

H. H. FUDGE, President. J. WOOD, Manager.

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FRIDAY NOV. 26

Black Moirette Petticoats

These skirts are surprises at \$3.50. We import them. They come from England. Plenty of instances of Simpson value apparent when you visit this section. These taffeta skirts at \$3.95, for instance, or the saten petticoats at \$2.00.

TAFFETA SILK PETTICOATS \$3.95 Ladies' Petticoats of fine Taffeta silk, black, navy, grey, rose, ivory, pink, fawn, champagne, sky and helio deep founce, trimmed with tucking, underpiece full depth of founce. Special price, \$3.50.

BLACK MOIRETTE PETTICOATS \$3.50.

Ladies' Petticoats of extra quality black satin striped moirette, made with deep three-pleced founce; trimmed with pin tucking and finished with velvet binding, \$3.50.

BLACK SATEEN PETTICOATS \$2.00 Ladies' Petticoats of finest quality English sateen, black only, cut extra full at hips and made with deep founce, trimmed with two full frills and groups of tucking, also underpiece; lengths 35, 40 and 42 inches, \$2.00.

Waists for Saturday

See these Net Waists at \$2.95. Our department girls are enthusiastic about them.

And we have some underpriced Shirt Waists of linen and mull for Saturday's customers also.

Special Showing of Lovely Net Waists Saturday \$2.95.

300 new Net Waists, front elaborately silk embroidered. In exclusive designs: dainty tucking back and front, French sleeve, and high collar, trimmed with tucking and dainty lace edging, lined with heavy Japanese silk, white or ecru. Saturday special, \$2.95. Regular \$3.50, \$4.00 and \$4.50, Saturday Special \$1.48.

200 New Wash Waists, some are strictly tailored designs, shirt sleeve, laundered collar and cuffs, dainty mulls with fine tucking back and front, fronts of all-over lovely Swiss and Irish embroideries; all sizes in the lot. Regular \$3.50 to \$4.50, Saturday \$1.48.

Women's Sweater Coats

Don't you think a Sweater Coat would be a comfort these cold days? Next to fur, it is the warmest wrap we know of, weight for weight. We have a line here made especially for us to our own idea of what a woman's Sweater Coat should be. You can't find its equal in Toronto even at \$2.50. Our price for it is only \$1.75.

Made of extra fine yarn, fancy weave, heavy plain stole effect, two patch pockets, V neck, pearl buttons, colors white, navy, grey or red; sizes to fit 32 to 44 bust measure. Saturday \$1.75.

Corsets, Brassieres and Waists

Remarkable value-giving for Saturday. Corsets which are worth every cent of two dollars, selling for one dollar a pair. Brassieres, regularly sold for one dollar, selling for fifty cents, and waists which are worth forty cents, selling for twenty-five cents. If you can't come down, phone your order to the department.

300 pairs Ladies' Fine Corsets, Royale Directoire model, extra quality white cotton, medium high bust, long front, hips and back, deep skirt, extension fitted, laced front, neck and armholes, four wide side steels, four strong, plain elastic garters, lace and ribbon trimmed; sizes 18 to 26 inches. Regularly worth \$2.00. Saturday \$1.00.

Brassieres or Bust Supporters, extra fine quality white batiste, reinforced with strapping, laced front, neck and arms trimmed with Val lace; sizes for 32 to 42 bust measure. Regular value \$1.00. Saturday 50c.

Children's Waists, fine white Canton Pannel, gathered, reinforced with cambric strapping; sizes for 2 to 12 years. Regular value 40c. Saturday 25c.

Girls' Cashmere Hose 25c

Girls' Plain Black Cashmere Hose, also fine ribbed, both English made, double stitched heel, toe and sole; sizes 4 to 8 1-2. Special Saturday, pair, 25c.

Saturday's Grocery Price List

- 2000 lbs. Fresh Creamery Butter, White Clover Butter, per lb. 25c. Baker's Cocoa, 1-2 lb. tin 25c. Redpath's Loaf Sugar, 4 lbs. 25c. Toasted Corn Flakes, 3 packages 25c. 1000 tins Rich Red Salmon, Nimpick brands per tin 15c. Heather Brand Canned Corn or Peas, finest quality, 3 tins 25c. Candy, 500 lbs. Fresh Tribby Carmels, regular 20c, 2 lbs. 25c. Choice California Seeded Raisins, 3 packages 25c. Grape Wine, Sterling Brand, reputed quart bottle, 25c. Bevan's Connoisseur Cluster Table Raisins, 1000 lbs., 2 lbs. 25c. Fancy Mixed Biscuits, 2 lbs. 25c. Candy, 500 lbs. Fresh Tribby Carmels, regular 20c, 2 lbs. 25c. Telephone direct to department. Main 7841.

