

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.

Strong winds and gales; local thunderstorms, but partly fairer cooler at night.

SIMPSON

Oriental Rugs



An interesting display of Oriental Rugs starts to-morrow morning. There are many of those unusually beautiful specimens of eastern handicraft which are such a charm to the careful and artistic home-furnisher, combining with their individual merit that degree of durability and satisfaction hard to obtain in anything but those rugs woven by hand by the primitive wanderers of the eastern districts. As a very special attraction we shall feature a few rugs at such prices as will compare with the machine made fabrics of the West. It will be an opportunity for keen buyers to avail themselves of choice pieces.

Door Mats, each 1.75
Hearth Rugs, sizes 3.75 and 8.50
Kheims, those uncommon floor rugs and couch covers so well known to eastern rug buyers 3.75 and 6.75
Larger and heavier Rugs at 8.75 and 15.00

Dainty Dresses and Evening Wraps

Fashionable One-piece Dresses, of French wool serge. They have short, rounded lace yokes, outlined with self. Sleeve is three-piece, with cuff matching yoke. Skirt is the neat fitting kind, trimmed to match waist. Colors are grey, navy and black. These dresses were priced at \$14.50. **8.95** Thursday.

Evening Wraps, a magnificent collection of samples from Paris and Berlin, for theatre, carriage or street wear, in new fall and winter styles. There is a wealth of beautiful color to choose from, and all are lined with silk or brocade. Styles vary from the plain cloaks trimmed with black satin to the large collar or cape effects, handsomely braided. Prices from **45.00** to **\$21.00**.

Dance Dresses. These are dainty chiffon creations, suitable for young or small women. Waists are effectively trimmed with rich lace, semi-low necks and three-quarter sleeves. Skirt is made slightly full below the knee, with deep lace and tucks. Delicate shades of mauve, pink and pale blue predominate. Sizes for 16 to 20 years. Thursday, a bargain **19.50** at



Girls' Warm Winter Dresses

Thursday is the day to obtain a Warm Winter Dress for a girl, age 6 to 16, at a third or a half less than you pay in the ordinary way. This is made possible by the fact that we have just negotiated for the clearance of the whole of one factory's stock. There are only 114 dresses, so phone or come early. The dresses are in four styles, made of all-wool, shrunken serge, sailor or one-piece, in navy, green, brown or cardinal, trimmed with braid and brass buttons. Regular selling prices \$5.25 to \$7.00. Thursday **3.95** day.

NEW ARRIVALS IN THE Petticoat and Wrapper Dept.

"HALCYON-MESSALINE" PETTICOATS.
A light-weight, clinging, silky cotton fabric, in black only: straight hanging model, with knife-pleated flounce, finished with pleated frill. Lengths 36 to 42. Thursday **2.00**
ENGLISH PETTICOATS OF ALL WOOL LUSTRE.
A new arrival in black only: fine satin flounce, made in Van Dyke style, finished with pleating and pin-tucking, also deep underpiece of self, with narrow frill. Lengths 36 to 42. Thursday **2.75**
JAPANESE WADDLED WAIST JACKETS.
A sleeveless fitted jacket of wadded and quilted silk, in colors of black, with mauve or ivory, navy with cardinal or self. Sizes 34 to 44. Thursday **1.50**

Fashion Favorites in Dress Goods & Silks

New Broadcloths, in lovely autumn shadings, for street or reception wear.
Scotch Suitings, in great variety, including heather mixture effects, two-tone greys, browns, greens, blues, etc.
English Clerical Grey Worsted Twills, an ideal fabric for smart tailored suits or separate coats.
Wide Wale Suitings and Coatings, in exclusive shades of navy and black.
San Toy Suitings, in fine cord effect, in a beautiful range of new colorings.
Velour Henriettes, pure wool qualities, fine satin finish, in 30 new shades.
Reversible Suitings and Coatings, new grey, brown, tans, blues, etc., with contrasting and check backs.

SILKS.
Fashionable Black Velvets, Cord de Roy, Colored Chiffon Dress Velvets, Wide Width Satins in new evening shades, New Rich Black Duchesse Mousseline, New and Fashionable Black Charmeuse, New Beau de Soie in deep rich unfading blacks, for dresses, suits and coats, New Reversible Satins in rich color combinations, Fashionable Wide Width Corded Silks for suits and coats.

