

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

THE SIMPSON COMPANY LIMITED

PROBABILITIES—Decreasing northerly winds; snow furthest colder.

THE SIMPSON COMPANY LIMITED

TUESDAY NOV. 23

A Sale of High-Class Model Blouses

Waists for all Dress Occasions—\$6, \$6.50, \$7, \$8, \$9, \$10.50, \$12.50, \$15, \$20 Waists as Sold in the Ordinary Way—\$4.95 for Any One in This Range of Samples.



EVERY single one of them different, absolutely. Samples—the entire range from the highest class manufacturers of afternoon and evening Dress Blouses in this country.

Lace, Silk Net, Crepe de Chine and a delightful variety of soft Silks and Chiffons, the kind of Blouses one wears at a dinner in a fashionable hotel or at a little card party in a private house, or a Waist a hostess wears to receive in the afternoon, to entertain a box party at the theatre at the matinee or in the evening.

"Dressy" Blouses, and beauties they are. All new, new, NEW, with this winter's new styles of sleeves and everything right—absolutely.

On sale in the Waist Department Wednesday morning at \$4.95.

400 Model New York and Paris Blouses, in black silk net, black messaline, chiffon taffetas, and black guipure laces; also in every conceivable color of silk, in different makes, and white and ecru nets and guipure laces, all most elaborately trimmed; new sleeves, some with semi-bishop, others the new French sleeves, suitable for all smart occasions, and all of this season's make and style. Regular prices are \$6.50, \$7.50, \$8.50, \$9.50, \$10.50, \$12.50, \$15.00 and \$20.00. Wednesday, one price, \$4.95.

See Yonge Street window on Tuesday for some indications.

Evening Dresses That Wash

"YES," one says, "we know, those school girl kind of frocks you mean."

Nothing of the kind. Unless you have kept pace with the development of the Muslin trade you have no idea how delicate, refined and rich looking modern Muslin can be. Take five or ten minutes in the Wash Goods Department some day soon and see for yourself. If you come to-morrow we'll offer you:

40-inch Silk mixture Voiles for evening wear, pretty silk figures in black, cream, champagne, etc., nothing more ladylike. Regular 60c, 50c.

The very best French Organdy, dainty check or ombre effect, orchids, clusters, wreaths, sprays, and single flowers on various colored grounds, a wonderful collection daintily displayed. Special value, 65c.

Printed Organdy, French manufacture, and therefore French designs, floral and other effects of various colors in white, pink, sky, mauve, etc. Regular 50c, 25c.

A Buying Opportunity in Fine Imported Broadcloth

ON SALE WEDNESDAY, 98c

Rich Chiffon, Suede and Glove Finish Imported Broadcloths, in a delightful assortment of colors, most of the fashionable wanted shades in the lot; also nice blacks, first choice qualities, made from fine Australia wools, dyed and finished in France by experts in this line. Weights suitable for coats, suits and dresses, sponged and shrunk ready to put into work. Widths from 50 to 54 inches; all qualities at one price, Wednesday, 98c.

Thousands of Handkerchiefs are Here



THE holiday trade for Handkerchiefs this year will be enormous. We prepared for a greater patronage than ever before. Simpson taste in handkerchiefs has always been synonymous with refinement, and more people realize this fact each season.

Our holiday handkerchiefs are ready, including Irish, Belgian, Swiss and Japanese goods, and some from Madeira. Choose now, when you know the best have not been sold.

Irish Handkerchiefs for Wednesday

For Wednesday we emphasize three extraordinary values in Women's Plain Lined Handkerchiefs of the Irish brand. There is a something about Irish linen handkerchiefs you can't get outside of Ireland for twice the price.

1170 Women's Plain Hemstitched Handkerchiefs, four in Xmas box for \$2.50

1170 Women's Plain Hemstitched Handkerchiefs, six in Xmas box for \$3.40

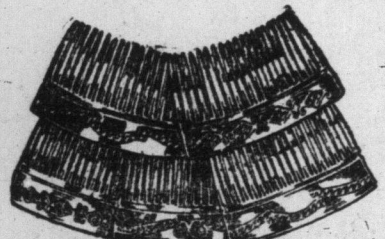
1280 Women's Plain Hemstitched Handkerchiefs, six in Xmas box for \$3.40

See pages 31, 32 and 33 in our Xmas Catalogue for detailed particulars regarding handkerchiefs.

