

SIMPSON Store Opens 8 a.m.

Closes at 6.30 p.m.

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

Probabilities—Moderate winds, mostly N.E. to E.; fine; not much change in temperature.

SIMPSON

6-inch Satin Ribbons for 12c

4,000 yards of our wide 5 and 6-inch Satin Ribbon to be cleared out as a big Friday bargain; it is our regular 20c, 25c and 30c a yard quality; the color range is not complete in any one line, but in the lot there to be found white, cream, pale blue, pink, cardinal, myrtle, emerald, reseda, mustard, tan, brown, amethyst, turquoise, navy, Alice, peacock, purple and old rose. This is indeed an opportune clearance, as the ribbons are most suitable for millinery, as well as the many other things for which wide satin ribbon may be used. If you want ribbon, don't miss this bargain. Friday, per yard 12c.

\$7 Willow Plumes for \$4.95

Seven hundred Willow Plumes have just come in that are similar to those we cleared out so quickly before. They are up to 18 inches in length, and come in black or white. Are worth from \$6.50 to \$7.50 each. Friday \$4.95.

\$1.50 FANCY FEATHERS FOR 50c

This is a big assortment, and every style is good. Worth up to \$1.50. Friday 50c.

25c Wash Neckwear 10c

A clearance sale on our Wash Neckwear, in Dutch Collars, with Jabots; made of white lawn, and trimmed with Valenciennes lace and insertion. Our selling price was 25c per set. Friday 10c.

Chinaaware

400 Jugs, pint size, white porcelain ware. Friday 7c.

Low Priced Dress Goods

800 yards West of England and College Serges, in navy, black, scarlet and red; very special value for Friday selling; suitable for tailored suits, coats and children's wear. \$2.54, 56 inches wide. Regular \$1.25 and \$1.50. Friday special \$1.00.

DELAINES AND CHALLIES.

Perstian and Paisley Mesquins, the new color combinations, very effective and pretty designs, suitable for dresses, waists, sacques and trimmings. Our regular selling price 50c. Friday 38c.

In the Drug Store

Emulsion of Cod Liver Oil, 50c bottles. Friday 25c.

Groceries

1,000 bags choice Family Flour, 3/4 bag 64c.

Dress Silks Reduced

2,000 yards Imported Silks, in recommended qualities of Swiss satin paillettes, French mervel-leux, French chiton taffeta, satin de chine and satin messaline; colors and qualities suitable for afternoon dresses, tea gowns, theatre and evening wear; scores of colorings and shades to choose from, including all the new fall tints, and ivory and black. These are positively all pure silk, and sell in the regular way at 65c and 75c per yard. Friday's bargain price 47c yard.

Interesting Prices on Women's Garments

75 Women's One-piece Dresses, in fine Panama and English worsteds, some are tailored style, with short rounded yoke of net, with roll collar effect, edged with silk; others tucked taffeta, with collar to match; skirts have front and side panel, with box or semi-pleats; colors are rose, black, brown, navy and grey. Regular price \$10.75, \$9.75. Friday bargain \$5.95.

Extremely stylish Suit, made of Donegal tweed; coat is trimmed with strapping of self and novelty bone buttons; skirt has the plain lines, trimmed with green black silk; box pleat down front, interlaced with the silk, the front of coat is trimmed with novelty buttons. Regular price \$7.25. Reduced to \$4.95. Ages 6 to 14 years.

A very special lot of Women's Separate Skirts, made in an up-to-date style, with deep side pleats. Material is a good quality French, Venetian, in black, navy, brown, green and cardinal; all are a good full cut, and well tailored. Sizes are 37 to 42 front measurements only. 150 skirts in lot. Sold regularly at \$3.50. Friday \$2.25.

Women's Full Length Coat, in medium weight beaver cloth, colors navy, grey and black; lined to waist, semi-fitted back; single breasted front, with skirt effect extending to centre back; finished with buttons, fancy side pockets, also button trimmed sleeves, lined and finished with cuff effect; turned back collar and revers. Regular \$16.50, for \$9.69.

Two specials for Friday. An up-to-date Coat, in good weight kersey cloth; shades brown, navy and black; semi-fitted panel; back trimmed with buttons; single breasted front, meeting a new turned back collar and revers; sides neatly finished, with buttoned straps; sleeves have turned back cuff and three tuck effect. Regular \$16.50, for \$8.75.

