

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 are 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.

(No phone or mail orders filled.)

\$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.

\$2.00 FELT SHAPES FOR 85c

Some odd lots and samples, amounting to about 260 hats. Are worth \$1.50 to \$2.00 each. Friday 85c.

\$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 Friday of 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.

Gulpure Lace Stock, with Jabot, one of our newest styles, in white only. Special Friday 45c.

2,500 remnants of New Embroideries, sample pieces, odd lengths, beautifully fine; some are nainsook, Swiss and cambric, in narrow "baby" edgings, insertions, headings, corset cover embroidery and flouncings. Lengths 2 1/2, 3 1/2, 4 1/2 to 10 yards in piece. On sale Friday half-price.

Chinaaware

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

China Cups and Saucers, breakfast size, fine quality English ware, in celestine blue or gold decoration. A decisive bargain for Friday, 10c.

Oatmeal Sets, Bavarian china, dainty designs. Set of three pieces Friday 25c.

Wash Basins, roll rim, embossed and scalloped. To clear Friday 35c.

Vegetable Dishes, without covers. While they last Friday 17c.

Wall Plaques, Limoges china, genuine hand painted, artist signed. Extra special for Friday 95c.

Wedgwood Honey Pot, in their famous blue ware, Flaxman design. Friday \$1.95.

Bouillon Cups and Saucers, high grade Limoges china, dainty violet design. 40 dozen for quick selling Friday, per dozen \$3.25.

44-piece Tea Set, extra fine quality English bone china, in the new Queen shapes, artistic decorations, in the new Fenton treatment; an ideal set at a very moderate price. Friday \$6.25.

Dinner Set, 98 pieces, Austrian china; every piece gold lined, with natural color floral spray design; complete service for 12 persons. See this real bargain for Friday, \$10.61.

50 dozen Tapered, genuine Baccarat glassware, full crystal, full flute cut. Friday \$3.00 each.

Brass Fern Pots, with lining, good size. To clear Friday 87c.

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.

1,500 yards Fashionable Suitings, and Dress Fabrics, San Toys, cheviot serges, poplins, Venetian cloths, armures, stripe suitings, shepherd checks, coating serges, worsted suitings; this season's new colors and high grade qualities. 42 to 46 inches. Regular 65c and 75c qualities. Friday 45c.

1,200 yards "Black" Suitings and Dress Fabrics, Panamas, worsted suitings, armures, volles, poplins, San Toys, cashmere velours, coating twills, Venetian cloths, Henriettes, etc.; guaranteed our fast unfading blacks; pure wool qualities. 44 to 52 inches. Regular \$1.00. Friday 75c yard.

DELAINES AND CHALLIES.

Persian and Paisley Mottos in the new color combinations, very effective and pretty designs, suitable for dresses, waists, sacques and trimmings. Our regular selling price 50c. Friday 35c.

LINING DEPARTMENT.

1,000 yards Percale Linings, full range of the new colors for fall, also black. 36 inches. Regular price 15c. Friday 11c.

1,000 yards Taffette and Spun Glass, in all new shades, very bright silk finish, also black. 38 inches. Regular 25c. Friday 19c.

800 yards "Silk Finish Brocade Finish," has the same appearance as silk, in a lovely range of colors; special quality and new design. 40 in. Regular 50c quality. Friday 35c.

In the Drug Store

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

Vahoo, a non-alcoholic blood purifier, 35c, 3 for \$1.00.

Kid's Korn Paste, a guaranteed cure for corns. Per box 10c.

Superior Silver Polish, Regular 15c. Friday 10c.

Silver Polishing Cloth, special Friday, 10c, 15c, 25c and 40c.

Rubber Gloves, very special, 49c.

Hot Water Bottles, 2 and 3 quart sizes. Regular \$1.25 and \$1.50. Friday 75c.

Groceries

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

Choice California Seed Raisins, 3 packages 25c.

Choice Cleaned Currants, 3 lbs. 25c.

Mixed Peel, Orange, Lemon and Citron, per lb. 15c.

Finest Freshstrip Coconut, per lb. 15c.

Yellow Cooking Sugar Crystals, 1/4 lb. 50c.

New Orleans Molasses, Cherry Grove Brand, 2-lb. tin 10c.

Perfection Baking Powder, 3 tins 25c.

Canada Corn Sugar, package 7c.

Choice Rangoon Rice, 7 lbs. 25c.

Pearl Tapioca, 4 1/2 lbs. 25c.

2,000 tins Choice Pink Salmon, per tin 10c.

Phone direct to department.

2 1/2 LBS. PURE CELONA TEA, 50c.

A blend of Indian and Ceylon Teas, 1 ton Friday, black or mixed, 2 1/2 lbs. 50c.

