

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President, J. Wood, Manager.

Probabilities—

Light to moderate winds; slight
little higher temperature.

SIMPSON



We Would Like You to See

The New Suits

The kind you've been looking for, with short smart jackets and rather narrower skirts.

The New Dresses

That aim at the "narrow silhouette" effect, now so much desired.

The New Coats

That tend toward an unbroken line from head to feet.

The New Millinery

Here as in Paris the cloche or bell-shaped hat is most popular, and the large black hat for dressy wear.



WE INVITE YOU

TO
The Showing of New Autumn Fashions
on Wednesday, September 14th,
(Third Floor)

Be Sure to Notice

The New Waists

Beautifully simple ones, in Oriental silks and veiled chiffon.

The New Furs

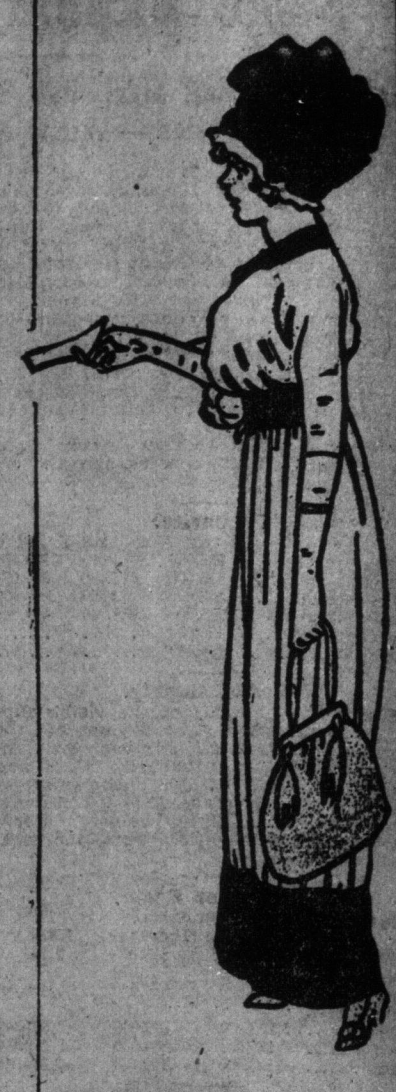
Magnificent pieces, with an individuality rarely seen in furs already made up.

The New Negligees

In messaline, crepe de chine, and China silk. Some in plain colors, others in rich oriental or floral effects.

The New Corsets

They should be attended to before the dress. It is the first essential of smart appearance.



On Wednesday we deal with Fashion in its most concrete form—women's apparel embodying the ideas of the great French style-originators, but modified and made practical for the thousands of Canadian women who year by year decide on their garments for Fall and Winter at this Autumn opening of ours.

The New Corsets Attract Stylish Women

The first essential to a perfect figure and the stylish draping of your new gown or suit is "Correct Corsetting." The great makers of dress fashions build their creations on figure lines that the designers of corsets build for them. The corset is put upon the market in advance of the dress, so the figure may be made for the fashion.

Today when we talk to you about our new importations of Gowns from Paris, London, Vienna and New York, we ask you to look at our new Corset Models.

We daily find the lines of the most beautiful gowns spoiled in effect because the corset, the base we must fit over, is all wrong.

Our new models come from the foremost designers of fine corsets in the world, and are "up to the minute." The sale of such famous makes as are mentioned here is confined to "Simpson's," and will convince discriminating women that this store is the only place in Toronto where the highest degree of corset style and satisfaction can be obtained. These fashionable makes are here in all the latest models:

- 12 new models of Redfern Corsets, whalebone fitted.
- 6 new models of Madame Irene Corsets.
- 18 new models of Bon Ton Corsets.
- 12 new models of C. B. & La Spillette Corsets.
- 7 new models of "Modart" Corsets, front lacing.
- 14 new models of Royal Worcester Corsets.
- 12 new models of Warner's Rustproof Corsets.
- 6 new models of Jewel Corsets.
- 11 new models of Thompson's Glove Fitting Corsets.
- 4 new models of La Desse Corsets.
- 8 new models of La Reine Corsets.
- 10 new models of C. C. & La Gracie Corsets.

A total of one hundred and twelve new models of fashion approved corsets to choose from. We cordially invite you to visit this section. If you have corset doubts of any kind, consult our chief expert, Miss Webber. She will be pleased to explain any point you desire information about.

Special Display of New Hats

That Have Never Been Shown Before

So many handsome requisites for the making of smart millinery are being opened daily from Paris and New York and our best designers have been using them so lavishly, that we feel bound to announce another big display of High Class Millinery for Wednesday.

The styles are every one most exclusive and every hat will have an intrinsic value irrespective of their exclusive designs.