Combs, Barrettes, Bandeaux and Hair Pins

Our stock of hair ornaments never was so large, so complete, so varied. We think we have everything worth having in the way of hair decorations.

All the newest and latest ideas as shown by Paris, Vienna, Coblenz and New York, represented here in this stock. The range of choice is so comprehensive that space will not allow a detailed description. Prove for yourself that we have the most complete and best selected assortment of combs and hair ornaments in Toronto. Prices \$20.00 each, ranging in price all the way along the line to 25 cents.



Women's \$12.95, \$14.50 and \$16.50 Suits for \$7.49 To-Morrow

NOT one of these suits would cost you less than twelve dollars and ninety-five cents in the regular way. They have been selling in this classic store of moderate prices at from \$12.95 to \$16.50 all through the season. Quantities are getting low, so we make one selling group of them and finish them up.

You ought to see them, really. May be exactly what you want. 150 Suits, oddments of our best selling styles, materials are worsteds, Panamas, Venetians and serges, colors are brown, green, black, greys and wisteria, coats are of pure or mixed lined with broche or imported satins, some plain tailored, others trimmed with silk cord or buttons, flare, gore or pleated skirts. Regular selling prices \$16.50, \$14.50 and \$12.95. Wednesday \$7.49

Your Winter Coat

It often happens that one inadvertently allows the expenses of Christmas time to catch one without a winter coat. There is so much shopping to think about then that one hardly has a moment or an idea to spare. Better choose a coat now, before the really strenuous days begin.

A SPECIAL DISPLAY OF LADIES' COATS. Clever styles, made of English tweeds, the new camel's hair cloth and Kersey cloths, also diagonal serges, colors are grey, green, brown, mixtures, and plain shades of navy, brown, black and grey, some plain tailored styles, others trimmed with self-strappings, mannish coat or shawl collars, good range of styles, sizes, and prices are \$15.00, \$18.00, \$20.00, \$25.00 and \$32.50.

Winter Stockings

Women's Fine Black Cashmere Hose, English made, medium weight, double spliced heel, toe and sole, all-fashioned, all sizes. Special Wednesday, pair, 25c.

Children's Little Darling Fine Ribbed Cashmere Stockings, silk toe and heel, made from fine soft wool, black, tan, white, cardinal, sky, sizes 4 to 7, Wednesday, special, pair, 25c.

Wall Papers for Living Rooms

Wood Colors for Dining Rooms, Dens, Libraries and Hall Effects. Browns, tans, greens, reds, blues, fawns, to be used with plate rails, dados, frames, medallions or uppers. Prices 25c, 50c, 75c, \$1.00 roll.

Special Prices for parlors, dens, dining rooms, good colors. Prices 15c, 25c, 50c, 75c, \$1.00 yard.

Wednesday Special.

2650 rolls Dining Room and Parlor Papers, assorted colorings, regular to 75c. Wednesday, 25c; regular to 35c, Wednesday, 17c.

Clover Honey—5 lbs. 60c

2000 stone Fresh Rolled Oats, per stone, 42c.

Choice Sugar Cured Hams, half or whole, per lb., 18c.

Finest Messina Lemons, large size, per dozen, 15c.

Canned Lobster, Peerless Brand, per tin, 17c.

Teller's Cream Soda Biscuits, 3-lb. box 25c.

2000 tins Canned Corn, 2 tins 15c.

2000 tins Canned Tomatoes, 2 tins 15c.

Finest Canned Peas, 3 tins 25c.

Pure White Clover Honey, 5-lb. pail, 60c.

Canned Sweet Pumpkin, 2 tins, 15c.

Fancy Japan Rice, 4 lbs. 25c.

Choice Evaporated Peaches, per lb., Wednesday, \$1.25.

Telephone direct to department, Main 7841.

2 LBS. FRESH ROASTED COFFEE, 35c.

200 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory, Wednesday, 2 lbs. 35c.

A Sale of Winter Gloves



For Men, Women and Boys

LINED and unlined, Suede and Cape, dome fasteners, pique and prick-seam sewn.

Three special purchases—one special sale.

