

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President, J. Wood, Manager.

Fresh to strong N. and W. winds; snowbursts; same temperature.

SIMPSON



Something Special in Women's Coats

A collection of Women's Coats at prices away below regular value.

125 WOMEN'S COATS AT \$6.79.

Materials are fine kersey and heavier cloths, in black, navy or brown, and imported tweeds, in stripe effects or in mixtures of grey tones.

Styles are either semi or close fitting or loose backs, some have lined yokes, others lined to waist.

Collars are either collar, plain tailored, roll or mannish, trimmed with either velvet, self-strappings or buttons. These coats sold regularly at prices ranging from \$8.95 to \$16.50. Thursday's price \$6.79.

EVENING AND DANCE DRESSES.

We are showing a large assortment of pretty evening and dance dresses, for women and young girls, made of lovely chiffon over silk, fancy voiles, fine nets and meshed, smart styles with yoke and collar, some have the semi-low neck and short sleeves, daintily and artistically trimmed with fine silk cord or Persian trimmings. These come in popular shades of mauve, champagne, pale blue, white, also in black. Prices are \$17.50, \$21.50 and \$25.00.

Aprons and Aprons

Thousands of Aprons for your choosing Thursday. Aprons for every purpose you require them for will be here, at prices that will interest. Phone orders filled.

Tea Aprons, small round shape, white dotted Swiss muslin or lawn, frills of goods or embroidery, 2 styles, sashes. Regular price 35c each. Thursday, each, 25c.

Tea Aprons, fine lawn, small size, 2 styles, fine lace or embroidery insertions and frills. Regular price 50c. Thursday, each, 35c.

Maids' Aprons, heavy white lawn, plain bib and shoulder straps, sashes, size of skirt 38x38 inches. Regular price 40c. Thursday, each, 25c.

Maids' Aprons, fine white lawn, size 38x38 inches, wide embroidery, straps over shoulders, deep hem, sashes. Regular price 45c. Thursday, each, 35c.

Kitchen Aprons, heavy blue and white check gingham, large size, fancy border across bottom, sashes. Thursday 25c.

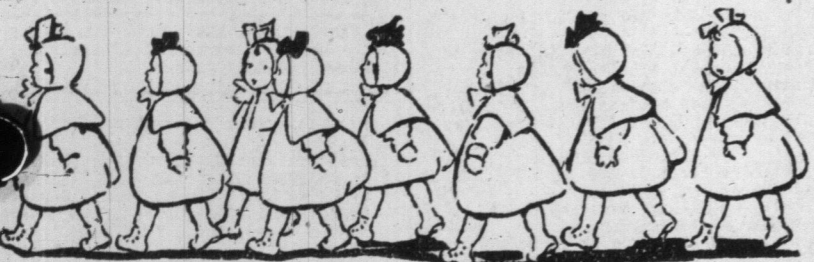
Kitchen Aprons, heavy navy blue print with white dot, edges bound with tape, medium size, with bib. Thursday, each, 15c.

Overall Apron, heavy blue check gingham, Mother Hubbard style, ties in back. Regular price 50c. Thursday, each, 35c.

Maids' Aprons, 2 beautiful styles, fine embroidery, bib and bretelles, deep hem or flounce on skirt, wide sashes. Thursday, each, 30c.

Maids' or Nurses' Aprons, fine heavy white cambric, large bib and shoulder bretelles of cambric, deep hem, extra wide sashes, size 36 or 38 inches long by 45 inches wide. Thursday 75c.

Plain White Lawn Aprons, heavy fine quality, deep hem, wide sashes, lengths 36 or 38 inches by 40 inches wide. Thursday, each, 25c.



On the Trot for Girl's Boots

The little ones have the lead, but those we have no room to show are bigger. Indeed, some are quite young ladies', and the most particular and fastidious of them will be more than delighted with this dainty footwear.

1,000 pairs Misses' and Children's Boots, made on broad toe lasts, with low heels, blucher cut, good soles:

Misses' patent, with dull tops, 11 to 1 1/2. Special Thursday \$1.99.

