

L. SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS

S. W. to N. W. winds; light snowfalls, but partly fair.

L. SIMPSON

A Thursday Shopping Program That Will Help to Cut Down Your Expenses

Dainty Clothes for Women and Girls, and Warm Ones, Too, for Winter

Charming Evening Dress, beaded chiffon over messaline, Dutch or semi-low necks, short sleeves, all beautifully made and trimmed, panel or draped skirts, dainty colors **16.50, 17.50, and 18.75**

Another dainty style of messaline satin has kimono shoulders, trimmed with lace, outlined with fold of colored satin; skirt has high band; in sky, ivory and black **18.50**

Warm Winter Coats—Our stock of Women's Coats for winter wear comprises all the new and most up-to-date styles. A very stylish coat is a black caracul, made on close-fitting lines, with vent down one side, tailored fevers and velvet collar. Price. **23.00**

A smart and serviceable skirt of all-wool imported tweed, strictly tailored, soft shades of grey, six-gored style, with loose panels front and back **5.00**

"Out Size" Petticoats

Savings on these are rare. You should take advantage of Thursday's offerings.

Imported Black Silk Moirette, 54-inch hips, tailored three-piece flounce, trimmed with groups of tucking and bound with velvet **4.00**

Imported Black Moreen, light weight, 54-inch hips, two-piece flounce, trimmed with rows of pin tucking, also velvet binding. Lengths 36 to 42 **2.00**

Women's Lounging Robes of all-wool eiderdown and figured blanket cloth, in garnet, sky, helio and navy; some bound with silk ribbon, others with shell stitching, pockets and woollen girdles. Sizes 34 to 44. Regular \$5.00 and \$7.00. Thursday **3.95**



Ready for the Winter

The possession of good furs is a comfort in more senses than one. It is a comfortable feeling, indeed, to know that you are properly armed to meet the winter in the open. You can't be sure of a fur bargain unless you are sure of the store, and there are two big drawing cards to our new Fur Salon on the third floor. Firstly, our reputation for good furs at reasonable prices; secondly, our exclusive styles. Here are examples of what we mean, for sale on Thursday:

Extra Special for Thursday's Selling Only:

16 only, very fine dark Eastern Canada Mink Muffs, large pillow shape, 15 by 18 inches, made from six selected skins, and having district stripe, handsomely finished with shirred satin ends. Regular \$60.00, Thursday **42.50**

1 Hudson Seal Model Coat, 54 inches long, made from the finest imported French dyed skins, tailored with shadow stripes, new collar, lined with French grey satin **210.00**

1 Hudson Seal Coat, Paris model, 54 inches long, semi-fitting, has reversed band 16 inches wide around bottom; large new cape, collar lined throughout with soft Nile green satin. Special **235.00**

Hudson Seal Coats, in 36-inch length, any bust measure, from \$90.00 to \$150.00.

Perstian Lamb Coats, 35 inches long, made from the very highest grade skins. Small, medium or large curl,

made semi-fitting with long roll collar, lined with plain moire or brocade satin. The best value we ever offered at \$225.00 and \$250.00.

New designs in 30-inch Persian Lamb Coats, finest selected skins. Special **200.00**

Natural Muskrat Coats, suitable for motoring or street wear, made semi-fitting, 48 in. long, from selected dark full furred skins, collar and reverse style. Sleeves with cuffs, lined with good brown satin. Special for Thursday only **62.50**

Black Fox Furs, in all the very newest designs, made from the finest Hudson Bay district fur, and guaranteed to be genuine Leipzig, Germany, dye.

Stoles, with wide shoulder effect. Scarfs, slightly shaped at neck, also the long wide Windsor Scarf.

Muffs in New Fancy King and Pillow Shapes. Prices start at **17.50**

We have placed in stock this week direct from London, Eng., some very stylish Scarfs and Muffs, in English Mole and Hudson Seal. New Shapes, beautifully soft and handsomely finished. Price from \$4.50 to \$32.00.

The weather keeps impressing the fact that now is the time to be careful, especially with the younger members of the household. Here are welcome savings on the seasonable clothes that keep away the cold in the head and the winter cough.

\$2.50 to \$3.00 Dresses for Girls Thursday \$1.69

Beautiful dresses for little girls from 2 to 6 years, in fine serges, Panamas, pongees and shepherd's check goods, also for ages 8 to 12 years, in fine black and white shepherd's checks, trimmed with red or Blue.

\$3.50 Party Dresses for Girls \$2.35

Fine white lawn, trimmed with dainty embroidery insertions and frills, yoke and skirt tucked, 3/4 lace-trimmed sleeves. Sizes 6 to 14 years.

