

The Robert Simpson Company, Limited

Wool Blankets \$2.93 Pair

White Unshrinkable Canadian Wool Blankets, closely woven, strong, serviceable make, size 64 x 84. Regularly \$3.75, annual sale Monday, pair \$2.93.

8-LB. ALL-WOOL BLANKETS, \$4.95 PAIR.
Pure Wool Blankets, beautiful soft make, large size, 68 x 88, full 8-lb. weight, pink or blue borders. Annual sale Monday, pair \$4.95.

\$8.50 CARDINAL WOOL BLANKETS, \$5.95 PAIR.
Cardinal Blankets, made from pure Saxony wool, warm, serviceable blankets, 12-lb. weight, double bed size, 72 x 92. Regularly \$8.50, annual sale, pair \$5.95.

Irish Embroidered Bed Spreads, beautiful fine quality, neat designs, speckled all round, large size, 90 x 100. Special Monday, \$3.95.

2,500 yards extra heavy factory Cotton, free from specks, 36 inches wide. Special Monday, yard \$1.95.

1,000 yards Grey Flannel, fine even weave, soft and durable, 27 inches wide. Special Monday, yard \$1.19.

Pure Linen Bleached Damask, pretty designs, rich satin finish, 70 inches wide. Regularly 75c yard. Clearing Monday, yard \$1.53.

3,000 yards Plain Bleached Sheet, slightly imperfect in weaving, 65 inches wide. Clearing Monday, yard \$1.16.

*Phone Linen Dept., Second Floor.

Dainty Waists

A charming showing of new Waists from which we describe a few specials, showing for the first time:

1.25—Blouse Slip of very heavy Jap silk, in white or black, in every size to 42 inches, at the extraordinary price of \$1.25.

1.95—A Dainty Shadow Lace Blouse Slip, in ivory only, for wearing under a chiffon waist; this would be lovely; every size in stock, for Monday \$1.95.

3.95—A wonderfully smart Chiffon Blouse of exceptional quality, lined net and lace, short inset sleeves with group tucking back and front. Colors are brown, navy, grey and ivory. Sizes 34 to 42 inch. Monday, \$3.95.

5.00—A superb Chiffon Waist, lined heavy lace, with big contrasting ribbon, lovers' knot across front, comes in black, navy, grey and brown. Sizes 34 to 42 inches. Monday \$5.00.

Hosiery and Gloves

Men's fine Gloves for present wear, in a real French grey Suede, dome fasteners, perfect finish, nice weight, correct shades. Sizes 7 to 9, \$1.25 value, 25 dozen in all. Monday, pair \$1.39.

Men's Real Silk and Silk Lisle Hose, wide range of variety, plain colors and fancy effects, black and tan, in Lisle, colors in silk only. All sizes, half price. Monday, pair \$1.25.

Women's Fine Quality Plain Black Cashmere Hose, good weight, soft spun yarn, double heel and toe. Sizes 8 1/2 to 10, black and tan, extra value. Monday, pair \$1.29.

Women's Imported Lisle Thread Hose, great variety of choice, fancy and colored Lisle thread, including black and tan cotton. Values up to \$2.50 in the lot. All sizes, Monday, pair \$1.25.

Women's Silk Hose, fine even thread, close knit weave, deep double garter welt, high spliced ankle, heel, toe and sole, 8 1/2 to 10, black and white, extra value. Monday, pair \$1.49.

Framed Pictures

Special lot of assorted Framed Pictures in varied sizes up to 20 x 24, framed in gilt, mission oak or imitation walnut mouldings. Subjects can be selected for almost any room. The price makes it necessary to shop early, as many are worth three times the sale price. Monday, \$1.71 each.

See window. No phone or mail orders.

Rogers' Silver-plated Tea Spoons

94c Set of Six

Every piece stamped (Wm. Rogers' A), in our well-known and exclusive pattern, "Helena". It is silver-plated on a nickel silver base and we will gladly exchange any piece you have bought from us should you have found it to wear unsatisfactorily.

Tea Spoons, full size. Regular value \$2.50 dozen. Special \$1.94.

Dessert Spoons, full size, same pattern. Regular value \$1.50 dozen. Special, set of six, \$1.69.

Butter Knives, each \$1.25. Sugar Spoons, each \$1.25.

