

Saturday,
Nov. 13

THE ROBERT SIMPSON COMPANY, LIMITED

—PROBABILITIES—
Increasing northerly winds; cool-
er; showers in some localities.

THE ROBERT SIMPSON COMPANY, LIMITED

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



Imported Coats and Evening Gowns

OF COURSE we import Coats and Gowns of various grades, but we refer now to those garments we take pride in declaring to be absolutely exclusive. When we brought them into the store first this season the saleswomen said—"They are too extreme for our customers' ideas. When Toronto ladies want coats and gowns like that they go to New York for them."

"But what about those who cannot get away from Toronto? Are they to have no opportunity?"

That was the question answered by this collection of high-class Evening Gowns and Coats of velvet and broadcloths. Berlin and New York are responsible for most of them. Some of the Gowns come from the social capital of the world--London on the Thames.

An expert in all the exquisite higher points of fashion attends. The section is located in the north-east corner of the Cloak Department, 3rd floor, where customers have the advantage of semi-privacy.

We show Coats of black velvet at \$50.00. Coats of black Bengaline silk, \$85.00 to \$125.00. Black Broadcloth Coats, strictly tailored, \$30.00 to \$50.00. Evening Gowns and Frocks--satin, French Panama and satin cloths--\$27.50 to \$75.00.

Blankets, Sheeting, Tablecloths, Towels

HOUSEKEEPERS know from experience that this store carries a splendid stock of domestic staples. What experience cannot tell them, however, relates to the wonderful development of the department since assuming occupancy of its new quarters on the second floor, Yonge Street Section.

68 pairs very fine all wool White Blankets, thoroughly cleaned, soft, lofty nap, pink or blue borders, 10 lbs., 72 x 92 inches; the largest size. Regular \$4.00 per pair. Monday \$3.45.
An exceptionally good line of Cream Bearskin for children's coats, long, shaggy, furry nap; close, firm weave; very full and warm nap, 48 inches wide. At the Flannel Counter, per yard, Monday, \$2.45.
600 yards Horrocks' Famous Bleached English Sheeting, perfectly pure, linen finish, very strong and durable, 72 inches wide; plain weave. Per yard, Monday, \$2.50.

Imported Wall Papers to Be Cleared Monday

WE HAVE sold more Wall Paper since we came into the new department than ever we did in an equal period before.

Monday we'll take the opportunity of clearing up the "balances," so if you want Wall Paper take note accordingly, about half a car load altogether.

1,950 rolls Imported Papers, balance lots, for dining rooms, parlors, good colorings. Regular \$1.00. Monday 75c.
2,100 rolls Imported Papers, clear-out lots, for parlors and dining rooms, good colorings. Regular to 50c. Monday 35c.
2,750 rolls Imported Papers, for

"Wash" Day Necessities

Fels Naptha Soap, per bar, 5c.
Sunlight soap, 6 bars 25c.
Comfort, Eclipse or Victor Soap, per bar 4c.
Surprise Soap, 6 bars 25c.
Heather Brand Soap, 8 bars 25c.
Napho Soap, 6 bars 25c.
Simpson's Big Bar Laundry Soap, per bar 10c. package, 11c.
Old Dutch Cleanser, regular 10c, 3 tins 25c.
5 LBS. PURE CELONA TEA, \$1
1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Monday 5 lbs. \$1.00.

Book Department

300 only Poets, bound in white vellum, leather grain, neat flower design, full gilt edges, Oxford complete editions; all the popular poets are represented in this lot. The regular price of these Poets is \$1.25. Our price 85c.
600 Monthly Text Books, bound in calf, full gilt edges, prettily decorated, 12 different books. Regular 25c. While they last 10c each.
Splendid gift for Sunday school teachers to give their classes. On Sale Book Department.

A Wool Lustre for 98c

(Waist Dept., Third Floor.)
100 only Cream, Black and Navy Rich Lustre Waistcoats, yoke and front of clusters of pin and wide tuckings, box pleat, with pearl buttons, shirt sleeves, and link cuffs. Regular price \$1.50. Monday 98c.

Ladies' Moire Petticoats \$2.65

Ladies' Moire Petticoats, in black only, made with deep flounce of three frills, headed with bias pin tuckings, finished with velvet binding. Special value \$2.65.

