

The Robert SIMPSON Company Limited

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.—Strong northwesterly and northerly winds; fair and cooler.

The Robert SIMPSON Company Limited

NEWS OF SPECIAL VALUE IN THE CARPET DEPT.

On Wednesday morning begins an era of special values in carpets, rugs and floor covering of every sort.

Space will not permit the mentioning of the special prices of more than one kind of rug daily, but you may take advantage of the unusual values in all or any branch of the department during the sale.

There are Brussels, Velvet, Wilton, Axminster and Tapestry Rugs, Wilton, Brussels and Axminster Carpets and Linoleums.

New Wilton Rugs

ROOM RUGS.	HALL RUGS.
11.3x13.6 .. 35.85	4.6x6.0 7.00
11.3x12.0 .. 29.85	4.6x7.6 9.00
9.0x12.0 .. 23.85	4.6x9.0 11.00
9.0x10.6 .. 19.85	RUNNERS.
6.9x10.6 .. 16.85	3.0x12.0 14.00
6.9x 9.0 .. 14.85	3.0x12.0 22.50
	AND UP.

Special Rugs, made to order, in designs and colorings to meet any desired scheme of decoration. If you are building let us advise you in having special rugs made to suit exactly each floor space in your new home.

THE BLANKET SALE GOES MERRILY ON

Here are five items from the department of Linens and Staples (2nd floor). We print the blankets and flannels first because at the moment they are first and foremost in the thoughts of customers. Such prices are only to be met with on goods of this kind occasionally (even at Simpson's), and it is a case of purchasing this month. The qualities—well—come and see for yourself.

ALL WOOL BLANKETS \$3.82 PAIR.

These are made from long perfectly clean Canadian wool. No finer, warmer napping can possibly be put on blankets. Dainty borders and perfect in finish. 7 lbs. 64 x 84 inches. Sale price, Wednesday, \$3.82.

900 YARDS SUPER-WHITE SAXONY FLANNELETTE, 14c YARD.

A most excellent soft serviceable Flannelette, best English make, a warm downy nap, unequalled for night gowns. 33 inches wide. Yard, Wednesday, 14c.

ANOTHER BEAUTIFUL WHITE BLANKET, \$3.29 PAIR.

These have a little cotton mixed with the wool, which prevents shrinking, but the large percentage of beautiful soft wool makes them as warm and comfortable as you could imagine. 64 x 84 inches. Wednesday, \$3.29.

LARGE WOOL FILLER COMFORTER, \$3.95.

72 x 78 inches, reversible, beautiful American painted silkline coverings, soft pure wool filling, fancy quilting, light warm sanitary. Wednesday, \$3.95.

200 FINE SATIN DAMASK TABLE CLOTHS \$2.93 EACH

Ireland and Scotland give you the choice in these. Round or square designs, all pure linen, perfectly bleached and the finest satin damask, 72 x 90 inches. Wednesday, \$2.93.

Phone direct to Linen Department.

At the Hosiery and Glove Counters

(Main Floor.)

Women's Black Cotton Fleece Lined Hose, for fall and winter, seamless, spliced heel, toe and sole. Wednesday 12½c.

Girls' Plain Black Cashmere Stockings, English made, full fashioned, double spliced heel, toe and sole, with merino tipped toe and heel, soft and warm, extra quality; all sizes 4 to 8½. Regular 35c. Wednesday 25c.

Women's Glace Kid Gloves, wrist length, dome fasteners, oversewn seams; all sizes in black only. Regular 59c. Wednesday 39c.

Women's Wrist Length Lisle Thread Gloves, broken lines from regular stock, black and some colors. Regular 25c. Wednesday 12½c.

Men's Muleskin Mittens, for heavy wear, unlined, one-finger or mittens. Special Wednesday 25c.

There's Many a China Bargain in the Basement

700 Odd Pieces of Dinnerware, English, French, and German chinaware, comprising bakens, salad bowls, dinner, tea, and soup plates, chocolate cups and saucers, teas. Worth up to 30c. Wednesday, 15c.

50 Soup Tureens and 18-in. Meat Platters, Limoges china. Half-price Wednesday, 75c.

Complete Tea Service of 40 pieces, high grade English ware, heavy gold decoration. Wednesday, 1.69.

97-piece English Dinner Set, rich glazed porcelain body, in the popular Crown Derby effect decoration. Wednesday, 12.50.

