

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

THE
ROBERT

SIMPSON

COMPANY,
LIMITED

PROBABILITIES.
Moderate winds, northeasterly and
easterly; fair; about the same temper-
ature.

THE
ROBERT

SIMPSON

COMPANY,
LIMITED

FRIDAY
SEPT. 10.

A Striking Programme of SEE THE PARIS HATS

Visitors to the City
The following features of The Robert Simpson Company's Store will be of interest to strangers in the city:

- A first-class metropolitan restaurant serves breakfast at 8 a.m., lunch 11.30 to 2.30 p.m., afternoon tea 3.00 to 5.30 p.m.
- Sixth Floor.
- Check-room for parcels—First Floor, James Street.
- Transfer Office for transfer card payments—First Floor, James Street.
- Telegraph Office—James Street.
- Postoffice—James Street.
- Information Bureau, James Street.
- Rest and Toilet Rooms—Second Floor, Richmond Street.
- Writing Tables—Second Floor, Queen Street.



Shopping Attractions for Saturday

Millinery Salon, 2nd Floor, Richmond Street

The Palm Room

Have you had lunch in our New Restaurant? The Palm Room windows overlook about two-thirds of the city.

Breakfast, 8 a.m.—15c to 50c.

Five-Course Dinner—11.30 to 2 p.m.—a la carte.

Afternoon Tea, from 3 p.m. to 5.30.

Note—We want 50 more experienced waitresses at once. Apply Manager Lunch Room.

Toronto Souvenirs

Jewellery Department, Ground Floor, New Building.
6000 Enamel Souvenir Buckles, Brooches, Links, Scarf Pins, Spoons, reduced 1-2 price.
1.50 Buckles, reduced to .75c
1.00 Buckles, reduced to .50c
1.00 Buckles and brooches, reduced to .25c
50 Scarf Pins, reduced to .25c
1.00 Cuff Links, reduced to .50c
75 Souvenir Spoons .40c

In the Great Simpson Cloak Department

NO visitor to the City of Toronto has made use of her opportunities who has not visited Simpson's Cloak Department. From Yonge to James Street it extends—including the whole north flank of the third floor of our completed building. It is an exposition in itself, and one very, very close to the feminine heart—an exposition of fall costumes.

On Saturday we have made special preparations to show what is new, and to provide plenty of opportunities for profitable shopping impossible outside this city and this store.

High-Grade Tailored Suits

A fine collection on Saturday at \$16.50, in English Worsteds, French Venetians and Serges.

Among them is one worth considerable notice. It is made of fine quality English serge, with a long coat, 38 inches long; lined through with twill mohair. It is strictly tailored throughout; a manish touch, with collar revers, pockets and back, and trimmed with self covered buttons; the 9-gored semi-pleated skirt trimmed to match the coat, in black, navy, brown and grey.

Stylish Suits for Misses at \$10.50

Cut and made on the very newest model from New York. The material, colors and styles are all the very latest. It is made of a striped habit cloth, fairly heavy, in striped revers, pockets and back, and green. The coat cut new length, with semi-pleated back, new shawl collar and patch pocket; lined with imported satin; the skirt trimmed to match coat. A very exceptional line, \$10.50.

A New Opera or Theatre Wrap \$18.50

This handsome Theatre Cloak is made of fine broadcloth finished fabric, in lovely tones of light champagne, rose and pearl grey. It is smartly trimmed with gold tinsel braid, and fancy gold in the collar, front and sleeves, with an elaborate black design; new shaped sleeves, and shoulder lined with satin. Very special \$18.50.

Clever Separate Skirts \$5.75

These are copies of New York latest Skirts, made in our own factory. The fit, finish and styles of these skirts have become celebrated throughout the Dominion. Made in all-wool English worsteds, in new shepherd's check, and in all-wool diagonal serges, in black, navy and brown, semi-pleated and gored styles, yoke effects, tab effects and button trimmings; in nearly every size. Exceptional value, \$5.75.

Fall and Winter Coats

A Saturday's selling of Oddments, \$10.00 to \$25.00—all for \$8.50.

A lot of odd Coats, which we intend to clear out on Saturday at this low price. They are in our way.

\$1 What One Dollar Will Do

A Striking Demonstration in the Dress Goods Department on Saturday

Magnificent display of Fashionable and High-class Dress and Suiting Fabrics Saturday at \$1.00 per yard. Everything that is new and exclusive in design and color. New Fancy Stripe Worsteds, New Broadcloths, New Satin Finish Prunella Cloths, New Wide Wale Worsteds, New English Coating Cheviots, New Oriental Satin Cloths, New Silk and Wool San Toys, etc. The largest and most select showing of new fall dress goods and suitings we have ever had. Smart designs that tailor well and retain their rich finish and appearance. Guaranteed unobtainable quantities; fine pure wool and thoroughly shrunken, 48 to 54 inches wide. Saturday, per yard, \$1.00.

SPECIAL.

