

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudge, Pres.

J. Wood, Manager

PROBS.—N.W. to W. windows see and compare lively col.

SIMPSON

This Page Will Serve to Emphasize the Fact that Friday is Bargain Day

Friday, in the department devoted to

Women's Ready-to-Wear Clothes

is an especially interesting day to women who feel happier when they pay a little less than they expected for the dress they wanted:—

Here are examples of to-morrow's money savers:

A Number of Women's Fall and Winter Coats dark tweeds and beavers. Many styles, loose or semi-fitting. Regularly \$15.75. Friday \$5.75.

Girls' Coats, serges, beavers, and friezes. A number of smartly trimmed styles double or single breasted for ages 6 to 12. Regularly priced to \$8.00. Friday \$4.95.

Raincoats, cravenettes, silk and stripes in fawn and tan. Some are rubberized. Made in English Raglan style with patch pockets. Regularly \$15.00. Friday \$5.95.

Women's Suits, serges, Panamas and woollens. Some strictly tailored, others trimmed. Plain and pleated skirts. Navy, brown, grey and black. Sizes 36 to 44. Regularly priced at from \$10.00 to \$15.00. Friday \$5.95.

Walking Skirts, regularly \$6.25. Friday \$2.49.

The Fur Season is at hand, and the Friday Bargains Should Attract you to Our New Department on the Third Floor, if you Haven't Already Paid a Visit

Blue China Bear Stoles, wide cape effect, finished with tails and lined with pearl grey satin. Regular \$7.50. Friday \$4.95.

Blue China Bear Muffs, extra large pillow shape. Lined with pearl grey satin. Regular \$7.50. Friday \$4.95.

Black Belgian Hare (imitation lynx), muffs, large pillow shape, black satin lining. Regular \$4.00. Friday \$2.95.

Black Belgian Hare Fancy Neck Pieces, finished with silk ornaments and tassels, black satin lined. Regular \$3.50. Friday \$2.25.

150 Silk and Net Waists, a general clearing out of broken ranges. Some are black, but chiefly colors. All sizes represented. Regular \$2.95 and \$3.95. Friday \$1.89.

Charming Lingerie Waists, of fine batiste, with solid embroidery and gupuro points, low neck, short kimono sleeves, four styles to choose from; all sizes to 42 in. Regular \$1.99. Friday 99c.

Odd Lingeries and Tailored Waists, mixed designs, less than half-price. Friday 50c.

Second Day of Our Great China Sale

A grand opportunity to replenish the china closet.

Art pieces and domestic wares from the world's great potters.

See the Bric-a-brac, Art and Marble Statuary Section.

Staffordshire, Limoges and Carlsbad China Dinner Wares at less than half-price.

Hand-painted Royal Nippon Wares, Fruit Sets, Teapots, Sugar and Cream Sets, Chocolate Sets, Vases, Doulton Fruit Plates, Wedgwood Jardinieres, Shimarai Vases, and Dutch Delft Wares. Regular up to \$6.00. Sale price \$2.00.

See Yonge street window. No mail or phone.

600 Pieces Rubian Art Wares, Salad Bowls, Cheese Stands, 7-piece Fruit Sets, Vegetable Dishes, Hand-painted Teas and Sauces, Chocolate Pots, Amoresque Jardinieres, Bon-Bon Dishes. Regular to \$2.00. Friday 49c.

100 Toilet Sets, full 10-piece sets, handsome decoration. Regular \$2.50. Sale \$1.49.

English Dinnerware, 50 sets only for \$10.00, were sold regular up to \$25.00. Artistic decoration, best gold line and edge, some with Canerole shape. A genuine snap. Sale price \$10.00.

A. Bernard and Cie's Limoges China Dinner Set, cobalt blue, with deep coin gold enrustation. Regular \$250.00. Sale \$125.00.

\$71.40 Limoges Dinner Set for \$49.50. The set comprises 102 pieces, tea and salad gold handles. Friday's sale special \$49.50.

100 Pieces Rich Cut Glassware, sugar and cream sets, oil bottles, lined fern pots, flower vases. Regular to \$4.00. Friday special \$1.98.

A column brimful of wanted things at prices which make the other kind of shopping a waste of money.

Petticoats & Wrappers

100 Petticoats of Extra Quality Taffeta Silk, several different styles, tailored sectional flounces, trimmed with rows of strapping, stitching and pin tucking, also deep percaline underpieces, with frill, lengths 36 to 43. Regular \$4 and \$5. Friday bargain, \$2.55.

Women's Percale Wrappers, cardinal only, fitted waist lining, fronts, cuffs and collar of self border, sizes 34, 36 and 38, regular \$1.50. Friday 79c.

