

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Westerly gales; much colder; local snowfalls.

SIMPSON

'Tween Holiday Attractions at the Simpson Store

A store that is not run for the sake of Christmas trade alone, although it gives the best of values, the widest assortment, and the service that makes and keeps friends right up until the last moment.

The Simpson Store is an all-the-year-round store.

The values now being offered in every section are better, if possible, than before the holiday, and there is vastly more comfort in buying now when the crowds are thinned.

Strangers in town will receive courteous attention everywhere in the store. It is one of the show places of Toronto, particularly for the newer modes and home suggestions.

An Important Event For the Suitings

SALE OF ENGLISH, FRENCH AND SCOTCH SUITINGS, AT 93c PER YD.

This special includes some of the newest weaves and color combinations imported from the leading markets of Europe, new Bannockburn and Galashiels suitings, in two tone and heather mixtures.

New English worsteds, in plain clerical greys, new manish designs, including stripes, checks, etc.; rich Sedan broadcloths from France and Austria, in every wanted shade, of pure botany wool, and guaranteed thoroughly shrunken and spotproof; West of England college serges, in the new mill finish, in a full range of colorings, navy and black; pencil stripe worsted suitings, in navy and black grounds, with fancy contrasting stripes; cream suiting serges, in fine medium and wide twills, which promise great popularity for spring wear; French and English San Toy Suitings, in lighter weights for spring and summer wear; English tweeds, in great variety, new greys, browns, blues, tans, etc., all pure wool and thoroughly shrunken, etc.

This huge clearing creates for you a more than ordinary opportunity to provide your winter or spring suit at a large saving. Many of these lines are marked down below half price, and all are new, clean, modish fabrics. Reg. value up to \$2 per yard. Thursday, per yard .93

In the Silk Section

\$1.00 FANCY STRIPE SUITING CORD VELVETS 49c YARD.

Grey and Black, Blue and Grey Stripe Suiting Cord Velvets, the balance of a manufacturer's velvet stock bought right, and with every yard guaranteed fast pile; a good heavy quality for coats, suits and dresses; 27 in. wide. Regularly \$1. To be cleared Thursday, per yard .49

Black Satin Paillette, heavy quality of firm, even weave, and deep, full black, guaranteed, 40 in. wide. Per yard .98

For Women Who Have Evening Engagements

Warm wraps that will cover without crushing dainty fabrics are an absolute necessity. Their cost need not be high if they come from such lots as we offer for Thursday, but they are extremely effective.

A collection of Women's Evening Wraps, in a variety of models; includes a number of French and German samples. They have large collar, a fold of black satin, and bell sleeves. Others have long backs, beautifully embroidered. All are lined and interlined. The colors are pastel shades of rose, tan, green, blue, crimson and champagne. Regular prices were up to \$27.50, for 15.95

Women's and Young Girls' Evening Dresses

Captivating Evening Dresses, made on one-piece models, have high collars or semi-low necks, outlined and trimmed with bow-knots, crystal trimming or narrow lace insertion. Skirts have high waist effect; others silk cord and tassel garniture. Shades are mauve, pink, pale blue and ivory.

Prices \$15.00, \$17.50, \$18.75 and \$23.00



A Cold Weather Special

Warm Winter Underwear for Women and Children

Thorough comfort in every piece of this fine underwear, as well as decided savings in price.

Women's Vests and Drawers, heavy ribbed white cotton, with warm fleece lining; vests high neck, long sleeves, button front; drawers to match, ankle length, either style; sizes 32 to 38 bust. Regularly 50c to 60c each. Thursday, each .35

Children's Sleepers, fine heavy ribbed merino, natural color only, high neck, long sleeves, buttons in back, feet attached; sizes 1 to 10 years. Regularly 55c to 65c each, according to size. Thursday, all sizes .45

Guaranteed Hosiery

3 Pairs for \$1.00

Women's Pen Angle Brand Plain Black Cashmere Hose, made from smooth, even yarn, seamless throughout, spliced heel, toe and sole, perfect fast dye; guaranteed to give satisfaction; all sizes. Thursday 35c, 3 pairs for 1.00

Gloves to Cover Many Hands

KAYSER SILK GLOVES.

Long Silk Gloves, for dress wear, Kayser make, double tipped fingers; every pair guaranteed; black and white, in all sizes. 12-button length, \$1.00; 16-button length, \$1.25.