THURSDAY BARGAINS.
2,000 yards of fashionable Dress Silks, in French Paillette, Satin de Chene, Satin Merveilleux, etc., in sky, pink, coral, emerald, old rose, new blues, cerise, mauve, also ivory and black. Guaranteed qualities of exceptional value. Thursday, per yard **.45**
5,200 yards of Dress Fabrics and Suitings, in heather mixture tweeds, San Toys, Shepherd Checks, Poplins, Indigo Serges, velour finished all-wool cashmeres, all-wool Tartans, etc., 42 to 50 inches wide. Thursday **.45**

Handkerchiefs

Men's White Irish Lawn "Initial" Handkerchiefs, 8 1/2 inch, hem stitched border, soft smooth finish. The regular value 10c each. Thursday, 4 for **.25**
Women's Pure Irish Linen Hem-stitched Handkerchiefs, 8 1/2 and 9 1/2 inch hem. Our regular 10c quality. Thursday **4 for .25**

Fancy Needlework

The wool circle is a very interesting one these days. Make a point of calling there and seeing the thick "Giant Zephyrs" Wool that is used for the new toques, caps, wraps and sweaters. An expert girl is there to show you the new crochet stitches and generally advise you. 4 skeins at 10c for a toque.

Great China Sale

Begins To-morrow in the Basement

To the success of this great China selling event the Potteries and Art Centres of England, France, Austria, Italy and Japan have contributed of their wealth and beauty.

First and foremost the Dinner Table—"The festive board"—will be replenished and enriched by this wonderful collection.

The hard and serviceable ware of the well-known English Potters is here with its clean, glassy surface and sharp ring, and you may buy it for about half the usual price, for we've been planning for this sale for months, and have spent thousands of pounds sterling to the very best advantage securing many "plums" in recognition of the large orders and prompt cash.

Then from the Continent comes not only elegant Tableware, but a great exhibition of Ornamental and Decorative China and Marbles, including many pieces by celebrated artists, as well as those collected from the great industries established under ancient and honorable names.

Here's a brief recital of some of the attractions of the opening day.

You are invited, and with the invitation reminded that ours is perhaps the most lofty basement of any store in America with pure air, good light, and frequent elevator service.

There are only 200 of these gold decorated Dinner and Tea Sets combined, complete for five people, rich cream Staffordshire ware; less than half-price. Sale special, per set **1.98**
No mail or phone orders. One set only to any one person.

SPECIAL PRICES ON DINNER SETS.
There are 75 sets only, of high-grade Austrian Chinaware, 97 pieces to the set, rich, transparent white china body, natural color, floral spray decoration, complete dinner and tea service for 12 people. Regular \$16.25. Sale **8.99**
No mail or phone orders.

COALPORT, LIMOGES AND CARLSBAD DINNER SETS ALMOST HALF-PRICE.
Coalport China Dinner Set, 102 pieces. Regular \$300.00. Thursday **150.00**
Limoges China Dinner Sets, gold encrustation, gold lace border. Regular \$250.00. Sale price **125.00**
Limoges China Dinner Set, 102 pieces. Regular \$175.00. Sale **89.00**

Theo. Haviland China Dinner Set, 102 pieces. \$75.00. Sale **60.00**
Bernard and Cie Limoges China Dinner Set. Regular \$71.40. Sale **59.50**
Genuine Carlsbad China Dinner Set, 102 pieces. Regular \$45.00. Sale **23.25**
Royal Doulton Dinner Set, 97 pieces. Regular \$25.00. Sale **17.50**

Fancy China
REGULAR TO \$4.00, OPENING SALE THURSDAY \$1.00.
1,300 pieces of Fancy China Art Pottery Ware and Bric-a-brac, every piece a genuine bargain, and worthy of a place in your china closet, Royal Doulton Jardiniere, Wedgwood Teapots, Coalport Teas and Saucers, Royal Nippon Vases, Amphora Wares, Flemish Vases. Sale special **1.00**
No mail or phone orders. See Yonge st. window.

