

The **SIMPSON** Store

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS

Moderate winds; sea; stationary or a little higher temperature.

The **SIMPSON** Store

# To-morrow at the Simpson Store Where Bargains are Thickest

## Whitewear, Underwear, Corsets

1,000 pieces Women's Vests and Drawers, "Watson's," unshrinkable heavy ribbed merino, white or natural, vests high neck, long sleeves; drawers to match, ankle length; sizes 32 to 38. Regular 50c each. Friday .35

A Big Corset Bargain, 400 pairs Royale, C. B. a la Spirite, or Royal Worcester Corsets. Several stylish models, white coutil, medium bust, long skirt models, 4 or 6 garters, lace and ribbon or satin trimmed; sizes 18 to 30 inches. Regular prices \$2.00 to \$2.75. Friday, a pair .125

Girls' Coat Sweaters, fine white ribbed wool, fancy knitted front, double-breasted, 10 white pearl buttons, 2 pockets, roll collar, double cuffs; sizes 5 to 12 years. Regular price \$2.50 each. Friday .125

Little Girls' Dresses, fine all-wool cashmere, colors cardinal, navy, brown or cream, trimmed with plain taffeta silk, pleated skirt, French style; sizes 2 to 5 years. Regular \$2.00 each. Friday .100

Infants' Long Cream Flannel Skirts, made on white nainsook waist, silk embroidered skirt, length 33 inches. Regular price \$1.75. Friday .95

Children's Navy Velvet Coats, deep collar and turn-back cuffs, silk corded, double-breasted, tweed lined, length 22, 24 inches, ages 6 months to 2 years. Regular \$2.75 each. Friday .150

Little Girls' Winter Coats, heavy plain all-wool frieze, colors navy or brown, collar, front and cuffs trimmed with silk-braid cording and buttons, lined throughout with tweed; sizes for ages 1 to 2 1/2 years. Regular price \$4.50 each. Friday .235

Corset Covers, fine nainsook, front beautifully trimmed with val. lace insertions, silk ribbon beading and lace frill on neck; sizes 32 to 44 bust. Regular 75c. Friday .50

Nightdresses, fine nainsook or cotton, high or slip-over neck, 3/4 or short sleeves, fine lace or embroidery trimmed, lengths 56, 58, 60 inches. Regular \$2.00 and \$2.25 each. Friday .125

Exquisite Princess Slips of silk chiffon, trimmed with val. lace and tucks, colors mauve, pink or sky blue; all sizes. Regular price \$15.00 each. Friday .350

Clearing Beautiful Petticoats of fine Gloria fabric, finished with pleated flounce, fine embroidery beading and satin ribbon, lace edges, lengths 38 to 42 inches, pink or blue. Regular \$18.00 each. Friday .350



"When found, make a note of."

It will pay you to apply that advice to this page. In all probability you will find something here you really want. Remember that this page tells of the cream of the Friday bargains, but from the basement to the top floor the Simpson Store contains far too many money-savers, for you, to be named here.

## Overcoats, Suits, Underwear

**MEN'S SUITS.**  
A good quality tweed, in dark brown shade. These suits are made three-button single breasted style, with good linings, carefully tailored; sizes 36 to 44. Friday .595

**MEN'S FUR-COLLARED OVERCOATS.**  
This overcoat is made from a heavy German beaver cloth, with warm quilted linings, and German otter collar, full length, double-breasted. Sizes 36 to 44. Friday .13.65

**Heavy Tweed Pants,** grey tweed, strong. Friday .98

**47 Boys' Russian Suits,** with bloomer pants, all-wool Scotch tweed, olive shade, well tailored, for ages 3 to 9 years. Friday .2.69

**98 Boys' Two-piece Suits,** English tweeds and worsteds, also a line of corduroy suits, cut in the single breasted Norfolk and double breasted sack styles, well tailored. Sizes 23 to 32. Friday .2.40

**210 Boys' Knee Pants,** grey tweed; cut in the straight style, and trimmed with white cotton. Sizes 22 to 33. Friday .49

## Petticoats

Black Silk Petticoats, superior quality taffeta, tailored two-piece flounce trimmed, with rows of stitching and pin tucking, deep taffette underpiece furnished with narrow frill, lengths 36 to 42. Regular \$4.00. Friday .2.69

Printed Percale Wrappers, navy, cardinal, black, or brown, with white floral pattern; several different styles; fitted waist linings; trimmings of fancy self borders; small sizes only. Regular 1.25 and 1.50. Friday .59

No Phone or Mail Orders.

