Store Opens 8 a.m.
Closes 5.30 p.m.

Features of Greater Simpson's

The Palm Room for quiet luncheon or afternoon tea.

The electric and floral decorations — universally admired.

The model garments in lighted cases, showing effects of colors by night.

The writing room for ladies, with comfortable lounges for those who wait.

Orchestral recitals morning and afternoon as well as during luncheon.

Transfer office, Check office, Telegraph office, Post office, Information desk conveniently on ground floor, James St. side.

Buy Wall Papers Now

WHY? FULL STOCKS, GOOD COLORS, NEW DESIGNS.

3,950 rolls Floral and Stripe Papers. Regular to 25c. Monday 7c.

950 rolls Pressed Paper, parlor designs and colors. Regular to 35c. Monday 14c.

3,650 rolls German Papers. Regular to 35c. Monday 17c.

2,750 rolls Imported Parlors and Dining Rooms. Regular to 75c. Monday 43c.

Japanese Leather, Oriental effects. Regular to $1.50 yard. Monday $1.05.

German Leather, browns and greens and reds. Regular to $1.50. Monday 79c.

12,000 feet White Enamel and imitation oak. Regular to 2½c. Monday 1½c.

Chair Rail. Regular to 4c and 5c. Monday 2½c.

Plate Rail. Regular 12½c and 15c. Monday 10c.

Plate Rail. Regular 10c. Monday 7½c.

Pearl Handle Butter Knives 25c Each

100 Pearl Handle Butter Knives and Jam Spoons, English silver plate, fancy ferrules. Regular 50c. Monday, each 25c.

50 pairs Pearl Handle Dessert Knives and Forks, English silver plate blades and tines, fancy ferrules. Regular selling $18.00 dozen. Monday, pair, knife and fork, 98c.

Groceries for Monday

Finest Cornmeal, per stone 32c.
Upton's Marmalade, 5-lb. pail 40c.
Imported Macaroni, 3 packages 25c.
Quaker Puffed Rice, 3 packages 25c.
Canned Corn or Peas, 3 tins 25c.
Choice Picnic Hams, 6 to 8 lbs. each, per lb. 15c.
Ivory or Silver Gloss Starch, 6-lb. tin 55c.
Old Dutch Cleanser, 3 tins 25c.
Ammonia Powder, 3 packages 25c.
Gillett's Lye, 3 tins 25c.
Sunlight Soap, 6 bars 25c.
Surprise Soap, 6 bars 25c.
Telephone direct to department. Main 7841.

5 LBS. PURE CELONA TEA, $1.00.
This is our exclusive brand. 500 lbs., black or mixed, Monday 5 lbs. $1.00.

Autumn Opening of Canada's Finest Dress Goods Department

An Array of Fabrics for Every Purpose Known to the Wardrobe of the Modern Woman

ON MONDAY the beautiful department of Dress Goods and Silks is declared officially open for Autumn 1909. We have been busy for some time back selling materials for fall dresses, but the new shipments had only partly arrived. Every assortment is now, however, complete. We can fairly call our beautiful department open for the Autumn trade, and with pardonable pride we invite our old friends and the friends of our old friends to our opening reception on Monday, Sept. 20.

The New Goods Will be on Special Display

Broadcloths, the newest and most select range of colorings for street wear, and dainty pastel shades for evening and reception wear gowns; thoroughly sponged, and warranted unshrinkable; 52 and 54 in. wide. Monday, Tuesday and Wednesday, per yard, $1.25, $1.50, $2.00 and $2.50.

Wide Wale Weaves, fine all-wool French and English manufacture; beautiful tailoring cloths; thoroughly shrunk; 52 to 56 in. wide. Per yard, $1.00, $1.25 and $1.50.

Imported Worsted Suitings; we have never had such a beautiful selection; new stripes, with two and three-tone colors, shadow stripes, faint overcheck and stripe combinations; mannish effects; very stylish and dressy. 52 to 56 inches wide. Per yard, $1.00, $1.25, $1.50, $2.00 and $2.50.

New French Prunella Cloths, most beautiful fabrics, for medium weight suits and dresses, in all the newest colorings; 50 and 52 inches wide. Per yard, $1.00, $1.25 and $1.50.

Black Dress Goods; the largest and most select stock of high-class black goods in Canada. Every new and staple weave is represented. We have the medium and blue blacks, jet and mourning blacks. Weights suitable for all occasions. Per yard, 85c to $3.00.