Japanese Wadded Dressing Jackets \$4.00

Ladies' Dressing Jackets of Japanese silk, warmly wadded and quilted; fronts, cuffs, collar and pocket beautifully embroidered in contrasting colors, cardinal with self or navy; navy with self or cardinal; also black with self; all sizes. Specially priced \$4.00.

Important Demonstration of Dress and Suiting Fabrics at \$1 Per Yard

WE HAVE selected five important items of fashionable Dress and Suiting Materials from our magnificent range of fabrics for Monday display, and emphasis of our power to serve you at \$1.00 per yard. May we remind you that the season is already far advanced. Choose from this list and come to us on Monday.

No. 1--Beautiful French Chiffon Broadcloth, in full range of colors. Regularly sold at \$1.25 and \$1.50. 52 inches wide. Sponged and spot proof. Monday, per yard, \$1.00.
No. 2--Wide Wale and Diagonal Worsted Suitings, nice range of new shades, also black. 52 inches wide. Regular value \$1.50. Monday, per yard, \$1.00.
No. 3--Prestley's English Tussor Royal, beautiful uncreasable fabric, in range of thirty shades, suitable for evening wear and street dresses; rich, lustrous finish, positively spot-proof; sale of this fabric exclusively confined to this store. 44 inches wide. Monday, per yard, \$1.00.
No. 4--Black Silk Stripe Voiles, in a lovely assortment of dainty stripes, fast unfading French Dyes, very handsome fabrics for reception gowns. 42--44 inches wide. Monday, per yard, \$1.00.
No. 5--Worsted Suitings, in mannish stripes and two-tone effects; big variety to select from of the most fashionable and up-to-date suitings; smart and stylish. 44 inches wide. Selling up to \$1.50. Monday, per yard, \$1.00.

High-Class Silks and Velvets

THE product of the world's best looms are shown here in abundance. You make no mistake in examining our rich stock before buying, and, indeed, you fail to do yourself justice by deciding upon either silks or velvets before you have seen ours.

New Moires, in the latest colorings, the desired watered effect, at \$1.50 yard.
New Chameleon Moires, the newest, for rich evening gowns, at \$1.50 yard.
35-inch Black Moire Velours and Black Ottoman Cord, for stylish coats, rich, lustrous black, at \$1.50 yard.
New Chiffon Velvets, the latest New York fabric, for day or evening costumes, 22-inch, at \$1.50 yard.

Warm Materials for Children's Clothing, Etc.

English Cashmerette, printed on a fine mill-dyed cloth, which will wash and wear well, navy, black, cream and other colored grope, dots, figures, stripes, sprays, geometrical and other designs. 10c.
English Cashmerette, 28 inches wide, most elegant designs, in addition to the usual conventional colors and patterns. 10c and 12-15c.
The latest novelty is the Creped Ground Cashmerette, 28 inches wide, French designs, Persian colorings, beautiful soft material, for waists, etc. 10c.
Best German and British Velours, large plaid designs, for ladies or gentlemen's dress-
ing jackets, dressing gowns, etc. Sold mostly at 25c, for 25c.
Check and Tartan Printed Flannelette, printed in black and white, red and black, etc. large and small patterns for children's dresses. Special value, 15c and 12-15c.
Real Scotch Tartan, 38 inches wide, pretty banded grounds, Gordon, Black Watch, McKenzie, McDonald, Campbell, Stewart, and all clans. Special, 25c.
Cotton Elderdown, 27 inches wide, coin dots, figures, stripes and checks, warm and fleecy. 15c.
Pyrrnette, for dressing jackets, etc. 25c.
Moletons, in blue, pink, cream and grey, 15c.

Boys' Suits and Overcoats



BOYS' Clothing is as big a problem with us as it is with you. Do you know we cannot find any better clothing anywhere than what we offer. Of course, it will wear out and look shabby if a boy wears it long enough, but so will all clothing made for boys. The great point is that we took our pick of it all and offer you a selection of the very best.

Boys' Two-piece Double-breasted Suits, with belt, strong wearings, English tweed, mixed brown and grey grounds, fancy cuffs, plain knee pants. 24 to 28, \$3.25; 29 and 30, \$3.75.

Boys' Soft Saxony-Finished English Tweed, rich bronze green shade, neat fancy stripes, newest double-breasted fashion, bloomer pants, fancy cuffs. 26 to 32, \$6.00.

Boys' Black Frieze Fancy Overcoats, double-breasted, buttons close at throat, black velvet collar, fancy cuffs on sleeves, 8 to 12 years. Special price, \$3.75.