\$1.50 La Deesse Corsets for \$1.00 a Pair

160 pairs only La Deesse Corsets, fine white French coutil, a beautiful Fall model, medium bust, long below waist, unbanded extension skirt, finest tempered steels, with 4 wide side stays, 4 hose supporters, lace and ribbon, sizes 18 to 28 inches. A regular \$1.50 corset. Friday bargain \$1.00 a pair.

Children's Corset Waists, for \$2.50

Children's Corset Waists, fine white jean, heavily corded all around, taped buttons. Sizes 1 to 10 years. Regular value 35c each. Friday bargain 25c.

A BARGAIN IN HONEYCOMB SHAWLS.

Clearing 200 fine White Honeycomb Shawls, large sizes, good, heavy warm quality, fringe edges, fancy borders. Regular prices \$1.75 and \$2.00 each. Friday bargain \$1.25.

DON'T MISS THIS BARGAIN IN GIRLS' DRESSES.

Clearing all our Girls' White Dresses that are the least bit soiled, including all our best styles and finest qualities, white Victoria or Persian lawn, dainty lace or embroidery trimmed, perfect fitting dresses, for ages 3 to 14 years. Regular prices \$1.25 to \$5.00 each. Friday half-price, 65c to \$2.50 each.

WHITEWEAR BARGAINS.

Night Dresses, of fine nainsook, slip-over style, 3/4 sleeves, trimmed with dainty embroidery, lace frills, beading and silk ribbon, lace insertion around medallions. Lengths 56, 58, 60 inches. Regular value \$1.50 each. Friday bargain 93c each.

WOMEN'S FLANNELLETTE NIGHT DRESSES.

Women's Flannellette Night Dresses, fine quality; colors white or pink; a pretty Russian effect, buttoned at side and on shoulder; round yoke, trimmed with tucks and silk embroidery, silk embroidery frills, fancy braid, large, full size bodies; lengths 56, 58, 60 inches. Regular price \$1.65 each. Friday bargain \$1.15 each.

WOMEN'S SKIRTS, FINE PLAIN WHITE OR PINK FLANNELLETTE, FINISHED WITH DEEP FLOUNCE, TRIMMED WITH WIDE LACE INSERTION; LENGTHS 34, 36, 38 INCHES. Regular price \$1.00 each. Friday bargain 75c.

EXTRAORDINARY BARGAINS IN WOMEN'S FALL UNDERWEAR.

Some of this Underwear is slightly imperfect or a trifle discolored or soiled with oil stains.

WOMEN'S COMBINATIONS, FINE RIBBED NATURAL OR WHITE WOOL, WITH SINGLE THREAD OF COTTON IN BACK OF RIB; WATSON'S UNSHRINKABLE QUALITY; WINTER WEIGHT, HIGH NECK, LONG SLEEVES, BUTTON DOWN FRONT, ANKLE LENGTH. Sizes 32 to 38 bust measure. Regular price \$1.75 each. Friday bargain \$1.09 each.

INFANTS' WOOL OVERALLS AND GAITERS.

Clearing 300 Infants' Fine Knitted Wool Overalls, with feet; colors white, cardinal or black. Sizes for 6-months, 1 to 2 years. Regular price 65c each. Friday bargain 40c pair.

Clearing Infants' Gaiters, fine ribbed, heavy wool; colors white, navy, black or cardinal; length from above knee to foot; sizes for 1 to 4 years. Regular price 60c each. Friday bargain 38c pair.

A Pageful of Gainful Transactions for You



Webster's dictionary says that the word "bargain" means specifically, a gainful transaction. It is in this specific sense of the word that we call every item on this page **A BARGAIN**. Beginning at the upper left hand corner, put it to yourself fairly with regard to every item—**Does this represent a gainful transaction for me?** The result will be an early visit to this store to-morrow, and a most profitable morning's shopping.

JUST ONE HUNDRED WEBSTER'S DICTIONARIES AT BARGAIN PRICES.

100 only of this Dictionary, containing 1,500 illustrations, and an appendix of 10,000 words, supplemented with new dictionary of biography, synonyms, antonyms, etc.; good paper, clear type, with 1,400 pages; bound in leather, and in dexed, with gold stamping. Friday bargain \$1.50.

Bargains in Wash Goods

A small lot of really good White Checked Crispier and Striped Sheer Muslins and Lawns, just slightly short soiled; a great opportunity for a waist length at a low price. Regularly 25c, for 8c.

30 pieces Pretty Printed Muslin, Lawn and Batiste, mostly the fashionable founal designs, in many different colors. Regularly 12 1/2c, 15c, 18c, for 8c.