A Little Trip Through the FUR Department



LET us take you on a little paper journey through the Ladies' Fur Department, traversing various distant lands in a brief paragraph or two, and giving you material upon which to base your decision to-morrow upon the momentous question: "What kind of furs will I get this winter?"

Persian Lamb in Plenty

Black furs seem to be strong this year, and Persian Lamb is one of the furs that retains its lustre as long as worn, while the leather itself is thicker than laid, and as pliable as cloth.

First, the Coats

We have scores of the new Persian Lamb coats, 22-inch military coats, 36 and 40-inch coats with 3-4 fitting backs.

All collars this year are of self, some of them shawl style, others small bands, others with the simple collar and revers.

Prices range from \$125 to \$200. At \$187.50 we specially mention a 36-inch coat which we claim is the very best value in the country. It has the shawl collar and the 3-4 fitting back.

The fur is very lustrous and close curled, and you could never tell where the skins were joined.

Persian Lamb Muffs and Neck Pieces

Muffs \$12 to \$37.50. Neck Pieces \$10 to \$15.

French Seal Coats

We have the Alaska Seal too, \$250 to \$600.

French Seal is sometimes called Hudson or Baltic Seal. It is prepared in France, being sheared and dyed to equal the Alaska Seal in appearance, while saving hundreds of dollars to the wearer.

French Seal wears also as well as genuine Alaska Seal.

Pony Coats

Black Russian, \$35 to \$150, 30 inches to 54.

Children's Furs in Great Variety

Grey Lamb Collars, \$4 to \$10. Grey Lamb Coats, \$2.25 to \$25.

Grey Lamb Gauntlets, \$3.50 to \$4.00.

White Rabbit Sets, \$4.50 to \$10. White Cone Sets (like ermine), \$2.50 to \$4.00.

White and Grey Rabbit Coats in splendid assortment. \$3.50 for 2 years, \$5.50 for 4 years, \$10.50 for 6 years.

Ladies' Fur-Lined Coats

Made up in the semi-fitting models "man-tailored."

Mostly muskrat-lined, but some with grey squirrel and other furs with hamster.

At \$77.50 we show a splendid coat with a mink collar.

At \$55 same coat with Alaska Seal collar.

At \$37.50 a very nice coat, lined with American muskrat, with western sable collar.

We will be glad to see you in the Fur Department to-morrow. It is a nicer and a more spacious place now than it ever was, and we have it filled with furs, Simpson prices and Simpson qualities throughout.

Winter Coats, Suits and Dresses

TAILORED SUITS AT \$15.00. Suits of good quality English serge, in black, navy, brown or grey, strictly tailored coat, trimmed with self covered buttons. Skirt is nine-gored, pleated on side seams, \$15.00.

PRETTY DRESSES AT \$9.95. Dresses of new diagonal serge, in taupe, green, rose, brown and black, made in one-piece style, fastens down left side with jet buttons, new pleated skirt, \$9.95.

Girls' Coats, of good heavy quality frieze, in brown, navy or grey, made in double-breasted style, with velvet collar, lined throughout, trimmed with fancy buttons. Sizes 4 to 10 years, \$4.50.

Girls' Coats, of black caracul, buttons to throat, deep military collar, trimmed with military braid, turned-back cuffs, lined throughout, a warm, serviceable coat. Sizes 8 and 10 years, \$5.50; 12 and 14 years, \$9.00.

Girls' Warm Winter Coats, of fine kersey cloth, in red only, lined throughout with red flannel, sleeves with satene, deep military collar, collar cuffs and pockets inlaid with black velvet. Sizes 6 to 14 years, \$5.75.

Peter Thompson Dresses, suitable for school and college girls, material is fine all-wool navy serge, good hard twist, trimmed with outchute braid. Sizes 10 and 12 years, \$12.00; 14 and 16 years, \$7.00.

Girls' Dresses, of all-wool navy serge, buttons down left side, sweater effect is given by deep roll in blouse, full pleated skirt, finished with buttons. Sizes 10 to 14 years, \$5.50.

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Evening Wear Novelties

New Wash Goods Dept., 2nd Floor. Novelties for evening wear, novelties for waists, novelties for kimonos and dressing gowns, and novelties for children's frocks, for instance:

60 pieces pretty Delainette, most unique patterns, copied from the best French Delainettes. Paisley, floral and striped designs, in all colors, mauve and black, cream and chintz, cream and red stripes, etc. Extra value at 15c.

350 yards 36 inches, for high-class French Ceylon Union Flannel, nearly all wool, a small lot picked up from a manufacturer cheap. Most exquisite designs, in stripes and checks, all the fashionable colorings, suitable for waists, night dresses and pyjamas, warm, without being cumbersome, regularly 65c, 25c.

Special bargain in Mercerized Poplin, four shades only, beautiful quality, white, sky and wisteria. Regular 25c, 15c.