Women's Coat Sweaters

Women's Co-ed Coat Sweaters, fine extra heavy ribbed knit wool, buttoned at side of front and in shoulder, high collar, length 29 inches, colors navy, grey or white, with cardinal trim, and all cardinal. Sizes 32 to 42—best Thursday, each **3.50**

Little Boys' Sweater Suits

Little Boys' Sweater Suits, 3 pieces, knee pants, sweater and cap, fine heavy knit wool; colors grey, red or navy. Sizes 1 to 5 years. Thursday, a suit **3.25**

One-piece Style, heavy ribbed wool, sweater and pants in one, colors grey, white or red. Sizes 1 to 4 years. Thursday, a suit **1.25**

Keep Your Feet Warm

Cosy Footwear Specially Priced Thursday

240 pairs Men's Slippers, plaid wool and camel's hair cloth, leather covered felt soles. Sizes 6 to 11. Thursday **.95**

360 pairs Women's Felt Juliet Slippers, flexible leather soles, fur trimmed tops, colors red, brown and black. Sizes 3 to 8. Regular \$1.25, Thursday **.99**

Misses' and children's, same as above, red only—

Sizes 11 to 2 **.85**
Sizes 8 to 10 **.69**
Sizes 5 to 7 **.59**

Telephone orders filled.

Paris Tunics

Paris, Oct. 25th, 1911.

The Robert Simpson Co., Toronto.

Gentlemen:

We have this day forwarded (in answer to your cable) 45 of the newest Tunics. They are all units, so you will find that there are no duplicates in America.

We show these beautiful goods to-morrow (Thursday) in our Tunic Section, Waist Dept., 3rd floor, and in view of the ball on the 29th, and various other functions, they should prove of immense interest. The dressmakers of Toronto are all too busy to take any more orders. These tunics only require a slip to make them a complete gown.

CRYSTAL TRIMMINGS.

On Tuesday, November 14th, we placed in stock fifteen hundred dollars' worth of Crystal Trimmings. These we had cabled for, in view of the brilliant evening season, and it is a satisfaction to us to feel they have arrived in time.

(Simpson's Trimming Department.)

Beautiful Handkerchiefs for Women

Thursday is a 50c Day—Great Bargains

"Initial" Handkerchiefs, of extra fine quality of Irish linen, 1/4 inch hemstitch border, hand embroidered initial, a pretty floral wreath in corner. Special Thursday, 2 in box, for **.50**

"Initial" Handkerchiefs, of pure Irish linen hand embroidered initial, 1/4 inch hem, stitch border, small conventional design in corner. Special Thursday, 4 in box, for **.50**

"Initial" Handkerchiefs, of fine Irish lawn, soft, smooth finish, hand embroidered initial, with small floral design in corner. Special, Thursday, 6 in box **.50**

"Armenian" Lace Handkerchiefs. This handkerchief is made of fine sheer Irish linen, hand hemstitched, 1/2 inch border, with dainty edge of hand made Armenian lace. Special Thursday, 1 in box, for **.50**

Plain Irish Linen Handkerchiefs, 1/4 and 1/2 inch hemstitch border, extra quality of linen. Thursday, 6 in box, for **.50**

Extra fine Irish Linen Hemstitch Handkerchiefs, 1/4 and 1/2 inch hem, beautifully fine in quality and finish, Thursday, 3 in box, for **.50**

Irish Lawn Handkerchiefs, hemstitch borders, soft smooth finish. Special Thursday, 12 in box, for **.50**

Mattresses

Mattresses well filled with seagrass centre, with heavy layer of jute at top and bottom, encased in good strong ticking. In all standard sizes, Thursday **2.69**

Mattresses filled with pure new cotton and covered with a good art ticking, made durable, Thursday **5.90**

Mattresses filled with pure white cotton felt, neatly tufted and covered with ticking of good quality. Built for comfort. Thursday **7.40**

Mattresses well filled with alternate layers of hair and pure white cotton felt. This mattress is confidently recommended for comfort and durability **13.40**

Fine Linens

Hemstitched Linen Table Cloths, about 2 x 2 1/2 yards, in pretty bordered designs, Thursday **2.45**

Pure Irish Linen Pillow Cases, 44 x 78, spoke hemstitched, good heavy make, Thursday, pair **.95**

Beautiful Saxony Wool Blankets, nicely napped, closely woven, thoroughly scoured and shrunken. Thursday, pair **4.75**

Silklike Comforters with finest quality pure wool filling, well quilted in very pretty colorings, large size, 72 x 78, Thursday **3.95**

Phone direct to Linen Dept. —2nd Floor

Four Seasonable Bargains in Gloves and Hosiery for Men and Women

Women's English Cashmere Hose, all-wool, plain and ribbed, soft elastic finish, double heel and toe, 8 1/2 to 10. Extra good value, Thursday **.35**

Women's Real French Kid Gloves, selected quality, two-dome clasp, best finish, smart dress glove; large range of shades, 5 1/2 to 7 1/4. \$1.00 value. Thursday **.75**

Men's Plain All-wool and Fancy Cashmere Hose, fall weight, extra fine, soft spun yarn, seamless, double heel and toe, 9 1/4 to 11. 45c value. Thursday **.29**

Men's Wool-lined Leather and Suede Gloves, dome clasp, gore wrist, soft, pliable finish, assorted tan shades, dressy and smart. Sizes 7 to 10. \$1.00 value. Thursday **.79**

Big Savings in Carpets and Rugs

Fine quality Wilton Carpets, borders to match, in the newest designs of colors. A yard **1.57**

English Seamless Tapestry Squares, great bargains at these prices:

9 x 9	8.27	9 x 12	10.67
9 x 10 1/2	9.47	10 1/2 x 12 1/2	12.07
10 1/2 x 13 1/2	13.87		

Fine Staple Oilcloths at 25c per square yard, and a few designs in the best imported Inlaid Linoleums at cut prices.