A small lot of English Prints, 30 inches wide, and fast colors, navy, black and white grounds, stripes and figures. Regularly 12 1/2c, for 7 1/2c.

\$3.50 Silk Waists Friday \$1.95

Women's Waists, of heavy Jap silk, black only, front composed of group tucking, box pleats, and trimmed with small silk buttons and dainty pleating; new shaped tuck ends. Sizes 32 to 42. Friday bargain \$1.95.

Men's English Covert Cloth Raincoats, a smooth firmly woven material, suitable for fall wear or for protection from the wet, in rich dark Oxford grey or olive fawn shades; cut in the latest single-breasted Chesterfield style, splendidly tailored with full chest should and full chest effect, finished with A1 quality linings and trimmings. Sizes 35 to 44. Regular \$12, \$14, \$15 and \$16. To clear Friday at \$9.95.

MEN'S RAINCOATS.

Regular Prices \$8.50 and \$10.00, on Sale Friday at \$6.95.

MEN'S WORSTED PANTS.

Men's English Covert Cloth Raincoats, a smooth firmly woven material, suitable for fall wear or for protection from the wet, in rich dark Oxford grey or olive fawn shades; cut in the latest single-breasted style, made large and roomy; lined throughout with double linings. Sizes 35 to 44. On sale Friday at \$6.95.

BOYS' REEFER COATS.

Boys' Fawn English Covert Cloth Reefer Coats, also English and Scotch tweeds, in dark grey and brown grounds, with neat self and fancy colored stripes and checks; cut in the favorite double-breasted style, with silk ornamental buttons. Sizes 22 to 30. On sale Friday at \$3.49.

BOYS' KNICKERS.

Boys' Durable School Plain Knee Pants, made from Canadian and English tweeds, in a large assortment of dark stripe patterns; lined throughout with strong cotton. Sizes 22 to 33. On sale Friday at 85c.

Big Economies in the Blanket Sale

Second Floor, Yonge Street, **\$3.85 TO \$4.00 WHITE UNSHRINKABLE WOOL BLANKETS \$2.98 PAIR.**

LARGEST SIZE TURKEY CHINTZ COMFORTERS \$1.58 EACH.

Reversible, 70 x 78 inches, pure white fluffy cotton filling, dainty designs, assorted patterns. 65c only at Friday, each \$1.58.

200 PAIRS HEMMED BLEACHED SHEETS \$1.19 PAIR.

Ready to use, made from good sturdy English sheetings, about 2 x 2 1/2 yards. Friday, pair \$1.19.

1,500 YARDS ENGLISH SAXONY FLANELLETTE 5c YARD.

30 inches wide, white only, well napped; there is a little dressing in this goods shipped to us by mistake, but it is a good cloth. Friday yard 5c. 10c and 12c BLEACHED ENGLISH LONG-CLOTHS 8c YARD.

PURE LINEN SCOTCH CRASH TOWELING 6 1/2c YARD.

17 inches wide, red border; a good serviceable crash for roller towels. 1,800 yards at Friday, yard 6 1/2c. (Phone direct to Linen Department.)

Hosiery Prices Very Low

Women's Plain Black Cotton, tall weight, double heel and toe. Friday 12c.

Women's Fine English, plain black and 2-1 ribbed cashmere, double heel and toe; 8 1/2 to 10. Friday 23c.

Women's Lisle Hosiery, silk finish, black only, fashioned, reinforced heel, sole and toe, odds and ends. Regular 50c. Friday 35c.

Women's All-wool Plain Black Cashmere Hosiery, tall weight, double heel and toe. 35c value; also a few. Friday 25c.

Men's Fine Cotton and Lisle Thread Hosiery, odds and ends of summer stock. Friday 10c.

Men's Plain Black English Cashmere 1/2 Hose, good wearing, double heel and toe. Extra value Friday, all sizes, 12 1/2c.

Men's Extra Fine English Cashmere Hosiery, black and ribbed, fall weight, seamless feet, double heel and toe. Regular 25c. Friday 3 pairs 50c, pair 18c.

Women's Real Chamels Washable Gloves, two dome, natural and white, perfect make and finish, 5 1/2 to 7 1/2. 85c value. Friday 59c.

Boys and Girls' Cape Leather English Walking Gloves, one dome, plique seam, tan only, 1 to 7; ages 2 to 15. Friday 25c.

Boys and Girls' Imported 2-1 Ribbed Black Cashmere Hosiery, soft elastic rib, made for school wear, double heel and toe; 25c. Friday 19c.