These Will Help You to Keep Warm Hands and Feet.

Women's plain and ribbed black cashmere hose, size 8 1/2 to 10, 25c. regular, Friday, pair, 19c.

Women's fleece lined black cotton hose, fast color, winter weight, sizes 8 1/2 to 10, 19c. value, Friday, pair 12 1/2c.

Women's and Girls' all wool plain black cashmere hose, fall weight, sizes 4 1/2 to 10, extra value, Friday pair, 25c.

Women's Cashmere Gloves, 2 dome, perfect finish, fleece and half silk lined, sizes 6 to 7, 29c. value, Friday, 19c.

Women's French Kid Gloves, 2 dome, claspy perfect finish, tan, black, brown and white, oddments, Friday to clear, all sizes, 59c.

Men's Cape Leather and Suede Gloves, all wool lined, gore wrist, tan shades, sizes 7 to 10, \$1.00 value, Friday, 79c.

Men's Heavy Worsted Hose, black and heather mixture, extra good value, 9 1/2 to 11, regular 35c. Friday 25c.

Men's Black Suede Gloves, extra fine French make, unlined, 2 dome, sizes 7 to 8 1/2, \$1.25 value, Friday 49c.

Fancy Needlework

Battenberg Centres, 24-inch round and square, real lace, 2 very fine designs. Regular prices 48c. Friday, 26c each.

15 doz. only, 30 x 30 and 18 x 18 inch Embroidered Shams and Runners, also night dress cases and various centres. Regular prices 48c, 50c and 59c each. Friday, 27c each.

Tinted Linen Centre Piece, round and oval up to a yard and a quarter in size. Regular prices 50c, 75c and 86c. Friday, 25c.

Toilet Goods Priced to Create Excitement

Dr. Charles Flesh Food, regular 50c Friday 39c. Princess Skin Food, regular \$1.50. Friday \$1.10.

Ebony Finished Hair Brushes, with 15 rows of bristles and mounted with neat mount, regular value 50c, Friday, 21c.

Russell's Eau de Quinine, regular 75c. Friday, 39c. Shell Brand Castile Soap, large 2 1/2-lb. bar, Friday, 21c.

Silver Leaf Toilet Rolls, regular 5c per roll, Friday, 8 rolls for 25c. Italian Balm, regular 25c. Friday, 2 for 25c. Phone direct to Toilet Dept.

Marabou Sets & Umbrellas, Seasonable Both

25 Black Marabou Sets, stoles are six strands, length 74 inches, satin lined muffs, \$5.75 value. Friday \$3.95.

120 serviceable Umbrellas for men and women, strong steel rod and frame, assorted handles, Friday 65c.

Belts and Buttons

Patent Leather Belts, with fashionable gilt buckles, regularly 68c, Friday 49c.

Fancy and Plain Pearl Buttons, in all sizes, regularly 10c and 20c per doz., Friday 5c.

The Linens and Staples. Items Selected for the Surprising Values they Offer

English Saxony Flannelette, white only, 27 inches wide. Friday, yard, 7 1/2c.

Irish Satin Damask Table Cloths, all linen, grass bleached, new bordered designs, 2 x 2 1/2 yards. Regular \$2.50 and \$3.00 each. Friday \$1.89.

Heavy English Pillow Cotton, 42 inches wide, linen finish, a splendid wearing cotton. Yard, Friday 14c.

English Longcloth, full bleached, 35 inches wide, Manchester manufacture. Friday, yard 7c.

Heavy Grey Wool Flannels, 27 inches wide, plain or twill. Friday, yard 24c.

White Unshrinkable Wool Blankets, thoroughly scoured, 66 x 82 inches. Regular \$3.65 pair. Friday \$2.33.

Irish Embroidered Pillow Cases, 44 x 33 inches, spoke hemstitched, heavy embroidery work. Friday 98c.

(Phone direct to Linen Dept.)

Boots and Shoes for Men, Women, Boys and Girls, Reliable in Make and Leather, up-to-date in Style, and all at Prices that Justify Their Inclusion in This All-star Bargain List

390 pairs Children's Boots, Dongola kid. Sizes 8 to 10 1/2. Friday, 69c.

600 pairs Women's Sample Boots, "Queen Quality" and Boston Favorite. Sizes 3, 3 1/2 and 4. Regular to \$5.00, Friday, \$2.00.

760 pairs Men's Boots, button and lace, colt, tan calf, box calf and vic kid, Goodyear welts. Sizes 5 to 11. Regular \$4.50 to \$6.90, Friday, \$2.95.