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 mouseline; 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 worsted; 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 strappings of self to match coat; colors are in mixtures of light green, grey and fawn. Regular \$14.00. Friday \$9.75.

Girls' Ulster Coats of black and white shepherd's plaid worsted, for fall wear; yoke, lined with satin, double breasted, with high military collar; piped with green broad 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 back; 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 \$9.75.

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

160 pairs only La Deesse Corsets, fine white French coutil, a beautiful, well made, 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 each.

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 and Cream Honeycomb Wool 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'

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, lace frills, beading and silk ribbon, lace insertion around medallions. Lengths 56, 58, 60 inches. Regular value \$1.50 each. Friday bargain 93c each.

Corset Covers, fine nainsook, two styles, tight fitting; one has short puff sleeves; both styles trimmed with lace frills, beading and ribbon. Sizes 32 to 44 bust measure. Regular prices 65c and 75c each. Friday bargain 43c.

Women's Drawers, fine nainsook, umbrella style, deep flounce, trimmed with lace insertion and ruffle of lace, both styles; sizes 23, 25, 27 inches. Regular 60c pair. Friday bargain 39c pair.

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 \$1.55 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 Fall and Winter Underwear, Vests and Drawers, Watson's ribbed all-wool unshrinkable white or natural. Vests high neck, long sleeves, button front. Drawers ankle length in both styles. Sizes 32 to 38 bust measure. Regular price \$1.25 each. Friday bargain 75c each.

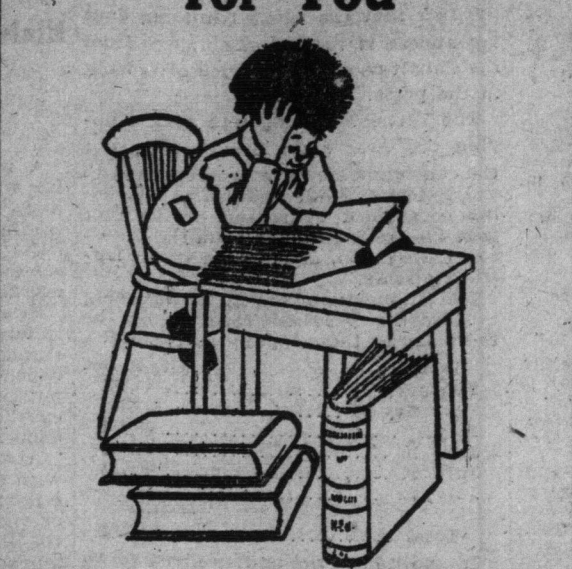
Women's Combinations, fine ribbed natural or white wool, with single thread of cotton in back of rib; Watson's unshrinkable quality, winter weight, high neck, long sleeves, button down front, ankle length. Sizes 32 to 38 bust measure. Regular price \$1.75 each. Friday bargain \$1.09 each.

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 35c 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 DICTIONARY.

The New Census Edition.

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 Crossbar and Striped Sheer Muslins and Lawns, just slightly shop 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 floral 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.

Beautiful White Broadie Vestings, fine cloth, of the favorite material, highly mercedized; nothing nicer for indoor waists, figures and spots; a few pieces only at this price. Regularly 20c, for 11c.

(No phone or mail orders.)

\$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 tucked sleeves. Sizes 32 to 42. Friday bargain \$1.95.

100 Waists of all-wool batiste, black only, yoke of solid pin tucking, tucked back, full sleeves, with tucked cuff; also waists of fine quality lustre, made in neat shirt waist style, front opening, tucked collar and sleeves. Sizes 32 to 42. Regular \$1.95. Friday \$1.42.

Waists of good quality lustre; whole front of deep tucks and pin tucking, box pleat; trimmed with fine black silk insertion; new sleeve and tucked collar. Sizes 32 to 42. Regular \$2.50. Friday \$1.75.

FINE WASH WAISTS \$1.25, \$2.00, \$2.25, FRIDAY 95c.

200 Waists of fine lawn, all made in dainty styles, beautiful embroidered fronts, yokes of lace, lace insertion, sleeves and collars lace trimmed, ornaments from our best season's sellers; all sizes in the lot. Regular \$1.25 to \$2.25. To clear Friday 95c.

Fourth Floor Bargains

FLOOR COVERINGS

250 Brussels Rugs, in self tone green, blue, rose and combination colorings of tan, red, green, etc.; a super-serviceable quality, in the best designs. Friday bargain prices, 9 x 10.6, \$12.98; 9 x 12, \$14.98, and 11.3 x 13.6, \$14.98.

1,200 yards of English Tapestry Carpet, in a large range of patterns, suitable for the various rooms of the house, 5-8 and 2-4 borders to match. The regular prices 50c and 60c. Friday bargain price, per yard 35c.

