

**SIMPSON**

Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President. J. WOOD, Mgr. Probabilities

Moderate westerly to northerly winds; fine; not much change in temperature.

**SIMPSON**



### The Problem of Winter Dresses

It seems easier for the average woman to make herself attractive in fluffy summery things than in the cloth dresses of Fall and Winter. This department has made a definite effort to solve this winter dress problem by preparing some specially attractive dresses at prices that every woman will recognize as very reasonable.

Women's All-wool Cashmere Serge One-piece Dress, yoke and collar of cream net, outlined with silk cord, front of waist has silk braid design; skirt cut on the new lines, with narrow side pleats, in navy, goblin and black. Price \$15.75.  
An attractive One-piece Dress of rich soft silk, round strap yoke of finely tucked net, outlined with velvet piping; the new sleeves, finely tucked from shoulder down; side pleated skirt from knee down, and headed with velvet points and buttons, in colors of navy, rose and green shots. Price \$19.75.  
Misses' Peter Thompson Dress, made in French Panama; waist part has square cut collar at back, trimmed with black or white braid, and touches of red; fastens in front with large silk bow; skirt part over hips has plain effect, with semi-narrow pleats, continuing to bottom of skirt; shades are navy, brown, also black and white check. Price \$10.00.  
Women's One-piece Dress of fine quality net, over Jap silk slip; waist, semi-low neck, with dainty lace insertion and trimming of gold net; the new 3/4 sleeve, trimmed to match waist; skirt hangs from waist in graceful lines; shades ivory and white. Price \$17.50.

### O.S. Saten Petticoats 98c

Women's Petticoats, of lustrous black saten, for stout figures, 54-inch hips, deep accordion pleated flounce, trimmed with two small frills, also dust frill. Lengths 38, 40 and 42 inches. Specially priced Thursday 98c.

### Silk Moire Petticoats \$3.69

Petticoats of imported moirette, extra quality, black, navy, taupe, grey, brown, amethyst, reseda and emerald, deep Vandike flounce, trimmed with rows of vertical tucking, and finished with two pleated frills; also velvet binding; 36, 38, 40 and 42 inches. Thursday \$3.69.

### Taffeta Silk Petticoats \$3.95

Women's Petticoats, of heavy rustling taffeta, black, all colors and new shot effect, deep three-piece flounce, rows of pin tucking and gathered stitching. Lengths 36, 38, 40 and 42 inches. Thursday \$3.95.

### Women's Flannelette Nightdresses

THURSDAY 50c EACH, INSTEAD OF 75c.

The real value of these splendid nightdresses is half as much again, or seventy-five cents each. Thursday, if you come to the store, or phone before we distribute Five Hundred of them, you can save enough on two to buy yourself an extra one.

500 Women's Night Dresses, made in fine, fancy stripe flannelette, double Mother Hubbard yokes back and front, large full size bodices, trimmed neck and front with frill of goods. Lengths 56, 58, 60 inches, for sizes 32 to 42 bust measure. Thursday while they last 50c each.

(Phone orders filled.)

### 1-Yard Wide Black Silk 97c

500 yards only of Pure Silk Duchesse Paillette, 36 inches wide, in a rich, deep, full black; this silk is not sold regularly at less than \$1.50 per yard; quality we recommend for dresses, skirts, waists or coats. Thursday the entire special purchase will be sold at 97c per yard.

BLACK SILK CORDS.

Owing to the continued demand for rich, deep black cord silks for coats, our new shipments are most complete, showing all the different weaves of cord, from the fine bengaline to heavy mandolin cords, in widths 20 in., \$1.00, \$1.25 and \$1.50; 32 to 34 in. wide, \$1.25, \$1.50, \$2.00 and \$2.50 per yard.

### Exclusive and Fashionable Suitings

The art of French, English, German and Austrian designers and weavers, in browns, greys, blues. These are the leading colors for fall and winter suits and coats. See the new shades in wood brown, kaffir brown and sable brown. See the new shades in king's blue, Wilhelmina blue and ravenswing. See the new shades in platinum grey, castor grey and mouse grey. Beautiful choice of these leading colors in self and two-tone combinations in melange suitings, hopsack wale suitings, basket weave suitings, chevrot suitings, mannish worsted suitings, diagonal suitings, homespun suitings, niggerhead suitings, stripe Panama suitings, frieze suitings.  
Cheviot Suitings, new mill finish, in a full range of new colors, guaranteed thoroughly suiting. 52 inches, \$1.00 yard.