Misses' kid, with dull tops, 11 to 2. Special Thursday \$1.99.

Misses' box calf, 11 to 2. Special Thursday \$1.99.

Misses' dongola, with dull tops, 11 to 2. Special Thursday \$1.49.

Little Girls' box calf, with lace hooks, 8 to 10 1/2. Special Thursday \$1.39.

Children's dongola, heavy sole, 5 to 10 1/2. Special Thursday 69c.

Children's dongola, lace, 3 to 6. Special Thursday 49c.

Children's dongola, button, 5 to 7. Special Thursday 69c.

(Telephone orders filled.)

Linens and Staples

A big clearing of Oxford, Harvard and Galatea Shirtings, light, dark and medium colors, good weights, fine quality. Regular 12 1/2c, 15c and 16c yard. Thursday 10c yard.

50 only Tapestry Table Covers, size 2 by 2 yards and 2 by 2 1/2 yards, in pretty designs. Regular up to \$3.50. Thursday \$2.19 each.

New Fur Trimmed Hats at \$6.00

How are these combinations in Millinery for Stylish Hats at this season of the year? White or champagne satin, with black velvet underbrim, and black or silver; fur crown, finished with a flower. Large white hats, in latter's plush, black velvet underbrim and flower trimming. Black beaver hats, with flower trimming. For to-morrow we have about 75 of these or similar styles, which are worth up to \$10.00 each. See window display. Thursday \$6.00.



New Gloves, Fall 1910

Women's "Elite" quality genuine French Glove Kid Gloves, made by expert workers from selected skins, dome fasteners, gusset fingers, silk points on back, black, white and all the wanted shades; all sizes. Pair \$1.00.

Women's "La Rive" quality French Glove Kid Gloves, made from extra selected skins, best workmanship, perfect fitting, dome fasteners, gusset fingers, silk points, oversewn seams, perfect in fit and finish; black, white and all the newest shades; all sizes. Pair \$1.25.

Women's Cape Leather Walking Gloves, made from extra quality English cape, tan shade, dome fastener, spear point, outside sewn seams; the stylish walking glove; all sizes. Special, pair \$1.00.

Women's Long Glove Kid Gloves, made from extra quality kid skins, oversewn seams, gusset fingers, silk points, mousquetaire opening at wrist, with dome fasteners, black, white and fancy shades. 8-button, \$1.75; 12-button, \$2.00; 16-button, \$2.50.

Clearing Broken Lines of Men's Fancy Worsteds Suits

Regular Prices \$14.00, \$15.00, \$16.50 and \$18.00. To clear Thursday at \$10.95.

115 only Men's Suits, made from fine quality imported West of England fancy worsteds, in the fashionable grey, slate, brown and fawn shades, with self and fancy colored thread stripes. Cut from the latest 3-button single-breasted sack models, slightly conforming to the figure, carefully tailored and finished with A1 quality linings and trimmings. Sizes 35 to 44. To clear Thursday at

\$10.95

Thursday's Little Things at Saving Prices

Clapperton's 200 Spool Cotton, dozen 35c.

Men's Black Mohair Boot Laces, dozen 5c.

English Needle Cases, 10c boxes 5c.

Simpson's Special 100 Hairpin Box 3c.

Black Mending Wool, 6 cards for 5c.

Sew-on Collar Supports, 3 sets for 25c.

Chamois Polishing Mitts, regular 20c, for 10c.

Pin Cubes, black, white and assorted, 5c.

Skirt Markers, each 25c.

Ironing Wax, 4 balls for 5c.

Black Hooks and Eyes, 5 cards for 5c.

Elastic Belts, blue and white, each 15c.

Silk Hair Nets, all colors, 2 for 5c.

16-inch Hair Rolls, Thursday 5c.

Choice Groceries and Provisions

2,000 lbs. Dairy Butter, in prints, per lb. 24c.

Edwardsburg or Beehive Table Syrup, 5-lb. pail 25c.

Fresh Flaked Wheat, per stone 49c.

Finest Split Peas, 8 lbs. 25c.

