MONDAY MORNING 12

THE TORONTO WORLD.

SPEL-118 31 12 8 1913

The Robert Simpson Company, Limited A Store on Parade Men's Shirts and Under-**Bon Ton Corsets**

A good Corset is not a luxury; it is a necessity in every sense of the word; and more so this season than for some time. Wherever fashionable women congregate, there also will be found Bon Ton Corsets. Miss Hendrick, one of New York's foremost corsetieres, will be in our Corset Section all this week in your interest, demonstrating the qualities which have placed these corsets second to none the whole world over; comfortable support; graceful carriage; ease and elegance of style, and exceptional value, are the most notable features of these garments. Our stock is now at its best, and contains models for every figure. Prices from \$12.00 to \$4.00. Make an appointment to-day. The models at \$4.00 show the very low bust, with the straight skirt, the medium bust with the straight skirt, and new models for slender, medium and stout figures. Ask to see the model that is built for you.

Wash Goods

Millinery To make our further showing of Fall Millinery an interesting feature for to-morrow. The second shipment of real Austrian velours have arrived and will be opened up for Tuesday, along with these beautiful rich hats, we add an extensive line of French ostrich mounts of the Nell Gwynne style, in solid and two-tone effects. These are full 20-inch lengths. and our price for Tuesday selling will be, each 3.75

Our stocks in Cotton Kimono Cloths are now complete and ready for your inspection. 28-inch Polonia Velour Eiderdown,

28-inch High-grade German Eider-down, in all wanted shadings, with dainty floral borders; lovely goods;

Dress Goods

Fashionable Shot Curl and Boucle Suitings, in lovely color blendings. More Velour de Laine Suitings, the newest French production in plain and corded effects. Brocade and Broche Suitings, in a big variety of designs and color combinations. Peau de Peche Suitings, in rich velvet pile finish; very popular and effective. French Ratine Suitings, in pure wool qualities and the best French shades. Popular Whipcord Suitings, in plain colors, two-tone colorings and shot effects. Diagonal and Wide Wale Suitings, in all the most fashionable colors; a great variety to choose from. Bedford Cord Suitings, in self colors, two-tone and shot effects, ctc.

Dress Goods Department, Second Floor.

September Blanket Satins and Sale

\$6.25 WHITE WOOL BLANKETS, \$4.88 PAIR.

STRIPED FLANNELETTE, 7e YARD 3,000 yards Striped Flannelettes, suitable for men's or boy's shirts. 32 inches wide. Clearing Tuesday,

Primarily a store is a place where one goes to buy things. But during these early Fall days the store is something

more. There is an element of the educational about it that makes it the greatest show place in the city. We are glad to welcome you if only to carry with you an impression of the wonderful, comprehensive way in which we go about the supplying of your needs; of the liberal pricing, and the marvelous variety that we place at your command.

STORE OPENS 8.30 A.M. CLOSES 5.30 P.M.

Splendid Suits for Women \$13.50

Suits for fall wear; made from navy and black serges, in a new style; beautifully tailored, with silk linings, and novelty bone buttons. Tuesday Sale price 13.50

40 SAMPLE COATS, WORTH \$22.50 AND \$27.50, TUESDAY 8.30, \$14.85.

In the very latest styles and fabrics; wool tweeds, in fancy weaves and colors; soft blanket cloths and curl cloths; becoming short or full length models; some very handsomely lined and trimmed. Remarkable value 14.85

CLEVERLY DESIGNED SKIRTS FOR MATERNITY WEAR.

One particularly good style has plain front and back panels; size adjusting on side panels by means of dome fasteners, and has a cluster of side pleats at foot. Another style has plain front and back panel, side gores are cut in fancy point effect, ornamented with buttons; size adjusting in same way by means of hooks and eyes and tapes; material is good quality serge in black or navy. Prices \$4.75 and \$5.50.

Men's Stiff Hats \$1.50

Men's Stiff Hats, new fall shape; medium crown, with rolling brim and wide silk bands; bow at side or back; fine grade English fur felt. Tuesday 1.50

Men's Soft Hats, in new greens. moss, navy, tan, grey, brown, heather and black; latest Alpine and fedora shapes; special grades of imported fur felt, and spiendid values at \$1.50, \$2.00, \$2.50 and \$3.50.

wear

During the Exhibition rush several different lines of shirts and underwear were more or less soiled through handling; to make up size ranges and quantities, we have added several odd and discontinued lines. No phone or mail orders filled. Come at 8.30.

2,000 Men's Neglige and Outing Shirts; laundered cuffs and collar; band or reversible collar; materials are cambrics, cashmerettes, percales, ducks, etc.; the cheapest shirt in the lot is 75c quality, but they mostly sell at \$1.00 and

Men's Balbriggan Underwear; some pure white mesh shirts and drawers in the lot; mostly ankle length, and long sleeves, in the balbriggan; sky, grey, pink, white and natural. Regularly 39c and 50c.