2,500 yards of Scotch Printed Linoleum, in new block, floral, tile, matting and parquet designs; thoroughly seasoned, and perfectly printed. Regular 45c and 50c. Friday, per yard 37c.

Remnant Lengths of Printed Linoleum, enough of each for small halls, vestibules, bathrooms. Regular 40c, 45c and 50c. Friday 25c yard.

2,000 yards of Fine Japanese Matting, in Jacquard designs; colors green, blue, red; reversible. Regular 25c and 30c. Friday, yard 14c.

CURTAINS AND SHADES.

Nottingham Lace Curtains \$1.19.

The Lace Curtains selling at reduced price Friday are selections from latest autumn patterns, and are exceedingly good value at regular price. The designs are mostly suitable for bedrooms, while some can be used effectively in other rooms; the qualities will be found to give excellent wear, as only good thread is used. Some have plain, others fancy centres; heavy and medium borders, with strong edges; widths 52 to 56 inches. Lengths 3 and 3 1/2 yards; colors white and ivory. Extra value at reduced price, per pair \$1.19.

Window Curtain Poles 9c.

500 Curtain Poles, white enamel finish, silver ends, brass brackets, 4 feet long by 3/4 in. thick; a very dainty and useful pole for bedroom use. Worth 15c each. Friday's quick sale price, each 8c.

WINDOW SHADE SPECIAL.

Oil Opaque Window Shades, 500 only, medium and dark green and cream, trimmed with lace insertion or fringe, 37 inches wide, 6 feet long, mounted on good spring rollers, complete with brackets and pull; a high grade oil opaque shade. Worth 75c. Special Friday 39c.

2,000 yards of Bash Curtaining, 36 in. wide, finished with lace and insertion. Regular 25c to 40c. Friday, per yard 14c.

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 Hose, silk finish, black only, fashioned, reinforced heel, sole and toe, odds and ends. Regular 50c. Friday 35c.

Women's All-wool Plain Black Cashmere Hose, tall weight, double heel and toe. 35c value; 8 1/2 to 10. Friday 25c.

Men's Fine Cotton and Lisle Thread Hose, 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, 12c.

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

Women's Real Chamale 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; sizes 2 to 18 1/2. Friday 59c.

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

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

Footwear Merchandise of Quality

AT BARGAIN PRICES.

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.

(Telephone orders filled.)

150 pairs Children's Boots, strong Dongola kid leather, patent toe caps, 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.

(Telephone orders filled.)

60 pairs Misses' Boots, Dongola kid, Blucher, patent calf toe caps, medium weight soles, 11 to 12. Friday bargain \$1.29.

60 pairs Business Men's Boots, patent calf or calf leather, Goodyear welt soles; all sizes 5 to 11. Friday bargain \$2.95.

130 pairs Women's One Strap House Slippers, with Cuban and low heels, also Dongola buskins, 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 Overcoats, in the new fashionable grey and green tones, with neat self and fancy colored stripes; also a few black chevrons, silk faced, and dark Oxford grey covert cloths, cut in the latest single-breasted Chesterfield style, splendidly tailored with broad shoulders 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 \$3.50 and \$10.00, on Sale Friday at \$2.95.

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 style; made large and roomy; lined throughout with double linings. Sizes 35 to 44. On sale Friday at \$6.95.

MEN'S WORSTED PANTS.

Regular Prices \$2.75, \$3.00 and \$3.50, on Sale Friday at \$1.98.

Men's English Worsted Pants, in a large assortment of neat dark stripe patterns, splendidly tailored and perfect fitting. Sizes 31 to 42 inch waist. On sale Friday at \$1.98.

BOYS' REEFER COATS.

Regular Prices \$4.50, \$5.00, \$5.50 and \$6.00, on Sale Friday at \$3.49.

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 ornament on sleeve and double row of fancy metal buttons. Sizes 22 to 30. On sale Friday at \$3.49.

BOYS' KNICKERS.

Regular Prices 75c, 85c and \$1.00, on Sale Friday at 59c.

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 59c.

Big Economies in the Blanket Sale

(Second Floor, Yonge Street, between Queen and Adelaide)

\$3.85 to \$4.00 WHITE UNSHRINKABLE WOOL BLANKETS \$2.98 PAIR.

7 lbs., 64 x 84 inches, beautifully napped and thoroughly scored, pink or blue borders, made from selected stock. 100 pairs only, Friday, pair \$2.98.

LARGEST SIZE TURKEY CHINTZ COMFORTERS \$1.58 EACH.

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

200 PAIRS HEMMED BLEACHED SHEETS \$1.19 PAIR.