

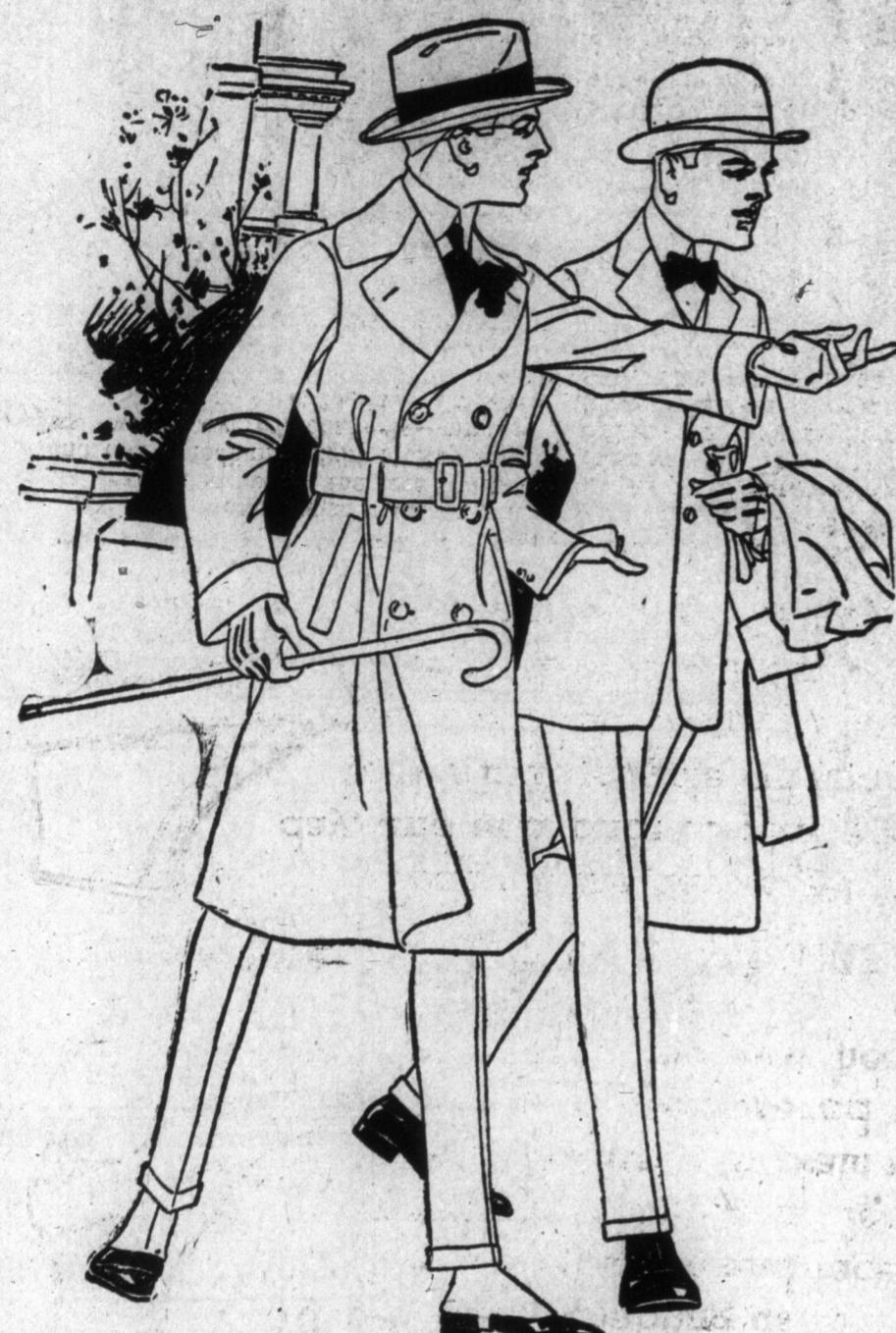
Store Opens at 8.30 a.m.

SIMPSON'STelephone Main 7841
Connects With All Departments**SIMPSON'S**

Store Closes at 5.30 p.m.

Great Thanksgiving Sale of Men's Suits at the Remarkable Price of

\$18.75



These Suits Offer Pronounced Opportunities That Surpass Expectations --- Styles for Men and Young Men

What a fine chance for men to get new suits for Thanksgiving Day at a really attractive price. The suits are developed in fine tweeds and worsteds, in this season's popular models. Shades of grey and brown and mixture effects in a wide variety of patterns. Comprehensive enough for any man to choose the suit he wants. Sizes 35 to 46. A truly remarkable holiday bargain, today at \$18.75.

Canada Food Board License No. 10-422.

Enjoy a Hearty Breakfast in the Palm Room

—an attractive spot to breakfast, dine or take afternoon tea. Try it.