Evening Wear Goods, silk embroidered voiles, silk stripe marquisettes, new meteor and ripple crepes, silk Henriettas, also a select range of new French imported novelty robe lengths, in designs exclusively confined to this store. Per yard, 85c to $4.00.

Store Opens 8 a.m.
Closes 5.30 p.m.

Boys' Fall Suits and Coats

Monday for boys in the Simpson Boys' Store. Weather calls for warmer clothing for school boys. We call for better clothing at the same time.

See these moderate prices:

Boys' Two-piece English Tweed Suits. The material is a smooth finished herringbone weave, in a rich dark brown and green shadow stripe effect; made up double breasted style, with belt; plain knee pants. Sizes 25 to 28, $3.50; sizes 29 and 30, $4.00.

Boys' Fine Quality English Tweed Two-piece Suits, in a dark grey ground, with fancy colored stripes; made up in the latest double breasted style, with belt; close fitting collars, and long, shapely lapels; pants made bloomer style. Sizes 25 to 28, $4.75; sizes 29 and 30, $5.25.

Boys' Tweed Russian Blouse Suits, in a mixed grey ground, with neat black and green self stripes; made with sailor collar, trimmed with fancy braid to match, and detachable, white drill shield, with silk ornament, finished with belt of same material; pants bloomer style. Sizes 4 to 8 years. Price $3.00.

Boys' English Covert Cloth Topper Coats, in a dark olive fawn shade, showing fancy colored stripe; made up single breasted style; good quality lining and trimmings. Sizes 25 to 28, $4.00; sizes 29 and 30, $4.25; sizes 31 to 33, $4.75.

Boys' Caps

Children's Leather Tams, russet and tan shades. Regular 75c. Monday 49c.

Children's Felt Hats, in sailor and admiral shapes; colors green, navy and white. Regular 75c. Monday 45c.

Children's Turban Hats, stitched brims, plain and fancy crowns. Regular 50c. Monday 25c.

Boys' Varsity and Hookdown Caps, assorted lot, tweeds and serges. Regular up to 25c. Monday 10c.

The Utmost of Quality, Style and Distinction at a Moderate Price

WOULD you know just what ground we take in the competition for the favor of the people of Toronto? Would you like to know the policy of our Cloak Department, which has become so large a factor in the shopping world?

It is just this:

We strive to give the utmost of *distinction*, of well-bred quality, of real gentility—the utmost of possible style combined with refinement, while at the same time keeping well within the bounds of price moderation.

That ambition keeps us strained to the limit of our abilities. We are never content. When we see a style innovation which is possible only for those who can *afford* it we set ourselves to making it possible for those who can *appreciate* it, irrespective of the question of price.

There, you have the secret of our ambition. You may judge our success for yourself when you come to the magnificent department.

EIGHT COMPLETE SECTIONS

1—Suits.
2—Dresses.
3—Coats.
4—Skirts.
5—Girls' Section.
6—Petticoats.
7—Dressing Gowns.
8—Waists.

AN IMMENSE ASSORTMENT OF TAILORED SUITS AT $25.00.

We have particularly endeavored to excell ourselves in our array of Man-tailored Suits at $25.00.

Plain collars and lapels.
Little pockets.
Neat simple lines.

Extra long coats.
Semi-tight and semi-full fitting.
Semi-pleated and gored skirts.

English worsteds, French broadcloth, Venetians, satin cloths, French Panamas.

Lined with silk, satin and mercerized fabrics.

Black, navy, brown, taupe, mahogany, wisteria, rose, amethyst, green and mannish worsted mixtures, $25.00.

You should see them.

$3.00 Fruit Dishes $1.98

25 only Fruit Dishes, silver plated stand, crystal glass fruit bowl, cut glass pattern, large size. Regular $3.00. Monday $1.98.

12 only Tea Sets, burnished, engraved finish, four pieces, teapot, sugar bowl, spoon holder and cream pitcher. Regular $14.00. Monday $8.95.

Just Published

"NORTHERN LIGHTS," BY SIR GILBERT PARKER.

Stories of the Canadian North-west before and after the railways. Bound in cloth. Illustrated. Reviews speak well of this book. Published at $1.50. Our price $1.20.

(On sale New Book Department.)

