by day new goods are pouring in, and to cope with this influx we have marked 300 individual garments, worth \$15.50, \$25.00 and \$29.50, at the low price for Tuesday of ..... 12.50

## Waists

The incomparable Crepe de Chine Waist at \$5.00. Nothing can detract from the varied qualities of this wonderful waist. We are specializing for quality, style, and durability, and it is beyond compare. Piped yoke style, with low "Sun-shine" collar, short sleeves and turn-up cuffs. Comes in white, black, champagne, cadet blue, navy, tobas and sky; sizes 32 to 42-inch. Our special at 5.00

## Matting Suit Cases

Matting Suit Cases, two outside leather straps, all edges bound, strong lock and side catches, lined with pocket. Tuesday special. 24-inch, \$3.75; 26-inch, \$3.95.

## A Sale of Boots and Oxfords

4,600 pairs of Men's, Women's and Children's Footwear, including "Queen Quality," "Boston Favorite," "Tetrault," "McCready," and other brands. Store opens at 8.30. MEN'S "TETRAULT," "MCCREADY" AND OTHER HIGH-GRADE BOOTS, \$2.95. 1,600 pairs, in button and laced styles; made from selected patent calf, velours calf, gunmetal and tan Russia calf; on the newest fall and winter lasts; every pair are Goodyear were \$3.50, \$4.00 and \$5.00. Tuesday special ..... 2.95

## Eyeglasses and Spectacles \$3.50

One week's special sale. Glasses that cost regularly \$4.00, and in some cases up to \$7. Eyeglasses complete with the gold-filled ear-chain, any case fitted during the sale for \$1.50. No matter how difficult or complicated your case. The frames and mountings are the best quality 1-10 12k gold-filled quality, and guaranteed to give entire satisfaction. The more expensive Toric lenses and fused bifocals not included in this \$3.50 sale price. Eyes tested without charge by specialists. Optical Dept., Second Floor.

## THE ATTRACTIONS OF OUR FALL OPENINGS

This is a season of splendid novelty, a fall when every woman can please herself in the selecting of modes and colors from an almost endless display of exquisite wares. From filmy laces and whitewear to boots and shoes, everything is provided for the fashionable costume, suits, gowns, millinery, and an enormous range of silks, velvets and suiting materials; all here and included in our great Fall Opening Displays—an inestimable help in the planning of your wardrobe. Music and flowers lend their charm to the occasion, and all the comforts of a good hotel are provided for visitors to the Big Store. You are welcome.

## THE NEW MILLINERY

Of the thousands that have passed through our Millinery Showroom in the last few days, their expression and comment are most encouraging. One is easily convinced that there are many customers and visitors who appreciate what we have to show from the world's great arbiters of fashion, Paris, London and New York; modelled from these, and shown along with these are our own productions. Three of our most noticeable models are: By Germain—An exquisite set of mole fur, of two pieces; the toque is oblong in shape, having a curved brim, the front of which completely hides the crown, but curves toward the back, and shows a full soft crown of fur; the only trimmings is a rich, extra full sweeping mount of Bird of Paradise, caught directly in front, over which, and around centre of the brim, runs a small crushed corded silk rope. The muff, which is very large, has graduated stripes of mole fur, alternating with stripes of shirred corded silk ribbon, forming the muff, which is trimmed with selected skins of sable, and lined with rich corded silk. Price Tuesday ..... 400.00



## New Moire Petticoats \$2.00

Fine imported moirette, in neat satin stripes; blue, Copenhagen brown, wisteria and taupe; the flounce is made of wide pleated groups of wide box-plats and knife-pleating. Sizes 16 to 42. Tuesday ..... 2.00

## \$1.50 Silk Hose 98c

Women's Heavy Silk Thread Hose, "American" clear firm weave, splendid value, double toe and sole; light, spliced heel and toe; sizes 8 1/2 to 10. Worth \$1.50. Tuesday ..... 98c

## New Fall and Winter Suits for Misses and Small Size Women

Suits of chevrot and English serge, together with imported tweeds; made in clever styles, with skirts that show the high waist lines, and are button trimmed; colors navy, black, grey and brown. Specially priced \$11.00, \$12.75 and \$14.75.

