

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

THE ROBERT

SIMPSON COMPANY, LIMITED

PROBABILITIES.
Moderately windy; generally fair and moderately warm.

THE ROBERT

SIMPSON COMPANY, LIMITED

FRIDAY SEPT. 3

Saturday at Simpson's---the Big New Store on Cor. of Queen and Yonge



Visitors to Toronto will find this store a convenient meeting place and rendezvous. Plenty of space to turn around in, modern rest rooms and comfort facilities, a check office, a telegraph office, a postoffice, an in-

formation clerk—these are some of the facilities at your service.

Our restaurant on the 6th floor is absolutely new from kitchen to silverware, and it is certainly worth a visit.

Make this store your headquarters for daytime. That's the best we can do, because we close at 5.30 every evening except in summer, opening in the morning at 8 sharp.



The New Gloves for Fall

A COAT calls for Gloves, and you need a coat these evenings. Fall Gloves are ready—choose to-morrow at the store for nice gloves.

ELITE KID GLOVES, \$1.00.
Women's Fine French Made Kid Gloves, our popular "Elite" quality; new gloves for fall just arrived, in all the staple and newest shades, wrist length, two dome fasteners, gusset fingers, silk points on back, all sizes. Special value Saturday, pair, \$1.00.

Simpson's New Fall Silks

MAGNIFICENT display of smartest weaves and representations of the most fashionable colorings. We suggest that you be sure to visit the Silk Department when you are in the store to-morrow. There is much in the realm of silks that is new and fascinating. Prices are very moderate. Second Floor.

New Colored Fall Altees at 75c yard.
New Paillette de Sole at 65c yard.
New Regence Diagonal at \$1.00.
Gros de Londre Faconne at \$1.25 yard.
Moire Madrilene at \$1.50 yard.
Lyons Silk Velvets, medium and fine qualities, latest finishes, in the new fall tints.
Special offering of 2000 yards of High-class Black Dress Silks, C. J. Bonnet's makes, guaranteed superior blacks and permanent finishes; values unexcelled; chiffon taffeta, peau de soie, paillette, mousseline, duchesse weaves; rich dress qualities which cannot be found elsewhere, at \$1.00 yard.
Extra special offer of French Grain Taffeta and Merveilleux Peau de Soie; rich, heavy dress qualities, in all the newest fall shades; also full range of pale evening shades; extra large assortment to choose from; much in demand for fashionable dresses, waists and millinery purposes. Regular price 75c a yard. On sale Saturday, 50c.

Practical and Popular---the New Styles for Fall Suits

THE Cloak Department grows with fresh autumn interest every day.

The Suits!
You must come and see them soon. In Style, in Material, in Workmanship, in Finish, in Cut, in Value—superior with Simpson distinction.

Mannish textures, strict tailoring—the ideal of this store for 1909.

NOW FOR SATURDAY

SUITS FOR LADIES AND MISSES AT \$12.50

Ladies' Tailored Suits, of good quality worsteds, in navy, greens, greys, browns and black. These are made with the new round collars, trimmed with silk braids; fairly long coat, with new slawing neck.

Ladies' Tailored Suits, of imported Venetian, with broadcloth finish, new square coat, 38 in. long, with smart tailored pockets, in black, navy, brown and grey.

Misses' Suits, strictly tailored of heavy serge habit cloth; a real smart winter's suit, in all the new shades, shades of roses, reseau, green, grey, taupe, navy. The coat of this suit is very mannish, with pipings of silk to match the color of the suit.

Misses' Suit of striped all-wool serge, in navy, green and taupe. This also is a smartly tailored suit, with a semi-fitting coat, stitched and trimmed with buttons, and comes in navy, green and taupe.

All One Price \$12.50

COATS, TOO
New fall styles, new materials, new colors, new tailoring, tasteful, excellent.
\$5.00, \$7.00, \$12.50, and \$16.50 up to \$25.00.

OUR SATURDAY PROGRAMME IN WAISTS.

The new "Canadiana" Waist, a waist of wool, all-wool, pure wool, flannel, and every waist is guaranteed unshrinkable. This is one of the greatest successes that England has ever had. It is made on the New York model, with pretty stripes and check effects, of black, navy, russet or sky, on the cream ground. A solid pin-finished with pearl buttons. This is a regular \$3.50 quality waist. Our special price, \$1.95.