690 pairs Box Kip Boots, solid leather. Men's, \$1.99; boys', \$1.69; youths', \$1.35.

300 pairs Women's Boots, patent colt and Dongola kid, Blucher styles, Cuban and military heels, 2 1/2 to 7. Friday, \$2.00.

Imported Axminster Seldoms Sell at Less Than Cost, This, However, is a "Seldom" Friday Bargain

12 Axminster Rugs, woven in one piece, for drawing room or bedrooms—

7 Rugs, 12 x 9. Friday, \$23.75.

5 Rugs, 13 1/2 x 10 1/2. Friday, \$31.15.

Remnants of Mattins, less than Half Price.

This Sale of Dress Goods and Silks will prove advantageous for you.

Black Satin Duchesse Mousseline, 40 in. wide. Regular \$1.78. Friday \$1.34 per yard.

Colored Dress Silks, for evening wear, in satin de chine and liberty. Regular 65c and 75c. Friday 48c.

Corded Velvets, in all the new colors, 22 in. wide. Regular selling price now is 75c a yard, but these were purchased before the price went up. Friday 48c.

Imported Suitings, all-wool French poplins, San Toys, tweeds, indigo serges, shepherd's checks, Scotch tartans, Henriettas, silk striped voiles, marquisettes, English and French Panamas; all guaranteed; 42 to 50 inches wide. Friday 47c.

Black Suitings, French and Austrian broadcloths, Sedan finish, fast dye, thoroughly shrunk, 52 in. wide. Friday 94c.

College Serges, fine medium twills, shrunk, 52 in. wide. Regular \$1.25. Friday 94c.

Brocaded Sateens, ivory, black, and all the newest fall shades. Regular up to 50c. Friday 33c.

Black Moirette, for undershirts and coat linings, three qualities, 38 in. wide, 50c, 75c and \$1.00.

A small boy asked an old woman selling apples to give him one. She answered:—"My boy, it's nothin' for nothin' and verra little for a nickel these days." That is not the case with these

Clothes for Men and Boys

There is "verra little" profit to the manufacturer or the R. S. Co. here, and in many cases none at all. Some of these Friday bargains represent a "loosening up" quite foreign to the old apple woman's teaching, and you get quite a lot of something for nothing.

Waterproofed Fall Overcoats, "Two-in-one," for rain or shine. Dark grey cravenette cloth. Regularly \$10.00 and \$12.50. Friday a bargain \$6.75.

Strong Tweed or Worsted Suit, greys and browns. Ideal everyday ordinary occasion suits. Friday \$5.95.

Worsted Pants, reg. to \$3.50. Friday \$1.75.

Boys' Fall Overcoats and Reefers, odds and ends from the week's selling. Regular up to \$4.75. Sizes 22 to 34. Friday \$1.98.

27 Boys' Winter Coats, English all-wool chevrons, sizes 22 to 34. This coat sells at \$3.50. Friday \$4.69.

43 Boys' Russian Suits, bloomer pants, all-wool Scotch tweed. Sizes 21 to 27. Regular \$3.50. Friday \$2.69.

127 Boys' Two-piece Suits, single-breasted Norfolk and double-breasted sack. Odd suits from stock. Regular \$3.50 to \$4.50. Friday \$2.49.

Merle's Wool Sweater Coats, close or "V" necks, different colors. Regular \$1.25 and \$1.50. Friday 98c.

Pyjamas, variety of materials and styles. Regular \$2.50. Friday 98c.

Heavy Underwear, ribbed with fleecy finish inside. Regular 75c. Friday 57c.

New Fall Derby and Fedoras, English made. Regular to \$2.00. Friday 89c.

Children's Tams, brown, navy or black velvet. Regular 35c. Friday 19c.

Children's Felt Turbans. Regular to 65c. Friday 39c.

Boys' Caps, serge and tweeds. Regular 25c. Friday 15c.

Chances Like These for the Improvement of Your Windows Should not be Overlooked. Urged on by These Low Prices, Your Duty to the Street Should not be Hard to Perform

Nottingham Lace Curtains, 50 inches wide, 8 1/2 and 9 1/2 yards long. Friday, 97c pair.

Sash Curtaining, finished with lace and insertion, 1 yard wide. Regular 25c. Friday, 13 1/2c.

Window Shades, the best, 6 feet long, with fixtures. Regular 46c, Friday, 33c.

Tapestry Curtains, plain and two-toned, reversible, fringe, 40 inches wide, 3 yards long, \$2.19 a pair.

Curtain Strips are HALF PRICE on Friday.

Wall Papers and Kalso Brushes

1,000 rolls Ceiling Papers, white, blue and yellow. Regular 8c, 10c and 15c. Friday 4 1/2c.