Simpson's \$15 Men's Suits

Simpson's \$15.00 Suits for Men are known from one end of Canada to the other; wonderful values, finest English materials, plain grey, plain blue, plain black worsteds, fancy tweeds in greys and browns, and fancy worsteds. Smart singlebreasted, three-button styles, fine twill mohair linings, excellent tailoring. Price 15.00

SPECIAL SALE OF WATERPROOF COATS TUESDAY 8.30 A.M. SPECIAL \$6.95.

8.30 Tuesday morning we put on sale Men's Waterproof Coats that will be of more than ordi-nary interest. They are made from choice double. texture English paramatta cloth in fawn color. It is cut single-breasted, motor style, close fitting collar, all seams securely sewn and cemented. An excellent waterproof coat. Tuesday morning 8.30 special 6.95

Here is a rare chance to buy the finest all-wool Saxony Blanket we stock, at a greatly reduced price, weight 7-lbs., size 64 x 84. Regu-larly \$6.25. September Sale Tuesday, pair 4.88 New Shot Brocaded Satins, in pretty flower and spray designs. with plain satins to match. Per 2.50 vard Ally \$0.25, September Sale Tuesday. **54.85 WHITE BLANKETS, \$3.93 PAIR.** White Wool Union Blankets, close-ly woven, thoroughly unshrinkable, weight 5 lbs., size 68 x 58. Regular-ly \$4.85. September Sale, pair. **3.93 DOWN COMFORTERS, \$5.95**. Cambric Comforters, in a pratty assortment of colorings, neat floral designs, size 72 x 72. September Sale. Tuesday 5.95

New Charmeuse Broches, having the softest of finish and the mos beautiful flowered designs in softtoned fall shadings, such as now shown in Paris, London and New York: 42 inches wide. Yard. 2.50

Moire Effects-The hard-finished Moire Francais of former years has given place to soft-draping Moire Velours. Moire Brocades and Moire Tuesday 5.95 \$2.45 GREY BLANKETS, \$1.95 PAIR. Super Grey Union Wool Blankets, good serviceable quality. 7 lbs. weight, size 58 x 78, regularly \$2.45. September Sale, pair 1.05 Regence. In colors and black, we show the very latest patterns, with plain cords and satins to combine with them.

New Chiffon Silk Plushes, in deep rich pile, fast dye colorings, and pretty autumn shades; 32-Inch. Per

New Shot Velveteens, with plain and brocaded effects to use in conjunction with them, are displayed in the darker tones; 27 inches wide. Per yard 2.50

Worrall's Black Chiffon Velveteen. a perfect product from a maker of repute; absolutely perfect in pile. Ave and finish: 44-inch. Per yard 2.50

Our New Black Satins, in charmeuse, duchesse, meteor and velour finishes, are all standard qualities, 2.50

Satin Petticoats \$1.98

Perfect fitting garments. in extra quality: satin. black and grey colors, cerise, emerald, Copenhagen. royal blue and grey; neat flounce

JAPANESE CREPE GOWNS \$1.89.

Long Kimono Gown. of heavy Japanese crepe; Oriental aud floral patterns; cut extra fuil; sleeves and fronts finished with Japanese silk, in harmonizing colors, sky, pink, navy, helio and gray. Tuesday 1.89

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Corset Cover **Embroideries**

1.800 vards of new Corset Cover Embroideries, 18 inches wide, good quality of cloth. open-work patterns, beading for 14-inch "Bebe" ribbon, Simpson's special, Tuesday, NEW NOTTINGHAM NETS

200 pieces of pretty All-over Nottingham Nets, "shadow" narrow stripes, imitation pin tucking and floral designs, 18 inches wide. Simpson's snecial, Tuesday, per vard 25



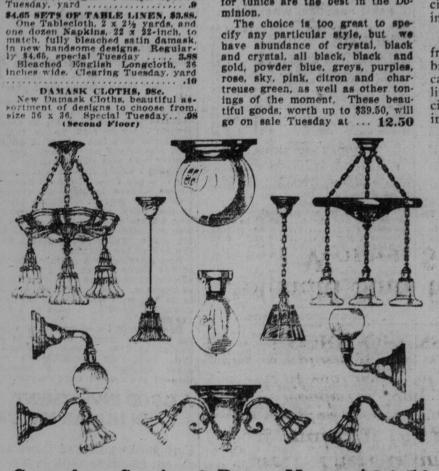
There is nothing so graceful or so economic as a heavy crepe de chine.

