

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

THE ROBERT

SIMPSON

COMPANY, LIMITED

PROBABILITIES.
Moderate to fresh southerly winds,
mostly fair and quite warm.

THE ROBERT

SIMPSON

COMPANY, LIMITED

TUESDAY, SEPT. 14.



The Robert Simpson Company Limited

*extends a cordial invitation to
Mrs. & the Misses Torouts,
on the occasion of Opening the Season for
New Autumn Fashions
in the Salon of Dress (3rd floor)
Wednesday September the fifteenth 1909*

*Models from the Studios of
Paris, Berlin, London and New York!*

In the New Department of Ladies' Inner Wear

A Sale of High-Class \$4.50 Corsets for \$2.50 per Pair.



VISITORS to the Fashion Opening for Fall to-morrow, on the third floor, should be sure to include the spacious Corset Department in their tour. It is in the James and Richmond Street Section, with southwest light pouring in from both sides—one of the most favorably-situated departments in the new store.

We are making a specially enticing offer for Wednesday's Opening visitors—La Diva Royale and Warner's Rustproof Corsets at half their real value.

Every pair is of this season's most stylish models, and represents corset fashion right to the minute. This offer holds good for to-morrow only.

LA DIVA ROYALE and WARNER'S RUSTPROOF CORSETS, two very stylish and new models, very strong and fine white coutil, long directoire back, hips and front with the new slashed skirt, medium or high bust, finest rustproof aluminum steels, four or six wide side steels, fine lace and ribbon, six strong elastic garters. Sizes 18 to 30 inches. Regular \$4.50 corsets. Wednesday, a pair

2.50

A Sale of the Ostrich Feather Exhibit

Remarkable Sale of Exhibition Ostrich Feathers Saturday

THESE plumes were on exhibition in the Manufacturers' Building up at the Fair. They represent the first direct importation from South Africa to this country. They were dyed and cured in Canada and put on exhibition to compare with any in the world.

We bought the entire exhibit, and will put them on sale for Wednesday visitors. Over 200 handsome imperial tips, long silky plume; willow plumes in all lengths, and five-tip mounts; charming two-tone and shaded effects; the most beautiful collection of ostrich goods we have ever shown. Prices range from \$3.00 to \$35.00 each.

Two Splendid Special Lots of Imported Plumes Underpriced

100 Ostrich Feathers, 18 inches long, bright, silky fibre, broad curl, every feather perfect in black or white. Regular \$5.00 each. Special sale **3.50**

100 Ostrich Feathers, 20 inches long, extra quality black, white, and good assortment of colors. Regular \$6.00 each. Special sale **4.50**



Three Delightful Items from the Gloves and Hosiery Dept.



FROM France—manufacturer's clearing lots. Suede Glove for 59c—think of it; and regular \$1.00 Gloves too! Silk Gloves worth \$1.00 for 50c; Silk Stocking worth \$1.25 for 79c.

On sale for Wednesday's opening when you come—if you come early enough.

\$1.00 SUEDE KID GLOVES, 59c.
3600 pairs. Women's fine imported French made, undressed suede finished kid gloves, two-dome fasteners, round sewn seams, silk points on black; perfect fit and finish; black, white, tan, brown, mode, all sizes. Regular \$1 value. Pair Wednesday, 59c.

\$1.00 LONG SILK GLOVES, 50c.
Women's fine imported pure silk long Gloves, elbow length, mousquetaire opening at wrist, with dome fasteners, all sizes in black or tan. Regular \$1 value. Wednesday, pair, 50c.

\$1.25 SILK HOSE, 79c.
Women's fine imported Silk Hose, German made, double spliced sole, toe and heel, full fashioned gauze weight; black, tan, grey, all sizes. Regular value \$1.25, on sale Wednesday, pair, 79c.

