

The SIMPSON

Store Opens 8 a.m.

Closes 5.30 p.m.

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

Probabilities

Fresh winds, shifting to northerly and northerly; fair and cooler.

The SIMPSON

Dinner Sets and Fancy China

Will be featured in our China Sale to-morrow, a sale that is surpassing in interest and selling power any that has ever been held here. The quality of the merchandise offered is as good as we've ever had, and the prices are decidedly less. To those who have known our China Sales of the past, this statement will be very significant.

1500 pieces Austrian, German and Japanese China-ware, rich decorations, beautiful designs; jugs and vase, from Wedgwoods, Flemish vases, jardiniere, salad bowls, cracker jars, bon bon dishes, powder boxes, hair receivers, comb and brush trays, cups and saucers, sugar and cream sets, hand-painted wall plaques. Values up to \$1.50. Thursday's extra sale, special, 30c.

See Yonge Street window display.

No phone or M. O. D.

100 pieces of Fancy China, Bric-a-brac, Doulton Vases, Kinslow wares, Wedgwood, Teapots and Vases, Carlsbad Figures, Moore's wares. Regular up to \$5.00. Thursday \$1.98.

Tea Set, 40 pieces, in the famous bridal rose decoration, fine Austrian china-ware. Regular \$5.95. Thursday, \$4.25.

30 only Dinner Sets, 97 pieces, best English ware, dainty floral design, gold line. Regular \$14.00. Thursday sale special, \$6.99.

97-piece Dinner Sets, in fine English semi-porcelain ware, handsome Oriental band design, new shape vegetable dishes. Regular \$16.95. 20 only for Thursday's selling, \$10.21.

Limoges China Dinner Sets, dainty violet decorations, handles, gold clouded; 98 pieces, ovate shape cups. Regular \$26.00. 7 only, sale price, \$16.99.

Dinner Set, fine Austrian china-ware, in the famous bridal rose design, 102 pieces. Regular \$28.00. Thursday's sale price, \$18.49.

Limoges China Dinner Sets, one of the famous Bernard & Cie productions, fine translucent china body, dainty floral band design, coin gold decoration, old gold handles, new Bonaparte shapes. Regular \$49.50. Sale price Thursday, \$37.29.

60 dozen Brass Fern Pots, footed, heavily engraved. Thursday, special, 60c.

75 dozen Lemonade Sets, rich gold decorations. Regular up to \$1.50. To clear Thursday, 60c.

Gloves and Hosiery

Women's Finest Cashmere and Suede Finished Fall Gloves, two dome fasteners, fleece, silk and fancy linings, samples, all perfect, assorted sizes. Value 50c. Thursday, 25c.

Women's Imported Plain and Ribbed Black Cashmere Hosiery, full-fashioned, soft close finish, splendid value, high-spliced ankle, heel, sole and toe. 35c and 40c grade. Thursday, 20c.

Children's All-wool Plain Black and White Cashmere Hosiery, seamless, elastic close finish, comfort and wear, spliced heel and toe. 25c grade. Sizes 4 to 6. Thursday, 15c.

Men's Fine English Ribbed Black Cashmere and Heather 1-2 Hosiery, good weight, seamless, good wearing, double heel and toe, 25c regular. Thursday special, 3 pairs 50c, pair 15c.

What Every Woman Needs

36-inch Mohair Boot Laces, per dozen, 5c and 10c.

Clapperton's 200-yard spool Thread, black or white, 3c spool, dozen 35c.

Belding or Corticelli Spool Silk. Thursday, per dozen, 45c.

Simpson's Special Dress Shields, size 3. Thursday, pair 10c.

Black Hooks and Eyes, in different makes, all sizes. Thursday, 6 cards for 5c.

Cling Socket Fasteners, size No. 3, white only. Thursday, 2 dozen for 5c.

200 Pin Sheets, regular 3c paper. Thursday, 3 for 5c.

Sew-on Collar Supports, all sizes. Thursday, 3 sets 25c.

Pin-on Collar Supports, all sizes. Per set 15c.

Black or Brown Mending Wool. Regular 3 cards for 5c. Thursday, 5 for 5c.

Ironing Wax, 4 for 5c.