Our "Sunshine" Crepe Waist has attained wonderful popularity. We are now showing a high neck and and show showing a high neck and long sleeves, as well as the low "Sunshine," with the piped yoke and short sleeves; comes in ivory, black. navy, cadet, champagne, brown, grey, pink, sky and mauve. Our sneefel mice is Our special price is 5.00

TUNICS MAGNIFICENT FRENCH 200 TUNICS, WORTH FROM \$19.50 TO \$39.50, SELLING FOR TWELVE-FIFTY.

Actually the best and most at-tractive lot of garments we have ever shown; intrinsic value, wealth of choice, and exclusiveness of design are, as always, in evidence, for our resources and our sales for tunics are the best in the Dominion.

The choice is too great to spe cify any particular style, but we have abundance of crystal, black and crystal, all black, black and gold, powder blue, greys, purples, rose, sky, pink, citron and char-treuse green, as well as other tonings of the moment. These beautiful goods, worth up to \$39.50, will go on sale Tuesday at ... 12.50



Complete Set for 6-Room House \$24.50

Tuesday and during the week we will place on sale this high-grade outfit. of 11 lighting fixtures, exactly as illustrated. The workmanship and construct ment just opened up, 3 and 31/2 yards long. Very special tion are of the very besi, and all chain and metal parts of solid brass. The price includes all gizseware complete, and installed in your home without extra charge in city limits. Express charges will be paid by us on out-of-town orders. (All lamps and insulation joints charged extra.) Sale price effects, small point de esprit, Tuesday 21.50



A complete four-piece Tea Set, including tea pot, sugar bowl, cream jug and spoon holder: full silver-plated satin finish, with hand engraved decorations. Regularly \$9.00 set.

Tuesday complete 5.98

Travelling Goods

23A.

Matting Suit Cases, leather corners, brass lock and catches, strong handle, neat lining. Special Tuesday, 24-in., \$1.40; 26in.. \$1.55.

Keratol Suit Cases, steel frames, strong handle, good brassed spring lock and side catches, rivetted corners, neat lining, with inside straps. Spe-cial Tuesday, 24-in., \$1.30; 26in., \$1.45.

School Boots Special Showing of Neat Solid Leather Boots. in Both Button and Laced Styles, for Everyday Wear.

Sizes 1 to 5. Tuesday 8.30 .. 1.99 Sizes 11 to 12. Tuesday 8.30.. 1.69,



SECTION DRAPERY

The One Extra Special for Tuesday Selling. 35c NEW ENGLISH CHINTZ, 22c YARD.

In light and dark designs, for sleeping or living apartments, pretty floral, conventional and Persian effects, 32 and 34 inches wide, all fast washing colors. Regular value 30c and 35c per yard. Tuesday's one great special, per yard .22 NEW SCOTCH MADRAS.

White and Cream Scotch Madras, rich designs, beautiful quality, 45 to 54 inches wide. We never offered a better selection. Tuesday, 50c and 60c yard.

30c SCRIM, 19c YARD.

Bondered Scrim, in ecru and cream plain centres, with pretty colored borders, 40 inches wide, for dining-rooms, libraries, dens, etc. Reduced to clear Tuesday, yard19 \$1.25 CRAFTSMAN'S CLOTH, 85c.

All wool, 50 inches wide, all standard shades, for portieres and window hangings, most effective when treated with an applique or tapestry banding. Tuesday special, yard .. .85 NEW FRENCH UPHOLSTERING

Tapestries in a display of designs and colors unequalled, suitable for wall coverings, hangings or furniture covering. See display Fourth Floor, priced at \$1.50, \$1.85, \$2.00 and \$2.50. SWISS LACE CURTAINS.

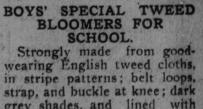
New designs, pretty floral and spray effects, a new ship-ORIENTAL COUCH THROWS, \$2.75 EACH.

Rich colors, size 100 x 60 inches, all-over patterns and medallion effects. Tuesday, each 2.75

Dinnerware

tan browns, in neat, small pat-terns. Sizes 32 to 35. Tuesday 10.00

Special price, per set 1.79 FOR THE PRESERVING SEASON. Fruit Jars. Crown Improved, pints, per doz. 455 Crown Improved, quarts, per dozen. 455 Perfect Seal, pints, per dozen. 55 Jar Rubbers. Ordinary, per dozen 5 Pure rubber, per dozen 5 Covers for Schwamm Jars. per dozen 20 Metal Rings for Crown Jars. per dozen 15



Young Men's

Tweed Suits

You can only appreciate good

clothes by wearing Simpson's styles for young men. Our

\$10.00 special tweeds are per-fectly tailored in a smart sin-

gle-breasted two-button style.