WEDNESDAY'S GROCERY LIST

- 2000 stone Fresh Rolled Oats, per stone 44c.
- Choice Side Bacon, peameal, half or whole, per lb 19c.
- Pure White Clover Honey, 5-lb. pail 60c.
- Canned Corn or Peas, 3 tins 25c.
- Finest Canned Tomatoes, 3 tins 25c.
- Fancy Japan Rice, 4 lbs. 25c.
- Choice California Prunes, 4 lbs. 25c.
- Malta Vita Breakfast Cereal, 3 packages 25c.
- Telfer's Cream Soda Biscuits, 3-lb. box 25c.
- Klovah Custard Powder, 3 packages 78c.
- Imported Dutch Cheese, 1-3-lb tin 13c.
- Canned Haddie, Brunswick Brand, per tin 10c.
- Telephone direct to department, Main 7841.
- 2 LBS. FRESH ROASTED COFFEE, 35c.
- Price a half less than elsewhere, 200 lbs. in the bean, ground pure or with chicory, 2 lbs. 35c.

A Thorough Exposition of the Famous Queen Quality Shoes



ON WEDNESDAY visitors to the Opening should make a point of calling at the Footwear Department, on the Second Floor of the New Building. We have arranged a special showing of the Fall styles in the famous Queen Quality Shoes.

This store holds the sole Toronto right of sale for these famous Shoes, and we are proud of our exclusive privilege. Queen Quality Shoes are worn by a greater number of women than any other one brand of footwear manufactured. The reason is that they embody a certain principle of lasting, which makes them FIT. Queen Quality Shoes are comfortable from the first day worn.

As for style and finish, the enormous output enables the Boston manufacturers to spare no expense in producing a shoe that excels all competitors. There is the largest factory in the world. Boston is famous for its leadership in shoe manufacturing. Queen Quality Shoes are the most famous of all Boston Shoes.

Come and see the styles for Fall on Wednesday. All the popular fashions, leathers, sizes and widths are here now in complete range.

Prices \$3.75, \$4.00, \$4.50 and \$5.00

The September Blanket Sale for Wednesday

WHY not forestall the imperative need of October by accepting the economic opportunity of September?

See these prices—they can't outlast the month.



(Second Floor, Yonge Street.)
60 pairs White Southdown Saxony Wool Blankets, made from the best clean, soft wools, the highest grade; most perfect production of our Canadian mills, which are conceded to be in the front rank as blanket manufacturers; dainty pink or blue borders. 7 lbs., 64x84 inches. Regular \$12.50 per pair. Sale price, Wednesday, \$3.98.
Grey Union Blankets, another clearance in another size, such as went so quickly the other day; good, reliable, clean blankets, dark borders, 6 lbs. 56x76 inches. Sale price per pair, Wednesday, \$1.47.
Striped English Flannelette select colorings and stripes, perfectly pure and beautifully finished, warranted the best colors; a very high class of goods, and away below their real values. 32 inches wide. Per yard, Wednesday, \$2 1-2c.

130 dozen Beautiful Satin Damask Table Napkins, warranted all pure linen, and bleached in Ireland, splendid range of new bordered designs; some are hemmed ready to use; woven for great wear, and to stand frequent laundering; 22x22 inches. Per dozen, Wednesday, \$1.00.
1000 yards just received, a very special English Long-cloth, just the kind for general household use, perfectly pure, and a bright, fine finish; yard wide. Per yard Wednesday, \$1-2c.
900 yards Heavy Irish Tea Toweling, red or blue checks, perfect drying, firm, close weave; was never pressed to sell for anything like this money; 24 and 27 inches wide. Per yard, Wednesday, 11c.
(Phone orders direct to department.)

An Exceptional Display of High-class Imported Broadcloth and Worsted Suitings

New Shipments Arriving Daily.

