

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.

E. to S.E. winds, increasing to strong breezes or moderate gales; showery.

SIMPSON



A Big Gain on the 'First Down' Saturday

In Rugby you've got to make your gain in three downs; but here it's the first down that counts. The men who are first down at the Simpson Store to-morrow morning will be able to buy

Overcoats Worth \$22.50 for \$9.95

Those who are not down quite so early will still be able to buy fine overcoats worth dollars more than our Saturday price.

300 Fall Weight Overcoats at \$9.95

Made of English cheviot cloths and tweeds, single-breasted, centre vent, tailored in the best manner by experts. Regularly sold up to \$22.50, and averaging dollars over Saturday's price of 9.95

Let Your Household Share in This Great Distribution of China

"Where do you pick up these wonderful China values?" said a woman who attended the opening of our great China Sale in the basement. To her, and to the dozens of other people who were probably wondering the same thing, we want to explain that only personal choosing (in the greatest European markets), backed up by experience and patience, could produce the values now offered in this sale.

Your household can ill afford to overlook the buying opportunities mentioned here:

2000 Austrian, French, German, Japanese and English Tea Cups and Saucers, up to 30c. Saturday's Sale special 10
No mail or phone.

200 Pieces Bric-a-Brac—Packard's Hand - Painted Chinawares, Bernard Moore Vases, Coalport Teas and Saucers, Royal Worcester Vases, Marble Busts, Amoresque Wares. Regular to \$15.00. Sale 5.00

1000 Pieces Fancy Chinaware, rich decorations, good assortment, comprising Sugar and Cream Sets, Hair Receivers, Salad Bowls, Vienna Vases, Meat Platters, Salt and Pepper Shakers. Regular to 75c. Sale special 25

Austrian China Dinner Set, 98 pieces, Kermis shape, teas, large platters, dainty rosebud design. Regular \$25.00. Sale special 15.00

Carlsbad China Dinner Set, rich gold band and solid gold knobs and handle; complete set for twelve people. Regular \$30.00. Sale price 19.25

4 only Limoges China Dinner Sets, with superb gold encrustation. Regular \$175.00. Sale price 79.00

70 only Brass Jardinières, bright finish, ball foot, good weight. Regular \$1.50. Sale 1.00

80 dozen Tumblers, dainty cut design. Regular \$6.00. Sale price, per doz. 3.00

60 pieces Cut Glassware, peerless designs, with a wealth of sparkling color—Large-Footed Compotes, Fruit or Salad Bowls, Flower Vases, all sizes; Rose Bowls, etc. Regular to \$12.00. An extra big Sale, special 5.00

The Robert

SIMPSON Company Limited

Dependable Boots

For Men and Women

Another important Saturday Sale of Footwear. Hundreds of people have developed the habit of dropping into our Shoe Department on Saturday morning, and for the very good reason that there's always something of particular interest going on there.

For to-morrow we quote just three prices, but quantities in each case are large enough to produce a rousing sale. Look them over carefully:

1200 pairs Men's Highest Grade Boots, in patent colt, box calf, tan Russia calf and vic kid leathers. Blucher, button and straight lace styles; some have double waterproof soles; some are leather lined; all are Goodyear welted; sizes 5 to 11; C, D, E and EE widths. Regular value \$4.00, \$4.50, \$5.00 and \$5.50. Saturday, 8 o'clock, all one price 2.95

480 pairs Women's Fall and Winter Boots, made of velour calf, patent colt, gunmetal and vic kid leathers; Blucher and button styles; New York, Cuban and military heels; dull matt calf and self tops; sizes 2½ to 7; C, D and E widths. All one price Saturday 2.50

300 pairs "Queen Quality" and "Boston Favorite" Samples, in exclusive and original designs; button, lace and Blucher cuts; low college, military and high New York heels; sizes 3, 3½ and 4 only. Regular prices \$3.00, \$4.00 and \$5.00. Saturday 2.00

"All Wool" Keeps Out the Chill

Sweater Coats, pure heavy wool, plain colors trimmed with contrast; high collars. Regular to \$5.00. Saturday 2.98

Underwear, elastic rib or flat knit, pure wool, made in England; absolutely unshrinkable; sizes 34 to 44. Regular \$1.39 to \$1.50. Saturday 1.19

Flannelette Night Kobes, large and long; different shades with neat stripes; sizes 15 to 19. Regular 75c to \$1.00. Each59, or 3 for 1.65

A Sale of Men's Stiff Hats

The new shapes for Fall and Winter. English manufacture; materials used the very best; there is great variety of style, and every one is up to the standard. Saturday, each 1.00

Half-price Trunks

(On the Top Floor)

These are not damaged, in the slightest, just soiled. There are eighty-six of them, so don't put off your visit till too late. All sizes and styles at half price. One to each customer. No phone or mail orders. See window.