New ranges of lovely Mercerized Brocade Vestings, all the best patterns, many of them confined to us. Special value, 25c, 20c, 15c.

Irish Bed Spreads Reduced.

Second Floor—Yonge St. Embroidered Bed Spreads, slightly soiled, are all worked with genuine Irish hand embroidery, done on pure linen, splendid new designs, large sizes over lamp, head. Only a couple of dozen in the lot. A little soiled or mussed from showing, otherwise absolutely perfect and strictly high grade.

Lot 1—Reg. \$2.50 each. Saturday \$6.00. Lot II—Reg. \$10.50 and \$11.00 each, Saturday \$7.45.

(No Mail or Phone Orders.)

Art Needlework Dept.

Main Floor.

Odd lines of 9-inch real lace Battenburg Doilies, in several designs of lace and linen. Saturday 10c.

A few dozens of 18-inch real Battenburg Lace Centres, round and square. Saturday 21c.

100 pretty Square Pin Cushions, in assorted colors. Saturday, to clear, 10c.

Odd lines of Match Scratchers, Whisk Holders, etc., to clear, Saturday 13c.

Tinted Cushion Tops, ready to work. Several broken lots to clear Saturday. Regular 35c, for 10c each.

VERY SPECIAL.

100 pieces of English Figured Plush suitable for cushions, covering chairs, etc., size 36 x 52 inches. Regular \$1.50. Saturday 35c.

Japanese China Nut Bowls

Japanese China Nut Bowls, pretty dark blue floral decoration on a deep ivory background. Regular \$1.50. Saturday 75c.

Salad Bowls, decorated with sprays of pink roses and gold stippled edge. Regular 75c. Saturday 15c.

Half Price on Women's Vests

Get all you want of these both for present and future use. The reason for the price reductions is that the lot includes vests only.

Ladies' Vests, fine ribbed and heavy ribbed silk and wool mixture, all pure wool, wool and cotton mixture, all cotton; high neck, long sleeves, buttoned front; sizes for 32 to 44 bust measure. Regular value 55c to \$2.75. Saturday, half price.

Glove Sale Programme

\$3.00 MOTOR GAUNTLETS, \$1.75. Men's English-made Unlined Motor Gauntlets, tan and black, large gauntlet cuff, perfect fitting, soft cut. All sizes. Regular \$3.00 value. Glove Sale price, Saturday, pair, \$1.75.

WOMEN'S \$1.00 REAL KID GLOVES, 75c. Women's French-made Real French Glove Kid Gloves, perfect fitting, perfect goods, done fastenings, fingers, silk-stitched points, black, white, tan, brown, navy, green. All sizes, \$1.00 value. Glove Sale price, Saturday, pair, 75c.

\$1.50 MEN'S MOCHA GLOVES, 95c. Men's Tan and Grey Wool-lined Mocha Gloves, made from extra quality leather, gore wrist, dome fasteners, strongly made, perfect fitting, a warm glove for winter wear. All sizes. Regular \$1.50. Glove Sale price, Saturday, 95c.

MEN'S \$1.25 CAPE GLOVES, 70c. Men's Lined and Unlined Gloves. In the lot are unlined in tan cape and tan and grey suede. Lined gloves in grey and tan suede, medium and heavy mohair linings. Sizes 35 to 44. Regular \$1.25 to \$1.75. Saturday, 70c.

Another Big Sale of Untrimmed Hats

OH, they are positively wonderful! Hats they are selling at 75c!

You see, the wholesale houses are clearing out their stocks. Their season is over. And, naturally, they look to us—we have so many customers who are just delighted to pick up an extra winter hat at next to nothing.

Made in the very "creamiest" shapes of the season.

800 go on sale for Saturday morning, fully twenty different styles, black, brown, navy, myrtle, wine, white. Every one of them is new, and the most popular styles. Hats that have been selling at \$1.25, \$1.50, \$2.00 and \$2.25. On sale Saturday...

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A Mechanical Train at 79c

IN ordinary toy stores you would pay a dollar and a half or two dollars for this clever toy. As a Saturday attraction to our enlarged Toy Department we put 200 of them on sale at 79c, tracks and all.

The complete outfit consists of engine, tender and trains of three, four and five cars and several sections of track. The section man can very easily put the track into running order, and the engines wind up like a clock.

Regular toy store prices, \$1.50, \$1.75 and \$2.00. Simpson's on Saturday morning, 79c.

Dolls and Other Toys for Saturday

Daisy Dressed Dolls, bisque head, closing eyes, pretty face, jointed arms and legs. Regular \$1.00. Saturday, 85c.

