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LONDON, Sept.

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The engagement Nights play "K tonight at the Pr

a rare treat for the big fair week. "Joseph and His Garden of Allah." most wonderful of the age.

Fine Display of neen's, Corne perant Mr. W. Dineer

Teutons.

## Store Closes Store Opens The Robert Simpson Company, Limited Store Closes at 8.30 a.m. The Robert Simpson Company, Limited at 5.30 p.m.

## Clearing Women's Oxfords at 95c

500 pairs splendid fitting Shoes; made on new and popular lasts; in both button and laced styles; gunmetal, kid, tan Russia calf, patent colt and velours calf leathers; sizes 2½ to 4. Regularly \$1.50, \$2.00 and \$2.50. (No mail orders 

"QUEEN QUALITY" AND "DOROTHY DODD" WHITE BOOTS, \$1,99.

Regularly \$4.00, \$4.50 and \$5.00; fine white canvas and white nu-buck button and laced boots; made on up-to-date lasts, and beautifully finished; Goodyear welted soles; high or low heels; sizes 21/2 to 7. Monday . .... 1.99 BOYS' BOOTS, \$1.65.

Made from Dongola kid; laced Blucher style, with solid leather soles and heels; sizes 1 to 5, Monday \$1.65; sizes 11 to 13, \$1.45. GIRLS' CALF BOOTS, \$1.99.

This is a grand school boot of box calf leather; neat solid leather soles; comfortable low heels. Sizes 11 to 2, Monday \$1.99; sizes 8 to 10½, Monday \$1.69; sizes 5 to 7½, Monday \$1.49.

## Rush Prices in

Gloves, Hosiery
Women's "Llama" Plain Cashmere
Hose, scamless, medum weight, English make, soft fine yarn, closely
knitted, spliced heel, toe and sole,
sizes 8½ to 10. Reg. 35c. Monday 39 

Men's Fine Suede Gloves, French make, soft pliable skin, 1 dome fast Women's Real French Kid Gloves: extra soft, pliable, real kid skin, 2 dome fasteners, gusset finger, over-sewn seam; black, tan and white sizes 5½ to 7½, \$1.00 value. Mon-

### Handkerchiefs, Neckwear, Laces

Women's Lawn Handkerchiefs, 8 for Bes 6 for 25c and 8 for 25c. Women's Linen In'tial Handker-chiefs, 2 for 25c, 3 for 50c and 25c. eniers, 2 107 20e, 3 tor 50e and 25c. Men's Initialed Handkerchiefs, 3 for 50e; 25c, 3 for \$1.00 and 50e; men's plain linen, 10e each, 2 for 25c, 15c each, 3 for 50c, 25c, 3 for \$1.00, up to 75c each; men's lawn handker-chiefs, 4 for 25c.

NECKWEAR FOR WOMEN All the styles as now worn. Plauen lace collars: round, shoulder and cape styles, organdy pique, plain and embroidered, values 50c up to \$1.00 each, all one price. Monday .....25 Nottingham Shadow Laces, for much less than regular prices, 11. 18 and 24 inches, 20c, 25c, 35c and 50c per yard.

TWO EMBROIDERY SPECIALS. 

### Women's Hand Bags

Big buying enables us to make this exceptional offer. occo, crepe grain. Morocco grain and seal grain leathers, every new shape, including the neat narrow shapes so popular at present, all colors, including black; all are silk or leather lined, fitted with mirror and card or coin purse. Regularly \$1.50 to \$2.50. Monday ........98

#### \$1.00 Moire Petticoats 69c

Extra Quality Imported Moire Pet-ticeats, in black, navy, emerald and brown: flounce of knife and box pleating, headed with novelty tuck-ing, lengths 36 to 42. Regularly \$1.00. Monday, reduced to .....69 

# Black and Navy

Suitings Demonstration Monday New Granite Suitings, New Metal Weave Suitings, New Gabardine Suitings, New Velour Suitings, New Cashmere Serges, New Botany Serges, Men's Finished Cloth Serge, New Mill-finished Cheviot Serges, New Mill-finished Cheviot Serges, English Worsted Serges, West of England College Serges, New Triscotine Suiting, Velour Gabardine, New Mill-finished Diagonals, Cheviot Wide Wale Suitings, New Honeycomb Suiting, New Crepe Suiting, New Moire Suiting, French and English Cheviots.