Breakfast, 8.30 to 10.00 a.m.
Dinner, 11.30 a.m. to 2 p.m.
Afternoon Tea, 3 to 5.30 p.m.
A la Carte Lunches, all hours.

Youths' First Long Trouser Suits \$6.75

Made from dark brown serviceable tweed—3-button form-fitting sacque. Coat, vest and trousers tailored perfectly. Sizes 32 and 33 only. It is a Friday offering of great importance at the special price of \$6.75.

Extra Special for Today Men's \$1.00 Shirts 79c

They are made negligee soft bosom. Both soft French cuffs and stiff laundered cuffs. Coat style, in hairline and cluster stripes. Black, blue and helio, neat dressy patterns. Sizes from 14 to 17. Regular \$1.00 value, today, 79c.

Men's 79c Work Shirts Today 49c

Made from strong Oxford shirting in grey mixtures. Collars attached and pocket—full large sized shirt. Sizes 14 to 17. Regularly 79c. Buy a whole year's supply today at 49c.

Men's Black Rubber Sheeting Coats \$4.50

A forehand "buy" on our part accounts for the big saving you make. Sizes 40 to 48 only. Less than last year's price. Today, at \$4.50.

Boys' Pullover Sweaters Today 49c

Made from strong soft union yarns. In medium shade of grey. All have deep roll collar. A very comfortable sweater for fall and winter. Sizes 26 to 32. On sale today, 49c.

35c and 50c Silk Collars at 25c Each

Men's and boys' fancy colored silk collars—double fold standing style, and other shapes in good quality wash silk. Two and three-tone colored effects. Sizes 13 1/2 to 17. Regularly 35c and 50c. Today, 25c.

Men's Soft Felt Hats \$1.29

An exceptional offer at a splendid saving. These hats are smart flat set and slightly curled brim shapes, in shades of grey, green, navy, brown and black. Today, \$1.29.

Baby Carriage Robes

\$1.95.

Pocket style baby carriage robes of glossy white bear-skin with warm flannelette lining and scalloped edges. Today, \$1.95.

Men's Bath Robes or Lounging Robes, To- day at \$6.50.

By purchasing these gowns a year ago, today's price is possible. Made from soft, comfortable blanket cloth—good and roomy. Shades of grey, brown, maroon and green. Sizes 36 to 48. Today at \$6.50.

Men's suspenders at 25c.

Made from good quality elastic webbing with solid leather ends. This is a clearing from a maker of all their broken ranges. Friday special price, pair, 25c.

Great Holiday Sale--Women's Boots \$1.99 and Men's Boots \$5.75

1,800 Pairs Women's Regular \$4.00 and \$5.00 Boots, Clearing at \$1.99 Today

Such famous shoes as Classic and Ames Holden McCready are included in this purchase, which was made at a discount of 50 per cent., enabling us to make this great reduction. There are button and lace styles, in patent, gunmetal and dongola kid leather, on some of the newest shapes, with plain vamps—straight, imitation and perforated toecaps—light and medium weight soles. Cuban and low heels. Sizes 2 1/2 to 5. Today \$1.99.

Notable Special in Men's Regular \$7 and \$8 Boots, \$5.75 Today

Today is the day to get new shoes for the holiday, and at a price to please you. Gunmetal, Havana brown calf, dongola kid and patent leather, in button and lace styles. Single and double weight Goodyear welt and rubber fibre soles. Wide and narrow toe. Military and low heels. Sizes 6 to 11. \$5.75.

Men's Gunmetal Boots, \$2.29 Pair.

300 pairs men's boots, made of gunmetal leather, in button and lace styles—round toe. Medium weight McKay sewn soles, with covered channels—military heels. Sizes 6 to 11 in the lot. On sale, today, \$2.29.

Girls' Kid Boots, Friday Bargain, \$2.39 and \$2.69.

A special purchase enables us to offer these values. The boots are in smart, full-fitting lasts, with medium weight McKay sewn soles and low heels. Sizes 8 to 10 1/2, \$2.39; 11 to 2, \$2.69.

Boys' Box Kip Boots, \$2.75 Pair

300 pairs boys' box kip Blucher boots, on full round toe last. Solid leather insole, and heavy outer sole—guaranteed. Sizes 11 to 13, \$2.75, and 1 to 5, \$3.25.

Simpson's—Second Floor.

Electric Fixtures, \$6.70 and \$7.70

For the Second Great Friday in the October Sale

Fixtures, like illustration. Only four in stock. Silver finish with shades, regular \$12.40, \$7.70; Flemish finish with shades, regular \$11.50, \$6.70.

\$9.00 Flemish 3-Light Ceiling Fixture at \$6.25—With husks over sockets. Width 14 inches. Complete with round frosted bulb. Regular value \$9.00. Friday bargain, \$6.25.