Kid Gloves 75c

25 dozen Ladies' French Kid Gloves, fall weight, pique finger, one clasp fastener, soft, pliable quality, grey, navy, tan, brown and black, 5½ to 7. Marked for special selling, 75c.

Women's Fine English Made Ribbed Cashmere Hose, black only, samples of 35c to 45c grades, soft elastic yarn, 2-ply heel and toe. One price to clear, 29c.

Music Dept. Offer

Special 10c each, or 4 for 25c.

Handel's Largo, Simple Confession, Tam o'Shanter, The Storm, Edelweiss Gilde Waltz, Light Cavalry, Second Mazurka (Godard), Second Waltz (Godard), Schubert's Serenade, Overture Patriotic, Orange Blossom Waltz, Irish Melodies, Old Folks at Home (variations), Old Black Joe (variations), Valse Bleue, Angels' Serenade (vocal), Ave Maria, Gounod (vocal), Miserere from Il Trovatore, Melody in F (Rubenstein), Traumerei, Durand's Valse in E flat, Home, Sweet Home (variations), Battle of Waterloo, Beautiful Blue Danube, Consolation (Mendelssohn), Lustspiel Overture, Poet and Peasant Overture, Convent Bells, Bridal March, William Tell Overture, Spring Song (Mendelssohn), Nearer My God to Thee (variations), Maiden's Prayer, Parsifal Overture, Juanita, Flower Song, Danube Waves, Wedding March (Mendelssohn), At Sundown, Anvil Chorus, Stephanie Gavotte, The Old Cathedral Chimes, And many others.

Boys' All-Wool Sweater at $1.00

Hand-made, heavy all-wool, no seams around the neck, cuffs or skirt; guaranteed to retain their shape; easy to put on or off; a deep roll collar; made from extra soft, non-irritating yarn; sizes to fit boys 4 to 15 years. Colors, navy, trimmed red or white on collar and cuffs; grey, trimmed red; brown, trimmed white; cardinal, trimmed white. That's a description of the Simpson Sweater for Boys. The best quality ever offered at Monday, $1.00.

1,000 Boys' Heavy Wool Sweaters, for winter wear, double roll collar, double cuffs and skirt, in grey, navy or cardinal; 22 to 32. Special Monday 50c.

800 Boys' Cashmere Jerseys, in navy, trimmed red or white, grey trimmed red, or plain black; 22 to 32. Regular 75c, $1.00, $1.25. Monday 59c.

1,000 Boys' Fine Neglige Shirts, cuffs attached, spots, stripes or checks, medium or dark shades. Regular 50c and 65c. Monday 29c.

Warner's Rustproof Corsets at $1.25

SELDOM can we sell these goods at less than $2.25 a pair. We bought the entire output on hand of two models, receiving a substantial discount, thus giving you a chance you never have had before. The guarantee which accompanies all the Warner Corsets comes to you with every pair of these. Phone all orders direct to Department.

Warner's Rustproof Corsets, two new season's models, finest white sateen, medium, high or low bust, with long front, hips and back, deep extension skirt all around, boned with fine all rustproof steels, four strong, plain elastic garters, with security hose supporters, lace and ribbon trimmed. Sizes 18 to 26 inches. A regular $2.25 corset. Monday special $1.25.

101 pairs Women's Rustproof and Redfern Corsets, a traveller's samples, all this season's models, finest materials. Sizes 20, 21, 22, 23 inches only. The best chance of the season. Regular value up to $12.00. Monday, all to go at less than half-price.

800 Yards of Exclusive Silk

IT is a great satisfaction to be able to feel that the gown you have expended so much thought and energy upon can not be duplicated. The trouble is in making sure. Ideas of trimming and finishing, if clever and effective, are bound to be copied. Styles are not exclusive once they are sold. We offer the best of all solutions—exclusive materials. Our silk man has purchased the sole Toronto right for a line of silks put out by a certain manufacturer in France, and they cannot be duplicated. They are dyed in exclusive shades and finished with just that proper "touch" by which one knows good silk. They come in an endless choice of shades and include the following weaves:—

Satin de Chines, Paillette de Chines, Peau de Soies and Gros Grains, and our new guaranteed Taffetas. The usual prices for such qualities as these silks are 50c and 65c per yard. On sale at 39c per yard.

Housekeepers' Day in the Blanket Sale

OF COURSE, you'll be in to attend the Dress Goods opening on Monday. The Staples Department is on the Yonge street side of the same floor. The Blanket sale forms the feature of the Staples Department this month. Here you have the programme for Monday.