Choice Red Salmon, per tin 15c.

Salt, in 5-lb. bags, 3 bags 14c.

Cape Cod Cranberries, per quart 10c.

The All Red Line

In our Leather Goods Store you will find on display a magnificent line of Leather Novelties in 'Royal Red.'

All sorts of Wicker Baskets, with red leather lids and linings, fitted and plain.

Red Leather Paper Baskets, in all shapes and sizes.

Red Leather Jewel Cases, in round and square shapes, with various fitted interiors.

Red Cases, with spaces to hold envelopes and paper.

Red Leather Writing Folios, in all sizes.

Red Leather Photo Frames, Stud Boxes, and dozens of other pretty little red leather novelties suitable for presents.

Art Needlework Dept.

On Thursday and Every Day Up to Christmas.

Our Art Needlework Department is en fete both on the Main Floor and the Third, where a special section, adjoining the Waist Department, has been set aside for the display of hand needlework such as Toronto has not yet seen. 'Simpson's' needlework has always been famed for its exclusive and artistic merit. Our own workroom has this year surpassed itself, and this, combined with the glorious 'Liberty' fabrics (of which we are the sole representatives in Canada), and the exhibition from Queen Alexandra's School of Needlework, Sandringham, forms a showing worthy of the firm.



MEN'S WORKING COATS.

Special value in Men's Heavy Brown Duck Working Coats, lined with prime sheepskin, thoroughly tanned. Made up single-breasted style, with deep corduroy collar, and pockets leather bound, fastened down the front with patent clasp fasteners. Sizes 36 to 48. Price

\$4.25

Choice Groceries and Provisions

Heather Brand Flavoring Extract, assorted, 2 1/2 oz. bottles, 3 bottles 25c.

White Swan Pancake Flour, 3 packages 25c.

Baker's Unsweetened Chocolate, 1/2-lb. cake 25c.

Maggi's Soups, assorted, 6 pack, 25c.

Scott Taylor's Worcester Sauce, 3 bottles for 25c.

Telephone direct to department.

35c ASSAM TEA 25c.

300 lbs. Fine, Rich, Full Bodied Assam Tea, a 35c tea anywhere. Thursday, per lb. 28c.

Evening Fashions

Where the evening toilet is concerned every woman knows well the importance of RIGHT selection. Discrimination in every detail, careful choosing of colors, style and material, as well as the most faithful observance of fashion's demand, these are essential.

To visit Simpson's Paris Model Department ensures this right selection at reasonable cost.

Here are experts on the subject of evening attire giving it special attention, and having beautiful display rooms artificially lighted and draped to reproduce exactly the effects under which the fashions are actually worn.

Endless variety of everything for evening outfit. Fitted and altered if necessary with very little delay.



The **SIMPSON** Company Limited



Silks and Dress Goods

(Second Floor.)

DOUBLE WIDTH BLACKS 85c.

There are just five hundred yards each of "yard wide" Duchesse Satin Pailette, French Chiffon Taffetas and Italian Taffeta. These are silks of exceptional quality and finish; deep, full, pure dye blacks; bought direct from the manufacturer at a clearing out price. Your chance to buy a splendid silk dress, skirt or waist length, of rich black silk. The usual \$1.35 quality. Note the width. On sale Thursday 85c yard.

"MORE ODDMENT CLEARING IN OUR DRESS GOODS DEPT."

3,000 yards high class Dress Goods, in a full range of evening wear and street wear colors, including silk stripe voiles, silk striped taffetas, diagonal embroidered voiles, crepes de chine, eolennes, etc. Regular up to 85c. Thursday 65c.

Pastel shades in Broadcloths, specially imported from France, in a beautiful range of the very latest shades, as worn in Paris and New York, for evening cloaks, suits, coats and one-piece dresses, shell pink, banana, apricot, pearl grey, Nile green, Persian rose, mauve, sky, ivory, etc. etc. Beautiful finished quality. 52 in., \$1.25, \$1.50 yard.



To Brighten a Cityful of Homes

RUG DEPARTMENT—WOOL RUGS.