1,000 Boys' Fleece Underwear per Garment 25c

Heavy quality, shirts or drawers, natural shade, sizes 22 to 32. The mill price is rapidly advancing, and this will probably be the last chance to get these garments at this remarkably low price; 1000 garments only, at, per garment, Monday, 25c.

500 BOYS' ENGLISH FLANNELETTE NIGHT ROBES AT 44c.

Made of a splendid heavy fabric, made with double-stitched seams, collar, etc., made with large and long bodies; sizes 12 to 14; made to sell for more. Special, Monday, 44c.

1200 Work Shirts to Clear at 59c

English Oxfords, black and white striped drills, with double front and back, the khaki "overall" shirts, khaki shirts with two buttoned pockets, fancy striped chambray skin shirts, and others.

This is a clearing of all the broken lines and over-stock sizes, and sold regularly at 75c. All are well made, and have collars attached. Sizes 14 to 17. Monday, 59c.

(Cannot promise to fill phone or mail orders.)

Boys' Caps for 15c

Boys' Hookdown and Varsity Caps, in navy, serge and fancy tweeds. Regular 25c. Monday, 15c.
Children's Wool Togues, plain or honeycomb, 6 to 11, fancy and plain borders. Monday, special, 15c.
Children's Leather Tam O'Shanter, tan and russet colors, plain silk bands. Regular 75c. Monday, 45c.

Girls' Winter Dresses



WE TAKE special pride and especial pains in gathering an unusual assortment of Girls' Dresses. Our styles and values cannot be bettered anywhere, we are assured. Let us mention a few of our particularly pretty ones and the prices of them.

Heavy White Linen, box pleated, extraordinary insertion on neck, cuffs and front, leaf buttons for ages 2, 3, 4, 5 years. Special, \$1.75.
green and red mixed plaids, lined waist, trimmed with buttons, silk braids and plain color material. Sizes 6, 8, 10 years. Special \$2.50.
All-Wool Panama Cloth, red, navy or brown, trimmed with black and white small check goods, black silk braids and cuffs. Size 6 years, \$4.25; 8 years, \$4.50; 10 years, \$4.75.
Sailor or Midway Style, finest navy blue all-wool serge, trimmed with red stars, anchors and piping. Sizes 6, 8, 10 years. Special \$5.00.
Cotton Dress Goods, small black and white checks, lined waist, red collar, buttons and piping. Sizes 6, 8, 10 years. Special \$2.25.
Cotton Dress Goods, blue,

Ribbons for Fancy Work

Silk and Satin Baby Ribbon, all the new shades for fancy work, 1/2-inch, 10 yards for 10c; 3/4-inch, 7 yards for 10c; 1-inch, 6 yards for 10c.

Rogers' Tea Spoons 98c Case

300 cases Rogers' Tea Spoons, fancy floral pattern handles, set of 6 in fancy lined leatherette case. Regular value \$1.50. Monday 98c set.

The Monday Basement Sale



CHINAWARE.
102-Piece Dinner Sets, of first quality English semi-porcelain, open stock pattern, deep color design, gold handles and handles. Regular \$29.75. Mon. 19.60.
See Yonge Street Window.
French Limoges Dinner Sets, of 102 pieces, Moscow open stock pattern, dainty gold border design, gold handles and edges in burnished gold on a pure white surface. Regular \$47.70. 36.20.
See Yonge Street Window.
Genuine Thine Haviland Limoges China Dinner Sets, of 102 pieces, open stock pattern. The china body is pure white, decorated with sprays of delicate pink roses and green foliage. Gold stippled handles, and edges in dull gold. Regular \$69.00. Mon. 42.50.
See Yonge Street Window.
Fancy China Salad Bowls, Vases, Spoon Trays, Bon-Bons, Cups and Saucers, Powder Boxes, Plaques, Plates, etc. Regular up to \$2.00. Monday 79.

Biscuit Jars, Jarlineres, Bread and Butter Plates, Celery Trays, Cups and Saucers, Shaving Mugs, Sugar and Cream Dishes, Regular up to 75c. Monday 39.

Cups and Saucers, Tea Plates, Cake Plates, Sugar and Cream Dishes, Syrup Jugs, Hat Pin Holders, Powder Boxes, Bon-Bons, Reg. up to 50c. Monday 19.