100 only Crown Derby Teas and Saucers. Sale price **1.98**
Crown Derby Vase. Regular \$300.00. Sale price **100.00**
Coalport Vase. Reg. \$245. Sale **110.00**
Royal Worcester Vase. Regular \$150.00. Sale **50.00**
16 pieces Royal Worcester, Crown Derby, Royal Doulton, Minton and Spode Wares. Regular to \$40.00. Sale special **10.00**
3 only Bernard Moore Wares, choice samples of this great colorist's work. Regular to \$100.00. Sale **45.00**
70 dozen Table Tumblers, deep flaring cut design on genuine French crystal blanks. Regular \$12.00. Sale, per dozen **6.00**
100 pieces Hand Painted Venetian Wares. Regular to \$5.00. Sale **2.00**

Marble Statuary from the Studios of Florence
Napoleon, 36 in. high, by the celebrated Florentine artist, E. Fiarke. Regular \$300. Sale **200.00**
Sea Nymph, a beautiful conception in marble. Regular \$169.00. Sale **100.00**
Beautiful bust, Margueretta. Regular \$79. Sale **50.00**
Thorn in the Foot, classic piece. Regular \$59.00. Sale **39.00**
Busts of the great masters, Wagner, Beethoven, Goethe, Mozart, Shakespeare, Scott and Burns. Reg. \$35. Sale **20.00**
Replica of St. Mark's Fountain, with marble doves. Reg. to \$3.50. Sale **2.00**

Specially Worth While TO-DAY

French Blouses, up to \$12.50, for **\$5.00**
Wide Satin Ribbons, per yard **.20**
Men's \$18.50 Suits, for **8.90**
Men's Negligee Shirts, for **.69**
Women's \$5.00 Skirts, for **2.39**
Gold Filled Locketts **.69**
Girls' Coats, ages 16 to 14 years, **4.50**
Misses' Messaline Petticoats, **1.75**

The Robert SIMPSON Company Limited

Men and Boys Benefit By This Handicap

A long slice cut off our department, a necessary preliminary to enlarging it by taking in the Wanless store—that's a handicap, for we had never a foot of room to spare. The howl we might set up would do no good, so let's cheer up, and do the business all the more briskly in the smaller space. Some things have got to be squeezed out, hence these buying chances for men and boys:

MEN'S FALL WEIGHT OVERCOATS.
This is your opportunity to get high-grade fall weight overcoats at a greatly reduced price. Fancy English tweeds in light and dark greys, browns, dark Oxford greys and plain black chevrons, some satin lined, silk facing on a few, and balance with the best mohair linings. Made single-breasted style, carefully tailored and perfect fitting. Regular **15.00** to **\$22.00**. Thursday **10.00**

MEN'S RAINCOATS.
A big clearing sale of Men's Raincoats, made from the popular shades of green tinted fawns and dark Oxford grey cravenetted raincoats. These coats are made single-breasted style with centre vent, full length, lined with mohair linings, a coat suited for either fine or rainy weather. Regular to \$15.00. Thursday **10.00**

Men's Hats
Men's Soft Hats, new fall and winter shapes, in plain, rough or the hairy finishes, color slate, Oxford grey, brown or pearl. Christie's famous English make, at \$2.00 and **1.50**
Men's or Youths' Telescope Crown Soft Hats, in plain or rough finish, dressy American styles, colors grey, fawn, brown or slate. Thursday **1.50**

Underwear
Men's Extra Heavy Scotch Wool Underwear, double-breast, saten trimmings, light Shetland shade, also about seven hundred garments of men's natural wool. English manufacture, dark shade, just the weight to wear now, all sizes in each line, regular \$1, all one price Thursday, per garment **75c**
Boys' English Flannellette Pyjamas, winter weight, in a splendid assortment of neat stripes, in shades of blue, pink or helle, large and roomy, pocket, pearl buttons, bound edges, sizes 28, 30 and 32 only, regular \$1.00. Thursday **.75**
Mail or phone orders filled for

Men's, Boys' and Youths' Boots
Strong solid leather Boots, made from black calf leather, with heavy standard screw soles, Blucher style, medium broad toe, easy fitting:
Men's, all sizes, 6 to 11. Special Thursday **1.99**
Boys', all sizes, 1 to 5. Special Thursday **1.69**
Youths', all sizes, 11 to 13. Special Thursday **1.35**
Phone orders filled.

