

Weather and N. winds; cloudy and cooler; light sleet or snow.

Tomorrow at the Simpson Store

Store Closes 5.30 P.M.

H. H. FUDGER, PRESIDENT.

TORONTO TUESDAY, NOVEMBER 22.

J. WOOD, MANAGER.

Commencing to-day at ten o'clock, the Paris Model Department inaugurates its **FIRST SALE AT LOWERED PRICES**. This important sale will be continued to-morrow at the same hour.



We're Almost Afraid to Tell You

what the price-tickets on these suits would read, at ordinary selling. It would make to-morrow's price on these suits look almost too good to be true. But after all, the facts are interesting enough to speak for themselves, so here they are:

A certain manufacturer had started to make this collection of high-class suits when he was swept off his feet by an avalanche of coat orders. The suits were laid aside, and when finally finished, were too late for most stores to touch in so large a quantity. But we felt big enough to sell all these suits in one morning if we could get them at the right price.

Did We Get Them at the Right Price?

Well, the only way you can answer that is by coming to see them to-morrow. We think it's just about the "rightest" price on suits of this class that we've ever heard of.

Cloths are French serge, basket weave, hopsack cloth and diagonal serges. Coats are lined throughout with silk or satin. Short and medium length coats. They are made in plain or novelty trimmed collar and cuffs; single and double breasted; fasten with cloth of bone buttons. Skirts are sensible and up-to-date styles, pleated or banded; colors are grey, navy, green, brown, cadet and black. Sizes are 32, 34, 36, 38, 40 and 42. Regular prices \$18.50 to \$30. Wednesday **\$7.95.**

Many Price Reductions in the White-wear and Underwear Section

Third Floor, South-west.

A partial list of the numerous special values to be found Wednesday in this popular department. Special purchases and clearance of odd lines are responsible for the exceptional reductions in prices.

- \$1.00 Ribbed Wool Mixed Women's Vests and Drawers for 65c.
- \$1.00 Women's Ribbed Black Wool Tights for 69c.
- 40c to 65c Girls' Vests, natural ribbed wool, ages 2 to 12, for 25c.
- \$1.00 Women's Extra Large Vests and Drawers, heavy ribbed, white or natural, 40 to 46 bust, for 65c.
- 75c Women's Flannellette Gowns, white or pink, for 59c.
- \$1.25 to \$1.75 Girls' Winter Drawers, fancy tweed or check, ages 6 to 14 years, for 75c.
- 50c Dainty Tea Aprons, sheer lawn and val lace, for 35c.
- \$2.50 Royale Corsets, fashionable model, 19 to 30, for \$1.50.
- \$5.00 Girls' Embroidery Dress, white, sizes 6 to 14 years, \$3.25.
- 50c Women's Overall Aprons, blue check gingham, for 35c.
- \$3.25 Infants' Velvet Coats, navy, red, brown, 22 inch, for \$2.25.
- 75c Infants' White Nainsook Dresses, ages 6 months, 1, 2 years, for 50c.
- 50c Girls' Rompers, sizes 2 to 6 years, for 25c.
- 25c and 35c Children's Nazareth or Fleece Lined Waists, for 19c.
- \$1.25 Women's Nainsook Night Dresses, lace and embroidery, for 65c.

Charming Waists for Your Winter Moods

These Wool Waists fit the moods of a Canadian winter as naturally as Lingerie Waists do the summer time.

\$3.00 Wool Waists, Wednesday \$1.50.

100 Fine All-wool Delaine Waists, in brown, navy, cream and cardinal, with pretty Dresden stripe effects; made in dressy styles; guipure lace yoke and collar; cluster tucking, front and back; long sleeves, trimmed with tucking and silk buttons. Sizes 34 to 42. Regular \$3.00, Wednesday $\frac{1}{2}$ -price, **\$1.50.**

Women's Cashmere Waists, black only; front is beautifully silk embroidered; group tucking at shoulder; new fitted sleeve, tucked back; fasten invisibly in the back. Sizes 34 to 42. Regular \$1.75. Special sale **\$1.00.**

K-choo!! Handkerchiefs for Every-body.