When a customer comes into our Rug Department to purchase a rug for a bedroom or nursery, or a spare room, her first request is to be shown our "Wool Rugs." Her reasons are that they are cleaner, have neater designs, are reversible, and are more easily handled and cleaned than any other rug for this particular purpose. The reasons are quite logical, and "Wool Rugs" are indeed very serviceable rugs. We emphasize particularly the "Goravan" quality, which we are showing in rose, green, tan, mauve, brown and blue. The designs are varied, and include chintz, lattice, floral, conventional, mission and plain French effects. The prices are very reasonable:

6.9 x 9, 9 x 9, 9 x 10.6, 9 x 12, 9.0 x 13.6, 10.6 x 12, \$12.00, \$15.00, \$17.00, \$22.00, \$19.50, \$22.00.

\$3.50 TAPESTRY CURTAINS, SELLING AT \$2.98.

The Tapestry Curtains selling Thursday are particularly good, and will be sought after at this reduced price. The choice is in a wide assortment of colors, including olive and dark green, brown, crimson, two-toned green, two-toned red, and red and green; heavy fringe top and bottom, reversible effects; 45 in. wide, 3 yards long. The patterns are good, and make a very pleasing hanging for door, archway, window, etc. An excellent value at regular selling price \$3.50. A snap Thursday, at per pair \$2.98.

46c CURTAIN POLES SELLING AT 24c.

A limited number only Oak Mahogany and Walnut Poles, nicely finished, fitted with wood or brass ends, bracket and rings, 5 feet long, 1 1/2 inches thick. Exceptional value at Thursday's reduced price, only 24c.

45c QUALITY WINDOW SHADES 29c.

At a remarkably low price we offer good quality Window Shades, made in oil opaque; colors fawn and green; mounted on good grade spring rollers; 37 in. wide, 6 feet long; complete with brackets and pull. Lowly priced for quick selling. Thursday special at 29c.

MADRAS MUSLIN AT 35c.

In this offering of Madras is a large range of patterns, fancy color effects, in blue, green, yellow and red on cream grounds; also a number of fancy figured in cream and white; good widths and fine wearing qualities. Values up to 60c. On sale Thursday, per yard 35c.

LATEST WALL PAPERS FOR LIVING ROOMS.

The drawing room and reception room, the parlor and sitting room, hall and den; the beautiful blends in browns, fawns, wood shades and pumpkin, greens, champagnes, old rose and grey, make effective rooms. For parlors and like rooms silk or two-tone effects, in English silk papers, Shank Kydd flats and French spangle silks, rich colorings. Per roll 35c, 50c, 75c, \$1.00 to \$3.50.

For dining rooms, halls, dens, flat effects, in corks, stripes, set designs, in browns, reds, greens, blues, buffs, pumpkin, drab. Per roll 25c, 35c, 50c, 75c, \$1.00, \$1.50.

SPECIALS FOR THURSDAY.

3,600 rolls Imported Bedroom and Sitting Room Papers, assorted colorings. Regular to 25c. Thursday 11c.

3,700 rolls Imported Parlor and Dining Room Papers, in browns, greens, greys, blues, reds. Regular to 50c. Thursday 22c; regular to 75c. Thursday 33c.

8,000 feet Room Mouldings, white or imitation oak, 10 or 12 foot lengths. Regular 2c and 2 1/2c. Thursday 1c foot.

420 yards Dyed Burlap, green, brown or red. Regular 30c yard. Thursday 24c yard.

BASEMENT ATTRACTIONS.

1,000 Japanese A. D. Coffees, Bouillon Cups and Saucers and Teas, rich gold decoration, good shapes. Thursday special 49c.

Salt and Pepper Shakers, sparkling cut glassware, improved glass tops. Thursday each 65c.

A Genuine Limoges China Dinner Set Thursday for \$16.95; pure white china body, dainty spray floral decoration; an artistic set, underpriced for quick selling. Thursday \$16.95.

See our complete assortments of Brass Jardinieres, from \$1.00 to \$25.00.