## Wash Goods

Zurich Silk for evening wear, full range of colorings, regularly \$3c. Friday .19

Remnants and Mill Ends of the celebrated Serpentine crepe; floral, bordered and quaint Japanese figures, tremendous range of colorings, lengths from 3 to 15 yards. Regularly 25c per yard. Friday .15

Remnants of White Mullins, lawns, broads, etc., in every variety. Regularly 12 1/2c. Friday .8

English Gingham, in a big variety of colors, regularly 12 1/2c. .7

60 pieces English Cotton Delaine floral spot and fancy striped designs, fast colors. Regularly 10c. Special .9

Silk Striped French Voile, 42 inches wide for evening wear. Pink Sky, Mauve, Cream, Grey, etc., silk stripe, regularly 6c. Friday .39

No phone or mail orders.

## Millinery

200 Trimmed Hats and semi-trimmed hats that have been on our tables and in our cases, marked at prices ranging from \$4.50, \$5.00, \$6.00 and \$6.50. Friday .2.95

300 Fine Quality Shapes, in fur felts, plushes, velvets, etc., in both large or small styles. Regular \$2.50, \$2.75 to \$3.50 each. Friday .1.85

Fancy Feathers, all colors. Values from 75c to \$2.00. Friday .50

## Waists

200 Waists of Silk Chiffon and fine Net, all this season's styles, dainty kimono effects, trimmed with lovely guipure lace motifs and insertions, short or long sleeves, the chiffon silks in shot effects or plain colors, are smartly tailored, black, navy, brown, white and ecru. Regular \$3.50 and \$3.95. Friday .1.99

A table of Wash Waists, fine embroidered lawn, in pretty design, groups of tucking and val. lace insertion, also shirtwaists of good vesting, Gibson pleat and pocket, linen collar and link cuffs. Regular \$2. Friday half price.

## Men's Hats

Soft Hats. Lines nearly sold out, mostly black, a few in higher shades, sizes 6 1/2 to 7 only. Regularly \$1.00 and \$1.50. Friday .50

Rough Finish Soft Hats, Fedora, Trooper and Telescope crowns, Brown, Fawn and Green and Mixtures, \$2.00 Hats, Friday .59

Men's Stiff Hats, New Fall shapes and the quality English fur felt, colors Black or Brown, Friday 1.00

Men's and Boys' Hoodknob Shape Caps, in Navy, Serge and fancy tweeds, well lined. Friday .8

Children's Tam O'Shanter, assorted in cloth, velvet and lighter colors. Regularly 35c and 35c. Friday .18

Children's Turban Hats, medium brim, dome crown, colors Cardinal, Brown, Slate and Fawn and Red. Friday Bargain .39

## Silverware

Sterling Silver Tea Spoons, Louis XV. pattern handles, medium size. Friday 47c each, or, dozen .550

Sterling Silver Coffee Spoons, Louis XV. pattern handles, gold lined bowls. Regular \$4.50 dozen. Friday 28c each, or, dozen .325

Silver Plated Fern Pots, fancy open work band, fancy feet, green earthenware lining. Regular \$2.00. Friday .1.19

Fruit or Salad Bowl, silver plated, removable rim, crystal glass base, cut pattern. Regular \$1.50. Friday .98

## Furniture

Dining Tables in selected quarter cut oak, massive design. Regular price \$4.50, Friday Bargain 27.95

Library Tables in genuine oak, burned finish, built in straight-line. Regular price 27.00, Friday Bargain .15.90

Book Racks in solid oak, in mission and tamed finish. Regular prices 4.75 and 5.40, Friday Bargain .2.95

Ladies' Desks in solid oak, early English finish. Regular price 7.75, Friday Bargain .4.60

Kitchen Chairs, made strong of hardwood, finished golden. Regular price .44, Friday Bargain 3 for 1.00

## Trunks

15 only 40-in. Steamer Trunks, for quick clearing, all "Simpson" quality. Friday .3.69

No phone or mail orders. No dealers supplied. (6th Floor.)