Basket Weave Suitings, very popular suitings for fall wear, new shades, and guaranteed spotproof. 52 inches, \$1.25 yard.  
Niggerhead Suitings, new weaves, for fall and winter wear, in a lovely choice of colorings. 52 inches and 54 inches. \$1.25 and \$1.50 yard.  
Two-tone Hopsack Suitings, very smart suiting and the latest idea for fall suits. 52 inches, \$1.50 yard.  
Mannish Worsteds Suitings, new two-tone colorings, in the various stripe effects, very smart combinations in greys, greens, browns, blues, etc.; specially adapted for tailored suits and coats. 56 and 58 inches, \$2.00 and \$2.50 yard.  
Homespun Suitings, self color and mixed colors, in a full range of the new wanted colors, very high-class and exclusive suit lengths. 56 inches, \$2.50 yard.

### China ware in the Basement

700 English Decorated Teapots, best fireproof ware, russet, green and jet ware, gold finish. Thursday 25c.  
Salad Bowls, genuine Carlebad china ware, gold decorations, dainty floral designs, embossed and scalloped. Special 98c.  
Ridgeway's Dinner Ware, famed for its hard wearing and non-erasing qualities; a 97-piece set, in gold Greek key design, at a popular price for Thursday, \$11.95.  
97-piece Limoges China Dinner Set, from the famed Bernard & Co. potteries, in a fine, clear white body; artistic floral border design; solid coin gold decoration; all in the new Marcella shapes; one of our open stock patterns. For this extra high grade set, Thursday's special \$39.21.  
Crown Fruit Jars, quart, 85c doz. Butter Dish, with cover, neat and good shape. Thursday 9c.  
Flower Vases, genuine rock crystal glassware, in real matt cut designs. 16 only, Thursday \$4.89.  
Brass Jardinieres, handled and footed, dull finish, round shapes. Thursday \$2.25.

### Men's Bath Robes

Men's Austrian Blanket Bath Robes, in medium and dark grey or green grounds, with large scroll patterns, made large and roomy, with girdle for waist. Sizes 36 to 44. Price \$4.50.  
Men's Heavy Scotch Tweed Ulsters, in a handsome dark grey diagonal stripe pattern, cut from the new single breasted models, with convertible collar, which can be worn with neat Prussian collar, buttoned close up around the throat, or with lapels turned down, carefully tailored in every way, and perfect fitting. Sizes 36 to 44. Price \$15.00.

### Groceries

2,000 lbs. Dairy Butter, in prints, per lb. 23c.  
Pure Cider Vinegar, XXX, per gallon 25c.  
Best quality Pickling Spice, per lb. 18c.  
Mustard, in bulk, per lb. 20c.  
Salt, in 4-lb. bags, 3 bags 14c.  
Choice Red Salmon, 1/2-lb. flats, 3 tins 25c.  
Fresh Flaked Wheat, per stone 49c.  
Finest Pot Barley, 8 lbs. 25c.  
Maggi's Soup, assorted, 6 packages 25c.  
Edwardsburg or Beehive Table Syrup, 5-lb. pail 25c.  
Scott Taylor's Worcester Sauce, 3 bottles 25c.  
Maltia Vita Breakfast Cereal, 3 packages 25c.  
Telephone direct to department.  
35c ASSAM TEA 25c.  
300 lbs. fine, rich, full-bodied Assam Tea; a 5c tea anywhere, Thursday, per lb. 28c.

### Toilet Goods at Reduced Prices.

Wampole's Formoloid Tooth Paste. Regular 25c. Thursday 2 for 25c.  
Campana's Italian Balm, for sunburn and chapped hands. Regular 25c. Thursday 2 for 25c.  
Toilet Rolls, Regular 7c. Thursday 3 for 15c.  
Castile Soap, large 2-lb. bar. Thursday 17c.  
Dutch Hand Soap and De Miracle Medicated Soap. Regular 10c. Thursday 5 for 25c.  
Mahlen's "4711" Cologne, in wicker covered bottles. Regular \$1.00. Thursday 79c.  
Large 1-lb. packages of Violet Talcum. Regular 25c. Thursday 15c.  
Wilbert's Sachet Pads, assorted odors 10c.  
Special demonstrations of Sanitol and Ideal Orchid Toilet Preparations, at the Toilet Counter.  
(Phone direct to department.)

