

DIRECTOR-  
W. H. FUDGER  
A. E. AMER

THE  
ROBERT

SIMPSON

COMPANY,  
LIMITED

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THURSDAY,  
Nov. 14.

# TO-MORROW'S BARGAIN OPPORTUNITIES AT SIMPSON'S

Our customers from city and town who make it their prudent practice to take advantage of Friday prices at this store will find interesting news in this long, full list for to-morrow. Seldom indeed do so many good things happen on one day. Men's Boots, Ladies' Underwear, Carpets, Curtains, Furniture, Clothing Necessities of all the season for everybody---bargains all over the Great Store, a carnival of values. So come to-morrow if you can. Though you live miles out of Toronto it will pay you.

Visitors from outside points are welcome to all the conveniences afforded by this store.

## Dress Goods Bargains

English Military Serge, regular value \$10.00, Friday Bargain, 35.  
400 yards, 44 inches wide, all pure wool and yarn, dyed, colors brown, fawn, turquoise, mulberry, helle, red, royal scarlet and navy.  
French Cannel (Star Plaid), regular value \$12.00, Friday Bargain, 50.  
An elegant assortment of patterns and colors for girls' wear or shirt waists.  
Silk and Wool Plaid, regular 50c and 60c, Friday Bargain, 25.  
42 inches wide, in almost every pattern and correct colorings.  
English Black and Navy Suiting Cheviot, 54 inches wide, most of them with silk drapes, also sailor shapes, with corded silk bands, the regular prices have been 75c to \$1.00, Friday, 35.  
Silk stripe Underskirts, regular value 50c, Friday Bargain, 25.  
Aberdeen and Thistle Fabrics, 87 inches wide, in grey, navy, blue, pink and red silk stripes on grounds of navy, brown, myrtle and black.

## Girls' Reefers

Girls' New Reefer Jackets of navy boucle cloth, lined with strong twilled Italian, close-fitting collar, wide lapels, pretty trimmed with black braid, sizes 8 to 10 years, Friday, 2.49.

## Serge Dresses for Girls

48 Handsome Dresses for girls from 4 to 10 years, made of heavy all-wool serge, in navy, cardinal and brown, lined throughout, sailor collar and the trimmed with cream braid, regular price \$3.50, Friday, 2.45.

## Flannelette Wrappers

98c.  
200 Flannelette Wrappers, in four new and pretty styles, cut with full skirt and deep full, fitted waist lining, choice colorings, sizes 22 to 40, regular price \$1.50 to \$1.75, Friday, 98c.

## Silk Petticoats, \$2.19

100 Petticoats of English silk, in three dark shades of green, purple and bronze, made with beautifully watered, selling at 80c per yard, on Friday, 2.19.

## Tailor-Made Costumes, \$3.00

23 Tailor-Made Costumes, of Cheviot and homespun, odd suits of lines that were \$7.00 and \$8.00, Friday, 3.00.

## Bargains in Ladies' Underwear

50 dozen only Ladies' Heavy Ribbed Vests, fleece quality, high neck, four sleeves, closed fronts, lace trimmed neck, ribbon ties, a warm, never wet, reg. price 25c each, Friday Bargain, each, 12c.  
60 dozen Ladies' Heavy Ribbed Wool and Cotton Sleeveless Vests, natural color, neck, long sleeves, button fronts, straight or shaped, overworn seams, all sizes, regular price 40c and 45c, Friday, 29c.

## French Dress Organdies, 15c

330 yards only 34-inch, 47-inch and 68-inch Fine French Dress Organdie, in colors of red, cream, navy, and pink, made of dress navy and milky, clearing up of dress lengths and short pieces, all perfect goods, from our 30c, 35c and 40c lines, Friday, 15c.

## Cushion Tops and Embroidery Tops

600 Stamped and Tinted Cushion Tops, designs from the music room, the drawing room, the smoking room or the eastern corner, all the best designs, regular price 30c each, Friday, 25c.  
1500 Skirts Art Embroidery Silks, in blue, cream, navy, and pink, made of 5 skeins, per bunch, Friday, 5c.