Men's White Lawn Hemstitch Handkerchiefs, full size, $\frac{1}{4}$ and $\frac{1}{2}$ inch hem; soft, smooth finish. Special Wednesday **6 for 25c.**

Men's White Semi-linen Handkerchiefs, full size, $\frac{1}{4}$ and $\frac{1}{2}$ inch hem, extra fine finish. Special Wednesday **3 for 25c.**

Women's cross-bar Linen Handkerchiefs, large size, $\frac{1}{4}$ inch hem. Special Wednesday **4 for 25c.**

Children's White Lawn Handkerchiefs, all white or white with colored border. Special Wednesday **10 for 25c.**

Marabou Stoles and Muffs

Just received, Marabou Stoles, in a select quality, 5 strands, with tail ends, an excellent stole; 74 in. long, in black, taupe and natural colors, **\$2.85.**

Handsome Marabou Muffs to match above stoles, with five tails, made of finest long fibres, **\$3.50.**

Fashionable Ostrich Boas, fibres of a fine grade, in black, white, pearl, also black and white, 66 inches long. Wednesday **\$5.19.**

30 Robe Lengths (Dress Goods Dept.)

30 only high-class exclusive Robe Lengths; no two alike, in a variety of colors and designs, fancy eoliennes, silk striped repps, silk striped marisettes, new satin panne cloths, silk taffetas, satin striped voiles, satin stripe eoliennes, cashmeres de soie, etc., etc.; all 8-yard length. Sold regularly \$16.00 to \$20.00. Clearing price Wednesday **\$7.95.**

Dress Goods Dept., 2nd Floor. No phone orders filled.

50c to \$1.00 Silks Selling Wednesday 37c Yd.

5,000 yards of Imported Silks, in good qualities of satin de chine, satin merveilleux, French paillette and such novelty silks as French foulards, small designs in French taffetas and English peau de soie; this collection of oddments all from this season's cutting of the best selling lines; lengths for waists, skirts and dresses. Wednesday sale price, per yard **37c.**

No phone or mail orders accepted for these silks.

7-inch Dresden Ribbon 39c Yd.

This is the biggest value in Fancy Ribbon we have offered this season; it is a high-class Dresden ribbon, 7 inches wide, of French manufacture; every thread pure silk, with a dainty $\frac{1}{2}$ -inch border of satin; the design is distinct, but soft in color, combinations of cream, sky, mauve, tuscany, pale green and pink; most suitable for bags and other Christmas novelties. See window display. Wednesday's rush price **39c.**

A Sale of Winter Boots For Children and Young Women

This special purchase from Montreal will be offered to-morrow at the following prices, which represent a considerable reduction:

Misses' **\$1.50 Box Calf Boots at 99c.**

300 pairs Misses' Boots, box calf, dull calf, Blucher top, creased vamp, medium heavy sole for winter wear, low heel; all sizes 11 to 2. Regular value \$1.50. On sale Wednesday **99c.**

Misses' **\$1.35 Kid Boots at 99c.**

300 pairs Misses' Boots, made from fine, strong Dongola Kid leather, patent toe-caps, Blucher style, medium heavy sole for winter wear; all sizes 11 to 2. Regular value \$1.35. Wednesday **99c.**

Telephone orders filled.

Little Gents' **Box Calf Boots, \$1.75 Value, at \$1.39.**

210 pairs Little Boys' Boots, Blucher style, real box calf leather, medium heavy sole for winter wear, spring heel, lace hooks, "Instructor" brand; all sizes 8 to 10 $\frac{1}{2}$. Regular \$1.75. Wednesday **\$1.39.**

Children's Blucher Boots.

700 pairs Children's Boots, Blucher style, fine, strong Dongola kid leather, patent toe-caps, medium heavy sole, spring heel; all sizes 5 to 7 $\frac{1}{2}$ and 8 to 10 $\frac{1}{2}$. Special Wednesday **69c.** Telephone orders filled.



Five Dollars' worth for One Dollar

That's the way we're going to dispose of just 90 pictures to-morrow. They include etchings, photogravures, pastels and carbons, and at a dollar apiece they'll go like a flash. All suitably framed in gilt and wood mouldings.

\$1.00 Men's Suede Gloves 55c

Men's Imported French-made Grey Suede Kid Gloves. This lot is a clearing from a big Grenoble maker. Over-sewn seams, dome fasteners, silk stitched points. A dressy, perfect-fitting glove. All sizes. Regular \$1. On sale Wednesday, **55c.**

Here at Last

Many of our customers have been waiting for these handsome Silver Mesh Bags; we are pleased to say they arrived this morning. Each **\$3.50**, all the way along the line to **\$15** each.

Christmas Cards for Foreign Mails

should be bought now. Come and see our range of them, from **5c to \$5.00.**

Annals.

