

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

THE ROBERT SIMPSON COMPANY, LIMITED

PROBABILITIES. Strong westerly winds; fair and cooler to-night; local showers.

THE ROBERT SIMPSON COMPANY, LIMITED

Wednesday, Oct. 27.

STORE OPENS 8 A. M. CLOSES 5.30 P. M.

Four Items from the Gloves and Hosiery Counters



If you can do any better than you can do at Simpson's, as instanced by these four items, you are—well read them and see the goods referred to.

No. 1—STOCKINGS FOR 20c PAIR. Plain black and ribbed seamless, well shaped, close even finish, warm fall weight, strong good wearing yarn, perfect hose, extra spliced heel and toe, unusual chance from hosiery section. Thursday, per pair, 20c.

No. 2—GLOVES FOR MEN AT 75c. Serviceable Tan Mocha, pure wool lining, warmth and comfort, gusset at wrist, one large fastener. All finish, perfect fitting for dress or every day, sizes 7-12 to 10. Unusual value from Men's Glove section. Thursday, per pair, 75c.

No. 3—STOCKINGS FOR THE BABY. "Little Darling" brand, pure lamb's wool, very soft and elastic, fine 1-1 ribbed, silk heel and toe, guaranteed stainless colors, mending card with each pair, tan, sky, pink, cream, black; sizes 4 to 7, limited quantity in colors. Thursday, 25c.

No. 4—WOMEN'S FABRIC GLOVES. Pure Cashmere and Cashmerette, fine close finish, silk lined, half plain ribbed, and fancy lining, 2 dome fasteners, neat stitched back, imported stock for Simpson trade, sizes 5 to 8. Unusual offer in this line of glove, Thursday, Fabric Section, 50c.

Dollar per Garment

DELICATE skins can't stand the friction of real, honest wool unless it is refined to such an extent as to be little warmer than silk.

There's no warmth in silk or cotton of themselves. You supply whatever warmth there is to a cotton undershirt or a silk one either.

The beauty of wool is that it has a natural warmth of its own, and the woolier it is the warmer it is. So blessed is the man with a normal skin—he can wear the wooly wool.

At \$1.00 per garment we can sell you warmer underwear than we can at \$5.00 per garment. We have the greatest lines of \$1.00 underwear you ever saw.

Penman's, Schofield's, "Stralian," Stanfield's, Watson's and many others.

WOOL every inch except the button holes! \$1.00



Have You Decided on Your Suit and Coat Yet?



THE Cloak Department is at your service. What a business we have done this Thanksgiving! When one thinks of the growth in the last few years of Toronto and of Canada it makes one marvel.

And if you want to realize that growth think of shopping in Toronto ten years ago as contrasted with shopping in the Simpson Cloak Department to-day.

LADIES' \$10.95 SUITS. Smart Suits of imported worsteds, with invisible stripe effects of taupe, rose, amethyst, navy, brown, tan and black tones; coats lined with saten, square and cutaway styles, storm and open collars, trimmed with braid, velvet or self-strappings; the new pleated and gored skirts. Thursday \$10.95.

LADIES' \$16.50 COATS. Smart Stylish Coats of Scotch tweeds in grey or greenish grey tones, 48 inches in length, semi-fitting back, pleat effect at bottom in front, new shawl effect, trimmed with buttons. \$16.50.

LADIES' \$6.95 VOILE SKIRTS. Handsome Skirts of good crisp black voile in 15-gore style, gore seams fall into pleats at bottom, giving a very full flare, trimmed with wide and narrow folds of taffeta silk. \$6.95.

Tailored Coat of fine kersey cloth, colors are black, navy and brown, mannish collar and lapels, trimmed on sides and sleeves with strappings of self and buttons. Special value \$16.50.

New Girls' Dresses for Fall



WE HAVE all the latest styles in stock, and the prices are cut right down to the minimum. We bring the New York styles and have them made in our own factories, thus saving you countless expense. We know that every inch of material, the cut and the sewing of each garment is right. Thursday we specialize:

Dresses—Fine black and white check dress goods, trimmed with red braid and stars, killed skirt, with deep hem. Sizes one to five years. Thursday special, \$2.00.

Dresses—Heavy velvet cord. Russian styled waist belt, trimmed with buttons, colors navy and green. Sizes 2, 3, 4, 5 years. Thursday special, \$2.00.

Dresses—Fine cotton dress goods, blue, green and red mixed plaids, lined waist trimmed with buttons, silk braid and plain color material. Sizes 6, 8, 10 years. Thursday special, \$2.50.

Dresses—Fine cashmere in red, brown or blue, trimmed with check lustré and silk braid. Killed skirt. Sizes 6, 8, 10 years. Thursday special \$4.50.

Dresses—Sailor or Middy styles, finest navy blue serge, trimmed with red and white braid, silk stars and anchors. Sizes 6, 8, 10 years. Thursday special, \$5.00.