Walking Suits

Women's Extremely Good Walking Suits, of diagonal tweed; colors are in mixtures of light green, grey and fawn; coat is made in Norfolk style, with strappings of self down back and front, and belt to match; fastens with four bone buttons; fashionable gored skirt, trimmed with strappings to match coat. Price \$14.00.

Misses' Tailored Suit, of imported Venetians, in colors black, navy and grey; coat is 31 inches long, trimmed with two rows of self strappings down front and neck; fastens with novelty bone buttons; lined throughout with silk serge; skirt has panel front, with side pleats on each side of panel. Sizes 14, 16 and 18 years. Price \$15.75.

150 English Wilton Rugs.

A special clearance of superior quality Rugs at a very low price, to make way for our fall stock, which is coming in and crowding us for space. Neat designs for bedrooms, boudoirs and dressing, guest rooms, etc. in blue, light green, rose and grey, and a few reds, fawns and greys, suitable for dining rooms:

Size.	Regular Sale Price	Price, Wednesday.
6.9 x 9.0.....	18.00	14.48
9.0 x 9.0.....	24.00	19.48
9.0 x 10.6.....	27.50	22.48
9.0 x 12.0.....	30.00	25.48
11.3 x 12.0.....	40.00	32.48
11.3 x 13.6.....	45.00	36.48

Groceries

2,000 stone Fresh Rolled Oats, per stone 36c.
500 pails Pure White Clover Honey, 5-lb. pail 64c.
Choice Side Bacon, peameal, half or whole, per lb. 22c.
Finest Canned Tomatoes or Corn, 3 tins 25c.
Telfer's Cream Soda Biscuits, 3-lb. box 25c.
Imported English Malt Vinegar, quart bottle 20c.
Finest Spanish Onions, 8 lbs. 25c.
Quaker Wheat Berries, 3 packages 25c.
Domestic Kipperd Herring, plain or in tomato sauce, 3 tins 25c.
2 LBS. FRESH ROASTED COFFEE 35c.
300 lbs. Fresh Roasted Coffee, in bean, ground pure or with chicory. Wednesday 2 lbs. for 35c.

The New Furs

We are ready to show the most critical buyers the best collection of Fine Furs to be seen in Toronto. Our showing contains the newest of New York and Paris styles. There is an individuality about all our fur garments that is rarely found among ready-to-wear furs. Prospective buyers should see these garments while the stock is most complete. Selections made now will be cared for until required. Handsome Caracul Coats; new designs in Hudson Seal Coats. Stylish, full length and 3/4 Persian Lamb Coats. New and pretty styles in Black Russian Pony Coats. Handsome Labrador and Ottawa Valley Mink Stoles, Scarfs and Muffs. New shapes in Black and Pointed Fox Furs. Alaska Sable, that ultra-stylish fur, in all the new designs. Royal Russian Ermine Furs, in new Paris shapes. We are showing the large, round Bolster Muff, in all the leading and fashionable furs.

(Department, Third Floor.)

New Dress Velvets

The new shipment of Cord Velvets for dresses and suits is all that can be desired, both in coloring and qualities. With the commencement of autumn and winter every year there is a demand for the rich velvet costume. This year Paris and London have accepted velvets for all dress occasions, hence our new shipment is larger and more beautiful than it has been for several seasons. Rich silk finish, guaranteed fast pile, French dyed. Prices per yard 50c, 75c, \$1.00 and \$1.50.

We have our fall shipment of Colored Pannet and Couche Velvets for millinery, trimmings, etc.; scores of shades and tints to choose from. Per yard \$1.00. (Silk Department, Second Floor.)

New Scarves, New Jabots, New Stocks

NEW FROM PARIS, LONDON, IRELAND AND NEW YORK

You should make a point of seeing our new Scarves, our new Irish Lace Neckwear, our French hand embroidered Jabots and Collars, from Paris, London, Ireland and New York.

Crepe de Chine Scarves, in self colors, beautiful embroidered with deep silk fringe across ends. Each \$5.00 to \$15.00.

Russian Net Scarves, embroidered in gold bullion and Oriental colorings. Each \$6.50 to \$12.00.

The new "Piquette" Scarf, made of soft liberty satin, in black, with colored linings, and ends finished with heavy silk tassels; this type of throw scarf is most becoming and graceful, and is all the rage in Paris. Prices from \$5.00 to \$10.00 each.

Crepe de Chine "Shawl" Scarves, in plain colors, also "Dresden" effects; these quaint old shawls are finished with tassels at back; also fine Brussels net shawls, in white, grey, helle and black, beautifully embroidered in gold or silver. Prices ranging from \$8.00 to \$45.00.