with vest to show slightly

above lapel of coat; trousers are of medium width, and fin-

ished with cuff bottoms; the

shades are of rich browns and

grey shades, and lined with white cotton linings; sizes 22 to 34. Tuesday 1.00

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DUKE

Printed Linoleums-40c, 45c and 50c per Sa. Y4. Inlaid Linoleums-85c, \$1.00 and \$1.25 per Sa. Y4. Enormous shipments of new English and tapestry carpets in the well-known standard qualities, in exceptionally fine designs and colorings, with stalra to match, per yd. 50c, 65c, 75c and 90c Extra fine quality Silk Rugs, copies of hand-made Persian Prayer Rugs. In soft shades of old gold, copper, pale greens, duil reds and silver grey colorings, with most magnificent borders. 27 in. x 54 in., Tuesday, \$6.12; 23 in. x 64 in., \$12,25.

Floor Coverings

Wonderful new seamless Wilton Rug in all the newest designs and colorings for the scheme of decoration now in vogue. We call special at-tention to these rugs, because they cannot be duplicated elsewhere: \$16.00 22.50 35.75 45.00 9.0 x 12.0 Tuesday 59.50 4.7 x 6.7 Tuesday 5.7 x 7.10 Tuesday 6.7 x 9.10 Tuesday 7.10 x 11.1 Tuesday 9.10 x 13.2 Tuesday 75.00 10.0 x 14.9 Tuesday

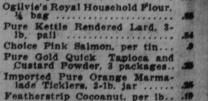
Bathroom Fixtures Fixtures which are guaranteed not to rust, made of the best brass and heavily nickel-plated, newest and most attrac-

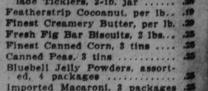
rust, made of the best brass and heavily nickel-plated, newest and most attrac-tive designs. Tooth Brush Holder, to hold 6 brushes. State of the state of the state of the state Tooth Brush Holder, for 5 brushes. With glass tract Tuesday. Tumbler Holder, solid pattern, to fix to wall. Tuesday. Soap Dish, to hang on wall, shell pat-tern. Tuesday. Single Combination Tumbler and Tooth rn. Tuesday Single Combination Tumbler and Tooth rush Holder, in two designs. Tues-

Toilet Paper Holders. Tuesday 50c,

Toilet Paper Holders. Tuesday 50c, 65c, 58c. Soap Dishes, to sit on wash basin. Tuesday 50c and 90c. Spape and 80ap Dish Combination. Tuesday 65c, 75c, 81.00. Double Combination Two-glass and Tooth Brush Holder, Tuesday 1.50 Double Combination Soap and Two-class Holder. Tuesday 1.50 Towel Bars (with round ends), extra strong according to length. Tuesday 50c, 55c, 60c, 65c. Class Towel Bars. Tuesday 90c, \$1.15, 81.35, 82.00, 84.50, 86.00. BUECIAL SALE OF SANTABY DUSTLESS MOPS. 200 Line for 51.40. A special make of a Medicated Sani-fandle, either the ring style of tri-andle, either the ring style of atlable size to sonk mop in Extraordinary with for Tuesday 1.40 SLOO TIN SPECIAL OIL FOR 500 Specially Prepared Oil, for above more 1.00 tin (if bought with mop) Tues







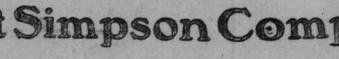
Imported Macaroni, 2 packages Canned Haddie, Brunswick Brand, per tin Fancy Carolina Rice, 3 lbs.... Armstrong's Onion Salad, per bottle

Canned Pineapple, small tin . CANDY SECTION.

Main Floor and Basement.

500 lbs. Sugar-Coated Choco-lates. reg. 50c, per lb. 1,000 ibs. Imported Tangerine and Lemon Silces, per lb. ... 1,000 Ibs. Chocolate-Covered Cream Caramels, reg. 25c, per

The Robert Simpson Company, Limited



Made on a next easy fitting Blucher last of doncois kid leather. patent to cop median weight sole; sizes 5 to 10's "Boy Scout" Boots, in all leathers, Goodycar weited or McKay sown soles, button or laced, from 2.29 to \$2.79. (See them Tuesday)

.59c Yard

BOYS' SPECIAL SCHOOL BOOT \$1.99. Made from strong Box Kip Leather, with double solid leather soles and

ortable low Meels-Nizes 11, to 2. Tuesday 1.89 Sizes 8 to 10¹2. Tuesday 1.59 CHILDREN'S SPECIAL BOOTS, 7fc. Made on a neat easy-fitting Blucher

Oriental Ribbons

We have now received our Fall shipments of Imported Scotch printed and iniaid Linoleums in all the new designs and colors, suitable for any