1,000 rolls Borders and Friezes, assorted colors. Regular 16c, 20c, 40c roll. Friday 7c.

1,850 rolls Sitting Room and Bedroom Papers, light shades. Regular 15c and 20c. Friday 9c.

Arctic Kalsomine, all wall shades, 2 1/2 and 5-lb. packages. Regular 15c package, Friday 11c. Regular 25c package, Friday 18c.

Kalso Brushes, 12c to 42c.

Stovepipe Enamel, 10c tins. Friday 5c each.

Wood and Felt Weather Strip, 2c and 3 1/2c per foot. (Fifth Floor.)

Rogers' Tea Spoons \$1.00 Per Dozen. That is a Heading Fraught with Interest

1,800 Rogers' Silver-plated Tea Spoons, attractively designed handles, guaranteed quality. Regularly \$2.00 dozen. Friday bargain \$1.00 per dozen.

(No phone or mail orders filled.)

Nut Bowls, Fern Pots, Butter Dishes, Bleisnt Jars, Bread Boards, Table Mirrors, Pickle Casters. Regular up to \$4.00. Friday bargain \$1.89.

Sterling Silver O Size Ladies' Watch, artistically engraved cases, open face, pendant set, with good quality Swiss movements, guaranteed good timekeepers. Regular \$4.50. Friday bargain \$2.19.

Friday's Attractions to the Millinery Department (2nd Floor) Include Millinery Velvets, Velour Finished Hats and Fancy Feather Mounts

500 yards Millinery Velvet, exceptionally good color. Cost regular from \$1 to \$1.50. Friday, 69c.

Velours Finished Hats, very soft velvet finished felt, with cord or braid trimming, navy, brown, black, cardinal, green and white. Friday, \$1.00.

1,000 Fancy Feather Mounts, heron, vulture, ostrich included. A great choice of shades. Regular \$2 to \$4.50. Friday, \$1.25.

It is Astonishing What a Really Artistic and Useful Piece of Jewelry can be Bought for the Vast Sum of 49c, 39c or 25c. But Don't Forget Friday is Bargain Day

For 49c—Solid gold birthday rings, assorted stones, children's rings, with real stones.

For 39c—Gold filled links, suitable for monogram, in box.

For 25c—1,000 pieces of jewellery in infinite variety.

Dainty Garments in Whitewear, Underwear, Infants' and Children's Clothes.

Infants' Dresses, an exquisite style in fine white lawn, dainty embroidery yoke and ruffle trim, finished with white braided trim. Sizes 6 months, 1, 2 years, regular price \$2.50 each. Friday bargain \$1.69.

Infants' Winter Coats, fine cream wool serge in poplin, deep cape collar or square sailor collar, silk embroidery, insertion or silk braid trim, button front, with white flannelette, sizes 6 months to 2 years. Regular prices \$3.75 and \$4.00 each. Friday bargain \$1.95.

Infants' Hand Crochet Doctees, fine wool, color white and red mixed. Regular prices 25c and 35c each. Friday bargain 15c.

Girls' Dresses, clearing 2 handsome winter styles, middy effects, navy blue waists with small check or Scotch plaid skirts, fancy buttons, beautiful fitting dresses for ages 6 to 14 years. Regular prices \$4.50 to \$7.50 each. Friday bargain \$2.75 each.

Little Girls' Dresses, fine white lawn, a dainty French style, long waist and short skirt, tucks, lace and embroidery, heading trim sizes 2, 3, 4, 5 years. Regular price \$2.50 each. Friday bargain \$1.25.

WOMEN'S AND CHILDREN'S UNDERWEAR

Women's Vests and Drawers, the famous "Vellastic" fleece lined ribbed cotton, heavy fine ribbed, color cream, high neck, long sleeves, button front, ankle length drawers, silk ribbons in neck. Sizes 32 to 40. Regular price 75c each. Friday bargain, 50c each.

Women's Vests, "Watsons" unshrinkable ribbed wool and cotton mixed natural color only, high neck, long sleeves, button front. Sizes 32 to 38 bust. Regular price 50c each. Friday bargain 25c.

Children's Underwaists, "Nazareth" style fine ribbed knit white cotton, strongly taped, button front, waist buttons for attaching other garments. Sizes 2 to 12 years. Regular price 25c each. Friday bargain 15c.

Women's Nightdresses, Paris make, hand embroidered, fine white nainsook medium neck, long sleeves, button front, neck and cuffs hand scalloped, all sizes. Regular price \$2.50 each. Friday bargain \$1.50.