## Bargain Ribbons

530 yards Pretty Neck Ribbons, in plain and hemstitched taffetas, moires, double satin and fancy good colors and regular 20 and 25c per yard, Friday, 12c.  
420 yards Double Satin and Gros-Grain Ribbons, 2 and 3 1/2 inches wide, splendid range of shades, regular 10c to 15c yard, Friday, 8c.

Our Lunch Room of the Fourth Floor is the largest and most reasonable priced in the city. We serve a special shopper's lunch for 20c, which cannot be equalled elsewhere for double that sum.

## Big Millinery Bargains

86 only Misses' and Children's Hats, manufacturers' samples, no two being alike; they are silk and velvet, velvet and fur, and embroidered silks, colors cardinal, navy, green and cream; the regular price would be from \$1.25 to \$2.50, each, Friday, 68c.  
120 Ladies' and Misses' Ready-to-Wear Hats, odd lots, most of them with silk drapes, also sailor shapes, with corded silk bands, the regular prices have been 75c to \$1.00, Friday, 35c.  
A table of Wings, Quills and Fancy Feather, good colors and black and white, regular 25c to 40c, Friday, 10c.

## Melton Cloths

300 yards 40-inch Heavy Melton Cloth, in colors of navy, fawn, brown, myrtle, fawn and grey, suitable for children's and ladies' winter dresses, etc., regular 14c, Friday, 14c.  
20 pieces 48-inch Fine Twill Costume Cloth for tailor-made suits and skirts, colors grey, Oxford, myrtle, navy, brown, blue, fawn and black, extra special quality, will not wear or shrink, regular value 30c yard, Friday, 24c.

## Friday Silk Bargains

Odd shades of Colored Satins, 24 inches wide, the colors are pink, pale blue, purple, Nile green, grey, sea, heliotrope, sage green and white, regular value 35c, Friday, 35c.

800 yards of Taffeta Silks, Lyons pure dye and finish, good rustle and firm reliable make, superior quality, in a fine range of beautiful colors, including white, ivory, and black, regular value 60c per yard, Friday, 48c.

1000 yards of Fancy Striped, Figured, Tartan and other Plaid Taffeta, pure silks, good qualities, 21 inches wide, suitable for waists, trimmings or full dress, regular value 80c and 85c, Friday, 65c.

Full Skirt Lengths of Elegant Blue Moire, Yellow Silk, beautifully watered, selling at 80c per yard, on Friday, 65c.

## Two Good Wall Paper Bargains

800 rolls Heavy Gilt American Wall Paper, with borders and ceilings to match, in choice colors and designs, regular value 85c and 10c per roll, Friday, 75c and 90c.  
600 rolls Heavy Embossed Gilt Wall Paper, with 18-inch friezes and ceilings to match, in choice shades of cream, silver, grey, buff, green, scroll, floral, empire designs, suitable for parlors, halls, and bedrooms, regular price 30c and 35c per single roll, Friday, 15c.

## A Blanket Bargain

250 pairs Blankets, consisting of all pure wool, grey and white, unsurpassed, guaranteed absolutely pure, soft, lofty finish, sizes 60 x 80 and 62 x 82 inches, regular value \$2.75 and \$3.15, Friday, 2.00.

## Cottons and Linens

1500 yards Heavy Printed Wrapperettes, 28 and 29 inches wide, assorted in medium and dark patterns, regular value 5c, Friday, 5c.  
1800 yards Heavy Bolton Unbleached Sheet, in plain or twill, 72 inches wide, absolutely pure, regular value 13c and 20c per yard, Friday, 12c.  
600 yards Heavy Unbleached or Cream Tabling, 64 inches wide, assorted in floral designs, special close weave, Irish manufacture, regular value 40c, Friday, special, 35c.

## \$2.75 Umbrellas for \$1.48

84 only Ladies' and Gent's Umbrellas, odd lots, handsome handles; the covers are all silk and wool, in taffeta and florals, not on worth less than \$2.25, many as high as \$2.75 each, Friday, 1.48.