(Second Floor, Yonge Street.)

White Unshrinkable Wool Blankets, thoroughly clean, as all "Simpson" Blankets must be; made from double and twist strong yarns; lofty, warm finish, and a make and finish that will stand any amount of washing and still be warm and have a good appearance; pink or blue borders; 66 x 82 inches; double bed size. Regular $2.88 per pair. Monday $2.19.

Extra Fine Quality White Saxony Wool Blankets, warranted pure wool, a thoroughly sanitary, perfectly finished blanket, soft and lofty, with dainty borders; looks well in any room; 7 lbs., 64 x 84 inches. Regular $5.19 per pair. Monday $3.98.

600 yards Navy Blue Union Flannel, indigo dye, plain or twilled, free from all oils or roughness, and perfectly finished; 25 inches wide. Per yard Monday, 18c.

1,000 yards Scotch Crash Roller Toweling, all linen, heavy make, perfect absorbent toweling, manufactured out of clean, long fibre flax; 17 inches wide. Per yard Monday, 7½c.

180 only 5 o'Clock Tea Covers and Pillow Shams, spoke hemstitched all around; also a row of drawn work all around; close, firm weave, and dainty finish; 30 x 30 inches. Each, Monday, 35c.

700 yards Bleached English Sheeting, plain or twilled, perfectly pure, and made from long, carefully spun cotton, heavy make, the greatest sheeting value of the season, 8-4 or 70 in. wide. Per yard Monday, 24c.

560 yards Semi-bleached Irish Damask Table Linen, firm, even weave, round thread, great wearing qualities, will bleach snow white, 60, 64 and 66 inches wide. Regular 40c per yard. Monday 29c.

Phone orders direct to department.

MONDAY BASEMENT SALE

CUT GLASS

25 only Footed Comports, beautifully cut revolving star pattern, with combination pillar cutting, cut stem and cut star base; regular $9.50. Monday 4.50

Cut Glass Salt and Pepper Shakers, colonial design, with sterling silver tops; regular 85c pair. Monday, each .19

CHINAWARE

Grindley's Plain and White Dinnerware, with embossed scalloped edges—
Bread and Butter Plates, Monday, doz. .40
Tea Plates, Monday, doz. .50
Breakfast Plates, Monday, doz. .60
Soup Plates, Monday, doz. .60
Dinner Plates, Monday, doz. .70
Tea Cups and Saucers, Monday, doz. .75
Meat Platter, 10-in., Monday, each. .15
Meat Platter, 12-in., Monday, each. .25
Meat Platter, 14-in., Monday, each. .35
Covered Vegetable Dish, 7-inch, Monday, each .35
Covered Vegetable Dish, 8-inch, Monday, each .45
Gravy Boat, Monday, each .13
Baker, 6-inch, Monday, each .8
Baker, 7-inch, Monday, each .10
Baker, 8-inch, Monday, each .15
Sugar Bowl, Monday, each .20
Jugs, Monday, each, 8c, 10c, 12c and .20
Slop Bowls, Monday, each, 5c, 6c and .8
Salad Bowls, Monday, each, 8c, 10c and .15
Oatmeal Dishes, Monday, doz. .40
Ewers, Monday, each .35
Basins, Monday, each .35
Chambers, open, Monday, each .30
Chambers, covered, Monday, each .40

Genuine Theodore Havilland Limoges China Dinner Service of 102 pieces. The china body is pure-white, decorated with sprays of delicate pink roses and green foliage; gold stippled handles, edges and border line in burnished gold; open stock pattern, from which breakages can be replaced at any time; sold regularly for $65. Monday 43.50

Chocolate Jugs and Tankard Jugs, beautifully decorated on an ivory background. Monday 1.00

Chocolate Jugs, Tankard Jugs and tall Teapots, decorated in violet shades. Monday .75

Fancy Scalloped Plates, violet decoration. Monday .25

GLASSWARE

Lemonade and Water Tumblers. Monday, doz. .60
Stand Lamps, complete, medium size, Monday .29
Small size. Monday .19
Sugars and Creams, colonial design. Monday, pair .19
Jelly Glasses, with tin tops. Monday, doz. .35
Galvanized Tubs, with wringer attachment—
Small size, regular 65c. Monday .54
Medium size, regular 75c. Monday .64
Galvanized Clothes Lines—
50-ft., regular 75c. Monday .15
100-ft., regular 40c. Monday .29

Tin Boilers, with copper bit or flat bottom, sizes 8 and 9; regular $1.35 and $1.45. Monday 1.05

Galvanized Boilers, flat bottom, sizes 8 and 9. Monday .89

Griswold Food Choppers; regular $1.50. Monday 1.05

Steel Fry Pans, cold handles, 22c, 25c and 30c value. Monday, 15c, 18c and 20c.

