Monday Being Thanksgiving Day the Store will be Closed All Day Visitors'

## c.

the Thanksgiving holidays will remember that half-fare rates continue until Oct. 27-Wednesday next. Be sure to add son shonping to the benefits of your city visit.

When You Think of Silks You Think of Simpson's


T HE two ideas are so closely associated as to be popular hostess, this store has been first in her thoughts as a silk store. We started out that way, and we've kept it up until the present day, when
visitors tell us our Silk Department equals any in America, and surpasses most. Never leave Toronto without exercising your
critical faculty amid the wealth of Simpson's Silks, whose variety is at once a challenge, a delight.

In the Housekeepers' Dept.







Music at Lunch


The October China Sale is Drawing Near Conclusion

B croRe the China Sale comes too near the end of october ter there will come a noise from the pantry. Crash!
Following that, a strange, unnatural silence echoing with apprehension. Then the faint, week voice of confession.

This then you'll be sorry you missed the China opportunities of October Tuesday you may purchase $\$ 25.00$ Dinner Sets for $\$ 9.98$, $\$ 7.75$ Tea Sets for $\$ 2.98$. Odd dinnerware at less
and Fancy China of all sorts wonderfully cheap.


 $\pm=$ Eva




The Hardware Section of the Basement Sale


Simpson's Famous Simply Tailored Suits



Magnificent Showing of Fashionable Furs
S EPING is believing. You will be more interested in our prices for fine furs. after you have seen them. We take
second place to nobody in this city when it comes to good, second place to nobody in this cit
genuine furs at reasonable prices.


7.95


Dutch Printed Fabrics for Modern Rooms


The fabric itself is somewhat coarse and de and almost plush-like. Amsterdam

Well be glad to show you scores of patten


American Wall Papers
T Hi American Wall Paper purists avion side of the Atlantic for buoyant designs and co orings. Have you planned a jo
and see our'American papers.

Attractions in the Ladies' Un derwear Dept.

\$3.00 Moirette Petticoats \$1.98



Clearing $\$ 1.50$ to $\$ 2.00$ Waists for $\$ 1.00$