CONCERNING OUR BROADCLOTH. A wonderful aggregation of pop-ular and fashionable suitings. New shades of blue and black; also in a complete range of new Fall shades in the chiffen, paeon and glove finishes. Guaranteed fast permanent dyes, soap shrunk and will not spot with

### Best Silk Offering of Season

000 yards of this season's most fashionable shadings in wide-width Silk-Satins, Every shade for street wear and the most exquisite evening tones. In blues there are several shades of navy, with saxe, Copenhagen, sky, peacock and king's blue. In green—bottle, emerald, reseda, myrtle and nile are represented. Browns and tans are numerous, maize, gold, rose, coral, pink, plum, purple, mahogany, amethyst, many shades in grey, etc., and plenty of cream ivory. Monday, per yard .94

1,000 Yards of the Popular Silk Crepe de Chines, 40 different shades, both plain and ripple weaves, 40 to 42 inches wide. France. Beautiful tones and striking designs, 42 inches wide. market price is \$1.00 per yard more than we now quote.

1,000 Yards of Black Satin Paillette and Duchesse Satin, from
Swiss and French makers. Qualities that are worth \$1.35 on

## Great Sale of Women's Coats Monday \$13.85

Travellers' samples, in the very latest styles, selling at less than cost of making; every one new, and different in material and cut; curly cloths, reversibles, plaids, soft chinchillas, broadcloths and mixtures, cape styles, Redingotes, semi-fitting and Balmacaan; all showing the newness for fall wear. 8.30 rush price Monday ... ... ... 13.85

A SPECIAL IN SUITS. Calling for an early visit; a limited quantity of black or navy serge suits; coats silk lined, and well tailored; skirts in a variety of styles. Short bargain Monday ... 4.95 MISSES' AND WOMEN'S SUITS, PRICES \$15.00 TO \$25.00. Dozens of styles in the new military, Redingote, Cossack and tailored modes; materials are gabardine, duvetyne, broadcloths, serges, cheviots, diagonals and mixtures; many show only one of a kind. Prices \$15.00, \$16.50, \$19.50 up to \$25.00. DRESSES FOR MISSES AND WOMEN ON BARGAIN AT \$4.95.

Made from imported serges, in Copenhagen, navy and black. Suitable styles for school girls, business girls, or medium size women; styles are all new, and exceptionally smart; some trimmed with striped silk of contrasting shades; size 16 years to 38 bust. Remarkably Jewelry for 98c Monday good values at ..... 4.95

#### WOMEN'S SKIRTS, \$1.95.

A big bargain for early shoppers; a manufacturer's samples; new goods; never before shown. The styles are good; some have long tunics; materials include serges, Panamas, tweeds, diagonals and cheviot serges; a good assortment of sizes. Regu-

## The Second Contingent

of visitors to the Fair will begin to arrive Monday. This store is ready to receive them from far and near, and to make them welcome.

ON MONDAY the new millinery will have blossomed out in all its glory. We had to get busy to secure Paris Hats. but they are well represented.

ON MONDAY a surpassing display of Silks and Velvets, no better on the Continent of America, awaits your choosing. ON MONDAY throughout the store you'll notice the hum of Autumn business-the flush of Autumn maturity, the full and plentiful yield gathered from many lands. The harvest of good things, the plentiful fruits of toil, are

here to reward our earnest workers and to supply your every want. Store Hours: 8.30 a.m. to 5.30 p.m.

### FOR THE Convenience of Visitors

The Rest and Writing Room (3rd Floor). Restaurant and Palm Room (6th Floor). Package Checking Desk (Base-

ment). Information Office (Main Floor).

Telephone Booths (All Floors to 4th). Telegraph Office (Basement).

Make the above your headquarters during your stay in the

### A Notice From the Millinery

According to the law recently passed by the Canadian Government, importation of the beautiful goods mentioned below will be prohibited after Jan. 1st, 1915. In view of this, we have bought a much larger assortment, both in Paris and London, than ever before. The following lines and styles were shown extensively in Paris. The prices are ours: Real Cross Osprey Bandeaux at \$12.50 and \$25.00.

Long Brush Osprey Mounts at \$3.00, \$5.00, \$7.50 to \$25.00. Black and Natural Paradise at \$15.00, \$17.50, \$20:00, \$25.00 to \$65.00.

Real Imported Numidi, in black, at \$1.75, \$3.50 and \$4.50. MONDAY'S SPECIALS. 120 Imported Ostrich Bandeaux, with two high plumes attached; they are beautifully shaded in all the new colorings for this season, and also come in black or white; of very superior fibre, and were bought to sell at \$8.00 each. Special on Monday ... ... 5.00

300 Imported Ostrich Bands, beautifully shaded, in purples, tan and brown, saxe Marked \$3.00 each. Special .. .. 1.78

ALL 9k., 10k., 14k. GOLD AND GOLD-FILLED JEWELRY.