For Boys, Little and Big
The Overcoat for this season in the Boys' Wear is the Single Breasted Ulster. Our stock in this style of Overcoat has never been more complete. Thursday we are introducing at a special price one of the new models for boys from 10 to 17 years, made from a genuine Scotch Tweed. The collar can be worn buttoned close to the neck or showing a neat lapel. The trimmings and tailoring are first class. Sizes 22 to 32. Thursday **8.50**
Sizes 33 to 35, Thursday **9.00**
For the Little Chaps. An Overcoat that will make them look quite as important as they really are. It is a double breasted, collar fitting close to the neck, wide shoulders, full back with belt and slash pockets. The cloth is an imported English Tweed. The trimmings and tailoring are first class. Sizes 22 to 28. Thursday **7.00**
A Smart Two Piece Suit with bloomer pants. Mostly all the boys are wearing the light grey tweeds this season and we offer for Thursday a smart dourly made two piece suit, made from a Scotch tweed in a light grey shade. Sizes 28 to 34. Thursday **6.50**

Misses' and Children's Boots at 2.25

Misses' Boots, made from fine vici kid leather, with dull matt calf Blucher top, and patent toe caps, medium heavy sole for street wear, low heel, college girls' last, all sizes 11 to 2. Special Thursday **2.25**
Children's, all sizes 8 to 10 1/2. Special Thursday **1.75**
Children's, all sizes 4 to 7 1/2. Special Thursday **1.50**

Fine Linens

Satin Damask Table Napkins, 22 x 22 inches, warranted pure linen, dainty bordered designs, the best made in Scotland. Thursday, dozen **2.38**
12-yard Lengths Fine Nainsook, soft, fine, snow-white English nainsooks, for undergarments, 36 inches wide, 12 yards in each length. Thursday, per length **1.78**
Ready-made Pillow Cases, a dollar's worth of such pillow cases as these is certainly good buying, torn sizes, 2-inch hem, made from ready bleached English pillow cottons, 42 x 33 or 45 x 33 inches. Thursday, 3 pairs for **1.00**
New Down Quilts, \$5.50 each, French block printed satin coverings, reversible, plain saten panels on top to match ground color, 72 x 72 inches. Each **6.50**
Dainty Luncheon Serviettes, satin damask, spoke hemstitched luncheon serviettes, narrow hems, 15 x 15 inches. Thursday, dozen, \$2.35, \$2.75, \$3.25, \$4.25, \$5.25, \$7.50.

Wall P. per at "One-third" Regular Prices

2,650 rolls, suitable for dining rooms and halls, reds, greens and browns predominate, designs are new. Thursday roll **.11**
Regular price of this paper is 35c.
Burlap, 500 yards, greens, reds and browns. Thursday, per yard **.24**
Room Moulding, 8,000 feet, white enamel or imitation oak. Per foot **.174**

Like a Christmas Story

This doll news smacks of Xmas and when one comes to think of it, old Santa won't be long getting here. These are his forerunners:
Kid Dolls, 22 inches long, with sewn wig of curly hair, closing eyes, real eye lashes, jointed hips, slip knees, fancy stockings and booties. Regular **1.50**. Thursday **1.00**
Baby Walking Doll, the newest mechanical novelty, 2 sizes. Thursday, 50c and **.75**
Teddy Bears, with movable arms, legs and head, 12 inch. Thursday, 9 inch, Thursday **.25**

Provisions Properly Priced

2,000 lbs. Dairy butter in prints, per lb. 25c. Quaker Oats, large size package, 25c. Edwardburg or Beehive table syrup, 5-lb. pail, 25c. Salt in 5-lb. bags, 3 bags 14c. Canned corn, 3 tins 25c. Pure orange marmalade in quart gem jars, per jar 25c. Maggi soups, assorted, 6 packages 25c. Finest red Cape Cod Cranberries, 2 quarts 25c. Fancy Patna rice, 4 lbs. 25c. Fresh flaked wheat, per stone, 45c. Rich red salmon, per tin, 25c. Blue bell jelly powder, assorted, 4 packages 25c. Scott Taylor's Worcester sauce, 3 bottles 25c.
35c ASSAM TEA, 25c.
300 lbs. fine, 50c. full bodied Assam tea, 25c. tea anywhere. Thursday, per lb. **.28**

Continued on