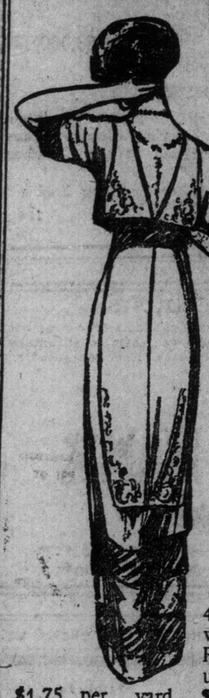
Weather CLEARING AND COOL.

Tomorrow at the Simpson Store

Store Closes 5.30 P.M.

H. H. FUDGER, PRESIDENT. TORONTO WEDNESDAY, SEPT. 6, 1911. J. WOOD - - - - - MANAGER.



Dress Goods at $1.00 per yd.—The Best Obtainable

(Second Floor.)

Black and Navy Suitings, a special exhibition of carefully chosen suitings, great values. Per yard **1.00**

Black Broadcloth, Pacton, suede and glove finishes, Austrian, French and English goods, unshrinkable. Regular $1.25 and $1.50. Thursday **1.00**

West of England Suitings, two shades of navy and black; the best at the price in America; 52 inches wide. Per yard **1.00**

Cheviots, in a new mill finish, 52 in. wide. Per yard... **1.00**

A Special Display of New Black Silks

1,000 yards Rich Black Satin Paillette and Satin de Chene, beautiful, firm, even weave, Simpson's standard qualities, 36 and 40 in. wide. Per yard **1.00**

850 yards Rich Black Satin Duchesse Paillette and Mousseline Duchesse Satin, two exquisite silks, with a high, lustrous finish, 40 in. wide. Regular $1.75 per yard, **$1.38.**

700 yards Rich Black Mousseline Duchesse Satin, a beautiful silk, with that soft, rich, subdued finish, deep full black, guaranteed quality, 40 in. wide. Per yard **1.78**

500 yards only Rich Black Duchesse Mousseline and Rich Black Charmeuse satin, two beautiful quality silks, 40 inches wide. Per yard **2.00**

The Blanket Sale

(Second Floor.)

The department entitles the first item for Thursday, "Great Warm Blankets." There are lots like this, just the very best and whitest, and fleeciest made; and we suppose it is their size and warmth combined with a small price that has made the crowd after them so great, and the demand for them so warm.

Customers tell us they haven't seen blankets such as these offered for the money before.

GREAT WARM BLANKETS, $3.93 PAIR.

Fine White Unshrinkable Wool Blankets, perfectly made and beautifully finished, a nap soft and durable, pink or blue borders, 8 lbs. 68 x 88 inches, 94 pairs, regular $4.80 per pair. Sale price, Thursday **3.93**

BIG COMFORTABLE BLANKETS FOR $5.39 PAIR.

10 lbs., 72 x 92 inches, scoured, cleansed, perfectly napped, made from long Canadian wool, dainty borders, blankets of exceptional merit, 65 pairs to clear, regular $6.50 pair. Sale price, Thursday **5.39**

MEDIUM WEIGHT BLANKETS, $2.66 PAIR.

A nice unshrinkable wool blanket for fall use, nice napping, easily washed, pink or blue borders, 60 x 80 inches. Sale price, Thursday **2.66**

FINE CEYLON FLANELS, 25c YD.

Very pretty new stripes, for winter shirts, pyjamas, etc., 28 inches wide, soft make and will not shrink, per yard, Thursday.. **.25**

HEMSTITCHED SATIN DAMASK TABLE CLOTHS, $3.44.

Fine Satin Damask, grass bleached, pure linen table cloths, spoke-hemstitched all around, elegant border designs, 72 x 90 inches, elegant, fine quality, only about 40 cloths in the lot, each, Thursday **3.44**

BEAUTIFUL EMBROIDERED PILLOW CASES, $1.98 PAIR.

44 x 36 inches, fine all linen pillow cases, spoke-hemstitched or scalloped, with very handsome Irish embroidered designs; about 200 pairs only, at the White Linen Counter, Thursday, pair **1.98**

(Phone direct to Linen Dept.)

American Visitors' Day To-morrow

It has often been said that one has to go to New York or Chicago to find a store worthy of comparison with the Robert Simpson Company's, in equipment, service and merchandise.

