

H. H. FUDGER, President
J. WOOD, Manager

THE ROBERT SIMPSON COMPANY, LIMITED

PROBABILITIES.
South to west winds; showers and thunderstorms; cooler by night.

THE ROBERT SIMPSON COMPANY, LIMITED

Wednesday, Sept. 15, 1909



Fall & Winter STYLE SHOW

THE season of Fall Fashions, 1909, opens formally in this store to-day. It is needless to say that we have made preparation for *this* Autumn on a scale and plan such as was absolutely and impossibly out of the question before we took over the New Building. You will see for yourself to-day, doubtless, what these preparations mean to you.

To us they mean a personal journey to the capitals of fashionable Europe, an expenditure of capital and vitality unprecedented in the history of the store, and the painstaking labor of weeks and months. We make a demonstration to-day and continue it to-morrow. We leave the question of our success in the balance. You decide. See and judge.

We call your attention to the following list of representative values. We stand by them or we fall.

3 Quotations from Each Section of the Great Cloak Department

SUIT SECTION.

- 1.—Ladies' and Misses' Suits of fine English woads and Venetians, strictly tailored, plain colors and mannish shadings, \$12.50.
- 2.—Ladies' and Misses' Suits of English serges and woads; new extra long coats, clever New York styles, \$16.50.
- 3.—The latest New York styles for both ladies and misses; made up in woads and serges, in lovely new shades and black; 75 different models. Our specialty suit, \$25.00.

COAT SECTION.

- 1.—Smart Tailored Suits, in new diagonal serges, dark and light greys, \$8.50.
- 2.—New Autumn Coats, new wide weave diagonal serges, amethyst shades and greys, \$12.50.
- 3.—Fine Tailored Coats, in English tweeds, new greys, semi-fitting, very smart, \$15.00.

DRESS SECTION.

- 1.—Handsome Gown, of satin cloth, trimmed with tuck and buttons, black, navy and wisteria, \$12.50.
- 2.—Very stylish, "Gypsy Age" Style Dresses, in fine all-wool, Panama, in new shades, \$14.50.
- 3.—The new "Pannier" Dress, of rich satin, new shirred hip effects, new colors; a splendid copy, \$27.50.

SKIRT SECTION.

- 1.—Ladies' All-wool Panama, new semi-pleated styles, very smart. Exceptional value, \$5.00.
- 2.—Ladies' All-wool Black Velle, good quality and color, trimmed with taffeta silk, \$5.75.
- 3.—Misses' Skirts, of English cheviot and tweeds, new semi-pleated styles, \$2.95.

GIRLS' SECTION.

- 1.—Girls' Stylish School Dresses, in English serges, sailor and Russian styles, ages 10 to 14, \$2.85.
- 2.—Girls' Coats, tailored, English frieze, ulster styles, ages 5 to 14 years, \$3.95.
- 3.—Girls' Coats, new tweed styles, smart mixtures, wide strappings, ages 10 to 14 years, \$5.00.

WAIST SECTION.

- 1.—New English Model Waists, pure silk, lovely new shades and ideas, \$4.75.
- 2.—Clever Waists of net and silk, very stylish and new effects, black, ecru and white, \$2.95.
- 3.—Fine Tailored Waists, of rich mercerized broche, all white, \$1.39.

PETICOAT SECTION.

- 1.—Rich Silk Milette Petticoats, handsome satin stripes, lovely new colorings, worth \$4.50, \$2.95.
- 2.—Handsome Silk Taffeta Petticoats, black and all the new shades, new strapped founce, \$3.95.
- 3.—Elaborate Model Skirts, of rich silk milette, the very latest ideas. Worth \$6.50 and \$7.50, \$5.00.

Fancy Feathers Underpriced

800 samples of Fancy Feathers go on sale Thursday morning; no two alike in the lot; all colors represented; wings, quills, bandous and fancy mounts; all are in perfect condition, regular prices range from 50c to \$1.50 each. Sale price, 38c, 48c, 58c.

Royale Corsets at a Dollar a Pair

About the best value in the Corset Section we have offered this season. The model is the latest Directoire style, and comes in fine strong material. On sale Thursday. Royale Corsets, a beautiful stylish model, in strong white coutil, medium bust, long Directoire back and hips, rustproof steel, 4 wide, 4 fine garters, lace and ribbon, sizes 18 to 26 in. Thursday, a pair, \$1.00.