## Please Note Well This Fact:

No matter how low the price-and the following items reveal economies that are simply amazing—the store never departs from its rule of excluding all unworthy goods. The Simpson reputation for well-made, worthy clothing is maintained in "Bargains" and "Specials" as surely as in everyday values. Men's Waterproof Coats, Monday \$4.95-Made from English double texture

paramatta cloth in greenish fawn color, cut long and roomy, all seams being Men's Tweed Trousers, \$1.49—The material is English tweed in greys and browns, showing stripe patterns. Sizes 32 to 42. To clear ...... 1.49 Men's New Fall Suits at \$13.50-A specially attractive suit, made from a fine English worsted cloth in dark brown, showing a small check pattern, not only neat but serviceable. The coat is in one of the new single-breasted, threebutton styles; the vest is single-breasted; fine twill mohair linings. Sizes 36 to 44. Price ...... 13.50 Men's Double-Breasted Chinchilla Ulsters at \$13.50-An early showing of ulster overcoats that will be of special interest to Exhibition visitors. Made from English cloth in rich shades of brown, blue and grey; splendidly tailored, cut on the latest double-breasted model, with shawl collar and half belt at the back: 46 to 52 inches long. Sizes 34 to 44. Special price Monday .. 13.50 Boys' Sample Two-Piece Suits, \$3.90-185 only, Norfolk and double-breasted styles, a clearing of travellers" samples and some of our regular stock lines; full cut bloomers; made from English and Scotch tweeds in a wide range of browns, greys and fancy shades. Sizes 25 to 34. Reg. \$5.50 to \$7.50... 3.90 Boys' Paramatta Raincoats, \$3.98-A perfectly rainproof coat, single-breasted style, double texture English paramatta, in olive shades. Sizes 25 to 35. Regularly \$5.00, \$5.50 and \$6.00. Monday special ............ 3.98 Boys' Blue Serge Fall Reefers, \$3.50—Double-breasted style, made from an English navy blue serge, brass buttons and twilled linings. Sizes 2 to 10 years. Monday..... 3.50

MEN'S PYJAMAS-A SALE.

navy with cardinal stripes around collar and cuffs; all sizes for 2 to 15 years. Regu larly \$1.00. Monday

Children's Varsity or Shawl Caps, in fine navy serge or red, navy, black and brown felt 

### Corset Waists and Brassieres

There is now an unequalled assortment of Corset Waists for women and girls, Maternity Corsets and Brassieres of the famous "H. and W." brand on display in our Corset Section, Third Floor.

Miss Brown, of New York, will be in attendance here just one week more for the purpose of demonstrating the sterling qualities of these garments and of giving fittings of all the models. Special attention will be devoted this week to school girls, when models designed for athletic purposes and growing girls will be demonstrated. H. and W. Brassieres, 75c to \$4.00; Maternity Waists, \$2.50 to \$5.50; Waists for Girls, 75c to \$2.00; Waists for Women, \$1.25 to \$2.50.

\$4.50 SWEATER COATS CLEARING AT \$1.95. Women's Sweater Coats, heavy plain knit, pure wool, grey, navy, cardinal, or white, V neck, pearl buttons, patch pockets, buttons and buttonholes reinforced with sateen, seams strengthened with binding. Sizes 34 to 44 bust. Regularly \$4.50. Monday ...... 1.95

WOMEN'S UNDERWEAR AT SAVING PRICES. Women's Bloomers, Zimmerknit cotton, white, sky, pink, saxe or black, elastic at waist and knees, large full sizes. Sizes 34 

Women's Vests or Drawers, medium weight ribbed cream woolene, vests high neck with long sleeves or low neck with short sleeves, drawers to match, ankle length, open or closed 

## Rich Silk, Crepe-Silk and Lace Blouses \$1.95

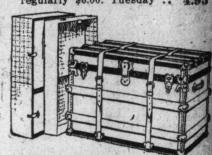
250 high-class Blouse Samples, just bought from a very prominent maker, and comprising some of the richest materials, superb crepe de chine, rich silks, in plain or fancy effects; heavy black silk embroidered lace, ecru and ivory laces, in the heavy or shadow weights. They are all made up on the newest models for fall, and constitute one of the very best offerings ever offered by our Blouse Department. Regularly \$3.95, \$5.00, \$6.50, \$7.50, \$8.50 and \$10.50, for, Monday.. 1.95