Beeswax, per cake, 5c.

Simpson's Special Hairpin Cabinet, contains 100 assorted pins. Regular 5c. Thursday, 3c.

Pad Hose Supporters, colors red and pink. Regular 35c. Thursday, pair, 10c.

Pearl-Headed Hat Pins, all colors. Regular 10c. Thursday, 2 for 5c.

Typical Boot Values

From a department that is famous for its value-giving. When you can save a dollar on shoes of this calibre, it's worth coming early to make sure of a pair.

MEN'S GOODYEAR WELETED BOOTS.

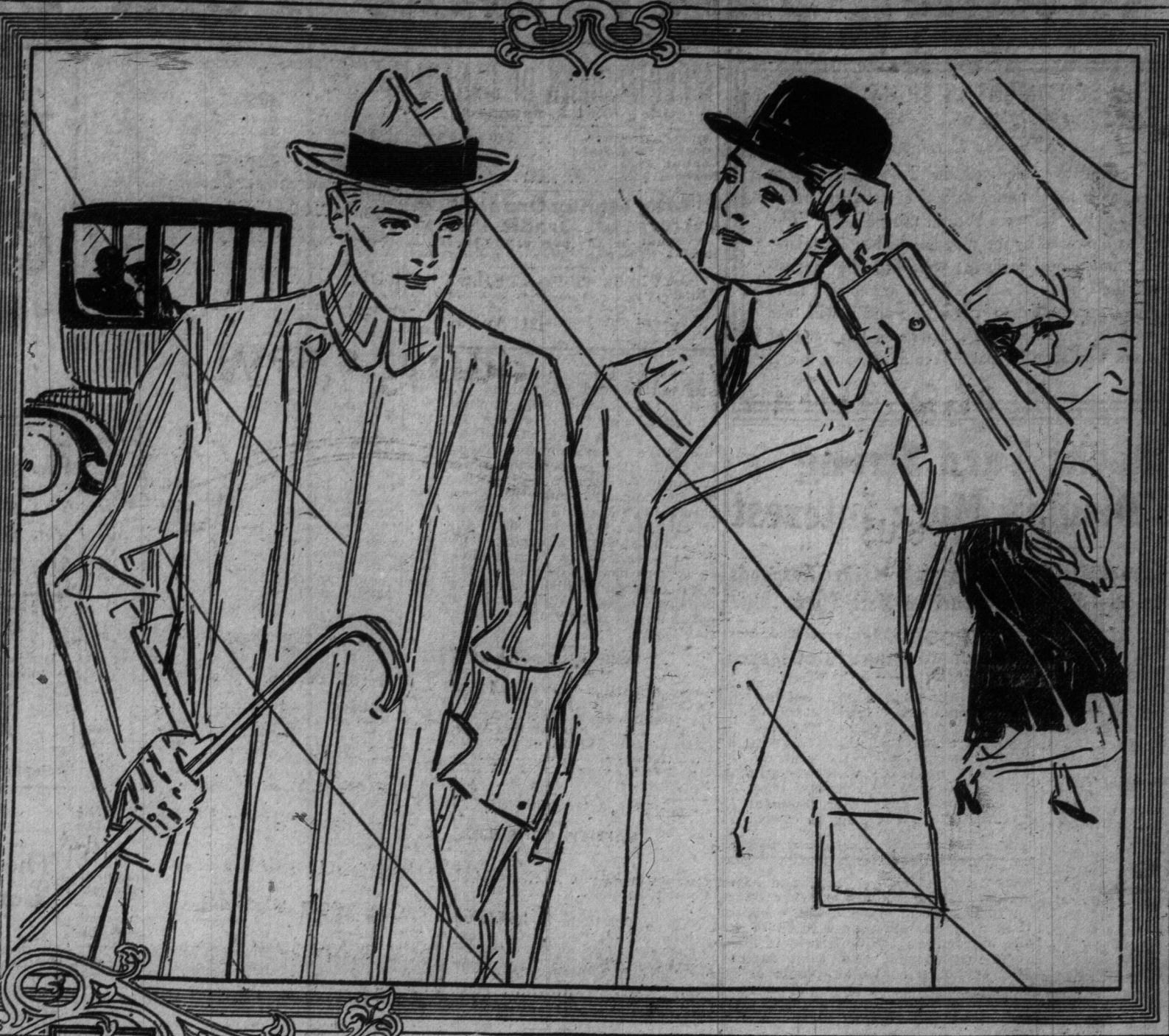
750 pairs Men's Boots, every pair Goodyear welted, tan Russia calf, tan storm calf, black calf and gunmetal leather, medium and heavy soles, blucher style, some of the styles are as waterproof as a leather boot can be made; all sizes 5 1-2 to 11. Regular prices \$3.50 and \$4.00. Thursday, 2.49

