

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.

Southeasterly and southerly winds; fair; shower at night.

SIMPSON

This Page Tells the Secret of Successful Thanksgiving Shopping

In the New Fur Section

Thanksgiving Week is the week for your visit to our new Fur Section. The stock is at its best, and new models will be shown for the first time. Many styles are exclusive, and cannot be duplicated. Even when this is not the case, "a first choice" is best. Particulars of some of the magnificent Simpson furs follow:—

New Models in Hudson Seal Coats, guaranteed Chapell's best French dye, from 36 to 54 in. long; some are full sacque back, with large cape collar; others are semi-fitting, with cape collar, or the long roll collar, extending below the waist line, handsomely lined with best French satin. Priced from... **\$80.00 to 250.00**

New Designs in Persian Lamb Coats, from the smart 30-inch to the full length garment of 54 inches. Every coat is made from the best selected No. 1 skins; small, medium and large curls to select from; lined with French brocade satin, and handsomely finished. 30-inch, **\$200.00**; 36-inch, **\$225.00**; 50-inch, **\$365.00**; 54-inch... **400.00**

Natural Canada Muskrat Coats, suitable for motor or street wear; dark, full-furred skins; 48 to 50 inches long; lined throughout with good brown satin; deep storm collar and large revers; sleeves have cuffs; a splendid wearing coat. For this week's selling only reduced from **\$75.00 to 62.50**

Fur-lined Coats, in the new fall and winter shapes, made from imported French broadcloth, semi-fitting, nicely tailored with self-strapping, lined with best prime Canada muskrat, stylish, well fitting, serviceable garments, 50 inches long, in black only, with western sable collar and revers... **44.50**
With Alaska Sable Collar and Revers... **50.00**

Our Black Fox Furs are acknowledged to be the best and most stylish shown in Toronto. We guarantee every article we sell in this fur to be genuine Leipzig dye. We have dozens of styles to select from—they are the equal, and in many cases superior both in style and finish to the best Paris and New York models. Neck pieces from **\$17.00 to \$125.00**; Muffs, from **\$17.50 to \$75.00**.



Our fat friend here is ready; he bulges with the fat of the land; he has been carefully filled with good things in order that he may be served up in fitting style.
The Simpson Store is ready; it bulges with the best of the world produces; it has been carefully filled with the best in order that customers may be fittingly and satisfactorily served.

Read About These Magnificent Furs, Laces, Clothes, Housefurnishings, etc.

The Simpson Store is the Home of Beautiful Laces

Dame Fashion is a fickle jade, and carries us far and wide in search of something new wherewith to adorn our dresses. Again she takes us back to old times and old styles, and we are bound to admit that they are very beautiful.

It has lately been decreed that we seek inspiration from the peasants, and we have done so.

France, England, Austria, Belgium and numbers of other "lace countries" are constantly contributing their quota of the newest novelties to The Simpson Lace Department, and to-day our laces represent all that is

- new and fashionable, as shown by leading manufacturers and used by Parisian dressmakers.
- French Chantilly Laces**, in beautiful shadow effects, in ivory or Paris ecru. Per yard... **.75 to 3.00**
- Flat Venice or Italian Filet Laces**, exquisite in designs, in ivory or Paris ecru. Per yard... **2.00 to 6.00**
- Irish Guipure and Point de Gaze**, in white, ivory or ecru. Per yard... **.25 to 3.00**
- Real Rose Point and Duchesse Laces** (with insertions to match). Per yard... **15.00 to 90.00**
- All-over Laces**, in beautiful patterns, 18 inches wide, ivory, white or Paris ecru. Per yard... **1.25 to 7.50**
- Fine Saxony Embroidered Nets**, in pretty floral patterns, very fine quality, in white, ivory or Paris ecru. Per yard... **.65 to 2.00**
- Fine Bretonne Tucked Nets**, in black, white, ivory or ecru. Per yard... **.35 to 1.25**

In the Waist Dept.

In a department teeming with lovely waists, specially prepared for Thanksgiving, we pick three at random, but a personal visit will prove that it is possible to gather together such variety of style and materials which would otherwise appear an impossibility at prices ranging from **\$1.95 to \$5.00**.