70 Chocolate Sets, 14 pieces, dainty Japanese design. Wednesday, 1.98.

200 China Cuspidors, good size, neat decoration. Wednesday, .19.

Full Stocks of New Fall and Winter Goods In All Departments

Don't Miss Getting Your Share of These Aprons

This is the lowest price we ever placed on aprons of such superior quality. They are the overall kind that cover the whole dress. You could not buy the material in them for the price we ask for the finished apron. Phone orders filled.

600 Overall Aprons, fine heavy blue and white check gingham, covers whole dress except sleeves, fitted yoke, ruffle of goods on bottom, buttons in back, lengths 52, 54, 56 inches. Regular price 55c each. Wednesday each... 35c.

Women's Underwear

Specially priced undergarments for in-between-seasons wear, not too heavy or too light in weight, and withal beautifully soft and fine. On sale to-morrow. Phone orders filled.

Women's Combinations, "St. Margaret's Brand," finest ribbed Egyptian cotton, soft and fine, correct fall weight, high neck, long or short sleeves, knee or ankle length, color white; sizes 32 to 40 bust measure. Regular price \$1.50 a suit. Wednesday, a suit... 1.00

Women's Vests, "St. Margaret's Brand," finest ribbed Egyptian cotton, color white, high neck long or short sleeves, and low neck, short sleeves, color white; sizes 32 to 40 bust measure. Regular price 50c each. Wednesday, each... 38c

Women's Vests and Drawers, heavy ribbed cotton, white or natural color, vests high neck long sleeves, button front, drawers ankle length in both styles; sizes 32 to 38. Wednesday, each... 22c

A Reminder

To Morning Readers of the Attractions Offered in this Store by TO-DAY'S SPECIALS.

The Blanket Sale. 75
Dollar Umbrellas. 35
English Shilling Books. 33
Linoleum Misprints. 33
Men's Neckwear, regular \$1.25. 45
Gold Jewelry. 29
Sterling Silver Brooches. 29
Men's Trousers. 500 Pairs, HALF-PRICE

A Sale of the Newest Model Gowns at \$14.50 (One Third Their Value)



If any one said you could buy your new reception or evening gown before the season really opens at one-half or one-third the regular price, "too good to be true" would be your first answer—but

That is just what over one hundred women will do here on our third floor Wednesday morning.

We bought at a fraction of their value over one hundred Model Gowns just finished for the coming season, 1911-1912, representing the latest mandate of fashion and the latest touch of artistic skill. They are exclusive garments. No two alike, so we make no attempt at detailed description. Come and see.

107 only, one piece dresses in exclusive, attractive and becoming styles. The materials are Net, Satins, Silks, Marquesettes, Ninons, Chiffons, Foulards and Lingerie, trimmed with handsome laces, embroidered bands, velvet and oriental touches. The sleeves are the new styles long, ¾ or short. Skirts are made panel pleated or plain effects, there is almost every shade, grey, purple, green, pink, sky, black, tan, navy, mauve. This is the handsomest collection of gowns we ever offered. The regular prices were \$25, \$27.50, \$35 up to \$45.

Wednesday \$14.50

See large Window corner Queen & Yonge, Tuesday No phone or mail orders accepted.

The Smartest Hat for \$7.50

To-morrow we will have over fifty new styles in trimmed hats that were suggested to our best milliners by Kurzman and others in New York. Many soft effects in French felts, velours and velvets will be trimmed with fringe, uncuffed ostrich, novel ornaments, etc. There are no two alike, and everyone will be appreciated. Wednesday... 7.50

Pearl Grey Graniteware---Special Sale

(IN THE BASEMENT.)

Spend fifty cents or a dollar on these sound, sanitary kitchen things, and you'll get a clothes basket full:

6,000 pieces at 6c each, worth in the ordinary way 15c, 18c and 20c. All clean, smooth finish, grey graniteware; not one "second" among the 6,000. Just the handy household sizes, including preserving kettles, saucepans, bowls, pudding pans, bread pans, dippers, 6c each. (No phone or mail orders.)

The Robert SIMPSON Company Limited

Silks and Satins

There is a wonderful collection of black and colored silks and satins on the second floor, more especially now when all the new Fall and Winter importations are in full display.

Black Duchesse Satin Paillette, Mousse-line and Satin Messaline; all of the finest finish and French dyed, 40 inches wide. Per yard... 1.38

Colored Dress Paillette and Satin Duchesse, 40 inches wide. Per yd., 1.50 and 2.00

These are two of the most fashionable fall silks.