This being the experience of former American visitors, we invite you, without fear of disappointment, to make this Store your headquarters, if you're spending any time in Toronto. Visit the spacious Restaurant on the Sixth Floor, and hear, between noon and two o'clock, the best orchestra in town. The well-appointed ladies' rest-room on the Third Floor is at your disposal, as are also the parcel check office and the telegraph and telephone offices, on the Main Floor, west end. Afternoon tea served in the Restaurant up to five-thirty.

A Great Paris Tunic Sale

In the Blouse Department, 3rd Floor

100 of the finest Tunics ever seen in the Dominion. Garments that will still further enhance the reputation of "Simpson's" as the leaders of reputable fashions. These lovely tunics are the modes of the moment in all the principal cities of Europe, and our claim is that at "one-half regular prices," we are showing in this wonderful sale goods that ordinarily would be shown here six months hence.

$19.50--One Price--$19.50

We attempt to describe in a few bald words a few of these tunics, but our clients can rest assured that the least expensive one in the whole lot is worth $35.00.

One Grey Net Tunic, with elaborate design, in crystal and jet, outlined with seed pearl. Worth $45.00.

One White Silk Ninon, with mosaic design, in cadet blue, outlined jet beads, and silver fringe. Worth $39.50.

One Black Net, with a superb bodice, and skirt of East Indian embroidery, edged steel fringe. Worth $45.

One Maize Empire Tunic, embroidered steel and jet beads. Regular $39.00.

One Black Net, wholly covered with a magnificent design of steel and porcelain, fringe of steel and porcelain. Worth $45.00.

Beside the above, there are 10 white crystal, of different designs, 15 elaborate black jet and silk, and practically examples of every new and becoming color. These all range in price from $35.00 to $50.00.

The big window, Yonge street, on Wednesday, will give a true indication of this most unique sale on

Thursday at $19.50 Each

To-morrow in the Ready-to-wear

(Third Floor)

We head our list for Thursday with a bargain. It is new, this season's Fall dress, too, not a left-over. There are many such bargains to be picked up just about now, even though this department is the rendezvous for women in search of the very newest ideas and the most exclusive cloths.

$12.50 PANAMA DRESS FOR $8.75.

A one-piece Fall Dress, made of fine quality French Panama, yoke and collar made of fine lace, outlined with silk braid, front of waist is ornamented with silk loops and self-covered buttons; skirt and waist are joined by a belt of self material. Skirt is made to fit neatly over hips and is semi-pleated on both sides from knee line to bottom. Colors are navy, brown or black. Regular price, $12.50. Special Thursday **$8.75**

Fall Suits, made of pretty tweed mixtures. The serviceable and stylish coat is double-breasted and tailored with single row of buttons. It has a slanting notched collar and turned back cuffs, and flap pockets. Lined throughout with colored silk. Correct tailored skirt, buttoned, trimmed and fastens to left side of back panel; shades are tan, fawn and green. Price **15.00**

Jaunty Suit for Misses, in imported soft tweed with fawn, brown and green mixtures, square effect coat, fastens with large bone buttons, tailored pockets and sleeves, large square collar inlaid with plain and novelty trimmings, lined throughout with silk. The new panel and gored skirt Price **18.50**

WOMEN'S VOILE SKIRTS.

Just in from factory—one of the new styles of Women's Separate Skirts. Good quality, all wool voile, in black only, side gores are pleated in side pleats at bottom, beaded with deep fold of self, the new fashionable loose panel down front and back is elaborately braided and finished with silk fringe. A very handsome skirt for **10.00**

Petticoats and Waist Jackets

(Third Floor)

JAPANESE SILK WAIST JACKETS, $1.50.

Wrapper Department.

A sleeveless fitted jacket of wadded and quilted silk, in colors of black, with mauve or ivory, navy with cardinal, or navy, or vice versa. Sizes 34 to 46. Thursday **1.50**

Imported Silk Moire Petticoats, one style with a tailored pin-tucked flounce, supplied in black, navy, Copenhagen, champagne and grey; another style is made in black only, with a satin stripe and a two-pieced frill with rows of tucking, both styles finished with velvet binding. Lengths 36 to 42. Thursday . **3.50**

The Lost Mona Lisa

This masterpiece of Leonardo da Vinci's, which recently disappeared from the Louvre, has been reproduced with marvellous fidelity to the original, in the well-known Menpes Series of Great Masters. This, along with other high-class pictures, will be offered in our Sixth Floor Galleries to-morrow at *Half Price.*

About 200 Framed Pictures and French Mirrors have been on view in two of our picture galleries the usual period. New subjects are expected, and space must be found for them.