Our Footwear Sales are famous for the quality of their merchandise.

Take advantage of the opportunities as they come along.

These Men's Boots for Thursday's selling are a worthy lot—

A BUSINESS MAN'S BOOT AT \$24.00.

The heels have compressed leather top lifts, a new feature, and a good one.  
1,500 pairs Men's Boots, made from patent calf, tan Russia calf, velour calf and tan storm calf leathers, Blucher style, single and double Goodyear welted soles; the top lift of the leather heel is a piece of solid oak bark tanned sole leather passed through a "ton's pressure machine," to make it "as hard as iron." It keeps the heel square for a long time; all sizes 5 to 11. Regular \$4.00. On sale Thursday, special purchase price \$2.95.

THOSE WOMEN'S PATENT BOOTS AT \$2.25.

A customer told us a few days ago that the patent calf leather in this boot wears better than many a "five dollar" boot she has worn. Another 1,000 pairs Women's Boots, made from selected patent calf leather, with dull matt calf Blucher tops, crease vamps, medium Cuban and high Cuban heels, medium weight sole for walking. E width, sizes 2 1/2 to 7. Special price Thursday and every day through this season \$2.25.

Note—Our number for this boot is 125; the greatest selling boot for women in our department today. We will mail orders.

A MISSES' BOOT AT \$2.25.

Made expressly for us by the Getty & Scott Shoe Co., of Galt, Ont.

No. 4,410, Misses' Boot, made on the new 1910 college girls' last, with medium broad toe and low heel, selected patent calf and fine vicid kid leathers, dull matt calf Blucher tops, medium weight oak bark tanned soles; all sizes 11 to 2. On sale Thursday and every day throughout this season at \$2.25.

Note—Same boot, in children's sizes 8 to 10 1/2, at \$1.75, and children's sizes 4 to 7 1/2, at \$1.49. We will mail orders.

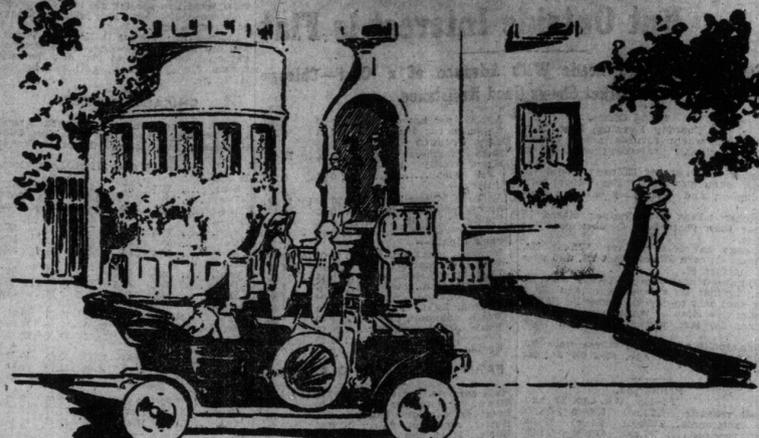


### Now's the Time to Choose Your Overcoat

When Stocks are Complete and all the Novelties Ready for Your Inspection

### MEN'S WINTER EIGHT OVERCOATS AND ULSTERS.

Men's Winter Weight Overcoats, made from a fine quality English melton, in a thoroughly fast black shade; cut from the latest models, in long single breasted Chesterfield style, with well built shoulders and full broad chest effect, finished with neat black velvet collar, splendidly tailored, and finished with wide wale lining. Sizes 35 to 44. Price \$13.50.  
Men's Heavy Weight English Tweed Ulsters, in a rich dark brown shade, with neat dark double self stripes; cut in the latest single breasted college style, buttoning up close round the neck, with neat Prussian collar, fastened with tab across the throat, and with long shapely lapels, lined throughout with strong durable linings. Sizes 35 to 44. Price \$12.00.  
Men's Heavy Scotch Tweed Ulsters, in a handsome dark grey diagonal stripe pattern, cut from the new single breasted models, with convertible collar, which can be worn with neat Prussian collar, buttoned close up around the throat, or with lapels turned down, carefully tailored in every way, and perfect fitting. Sizes 35 to 44. Price \$15.00.