Boys' Own, Girls' Own, Chums, The Scout, Chatter-box, Rosebud Annual, Strang's Annual, Our Darlings. All at popular prices.

Fancy Holly Papeteries, containing 36 sheets and 36 envelopes; fine quality linen paper. Up to **35c.** All at **19c.**

Little Sterling Silver Gifts

at prices you might pay for zinc.

500 Tooth Brush Holders, Tooth Powder Holders and Cold Cream Jars, colonial pattern glass bottles, sterling silver tops, Daisy pattern. Regular **50c** and **75c.** Wednesday **35c** each.

200 Powder Jars, colonial pattern glass jar, sterling silver tops, daisy pattern. Regular **\$2.25.** Wednesday **\$1.25.**

Some Toys

that we own very cheaply, and that you may own very cheaply, if you buy them to-morrow. Being rather cramped for toy space, we're making it worth your while to take these away early. Straight comparisons will show these prices to be unapproached elsewhere in town. (Basement.)

The Dolls' Name "My Sweetheart."

2,000 Kid Body Dolls, with a pretty face, curly hair, eyes that open and close, hip jointed, 17 $\frac{1}{2}$ in. high; extraordinary value for Wednesday selling. Made to sell at a higher price, only **50c.**

3,000 Our Pets' Painting Outfit, nicely put up in litho box, water color paints and camel hair brush, with cards, for ready use. Wednesday on sale, special **15c.**

200 Trains on Track, a splendid value, has engine, tender and two passenger coaches, 6 track lengths, finely finished. Wednesday this lot on sale for **\$1.19.**

Comforters and Household Linens

75 Comforters, large size, 72x78 inches, silkoline covering in very pretty patterns, best white filling. Special Wednesday **\$1.89** each.

15 only Embroidered Bed Spreads, Irish make, pretty and effective, embroidery; size 80 x 100. Will sell only 15 at this price. Wednesday **\$2.68** each.

100 dozen Table Napkins, hemmed ready for use, size 19 $\frac{1}{2}$ x 19 $\frac{1}{2}$ in., good Scotch make. Wednesday **97c** dozen.

50 pairs Fine Huckaback Towels, large size, with fine damask border, hemstitched ends. Wednesday **98c** pair.

If Men Have Clothes-Worries

They may deposit them here, and get in exchange the greatest possible amount of satisfaction for the money invested. Here are two or three investments that will interest men at this season:—

Men's House Coats.

Men's House Coats or Smoking Jackets, made from a fine quality English lambs' wool with camels' hair finish. The shade is a handsome dark mixed red ground with fancy scroll pattern, cut with long roll collar, trimmed with silk cord on edges, pockets and cuffs; sizes 36 to 44. Price **\$6.50.**

Men's handsome, plain dark green or grey, House Coats, made from a fine imported English Rombo cloth, with fancy stripe back, a soft, smooth Saxony finished material, manufactured specially for this style of garment, cut in the latest style, with long roll collar and fancy cuffs, made from the reversible side of the cloth, trimmed with fancy silk cord to match on edges, pockets and cuffs; sizes 36 to 44. Price **\$10.00.**

Youths' and Young Men's Heavy Tweed College Ulsters, in dark brown and grey mixed patterns, single and double-breasted styles, with convertible or neat military collar, splendidly tailored and perfect fitting; sizes 32 to 38. Regular price **\$10.50.** To clear Wednesday at **\$7.95.**

Sweater Coats and Cardigans

Men's Wool Sweater Coats that are well made, perfect in fit, good heavy quality; pockets. These are knitted in a rib that ensures good wear. Grey body trimmed with either cardinal or navy. Wednesday **\$1.00** each.

Men's Sweater Coats, in heavy worsted yarns. Best hard-wearing makes in all grey. Tan with grey trim, or grey with cardinal trim. All have pockets, pearl buttons, and are perfectly sized throughout. Wednesday **\$1.98** each.

Extra Quality Fine All Wool Black Cardigans, mid-weights, practically a waistcoat style with sleeves, 2 pockets, worsted binding. A neat fitting garment to wear under the ordinary day coat. Regular price **\$5.00.** Wednesday **\$3.99** each.

Hats and Caps for Winter Wear

Men's Winter Wear Caps, in fine navy blue beaver cloth, fancy pattern tweeds, corduroys and serges, in soft, sport, driver and bulldog shapes, fur lined ear bands. Wednesday special **49c.**

280 Men's Derby and Soft Hats, fine English make, mostly black, fashionable 1910 shapes. Regular **\$2.00.** Wednesday **98c.**

Shaved Prices on Shaving Requisites

But these prices are more than shaved, they're badly cut, and in their present condition they'll probably be snapped up early. These are "gifts suitable for men."