Misses' Wash Dresses, of checked gingham, in navy and white, sky and white and pink and white, made with square yoke and collar and cuffs of white embroidery, trimmed with pipings of plain colors, and pearl buttons down front. Sizes 14 to 18 years. Special, \$2.75.

Smart Linen Suits, in fawn cadet, white and cardinal, reefer coat, stitched collar, trimmed soutache braid; full pleated skirts, 10 to 13-year sizes. Regular \$2.95. To clear, 95c.

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The Change of Season in the Men's Store

ALL the new goods are not here in the Men's Store yet—mainly because, we haven't room for them all. But any man who thinks Exhibition time is the proper occasion for swinging from summer into fall can choose a suit and overcoat to his taste here in the Men's Store now. We'll just run over a few with you now while you read this. First:

Men's Blue and Black Fine Imported English Worsted Suits, made up from a smooth, soft-finished, all-wool clay twill, guaranteed fast dye, cut in fashionable single and double-breasted style. This season's newest design; tailored and finished in the most careful manner; fine mohair twill linings; good trimmings. Sizes 36 to 44. Extraordinary value, \$10.00.

Men's New Fall Overcoats, in imported black English cheviot, a soft-finished all-wool material, especially adapted for a fall coat; made up in single-breasted style, with silk-faced lapels; 47 inches long; a handsome, dressy garment; fine trimmings. Special value \$15.50.

Men's New Fall Overcoats, in dark Oxford and clerical grey English cheviot, extra fine material, firm, soft finished; made up in latest Chesterfield style, both plain and silk-faced lapels, \$12.00.

Men's New Fall Raincoats, in fine imported English cloth; a smooth-finished, thoroughly rainproof material, in dark olive, Oxford grey and greenish fawn shade. Suitable for fine or stormy weather. \$10.00.

Men's Fashionable New Fall Showersproof Coats, made from a fancy fawn and brown herringbone material of the close to throat, with neat Prussian collar; a storm resister, and also sufficiently dressy for evening or dress wear. Very special value, \$10.00.

Men's Two-piece Suits and Reefer Coats for Fall Wear.
Boys' English Tweed Two-piece Suits, made up double-breasted style, with bell, in a dark olive green ground, with fancy colored stripes; plain knee pants. Sizes 23 to 28, \$2.75; sizes 29 and 30, \$3.75.
Boys' Fine Quality Imported Tweed Two-piece Norfolk Suits, in a rich dark fawn ground, with fancy colored stripes, made single-breasted style, with fancy inverted pleats; plain knee pants. Sizes 23, \$4.50; sizes 29 and 30, \$5.00; sizes 31 and 32, \$5.50.

Boys' Rich Olive Fawn Reefer Coats, in a herringbone weave; made up in the latest double-breasted style, with double row of smoked pearl buttons, Sizes 21 to 27, \$4.75.

Saturday for Men's Furnishings

See showing of new Austrian Shirts, new Eider Bath Robes, new Silk Underwear, new Flannel Shirts and Pyjamas, new Britannia and Wolsey Underwear, new American Neckwear, etc.

2000 Negligee Shirts, all from the best known makers, light, medium, and darker colorings, cuffs attached. Sizes 14 to 17. Regular prices up to \$1.50. Saturday 97c each.

500 Eider Bath Robes, in assorted designs and colorings; all sizes. Regular \$7.00. Saturday \$4.95 each.

500 Men's White Outing Shirts, collar attached; these are made of white stripe vesting, and will wash perfectly; all sizes. On sale Saturday 49c.

Men's Plain and Pleated Front Negligees, in white, plain blue, fancy stripes, etc.; all sizes 14 to 17. Saturday special 69c each.

Men's Derby Hats, correct fall and winter styles; just arrived, made from pure English fur felt, with extra good quality trimmings. Many hats priced at \$2.00, not the equal of this line. Black only. Specially good value. Saturday, \$1.00.

Latest and the most approved shapes in men's stiff and soft hats for fall and winter wear. In the celebrated Christy's English make, and the popular King Hats. See our styles and prices at \$2.00 and \$2.50. Men's, Boys' and Children's Caps, Tams, etc., all the latest designs, and large assortment, good range of colors, at 15c to \$1.00.