Cold Meat Forks, in the rose pattern, with gilt prongs, each \$1.69.

Berry or Fruit Spoons, in our rose pattern, put up in lined boxes. Bright bowls, each \$1.75.

With gilt bowls, each \$1.38.

Cream or Gravy Ladles, in boxes, each \$1.39.

12 pairs Dessert Knives and Forks, English silver-plated, with pearl handles, put up in a plush-lined oak case. Special \$14.00.

A Variety of Coats at \$15

Made from Chinchilla cloths, in shades of grey, navy and bronze. Cut on smart fitting lines with large shawl collar overlaid with broadcloth of corresponding shade. Tailored sleeve with cuffs. Very special value \$15.00.

SUITS FOR MISSES AND WOMEN.

Tweed mixtures in shades of browns, greys, green, and a variety of other colors; some cut in the Norfolk style, with self strappings and patch pockets, others plain tailored. Special at \$12.95.

DRESSES FOR FALL WEAR.

Made from French panama, in black and navy; waists have semi-low collars, outlined with black and white material, ornamented with novelty buttons. For misses and small size women \$9.45.

SERVICEABLE SKIRTS.

For women, of splendid quality striped cheviot serge, in navy, green or dark grey, made in a semi-pleated style, with self strap down each side, gore finished with a cluster of pleats to bottom. Regularly \$8.00. Monday \$2.95.

OUR SPECIAL DEPARTMENT FOR GIRLS.

A special design coat for girls is made of a splendid frieze cloth, in navy only. Cut slightly fitting, with single-breasted front, large rounded collar and long revers, in contrasting shade, and which fastens close to throat. Ages 6 to 14 years. Price \$5.00.

'Bon Ton' and 'Royal Worcester' Corset Demonstration

Half yearly, just when the new season's dress and costume fashions are developed, the makers of these famous corsets send a thoroughly competent New York expert corsetier to us to instruct and advise our lady patrons about the correct corseting of their figure. This expert advice is free for the asking, and will be available during the next three weeks.

We cordially invite Toronto ladies to again meet Miss Hendrick, of New York, who has just arrived after a thorough study of the latest modes of corseting and dress fashions. Hours of consultation 9 to 12.30 and 1.30 to 5.30 o'clock daily.

All the new "Bon Ton" and "Royal Worcester" models are now in stock.

Visit Miss Hendrick before having your new fall dress or costume fitted.

"Bon Ton" Corsets, \$4.00 to \$15.00 a pair.

"Royal Worcester" Corsets, \$1.25 to \$4.00 a pair.

Notes of New Ribbons

Exclusive is a word much used and often abused. It is hard to draw the line rigidly, but when we are confident that many of our beautiful ribbons there is only one short eight or nine-yard piece, he had in Canada, we feel that we may well claim that they are exclusive.

The rainbow hues characteristic of a ribbon counter are this year modified by a thousand middle tones and odd shades, shadow stripes and soft Dresden patterns quite beyond the range of words. Most of these fancy ribbons come from France, and in most of them only a few pieces are in stock. Our counters show many uses and adaptations that will be of service in dress or fancy work.

French Model Tunics

Following our usual custom at this period of the year, we hold a special sale on Monday of 120 Exclusive French Tunics, which for artistic beauty and loveliness will be the admiration of ARTISTIC TORONTO.

These garments, which will sell regularly at from \$29.50 to \$55.00, will be all marked at the uniform price of NINETEEN FIFTY.

We describe just a few taken at haphazard, but as always, our customers can rely on the fact that every garment is new, stylish and wonderful value.

Description—Shot Marquise, in green and wisteria, deep side label, collar at back and deep pointed skirt of magnificent bead work. Regular price \$45.00.

White and Gold Bead Tunic. Berthe effect bodice with draped skirt in triple tier effect. A really lovely tunic. Regular price \$45.00.

Ivory Net and Real Bohemian Lace Tunic, a very deep collar of lace, lace starting at hip, running down sides and deep flounce round bottom. Regular \$45.00.

Black Net, with black and gold beads, high waist line, "Marie Antoinette" Fichu and "Pannier" Skirt. Regular \$45.00.