\$3.95 is a superb quality silk messaline, made in open back style, front and yoke is formed of four rows of silk piping, trimmed with silk buttons, sleeve in long kimono style, with tucked collar and cuff, colors are black, navy, brown, dark red and purple. All sizes to 42 inches. Special Thursday... **3.95**

\$2.48, a beautiful wool cashmere waist, made kimono style, ¾ sleeve, front and down sleeve are piped and buttoned with black satin, all dark colors and black. Sizes to 42 inches. Special, Thursday... **2.48**

\$2.48, a splendid cotton voile waist, in ivory only, made kimono style, half sleeves, 6 inch real linen Cluny lace down front, and also forms a broad panel across shoulder and down sleeve, cuffs of same lace, all sizes to 42 inch. Special Thursday... **2.48**

- ### CHINA
- 60 pieces Rich Venetian Glassware, hand painted—bon bon dish, cornucopia, flower vase, water jugs, etc. Special value, Thursday... **1.95**
 - 200 Brass Flower Baskets, brush finish. Regular **\$1.25**, Thursday... **.49**
 - Cut Glass Salts and Peppers, Special Thursday, pair... **.49**
 - 2,000 Cups and Saucers, in dainty Austrian and Japanese China. Special value, Thursday... **.10**
 - 360 German China Cuspidores, in floral decorations... **.25**
 - 100 only, Good Bred Jardinieres, in rubian glass colorings. Thursday, special... **.49**
 - Complete Dinner and Tea Service for 12 people, in the popular Crown Derby design, in best English semi-porcelainware. Thursday... **16.50**
 - Sugar and Cream Sets, in Nippon ware with rich gold decoration. Thursday, set... **.75**
 - 14-piece Chocolate Set, in Japanese China with enameled gold finish. Thursday, special... **3.95**

Boot Specials for Thursday

300 pairs Women's Boots, made of selected patent colt leather, with dull matt calf uppers, button and Blucher styles, New York and Cuban heels, in the latest fall and winter lasts. Sizes 2½ to 7. Thursday... **2.49**

400 pairs Men's Boots, in Dongola kid and box calf leather, made in the popular Blucher style, single and double Goodyear welted soles; solid leather all through; Sizes 6 to 11. Thursday **2.49**

Cool Weather Suggestions for Women's Underwear

Corset Covers
fine white nainsook, daintily trimmed with hemstitched lace insertions, beading, silk ribbon and lace frills; sizes 32 to 44 bust. Regular price 65c each. Thursday each... **.35**

Women's H. and W. Brassiere
or bust supporter and corset cover in one, fine white percale, trimmed with fine embroidery and lace, crosses in back, short steels in front section; sizes 32 to 44 bust measure. Regular value \$1.25 each. Thursday, each... **.75**

Women's Black Equestrienne Tights
fine ribbed wool and cotton mixed, with elastic band, in closed style, or saten band in open style, ankle length, unshrinkable make; sizes 32 to 38. Regular price \$1.00 a pair. Thursday, a pair... **.59**

600 Pairs E. T. Corsets
heavy white coutil, medium bust, long hips, all fine steel filled, 4 wide side steels, 4 garters, lace trimmed; sizes 18 to 26 inches. Thursday, a pair... **.50**

Women's Vests and Drawers
slightly imperfect, clearing several makes and styles, in heavy ribbed merino and all-wool; vests are high neck, long sleeves, button front, a few nursing style included; drawers are white or natural color to match; sizes 32 to 38. Regular prices 75c and \$1.00 each. Thursday each... **.59**

Children's Sleepers
heavy knitted merino, natural color, high neck, long sleeves, feet attached, buttoned down back, drop seat; sizes 2 to 10 years. Regular prices 50c to 65c each, according to size. Thursday, all sizes... **.50**

Bedroom Furniture

Dressers, in pure white enamel finish, a neat pattern, with good mirror. Thursday... **9.75**

Dressers and Washstands, in pure white enamel finish, well made throughout with oval plate mirror. Thursday... **12.75**

Dressers, in genuine quarter-cut oak, also in mahogany, with square or oval plate mirror. Thursday... **15.75**

Dressers, in Colonial design, finish dull mahogany, of good design and expert workmanship. Thursday... **33.75**