## Dress Goods, Silks

Fancy black or blue and white checks, plain colored satin pellets, English and Swiss peau-de-seoie, all guaranteed qualities, in a complete range of shades, ivory and black included. Regular 65c and 75c. Friday, per yard .46

Black Satin Duchesse Paillette and Satin-De-Chene, guaranteed quality and Lyons dyed. Regular \$1.85 and \$1.50. 36 and 40 inches wide. Per yard .1.10

Black Duchesse Satin and Rich Black Duchesse Paillette, skein dyed, Charmeuse finish. Regular \$1.75; 30 inches wide. Friday, per yard .1.34

**DRESS GOODS.**  
French All-wool Henriettes, Tweeds, San Toys, Poplins, Coating Serges, English Worsteds, English and French Panamas, silk striped voiles, etc., guaranteed qualities, 42 to 50 inches wide. Regular to 75c per yard. Friday .47

Bordered Delaines in a variety of designs and colorings; pure wool qualities, unfading dye, beautiful color combinations, with Fernat, Tape and other borders; 30 inches wide. Friday .44

**LININGS.**  
French Broadened Satteen in all the newest shades; also ivory and black, 40 inches wide. Regular up to 50c yard. Friday, yard .33

## Dresses and Coats

One Piece Dresses, English serge, French panama, cashmere and lustre; waists have yoke and collar of net lace. Skirts plain and pleated effects; brown, grey, navy, green and black. Regular \$10, \$12.50, \$15, to \$18.75. Friday .5.95

**GIRLS' COATS.**  
In various styles, blanket cloths, serge and cravenette. Some semi-fitting and others loose backs; double or single-breasted, green, scarlet and navy. Sizes 6 to 14 years. Regular \$8.00. Friday .3.49

Women's Raincoats and Motor-coats, in rubber lined materials, in natural, navy and tan shades. Regular up to \$14.75. Friday .6.50

Fall and Winter Coats, tweeds, plain navy Kersey cloths and light and dark shades of broadcloth, semi-fitted or loose backs. Regular to \$18.50. Friday 5.95

Women's Separate Skirts, all-wool panamas, in black and navy, black voiles and striped worsteds. Regular \$6.75 to \$8.50. Friday .3.98

## Jewelry

Expansion Bracelets, plain signet and stone settings. Regular value \$1.50, \$2.00 and \$2.50. Friday .95

Pearl Neckties, fine round filled pearls, with good clasp. Regular 75c. Friday .35

5,000 Brooches, stone set and fancy signet, cuff link and scarf pins, sterling silver cuff links, sterling silver thumbless, dress pin sets, veil pins, beauty pins, pearl earrings, gold filled signet rings, 3-stone rings. Regular value 25c to 50c. Friday, each .15

## China

150 Lemonade Sets, in best Bohemia glassware, tall tankard jug with 6 tumblers, dainty decoration. Friday sale, special .69

1,000 Rockingham Fireproof Teapots, sizes 4 to 10 cups. Regular to 30c, sale price .10

3,000 China Tea Cups and Saucers, fruit nappies, tea plates, etc. handsome floral designs. Regular to 15c. Sale special .45

1,200 pieces English, French and German Fancy Chinawares, comprising Bavarian Steins, Doulton Chop Plates, 7-piece Fruit Sets, Rubian Jardinieres, Japanese Vases, Chocolate Pots, Salad Bowls. Regular to \$2.00, Friday's big special .49

See Yonge street window.

Complete Dinner and Tea Set for four people. Best Staffordshire ware, rich gold decoration, less than half price. Friday .1.79

No mail or phone.

20 English Dinner Sets, sale special .10.00

\$71.40 Limoges China Dinner Set, sale special 59.50

\$28.75 Booth's Silicton China Dinner Set. Sale special .17.50

200 doz. Table Tumblers, straight and bell shapes. To clear Friday, doz. .45

## Housefurnishings

150 pairs Nottingham Curtains, two patterns, exceptional quality. Regular \$1.00 per yard, Friday, pair 73

500 Irish Point Curtains, five patterns only, Swiss Curtains. Friday, pair .75

100 pairs Unshrinkable Wood Blankets, a very desirable case, imported lace and net, 10 case, window and short length curtains. Friday, yard .28

Scotch muslins in fine quality, worth 90c a yard. Bargain, yard .18

Dutch Table and Cushion Covers, in three sizes. Formerly 50c, \$1.00 and \$1.25. Friday, 28c, 49c, 53c.