There are 30 very beautiful All Black Tunics, in silk embroidery and fine bead work, besides some lovely crystal and practically any color that is fashionable. Monday one price \$19.50.

(See Yonge Street Window.)

More Fine Carpets

New Imported and Domestic Union and Wool Carpets, yard wide, suitable for bedrooms and upper halls, 37 1/2, 40 and 68 per yard.

Best Quality Brussels Squares, one design only, in 2 colors, fawn ground with pretty rose chintz border, and light green ground, with rose chintz border, suitable for bedrooms, three sizes:

9.0 x 9.0, regularly \$19.15, special \$14.95
9.0 x 10.6, regularly \$21.45, special \$16.95
9.0 x 12.0, regularly \$24.35, special \$18.95

Axminster Hearth Rugs, 27 inches x 54 inches, browns, greens and fawns and reds. Special value \$1.95.

We wish to call special attention to the new designs and colorings we are showing in Axminster and Wilton Carpets and Rugs in the Carpet Department on the 4th Floor.

Dress Goods & Silks

Great display of the most fashionable fabrics for fall wear, imported from the fashion centres of the world, on the second floor, Monday.

Newest weaves, newest color combinations, newest designs and unbeatable values. They include: Shot and two-tone whippoorwill suits, boucle' suitings in lovely color blendings, French and Austrian broadcloths, queenly qualities in all the newest tones; pastel broadcloths for evening gowns and opera cloaks, etc.; silk cord de laine, a dainty fabric for evening dresses; wool back satins in a lovely range of autumn shades; novelty robe lengths in embroidered voiles, colliennes, etc.; satin surlaine, a lovely fabric for evening and reception gowns; satin charmeuse, a popular silk for fall wear, beautiful soft draping quality in all shades; chiffon plush the newest fabric for suits, dresses and children's coats; chiffon dress velveteen in a big range of new fall shades, guaranteed fast dye; cord velvets in every conceivable shade, also two-tone effects, etc.

The New Robespierre Collar



Every thing That is New in Neckwear

Scarves, Wraps, Laces and Handkerchiefs you will find exhibited Monday in Simpson's Lace Store on the ground floor, just inside the Yonge street entrance.

Neckwear, in genuine Irish crochet, French and Austrian hand embroidery, and all the newest styles in the new Robespierre collars. Neckwear, 25c up to \$25.00.

Irish hand embroidered linen handkerchiefs, 10c to 75c. Armenian lace trimmed handkerchiefs, 25c, 40c, 50c, 75c, \$1.00, \$1.25, \$1.50. Real Maltese lace handkerchiefs, 75c to \$5.00. Honiton lace handkerchiefs, \$1.00 to \$6.00.

Dorens of patterns in dainty hand-embroidered corner handkerchiefs, each 10c, 2 for 25c, 3 for 50c, 25c, 35c, 50c, 75c, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00.

Apprentice hand-embroidered handkerchiefs, on the finest quality of Irish linen, beautiful designs, \$1.50 up to \$15.00 each.

LACES.

Simpson's has been acknowledged by the leading dressmakers and lace lovers as the first place for laces. You will be more convinced than ever of this fact when you see the new season's lace collection. We cannot go into an elaborate description of detail, but simply mention a few of the newer styles.

The new Bohemian Lace, high-class styles are sellers.

Shadows and Chantilly sell freely. Venice continues in good demand, and is always wanted by the best trade.

Baby Irish is still as big as ever, and is selling in all widths.

The Chantilly, Shadow and Maltese types are much in evidence on Paris model gowns, have these in flouncings and wide bandings.

18-inch All-over lace, 50c to \$10.00. Bandings, 25c to \$5.00. Flouncings, \$1.00 to \$15.00.

The Big Exhibit of Ostrich Plumes, Ospreys and Paradise

from the National Exhibition will be sold on Monday at 10.30 sharp, in our Millinery Department, at the manufacturers' prices.

That they were on exhibition is guarantee of quality and finish of the feathers. These handsome goods we are offering in four extraordinary values for Monday.

I—Imported Paris Mounts of ostrich, with base of that new narrow ostrich band. Colors black and white. Made to sell at \$22.50 each. Our price \$12.50.

II—Imported Willow Plumes, in black or white. A line that readily sells at \$5.00. Special \$4.50.