### Is Your House Ready for the "Indoor" Months?

For the majority of people the next half-year means, practically, indoor life. People will be receiving and visiting, and seeing the inside of one another's houses almost continually. Is your house ready for such inspection? The things that needed doing all last season—we have a suggestion to make about them.

The Homefurnishing side of this business is now at the top-notch of "preparedness." Even if you have nothing in mind that your house needs, walk through our fourth and fifth floors and see how suggestive is the display. To begin with, call at the Blanket Sale, on the main floor, and make your spare-room bed ready for week-enders.

### Blankets, Bedspreads and Table Linen

(Second Floor, Yonge Street.)  
55.00 WHITE ALL-WOOL BLANKETS \$3.89 PAIR.  
Made from beautiful, fine, long, Canadian wool, which has been thoroughly cleaned, napped with a soft, luffy perfect washing nap, pink or blue borders. 8 lbs. 68 x 88 inches. Sale price Thursday, pair \$3.89.  
99.00 GREY HUDSON'S BAY BLANKETS, \$6.95 PAIR.  
Fine silver grey, made from pure Saxony wool, four points, or 12 lbs. 72 x 100 inches. Only 20 pairs. Sale price Thursday, pair \$6.95.  
LARGE SIZE REVERSIBLE COMFORTERS \$1.98 EACH.  
72 x 78 inches, beautiful American art silklike coverings, white fluffy cotton filling, rich colorings and designs; very superior goods. Only 100 at, Thursday, each \$1.98.  
IRISH EMBROIDERED BED SPREADS, \$2.95.  
Done on a fine material, close weave, snow white, for double beds, elegant embroidery, and a little drawn work. Only 36, upstairs, in the Linen Department, Thursday, each \$2.95.  
FOR LUNCHEONS.  
Our Linen Department is showing a lot of very fine grass bleached Pure Linen Satin Damask Luncheon Cloths, in 36 in., 45 in. or 54 in. sizes, spoke hemstitched or scalloped all around; beautiful designs, \$1.65 to \$5 each. 15 x 15 inch Lunch Serviettes to match. Per dozen \$2.35 to \$6.00. Call and see a special display Thursday. Phone direct to Linen Department.

### Beautiful Patterns in These Scotch Tapestry Rugs

If you haven't seen this season's seamless tapestry room rugs, just imported by us, you are missing an achievement which, from both an artistic and mechanical standpoint, has aroused the interest of carpet manufacturers everywhere. Their moderate price, and their attractiveness, will please you, and arouse your interest also, if you come to the re-arranged Rug section of our 4th floor.

New Seamless Tapestries. As an extra inducement we have specially priced 100 Seamless Tapestries for Thursday's selling; Persian, floral, lattice, medallion and plain designs, in various colorings:  
3 x 3 yards each. Thursday ..... 3.99  
3 x 3 1/2 yards each. Thursday ..... 11.99  
3 x 4 yards each. Thursday ..... 13.99  
3 1/2 x 4 yards each. Thursday ..... 15.99

### Save the Charges for Making Portiere Curtains

To-morrow. On a comparatively small investment it means a saving of from \$2.50 to \$4.00. Choose from the following fabrics, which you will find most reasonably priced.

Mercerized Curtain Fabrics, 50 inches wide, self-colored, reversible. Per yard 75c and \$1.00.  
Wool Repps and Monk's Cloth, 50 inches wide, all colors, reversible. Per yard \$1.25 to \$2.00.  
Single Faced Velour, the best quality cotton or linen. 50 inches wide. Per yard \$1.50.  
Double Faced Velour, 50 inches wide, a particularly rich fabric; reversible, of course. Per yard \$2.00.  
Moire Silks, in various shades of every color. 50 inches wide. Per yard \$1.50, \$2.00 and \$2.50.