18 only Men's Shaving Sets, consisting of shaving mug and brush. These are made of quadrate plate, and are extra heavy polished, in fancy lined boxes, regular **\$4.00** and **\$4.25.** Wednesday **\$2.98.**

72 only Men's Military Sets, consisting of two military brushes and comb, in a fancy leatherette case, regular **\$1.75.** Wednesday, per set, **\$1.00.**

100 only Men's High Stand Mirrors, with extra heavy glass, and are adjustable to any position, regular **85c.** Wednesday **50c.**

(On sale at Fancy Goods Circle in the new building.)

We're Not Forgetting the Homefurnisher

Here are some more unusual chances for him or her to beautify the interior.

Brussels Carpet Greatly Reduced.

Made, Laid and Lined Free. 2,500 yards Brussels Carpet will be cleared on Wednesday at a price that should create an enthusiasm amongst Toronto housekeepers. These goods are a selection of regular stocks and range in length from 15 to 50 yards. The designs, including Oriental, Floral, Chintz, Lattice and Persian, are suitable for dining-rooms, dens, libraries, parlors, bedrooms, halls and stairs. They are regularly sold in our Carpet Dept. for \$1.25, \$1.40 and \$1.45 per yard. You would pay 10c per yard extra to have them sewed, laid and lined in the ordinary way. On Wednesday, 35 different designs go on sale at **\$1.08.** Made, laid and lined complete. See Yonge Street Windows. No Phone Orders.

Cushion Forms.

You will find it to your advantage to secure your present or anticipated need from this Wednesday sale. The offering includes the most called for sizes, well filled with best grade Russian down, casing of pure white cambric of good quality:—
Size 18x18 inches, regular 35c. Wednesday 23c.
Size 20x20 inches, regular 45c. Wednesday 33c.
Size 22x22 inches, regular 55c. Wednesday 39c.
Size 24x24 inches, regular 60c. Wednesday 46c.
Size 26x26 inches, regular 70c. Wednesday 55c.

11c Day in Wall Paper Department.

We have been moving our stock-room and find half a dozen wagon loads of small bundle lots of Imported Wall Papers—remnants of best selling lines—that must be cleared at once. See Wednesday's list. Thousands of rolls of Imported Papers from the best American and English and German mills for parlors, dining-rooms, dens, libraries, halls and bedrooms, in full choice of color blends, in greens, reds, browns, blues, greys, in light and dark grounds, in room lots or more. Regular prices 25c, 35c, 50c, 65c and 75c roll. Wednesday clearing 11c. New Wall Paper Dept. 5th Floor. Take large elevators on Queen street.

China and Brassware in the Basement

600 pieces Japanese, Bric-a-brac and Fancy German China, beautiful wares for dainty Xmas gifts. Underpriced for quick selling Wednesday.

Doulton Jugs, Tobacco Jars, Steins, Rail-Plates, Spoon Trays, Salad Bowls, Dutch Vases, Fern Pots, Jardinieres, Hair Receivers, Powder Boxes, etc. Wednesday special 79c.

102-Piece Carlsbad China Dinner Set, festoon floral decoration, wide shape cups. Complete dinner and tea service for 12 people, **\$16.25.** Brass Kettles, 4 pint size, amber handles. Wednesday **\$2.95.**

Groceries

2,000 stone fresh Rolled Oats, per stone 36c. Pure White Clover Honey, 5-lb. pail, 64c. Choice Side Bacon, peameal, half or whole, per lb. 22c. Choice Valencia Raisins, 2 $\frac{1}{2}$ lbs. 25c. 2,000 lbs. Orange and Lemon Peel, mixed, 2 lbs. 25c. Canned Tomatoes, per tin 10c. Canned Corn, 8 tins 25c. Bluebell Jelly Powder, assorted, 4 packages 25c. Telfer's Cream Soda Biscuits, 8-lb. box 25c. Post Toasties, 3 packages 25c. Imported Malt Vinegar, imperial quart bottles, 20c. One car Choice Mexican Oranges, good size, per dozen 24c.

Telephone Direct to Department. 2 LBS. FRESH ROASTED COFFEE 30c. 300 lbs. Fresh Roasted Coffee, in the bean, ground, pure or with chocolate, Wednesday 2 lbs. for 30c.

The Robert SIMPSON Company Limited