Photogravures, Etchings, and Carbons copied from "old masters," suitably framed, are included. The French Mirrors are exceptionally smart. These 200 must be cleared at half their regular marked prices from $3.00 to $40.00.

China Worthwhiles

(Basement.)

200 Pieces Fancy Chinaware, comprising Royal Doulton rail plates, vases, jardinieres, salad bowls, etc., half price, Thursday ..... **.50**

7-piece Berry Sets, rich, decorative designs, in genuine Carlsbad ware. Thursday, special **1.98**

Royal Crown Derby, sugar, cream and teapot set. Complete set **15.00**

Wedgwood honey pot **1.95**

Royal Doulton relief sets, complete, 10 pieces, new design, beautiful art decorations. Thursday **5.95**

Carlsbad China Dinner Set, 97 pieces, dainty floral decoration, gold finish, an extra special Thursday **13.25**

Haviland Dinner Set, transparent white china, rich glaze, heavy gold band decoration, bright finish, 97 piece set. Thursday **35.00**

102 Piece Limoges China Dinner Set, translucent white china body with deep luscious glaze, rich gold encrustation, in broad band design, tens with solid gold handles. Regular $200. Thursday **150.00**

$10 Rich Cut Glass Berry Bowls, 8-in. size, sapphire design. Thursday . **7.50**

Brass and Copper Teapots, genuine hand-worked brassware. Thursday **1.50**

For the Teeth

(Main Floor.)

Euthymol Tooth Paste, regular per tube 25c. Thursday ..... **.19**

Colgate's Dental Cream and Dental Powder. Reg. 25c. Our price ..... **.20**

Hoyt's Rubifoam. Regular per bottle 25c. Thursday ..... **.20**

Thymol Tooth Paste. Regular 20c. Thursday ..... **.15**

Roger and Gallet's Tooth Paste, Regular per tube 25c, our special, Thursday ..... **.19**

Sanitol Tooth Paste and Powder. Reg. 25c. Thursday ..... **.20**

Taylor's Tooth Soap. Reg. 15c. Thursday ..... **.10**

120 doz. Tooth Brushes, with hand drawn bristles. Regular value 15c. Thursday ..... **.10**

Graniteware and Cutlery

(Basement.)

Grey Graniteware, best quality, three-coated steel ware, a pure, durable pearl grey ware. Lot includes preserving kettles, sink strainers, fry pans, lipped saucepans, Berlin kettles, pudding pans, milk pans, bread pans, cake tins, wash basins, custard bowls, etc., etc. Regular up to 25c each. Wednesday ..... **.8**

Three-piece Carving Sets, Sheffield steel, 9 inch knife blade, stag handles, $2.50 value. Wednesday **1.98**

Fall and Winter Clothes for Men

The showing of Fall Clothes for Men leaves nothing to be desired. Customers may be sure of getting that satisfaction only secured by good material, good workmanship, a good fit and prices lower than you expected to pay. These items for Thursday illustrate what we mean:

Men's Fall Overcoats, English and Scotch tweed, in grey and black patterns, or herringbone weaves. There are some of the newest brown tones and some black vicunas, with deep lapels and facings of silk down front. Chesterfield styles (some button through). Sizes 35 to 42. Thursday. **8.95**

Men's Suits, in fine imported English tweeds and worsteds, an assortment of brown and grey tones, black and grey mixed tweeds, and neat olive effects. Designed in latest 3-button sacque style. Best mohair linings and excellent workmanship. Sizes 34 to 44. Regular to $15.00. Thursday **7.90**

A SPECIAL FUR COLLAR OVERCOAT FOR $13.65.

Made from a 26-oz. English beaver cloth, lined with heavy twill lining, padded and quilted. Interlined with rubber sheeting to waist, is wind and waterproof. Has a large German otter collar, cut double breasted, 50 in. long, barrel buttons. Easy fitting and best workmanship. Sizes 34, to 46. Thursday **13.65**

Women's Nightdresses, Skirts and Drawers

(Third Floor.)