WOMEN'S HIGH-GRADE BOOTS.

5000 pairs Women's High-grade Boots, made from patent calf, vici and donola kid, gunmetal and velours calf leathers, blucher and button styles, high, medium and low heels, all sizes 2 1-2 to 7 1-2. Regular \$2.50 and \$3.00. Thursday, 1.99

MISSIES' HIGH-GRADE BOOTS.

260 pairs Missies' High-grade Boots, in all sizes from 11 to 2, patent calf and vici kid leathers, dull calf blucher tops. Regular prices \$2.25 and \$2.50. On sale Thursday, 1.99



THESE overcoat samples are upsetting the calculations of a good many men; they had probably thought of spending twenty or thirty dollars to obtain the smart comfortable appearance that is manifest in every one of these stylish winter ulsters and overcoats. The fact that they are samples does not mean that they've been knocked about at all.

They've been well taken care of, as you'll see when you look them over, and they were particularly well made in the first place, just because they were going to represent, all through Canada, the best that a good manufacturer could make. We've priced them below ten dollars for to-morrow—and they're certainly great value.

A splendid assortment of high-grade garments which have a distinct style and grace about them that can only be produced by the best workmanship. The lot includes all this season's newest models, imported English meltons, chevots and vicumas, in black and Oxford grey, also a variety of fancy coatings in wide wales and herringbone weaves, made up Chesterfield style; also a number of plain and fancy ulsters and auto coats, made up in both single and double-breasted styles, with deep storm or military stand collars; others have neat convertible collars which can be worn either turned down in lapel style or fastened close

up around the neck. In the lot are sizes 34 to 42. Ranging from \$12.50 to \$22.00. On sale Thursday at \$9.95.

Men's Stripe Flannel Shirts, 89c

Men's Stripe Flannel Shirts, winter weight, large and roomy bodies, made with reversible collars. Sizes in the lot 14 1/2 to 17. Regular \$1 and \$1.25 each. Thursday 89c

Men's Military Flannel Shirts, made from pure wool flannel, large and roomy, seams are strongly double stitched, pocket and reversible collar, colors are grey and brown, all sizes 14 1/2 to 17 1/2. Thursday, \$1.50.

100 Men's Extra Heavy Sweater Coats, with large double collar, made to fasten close up around neck,

knitted in a fancy stitch, has thick double cuffs, comes in colors of plain grey, grey trimmed, royal or navy. To clear Thursday, \$4.00.

Men's Elastic Rib Natural Wool Underwear, for fall and winter wear, non-irritating to the most sensitive skin, well made and trimmed, all sizes 34 to 44. Shirts or drawers. Thursday, \$1.25 garment.

The SIMPSON Company Limited

\$4 Pictures For 90c

125 Pictures to be cleared Thursday morning, including carbons, etchings, photographs, pastels, suitcases, framed in oak, walnut and gilt mouldings. Regular selling prices up to \$4.00. Thursday's price, 90c. Note.—No phone or mail orders filled. Three pictures only to each customer; packed free for city delivery only. (Picture Galleries, Top Floor).

Book Bargain No. 10

The Harmsworth Encyclopaedia, Canadian edition, in ten volumes, containing 50,000 articles, profusely illustrated; published by Thomas Nelson & Sons, London and Edinburgh; bound in maroon silk cloth, gilt top; handsome decorated backs. We have only 12 sets left of this work, and they cannot be duplicated at the price. This is the latest encyclopaedia published. Subscription price \$25.00. While they last, \$8.95 set. (On sale Book Department).