There is every facility on the fifth floor for a good choice of a Wall Paper. We do not simply refer to price, design and color, but there is an excellent light and every known device for displaying papers in order that customers may get an idea of what the papered room will look like.

Here are some examples of price and quality:—

Aerochrome (as used at Toronto Exhibition), 3 shades, 5 feet wide, \$1.00 per yard.

Swiss Mountain Tapestry, 36 inches wide, very rich coloring. Regular \$4.00 roll. Special \$2.00 roll.

Imported Drawing Room, Hall, Dining Room, Den, Library Papers, in wood shades, browns, greens, champagnes, old rose, ivory, grey, blue yellow. Per roll 25c to \$12.00.

Imported and Domestic Bedroom and Sitting Room Papers, in linen and stripe effect, full color range. Per roll 8c to \$1.00.

Cut-outs and Decorations for any room over plain effects, in pretty designs, full color range. Per yard 5c to \$1.00

Fifth Floor.

Groceries and Provisions

2,000 stone fresh Rolled Oats, per stone 39c.

Choice Side Bacon, peameal, half or whole, per lb. 18c.

Pure Cider Vinegar, XXX, per gallon 25c.

Best quality Pickling Spice, per lb. 18c.

Mustard in bulk, per lb. 20c.

Pure White Clover Honey, 5-lb. pail 68c.

Quaker Cornflakes, 3 packages 25c.

Canned Corn, 3 tins 25c.

Canned Peas, per tin 11c.

Teller's Cream Soda Biscuits, 3 lb. box 24c.

Kkovah Custard Powders, 3 packages 25c.

Finest Quality Asparagus Tips, 1 lb. tin 25c.

Imported French Sardines, ½ lb. tin 24c.

TWO POUNDS COFFEE 48c.

300 lbs. Fresh Ground Coffee in the bean, ground, pure or with chicory. Wednesday 2 lbs. 48c.

A BIG DAY IN MEN'S RAINCOATS

We do not wish to infer or hope that it will rain on Wednesday, but there is a perfect shower of bargains in our men's department. Some show-ers save the crops; this one will save your pocket. Read these particulars:

Green this season will be one of the prominent colors in men's attire, from a subdued "Paddy green" in men's hats to the real bright green men's hose that would delight the heart of any Irishman. Between these two shades we get a mild sprinkling of green in men's clothing. These big value raincoats which sell in the regular way from \$12.00 to \$18.00 are made for either rain or shine from a special imported cloth, in the new shades of olive green and fawns, beautifully tailored, and just the coat for this time of the year. Cut single breasted fly front style. Sizes 36 to 44. Wednesday price \$10.00.

FOR THE BOYS

Specially fine Boys' Raincoats, in a double texture paramatta cloth, guaranteed absolutely waterproof, good length and buttoned to the chin, shades fawn and olive; sizes 26 to 34. Sale price \$6.50.

Special Value in Boys' 3-Piece Suits, material is English tweed, firmly woven and very durable. Dark brown shade, with neat self and fancy thread stripes, 3-button double-breasted style, exceptionally well tailored, finished with first-class linings and trimmings, 5-button single-breasted vest and plain knee pants; sizes 29 to 34. Wednesday, special \$5.00.

TWO FIRST-CLASS HAT ITEMS

Men's and Youths' Soft Hats, in rough finishes, light or dark grey, bronze and brown mixtures, in Alpine and trooper shapes. Specially priced \$1.00.

King Hats for 1911 and 1912, all the best shapes, correct copies of latest American and English styles, wide or medium brims, 12 different sizes to select from. Splendid values at \$2.00 and \$2.50.

'BODY GUARD' IS TRUE TO ITS NAME

2,000 Garments of our famous "Body Guard" brand, Natural Wool Underwear for fall wear. This is made of fine Australian yarns, and won't irritate the skin. They have a large double-breast, elastic rib skirt, close fitting cuffs and anklets. We guarantee these garments absolutely unshrinkable. Wednesday, \$1.00 per garment.

180 Men's Wool Sweater Coats, plain rib style, high close fitting collar, and two strong pockets. These coats are good value at \$1.75. Wednesday, \$1.39.

1,000 Men's Silk Neckties, in several different shapes and widths, also several hundred knitted ties of fine wool fibre, in a large assortment of colors, plain and striped. The regular prices of these ties are 35c, 50c and 75c. Wednesday, 25c.

Wall Paper for Artistic Decoration