English, French and Canadian Gloves, perfect goods in each lot, being over-makes after the Fall and Winter trade. Gloves for cold weather and for mild weather. "Now's the day, now's the hour," that is to say, more exactly—on sale 8 a.m. Wednesday.

\$1.25 Men's Suede and Cape Leather Gloves 79c

Men's English-made Tan and Grey Suede Leather Gloves, also tan cape leather, unlined, for street wear, pique and P.M. sewn seams, dome fasteners, perfect fitting, perfect workmanship, all sizes. Regular \$1.00 and \$1.25. Glove sale price, pair, Wednesday, 79c.

\$3.00 Automobile Gauntlets \$1.79

Men's Fine Imported English-made Cape Leather, Tan Shade, Automobile Gauntlet Gloves, large cut, P.M. sewn seams, perfect fitting, all sizes. Regular value \$3.00. Glove sale price, Wednesday, pair, \$1.79.

\$1.25 Suede Leather Wool-lined Gloves, in tan and grey, weights for dressy wear, also heavy weights for hard wear, all sizes. Regular \$1.25 value. Glove sale price, pair, Wednesday, 79c.

75c Boys' Suede Mittens 49c

Boys' Suede-finished, Wool-lined Mittens, extra quality leather, nice warm linings; a dressy, warm glove for the boys; all sizes up to 8-12; regular 75c. Glove sale price, Wednesday, pair, 49c.

Women's \$1.00 Kid Gloves 75c

Women's Fine Imported French-made Real Kid Gloves, dome fasteners, gusset fingers, silk-stitched points, perfect fitting; black, white, tan, brown, grey, navy, green; all sizes; regular \$1.00 value. Glove sale price, Wednesday, pair, 75c.

Women's Wool Ringwood Gloves; the lot consists of plain colors; also fancy stripes and spots; English-made, warm and comfortable; all sizes; regular 35c. Glove sale price, Wednesday, pair, 19c.

Felt Footwear, Juliette Slippers, Boots, Bootees

ALSO SLIPPER SOLES, GAITERS AND HOCKEY BOOTS

ALL the winter in the world cannot penetrate felt—it is a non-conductor. We bought nearly \$20,000 worth of felt footwear at prices so close to the quick that many a retailer would be glad to buy his supply from us at prices we sell at. But we don't sell shoes to retailers—we sell to the wearers only, to YOU. Did you ever wear Juliettes? If not, you have no idea how "comfy" they are, how warm, how soft, how light, how easy on the foot, how snug around the ankle. Hundreds of pairs of them included in this sale. Slipper Soles and Hockey Boots also.

Felt Juliettes

300 pairs Ladies' Felt Juliettes, brown, green, red and black, flexible leather soles, ornament on vamp, fur trimmed, 3 to 8. Wednesday, 99c.

300 pairs Ladies' Black Felt Juliettes or Boots, elastic sole, 3 to 8. Wednesday, 99c.

300 pairs Ladies' Felt Juliettes, fur trim, leather sole, black, brown and red, silk tassels on vamps, all sizes 3 to 8. Wednesday, 99c.

Misses', 11 to 2. Wednesday, 69c.

120 pairs Ladies' Black All-Felt Buskins, Wednesday, 59c.

120 pairs Ladies' Black, Red and Brown Felt Slippers, leather sole and heel, 3 to 8. Wednesday, 89c.

150 pairs Ladies' Black Felt Slippers, cuff top, grey felt lining, leather-covered felt sole, silk pompon on vamps. Wednesday, 49c.

150 pairs Children's Felt Booties, fur trimmed, blue and garnet, flexible turn leather sole, 3 to 6. Wednesday, 69c.

400 pairs Wool Felt Slippers, blue and red stripe cuff top, leather-covered felt sole, neatly lined. Wednesday, 49c. Misses', children's, 29c.

400 pairs Lavender Felt Slippers, instep strap, felt sole, pink braid trim; misses', 59c; children's, 39c; infants', 29c.

The Very Best Hockey Boots

Table with 5 columns: Men's, Women's, Boys', Misses', Youth'. Rows include Pebble leather, Goat skin leather, Box calf leather, Tan calf leather, Mule leather.