Women's English Cape Leather Gloves, for street wear and driving, pique and P. X. M. sewn seams, Bolton thumb, dome fastener; they come in the right shades of tan; sizes 6½ to 7½. Regularly \$1.50 and \$1.75. Thursday .95

Some very good Wall Paper Prices for Thursday if you need them.

Household Textiles

Excellent values and great price concessions for Thursday.

SATIN DAMASK TABLE CLOTHS.

Of pure linen, made in Ireland, full satin damask, in a new design, 2 x 2½ yards. No better for wear. Thursday, each 2.28

RICH BLACK SEALETTE, \$4.75 YARD.

(In the Flannel Section.)

A rich, close pile, black sealette, for women's and children's coats, 48 inches wide, exceptional value, yard, Thursday .475

MANCHESTER LONG CLOTH, 9½c YARD.

For undergarments, night gowns, etc., is a bright, pure, round thread, white long cloth, and a great favorite, yard wide, about 500 yards only, Thursday, yard .9½

COMFORTERS, LARGE AND WARM, \$2.83 EACH.

72 x 78 inches, for largest double beds, selected sateen coverings, reversible, splendidly quilted, new colorings, white fluffy down filling, 50 to clear, Thursday, each 2.83

FINE HUCKABACK BEDROOM TOWELS, 59c PAIR.

Towels which for wear, drying, washing, etc., are seldom equalled; made from the best of pure flax, bleached, hemmed, white borders, 22 x 40 in. Thursday, pair .59

—Second Floor.

When You Talk About China

you should be able to tell your friends about the Simpson collection, for it is unique in every way.

Wines, clarets, ports, champagnes, etched crystalware. Per dozen 1.95

Fancy China Teacups and Saucers. Special .25

Teapots, handsome decorations, splendid assortment of shapes, all sizes, bargain .35

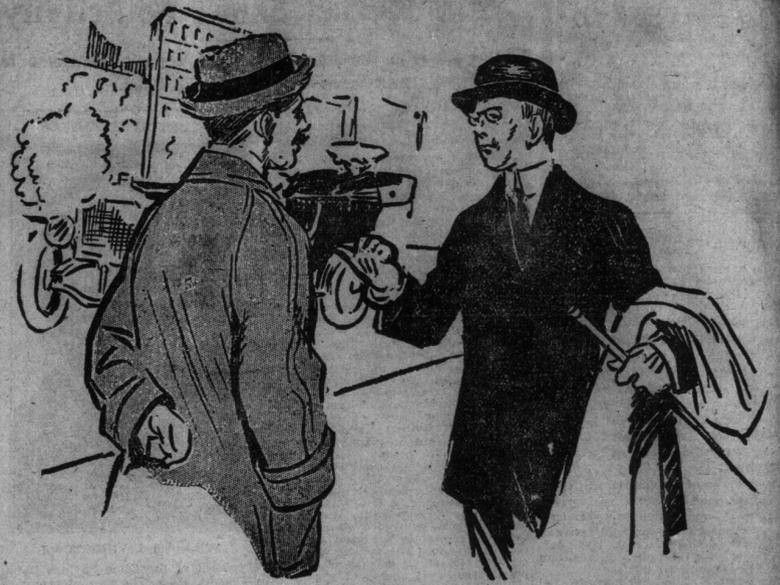
97-piece China Dinner Set, artistic gold floral designs, in the new Marcella shape. Special 11.98

Fruit Sets, 7 pieces, handsome designs. To clear 1.98

Ribbons

Broken Lines and Remnants. Several odd lines put together will furnish material for a clearance at 15c per yard. The original prices were much more. You may find just what is wanted in these lots. Thursday, per yard .15

All our Ribbon Remnants have been specially bunched and priced, good lengths, good widths, and good colors. At Remnant Prices.



You'll Have to Tip Your Friends to come to Simpson's for one of these English Opera Coats if you should wear one on the street.

There is nothing in Toronto that can compare with them, for they were made for us in London, England, from a diagonal brown tweed, very roomy, having all the English dash; tailored with every detail. It is an exclusive garment. Balamacaan English Opera Coat, each 25.00

MEN'S ENGLISH WORSTED SUITS.

Made from the best worsted, in a brown stripe design, cut single-breasted, three-button style, good mohair linings, very best tailoring, fitting perfectly. Each 14.00

THREE-PIECE SUITS FOR BOYS.