Upright Electric Toaster, with cord and plug. Regular value, \$7.75.

Fixtures, with white enamel reflector to fit on ceiling, and with lower glass shade upturned to throw light on to the reflector. Regular values \$5.75 to \$9.00. Only ten to sell today. \$3.50.

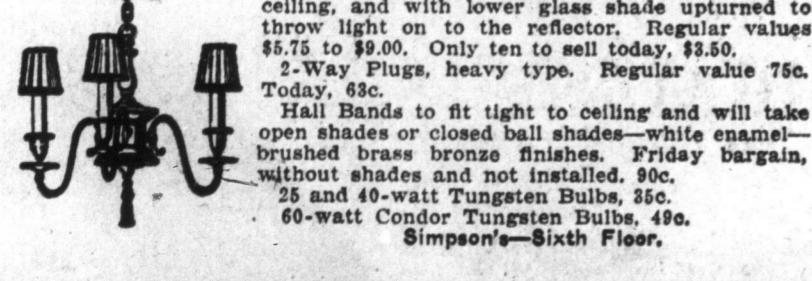
2-Way Plug, heavy type. Regular value, 75c. Today, 50c.

Horn lamps to fit tight to ceiling and will take open shades or closed ball shades. White enamel brushed brass bronze finished. Friday bargain, without shades and not installed. 90c.

25 and 40-watt Tungsten Bulbs, 25c.

60-watt Condor Tungsten Bulbs, 49c.

Simpson's—Sixth Floor.



Brussels Rugs \$27.95, Special Today

Good designs and colors, for living-rooms and dining-rooms. Size 9x12.0. Friday special, each, \$27.95.

\$10.50 Rag Rugs at \$7.95 Each—About a dozen dainty rag rugs, in rose, grey, and tan colors—plain centres and fancy borders. Size 6.0 x 9.0. Regularly \$10.50 each. Friday bargain, \$7.95.

Wool and Union Carpet, \$9c Yard—Suitable for bedrooms. Reversible wool and union carpet, in rose and fawn colors. 36 inches wide.

Stair Carpet, 79c Yard—Strong tapestry, also heavy hemp stair carpet, good colors, will stand lots of wear. 18 and 22 inches wide. Friday bargain, one price, per yard, 79c.

Plain Jap Matting, 38c Yard—Fine quality Japanese Straw Matting, closely woven and reversible, suitable for bedrooms, in plain white colors. 36 inches wide. Friday bargain, per yard, 38c.

The Robert SIMPSON Company Limited



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Men's suspenders at 25c.

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Handsome Fur-Trimmed Coats For Women, Misses and Junior Misses

A Pre-Holiday Display and Sale of
First Importance in Point of Style and Value

Simple and straight of line, luxuriously cosy and attractive to their last button, are the fur-trimmed Coats Fashion has launched this season.

Hudson seal (seal rat), sable, opossum, fitch, beaver, chinchilla, nutria and wolf are among the many rich furs that are used to adorn them. Here are a few that hint of the magnificent assemblage in our Coat Departments:

One handsome model in rich castor velour, gains smartness from a cleverly-panelled back, youthfulness from a novelty belt and beauty from an enormous collar of natural wolf. Misses' Section. Price, \$82.50.

The popular Hudson seal enriches a coat of thick velour in a dark plum shade. It appears in the form of a huge collar, deep cuffs and pannier pockets. Misses' Section. Price, \$85.00.

Lovely, indeed—a coat of taupe velour, its huge cape collar inset with Hudson seal. Other smart features are a pleated back and unique stitching. Women's Section. Price, \$75.00.

The new Algerian or Henna red is seen in a magnificent wrap of thick pompon. The cape collar is of Hudson seal, while capacious pockets and cuffs boast trimmings of the same lustrous fur. Women's Section. Price, \$85.00.

A glorious model in mid-night blue suede velour has a handsome collar of soft fitch. Broad bandings of fitch also adorn the cuffs and loose panniers. Women's Section. \$125.00.

The junior Miss will be enraptured with a cosy velour Coat, tucked back and front to give a panel-effect, and having a huge collar of Hudson seal. Sizes 12 to 15 years. Price, \$27.50.

Two Rare Bargains Today in Women's Fall Coats

\$20.00 Coats Reduced to \$10.50. \$27.50 to \$35.00 Coats, \$21.50.

Many of the \$21.50 Coats are manufacturer's samples and overmakes secured by us at big price concessions. The remainder are from regular high-grade stock. Wonderful variety of materials, styles and colors, Burgundy, grey, brown, navy and black. Each a noteworthy bargain today at \$21.50.

The \$10.50 Coats are made from winter-weight mixed fabrics, in a smart design with belt, fancy and new softly folding collar. Formerly \$20.00. Extremely good value. Today, \$10.50.

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