Paper Your Houses Now

6000 rolls Imported Papers, in greens, blues, browns, reds, greys, fawns, champagne and lighter shades, for parlors, dining-rooms, dens, libraries and good living or sleeping rooms. Pretty effects. Regular 25c, 50c and 65c roll. Thursday, 16c.

Genuine Ebony Hair Brushes and Mirrors

AT UNUSUALLY LOW PRICES.

240 only Women's Genuine Ebony Hair Brushes, made with 13 rows of pure bristles, and oval back, and cut in one of the most popular shapes; we also have a few of these with rosewood backs. Regular \$1.00 value. Thursday, 50c.

72 only Women's Ring-handled Hand Mirrors, made with genuine ebony backs and 5-inch French beveled plate glass. Regular \$1.75 value. Thursday, each, \$1.19. 100 cases Shell Brand Soap, large bars. Thursday, bar, 15c. (Telephone orders filled).

Reliability and Style in Women's Furs

When you buy Furs you want a house with a good name to stand back of your purchase with a guarantee which reads, "satisfaction or your money back." That is the principle upon which we have built up our successful department of women's furs. Here are furs for which you'll never want your money back:

Persian Paw Sets, not the ordinary kind, but up-to-date styles, direct from New York, made from selected paws, soft and a brilliant black, lined with fine black silk. Muffs, scarfs and fancy neck pieces. Twenty different styles to select from. Muffs from \$6.50 to \$15.00. Neck Pieces from \$4.50 to \$20.00.

Handsome English Mole Sets, a very popular fur for misses. Muffs are large new rug shape, several styles of scarfs and ties, lined with satin to match. Muffs, \$10.00; Neck Pieces, \$4.50, \$6.00 and \$10.00.

New Columbia Sable Sets, takes an expert to tell them from the finest Alaska sable, and they wear well, too. Best London, Eng., dye, are fashioned after the very newest things in scarfs, stoles and muffs. Stoles and scarfs from \$7.50 to \$16.50; muffs, \$7.50 to \$15.00.

"Ornberg" Mink Hosiery, also the lighter Baum Marten shade. Muffs in large bolster, rug Empire and fancy shapes; stoles and scarfs in every imaginable design; some are lined with imitation ermine, others with good satin. Prices start at \$3.50 each.

Black Foxaline Stoles and Muffs (has every appearance of the best black lynx). Stoles have long fronts and two skin over shoulder, forming tabs at back. Muffs large, new fancy rug shape. Both are lined with fine twilled silk and finished with heads and tails. Muffs, \$6.00; Stoles, \$7.00 each.

Fox Furs

Our display of Fox Furs is the finest and largest in Canada, Black, Silka, Arctic, Hudson Bay and Silver Pointed; when not sold natural the dyeing is done in Leipzig, Germany, and is perfect. We have every conceivable shape, from the smallest single skin neck piece to the elaborate Empire Strand Scarf, 3 1-2 yards long. Muffs in bolster, auto, pillow, rug and fancy shape.

If Your Suit Style is Here--You're Lucky

Here are one hundred and twenty-five suits that you should see. At a glance, most women will remark, "Why, they're twenty-five dollar suits!" Yes, madam, but the fact that we're selling them for **fourteen-seventy-five** will not be of benefit to you unless your size is among them. The range of sizes, colors and materials is much too broken to publish—so if you regard a saving of ten dollars or so as worth while, you'll come and try to find your size to-morrow morning.

They are all strictly tailored, in diagonal serge, basket cloth, French Panama, stripe broadcloth and all-wool tweeds. Coats are lined throughout with silk or satin; some have inlaid velvet collar and cuff; tight or semi-fitting back; skirts have plain effect or semi-pleats, trimmed with strappings and tabs to match coats; colors are grey, navy, brown, black, purple, cadet and metal shades. There's not every size in any one color, but all sizes in the assortment. Thursday \$14.75.

A Stylish \$5.00 Skirt

A very smart Skirt of all-wool diagonal serge, in colors of black, navy or grey; made with double-pleated back and front, side gores are cut in a fancy flounce effect, trimmed with soutache braid, and finished with self-covered buttons, \$5.00.