Cut Flowers for Sunday
Choice Asters, all colors. Special. Per dozen, 15c and 25c.
Roses, all colors, per dozen 50c.
Fern Fans, well filled, each 35c.
Phone to department.

Socks for Saturday
Men's Finest Imported Lisle Thread Socks, newest patterns, designs and shades; also silk embroidered fronts; all sizes, Regular 50c. On sale Saturday, pair, 25c.
Men's Fine All-wool Black Cashmere Socks, soft and fine. Regular 35c. Saturday, pair, 25c.

Saturday's Groceries
2000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 25c.
Redpath's Lard Sugar, 4 lbs. 25c.
Burlington Brand Pork and Beans, in Chili Sauce, 3 tins 25c.
Sherriff's Marmalade, 2-lb. jar 25c.
Toasted Corn Flakes, 2 packages 25c.
Walker Baker's Cocoa, 1-2 lb. tin 25c.
Choice Red Salmon, Yukon Brand, per lb. 15c.
Maconoble's Pickles, mixed and walnuts, pint bottle 25c.
Heather Brand Sweet Wrinkle Peas, 3 tins 25c.
Fancy Java Rice, 3 1/2-lb. 25c.
Candy, 500 lbs. Fresh Buttercups, per lb. 10c.
Fancy Mixed Biscuits, 2 lbs. 25c.
Telephone direct to department, Main 7841.

2000 Pairs of Underpriced Boots
1000 Men's Regular Prices \$4.00, \$4.50 and \$5.00
1000 Ladies' On Sale Saturday \$2.95.

AN OPPORTUNITY to save about \$2.00 on a pair of high-grade, perfect-fitting Autumn and Fall style Boots. They are absolutely perfect, brand new, and every pair finished to perfection. One of the nicest lots of high-grade boots we have had to offer at a reduced price. On sale Saturday at 8 a.m.

1000 pairs of Ladies' High-grade American Boots, from Boston, the "hub" of the universe. In regard to shoemaking at least, the newest and most popular autumn and fall styles, perfect fitting, long wearing, American workmanship, with all the little details of finish which help to make a boot look "classy," made in the most popular sizes, all sizes from 1-2 to 7. Regular prices \$4.00, \$4.50 and \$5.00. On sale Saturday, all one price \$2.95.

1000 pairs of Men's and Boys' Boots, made from box calf, vicid kid, patent calf and Russia calf leathers, leather lined, duck lined, mostly Blucher styles; every pair made with triple thick soles; some of the soles are waterproof; all sizes 6 to 11, and a few boys' sizes 4 1/2 and 5. Regular prices \$4.00, \$4.50 and \$5.00. On sale Saturday, all one price \$2.95.

Pictures, Do You Like Pictures?

Do not fail to bring, or send, your visitors to inspect our Picture Galleries. Pictures of every production at prices from 15c to \$1000.

Your visit to Toronto is incomplete without calling. TOP FLOOR.

Travelling Goods

\$5000 worth of Travelling Goods ready for your inspection, including all requirements in

Trunks
Suit Cases
Club Bags
Hat Boxes
Carrivals
Etc., etc.
Prices \$1.25 to \$50.00. Top Floor.

Artistic Brassware

ON exhibition in the new basement, where the Art Brica-brac, Cut Glass and so forth is displayed. Really, this brassware is beautiful! As a souvenir of your visit—

Brass Fern Pots, 35c, 50c, \$1.00, \$2.00, \$2.25 up to \$6.00.
Brass Vases, 25c, 35c up to \$7.50.
Brass Bedroom Candles, 25c, 50c and 75c each.
Brass Candlesticks, 50c, 75c, \$1.00, \$1.25 and \$1.50 pair.
Brass Hot Water Kettles, \$1.00, \$1.25, and \$1.75.
Brass Trays, 25c, 50c, 65c, \$1.00, \$1.25, \$2.50 and \$2.75.