Real Irish Lace Neckwear, in jabots, "military" stocks, coat collars, yokes, coat sets, also turn-over lace collar, mounted on linen band. Prices ranging from \$1.00 to \$20.00 each.

Lace Neckwear from St. Gall and New York, in jabots, stocks with jabot attached, coat collars, stocks and coat sets, the new "shawl" collar, beautifully fine patterns, equal to hand-made goods. Prices ranging from 75c to \$3.00.

Fancy Eiderdown Sacques \$1.25

Women's Dressing Sacques, of double-faced fancy eiderdown, cut extra long, deep round collar, trimmed with satin, satin ribbon at neck, silk frog fastener, finished at edge with fancy shell stitching, sky or dark grey mixtures. Sizes 34 to 44. Special Wednesday \$1.25.

Fancy Blanket Cloth Robes \$3.50

Women's Lounging Robes, of double-faced blanket cloth, beautiful floral design, white or cardinal, grey, sky or helle; sleeves, pocket and pointed collar, edged with satin, finished with woollen girdle. Sizes 34 to 44. Special value Wednesday \$3.50.

Striped Hydegrade Petticoats \$1.25

Women's Petticoats, of novelty black and white stripe "Hydegrade," a silky, rustling fabric, similar to heatherloom; knife pleated flounces, trimmed in fancy design, with stitched strapping of self, in black, myrtle or cardinal. Lengths 38, 40 and 42 inches. Wednesday \$1.25.

Japanese Lounging Robes, quilted and wadded, plain and embroidered.

Hosiery for Men and Women

Women's Plain and Ribbed Black Cashmere Hose, English made, double spliced heel, toe and sole, full fashioned; all sizes. Regular 50c. On sale Wednesday, pair 25c.

Men's Fine Imported All-wool Cashmere Socks; the lot consists of fancy stripes and checks, grey, with neat silk embroidered fronts, broken lines; sizes 9 1/2 to 11. Regular 50c. On sale Wednesday, pair 25c.

Women's French Kid Gloves, wrist length, two dome fasteners, oversewn seams, Paris points, perfect fitting.



The Blanket Sale

(Second Floor, Yonge Street.)

4.90 WHITE SAXONY WOOL BLANKETS \$3.99. Beautiful, soft, clean, perfectly napped Blankets, made from the best long Saxony wools, pink or blue borders, guaranteed to give entire satisfaction in wash or wear, 7 lbs., 64 x 84 inches. 70 pairs at sale price, pair, Wednesday \$3.99.

\$3.50 TO \$3.75 FINE WHITE UNSHRINKABLE WOOL BLANKETS \$2.97. Thoroughly clean, no burrs, full napping, warm and durable, 7 lbs., 68 x 86 inches. 85 pairs at sale price, pair, Wednesday \$2.97.

\$9.00 GREY HUDSON BAY BLANKETS \$6.95. Made from fine Saxony wool, clear silver grey, four points, 12 lbs., 72 x 100 inches. Only 30 pairs at sale price, pair, Wednesday \$6.95.

CREAM FRENCH FLANNELS 37 1/2 YARD. The finest, softest make of French Flannel sold, 31 inches wide, plain for infants' wear.

Beautiful fine quality all pure linen, snow white bleached, ready to use, the latest bordered designs, 20 x 20 inches. 100 dozen, per dozen, Wednesday \$1.55.

200 PAIRS HEAVY HEMMED SHEETS \$1.49 PAIR. Made from heavy bleached English sheetings, round thread, torn sizes, full standard lines, 2 x 2 1/2 yards. Special value at pair, Wednesday \$1.49.

900 YARDS CRASH ROLLER TOWELING 9c YARD. Every thread linen, soft, strong make, red border; one of the best Scotch towelings made, 17 inches wide. Per yard, Wednesday 9c. (Phone direct to Linen Department.)

It is a fact that the Hamam Hotel, one of the best of its kind in Toronto, is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

It is a fact that the Hamam Hotel is now open for business. It is a new and modern hotel, with all the latest improvements. It is a fact that the Hamam Hotel is now open for business.

New Dress Goods

Silk and Wool San Toys, in the new pastel shades, 44 inches, \$1.00, \$1.25.

Silk Lansdownes, all the leading colors, in light and dark shades. 42 inches, 75c and \$1.00.

Permo Shantungs, our leader in dress fabrics for fall wear, all the leading shades. 44 inches, \$1.00.

Silk and Wool Embroidered Eolennies, exquisite fabric for reception and evening gowns, all the new shades in pastel shades. 46 inches, \$1.50.

Shot Eolennies, this is a pretty and effective fabric, in the new two-tone combination colors. 46 inches, \$1.50.