### The Kind of Furniture You Want—Fifth Floor

Dresser and Washstand, in combination birch and mahogany, tuna finish, highly polished, full serpentine fronts, with shaped and moulded tops. Price \$45.00.  
Dresser, in mahogany, dull finish, shaped legs, with claw feet; large, round British bevel plate mirror; an exceptionally good design. Price \$48.00.  
Sideboard, in genuine quarter-cut oak, rich golden finish; has two short drawers, one lined for cutlery, large double door cupboard, and one long deep drawer; large British bevel plate mirror, and wide display shelf, supported with turned pillars. Price \$35.50.  
Sideboard, in quartered oak, golden wax finish, three short drawers, with large drawer beneath; deep cupboard on each side; trimmings are of solid brass, dull finish; two small display shelves and heavy bevel plate mirror. Price \$31.50.  
China Cabinet, in genuine quartered oak, golden wax finish, exceptionally neat design; clear glass in double doors and ends; mirror plate in two back panels. Price \$24.00.  
Extension Table, in quartered oak, finished golden color, highly polished, five heavy turned legs, fluted at base, square top, extending to 8 feet, with easy running slides. Price \$22.50.  
Dining Chairs, in quartered oak, golden finish, panel backs, full box seats, upholstered in solid leather; sets of five small chairs and one arm chair. Price \$14.00.  
Parlor Suite of three pieces, solid mahogany frames, spring seat and tufted back, covering extra good quality of silk tapestry; set consists of settee, arm chair and reception chair. Price \$65.00.  
Three-piece Parlor Suite, of settee, arm chair and arm rocker, spring seat, covered in denim, and shaped slat back; frames made of solid birch, dull mahogany finish. Price \$34.00.  
Parlor Table, in mahogany, highly polished, pedestal design, with round top and scroll shaped legs at base. Price \$14.90.  
Library Table, in solid oak, rich golden or early English finish, shaped legs, with fancy shaped underbase; large center drawer. Price \$9.75.  
Arm Chairs, made of quartered oak, mission design and finish, solid upholstered leather seat and backs. Price \$9.50.  
Settee, made in solid oak, early English finish, loose pad seat and back, covered in art leather. Price \$12.75.  
Arm Rocking Chair, in solid oak, rich golden color, cushion seat, with loose cushion back, covered in art Spanish leather. Price \$10.90.

### Heavy Balbriggan Underwear—no Irritation

For men who cannot wear wool next the skin, we recommend Manchauffee's Heavy Weight Balbriggan; it has a nice silky finish, and made from the finest cotton; will stand lots of hard wear; all sizes to 44. Thursday \$1.00 garment.

### Men's Winter Weight Hunting Coats

Men's Winter Weight Hunting Coats, made from pure wool and knit in a fine rib; made with a stand-up collar, to fasten close to neck; each coat has two pockets; elastic rib cuffs of closer knit; colors are plain navy or grey. Thursday, \$2.50 each.

### Men's "Health Brand" Combinations

Men's "Health Brand" Combinations of pure wool, perfect fitting, non-irritating, and will not shrink, fall weight, \$3.00; winter weight, Thursday \$3.50.

### Hosiery for Men and Women

Men's Heavy All-wool Black Ribbed Worsted Hose, English made, for fall and winter wear. Regular 35c. Thursday 23c.  
Men's Grey Suede Undressed Kid Gloves, for street and dress wear, French made, perfect fitting, stylish glove. Regular \$1.00, \$1.25. Thursday 79c.

### Women's Pure Silk Hose

Women's Pure Silk Hose, with lisle tops, sole, heel and toes where the wear comes, black and tan; all sizes, Regular 75c. Thursday, pair 59c.  
Women's Fine Imported Cashmere Shot Silk Hose, black with silk, in colors, also plaids and checks. Regular \$1.00. Thursday pair 49c.

### Wall Paper Now on the Fifth Floor

Fresh Stocks, Good Light, Larger Space.

Imported Bedroom Papers  
The immense popularity of cut-out decoration borders, ornaments and pendants, for bedrooms, will make them still more in demand for 1911. Call and see a few of the early designs.  
New Bedroom Papers, in plain or small figured oral designs, in greys, greens, fawns, blues, yellows, etc. Prices 15c, 25c, 35c, 50c, 75c, \$1.00, \$1.25. Thursday 1 1/4c.

New decorations, cut-out and panel effects, to suit papers. For yard 100, 15c, 25c to 50c.  
SPECIAL BEDROOMS.  
2,100 rolls Imported and Domestic Bedroom Papers, in good colorings. Regular to 15c. Thursday 7c; regular 25c. Thursday 12c; regular 50c, Thursday 24c.  
6,000 feet Room Moulding, in white enamel or imitation oak. Regular to 2 1/2c. Thursday 1 1/4c.

The Robert SIMPSON Company Limited