CUT GLASS.
Cut Glass Mustard Pots, Water Bottles, Salt Cellars, Rock Crystal Vases, Regular up to \$2.50. Monday 1.50.
Cut Glass Berry Bowls, 8-inch size, regular \$3.00. Monday 4.50.
GLASSWARE.
Kitchen Tumblers, plain or fluted bottoms. Monday, dozen 35.
Celery Trays, colonial pattern. Regular 50c. Monday 35.
Sugar Bowls, Regular 10c. Monday 10.

Gas Hall Harps, for inverted lights, complete with ruby globe and mantle. Regular \$3.00. Mon. 2.29.
Six only Gas or Electric Domes, an assortment of colors, with beaded fringe to match. Regular up to \$15.00. Mon. 10.98.
Gas Bracket, rope pattern, complete with mantle, Monday, dozen 1.19.
Genuine Lindsay Upright Lights, complete with white Q-globe and mantle. Monday 69.
Gallery Lights, complete with white Q-globe and mantle. Monday 39.
2000 Special Upright Mantles, Regular 10c. Monday 3 for 25.

1000 Bright Light Inverted Mantles, Regular 10c. Monday, 2 for 10c.
100 Special Inverted Lights, complete with half-frosted globe and mantle, worth 75c. Monday 25.
Lindsay Wizard Mantles, Monday 45.
Kitchen Pendants, Regular 60c. Monday 29.
50 only D-handle Furnace Scoops, Regular 40c. Monday 29.
Classic Gas Ranges are a credit to any kitchen; they are first-class bakers and are guaranteed to give perfect satisfaction. Regular, two-burner, \$12. Monday, \$8.95; four-burner, reg. \$14.95; four-burner with broil. \$11.50; four-burner with broil. \$11.50; four-burner with broil. \$11.50; four-burner with broil. \$11.50.
Economic Cookstoves' Outfits, consist of one stand, three lasta, hammer, knife and awl. Reg. 75c. Monday 59.
Handy Claw Hammers, Regular up to 60c. Monday 35.
Good Household Screw Drivers, Monday 10.

50 only enamel Tea and Coffee Pots, Monday, 19c.
Copper Nickel-plated Tea Kettles, per or flat bottom, sizes 7, 8 and 9. Reg. up to \$1.45. Monday, 95c.
Tin Wash Boilers, copper pit or flat bottom, sizes 8 and 9. Regular up to \$1.45. Monday, 95c.
Vaporized Wash Boilers, flat bottom, sizes 8 and 9. Regular \$1.20. Monday 89.
Ash Sifters, good strong line. Monday, to fit over barrel. \$1.15.
Barrel Ash Sifters, to fit over barrel. Monday, 45c.
Galvanized Tubs, with wringer attachment, three sizes. Monday, 55, 65, 75.

Wire Clothes Line, 100 feet length. Regular 40c. Monday, 29c.
50' foot length. Regular 25c. Monday 15.
Fibre Scrub Brushes, Monday, 10, 15 and 20.



100 only "Honor Bright" Household Axes, best cast steel head. Regular \$1.00. Monday, 69c.
Coffee Pots, Monday, 19c.
Toilet Paper Holders, Monday 12.
Store Brushes, Monday, 15c and 25c.
Clothes Pins, six dozen in package, 9c. Monday 9.
Whisks, good, serviceable, long. Monday, 15.
Mrs. Potts' Irons, three irons, stand and handle in set; nickel-plated. Monday, 95c; polished, Monday, 85c.
Stove Pipe Enamel, bottle, tin and brush complete. Monday 15.
Shino Stove Polish, Monday, per box 10.
Peerless Premier Cast Range, six holes, duplex grates, large oven, burns coal or wood, an exceedingly well-finished stove, with nickel-plated trimmings, mings. Monday 28.85.
Emblem Rational Cast Range, duplex grates, No. 4, 2 holes, large oven, nickel trimmings, worth \$30. Monday 25.00.
Kid Body Doll, bisque head, jointed. Monday, 29c.
Dainty Dressed Doll, bisque head, jointed, closing eyes, real eye lashes, satin dress trimmed with fur, fully jointed. Regular \$2.50. Monday 18.
Balky Mule, very amusing. Monday, 35c.
500 Tin Tea Set, beautifully decorated. Monday, 15c.
200 Mechanical Autos, Monday only 10.
Mechanical Trains and Tracks, Monday 50c and 50.

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