Tin Dishpans, 13 and 17-qt. Monday, 13c and 15c.

Potts' Irons, 3 irons, handle and stand in set—

Nickel-plated. Monday .98
Polished. Monday .89
Sleeve Boards, made of hardwood, well made and padded; 25c value. Monday .15

Coal Hods, japanned, with gold band. Monday .29

5-ft. Step-Ladders, with pail rack. Monday .59

Mop Sticks, to hold brush or rag; real value 15c. Monday .10

4-ft. fold Folding Clothes Horses, with 3 bars; regular 65c. Monday .39

Galvanized Garbage Cans—
Regular 75c. Monday .69
Regular 95c. Monday .79
Regular $1.05. Monday .89
Daisy Tea Kettles. Monday .12
Victor Flour Sifters. Monday .16
Potts' Iron Handles. Monday .8
Clothes Pins, 6 doz. in package. Monday .9
Globe Washboards. Monday .19
Corn Brooms, 4-string, 35c value. Monday .25

What you can get Monday for 10c—Chopping Knives, Steel Swing Towel Bars, Folding Garment Hangers, Stove Lifters, 2-in-1 Shoe Polish, Simplex Shoe Polish, Egg Whips, Cake Turnets, Handle Strainers.

Barbers' Hair Clippers, regular $2.00. Monday 1.49

14-in. Electric Domes, an assortment of colors, with fringe to match, regular $8.50. Monday 6.89

Electric Nickel-plated Bathroom Brackets, regular $1.25. Monday .98

Electric Brush Brass Brackets, regular $1.25. Monday .98

An assortment of Electric Glassware from 15c up.

Gas Chandeliers, fancy pattern, complete with globes: 3-light, regular $4.50, Monday $3.89; 2-light, regular $2.50, Monday $2.89. Also a full line of Gas Fixtures from $1.50 up.

Brass Kitchen Pendants, regular 65c. Monday .44

Gas Hall Lantern, nice design, regular $5.00. Monday complete for 4.29

Special Upright Mantles, regular 10c. Monday, 3 for .25

Simplex Inverted Lights, complete with globe and mantle. Monday .65

Special Inverted Mantles, regular 10c. Monday 3 for .25

Inverted Gas Globes, 15c, 25c, 30c, 50c.

Genuine Lindsay Lights, complete with globe and mantle, upright, Monday 69c; inverted, Monday 99c.

Classic Gas Ranges are sold exclusively by us, every one guaranteed to give perfect satisfaction: 2-burner Monday $10.00; 3-burner Monday $12.00; 4-burner Monday $13; 4-burner with broiler, $16.00.

Classic Gas Plates, nickel trimmings: Monday $1.39; 3-burner, regular $2.50, Monday $2.10.

Gas Rings. Monday .15

Economy Gas Heaters, a first-class heater, regular $5. Monday 3.69

The "Universal Rational" Steel Range, a high-grade range at a medium price, with reservoir and high closet 45.00 for coal or wood. Monday

The "Emblem Rational" cast range, for either coal or wood, has high shelf and reservoir, nickel trimmings. Monday 36.00

Wringer and Tub Stand, attached, fully guaranteed. Monday 7.00

Wringers, best rubber rolls, enclosed cogs, fully guaranteed. Monday, $4.75, $5.00, $5.25 and $5.75.

Stranaky Enamelware

Preserving Kettles, regular up to 90c. Monday .59

Preserving Kettles, regular up to $1.50. Monday .98

Preserving Kettles, 30 only, regular up to $2.10. Monday 1.59

No 'phone or mail orders for Enamelware.

Best American Saws, 26 inches, regular $1.25. Monday .75

Rim Night Latches, all complete, regular 60c. Monday .33

Iron Block Planes, regular 25c. Monday .19

Rim Lock Sets, with knobs, complete, regular 25c. Monday .19