At \$1.00 Per Yard

Can you doubt Simpson's supremacy in the Dress Goods trade after seeing our display of fall fabrics at \$1.00 per yard? Thousands of yards, scores of weaves, a hundred shades, hundreds of patterns and designs. Come and see. What a rich showing we have at the moderate price of \$1.00 per yard. Broadcloths, Worsteds, Prunella Cloths, Cheviots, Voiles, San Tows, Ottomans, Wide Wale Weaves of all kinds, 46 to 54 inch widths, \$1.00 per yard.

Beautiful Array of New Silks & Velvets

ALL Society is planning its wardrobe for evening wear now-a-days—and now-a-nights, too. In this connection we might say that no one source of inspiration is so fruitful as the department where the fall silks and velvets are displayed. Come and see. Seeing is a delight, and looking is your unquestioned privilege. 1000 yards New French Mole Dress Silks, in the latest fall colorings, at \$1.50 yard. 1000 yards New French Ottoman Cord Dress Silks, rich, stylish dress fabric, in the new fall shades, at \$1.25 yard. 1000 yards New Swiss Paillette de Sole Dress Silks, a new and fascinating weave, in a large range of the most fashionable colorings for fall wear, at \$1.00 yard. 1000 yards New French Libertys, exceedingly fashionable for evening wear, in this season's new tints, 24 inches, \$1.25 yard. 1000 yards New Black Dress Silks, New Mole Velours, New Gros de Londres Faconne, New Regence Diagonal, New Dress Cords, fashionable Black Silks, at \$1.00 yard. 1000 yards New French Couche Velvets, large selection of the new fall shades, at \$1.90 yard. 1000 yards New Swiss Liberty Mésaline, extra fine quality, newest fall shades, at 75c yard.

\$3.85 Blankets Clearing Out at \$2.98

THE September Blanket Sale continues to attract housekeepers. We add flannels to the list of good buying opportunities for Thursday, and travelling rugs and table napkins beside. (Second Floor, Yonge St.) Clearing lot splendid quality White All-Wool Blankets, made from long Canadian Wool, cleaned, spun, and finished in a most thorough manner, pink or blue borders, guaranteed by us to give perfect satisfaction, 7 lbs., 64 x 84 inches. Regular \$3.85 per pair. Thursday, \$2.98. One of the finest Blankets made in Canada, manufactured absolutely for "Simpson" selling, no better, cleaner, warmer or daintier looking blankets could possibly be turned out; warm as down; also note the extra size, 70 x 84 inches. Per pair, Thursday, \$4.55. 1000 yards Heavy Bleached or Unbleached Canton Flannels, twilled back, full napping, absolutely pure, 25 and 28 inches wide. Per yard Thursday, 8c. 18 only Finest Pure Wool Scotch Stripes or Travelling Rugs, handsome plaid, fringed ends, full sizes. Regular \$5.00 each. Thursday \$5.68. 25 dozen only very fine, rich Satin Damask Table Napkins, every thread warranted pure selected linen, bleached on the green in old Ireland, very handsome, new bordered designs, fine weave and good weight, 22 1/2 x 22 1/2 in. Per dozen Thursday, \$2.48.



Rain Coats for Men Who Want the Newest

WE have opened the Rain Coat season. Come and see the new wrinkle for 1910—Triple front. All kinds of Rain Coats, though, here in the Men's Store. See— Men's New Style Triple Front Waterproof Auto Coats, made from a genuine English Paramatta cloth, in fashionable auto style, with an extra over-lap down the front of coat, making a thoroughly storm proof garment; cut 52 inches long, with neat Prussian collar, and wind strap on sleeves. Sizes 36 to 46. Very special value \$12.00. Men's Raincoats, in dark Oxford, grey, fawn and olive green, English covert cloth, made 52 inches long, Chesterfield style, with good body lining, mohair lined, \$10.00. Men's Raincoats, made of smooth finished English covert material, in new fall shades; cut 52 in. Chesterfield style; a storm resister, also suitable for dress wear; good trimmings, fine workmanship. Very special \$12.00.

For Men and for Autumn

ALL weights in British and Canadian Wool Underwear. Fine English, Austrian and Canadian and American Shirts, fine English Flannel Pyjamas and Shirts, fine English Flannel Pyjamas and Night Robes, Wool Sweater Coats, Sweaters, Cardigans, etc., American Eider Bath Robes, new styles, American Neckwear; new goods in each section of the Men's Furnishing Department at Simpson's prices. Men's Medium and Summer Weight Pyjama Suits, well assorted styles and colors, fancy stripes, fancy trimmed, plain, etc.; odd suits, broken lines, etc. Regular prices to \$3.00 per suit. Thursday \$1.99 per suit. 200 Men's White Outing Shirts to go at 49c each; collar attached style made from fancy white stripe vesting. Thursday 49c. Men's Fine Chambray and Cambric Shirts; cuffs attached, all well sized and well made garments; sizes 14 to 17. Regular price 75c. Thursday 50c.