## Palms and Bulbs

100 Palms, that were selling at \$1.50 to \$2.00 each, Friday, bargain price, 75c.  
Crocus, Snowdrops, Blue, Yellow, Grape, Hyacinths, Anemones, Neapolitan and Iris, Hippocampus, about 8000 bulbs in all, clear \$1.50, Friday, 35c.  
Tulips, Freesia, Refectia, Alibi, Narcissus, double white, regular 25c dozen, Friday, 20c.

Customers living outside Toronto may have their parcels delivered to the train if they wish to return by if they will arrange it at the transfer office.

Visitors to the big store are cordially invited to check their parcels and valises at the Parcel Office. No charge whatever will be made for this little convenience.

You will find our comfortable Resting Rooms very pleasant during a day's shopping. You may write your letters there, arrange to meet your friends there and use it freely at all times of the day.

## Overcoats and Suits

65 only Men's Fine Winter Overcoats, made in single-breasted Chesterfields and full box back styles, self and velvet collars, navy blue and black heathers, also light and dark grey chevrons, deep facings, good durable Italian cloth, hair linings and half-width sleeve linings, sizes 34-44, regular \$7.00, \$8.50 and \$4.50, while they last, Friday, 3.00.

100 Men's Heavy Frieze and Nap Cloth Suits, made double-breasted, with high storm collar, dark Oxford navy blue and brown shades, strong checked tweed or flannel lined, well tailored and finished, sizes 34-44, regular \$4.00, 2.98 and \$4.50, Friday, 2.59.

65 only Boys' Navy Blue Nap and Brown Frieze Suits, made double-breasted, with high storm collar, checked tweed and farmers' satin linings, strongly sewed, sizes 22-28, regular \$2.50 and 1.98, \$3.00, Friday, 2.59.

58 Boys' Fine Canadian and English Tweed Three-Piece Suits, light and dark grey and brown in plain and neat checked pattern, single-breasted style, nicely made and lined, with strong Italian cloth, sizes 28-36, regular \$4.00, \$4.00 and \$5.00, Friday, 2.59.

## Men's Bargains

Men's Fine All-Wool Underwear, Shetland shades, satinet trimmings, covered buttons, shirts double-breasted, ribbed skirts, cuffs and ankles, small, medium and large sizes, regular 50c per garment, Friday, 33c.

Men's Fine Arctic Fleece Lined Underwear, medium weight, French neck, satin bound, pearl buttons, overstocked seams, double-breasted, ribbed cuffs and ankles, sizes 34 to 44, regular 50c per garment, Friday, 49c.

Men's Fine Silk Neckwear, fancy stripes, checks and plain colors, in flowing ends, graduated, Derby, bow, puff, strings and American De Jours, regular 15c, Friday, 12c.

Men's Fine Broadcloth Elastic-Web Suspenders, modern cuts, regular 12c, Friday, 10c.

Men's Fine Imported Cardigan Jackets, notched bound, double button cuts, two pockets, black and brown colors, medium and large sizes, regular 75c, \$1.00, Friday, 65c.

50c Men's and Boys' Shirts 30c.  
Men's and Boys' Fine Arctic Fleece Lined Underwear, collar attached, pearl buttons, double attached seams, patent cuffs and ankles, sizes 34 to 44, regular 50c, Friday, 39c.

## Boys' \$1 Boots, Friday 65c

50 pairs only Boys' Whole Foxed Boston Calf Lace Boots, neat and strong, sizes 11, 12, 4 and 5, regular price \$1.00, \$1.00, Friday, 65c.

Boys' Boots, above size 11, on men's balance.

Ladies' Finest Quality English Made Ringed Gloves, made from softest pure wool yarn, in fancy patterns, black and white, makers' sample pairs, regular 35c, Friday, 19c.

Ladies' Pure Wool Black Cashmere Gloves, fleece lined, silk finished, self-stitched, sizes 5 1/2 to 8, a 20c quality, Friday, 15c.

Ladies' Finest Quality Pure Wool Lined English Made Rodeo Gloves, self-embroidered, guinea, blue-green, elastic wrists, far top, Dent's regular \$1.50, made in grey only, Friday, per pair, 75c.