Brass Jardiniere, \$1.00, \$1.50, \$2.00, \$3.00, \$5.00, \$7.00, \$10.00 up to \$15.00.
Brass Hot Water Kettles, complete with stand, \$12.00, \$21.00 up to \$35.00.
Brass Umbrella Stands, \$13.00, \$15.00, and \$20.00.
Brass Polish Dishes, \$10.00, \$12.00, \$15.00 and \$20.00.
Nickel-plated Tea or Coffee Pots, \$2.00, \$3.00, \$3.75, \$4.00 and \$4.50.

The Blanket Sale is Booming

SEPTEMBER doesn't always start off with blanket weather such as we have had the last few nights. Our blanket man is jubilant. Appreciation of our blankets and their September Sale prices has been augmented beyond precedent.

FOR SATURDAY
100 pairs extra fine quality Pure Saxony Wool White Blankets, made from only the choicest Southdown Saxony wool, beautifully made and finished, best of all naps, the famous "Loop Nap," downy, warm and durable, pink or blue borders, 7 lbs., 64 x 84 inches. Regular \$5.25 per pair. Sale price Saturday \$3.95.

Carefully selected White Unshrinkable Wool Blankets, one of the finest, best washing, warmest, strongest, cleanest, blankets made, soft, lacy finish, dainty borders, 64 x 84 inches. Sale price, per pair, Saturday, \$3.67.

Then note this value, made from the best long Saxony wool, scoured and cleaned to perfect whiteness, best double and twist spun yarns; a napping to give the greatest warmth and wear, pink or sky borders; blankets fine enough, strong enough and dainty enough for any room in any home, and note the large size, 70 x 84 in. Per pair, sale price Saturday, \$4.55.

600 yards Fine, Soft, Navy Blue, Union Flannel, plain or twilled, pure indigo dye, made from clean, selected, non-irritating yarns, 35 inches wide. Sale price, per yard, Saturday, 19c.

Special Offering of High-Class Suitings Saturday

68c per Yard. Regular Selling at 85c and \$1

OVER 3000 yards of newest and most fashionable Suiting Fabrics in every new fall shade and design. Worsted Stripe Suitings, two-tone Stripe Worsteds, Shadow Stripe Prunella Cloths and Lady's Cloths, English Coating Serges and Cheviots, Wide Wale Weaves, etc.

First choice qualities that tailor up well and look smart. 50 to 54 inches wide. Regular selling price 85c and \$1. Saturday, per yard, 68c.

The New Corsets for Fall 1909

OUR Corset stock for autumn is now complete, comprising selected models from the world's most famous corsetiers.

For variety to choose from, we offer this season no less than one hundred and thirty-one different models for women of medium or slender figure and thirteen different models for women of stout figure.

Every model has been carefully selected by corset experts, whose only object is to please and satisfy fashion and good taste. We cordially invite you to visit this section to-morrow, or as soon as convenient, and see for yourself the extent of the preparations we have made in the new Corset Department to handle what will undoubtedly be the greatest season's corset business the store has ever experienced.

Consult Miss Webber as to which of the following makes will best suit your figure:

CORSETS FOR MEDIUM AND SLENDER FIGURES.
New La Greque Corsets, 6 models.
New C. B. a la Spirite Corsets, 18 models.
New Redfern Corsets, 7 models.
New Bon Ton Corsets, 5 models.
New Madame Irene Corsets, 6 models.
New Royal Worcester Corsets, 14 models.
New Warner's Rustproof Corsets, 12 models.
New Jewel Corsets, 7 models.

CORSETS FOR STOUT FIGURES.
New Rengo Belt Corsets, 4 models.
New Royale Reducing Corsets, 1 model.
New Grand Dowager Corsets, 1 model.
New C. B. a la Spirite Corsets, 3 models.
New Adjusto Reducing Corsets, 1 model.
New La Greque Belt Corsets, 1 model.
New Armourside Corsets, 2 models.

\$1.50 Silk Stockings
79 Cents
Women's Fine Imported Pure Silk Hose, gauze weight, black, tan, white, all sizes. Regular \$1.50. On sale Saturday, pair, 79c.

Women's Imported All-wool Black Cashmere Hose, ribbed and plain, double spliced heel, toe and sole. Regular 40c. On sale Saturday, pair 29c.

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See the Paris Hats---Millinery Salon, Richmond and Yonge Sts., 2nd Floor