A sale of High-class Black and Colored Dress Goods, purchased from French and British manufacturers. 6000 yards French and English Worsteds, Suitings, Prunella Cloths, in plain and fancy

Creamery Butter 26c a Pound

2000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 26c.
Toasted Corn Flakes, 3 packages 25c.
Shirley's Marmalade, 2-lb. jar 25c.
Macaroni's Pickles, mixed and walnuts, pint bottle 22c.
Redpath's Leaf Sugar, 4 lbs. 25c.
Choice Red Salmon, Yukon Brand, per tin 15c.

Girls' Coats and Suits for Saturday

Girls' Washing Dresses, Lot 1, 95c, worth \$1.49 and \$1.75; lot 2, \$1.49, worth \$2.00 and \$2.50.

Girls' Coats, ages 8 to 14, in serges, worsteds, vicunas, etc., navy, light grey, cardinal, etc., etc., different styles. One price \$2.95.

Girls' Serge Sailor Dresses, ages 8 to 12 years, made of good quality serges, and trimmed with braids. Very special \$2.50.

In the New Waist Department

Hand Embroidered Linen Waists, \$1.49. Regular value \$3.50.

A wonderful purchase of finest Handkerchief Linen Waists, beautifully embroidered in dainty small designs, made with Gibson pleats over shoulder, with clusters tucking on front and back. Striped styles, with either embroidered collar or dress tucked collar, with lace edging. Regular \$3.50. Saturday, \$1.49.

Striking Values in Net and Silk Waists \$2.95

The newest of the new in fall styles, made of fine net and lined throughout with silk; fashioned and trimmed in a variety of ways; new side effects, bands of silk embroidered insertions; others embroidered in colors on the white or ecru, dainty pleatings and tuckings, laces and silks; in black, navy, grey, mule and ecru. This big collection \$2.95.

Rich Silk Mourette Petticoats \$2.49. Regular value \$3.50

Handsome Silk Mourette Petticoats, a very special purchase made while our buyer was in England. These are in stylish striped designs, in grey and rose, navy and Alice blue, navy and green and green and brown. The full is made with deep bias flounces, trimmed with pin tucking and stitching. Cut very full and well made. A regular good value skirt for \$3.50. Saturday, \$2.49.

Autumn Neckwear for Dainty Women

"Simpson's for Neckwear"—this year, next year, all times, ever!

See the great Autumn showing tomorrow.

Stock Collars, Jabots, Round Lace Collars for coats; all the leading features for neckwear for autumn; such a range of imported novelties; we have marked off thousands of dollars' worth of the newest lace jabots, collars and coat sets in the past few days.

Saturday at the Neckwear Counter there will be a special exhibition.

Real Irish Crochet and "Baby" Irish Lace Jabots. Each \$2.00 to \$3.00.

Real Irish Crochet and "Baby" Irish "Gretchen" Collars. Each \$2.00 to \$3.00.

Real Irish Crochet Carrick-Mac-Cross and "Baby" Irish Lace Yokes. Each \$3.00 to \$4.00.

Real Irish or Valenciennes Lace Jabots. Each \$1.50 to \$2.00.

"Gretchen" Collars, in Venetian, Gypure and fine embroidered styles. Each \$3.00 to \$4.00.

New Embroidered "Stiff" Collars, all sizes. Each 25c to 50c.

New Embroidered Laundered "Dutch" Collars. Each 30c to 75c.

TOURIST FRILLINGS.

2000 boxes of Tourist Frilling, 2 1/2 yards in each box, in white, sky, pink. Regular 15c box. Saturday 10c box.

Ladies' Furs Half Price

Travellers' Fur Samples—All This Season's Styles

Mostly from London, Eng., where good, cheap furs come from. Some from Vienna, Austria. About 200 pieces in the lot.

Mostly neckwear. No two alike—Marmot, Belgian Hare, Thibet, Foxaline and other furs—at one-half the original price. Saturday morning, Third Floor.

In Montreal

A Home, away from Home, to dine in.

The John Murphy Company Limited
Dry Goods

449 St. Catherine St. West—one block north.

And one block east of Windsor Hotel.

Three minutes' walk from C.P.R. Station, and five minutes from G.T.R.

Breakfast 7.20 to 10 a.m.—35 to 50 cents.

Lunch 12 to 2 p.m.—Full course 35 cents.

Tea Room open all day.

Saturday in the Men's Furnishing Dept.

(New Store, Ground Floor, Yonge St.)

Fine and Heavy Rib Underwear, light fleece lined, in ecru, pink, pale blue or brown; all sizes. Saturday special \$5.00 garment.

Men's Extra Fine Fleece Lined Underwear, in shaded grey stripes or plain weaves, fine satin facings. Special \$5.00 garment.

Men's Fall and Winter Underwear, in various makes, all weights in Scotch wool, fine natural

wool, ribbed or plain weaves, etc., all sizes. See our special values on Saturday at \$1.00 per garment. (At the Yonge Street Entrance.)

1000 Men's New Fall Derby or Stiff Hats, in the very latest fall 1909 styles, in small, medium or large proportions of crown and brim; made by date and dressy trade; very fine quality pure fur felt, and best finish. Compared only to \$2.00 hats. Saturday special \$1.00.