**Linens and Staples**  
150 Damask Table Cloths, pure Irish linen, heavy cloth, 2 yards by 2 1/2 yards, Friday, each .1.35

200 Comforters, good cambric covering, white fluffy filling, double bed size, 72 x 72, Friday .1.39

100 pairs Unshrinkable Wood Blankets, a very desirable blanket, double bed size, 64 x 84, Friday .3.48

500 yards English Flannelettes, wide stripes, fast colors, 32 inches wide, Friday, yard .10

300 Pieces Solid Linens, Scarfs, 6 o'clocks, and Shams. Friday, each .35

No phone or mail orders.

1,000 yards English Long Cloth, 36 inches wide. Regular 8 1/2c, Friday, yard .7

## Art Needlework

Vattingberg and Fanny Linens, shams, dresser covers, and table centres, regular up to \$1.25. Friday, each .49

Tapestry Cushion Tops, in several new designs, regular 25c. Friday .19

Mercerized Cushion Covers, in plain and combination colors, three yds. long, finished with tassels. Friday .15

**Umbrellas**  
Men's and Women's \$3.50, \$4.00 and \$4.50 umbrellas, rolled or gold and sterling silver mounted handles, fine silk mixture tops with tape edge. Friday .2.58

## Furs

25 Persian Lamb Muffs, made from good whole skins, bright, even curl, large Empire shape, best satin lining and down beds. Regular price \$17.50 and \$20.00. Friday .11.95

Black Belgian Hare Stoles, extra wide shoulders, long stole fronts trimmed with paws and tails, fine black silk lining. Regular price \$6.00. Friday .4.50

Black Belgian Hare Muffs, extra large new pillow shape, trimmed with paws and tails, black silk lining. Regular price \$5.00. Friday .3.50

(Third Floor.)

## Neckwear

1232 Dozen of Plauen and Swiss embroidered neckwear in "Dutch" collars, lace and Swiss stock collars, coat collars, on sale Friday less than half price.

"Dutch" Swiss Collars, regular 35c for .15

"Dutch" Lace Collars, regular 25c for .10

Stock Collars in lace, regular 20c for .9

"Dutch" Swiss Collars, regular 25c for .15

**Ribbons**  
Black and white strip ribbon with colored border, extra heavy quality. It is 8 inches wide. Regular 25c yard. To clear, Friday, yard .19

## Handkerchiefs

Men's and Boys' White Mercerized Handkerchiefs, with fancy colored borders in blue, tan, grey, pink and navy. Friday 4 for 25c.

Children's White Lawn Handkerchiefs, a splendid school handkerchief. Friday 6 for 13c.

Men's white "Irish" Lawn Handkerchiefs, full size, smooth finish, 3/4 and 1/2 inch hem. Friday 5 for 25c.

## Graniteware

200 Imperial German Granite Pails, 10 qt.; also 2 qt. Rice Boilers. Regular 50c. Friday .28

(No phone or mail orders.)

Dish Pans, white granite, 4-coated wear, 14 qt. Friday .59

Putz Cream, white liquid metal polish, 7 sizes. Friday 10c to .1.75

Silva Putz, a silver polish specially prepared for solid and plated silver or gold. 3 sizes. Friday 15c, 25c and .45

## Drugs

Emulsion of Cod Liver Oil, 50c bottles, Friday .25

Rose's Cough Balsam, 25c size. For .15

Liquid Court Plaster, regular 10c for .5

Art Gum for cleaning gloves, etc., regular 10c for .5

Hot Water Bottles, in red and slate, regular \$1.75 for .89

**Toilet Goods**  
Oakley's Corylopsis talcum powder, regular 20c. Friday, 2 for .25

Witch Hazel Cream, regular 25c. Friday 2 for .25

Shell Brand Castile Soap, large 2 1/2 pound bars. Friday special .21

Phone direct to Toilet Department.