Princess Silk Cashmere de Soie, full range of the new shades for fall wear, very dressy and useful fabric. 46 inches, \$1.50.

Satin Pannet Cloths, very smart and dressy fabric for afternoon dresses and evening wear. 44 inches, \$1.50.

Shot Voiles, new color blendings for fall wear, 46 inches, \$1.50.

Silk and Wool Ripple Crepes, individual gown lengths of 8 yards; no two being alike; exquisite and very smart fabrics; full range of colors. Gown length \$12.00, \$16.00 and \$20.00.

Individual Gown Lengths, in shot effects, in a lovely collection of new French fabrics, for evening wear, reception dresses, theatre dresses, dinner dresses, etc., \$15, \$20 and \$25.

Glass and Chinaware

Tumblers, bell shape, heavy bottoms. Wednesday 57c dozen.

Knife Rests, clear glass polished, good shapes. Wednesday 30c pair.

Finger Bowls and Plate, American glassware, Chipendale design. Wednesday \$1.20 dozen.

Water Jugs, rich cut glassware, deep flaring cut, new design, full of sparkling color. Wednesday special \$3.95.

Teapots, handsome decoration, large assortment of new shapes, all sizes, fireproof ware, Wednesday 25c.

101-piece Dinner Set, in Booth's famed Silcon Cilmex, beautiful white body, with hard, semi-vitreous glaze; for daily satisfactory service this ware is unsurpassed; rich gold band lace decoration. Wednesday \$22.50.

13 only Dinner Sets, 97 pieces; the ware is best English semi-porcelain, with dainty floral designs, gold trimmed. For quick selling Wednesday \$9.97.

1,600 Tea Cups and Saucers, good English cream ware, gold edge, line and sprig decoration. Wednesday six cups and saucer for 25c.

No phone or M. O. D. orders.

Men's Natural Wool Underwear 79c

1,800 garments of Men's Natural Wool Underwear, shirts and drawers, oddments from our regular stock to go at cost and in some cases less than cost; in the lot are light and dark shades, medium and winter weights, and are made by the leading English and Canadian manufacturers; some are double breasted, others single. Come early for these. Regular prices \$1.00, \$1.25, \$1.50. Wednesday 79c.

Men's Flannelette Night Robes, in shades of blue and white and pink and white stripes; good large bodies, good quality material; these are worth more than we are offering them at. Special Wednesday, 49c each, or 3 for \$1.40.

Men's Heavy Winter Weight Sweater Coats, of pure wool, knitted in the close rib style, and made in the cardigan style; these coats are grey, and piped with red or self colors, giving them a very pretty effect; two pockets to each coat. Special price Wednesday \$1.98.



The **SIMPSON** Company Limited

Men's \$15.00 Suits

Men's Fine Quality Imported English Fancy Worsted Suits, in all the correct fall shades, including greys, browns and greenish tones, with neat self and fancy colored thread stripes; cut from the new fall models, in three-button single breasted sack style; carefully tailored, and finished with best workmanship. Sizes 36 to 44. Price \$15.00.

Regular Prices \$25.00 and \$30.00, to Clear Wednesday at \$1.98.

Men's Medium Weight Wash Vests, made from duck, percales and fancy plaques, with large assortment of light and medium shades, with neat fancy stripes and figures. Sizes 36 to 44. To clear Wednesday at \$1.98.

OUR LEADER IN MEN'S PANTS AT \$1.98. Men's English Tweed Pants, a smooth, firmly woven material, in a heavy fall and winter weight, dark grey and black herringbone stripe pattern, splendidly tailored and perfect fitting. Sizes 31 to 42 in. waist. Special price \$1.98.

New Parlor and Dining room Wall Papers

The latest blends in Papers for 1910 and 1911 are wood shades, grey stone, soft greys, warm buffs and browns. Call and see our new papers. No trouble to show combinations for any style of room.

Latest Imported Parlor Designs, in greens, champagne, grey, old rose, blue and light shades, in two-tone or color effect. Prices 25c, 35c, 50c, 75c, \$1.00 to \$3.00 roll.

Dining Room, Den, Library and Hall Papers, imported and foreign, wood shades, greens, browns, greys, fawns, blues, plain or figured. Prices 25c, 50c, 75c, \$1.00, \$1.50 roll.

WEDNESDAY SPECIALS.

6,000 rolls special reduced Parlor and Dining Room. Imported or Domestic Papers, good colorings, soft effects. Regular to 25c, Wednesday 11c; regular to 50c, Wednesday 21c; regular to 75c, Wednesday 31c.

8,000 feet 14-inch Room Moulding, white or imitation oak. Special 1 1/2c foot.