Our Hand Bags at \$1.25

We have six genuine Solid Leather Hand Bags for women, which are not equalled in Canada for value. These come in 8, 9 and 12 inch frames, are all fitted with inside change purses, some with outside handkerchief pockets. Your Choice for \$1.25.

At Half Price

20,000 yards Val and Torchon Laces, marked at half price for Thursday's selling, yard, 2c, 5c, 7c, 8c, and 10c.

Defiance Mufflers

In all colors and sizes, each in a dainty box. Simpson's price, 25c.

Lawn Waists Reduced

THE Waist Department is an attractive place these days. On Thursday we'll sell:—

About 250 Waists, some samples, others are remains of broken lines, but forming together a complete range of sizes. These are smart tailored skirts, vesting and dresy waists of tucking and fine embroidery. Regular prices \$1.75, \$1.85, \$2.45 and \$2.75, to clear \$1.25.

This is a useful and comfortable shirt, of good quality flannelette, in a black and white shepherd check, tucked back, wide stitched tucks in front, with black silk buttons. Special 89c.

\$2.00 Kimonos for \$1.39

FLANNELETTE—comforting and cosy. Don't shiver in silk and flimsyalities at this season. These \$2.00 Kimonos at \$1.39 are made of warm Flannelette.

100 Long Kimono Gowns of extra quality flannelette, deep collar, trimmed with frill of self, buttoned front, turned back cuffs, colors navy, electric, cardinal, rose, helle and grey, regular \$2.00. Thursday \$1.39.

MOIRETTE PETTICOATS \$1.98. Women's Petticoats of extra quality moirette, deep source of accordion pleating, finished with pin-tucked and knife pleating, plain black, also in fancy satin stripes, brown with navy, navy with green, brown with green and purple with green. Thursday, \$1.98.

Our French Flannels

Our flannel section is equipped to supply artistic French flannels for kimonos, blouses, dressing gowns and all the cold weather garments. This counter is quite an attractive place, attired in all its new beauty. We make an exceptionally attractive display Thursday at fifty cents a yard.

New Figured Huckaback for fancy Christmas gift towels. Everybody likes dainty linens, and these lines have been much in demand. We are showing new thistle, rose, fleur-de-lis, carnation, fuchsia, etc., of the very best Irish make and bleach, 24 to 25 inches wide, a whole counter in our linen department devoted to their display. Thursday at per yard, 45c.

Dainty Fabrics for Evening Wear

SILK Mull, in plain colors, 28 inches wide, cannot be distinguished from all silk, and it will wear longer and besides, it will wash.

Since the mercerizing process reached perfection cotton dress goods have taken a wonderful stride in fashionable estimation. Here is a case in point; highly mercerized Egyptian yarn woven one way and the best silk woven the other gives a combination of lustre and color and wear that cannot be equalled.

We announce the arrival of 300 pieces of 28-inch beautiful lustrous silk mull in the following big range of colors:

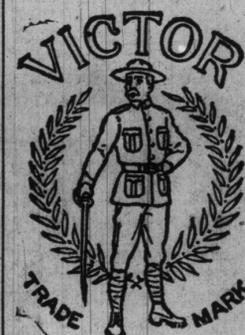
White, ivory, cream, ciel, pink, mauve, lilac, peach, apricot, Nile, cardinal, Burgundy, champagne, tan, silver, steel, grey, old rose, wood rose, dark rose, rosea, sage, artichoke, gobein, Copenhagen, gendarme, amethyst, wisteria, light brown, mid-brown, seal brown, moose, saddle, olive mulberry, taxi, royal, marine, navy, myrtle, bottle, jasper and black. Special showing in wash goods department, worth 65c, 25c.

An Authoritative Array of New Black Silks

Black Duchesse Charmeuse, a rich new weave; exceptional fine quality, 45-inch, \$2.00 yard. Black Moire Imperiale, a beautiful watered design, perfect black, for stylish coats, etc., 36-inch, \$2.00 yard. Black Mouseline Duchesse, exquisite quality, extremely fine rich weave, for handsome gowns, 40 inch, \$2.00 yard. Black Moire Bengaline, richly watered, new design, 36 inch; \$1.50 yard. Black Ottoman Cord, a bright lustrous finish, a stylish cord for coats, etc., 36 inch, \$1.50 yard. Black Moire Velours, richly watered in new designs, 20 inch, \$1.00 and \$1.25 yard. 27 inch, \$1.25 and \$1.50 yard. A SPECIAL OFFER THURSDAY. 2000 yards of New Black Silks, such as: fine, duchesse, duchesse palette, foule, altese, satin mouseline, duchesse satin; peau de soie, chiffon taffeta, rich dress qualities, the finest French and Swiss manufacture, guaranteed thoroughly reliable in every respect. Special price for Thursday selling, at 52c yard.