Corset Covers, a dainty style in nainsook, all over embroidery yoke, lace and ribbon trim, a beautiful garment. Sizes 32 to 42 bust. Regular price 50c each. Friday bargain 35c.

Beautiful Nightdresses of cream all-wool runs' velvets, richly silk embroidered and trimmed with lace, long sleeves button front, all sizes. Regular value \$4.50 each. Friday bargain \$2.50.

Here Are Embroideries, Laces and "What Nots" that help to Make up the Fascinating Tout Ensemble of Their Wearers, and all at Bargain Prices

Cambrie Embroideries and Insertion, 2 to 6 inches deep. Regular price to 10c. Friday, 5c per yard.

Swiss Flouncings, 27 inches wide, new designs. Regular 75c per yard, Friday, 43c.

Nottingham Laces, Half Price on Friday.

Valencienne and Insertion, also cotton machine torchons and insertions. All wanted widths, 1/2 to 4 in. Friday, Half Price.

Books for Boys and Girls Note Paper, etc.

For Boys, 1,000 books of the "Alger" series. Friday 2 for 25c.

For Boys and Girls, 500 presentation books, in handsome bindings. Regular 65c. Friday 45c.

1,000 boxes of Stationery, 24 sheets and envelopes. Regular 25c. Friday 2 for 25c.

Simpson Perfection Box Files, for office use. Regular 25c. Friday 19c.

The Best of Provisions from the Best Sources at the Smallest Prices.

2,000 bags Choice Family Flour, 4 bag 56c. Choice Currants, cleaned, 3 lbs. 25c. California Seeded Raisins, package 10c. Perfection Baking Powder, 3 tins 25c. Yellow Cooking Sugar, 8 1/2 lbs. 50c. Pure Kettle Rendered Lard, per lb. 14c. New Orleans Molasses, Cherry Grove Brand, per tin 10c. Canada Corn Starch, package 7c. Mixed Pastry Spice, 3-oz. tin, shaker top, per tin 7c. Finest Creamery Butter, per lb. 29c. Choice Rangoon Rice, 6 lbs. 25c. Pearl Tapioca, 3 lbs. 25c. Choice Picnic Hams, 6 to 8 lbs. each, per lb. 14c. Canned Corn, 3 tins 25c.

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

A blend of Indian and Ceylon tea, one ton, Friday, black or mixed, 2 1/2 lbs. 55c.

TO-DAY'S SPECIALS

The Great China Sale. Women's \$14.50 Dresses for \$8.95.

Girls' \$7.00 Dresses, \$3.95.

Men's Underwear, per garment, 69c.

Men's Boots, \$1.99.

Women's Pure Linen Handkerchiefs, 4 for 25c.

Fine Furniture for Friday

Dressers, in mahogany, highly polished, large drawers, and large bevel plate mirror. Regular price \$26. Friday bargain \$17.60.

Sideboards, in selected quarter-cut oak, rich golden finish, good drawer and cupboard space. Regular \$44. Friday bargain \$29.75.

Dining Tables, in genuine quarter-cut oak, finished golden. Regular price \$45.00. Friday bargain \$33.90.

Dining Tables, made in hardwood, quartered oak finish. Regular price \$8.75. Friday bargain \$6.95.

Kitchen Cabinets, in hardwood, finished natural, with whitewood top. Reg. price \$5.90. Friday \$3.90.

The **SIMPSON** Company Limited

Motor Os Fatal Acci Busiest town You nell Held Charge iam was TIME—5.40. PLACE—V. HOTEL— in King-street in General Ho in 25 Carrot- bicycle destr INSTRUMEN No. 21, West CAUSE—Sa ing of pla and causing a that machin- service were Due to the able sheering controls the to driven by Roy in King-street for Mrs. Ellis who had copy husband for a walking in the This account Mr. Brintnell who told of it. Mr. Brintnell far south and sane rate controlling th heavy touring most upon a driven direct says that he emergency bra ed his car to a post and ca Mrs. Salter, she stepped in boy whose wa riding close to Ram the motor was making the w in the fact and the car. The woman was a drug s temporary a W. Miles mot dled a few mil fractured and us injuries severely from of case. The motor immediately boy Mr. Brn who was with at the Genera the woman's Brintnell was Policeman Cl him to the whole a char lab. He was fat or upon a Grow Acting Comr who was not referred to Co was open an the afternoon removed last The boy w severely injur he took to t was demolis A large crox the scene of t policeman ar started at th immediately he had been speed, Mr. B was with a speed of 30 i control broke SUCCEEDS MONTREAL rely announce Railway head that Mr. Geoer of western ed vice-presi of the wester Str William V Mr