III—Long handsome Ospreys, in black or white, fine quality goods. Regularly \$3 each. Special \$2.25.

IV—Wide heavy Ostrich Plumes, French curl, full heads, fine glossy fibre, 20 inches long, black or white. A feather that sells at \$4.50, special Monday \$3.00.

Attention for Your Eyes

is not a matter of great outlay. Courteous eyeight specialists at our Optical Parlors will examine them without charge.

See our Special Eyeglass or Spectacle at \$3.50.

A good Pair of Glasses, with aluminum frames, 1.00.

Reading Glasses, Regularly \$1.50, Monday \$1.75.

Magnifiers, 10c up.

The Robert Simpson Company Limited

A Varied List of Men's Belongings

Our Men's Dressing Gowns come from the best foreign markets, and include all the new designs and colorings offered by the exclusive dressing gown manufacturers. One of special value is made from plain, rich brown cloth, cut long, loose and roomy, with corded edges, sleeves and collars and fancy girdle. A good-fitting, well tailored. Price \$15.00.

A BIG TROUSER VALUE.
Made from a strong, good-wearing tweed, in assorted patterns and colorings; well made. Monday price \$1.50.

MEN'S FALL WEIGHT OVERCOATS.
Made from a light brown, in fine diagonal weave, English tweed; cut single-breasted Chesterfield style; beautiful workmanship, and fine mohair linings. Price \$12.50.

Overcoats, made from plain black English cheviot cloth, in single-breasted, fly-front style; a style suited to the conservative taste; tailoring and lining the very best. Price \$15.00.

Silk-lined Fall Weight Overcoats, of English black vicuna cloth, in a smart single-breasted Chesterfield style; lined throughout with silk; finest tailoring. Price \$18.00.

BOYS' TWO-PIECE BLOOMER SUITS.
Made from herringbone tweeds, of the newest tan shade; cut in the very latest double breast style, with full bloomer pants; lined with mohair and put together by the best workmen. This is one of the most popular styles, and is sure to give the best satisfaction. Monday, sizes 25 to 30, \$6.00; Monday, sizes 31 to 34, \$6.75.

BOYS' BLUE NAP RUSSIAN OVERCOATS.
For satisfaction we have no coat that surpasses the Russian style blue nap overcoats, and for this season we are making the line our leading style. The collar is close-fitting and the back full cut, with belt. The linings are warm and will give the very best wear. Sizes 21 to 27. Monday \$3.75.

Boys' Ulster Overcoat, Monday, sizes 31 to 33, \$7.00; Monday, sizes 34 and 35, \$7.50.

Men's Underwear One Thousand Pairs of "Queen Quality" and "Dorothy Dodd" Sample Boots \$2.49

Including "Zimmerkni" balbriggan, Watson's mesh knit, English made merino, and several other well-known makes, at 19c a garment. Not all sizes in any one line, but in the lot there are all sizes 34 to 44. Regularly 50c. To clear Monday \$1.19.

\$2.50 AND \$3.00 SWEATER COATS \$1.98.

Navy blue, grey with cardinal, grey with green, plain grey, and grey with navy; some with high collar, others low neck style, with piped edges, medium and large sizes. Regularly \$2.50 and \$3.00. Monday \$1.98.

MEN'S \$1.00 AND \$1.25 NIGHTROBES 69c.

200 Pure White Cotton Nightrobes, and English flannellette in fancy stripes; low neck or collar; a few are slightly counter soiled, otherwise perfect. These are a few omissions left over from our best selling lines; all sizes in the lot. Regularly \$1.00 and \$1.25. Monday \$69.

Soft Hats---and Others

SOFT HATS LEAD OFF THIS FALL.

The newest of the new textures in the smartest of the 1912 shapes and colors in Men's Soft Hats are now open for your inspection. Imported from the best of European makers. Large and varied assortment. Splendid values at \$1.50, \$2.00 and \$2.50.

Low Crown, Wide Brim Derby Hats, or crowns that are higher, with brim of moderate width, we feature in our fall showing of stiff hats. These specially two good styles in extra fine fur felt, at \$2.00.

Attractive Bargains in Electric and Gas Fixtures---Fifth Floor

An entirely new design in Dining-room Domes, 22-inch bent glass, in amber or green, fitted for electric light or gas. Regular value \$16.00. Monday \$11.99.