Infants' Pure Wool Fine Ribbed Hosiery, silk heel and toe; very soft and elastic; Little Darling; all shades and sizes; extra value. Friday 25c.

Footwear Merchandise of Quality

130 pairs Boots for working men, strong, solid, reliable, easy fitting boots for outdoor wear, heavy Goodyear welt soles, box kip leather, with dull calf Blucher tops; all sizes 5 to 11. Regular \$3.50 value. Friday bargain \$2.49.

150 pairs Children's Boots, strong Dongola kid leather, patent toe-cap, medium and heavy soles, spring heels, Blucher style; all sizes 4 to 10 1/2, and in button style 4 to 7 1/2. Friday bargain 69c.

60 pairs Misses' Boots, Dongola kid, Blucher, patent oit toe-caps, medium weight soles, 1 to 2. Friday bargain \$1.29.

60 pairs Business Men's Boots, patent oit or calf leathers, Goodyear welt soles; all sizes 5 to 11. Friday bargain \$2.25.

150 pairs Women's One Strap House Slippers, with Cuban and low heels, also Dongola buckins, with elastic over instep, flexible leather soles; all sizes 2 1/2 to 7 1/2. Regular \$1.25. Friday bargain \$1.09.

90 pairs Boys' Boots, box kip leather, Blucher cut, heavy soles, easy fitting, 1 to 5. Friday bargain \$1.69.

Men's English Tweed Overcoats \$9.95

Men's Fine Quality English Tweed Fall Weight Overcoats, in the new fashionable grey and green tones, with neat self and fancy colored stripes and checks; cut in the latest single-breasted Chesterfield style, splendidly tailored with full chest should and full chest effect, finished with A1 quality linings and trimmings. Sizes 35 to 44. Regular \$12, \$14, \$15 and \$16. To clear Friday at \$9.95.

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Reversible, 70 x 78 inches, pure white fluffy cotton filling, dainty designs, assorted patterns. 65c only at Friday, each \$1.58.

Good Hats for Men

Men's Derby Hats, correct Fall and Winter shapes, color black only. Friday bargain, 98c.

Men's and Youths' Soft Hats, fine American fur felt and last styles, colors brown, fawn, slate, grey or black. Regular \$2.00. Friday 85c.

Men's and Boys' Caps, assorted lot, fine tweed and serges. Regular 15c to 35c. Friday 5c.

Children's Tam o' Shanters, splendid school headwear, colors navy, brown, cardinal or scarlet, named bands. Friday special 25c.

Children's Turban Hats, in felt and combinations, colors white, brown, navy, scarlet, etc. Regular 75c. Friday 49c.

How Many Men Need These Things?

200 Men's Leather Belts; some have ring sides; others are plain; colors are grey, green, black, and several different shades of tan. Regular to 75c. Friday 25c.

Men's Elastic Web Suspenders, in several different patterns and colors, white leather ends, patent clip. Regular 50c. Friday 25c.

Men's All-wool Sweater Coats, elastic rib knit, good quality pearl buttons, two pockets, neatly trimmed, colors grey, with red or navy, navy with red or plain grey. Regular \$1.50. Friday 98c.

600 Men's French Balbriggan and Mesh Underwear, mostly shirts in the balbriggan, left-over from our regular summer stock. Regular value of these is 50c. Clearing Friday, per garment 23c.

Men's Neglige Shirts, in neat designs, good quality cambric, full size bodies, and good length, attached cuffs, good assortment to choose from. Friday 49c.

Men's Flannellette Night Robes, turn-down collar, good quality material, full size, blue or pink shades, with stripe effects. Special Friday 49c.

Wall Papers

(Fifth Floor.) 1,650 rolls Wall Paper, mica and colored. Regular to 8c. Friday 3 1/2c roll.

2,750 rolls Bedroom Papers, assorted colorings. Regular to 20c. Friday 10c.

3,350 rolls Parlor and Dining Room Imported Papers, in greens, browns, greys, pinks, drabs, yellows. Regular to 35c. Friday 17c; regular to 65c. Friday 31c.

BABY CARRIAGES.

30 Baby Leatherette and Steel Folders, spring seats, rubber tires, adjustable back and front; extra large size. Regular to \$6.50. Friday \$4.99.

Full line of Carriages, Shoe-Fly Rockers and Wheel Chairs.

Women's Umbrellas and Stoles

65 only Women's Fine Grade Silk and Wool Umbrellas, close rolling, steel rod and frame; a good range of new handles. Values up to \$3.00. Friday \$1.89.