Our showing of fine Broadcloths is far ahead of anything we have ever attempted heretofore, and comprises all that is new and beautiful. Carefully selected in the fashion centres of Europe. Owing to their superior tailoring qualities and handsome refined appearance, these broadcloths are first favorites for stylish tailored suits, evening wear and reception gowns, etc. They come in an exceptionally wide range of shades and rich pastel tones—amethyst, violet tints, Russian blue, old rose and ashes of roses, ashes of violet, new greens, blues, fog grey, Burgundy, ox-blood, helio, mauve, champagne, sky, oyster grey, soft pink. Also cream, ivory, white and black. Special section in our Dress Goods Department reserved for this display to-morrow. 52 and 54 inches wide, per yard, \$1.00, \$1.25, \$1.50, \$2 and \$2.50.

Wednesday in the Men's Store

Special Showing of Men's New Fall Suits and Overcoats

Men's Fine Imported Fancy English Worsted Suits, made from a handsome, rich material, of superior finish, weave and texture, in dark olive, with subdued shadow stripe effect; also in brown and bronze tones; coats cut on the newest single-breasted sack model, with dip front and latest details of fashion; fine mohair twin linings and good trimmings; perfect fitting in every respect. Our special price, \$15.00.

Men's Fall Weight Overcoats, in black and dark Oxford grey imported English chevrot, made up with and without silk facings, well tailored and nicely finished; cut in three-quarter Chesterfield style of the latest fashion, fine trimmings. \$10.50.
Men's High-grade Raincoats, made of imported English covert cloths, in olive, grey and fawn shades, cut 50-inch Chesterfield style; suitable for rain or shine; a storm resister; sufficiently dressy for evening wear. \$12.00.
Men's Fashionable Single-breasted Sack Suits, in fancy English woads, extra fine quality material, in the newest fall shades, including walnut, moss, slate and brown, cut and tailored in the very newest fashion, made perfect fitting. Finished in the most careful manner, fine trimmings throughout. Extra special value, \$17.50.

Two Special Pyjama Items of Interest to Men
100 Pyjamas, regular to \$3.00, to clear at \$1.39; made from fine awastette, Madras or percale cloths, trimmed with frogs, or plain designs; plain colors of blue, mauve, white, tan, etc.; some slightly counter-soiled. The regular prices are up to \$3.00. To clear Wednesday \$1.39.
500 garments of "Britannia" Imported English Merino Underwear, medium weight, very soft, non-irritating, unshrinkable. Special Wednesday, 50c per garment.

Men's Underwear

"Stanfield's" Heavy All-wool Underwear for Men, knitted from the best woven of Nova Scotia wool, rendered absolutely unshrinkable by a secret process; is combed, not carded, and knitted with a lock stitch which prevents raveling. (On sale in the new department, Richmond Street Section, New Store).
"Stanfield's" Red Label, 32 to 42, per garment, \$1.00; 44 to 50, per garment, \$1.25.
"Stanfield's" Blue Label, heavier quality, 32 to 40, per garment, \$1.25; 42 to 48, per garment, \$1.50.
"Stanfield's" Black Label, extra heavy quality, a splendid warm garment, 32 to 42, per garment, \$1.75; 42 to 48, per garment, \$2.00.

2,400 New Neglige Shirts

15 DIFFERENT LINES, 45 DIFFERENT COLORINGS.
A choice of Madras, percales and Oxford cloths; a choice of plaid or plain bosoms; a choice of coat style or ordinary; a choice of stripes, spots, figures or plain colors; a choice of well-tailored, perfect fitting garments; a choice of sizes and half sizes from 14 to 16 1/2. On sale in the old Rea building on Wednesday at 75c.

\$2.00 Hats for 45c

Men's Stiff Hats, fashionable shapes, balances of lines nearly sold out, in brown, fawn and tan, fine English fur felt. Regular \$2.00. Wednesday **45c**
Men's Soft Hats, in telescope, crease crowns, fedora and neglige shapes; color mostly black, a few green. Regular \$2.00. Wednesday, 80c.
Men's Tweed Fedora Hats, very fine quality, dressy patterns. Regular \$2.00. Wednesday, \$1.00.