Our Christy and King Brand Hats are now complete in range of styles and colors; all the latest ideas for fall and winter wear. Special prices \$2.00 and \$2.50.

Blanket Sale at Simpson's

70 pairs only Fine White Pure Saxony Wool Blankets, made from absolutely clean, long, finely spun wool, beautiful downy finish, pink or blue borders, 7 lbs., 64 x 84 inches, Regular \$1.55 per pair. Sale price Saturday \$1.40.

100 pairs Extra Fine White Unshrinkable Wool Blankets, thoroughly clean, firm, close weave; soft, lofty finish; a great tub blanket, 60 x 80 inches. Sale price per pair Saturday, \$2.44.

100 only American Crochet Quilts, full bleached, elegant woven designs, hemmed ready for use, full double bed size. Each Saturday, \$1.43.

Our special "Imperial" Saxony Flannelette, white, pink or sky, the strongest, weightiest, finest

flannelette in town; made from the best long cotton; made especially for the great "Simpson's" store, 54 inches wide. Special per yard Saturday 10c.

100 Bleached Satin Damask Table Cloths, guaranteed every thread linen, fine quality and good weight; very handsome designs, with border all around; about 2 x 2 1/2 yards. Each Saturday \$1.88.

200 only Rich Satin Damask Tray Cloths, every thread selected linen, full grass bleached, spoke hemstitched all around, large range very dainty bordered designs, 18 x 27 inches. Each Saturday 48c.

(Phone orders direct to department.)

Gloves and Hosiery at Simpson's

Women's Fine Imported Silk Hose, gauze weight, double spliced heel, sole and toe, black, tan, grey. Regular \$1.50. On sale Saturday, pair, 75c.

CASHMERE STOCKINGS.

Women's Ribbed Black Cashmere Hose, full fashioned, fall and winter weight, all sizes. Regular 40c. On sale Saturday, pair, 25c.

THE FALL GLOVES.

Women's French Made Glace Finished Kid Gloves, round worn seams, gusset fingers, two dome fasteners, perfect fitting, black, white, tan,

brown, grey, mode; all sizes. Regular \$1.60 value. On sale Saturday, pair, 75c.

Women's English Made Tan Cape Leather Street Gloves, the correct glove for present and fall wear; one 1/2 inch faster; all sizes. Special Saturday, pair, \$1.00.

MEN'S SOCKS.

Men's Fine Imported Lisle Thread Socks, fancy patterns and colors, in spots, stripes, checks. Regular 25c and 35c. Saturday pair, 15c.

Men's Black Cashmere English Made Socks, fine all-wool, double spliced heel, sole and toe. Regular 35c. Saturday 25c.

In the Men's Store

Attractions for Saturday—Fall and Winter Suits and Coats—A Sale of Suit Samples—Boys' Fall Clothing—Men's Shirts and Underwear—New Hats for Fall.

SIMPSON'S Men's Store is noted as a place where a man can buy any and every wearable he wants. Our Clothing is selected from the best that Canadian manufacturers have to offer in competition for our big orders. Same remark applies to our Furnishings. Value for your money you are used to at home. Here you get Simpson value, which is an advantage.

Visitors to Toronto have not really seen the city until they have seen what city prices are. Come to the Men's Store and let us show you what we can do.

SPECIAL SALE OF MEN'S SUITS, NEW FALL SAMPLES THAT WERE MADE TO SELL AT \$10.00, \$12.00, \$13.50, \$15.00, TO CLEAR SATURDAY MORNING AT \$8.45.

150 only Men's New Fall Suits, assorted patterns, in this season's newest colorings, medium and dark brown and greens, in neat checks and stripes; cut in the latest single-breasted sack style, also some double-breasted, well lined and nicely tailored. Sizes 35 to 42. To clear Saturday morning at \$8.45.

(See Yonge St. Window.)

Men's New Fall Overcoats, made of imported black English cheviot, all-wool, light black material, cut in the newest 3 1/2 length, with plain lapels; a handsome, fashionable model, showing perfect fit, style and workmanship; good mohair twin linings and fine trimmings. Very special value \$15.00.

Men's Navy Blue English Worsted Finished Serge Reefers, a smooth, fine clay twill, made up in double-breasted style, with silk ornament on sleeve. Sizes 22 to 27. Price \$4.75.

BOYS' SUITS AND REEFERS.

Boys' English Tweed Two-piece Suits, in a dark brown ground, showing neat fancy colored stripes; made up double-breasted style, with belt, plain knee pants; sizes 25 to 28. Price \$5.00.

Boys' Soft Saxony Finished English Tweed Two-piece Suits, in a rich green ground, with dark fancy colored stripes; made up double-breasted style, slightly fitting to the figure, with fancy cuffs on sleeves and vent in back; pants bloomer style. Sizes 26 to 32. Price \$6.50.

Boys' Dark Navy Blue Mill Finished Serge Reefers, made up double-breasted style, with fancy red emblem on sleeves. Sizes 21 to 28. Price \$3.00.

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