Regular \$1.25, for **1.05** Regular \$1.00, for **.87**

A few corner sections, travellers' samples of Wilton and Brussels Rugs, 50 per cent. off regular prices.

"Our Special" Ribbon

Is a taffeta ribbon which is firm, and makes beautiful hat bows, hair bows and sashes; also used for many fancy work purposes; it is 6 inches wide, and comes in white, cream, pink, pale blue, turquoise, old rose, navy, brown, lilac, coquelicot, cardinal and black. Thursday, per yard **.15**

Groceries and Provisions

3,000 lbs. Dairy Butter, in prints, per lb. 27c; Tullon's Premium Oats, large package, 23c; Split Peas, 6 lbs. 25c; Pot Barley, 6 lbs. 25c; Edwardsburg or Beehive Table Syrup, 5-lb. pail, 25c; Salt in 5-lb. bags, 3 bags 14c; Gannet Sweet Pumpkins, 3 tins 25c; Scott Taylor's Worcester Sauce, 3 bottles, 25c; Heather Brand Flavoring Extracts, assorted, 2 1/2 oz. bottles, 3 bottles, 25c; Mixed Pastry Spice, 3 oz. tin, shaker top, per tin, 7c; Maggi Soups, assorted, 6 packages 25c; Maita Vita Breakfast Cereal, 3 packages 25c; Choice Pink Salmon, Salad Brand, per tin, 18c.

35c ASSAM TEA, 25c.

300 lbs. Fine Rich, Full-bodied Assam Tea, a 35c tea anywhere Thursday, per lb **.28**

China

200 Dozen Crystalline, Wines, Ports, Sherries, Cocktails, Champagnes, Table Tumblers, Etc. One price Thursday, per dozen **1.45**

Brass Candlesticks, Tall Antique Shape, heavy cast, bright finish. Thursday Special per pair **2.40**

7 Piece Berry Sets, Royal Gibraltar China, handsome floral decoration. Thursday Special per set **1.49**

83 Only Royal Nippon Vases, quaint shapes, superb decorations. Thursday **2.98**

115 Piece Dinner Set, in the popular Crown Derby effect. Best Staffordshire ware. A snap **17.25**

Men's Indoor Clothes

After all said and done, most men spend their pleasantest hours indoors, and there is no reason why clothes in keeping with the ease and comfort they enjoy should not be worn. Here are the right kind of things at the right prices, and we would like to remind you that Christmas is not very far off now. There could be no better present for a man than something from this list.

Imported Bath Robes, in blanket and Terry cloths, mottled designs, \$3.00, \$4.00, \$4.50, \$5.00, \$5.50, \$6.00, \$7.00, \$7.50, \$10.00.

House Coats, with corded edges, sleeves and pockets, excellent in make and design, English cloth in grey mixed, plain blue **4.50**

Plain greys, blue and brown stripe, green fancy stripe with plaid collars, cuffs, corded edge, sleeves and pockets. Price **7.75**

The finest grey stripe, brown stripe, and green stripe in English cloths. Very rich garments. Price **14.00**

Imported Dressing Gowns, well made with shawl collar, pockets and silk girdle, corded edges, sleeves and cuffs, and brown mixed, and plain greys; excellent garment. Price **6.50**

Light and Grey English Cloth, with blue stripe pattern, very fine and attractive. Price **9.00**

Grey and black and red and black mottled effects, specially fine gown. Price **12.50**

Men's Furs

Men's Fur-lined Coat, fine black cloth shell, well tailored, lined with selected muskrat skins, choice Canadian otter collar. Specially priced Thursday **35.00**

25 Men's Siberian Dogskin Fur Coats, splendid for chauffeur or driver; dressy, warm and durable. Thursday bargain at **19.50**

Men's Winter Wear Caps, in fine navy beaver cloth and new pattern tweeds, fur-lined ear bands. Special values at 25c, 45c and **.75**

Sweater Coats and Warm Underwear

75 Men's Sweater Coats, heavy winter weight, with storm collar, fastening across with loops and buttons; some have the Varsity collar. These coats are splendidly made and will give satisfactory wear. All sizes. Regular \$4.00 and \$5.00. Thursday **2.98**

Men's "Body Guard" Underwear, natural wool, winter weight, double-breast, elastic rib cuffs and skirt, beige trimmings. We guarantee this garment absolutely unshrinkable. Sizes 34 to 44. Thursday **1.00**

Men's Pyjamas, winter weight, several different kinds of materials. These being odd and broken lines from our regular stock, it will save you money to secure them. All sizes. Regular \$2.00, \$2.50 and \$3.50. Thursday, a suit. **1.49**

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