## Our Christmas Catalogue.

For 2 cents you can solve the problem of Christmas Presents. Our new illustrated catalogue and price list of Christmas goods just out is full of suggestions of sample presents for everybody. The children will be delighted with the pictures of new toys. Cut this corner off, sign your name and postoffice on it, put it into an envelope stamped with a two-cent stamp and you will receive by return mail our beautiful Christmas Pamphlet Free.

Christmas Pamphlet Free.

Fill in Name and Address, enclose 2-cent stamp and mail to us.

Address

The Robert Simpson Co., Limited.

Cut off This Corner.

NAME

ADDRESS

## Savings in Carpet and Oilcloth

578 yards English Brussels Carpet, some with borders and 3 stairs to match, a good wearing carpet, a full range of colorings and patterns to select from, regular price \$1.78 per yard, on sale Friday, 1.29.

300 yards Good Tapestry Carpet, 27 inches wide, very suitable for bedrooms, a large range of patterns to choose from, regular price, per yard, 40 and 45 cents, on sale Friday, 29c.

368 yards Heavy Union Carpet, 36 inches wide all good, reversible patterns, a fine line of colorings to choose from, in reds, green, and fawns, regular value, per yard, 24c, 35c, for 20c.

40c Heavy Scotch Oilcloth for 27c.  
803 yards Heavy Scotch Oilcloth, up to 2 yards wide, in a beautiful range of tile, block and floral effects, suitable for kitchens, halls, etc., reg. 40c per yard, Friday, 27c.

## Curtains and Upholstery.

113 pairs Fine Quality Nottingham Lace Curtains, 50x60 inches wide, 3 1/2 yards long, white and cream, all finished with lock stitch edges, beautiful patterns, suitable for a window, reg. \$1.25 per pair, Friday, 85c.

68 pairs Tapestry and Chenille Curtains, up to 50 inches wide, 3 yards long, with heavy fringe top and bottom, all good reversible patterns, a full range of colorings to choose from, on sale Friday, per pair 2.60.

196 yards Fancy English Cretonne, 36 inches wide, in a good soft finish, beautiful patterns and colorings of pink, blue, green, regular 25c and 30c per yard, on sale Friday, 18c per yard.

375 Window Shades, 37x70 inches, mounted on good spring rollers, trimmed with insertion, complete with tassels, regular 60c each, on sale Friday, each, 42c.

## Friday Furniture Bargains.

72 only Iron Beds, white enamel finish, heavy post tops and filling, pretty designs, sizes 3 ft. 3 in. 6 in. and 4 ft. 6 in. 6 in. long, regular price 4.25, Friday, 3.25.

100 Woven Wire Spring Mattresses, heavy maple frames, strong tested steel wire, strongly reinforced throughout, and mixed sea grass and wool mattresses in good quality, ticking all sizes, regular price 4.00, Friday, 2.79.

8 only Bedroom Suites, selected hardwood, golden oak finish, neatly hand-carved, bureau has four drawers, fitted with 22x28 in. beveled mirror plate, large combination washstand, with shaped top, bed 4 ft. 2 in. wide, regular price 17.00, Friday, 12.45.

45 only Parlor Tables, quarter-cut golden oak and mahogany, polished tops 24x34 inches, fancy turned legs and shaped shelf, regular price 2.35, Friday, 1.50.

12 only Book Cases, hardwood, golden oak finish, neatly carved, fitted with pigeon holes, regular price 4.75, Friday, 3.40.

39 only Rocking Chairs, hardwood, golden oak finish, high backs, embossed, carved shaped arms, solid leather cobbler seats, regular price 1.90, Friday, 1.25.

12 only Kitchen Cabinets, white basswood tops, two baking boards, 2 drawers divided for spices, etc., 2 large flour and meal bins, regular price 5.75, Friday, 4.60.

## Friday Basement Bargains

Granulate Tea and Coffee Pots, Nos. 20 and 25, reg. price 32c, Friday 23c.

Granulate Round Pudding Pans, 4 quart size, regular price 16c, Friday, 12c.