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Overgaiters and Leggings

Table with 4 columns: Women's, Misses', Children's, Infant'. Rows include Black Melton Cloth (with wool Jersey top) Leggings, Chocolate Kid Leather Wool-lined Nine-button Leggings, Brown, Red, Blue and Fawn Corduroy Velvet Leggings, White Jersey Leggings, White Corduroy Buttoned Leggings, Black Melton Cloth Leggings, Black and All Colors Melton Cloth Overgaiters, Black Melton Cloth Ten-button Overgaiters.

Soles for Christmas Slippers

Table with 5 columns: Men's, Women's, Boys', Misses', Children's. Rows include Solid Leather "Cooper" Soles, Sheepskin, wool, full and fluffy; leather sole, Detachable Sole, solid leather, full and fluffy, lamb's wool, Extra fine lamb's wool, full and fluffy.

Underwear for Out Door Men

YOU know how some Underwear sticks cold to the skin and makes you shiver, even with your coat on. That's not the kind for a man who works outside. That is cotton. We advocate WOOL, real wool, all wool, and plenty of it.



Below are lines of wool Underwear we can recommend. We pick and choose from the best underwear to be had in Canada or the old country. This Underwear is for men who work outside in winter. It is woven woolly wool, a comfort in the cool of the mid-winter morning, just as much a comfort when moist from perspiration and hard work. It absorbs and evaporates. Most of these famous lines are to be had all over Canada—at higher prices.

"Stanfield's Red Label" Undergarments, knitted from selected Nova Scotia wool, rendered absolutely unshrinkable by a secret process; a garment of expert workmanship and strong wearing qualities; a garment for extreme cold weather; sizes 34 to 42; per garment, Wednesday, \$1.00.

"St. George" Extra Heavy Undergarments, knitted from pure wool and selected camel's-hair mixture of great warmth and softness; the shirts are made double; easily the most comfortable cold weather garment manufactured; it's called "Wool-Nap"; 34 to 48; per garment, Wednesday, \$1.25.

"St. George" double back and breast shirts, made of selected wool and camel's-hair; drawers have a double back. This garment we highly recommend as extra warm, serviceable, undrinkable; a garment for extreme cold weather; sizes 34 to 44. Per garment, Wednesday, \$1.50.

"Britannia," imported Scotch wool; a garment that has been proved satisfactory in every way; a garment of exceptional quality for wear and warmth; guaranteed to be unshrinkable; sizes 34 to 44; per garment, Wednesday, \$1.25.

15 only Men's Fur-lined Coats, extra choice Canadian muskrat linings, handsome outer collars, prime dark fur; shell of first-class imported English beaver cloth, tailored expert workmen; best of trimming. Sizes 36 to 44 chest measure. Wednesday, your choice, \$49.50.

A Muskrat Lined Coat for \$49.50

NO better lining to WEAR than muskrat. It's a warm lining, too. A coat like one of these would look more natural marked at about \$65.00, but we don't stick to the regular road in this store. \$49.50 will buy this coat, and it looks the genteel part—every bit of it.

The Silverware Department

WHEN one has silverware to buy, it is well to do it leisurely. Leaving important purchases until the last is a great mistake. Why not visit our silverware department to-morrow and get an idea or two? From the educational point of view it will be time well spent, for it will show you what a nice place we have here, and how moderate our prices are.

For example, Wednesday:

Bake or Pudding Dishes, Butter Dishes, Teapots, Fruit Dishes, Crumb Trays and Scrapers, Fern Pots, Electric Jars, Combination Sugar Bowl and Spoon Holder, complete, with twelve Rogers' Tea Spoons, etc., etc., Wednesday, \$3.95.

The Toy Dept. is in the Basement

Paints, in neat wooden box, special, special value, Wednesday, \$1.25.

Small Teddy Bears, regular 10c, Wednesday, 5c.

Chime Toys, to run on floor, Wednesday, 10c.

Rag Dolls, regular 30c, Wednesday, 15c.

Tool Sets, on cards, Wednesday, 10c.

China Tea Sets, 4 cups and saucers, teapot, sugar and cream jugs; cup large enough for after-dinner coffee; decorative, Wednesday, 75c.

ton is flowered, with deep blue band, special value, Wednesday, \$1.25.

Same Set, with only two cups and saucers, Wednesday, \$1.00.

Large Dressed Doll, with stationary eyes, Wednesday, 50c.

Rag Dolls, regular 30c, Wednesday, 15c.

EPH-Chimberg Autos and Cars, Wednesday, 75c.

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