## Groceries

2,000 bags Choice Family Flour, 34 bag. Friday .45

Choice Currants, cleaned, 8 lbs. 48c

Canada Seeded Raisins, 1-lb. package .10

Perfection Baking Powder, 3 tins .45

Finest Creamery Butter, per lb. 29

Smoked Rolls of Bacon, lean and mild, half or whole, per lb. .46

Canned-Corn, Aylmer brand, 3 tins .25

2 1/2 LBS. CELONA TEA, 55c.

A blend of India and Ceylon Tea, one ton, Friday, black or mixed, 2 1/2 lbs. .55

## Boots

180 pairs, only, Men's Goodyear Stitch Boots, made from gun metal and box calf leathers, medium heavy soles, easy fitting, long wearing, one of those odd lots we sometimes pick up at a mere fraction of regular value, all sizes, 5 to 11. They are worth \$3.50. Friday bargain .1.99

240 pairs Women's Button and Blucher Style Boots selling for just half regular prices on Friday; they are made from patent colt, gun metal, velours, vicil kid and Russia tan calf leathers, all sizes, 2 to 8. Regular values to \$5.50. Friday bargain .2.49

900 pairs Children's Boots, in all sizes, 4 to 7 1/2 and 8 to 10 1/2, strong dongola kid, patent toe caps, medium broad toes, heavy sole, spring heels, Friday bargain .69

180 pairs Boys' Strong Box Kip Boots, Blucher, heavy soles, all sizes, 1 to 5. Friday bargain .1.69

All sizes, 11 to 13. Friday bargain .1.35

N. B.—Phone orders for the above lots of boots will be filled so long as the goods last.

## Books

1,000 Alger Series for Boys, bound in cloth. Regular 15c. Friday 2 for .25

1,000 New Fiction Series, all the best titles. Friday 2 for .25

1,000 Papeteries, containing 24 sheets and 24 envelopes, fine linen, paper. Regular price 25c. Friday 2 for .25

Now on sale, a large selection of Hallowe'en and Thanksgiving Post-cards. Special price 6 for .5

## Music

Popular Song Hits, Suitable for Dance Music.

Two-Steps — Alexander's Band, Navajoe Rag, I Want a Girl, Red Rose Rag, My Hula Hula Love, Love Me, Billy, Waltzes—You'll Do the Same Thing Over Again, Just a Year Ago, It's Got to Be Someone I Love.

14c each At Music Dept. 14c each

## Hosiery and Gloves

Women's Fleeced Lined Cotton Hose, fall weight, fast black, spliced heel and toe. 19c value. Friday .12 1/2

50 dozen Women's Heavy Weight Cotton Hose, odds and ends, pink, sky and helio. Regular 25c. Friday, 3 pairs 25c. Per pair .9

Women's and Children's English Ribbed Cashmere Hose, seamless, good weight, rough wear finish; sizes 6-2 to 10. 25c value. Friday, per pair .19

Women's and Boys' Heavy Worsted Wool Hose, extra fine yarn, a leader in quality, double heel and toe, extra splicing in sole, 7-2 to 10. Regular 35c. Friday .29

Women's Kid Gloves, leather and chamois gloves, odds and ends. Regular up to \$1.00. Grouped as one, Friday .59

Men's All-Wool Fancy Cashmere Hose, many patterns, All quality. Regular price 50c. Friday, per pair .29

## Wall Papers, etc.

1,650 Rolls Odd Borders, walls and ceilings, mixed colors. Regular 8c, 10c, 12 1/2c and over. Friday, per roll .44

2,400 Rolls Parlor and Bedroom Papers, assorted colorings. Regular to 15c. Friday .7

3,600 Rolls Dining-room and Sitting-room Papers, in reds, greens, blues, greys, etc. Regular to 25c. Friday .13

4,650 Rolls Imported Parlor, Dining-room and Hall Papers, rich colorings and designs. Reg. to 35c, Friday 17c. Reg. to 50c, Friday 26c. Reg. to 75c, Friday .39

120 Quarts Outside Paint, medium and dark colors. Special per quart .33

Floor Wax, for woodwork floors or furniture. Special per lb. tin .37

Brown Baby Carriages, new, red woods, full body, strap gear, best made. Friday .28.60

English Style Carriage, neat design, leatherette hood. Regular \$25.00. Friday .19.95

(Fifth Floor.)

The **SIMPSON** Company Limited

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