WOMEN'S AND MISSES' SUITS, \$12.50. Exhibition visitors are invited to look at these distinctive suits, in several styles; they are made from men's wear serges that wear wonderfully well; the styles are the very latest, being copied after New York models. 12.50 A splendid assortment. Price ..... 12.50

## The Newest Silks

The predominance of velvet and silk broche effects is to be a leading and distinctive feature in fall styles; we are showing the newest weaves in all the new brocades, in velvets, satins, moires, crepes, charmeuse, etc. New Chiffon Plush, beautiful brocade designs, 3.50 32 inches wide ..... 3.50

## The August Sale in the Drapery Section

STERLING VALUE. NEW GOODS. PROMPT ATTENTION. Fabrics from England, Germany, France, Italy, Japan, etc. A selection of the futurist drapery materials are here seen for the first time in Canada. HAND-BLOCKED LINENS, \$2.00 YARD. The usual \$2.50 and \$2.75 quality. Every color and style of design is represented, including the new Art Craft Color Combinations. 60 inches wide. Permanent colors. August sale price, yard ..... 2.00

## Men's Waterproofs

Made from a double texture Paramatta cloth, in fawn color, that will give good service; cut 50 inches long, to button to the chin, with close-fitting collar; all seams securely sewn and cemented; a big value waterproof coat. Special 6.95

## Flannellette Blankets \$1.35 pr.

Largest size, 70 x 34, best Canadian make, with pink or blue border; 200 pairs to clear, in white only. Tuesday, per pair ..... 1.35

## Views of Toronto

Souvenir Folder, 22 views 10 Exhibition Folder, 22 views 10 100 Views Toronto ..... 15 100 Views Toronto, colored ..... 25 Large book of Views ..... 50

## Specials in Lighting Fixtures

1 Lt. Chain Pendant, complete with leaded art glass lantern, in various colors and designs. Regular selling \$10.50. Tuesday ..... 7.49

## Bathroom Fixtures

Bathroom Mirrors, with selected plain glass, set into a nickel frame of brass and heavily plated with pure nickel. By a secure and successful process the glass is fitted with a nickel back which ensures the glass from staining or breaking from the unequal expansion or contraction. Size 12 1/2 x 14 1/2. Tuesday in Basement, \$10.75; size 18 1/2 x 20 1/2. Tuesday in Basement, \$12.50.

## A Handsome Display of Dresden China

Copies of the Marie Antoinette style, dainty shapes and decorations. Dresden flowers, basket designs and M. A. monogram. All these dishes have period design and include salad dishes, chop plates, baskets, candlesticks, cups and saucers, bon bon compots. Prices range from \$1.50 to \$12.00 each.

## The Groceries

One Car Standard Granulated Sugar, 21 lbs. ..... 1.60 Choice Picnic Hams, 6 to 8 lbs. each, per lb. .... 25

## Men's "Hand Made" Sweater Coats

A variety of colors and contrast colorings; made in five or eighty-two wool; these coats are perfect; and keep their shape always. Get one before crossing the lake. Special \$5.00 and \$7.00.

## Men's English "Rainaway" Coats

Made from one of the finest English Burberry cloths, in fawn color; a full overcoat and raincoat combined; it is cut long, loose, with Raglan shoulders; beautifully tailored; English make. Price ..... 20.00

## Men's Hats

150 Men's and Youth's Straw Hats, clearing of our boater shape hats, in split and sennit braids. Regular prices \$1.00, \$1.50 and \$2.00. Tuesday for, each, only ..... .85

## Specials in Lighting Fixtures

1 Lt. Chain Pendant, complete with leaded art glass lantern, in various colors and designs. Regular selling \$10.50. Tuesday ..... 7.49

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