A sturdy English Worsted Suit, with bloomer pants and vest, has linings and trimmings of the best class, and perfect tailoring; the coat is three-button, double-breast. This suit is correct in every respect, and the shade of cloth medium green. Sizes 29 to 34 in. Thursday 7.75

Men's Needs for Cold Days

Heavy Plain Rib Sweater Coats.

Very strongly made, neatly trimmed with contrasting colors, have two strong pockets, close fitting cuffs and skirt. Regular \$1.00, \$1.25 and \$1.50. To clear Thursday, each .79

Men's Pure Silk and Wool Underwear.

Shirts and drawers of "Stralian" brand, full fashioned, to fit perfectly, with double spliced elbows, knees and seats, guaranteed unshrinkable; also several garments of fine natural Australian wool, shirts and drawers, with double back and breast and double seats to drawers. Regular \$2.50 and \$3. Thursday 1.98

Good Furs for Men

Persian Lamb Caps, in driver or wedge shape, glossy curl, and satin lined. Thursday 5.00

Men's Persian Lamb Adjustable Collars, even curl, well made and satin lined. Thursday 10.00

Men's No. 1 grade Persian Lamb Gauntlet Mitt or Glove, best fur linings and double palms. Thursday 17.00

Rubber Boots

Best No. 1 grade Knee Rubber Boots, bright finish, pebble leg, warm fleece lining, corrugated soles and solid rubber heels. Thursday:

Men's, sizes 6 to 11 3.45
Women's and boys', sizes 2½ to 8 2.09
Misses' and boys', sizes 11 to 2 1.85
Children's, sizes 5 to 10½ 1.59

Heavy, dull finished pure "Para" Gum Rubber Knee Boots, perfect new stock, every pair guaranteed to give you satisfactory wear. Thursday:

Men's, sizes 6 to 11 3.19
Boys', sizes 1 to 5 2.49
Youths', sizes 11 to 13 1.85

RUBBERS! RUBBERS!! RUBBERS!!!

Low Rubbers, "Beaver" and "Dominion" brands, bright, perfect new stock. Men's 65c, boys' 55c, women's 45c, youths' 45c, misses' 35c, children's 30c.

A Surprise Sale of Portieres and Portiere Fabrics

Prices less than factory cost; the greatest savings of two seasons.

(No goods to be returned or exchanged.)
HEAVY EGYPTIAN CLOTH FOR PORTIERES, REGULAR \$1.00 YARD, FOR 48c YARD.

Green and brown only, a fine portiere or curtain cloth for living room, dining room and library, 50 inches wide; was very special value at \$1.00, Thursday, sale price, yard .48

\$1.50 SINGLE FACED VELOURS, 89c YARD.

A large quantity of best imperial quality velours, slightly imperfect, damaged barely noticeable, usual \$1.50 quality; Thursday, sale price, yard .89

ROPE PORTIERES, HALF PRICE.

50 only, high grade Portieres, made in artistic designs, some have new Arts and Crafts bands, with two-toned effects, leading colors, fit any arch of medium size. Regular \$3.50, \$4.50 and \$7.50. Thursday sale, \$1.75, \$2.25 and \$3.75.

TAPESTRY PORTIERES, \$1.59 PAIR.

Large size, fine quality mercerized thread, 41 inches wide, 3 yards long, red, green, red and green, and rose and green. Regularly \$2.50 and \$3.00. Thursday sale, pair 1.59

Bountiful Grocery Provision

2,000 lbs. Dairy Butter, in prints, per lb. 28c; Choice Sugar Cured Hams, half or whole, per lb. 17c; 2,000 Tins Canned Tomatoes, per tin 12c; only 3 tins to a customer; Quaker Oats, large size, per package 23c; Edwardsburg or Beehive Table Syrup, 5 lb. pail 25c; Salt in 5 lb. bags, 3 bags 14c; Choice Pink Salmon, per tin 13c; Canned Fruit, Raspberries, Strawberries, Cherries, Peaches, Peas, per tin 18c; St. Charles' Milk, 3 tins 25c; Pure Orange Marmalade, quart Jar 25c; Imported Macaroni, 3 packages 25c; One Car Fancy Navel Sunkist Oranges, good size, per doz. 30c; Maggi Soups, assorted, 6 packages 25c; Scott Taylor's Worcester Sauce, 3 bottles 25c.

35c ASSAM TEA, 25c.

300 lbs. Fine Rich, Full-Bodied Assam tea. A 35c tea anywhere. Thursday, per lb. 28c.

The Robert SIMPSON Company Limited