#### Three Days' Travelling Goods Sale Greatly reduced prices on new goods, direct from the manufacturer. Exhibition visitors will be

TOURIST TRUNKS. Vulcanized fibre bound; hardwood slats; waterproof canvas covered; heavy brass doine corners, and lid valance; straps; covered tray and dress tray. Sizes, 32-inch, regularly \$6.00; 34-inch, regularly \$6.25; 36-inch, regularly \$6.50. Monday 5.00 STEAMER TRUNKS.

proof canvas covering; hardwood slats; three-lever lock; brass bolts, corners and valance; tray and straps. Sizes, 32-inch, regularly \$4.40; 34-inch, regularly \$4.65; 36-inch, regularly \$4.90; 40-inch, regularly \$5.20. Monday . . . 4.39 SUIT CASES.

Matting and Keratol Suit Cases; steel frame; strong handle; lea-ther and metal capped corners; size 24-inch. Regularly \$1.40. Monday ... 1.00 Cowhide Leather Club Bags; steel frame; sewed edges; leather capped corners; leather lined. Size, 16-inch, regularly \$5.50; 17-inch, regularly \$6.00. Tuesday .. 4.95



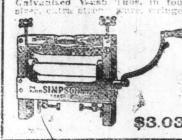
### Wrapperettes and Kimona Cloths

Direct from the mills, but broken ranges, discontinued patterns and seconds; widths are 28 to 36 in. Prices range 15c to 25c. On sale Monday at the Bargain Counter, Main Floor, and at the Print Counter, Second Floor, at one price .91/2

# The Monday Sale



Hard-wearing Graniteware, positively new, fresh, undamaged goods; the values are extraordingry as many of the items are worth over 50c. We cannot take tomer. In the assortment are Dishpans. Preserving Kettles. Berlin Kettles, Rice Bollers, Fry-ing Pans. Lipped Saucepans, Water Pails, Teapots, Coffee Pots and Straight-covered Saucepans, etc. Monday basement sale, each TUMS FOR THE STICHEN.



woodenware.

100 only, Smooth Running Wringers, best Canadian make, covered cogs, adjusting springs, all complete. Monday basement sale 3.03 

SPECIAL SALE OF MRS, POTTS IRONS.
Set of Mrs. Potts Laundry Frons,
3 irons of different sizes, handle and stand complete.
The Polished Irons, Regularly \$1.00. Monday basement sale, per 

15c TEA KETTLES, 9c. 1,000 Daisy Tin Tea Kettles, for quick boiling hold one quart. Regularly 15c. Monday basement

GALVANIZED WASH PAILS. Regular 20c and 25c House Galvanized Palls, to hold 3 and 10 quarts. Monday basement sale 3.82.00 VACUUM WASHERS, \$1.56. Improved type, specially selected materials. Regularly \$2.00. Monday basement sale . . . . . 1.39 WASH BOILERS.

WASH BOILERS.

356 Tin Wash Boilers, with flat copper bottom and tin covers, sizes 8 or 9, Regularly \$1.25 and \$1.35. Monday basement sale .83 500 Galvanized Wash Boilers, to fit Nos. 8 or 9 stoves. Regularly \$1.00. Monday basement sale .66



## The Grocery List TELEPHONE DIRECT TO GROCERY DEPARTMENT A. 6100.

Heather Brand Soap, 7 bars ...... .25 Powdered Ammonia, 4 packages ..., .25 Old Dutch Cleanser, 3 tins ,,,,,, .25 

Royal Blue, 2 packages ..... Bon Ami, per cake .....  ment sale and the 



In the Basement

GAS STOVE SECTION.

Gas 4-burner Gas Range, with simmerer, large baking and cooking oven 17 inches square, double burner in oven, pilot lighter, spe-



THREE-BURNER GAS PLATE.
Japanned, with nickel taps. Regularly \$2.50. Monday basement sale 2.29
Gas Tubing, per foot, metal, 7cs cloth. 4cs



The Robert Simpson Company, Limited

Messrs. W. & one of Canada' plied: "We appre of making a disp but our staff in rooms and sto

rooms and store engaged manufacture for the to give the time display of our print in keeping with sive lines.

At our wareround Temperance and Temperance a special ranged a special chaser will not faction and a la rom, but will refrom, but will refrom, but will refrom at a crowder No," Mr. Dir will make no diffull our foreign before war was adian animals promuch of its best we are independ tries."