MARABOU STOLES.

50 only Choice Marabou Stoles, in black and natural. 36 inches long. To clear Friday \$1.95.

2 doz. Tulip Bulbs for 25c

Tulip Bulbs, rainbow mixtures. Per dozen 15c, or 2 dozen for 25c.

Hyacinth Bulbs, 5c each, 6 for 25c.

Narcissus, paper white. Per dozen 20c.

Daffodils, Von Soln. Per dozen 25c.

Boston Ferns, Palms and Rubber Plants. Regular 50c each, for 35c.

French Garnitures

15 elegant sample French Garnitures, in black only; these are all different styles, ranging from the short belere effects to the long panel to the feet style. Regular prices are \$15.00, \$17.50, \$21.00 and \$23.50. Great Friday bargain \$10.50 each.

Cut Glass Sterling Silver Shakers 29c

1,000 Cut Glass Salt and Pepper Shakers, hand-somely cut patterns. Heavy sterling silver tops. Regular \$1.00 and \$1.25 pair. Friday 29c each.

Jewellery Bargains

10k Baby Rings. Regular \$1.00. Friday 3/4 price, 50c.

75c ALARM CLOCKS 49c.

1,000 Nickel Alarm Clocks, 4-inch dials, extra loud alarm, lever to stop bell, guaranteed accurate and reliable timekeepers. Regular value 75c. Friday 49c each.

\$4.50 Suit Cases for \$2.95

45 only Smooth Leather and Alligator Grain Suit Cases, cleared from a Canadian manufacturer for quick selling Friday morning; built on strong frame, lock and two bolts, inside pockets and straps. Regular selling at \$4.50. Friday \$2.95. (Top Floor.)

Bargains in Needlework

A big clearance of Fine Needlework, Pin Cushions, Work Bags, Needle Cases, Darning Sets, Whisk Holders and Spool Cases; all made in our own workrooms, and only clearing to make way for new Xmas work.

Regular \$2.00 to \$3.50. To clear at 98c each.

Regular \$1.30 to \$1.95, at 50c each.

Regular 75c to \$1.25, for 25c each.

200 odd pieces in Centres, Five o'Clocks and Squares; all very fine linen goods, trimmed real lace, eyelet and shadow embroidery, and fine drawn work. Regular 75c, \$1.00 and \$1.25. To clear Friday 50c each.

A full range of our famous "Canadian Yarn" in stock. Very special price 50c per lb.

Furniture Prices That Will Surprise You

25 Arm Rocking Chairs, large size, spring seat and back upholstered all over in art leather, well made, comfortable and durable. Reg. selling price \$12.75. Friday bargain \$6.38.

50 Pedestals, made in solid genuine oak, mission finish, 36 in. high, with shaped top. Regular selling price \$5.00. Friday bargain \$1.99.

25 Library Tables, in genuine oak, mission design, early English finish; has drawer, trimmed with wooden knob, and space at each end for magazine or book. Regular selling price \$12.50. Friday bargain \$3.75.

The **SIMPSON** Company Limited

Wells... SH... R... Medic... That... Hon... com... Infit... LEAVES... For th... months... ed as me... of Toron... nation to... termoon... space w... controller... ing a me... on to the... entered... While t... eral surp... the last... expressed... interest... tion of... into effect... council to... nominees... dings and... promise... \$1000 a... of the same... burden o... cleaning o... While t... simple r... duties, hi... a pen thi... in the g... disappoint... existent... voice pub... needed w... the quali... the city... quiry nov... agement o... research... cross-inf... action... To His... board of... inform... official coun... of the Is... intend to... medical h... accepted... lar, larg... many per... ed from c... stand b... bench to... felt kni... vices, and... "Finding... the many... summe... suence to... suffering... pointment... candida... honest ser... Impossible... ion has a... weight w... public at... any longer... "I have... pointed at... I resigned... the comp... readily ap... dence and... I hope the... council ma... 1000 sel... independent... as will pla... influence... effect the... officer in T... "He w... steady... the comp... water prob... owing to... Placed in... client at... judgment... fact in ser... resources... wets will m... "In doing... the kindly... city council... ver to the... have prog... not unpop... election inf... ed. For m... stand in the... draw, and... ronto, to w... healthfulne... "I have... yours. (Signed... "When T... Sheard's... ter contain... reasons for... of 17 y... medical... for nearly... March, 1910... cleaning de... the late Jos... of Toron... Toronto