Women's Winter Skirts, heavy grey fleece, lined Jersey cloth, deep plain band, scalloped around bottom, fancy border, length 32 inches. Each **1.00**

Women's Nightdresses, heavy flannelette, fancy stripe, pink or blue patterns, tucked yoke, frill trimmed, sizes 32 to 42 bust, lengths 54, 56, 58 inches Regular price 75c each. Thursday, each ..... **.50**

Drawers, fine plain pink or blue flannelette, knicker style, elastic at knee, large full sizes, lengths 30, 32, 34 inches. Thursday, a pair .**35**

Drawers, fine white cotton, umbrella style, deep flounces, trimmed with 3 insertions and frill of val. lace, lengths 23, 25, 27 inches. Regular price 50c pair. Thursday, a pair ..... **.33**

Thursday for Women's Coat Sweaters

Clearing balance of a splendid style at less than half price. Come early if interested. No phone orders.

90 only, Women's Knitted Wool Coats, extra fine quality, high neck with roll collar, 2 pockets, 6 pearl buttons. Colors grey, white, reseda or tan. Length about 29 inches. Sizes 32 to 42 bust measure. Our regular price $5.50 each. Thursday, while they last, each **2.50**

A Special Sale of Shawls

There is big saving on everyone of these shawls if you come for them Thursday. Phone orders filled.

Clearing fine heavy Honeycomb Wool Shawls, extra soft pure wool, large size suitable for shoulder or baby wraps, deep knotted fringe. Colors white, grey or black. Size 60 x 60 inches. Regular value $2.00 each. Thursday, each **1.50**

English Cloth Driving Shawls, extra heavy, size 72 x 72 inches, fringe edges, fancy dark grey patterns. A wonderful warmth giving wrap. Regular price $5.00 each, Thursday, each **3.50**

Swiss Embroideries at Half-Price

5,500 Very Fine Swiss Waist Frontings, each front 22 inches, a large choice of pretty, dainty patterns. Thursday, each ..... **.23**

CORSET COVER EMBROIDERIES.

17-inch Corset Cover Embroideries, in loom lengths of 2¼ to 6¾ yards, ends purchased from a Swiss embroidery maker at half their value. Sold by the piece. Lengths half price, 36c, 56c, 98c up to $1.50.

LINEN HANDKERCHIEFS, 5 CENTS.

1,000 dozen Women's Fine Quality All-linen Handkerchiefs. Each ..... **.5**

Not more than 5 to one customer.

The New Ribbons

(Main Floor.)

The latest Ribbon news from Paris is that no "hat shop" of any standing is using broad silks for trimmings. Only the beautiful creations in wide ribbons are sufficiently pliable to produce the chic styles in vogue.

Among the most popular wide Ribbons are stripes, particularly the "Jardiniere," which may be had in our ribbon department, in its many color combinations. It is six inches wide, and in heavy satin, marked at a very special price for Thursday only, per yard ..... **.25**

Brilliant Satin Face Baby Ribbon, done up in 10c bunches. You know the many uses you put this ribbon to. Get yours early before the color you want is gone—

⅝-inch width, 10 yards for ..... **.10**
¼-inch width, 7 yards for ..... **.10**
⅝-inch width, 5 yards for ..... **.10**

Paris Shapes

(Second Floor.)

In addition to the exclusiveness all their own, the **Paris** shapes have the finest finish, are lightest in weight and richest in color.

Our stock of shapes made in Paris is a very large and varied one, but an early selection would be advisable. Prices from ..... **3.00 to 15.00**

IMPORTED OSTRICH PLUMES.

200 Fine French-dyed Plumes, 21½ in. long, and wide withal, black or white. Thursday **4.85**

Gloves and Hosiery

Women's French Kid Gloves, Glace finish, made from good quality skins. A clearing lot from a large maker, consisting of black, white, tan, brown, grey, mode. Wrist length, 2-dome fasteners, silk stitched points, over-sewn seams. Sizes 5½ to 7¼. Regular 75c, Thursday, pair ..... **.59**

Women's Silk Finished Lisle Thread Hose, black and colored, in two weights, gauze and medium gauze, double spliced heel, toe and sole. All sizes. Special Thursday, pair 50c; or 3 pairs $1.00.

Men's Imported Plain Black Llama Cashmere Socks, English made, double spliced heel, toe and sole, soft and fine. Special, Thursday, pair ..... **.25**

Shirts, Pyjamas and Underwear

3,000 Men's Negligees, coat or ordinary style, pleated or plain bosoms, fine and heavy cambrics, chambrays and sephyrs. The cheapest shirt included is seventy-five cents, and the highest priced is $1.50. Thursday, all at .**50**

500 Suits of Men's Pyjamas, fall and winter weights. Several different broken lines gathered up which must be cleared out. All sizes. Regular $2.00 to $3.50. Thursday **1.49**

UNDERWEAR.