Handsome Shower Electrolit, in black and brass finish, three long spindle-drops, with shades complete. Regular value \$13. Monday \$9.99.

20 Inverted Gas Fixtures, two or three lights, high-class finish, three patterns, complete with burners, shades and mantles. Monday all at \$5.99.

2-light Gas Fixtures, rich gilt finish, complete with shades. Regularly \$7.00. Monday \$1.39.

Gas Bracket, single swing or stiff, fitted complete with upright burner, mantle and "globe". Regular value \$10. Monday \$4.99.

Inverted Light, complete with burner, mantle and half-frosted globe. Regularly \$10. Monday \$5.99.

Weisbach or Lindsay Upright Lights, burner and globe complete. Regularly \$10. Monday \$5.99.

Inverted or Upright Mantles, Monday 3 for 25.

Tinware and Graniteware in Clear the Way for New Chinaware

Japanned Cake Boxes, in two sizes, 15 inches long and 17 inches long. Regular price \$1.00. Monday special for \$1.39.

Unpainted Cake Boxes, Monday \$1.39.

(No phone or mail orders.)

Cold Blast Lamp, bright tin finish. Regularly \$10. Monday for \$6.39.

Tin Wash Baskets, with flat copper bottoms, sizes 8 and 9. Regularly \$1.25 and \$1.35. Monday for \$1.88.

Galvanized Garbage Cans, with 15-lb. covers and ball handles; strongly made, in three sizes. Monday for \$3.49, 6c and 8c.

Granite Rice Boilers, Regularly 45c. Monday \$1.29.

WOODWARE---BEST CANADIAN WINDINGERS.

Clothes Wringers, Excelsior brand, ball bearings, enclosed caps, adjustable thumbcrews, full sized rolls, 11 inches long. A five years' guarantee goes with each. Regularly \$4.00. Monday for \$4.98.

Viking brand of Clothes Wringers, full sized, 11 inch bearings. A three years' guarantee goes with this. Regularly \$5.50. Monday for \$4.59.

2,000 Wood Salt Boxes, with wood-lined covers, to hang. Regularly 25c and 35c values. Monday for \$1.15.

1,200 strongly made Corn Brooms, with 5 cords; good long corn whisks. Regular price 15c. Monday for \$1.38.

OUR PIONEER COOK STOVE.

Made throughout of the best quality sheet steel, with cast iron top, feet and trimmings. The oven is arranged so that it is easily and equally heated, and the heat retained. The cast iron top gives weight and strength to the stove and prevents warping. Stove is fitted with roller and nickel trimmings. Strong and well-built, and a perfect cooker.

Square style. Regularly \$15.50, for \$13.50.

Square style, with reservoir. Regularly \$15.50, for \$13.50.

Household Chopping Hatchets, Regular \$5c value. Monday for \$3.99.

Household Soldering Sets, with copper soldering bit. Regularly \$5c. Monday for \$4.49.

Black Iron, Monday for \$2.00.

Scales---Combination Scales, to weigh up to 20 pounds; Government certified and stamped; Government certified with each scale. Regular selling price \$3.75. Monday \$3.50.

GROCERIES

Powdered Ammonia, 4 packages, 25c.

Sunlight, Surprise and Taylor's Widespread and Comfort Soap, per box \$4.

Pels Naphtha Soap, per bar \$4.

Heather Brand Soap, 2 bars \$4.

Simpson's Big Bar Soap, per box \$4.

Santa Claus and Victor Soap, 6 bars \$4.

Old Dutch Cleanser, 4 tins \$4.

Naphtha Powder, 4 tins \$4.

Gold Dust Washing Powder, large package \$4.

Lux Washing Powder, 2 packages \$4.

Pan Shile Cleaner, 2 tins \$4.

So-Clean Sweeping Compound, per tin \$4.

Royal Blue, 2 packages \$4.

White Seal, 1 lb. tin \$4.

Canada White Laundry Starch, 1 package \$4.

Bon Ami, per cake \$4.

5 LBS. PURE CELONA TEA, \$1.15.

1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Monday, 5c. \$1.15.

Choice two-fa \$10.00 per annum H. H. W. 28 King

PROBS:

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MONTREAL