Fall Showing of Muslins For Evening Wear

THE development of the processes for treating cotton has made possible a refinement and beauty for cotton fabrics where until the last few years only "prettiness" and quaintness was thought possible. If proof of the fact be wanted, you have not far to look. Our Evening Muslins are in! For to-morrow we offer specially:— French Printed Organdies for evening wear, in all the daintiest designs imaginable, white, mauve, pink and sky grounds, with most beautiful combinations of floral designs, roses, sprays, clusters, buds, etc. This is an exclusive purchase of sample pieces; hardly any two alike. These will be greatly worn this winter, as dresses are to have full or panner effects. Special Thursday, 29c. Dainty Striped Voiles in a full range of evening wear shades, pink, sky, Nile, mauve, black, white, cream, etc., 46 inches wide, 6c. Satin Stripe, double effect, very dainty for evening wear, pink, sky, black, mauve, white and cream, 46 in. wide, 6c. The best French Organdies for the ball or dinner party; tulle ground work on white, pink or other colors; all the newest designs and combinations of colorings from Paris; 29 in., 66c. A new full range of our celebrated Dotted Silk Mull, known generally as Zurich silk, 29 inches wide; all the new shades in the range; colors, black, white, cream (2 shades), lilac, gobe-lin, old rose, olive, delft, ciel, jaspe, etc. navy, marine, light and dark brown, peach, apricot, prunella, wisteria, pink, wood rose, tassel, silver grey, sage, saddle and many others. The beauty of this material is that it will wash and still retain its rich silky lustre. 33c.

Business Men's \$4.00 and \$5.00 Boots for \$2.95

WE picked up a thousand pairs—and they are all right. We say so—and you know what sort of a shoe department we have to back up what we say. When you come and find who manufactured these shoes you'll have another reason for confidence. Goodyear welted, mind you, and the up-to-day city styles. We expect an invasion to-morrow morning at 8 o'clock. 1000 pairs of Business Men's Boots, made from selected box calf, viel kid, patent calf and tan Russia calf leathers; modish Bucher cut; medium and heavy Goodyear welted soles, cut from English oak bark tanned stock; all sizes from 5 1/2 to 11. Regular prices \$4.00 and \$5.00. On sale Thursday at the special purchase price, \$2.95.

Cashmere Stockings Now

Women's Plain and Ribbed Black Cashmere Hose, seamless, double spliced sole, heel and toe; all sizes; right weight for fall wear. Regular 35c. On sale Thursday, pair, 25c. Misses' Plain and Ribbed Black Cashmere Hose, seamless, double spliced sole, heel and toe; fall and winter weights. Regular 25c. Thursday, pair, 15c.

Women's Sweater Coats

Just two hundred of these splendid Sweater Coats for quick selling Thursday. They are scarce elsewhere, and will be picked up in a hurry. 200 only Women's Sweater Coats, heavy fine knit wool, fancy ribbed, vest neck, two pockets, large buttons to match color; colors white, navy, grey. Sizes 32 to 42 bust measure. Thursday, each, \$1.75.

Ladies' Umbrellas \$1.25

120 only Ladies' Umbrellas, taffeta tops, close rolling frames, full size; the handles are carved horns of very pretty designs. Special sale Thursday \$1.25.

Groceries for Thursday

- 2000 lbs. Fresh Dairy Butter in 1-lb. prints, per lb. 25c.
- Choice Sugar-cured Ham, half or whole, per lb. 18c.
- Tilson's Premium Oats, large package, 25c.
- Pure White Wine Vinegar, XXX, per gallon 25c.
- Pure Pickling Spice, finest, per lb. 35c.
- Mustard, in bulk, per lb. 25c.
- Salt, in 5-lb. bag, 3 bags 14c.
- Choice Red Salmon, Cook of the North Brand, 1-2 lb. flats, 3 tins 25c.
- California Seedling Raisins, 3 packages 25c.
- Canned Corn or Peas, 3 tins 25c.
- Choice Pot Barley, 3 lbs. 25c.
- Scott-Taylor's Worcester Sauce, 3 bottles 25c.
- Telephone direct to department, Main 7941.
- 35c ASSAM TEA, 25c.
- Almost everybody likes it, and hardly anyone ever tires of it. 600 lbs. Thursday, per lb. 25c.

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