Heavy natural wool, with double breast, guaranteed unshrinkable, **Body Guard Brand,** sizes 34 to 44, each garment **1.00**

Pen Angle Brand, Natural Wool, double or single best, in sizes 34 to 42, each garment **1.00**

Pen Angle Brand, extra heavy Scotch wool, with large double body and drawers have double back, worth much more, sizes 34 to 44; each garment **1.00**

St. George Brand, winter weight, pure wool with a mixture of camel's hair which gives it a very soft feeling, double breast and close fitting cuffs and ankles, sizes 34 to 44; each garment **1.00**

Hats

New Fall Derby Hats; every desirable shape, for the young, middle-aged, or older men. The world's best makers. Hats are here for your selection. Thursday **2.00**

Caps for men or boys, in small, medium, or large peaks, with full or medium crowns, in shepherd plaids or Scotch and English tweeds; in new patterns. Thursday ..... **.65**

Carpets for the Drawing-Room

The first consideration in deciding upon the decoration and furnishing of the drawing room is the floor covering. Whether it is to be a Persian or a modern hand-tufted rug, a Wilton or Axminster Rug, or a carpet that will best fill your requirements. We have a complete range of designs and colorings to please you, and whether price is a consideration or not, Simpson's can serve you best. We draw your attention more particularly to our fine Wilton carpets at, per yard **2.00**

Hall Rugs—We can solve the problem of finding a rug to fit that hall—a square, a rug of any size, a strip, a landing rug or a hall runner. Wilton Rugs, Axminster Rugs or fine Persian and Turkish Rugs, in just the size you want and at any price to suit.

Axminster Rugs from $4.50 up.
Hall Strips from $3.50 up.
Wilton Rugs from $6.50 up.
Hall Runners from $10.00 up.
Persian Hall Rugs from $22.50 up.

Swiss Curtains in an excellent range of new designs, fine qualities, plain and figured centres, well finished, 50 and 52 inches wide, 3½ yards long, white and ivory, a special purchase, and under ordinary selling conditions would mean $6.00 a pair; suitable for best room and selling unusually low. Thursday your choice at **4.89**

Nottingham and Fish Net Curtains, in a splendid variety of choice patterns, conventional, floral, scroll and insertion effects, excellent wearing net, plain and figured centres, 50 to 60 inches wide, 3¼ and 3½ yards long, values worth, up to $3.00. Thursday your choice at **1.98**

Buy Your Wall Papers Now

(Fifth Floor.

Exhibition visitors will find this store will give them most valuable service in selecting wall papers for any style of room. The large country parlor or dining-room, as well as the medium-sized city room or suite of rooms, can be decorated with wall papers of the latest colorings and designs very reasonable; display rooms, panels and walls.

Thousands of Rolls of English, French, German, New York, Philadelphia and domestic papers in greens, wood shades, browns, tans, yellows, buffs, greys, mauve, blues, reds and cloth, tapestry, linen, crush, corduroy, burlap leatherette etc.

For Drawing Rooms, $1.00 to $8.00 per roll.

For Drawing Rooms, 35c to $1.00 per roll.

Dining Rooms and Halls, 25c to 75c.

Dens and Libraries, 15c to $7.50.

Bedrooms, 8c to 75c.

Mouldings and Burlaps in great variety.

Groceries

2,000 lbs. Dairy Butter in prints, per lb., .23. Choice Sugar Cured Hams, half or whole, per lb., .20. 1,000 quarts Gem Jars of pure Orange Marmalade, per jar, .25. Imported Pure Malt Vinegar, imperial quart bottle, .20. Fresh Flaked Wheat, per stone, .45. Salt in 5-lb. bags, 3 bags .14. Edwardsburg or Beehive Table Syrup, 5-lb. pail, .35. Rich Red Salmon, Wellington brand, per tin, .20. Malta Vita Breakfast Cereal, 3 packages, .25. Scott-Taylor's Worcester Sauce, 3 bottles, .25. Blue Bell Jelly Powder, assorted, 4 packages, .25. Maggi Soups, assorted, 6 packages, .25. Finest Canned Corn, 3 tin, .25.

35c ASSAM TEA, 25c.

300 lbs. fine, rich, full-bodied Assam Tea, a 35c tea anywhere. Thursday per lb. ..... **.25**

The Robert SIMPSON Company Limited