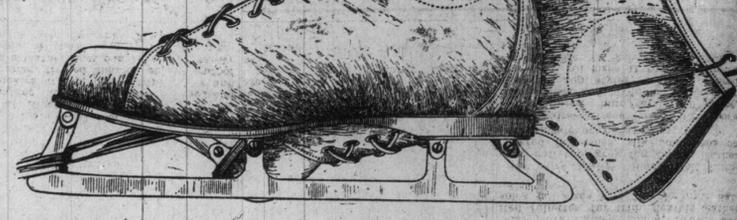
Well Dressed Jointed Doll, bisque head, closing eyes, real eye lashes, long curly hair, silk dress, trimmed with ribbon, lace and flowers, \$2.75 value, Saturday, \$2.19.

Large Kid Body Doll, bisque head, closing eyes, 20 1-2 inches high, Saturday, \$1.00.

Rocking Horse, felt covered, \$2.75 value, Saturday, \$2.25.

A Sale of Felt Footwear

And also 1,200 Hockey Boots to Boot



DO YOU SKATE? Do you play hockey? Do you want a pair of Skating Boots that fit firmly, balance perfectly, and give your foot strong, comfortable support? Get a pair of Hockey Boots, boots built specially for the skates, light-soled, spring-heeled. Your ankles have a chance with boots like these.

The sale of Winter Footwear includes, besides the Felt Boots and Slippers for curlers and for indoor wear, about 1200 Hockey Boots at prices which make it important that you pick out yours TO-MORROW.

Here's the Saturday sale programme: Hockey Boots, Felt Juliettes, Overgaiters and Leather Boots.

HOCKEY BOOTS

900 pairs Hockey Boots, the best style made, duck ankle support, with straps over instep, heel sewn on with Goodyear welt stitch:

Table with columns for Men's, Boys', Ladies', Youths', and Children's. Rows include Pebble leather, Box calf leather, and Mule leather.

300 PAIRS HOCKEY BOOTS. Regular style, best workmanship.

Table with columns for Men's, Boys', Ladies', Youths', and Children's. Rows include Box kip, steel toe box, Box calf, felt lined, Pebble leather, and Mule leather.

MEN'S 15 INCH LEG BOOTS.

Black Melton Cloth Leggings, with wool jersey top, women's, \$1.49. Chocolate Kid Leather Leggings, wool lined, 9 buttons, child's, \$1.39.

Brown, red, blue and fawn corduroy Velvet Leggings, misses' 95c; child's 85c.

Infants' white corduroy Leggings, \$1.29. Children's white Jersey Leggings, 95c.

OVERGAITERS AND LEGGINGS.

Black Melton Cloth Leggings, with wool jersey top, women's, \$1.49. Chocolate Kid Leather Leggings, wool lined, 9 buttons, child's, \$1.39.

Brown, red, blue and fawn corduroy Velvet Leggings, misses' 95c; child's 85c.

Infants' white corduroy Leggings, \$1.29. Children's white Jersey Leggings, 95c.

Choose Your Overcoat To-Morrow

NOW is the word to express the Overcoat problem. HERE is the word to express the Overcoat problem's solution.

\$13.50, \$15, \$16 and \$17 College Ulsters. Go on Sale Saturday Morning at \$9.95.

Come at 8 o'clock if you want to make sure of yours.

Men's College Ulster Overcoats, made from the finest imported soft-finished Irish friezes, Scotch tweed and English cheviot coatings, in dark olive, Oxford, grey, brown and bronze green shades, with quiet subdued stripes and overchecks, cut in the popular fly front and double-breasted style, with neat Prussian collar, which fastens close to throat, perfect fitting and tailored well, heavy mohair lining. Sizes 35 to 44. Regular \$13.50 to \$17.00. Saturday, 9.95.

Clearing Men's Winter Underwear at Greatly Reduced Prices. 200 Garments of "Britanna" Scotch wool fleece, and heavy Scotch wool, natural shades, splendid wearing, cold weather garments. Regular \$12.50 garment. Saturday, 85c.

"Jason" English natural wool and other imported garments. Some of them are double back, others double.

breast, all are guaranteed. Regular \$15.00 garment. Saturday, \$12.50. "Woolsey" heavy imported natural wools, shirts have double back and breast, drawers double back. "Britanna" extra heavy natural wools, and several garments of extra heavy English natural wools. Per garment, Saturday, \$1.00.

Skates for Saturday. Good quality Spring Skates, best tempered steel blades, sizes 7 to 11 1-2. Saturday special 50c per pair.

The "Hockey Club" Skate, stamped all steel, sizes 7 to 11 1-2. Saturday special, 35c per pair.

The "Erie" Hockey Skate, nickel plated, with puck stop, sizes 7 to 11 1-2. Saturday special, \$1.00 pair.

\$35 Dinner Sets \$14.50. A limited number of Theodore Haviland Limoges China Dinner sets, each containing 100 pieces. The decoration is an effective combination of small pink roses and delicate green foliage on a pure white china body. Plain white edges and gold stippled handles. Regular \$35. Saturday, \$14.50.