Linens and Staples

500 yards English Unbleached Sheet-ing, good heavy quality, free from specks, 63 inches wide. Thursday per yard... **.33**

200 pairs Fancy Striped Bath Towels, a good towel for general use. Thursday per pair... **.33**

100 pure Linen Damask Cloths, new bordered designs, 2 by 3¼ yards. Regular \$2.50. Thursday... **2.00**

- ### On Sale TO-DAY
- Women's \$17.50 Coats... **\$6.98**
 - Pictures worth \$7.95... **\$1.00**
 - Women's \$15.00 Imported Blouses... **\$5.00**
 - Men's Chesterfield Overcoats... **\$9.90**
 - Men's Neglige Shirts, up to \$1.25... **44c**
 - Women's \$3.50 Corsets... **\$1.25**

Up-to-Date Clothes for Women

Nothing could be more stylish, and serviceable, too, than a smart velvet suit. Here are particulars of such also interesting items about the new fall and winter coats:

A Velvet Suit
New model, very striking, square collar, jauntily trimmed with silk braid. Skirt cut on entirely new lines, which has a full length back panel; comes in colors of brown, green or black. Price... **39.50**

Misses' Corduroy Velvet Suit
A very dainty suit of high-grade cord velvet, semi-fitting coat, lined with a colored silk; skirt is cut plain to give girlish effect; colors are brown, wine and green. Price... **19.50**

A One-piece Velvet Dress
Very up-to-date dress, particularly effective is the large slanting collar, trimmed with silk fringe; a high waist, or empire skirt is given added grace by a silk girdle and tassel; black only. Price... **29.50**

New Coats
A sealette coat that is quite as effective as real seal; it is made on close-fitting lines, and is fastened on front with handsome braid ornaments; has a plain sleeve, with turned back cuffs; lined throughout with black satin. Price... **37.00**

Black Silks and High-Class Dress Goods

Black Silk Cordé, Rich Black Peau-de-Sole, Black Mouseline Duchesse, Black Satin Paillette, Black Satin Messaline, every yard of these silks we guarantee to give every satisfaction, when first specially adapted for coats, suits, dresses, waists, etc. 32-in. and 40-in. wide. Regular up to \$2.00 per yard. All one price Thursday, per yard... **1.34**

Satin Messaline Liberty Satin, French Paillette Satin, Merveilleux and Satin de Chine, ivory and black, beautiful for dress or slips. Regular 50c quality. Thursday, special, per yard... **.69**

Wide Wale Diagonals, College Serges, Tweeds, Panamas, Homespuns, West of England Suitings, Black Broadcloths, etc. All guaranteed pure wool qualities, thoroughly sponged and spot proof, 50 to 54-in. wide, Regular to \$1.50 per yard. Thursday... **.97**

Dress and Suiting Fabrics, in heavy, medium and light weights, suitable for street, house or evening gowns, including tweeds, San Toys, cashmeres, Panamas, tartans, shepherd checks, silk striped voiles, silk striped taffetas, etc. Every wanted color in the assortment, all guaranteed qualities. Worth from 60c to 75c per yard. 42 to 46-in. wide. Thursday... **.47**

Bordered Delaines—A further shipment from a French manufacturer, in beautiful designs and colorings, with rich Persian tape and other contrasting borders. Pure wool qualities and guaranteed fast dyes. 30-in. wide. Thursday... **.44**

Groceries and Provisions

- 2,000 lbs. Dairy Butter, in prints, per lb... **.38**
- Finest Sugar Cured Ham, half or whole, per lb... **.18**
- Split Peas... **8 lbs. .25**
- Pot Barley... **7 lbs. .25**
- Edwardsburg or Beehive Table Syrup... **5 lb. half .25**
- Salt in 5-lb. bags... **3 bags .14**
- 2,000 qt. Gem Jars, Pure Orange Marmalade, per jar... **.25**
- Maggi Soups, assorted... **6 packages .25**
- Heather Brand Flavoring Extracts, assorted 2½-oz. bottles 3 bottles... **.25**
- Mixed Pastry Spice, 3-oz. tin, shaker top, per tin... **.75**
- Rich Red Salmon, Gold Ring brand, per tin... **.40**
- Finest Cape Cod Cranberries, per quart... **.15**
- Imported Pure Malt Vinegar, Imperial quart bottle... **.25**