"Upton's" Marmalade by the Pail

2000 lbs. Fresh Dairy Butter in prints, per lb. 24c. Finest Sugar Cured Ham, half or whole, per lb. 18c. Maggi Soups, assorted, 6 packages, 25c. Upton's Marmalade, 5 lb. pail, 40c. Fresh Flaked Wheat, per stone, 45c. Pot Barley, 8 lbs. 25c. Finest Canned Corn or Peas, new pack, 3 tins 25c. Choice Red Cape Cod Cranberries, per quart, 11c. Choice Red Salmon, 1-2 lb. flats, 3 tins 25c. Pure White Wine Vinegar, XXX, per gallon, 25c. Salt, in 5-lb. bag, 3 bags, 14c. Scott Taylor's Worcester Sauce, 3 bottles, 25c. Telephone direct to department, Main 7841. 35c Assam Tea, 25c. If you are fond of the English breakfast tea, this will suit you. Per lb., 28c., 5 lbs. \$1.35.



A High-Class Shoe for Manly Men

There's something about the "Victor" Shoe that looks the MAN all over. Our ideal of manhood has served to inspire our idea of a Man's Shoes.

"VICTOR" SHOES

Are the IDEAL SHOES FOR MEN

They come in all the fashionable lasts and leathers—boots or Oxfords. We have included a very superior grade of the newest shapes finished with extra care and beauty to sell at \$4.50 and \$5.00. With these styles added to the "Victor" series we can challenge comparison with any shoes sold in Canada. All popular widths and sizes.

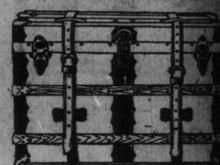
\$4.00 \$4.50 \$5.00

A Sale of Trunks

Regular stock, but bumped a bit and soiled because of the re-arrangements going on in the department lately. Simpson's regular price \$5.50 and \$5.95. Clearing Thursday at \$3.98.

Tourist and Steamer styles. Made of regulation materials, with inside tray and outside straps, full brass trimmings and brass lock.

This Trunk is a winner at the regular price and we got orders from all over Canada. Don't miss the chance at \$3.98.



Get a Hat To-Morrow

Men's Derby Hats, in colors dark brown, light brown, Cuba, tan and fawn, the latest fall styles and extra fine quality, made by some of the most famous English hat-makers. All sizes from 6 1/2 to 7 3/4, \$1.50.

100 Men's, Youths' and Boys' Soft Hats, principally in fawn, grey, green and brown colors, a few in black, negligé and crusher shapes, very suitable for a working hat, etc., regular \$2.00, 50c.

Ladies' Boots Made by Laird Schober of Philadelphia

24 pairs only of Ladies' Boots, high-grade American styles, made by Laird Schober, of Philadelphia, choice button styles, patent colt, with black cloth button tops, gummett leather with dull button tops, gummett leather with grey oze top, all sizes from 1-2 to 7, regular prices to-day 75c and \$1.00, on sale Thursday at 8 1/2c, 50c.

The best Rubber to buy is "Maltese Ceres" We have them in every size, width and style.

"Cut-Out" Papering

The wall paper men have a trick of cutting the motive out of a pattern and pasting it on a plain tinted background. It gives it an original effect which can be attained with the cheaper papers. We suggest that you consider this point in connection with the following bedroom paper offer for Thursday:—

THURSDAY SPECIALS. 2200 rolls Bedroom and Small Parlor Effects, assorted colorings. Regular to 25c. Thursday 11c. Room Mouldings. Regular 2 1/2c. Thursday 1 1/2c. Plate Rail. Regular 10c. Thursday 7 1/2c. 100 yards, ends of Burdops and Sanitas. Regular 25c and 40c. Thursday, per yard, 10c.

Novelties for the Hair

Plush Comb Sets, consisting of back and sides. Thursday, set, 10c. Celluloid Hair Pins, 3 on card, for 5c. Boxed Hair Pins, 3 shapes, 25c, 25c, 25c dozen. Special Hair Switch, to sell Thursday at 50c. 24-inch Hair Pads, 15c and 25c. Other sizes at 10c. Barrettes for the hair, in all shapes and sizes, Thursday 10c, 15c, 25c, 50c to \$5.00. 35c quality Pad Hose Supporters for 15c.

The October China Sale Offerings For Thursday

Hand Painted Teapot, Sugar and Cream, on stand, beautifully decorated with La France roses, gold handles and edges, regular \$10.00. Thursday, \$4.50 set. Hand Painted Teapot, Sugar and Cream, Nippon teapot, sugar and cream, chocolate jugs, chocolate sets, fruit sets, bread and butter sets, regular up to \$6.50. Thursday, \$2.95. A large assortment of fancy china, including spoon trays, cups and saucers, fancy plates, marmalade jars, salad bowls, bon-bons, hair receivers, biscuit jars, fern pots, etc., regular up to \$2.00. Thursday, 75c. Salad bowls, sugars and creams, spoon trays, cake plates, bonbons, butter dishes, plates, cups and saucers, regular up to 75c. Thursday, 25c. Cut Glass Salt and Pepper Shakers, with sterling cover tops, regular \$1.50 to \$2.00 pair, Thursday, 75c pair.

Orchestral Concerts Daily--Lunch Room 12 Till 2, Cloak Department 3 P.M.