A 16c Day in the Wall Paper Department

To-morrow, Sixteen Cents will cover two or three times as much of your wall as it usually would! Come to our Fifth Floor and see the wonderful selection that will be offered here at, per yard 16

Jewelry Bargains for Saturday

14k Pearl Brooches, 73 pearl settings in large sunburst design, real pearl centre. Regular \$25.00 each. Saturday 12.50

9 and 10k Gold Brooches, with pearl settings; Scarf Pins, in crescents, wishbones, horseshoes, etc. Regular value \$1.50 to \$3.00. Saturday98

Gold-Filled Signet Brooches, for monogram; Gold-Filled and Sterling Silver Brooches and Dress Pins, Beauty Pins with pearl settings; Sterling Silver Scotch Pebble Brooches; Gold-Filled Locket Charms; Heavy Sterling Silver Links, with initials engraved; Enamel Belt Pins; Links and Veil Pin Sets, pearl designs. Regular value 75c to \$1.00. Saturday29



LOOK!

65c Tapestry Carpets at 35c

Keen buyers will recognize this as a time to buy freely. There's a shipment of Tapestry Brussels in sight, and one way we've provided for its reception is by disposing of 500 yards of our present Tapestry Carpet Stock at a price that is quite sensational. Just 500 yards will be offered at 35c, which is a saving of about thirty cents on every yard.

No phone or mail orders; bring approximate measurement of rooms with you, as no carpet can be reserved at this price.

In the Rug Section, too, there are startling happenings on Saturday:

Wilton Rugs, 4½ ft. x 6½ ft. 6.85

Wilton Rugs, 4½ ft. x 7½ ft. 7.95

Wilton Rugs, 4½ ft. x 9 ft. 10.95

The Greatest Clearance of LACE CURTAINS

that this Store has ever undertaken begins to-morrow morning at 8 o'clock on the Fourth Floor.

Seven thousand pairs of Nottingham and Swiss Curtains! That ought to be enough for one day's sale; but maybe you'll change your mind when you read these prices!

It is safe to say that not a home in Toronto owns its curtains at such prices as these. And it follows that not many home-makers will let this opportunity pass.

FIVE PRICES that will make you hold your breath—set the alarm clock for an early start.

EXTRA SALESPERSON—QUICK SERVICE—FOURTH FLOOR.

\$1.50 Nottingham
Curtains at
87c

\$1.75 Nottingham
Curtains at
\$1.19

\$2.25 Nottingham
Curtains at
\$1.47

\$3.50 Fine Nottingham
Curtains
\$2.38

\$4.50 Swiss Curtains at
\$3.29

The actual values of these Curtains range from \$1.10 to \$1.50 a pair. There are curtains to suit any room, every style of plain or fancy border, and plain and dotted net centres.

Comprising Curtains worth \$1.75 and \$2.00 a pair, white or ivory, 3 and 3½ yards long, all widths up to 60 inches. A wide range of patterns.

A great collection of Curtains in beautiful new patterns; ivory, cream or ecru, for any room, as required; not many pairs of a pattern, but a great many patterns.

The best grade of Nottingham Curtains in fine lacy patterns, producing the effect of old hand-made curtains, all widths and lengths. Worth \$3.50 to \$4.50 a pair, for \$2.38 a pair.

Irish Point Curtains, 3½ yards long, 50 inches wide, very special quality bought to sell "special" at \$4.50. Now reduced for Saturday to \$3.29.

Other special lines in Point Arabe, Irish Point and Marie Antoinette at Extra Special Prices.

A Feature of Exceptional Interest : : In the above we make a feature display of very fine Lace Curtains, worth from \$20.00 to \$50.00 a pair, at an extensive reduction—in some cases nearly one-half.

The Worst to

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PUT IT UP T

Turks Challenge to Ju

CONSTANT meeting held to St. Sophia a tele Italy's declaratio was formulated. parliaments of t arbitration meet chalist organizati Peace Tribunal.

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BLOODLESS

MEXICO CITY sio Figueroa, in Chapa, in the s tuesday captured placed them in i believes that he broken the stren miser, who has States of Morel re for months Martial law i Chiapas, where let, with capital Tuxtla Gutierrez mason, headed who has notified the interior that th party is ready the recent state lent.