Lace Curtains at Half Price

Stock-taking has brought to light about two hundred pair of Swiss and Nottingham Lace Curtains, of which there are only one pair or in some cases two pair of a pattern. Some are slightly soiled from handling. These are ready for a rush sale on Thursday morning:

Were.	Al.	Were.	Al.
Battenberg Curtain... \$15.00	\$ 7.50	Irish Point Curtains... 8.50	4.25
Battenberg Curtains... 10.00	5.00	Irish Point Curtains... 7.00	3.50
Arabe Curtains... 42.00	21.00	Nottingham Curtains... 4.00	2.00
Point Duchesse... 30.00	15.00	Nottingham Curtains... 3.00	1.50
Irish Point Curtains... 8.00	4.00	Nottingham Curtains... 2.50	1.25
		Nottingham Curtains... 2.00	1.00

Carpet Squares

Special price for to-morrow in discontinued designs. STANDARD QUALITIES.

Imported English Seamless Axminster... 9x7	6.9x12	10.6x12	10.6x12.6
Wiltons... \$18.50	\$22.85	\$33.75	\$37.85
Imported Wiltons... 9x12	11.3x12	11.3x13.6	11.3x15
	\$39.83		\$42.19

Best quality Brussels and Wilton, made up from short ends of carpet in odd sizes at less than half price. Don't miss these. Linoleum attractions—A nice clean new floor for Thanksgiving, two special items.
Scotch Inlaid Linoleum, manufactured from design at this special price, square yard... **.97**
Heavy Printed Imported Linoleum, square yard... **.89**

Outerwear & Underwear for Men & Boys--Worth Buying

Winter Ulsters, grey tweed, double-breasted, convertible collars, excellent style and a fit guaranteed... **12.50**

Black Melton Overcoats, Chesterfield style, black velvet collar, three-quarter length... **15.00**

Fancy Vests, new shades, greys and browns, black and white mixtures. Regularly sold at \$4.25. Thursday... **2.50**

Boys' Overcoats, with convertible collars, in an extra quality brown striped tweed. Sizes 26 to 29, **\$7.50**; sizes 30 to 33... **8.00**

Boys' Norfolk Suits, with bloomer pants; made from English tweed; sizes 25 to 28, **\$4.00**; sizes 29 to 32... **4.50**

Sweater Coats, winter weight, in a variety of colors, roll collars, some without collars, with piped edges. Regular to \$3.00. Thursday... **1.98**

English and American Stiff Hats, in great variety, fine fur felt, black only, sizes 6½ to 7¾.

Soft Hats, samples, plain and rough finishes, various colors. Regular \$1.50 to \$2.00. Thursday... **.75**

The **SIMPSON** Company Limited

PROBS: ...

The Globe to devote up warehouses. great idea. H it? As The would be put of it? There be devoted rather fancy scheme to ex up north to There is section of T spadina-road Parc and the valuable area of suitable fr a very poor World's sug such as that way yards, is and the railw dents north-

The above tween the line World does n the way up to certainly go u with the w without the sh north of Knox champion, and The Globe hap

We would sit for a wh westerly. Will nected with the undergrou houses would as far as requi structure. Th way started fr houses and fac under Wilton- factories who ground-extensi

We think Toronto for so

In the me is looking for a tics to any no above set out.

FOUR DAYS WHEN TH

Civic and Milit Plan Extensiv Holiday W

Ald. Maguire- tiation) and will meet Gen. the Toronto mil to draw up a p tion of the Duk

It was so decid committee held.

This royal hie four days, Nov. will be his first to as govern- Ald. Maguire- take up the ma ide on the ma should be expend the report ratification.

A meeting of Toronto will p rior to arrange the business bo cally.

The duke and their plans s tere about 6 o instead of 7 o more people ma them. They will rectly to the clt be officially wa freedom of the the next day a probably be he when the duke dera. A half h be declared on the four days a in social event

MORE ABOUT

"It's all very v er to the World roto, having en to say that I co ence a month a and half the th of the accomm and time after on what is cu You not only ne you want two n uptown."

The World has from a corrup big hotel shou Yonge and Blo pita forward th dal railroad sta in North Toron should be the p est and most up