Granulate Drinking Cups and Mugs, assorted sizes, regular 7c, 8c and 10c, Friday, 5c.

Kitchen Clothes Racks, attach to wall, with 5 swing arms, each 24 in. long, regular 15c, Friday, 10c.

"Dubois" French Shoe Blacking, regular 5c tin, Friday, 2 for 5c.

Carving Knife and Fork, and Steel, 9 inch blade, curved steel, 2-prong fork, with guard, finely ground, stag handles, regular \$1.25, Friday, 70c.

## Friday Bargains in China and Glass

We intend closing out the balance of Fine Chinese Churns, prices at half and less:

AT TEN CENTS--Tea, Breakfast, Dinner and Soup Plates, Powder Boxes, etc.

AT FIFTEEN CENTS--Pickles, Cream Jugs, Soup Bowls, Bread Plates, Coffee Cups and Saucers, etc.

AT TWENTY-FIVE CENTS--Platters, Bakers' Biscuit Jars, Straps, Salads, etc.

AT FIFTY CENTS--14-inch Platters, Gravy Boats, etc.

AT SEVENTY-FIVE CENTS--16 and 18 inch Platters, Vegetable Dishes, etc.

## DECORATED GLASS TUMBLERS.

green, blue and amber colors, white choice decorations, regular \$1.50 dozen, Friday, 6 for 50c.

BOWLS--White Ironstone. Bowls and decorated earthenware, regular \$1.50, Friday 50c.

200 Writing Tablets, large size, bound in green and smooth finished papers, ruled or plain, regular price 15c, Friday 10c.

200 packages White and Cream Laid Note Paper, 60c, clear quality, ruled or plain, 5 quires in package, Friday, per package, 50c.

Square Envelopes to match, 2 packages for 5c.

600 Exercise Books, smooth wave paper, large-size covers, illustrated in patriotic designs, regular 4c, Friday, 2 for 5c.

## Splendid Book Bargains

Two books for the price of one, bound in library style, in fine linen cloth, Oyster and title, good paper and print, published price \$1 per set, 200 on sale Friday at, per set, 40c.

Some of the titles are: Charles O'Malley, Harry Lorrequer (Lecky); French Revolution, Sartor Resartus (Carlyle); Egyptian Princess, Uarda (Ebers); Pickwick Papers, Barnaby Rudge (Dickens); Hyacinth Wood (Kingsley); Much Ado About Nothing (Shakespeare); White Company (Doyle).

Bibles--A \$4 Bible for \$1.50

35 only Teachers' Bibles, bound in best Algerian Morocco, with solid leather binding, turned edges, silk sewn, clear emerald type, on India paper, complete helps, maps and concordance; the makers' price for this Bible is \$4, our regular price \$2.50, on sale Friday for \$1.50.

## Bargain Groceries

Extra Standard Granulated Sugar, 11 lbs. Friday 50c.

Choice Table Raisins, regular 15c, while they last, per lb., Friday 10c.

Special Blend Indian and Ceylon Tea, in handsome 1-lb. caddies, regular 30 cents per caddy, Friday 14c.

Rich's Imported Crystallized Ginger, regular 40c, while it lasts, per lb., Friday, 25c.

Choicest Dairy Butter, 1 lb. rolls, per lb., Friday 20c.

## Popular 50c Music at 23c

My Blushing Rose.  
When You Were Sweet Sixteen.  
Mandy Lee.  
Mr. Volunteer.  
Perhaps Love's Dream Will Last Forever.  
Day by Day.  
Stay in Your Own Back Yard.  
When the Harvest Days Are Over.

You Needn't Come Back Home.  
Fatal Rose of Red.  
Go Way Back and Sit Down.  
When Santa Claus Comes Round Again.

Instrumental.  
Mosquitoes on Parade.  
Coronation Edward VII. March.  
Hunky Dory, two-step.  
Marching to the Music of the Band.

Special for Friday.  
Christmas, 1900, March and two-step, regular 25c, for 10c.

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Store Opens 8 a.m., Closes 6.